

**G GAME
ONE®**

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The Game One brand deserves attention. This guide will help you get the most out of marketing, advertising and all manner of contact with the larger world. A brand that appears and acts consistently and confidently is a brand that succeeds. Use this guide to succeed.

THE GAME ONE BRAND

Always out front, always ahead, your first contact for all things game. Game One is the first competition of a new hopeful season. Game One is the first contest of a run to potential glory.

**WE TREAT EVERY INTERACTION,
OPPORTUNITY, AND DAY LIKE IT'S
GAME ONE.**

Our relentless dedication to service and the success of our customers is unmatched and undefeated.

Game One is about inspiring and elevating the spirit, identity, and the go power of teams.

We defend the highest ground of integrity, trust, and commitment.

GAME ONE IS:

**THE PREMIER PROVIDER OF APPAREL,
GEAR, AND EQUIPMENT UNIFYING
TEAMS AND FANS IN SCHOOLS, CLUBS
AND ORGANIZATIONS.**

To wake up with purpose and to fill our days with meaningful actions. We manifest the identity of teams, groups, and individuals with our services and products. We give expression a place to live and thrive. We help tell your story for the short and long term. We play our role in the daily setting of new personal records. Delivering pride of affiliation, a supportive culture, and a brilliant banner to rally around.

WE EXIST:

TO LIFT AND INSPIRE TEAM STORIES.

Like a team, we surround ourselves with partners that we believe in and admire. The vision for the next hour and the next decade is rooted in trust, innovation, and recognizing our customer as the hero in this story. With that recognition, we will continually provide hero-worthy products and service.

WE WANT TO BECOME:

**THE MOST TRUSTED BRAND BEHIND
YOUR BRAND.**

This is a mission accomplished in one hundred ways, every day of the week. We're on an unending pursuit to be the best communicators, providers, and partners to our customers. We are committed to sparking peak performance, enhancing a shared reason for being a team, and helping our customers crush it.

OUR MISSION IS:

**TO EQUIP AND ELEVATE COMPETITION,
SPORT, PURPOSE, AND IDENTITY.**

We hustle harder and smarter. No trophy or pedestal required. We possess a deep well of inner fortitude. How about we go another mile or two?

WE ARE:

GRITTY

Thanks, but no status quo. We are self-aware and positive influencers. We view risk with an intelligent lens. We do far more walking than talking.

WE ARE:

CHANGEMAKERS

Keep moving forward, because we've got your back. It's our goal to make others stronger. We are sincerely involved and thoughtfully inclusive. How can we help you win?

WE ARE:

TEAMMATES

We have an insatiable appetite for what's next. Tenacity and curiosity feed our drive to compete, and our demand for more growth-minded goodness.

WE ARE:

HUNGRY

We are active listeners and proactive doers. We believe in transparency, generosity, and authenticity. We say, “Yes, please,” to all feedback.

WE NEED TO:

BE OPEN

We are not just checking the box. Never the weak link, always prioritizing value-added follow-up in consideration of other’s time.

WE NEED TO:

BE RESPONSIVE

We are all part of the community—an office, a city, a school, a family, a team. We contribute and do what’s right. And we let the accolades fall where they may.

WE NEED TO:

GIVE BACK

We are devoted to being engaged as opposed to being engaging. There’s no distraction from person, task, or goal. We show up ready.

WE NEED TO:

BE PRESENT

We understand the challenges of others without being told—we know. Be humble, be real and demonstrate a better culture. It isn’t complicated—see The Golden Rule.

WE NEED TO:

BE KIND

Speaks to a sincerity of commitment, passion, positivity, and, responsiveness.

GAME ONE IS:

ENGAGED

An all-together approach, a celebration of participation, a demonstration of transparency, and a clear representation of what a true team player is.

GAME ONE IS:

INCLUSIVE

Encompasses integrity, honesty, and an honorable reputation well deserved.

GAME ONE IS:

RESPECTED

All about earned confidence and disruptiveness without the cockiness.

GAME ONE IS:

BOLD

Embodies perceptiveness, knowledge, expertise, intelligence, and insight.

GAME ONE IS:

SAVVY

We remain undefeated in what truly matters—trust, respect and, service.

We stand tall for exceptional quality, authentic interactions, bold leadership, and real innovation.

WE ARE:

RELENTLESS

VERBAL STANDARDS

THE BRAND BEHIND YOUR BRAND

OUR PERSONALITY

Our tone is informed and genuine and supportive.
We are both providers of and participants in Game One.

