LAB FIVE™

**Lab Five
My Soccer Home**

LAB FIVE™

Game On, World!

At the Lab Five™, we believe in and encourage the movement toward a future where sports and technology has a significant social impact.

We are proud of our mission to bring competitive and collaborative values to the heart of the playing field.

These guidelines reflect the goal of our brand: to be appreciated by players locally as My Soccer Home.

Welcome to Lab Five™ territory.

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Section

Brand

These brand guidelines explain how to use the Lab Five™ visual identity with confidence and clarity.

They are designed to ensure consistency within our brand, and to help create strong, recognizable and innovative communication.

The following pages demonstrate the flexibility within the identity and should be used to inspire and motivate creative expression.

Our unique identity, color palette and typographic style create distinctive frameworks for our soccer brand, which help to stand out from our competitors.

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Section

Logo

Logo Usage

LAB FIVE

The Lab Five™ logo is an important asset to our organization and should serve as a foundation for all visual communication.

The logotype consists of a condensed typography divided into two lines accompanied by a trademark sign. The identity can only have a positive impact if used consistently and correctly throughout all brand communication.

To maintain a strong brand image, it is important that the logo is always applied consistently wherever it appears. It should never be manipulated, altered or distorted. Its color, position and size - respectively - are all specified within this document.

Logo
Primary

Our logo is approachable, easy to read, and takes full advantage of our name recognition. Optical kerning, heavy weight, and defined white space, as well as well delineated placement in relation to other content, all help to make it as instantly recognizable.
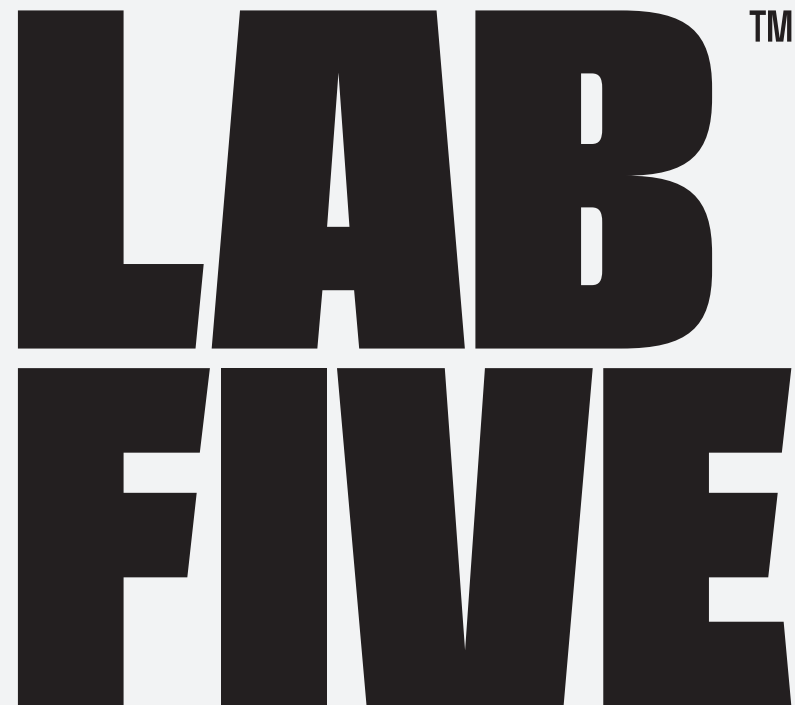
Wordmark

We invested in a wordmark, not a symbol, to share clearly what we represent:
My Soccer Home.

Bold

We used a specific bold weight to make it clearly define our territory.

Uppercase

Per our strategic position, we translate the expression and mood of the players as represented in the uppercase.

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Logo
Variations

The Lab Five™ identity is made up of a primary logo, a responsive version, a monogram and an icon. The monogram is to be used sparingly as a secondary device, for example as an embroidered mark on a cap.

Additionally to the logotype, the monogram has been designed to allow a more varied application across digital and print collateral.