Our voice appropriately reflects the situation and shows
genuine respect for everyone at the table.

We don't need to be the loudest voice in the room, but we will
make our point. We are quietly confident, but never shy about
our abilities and standards. We are plain and direct in the best
possible ways. We are familiar, but respectful. We are clever,
but not corny. We are smart, but not superior. We speak up
and never speak down.

How do we really sound? In a word, "real." By speaking truth
and reality, we are instantly different from the competing voices
shouting in the mob.

We are the brand behind our customer's brand—supportive,
reliable, innovative, engaged, and fully committed.

OUR VOICE

Our parents taught us to be polite, and to look people in the eye when we speak—simple and profound.

We make no assumptions unless it benefits our customers.

We don't speak poorly of our competition; we differentiate through our words, and especially, our actions.

We acknowledge that problems occur—some controllable, others not, but never an excuse.

We don't avoid the tough questions or straight answers.

We are not ashamed of our prices for the exceptional value we provide.

We truly understand that our customer's time is an asset; we value every minute.

We treat others with genuine respect—it's the right thing to do.

We respond to our customers in a timely manner.

Loyalty first. Advocacy in return.

OUR STORY

Our story revolves entirely around you. It involves a million little details and one single goal—your total satisfaction. Our story is made true by the performance, energy, and dedication of us—Game One.

At Game One, we know what's at stake. It's not wrapped up in a trophy or a finish line. While don't get us wrong, trophies and W's are great; we understand that the journey of a team is the shared experience of effort and the pride of belonging.

We join the teams we serve—athletic, corporate, club, or otherwise, doing our part to the best of our abilities. Once we've earned your trust, we then work to honor that trust over and over again.

Whether it's game gear, branded apparel, or spirit wear, we are always in GO mode. Game One never lets the team down.

We're growing, but never beyond our roots of caring and integrity. We never take this work or the people around us for granted. We love being a part of your story.

FOR US, YOUR GAME IS ALWAYS, GAME ONE.

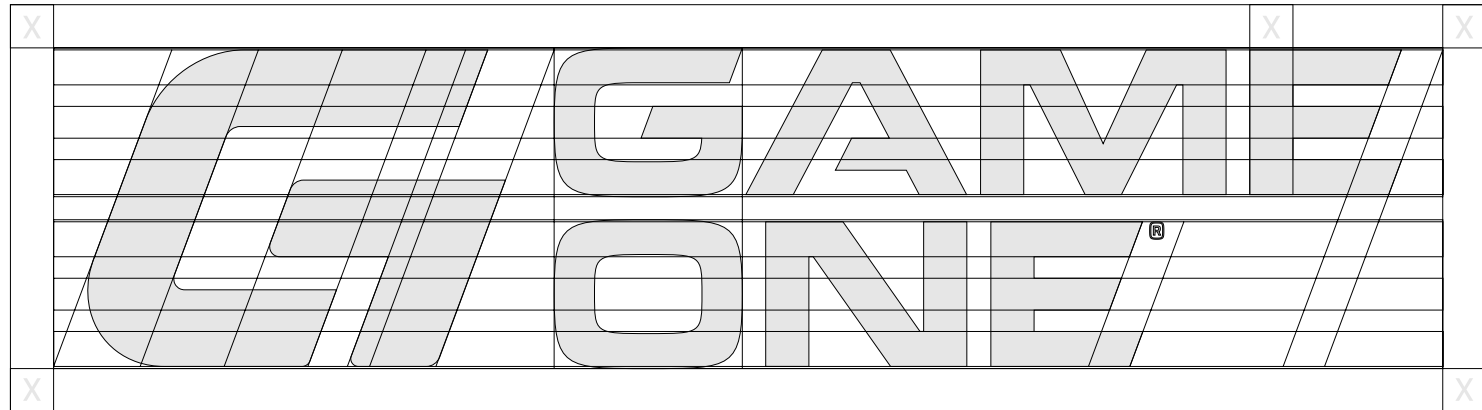
VISUAL STANDARDS





The Game One logo is rooted in the purpose of the brand: The arrow in the “G” symbolizes how Game One lifts and inspires team stories, and the forward angle of the mark represents the athletic nature of the company.





When you use a logo, its location relative to adjacent objects is important. Improper use may result in the logo losing its integrity around other elements.