1.1. Logotype

This is the main version of the brand. When possible, this version should be used.

1.2 Responsive

Specifically designed for the small-screen digital environment.

2.1 Monogram

The monogram of Lab Five™ has been designed essentially for apparel and the signage system of our brand.

2.2 Icon

The icon version of our brand is a specific mark designed for small display spaces. It could be used as a favicon.

1.1 Logotype

1.2 Logotype Reponsive

2.1 Monogram

2.2 Icon

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Color

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Our brand is underpinned with a color palette designed to be fresh, modern and distinctive.

Different combinations of color can dramatically change the tone and appearance of a document so it is important to consider how colors work together.

To help achieve greater brand recognition, it is important that advertising and communication pieces apply our color palette consistently.

Color
Color Palette

The primary color palette is constant throughout all communication. A color hierarchy has been implemented, ranging from the color named Field, being the most important, to the color named Dream, being the least used. Field and Beast are mainly used for conveying importance.

Whereas Sunset is predominately used for less important points. Pink Force is mainly used to communicate to female players. Energy and Dream should be used as a secondary palette for for minor information required. Where possible Pantone colors should be used. For extra impact, special print techniques such as debossing can also be applied.

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1. Field
Pantone 7481 C
RGB 0 183 79
HEX/HTML 00B74F
CMYK 82 0 86 0

2. Beast
Pantone 303 C
RGB 0 42 58
HEX/HTML 002A3A
CMYK 100 47 22 82

3. Sunset
Pantone 172 C
RGB 250 70 22
HEX/HTML FA4616
CMYK 0 73 87 0

4. Pink Force
Pantone 226 C
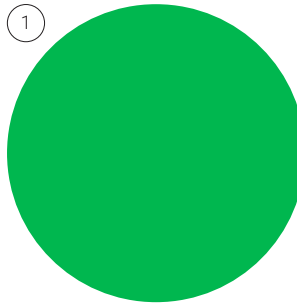RGB 208 0 111
HEX/HTML D0006F
CMYK 0 100 2 0

5. Energy
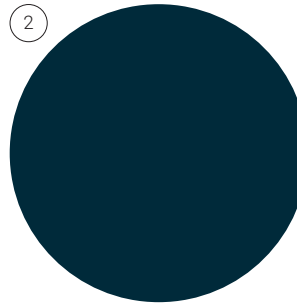Pantone 333 C
RGB 60 219 192
HEX/HTML 3CDBC0
CMYK 49 0 28 0

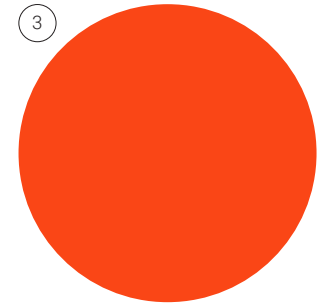**6. Dream**
Pantone 2728 C
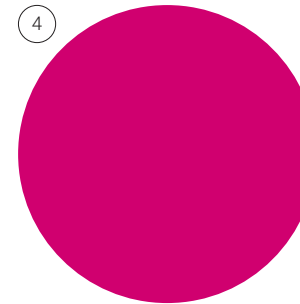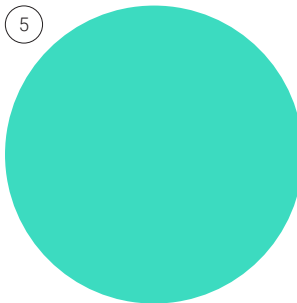RGB 0 71 187
HEX/HTML 0047BB
CMYK 90 68 0 0

Color
Logo Colors

A tight color palette, dominated by green and dark blue, draws on the colors appearing in the game of soccer.

The colors presented in these guidelines may have different visual aspects due to the printer selected. Please always keep the Pantone references for an authentic rendering both on paper and screen.

Background Color

Different options may be used for the background color.
It could be a solid color or a gradient composed of green and dark blue.