The main thing you should pay attention to is the negative space near the logo. Observe the minimum width that each logo requires.

- **THE LOGO IS NEVER OUTLINED.**
- **THE LOGO IS ALWAYS ONE COLOR.**
 - White or Black only.
- **THE PRIMARY LOGO IS ALWAYS USED FIRST.**
- **THE LOGO & LOGOTYPE IS ALWAYS “CLEAN.”**
 - No textures/overlays/patterns on top of it.
- **NO PERFECT CIRCLES WITHIN THE BRAND.**
- **THE LOGOTYPE CAN'T BE OUTLINED WHEN PAIRED WITH THE LOGO.**
- **THE ARROW ALWAYS POINTS UP AND TO THE RIGHT, NEVER DOWN.**
 - Unless it's accompanied by other arrows.
- **FORWARD ANGLES ARE ALWAYS 69.5°.**
 - No 90° (right angled) arrows.

PRIMARY LOGO

This is the primary logo for Game One and should be used 90% of the time. When vertical space is limited default to the horizontal logo below.

The width of the logo should never be less than 1".
Default to the icon for these instances.

**HORIZONTAL LOGO**

Should only be used when vertical space is limited.

The width of the logo should never be less than 1.5".
Default to the icon for these instances.



ICON

Can only be used if the primary logo also appears in proximity. Used as a secondary & supportive element. Always default to the generic icon.

*For some instances the icon will have to be in a container.
Avoid these situations 90% of the time.

The width should never be less than 0.25".

**STACKED**

Should be used for center aligned, vertical spaces when the width is limited and a the left aligned, primary logo does not fit.

The width should never be less than 0.75".

Default to the icon for these instances.

**STACKED (SECONDARY)**

Should be used >1% of the time and only for very specific instances.
Should be used for center aligned, vertical spaces when the width is limited and a the stacked logo becomes too small, or the left aligned, primary logo does not fit.

*Request approval before using.

The width should never be less than 0.5".

Default to the icon for these instances.



HORIZONTAL LOGOTYPE

Can only be used if the primary logo has previously been defined and should never be used in place of the primary logo. The horizontal logotype should be used for spaces that are restricted vertically. It is to be used as a secondary supportive element.

The outlined logotype can also be used for similar purposes.

The width should never be less than 1".

GAME ONE**GAME ONE**

STACKED LOGOTYPE

Can only be used if the primary logo has previously been defined and should never be used in place of the primary logo. The stacked logotype should be used for spaces that are restricted horizontally. It is to be used as a secondary supportive element.

The outlined logotype can also be used for similar purposes.

The width should never be less than 0.75".

**GAME
ONE****GAME
ONE**

Do not create, alter, or modify the lockups in any way. The given lockups were purposefully created to satisfy all size variations and should remain consistent throughout the entire brand. Altering the logos would damage the integrity of the brand.



Do not modify the Icon.

Do not change the angle of the icon.

Do not outline the icon.

Do not recolor the icon.



Do not use the icon as part of the logotype.

Do not place the icon near the logotype at a similar height.

Do not outline the logotype when it is paired with the Icon.

Do not combine or swap icons and logotypes.

Saira is our corporate Font Family. Use Saira and it's variations for all communications going forward. Please adhere to these point size and leading guidelines.

This will provide greater consistency between applications and communications. Please avoid using too many sizes and weights within a single execution.

Saira SemiExpanded Extrabold Italic | Size 60 | Tracking 60

H1 TYPEFACE

Aa	Aa	Aa	Aa	Aa	Aa	Aa	Aa
<i>Aa</i>	<i>Aa</i>	<i>Aa</i>	<i>Aa</i>	<i>Aa</i>	<i>Aa</i>	<i>Aa</i>	<i>Aa</i>
Thin	Light	Regular	Medium	Semibold	Bold	Extrabold	Black

Saira Extrabold | Size 45 | Tracking 60

H2 TYPEFACE

Aa	Aa	Aa	Aa	Aa	Aa	Aa	Aa
<i>Aa</i>	<i>Aa</i>	<i>Aa</i>	<i>Aa</i>	<i>Aa</i>	<i>Aa</i>	<i>Aa</i>	<i>Aa</i>
Thin	Light	Regular	Medium	Semibold	Bold	Extrabold	Black

Saira SemiCondensed Bold | Size 36 | Tracking 40

H3 TYPEFACE

Aa	Aa	Aa	Aa	Aa	Aa	Aa	Aa
<i>Aa</i>	<i>Aa</i>	<i>Aa</i>	<i>Aa</i>	<i>Aa</i>	<i>Aa</i>	<i>Aa</i>	<i>Aa</i>
Thin	Light	Regular	Medium	Semibold	Bold	Extrabold	Black

Saira Light | Size 14 | Leading 18

Body Copy is this size. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim.

Aa	Aa	Aa	Aa	Aa	Aa	Aa	Aa
<i>Aa</i>	<i>Aa</i>	<i>Aa</i>	<i>Aa</i>	<i>Aa</i>	<i>Aa</i>	<i>Aa</i>	<i>Aa</i>
Thin	Light	Regular	Medium	Semibold	Bold	Extrabold	Black

Saira Expanded Medium | Size 20 | Tracking 60

CALL TO ACTION

Aa	Aa	Aa	Aa	Aa	Aa	Aa	Aa
<i>Aa</i>	<i>Aa</i>	<i>Aa</i>	<i>Aa</i>	<i>Aa</i>	<i>Aa</i>	<i>Aa</i>	<i>Aa</i>
Thin	Light	Regular	Medium	Semibold	Bold	Extrabold	Black

Saira Expanded Medium | Size 17 | Tracking 60

NAVIGATION

Aa	Aa	Aa	Aa	Aa	Aa	Aa	Aa
<i>Aa</i>	<i>Aa</i>	<i>Aa</i>	<i>Aa</i>	<i>Aa</i>	<i>Aa</i>	<i>Aa</i>	<i>Aa</i>
Thin	Light	Regular	Medium	Semibold	Bold	Extrabold	Black

THIS IS A REALLY NICE HEADLINE

This is body copy. It is this size and about this long. You can place three to four lines of copy here. Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation

CALL TO ACTION

THIS IS A SUBHEAD

This is body copy. It is this size and about this long. You can place three to four lines of copy here. Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis

The Game One Logotype is a custom typeface designed only to be typeset in “Game One.” There are other instances that special numbers and characters can be used in conjunction with the logotype. Use the numbers & characters below for those instances, but default to Saira first.

0 1 2 3 4 5 6 7 8 9

! @ # \$ % ^ & * [] - + =

“ . , ? [] < > / : ; ”

COLOR STORY

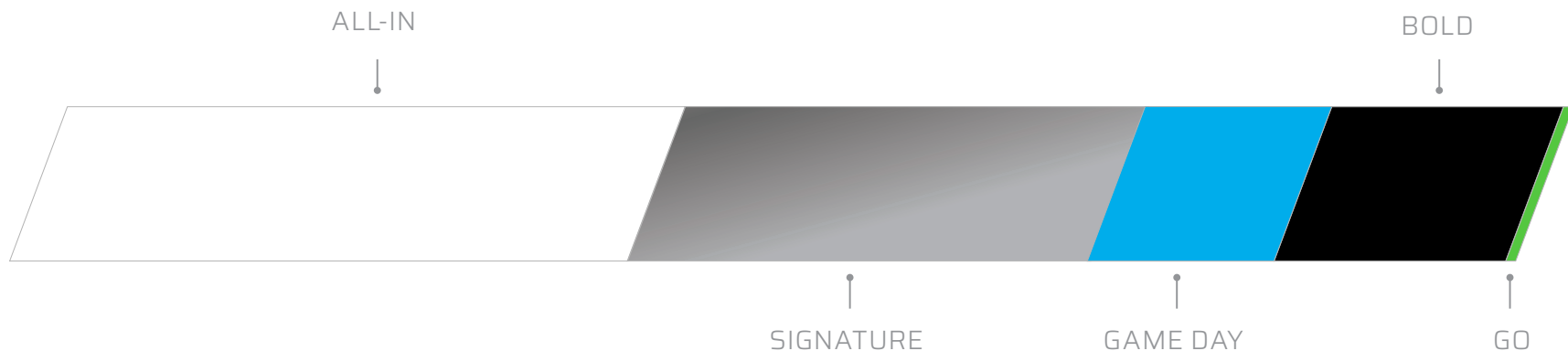
Color is a language all its own.

Making statements and compelling emotions without a sound. Game One is about the colors that showcase our customers, our brands and our teammates.

The Game One color choices are meaningful, made with purpose, and not subject to personal preferences.