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Typography

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The font Din Next is our corporate typeface. It should be used for all titles. It is a simple, clean and legible typeface that complement our logo.

Roboto is the secondary typeface, used generally for long texts. Five weights of Roboto are being used: Thin, Light, Regular, Medium and Bold. Arial and Helvetica can be used as a substitute for Roboto on digital applications, such as websites and email.

Typography is key element in our toolkit, which should not be overlooked. It is important to adhere to the line spacing (leading), letter spacing (tracking) and text arrangement specified in this document to help achieve brand consistency throughout.

Typography
Primary Typeface

Din Next

This century-old design has proven to be timeless. But modern use demanded an update, which resulted in DIN Next - a versatile sans serif family.

This classic design turned modern includes seven weights that range from light to black, each of which has a complementary italic and condensed counterpart. The family also includes four rounded designs, stretching the original concept's range and core usability. DIN Next also boasts a suite of small capitals, old style figures, subscript, superscript and several alternate characters.

All those versions may be used but, we selected the Regular, Italic and Bold weights as basics.

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DIN Next Pro Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
01234567890$&?/+"(.,:;)
Character Tracking: 0

DIN Next Pro Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
01234567890$&?/+"(.,:;)
Character Tracking: 0

DIN Next Pro Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
01234567890$&?/+"(.,:;)
Character Tracking: 0

DIN Next Pro Bold Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
01234567890$&?/+"(.,:;)
Character Tracking: 0

DIN Next Pro Condensed Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
01234567890$&?/+"(.,:;)
Character Tracking: 0

DIN Next Pro Condensed Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
01234567890$&?/+"(.,:;)
Character Tracking: 0

DIN Next Pro Condensed Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
01234567890$&?/+"(.,:;)
Character Tracking: 0

DIN Next Pro Condensed Bold Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
01234567890$&?/+"(.,:;)
Character Tracking: 0

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ROMAN

ITALIC

BOLD

BOLD ITALIC

Typography
Secondary Typeface

About Roboto

Roboto has dual nature. It has a mechanical skeleton and geometric form. At the same time, the font features friendly and open curves.

While some grotesks distort their letterforms to force a rigid rhythm, Roboto allows letters to be displayed in their natural width. This makes for a natural reading rhythm more commonly found in humanist and serif types.

Roboto Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
01234567890$&?/+"(.,:;)
Character Tracking: -10

Roboto Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
01234567890$&?/+"(.,:;)
Character Tracking: -10

Roboto Medium
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
01234567890$&?/+"(.,:;)
Character Tracking: -10

Roboto Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
01234567890$&?/+"(.,:;)
Character Tracking: -10

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Light
Regular
Medium
Bold

Titles & Headlines

For titles and headlines, we always use Din Next. This is the base of our brand. It links the typography of our logo to the related information shared with the audience.

Subtitles & Texts

For subtitles and the labor text, we use Roboto. This font offers flexibility in the composition of text.

DIN NEXT BOLD IS OUR *HEADLINE WEIGHT.*

Roboto Medium and Regular are our body copy weights.

Roboto Light is used for captions and small bodies of text and it is also used on our stationery.

Roboto Thin may be used when a more delicate weight is needed.

Typography
Typographic Hierarchy

Headlines to Captions

This hierarchy of type faces, by order of weight and importance, maximizes impact across all uses, while keeping communication easy to read, proprietary, and highly recognizable.

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DIN NEXT BOLD - HEADLINE 1

AaBbCcDdEeFf

DIN NEXT BOLD - HEADLINE 2

AaBbCcDdEeFf

DIN NEXT BOLD - HEADLINE 3

AaBbCcDdEeFf

DIN NEXT BOLD - HEADLINE 4

AaBbCcDdEeFf

ROBOTO BOLD - HEADLINE 5

AaBbCcDdEeFf

ROBOTO BOLD - HEADLINE 6

AaBbCcDdEeFf

ROBOTO REGULAR - BODY COPY

AaBbCcDdEeFf

ROBOTO LIGHT - CAPTIONS

AaBbCcDdEeFf

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