We fly the colors that reflect and magnify our attributes and essence.

We are the visual voice behind our customer's brand.





RGB 255, 255, 255
 HSB 0, 0, 100
 HEX #FFFFFF
 CMYK 0, 0, 0, 0

ALL-IN

As the blank slate that allows a team to showcase themselves, white represents our focus to stand behind their brand. White is bright. White lifts and inspires everything around it.



PMS 877 C
 RGB 119, 122, 123
 HSB 194, 3, 48
 HEX #777A7B
 CMYK 46, 32, 30, 14
 FOIL CROWN 422

SIGNATURE

Silver is savvy and subtle; playing nicely and smartly with everyone on the page, screen or fabric. Silver carries a legacy of respect into every competition.



PMS Black C
 RGB 0, 0, 0
 HSB 0, 0, 0
 HEX #000000
 CMYK 40, 30, 30, 100

BOLD

Like two patches of eye black on a focused and determined face. Boldly black brings balance to white, and securely anchors the overall color statement.



PMS 2202 U
 RGB 0, 170, 227
 HSB 194, 100, 89
 HEX #00AAE3
 CMYK 91, 4, 0, 0

GAME DAY

Like the blue-sky hopes of the game ahead, blue is pure and invigorating. Blue is the all-inclusive canopy color of all humanity.



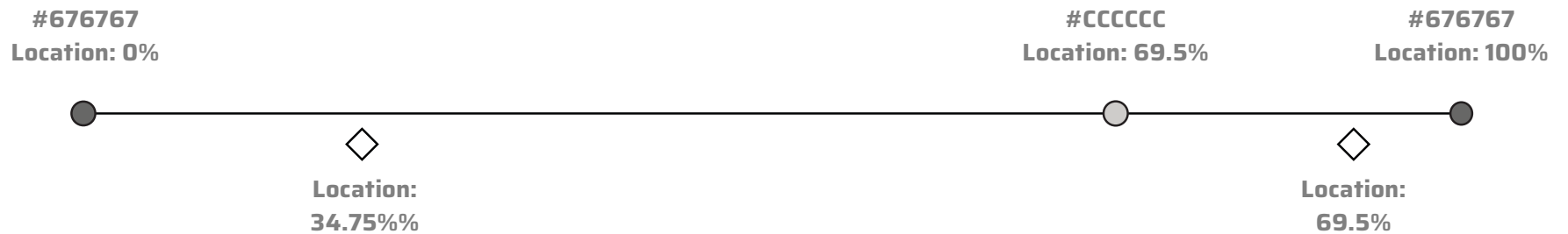
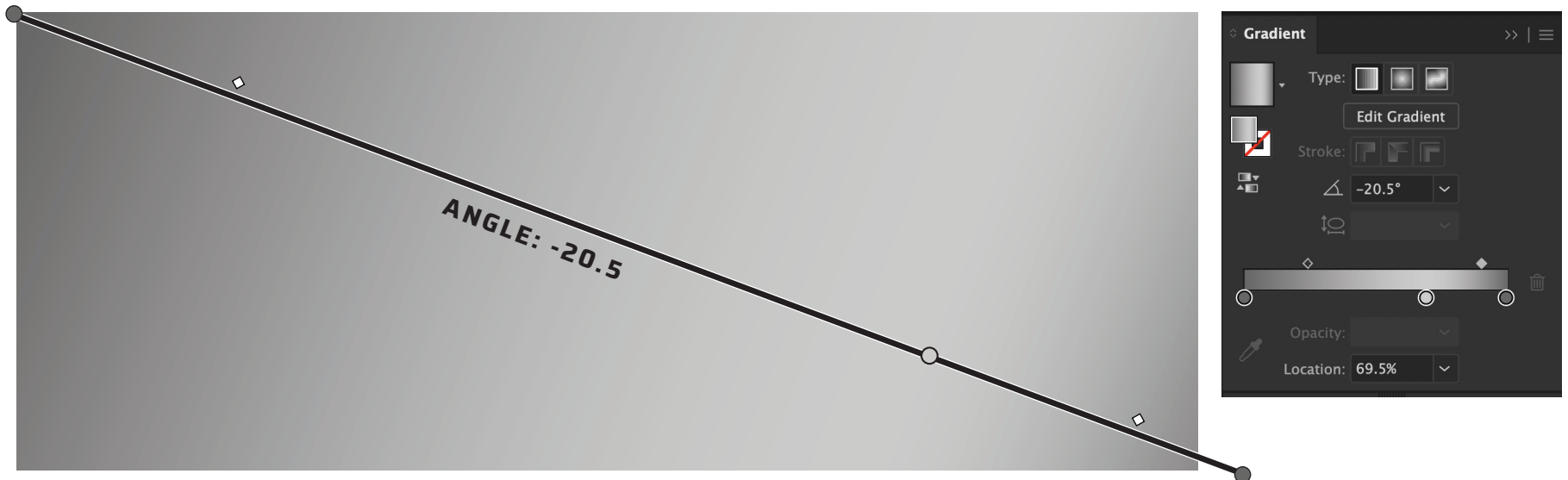
PMS 7488 U
 RGB 97, 196, 66,
 HSB 104, 66, 76
 HEX #61C442
 CMYK 62, 0, 85, 0

GO

The light has changed and there's no stopping GO. Green signifies growth and prosperity, while engaging our senses with nature's favorite color.

DIGITAL SIGNATURE

Silver needs to be consistent from application to application. Follow these rules below to achieve the brand gradient. The darkest part of the gradient is always in the top left hand corner, and always gets lighter towards the middle.



Can only be used if the full logo (with type) is placed elsewhere. Used as a secondary, supportive brand element.

The creation and addition of badges and branded assets is an ongoing process. All new assets must receive approval prior to being added to the library.

NONE OF THESE ARE TO BE USED IN PLACE OF THE LOGO OR LOGO ICON.



These are graphic elements that can be used in tangent with the brand, but should never interact or compete with the logo.

LIFT & INSPIRE



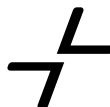
ENGAGED



INCLUSIVE



RESPECTED



BOLD



SAVVY



ADDITIONAL SHAPES



These patterns are made to show the graphic movement of the brand. These typographic patterns should never be used with, or in place of the primary logo.



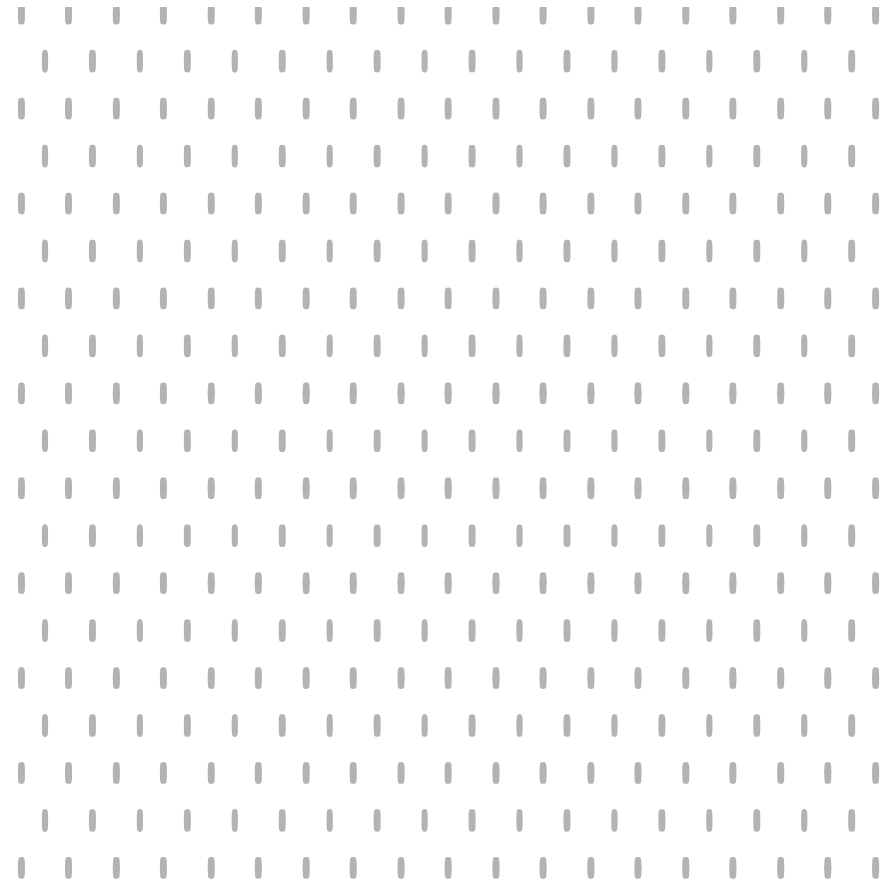
HUNGRY	/	GRITTY	/	CHANGEMAKER	/	TEAMMATE	/	HUNGRY	/	GRITTY	/	CHANGEMAKER	/	TEAMMATE	/	HUNGRY	GRITTY	/	CHANGEMAKER	/	TEAMMATE	
R	/	TEAMMATE	/	HUNGRY	/	GRITTY	/	CHANGEMAKER	/	TEAMMATE	/	HUNGRY	/	GRITTY	/	CHANGEMAKER	/	TEAMMATE	/	HUNGRY	GRITTY	/
		CHANGEMAKER	/	TEAMMATE	/	HUNGRY	/	GRITTY	/	CHANGEMAKER	/	TEAMMATE	/	HUNGRY	/	GRITTY	/	CHANGEMAKER	/	TEAMMATE	/	HUNGRY
		IMATE	/	HUNGRY	/	GRITTY	/	CHANGEMAKER	/	TEAMMATE	/	HUNGRY	/	GRITTY	/	CHANGEMAKER	/	TEAMMATE	/	HUNGRY	GRITTY	/
		R	/	TEAMMATE	/	HUNGRY	/	GRITTY	/	CHANGEMAKER	/	TEAMMATE	/	HUNGRY	/	GRITTY	/	CHANGEMAKER	/	TEAMMATE	/	HUNGRY
		GRITTY	/	CHANGEMAKER	/	TEAMMATE	/	HUNGRY	/	GRITTY	/	CHANGEMAKER	/	TEAMMATE	/	HUNGRY	GRITTY	/	CHANGEMAKER	/	TEAMMATE	
		R	/	TEAMMATE	/	HUNGRY	/	GRITTY	/	CHANGEMAKER	/	TEAMMATE	/	HUNGRY	/	GRITTY	/	CHANGEMAKER	/	TEAMMATE	/	HUNGRY
		CHANGEMAKER	/	TEAMMATE	/	HUNGRY	/	GRITTY	/	CHANGEMAKER	/	TEAMMATE	/	HUNGRY	/	GRITTY	/	CHANGEMAKER	/	TEAMMATE	/	HUNGRY
		IMATE	/	HUNGRY	/	GRITTY	/	CHANGEMAKER	/	TEAMMATE	/	HUNGRY	/	GRITTY	/	CHANGEMAKER	/	TEAMMATE	/	HUNGRY	GRITTY	/

These textures should never be placed on top of or interact directly with the primary logo.

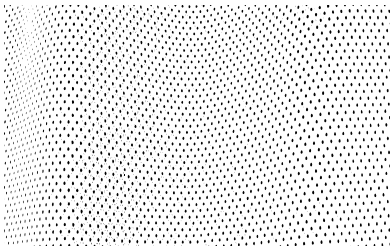
GRIT



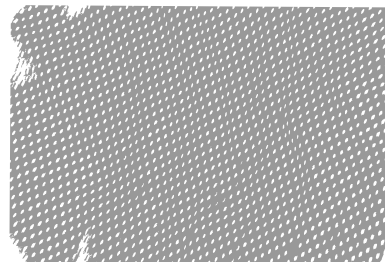
JERSEY



GRITTY JERSEY

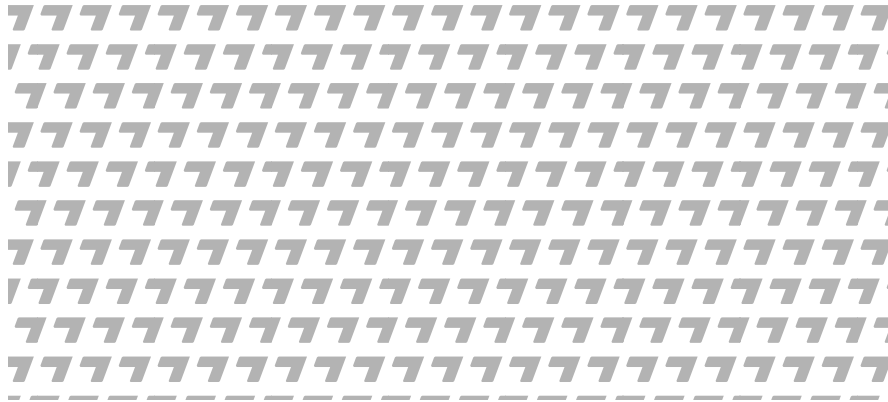


MESH

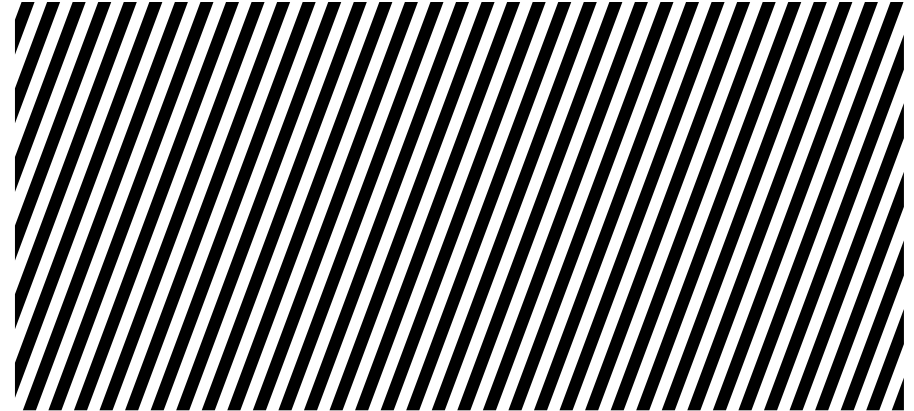


These patterns should never be placed on top of or interact directly with the primary logo.

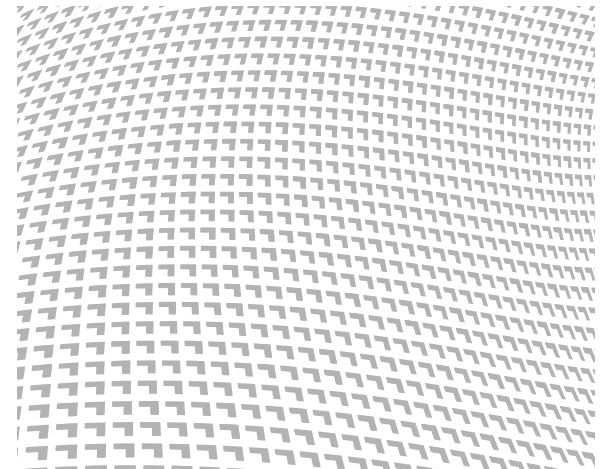
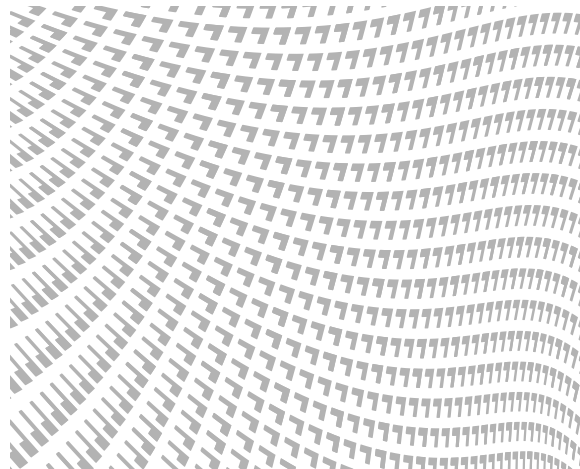
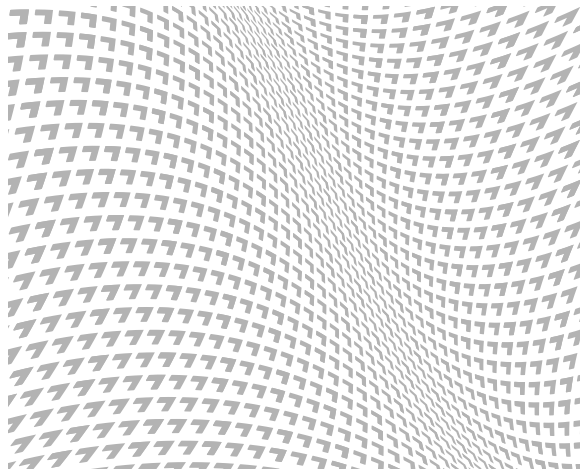
ARROWS



69.5° STRIPES



ARROW MOVEMENT



Do not modify, rotate, or adjust the icons as each angle is purposefully created to lift and inspire. They were designed to communicate a moment of anticipation, highlight, or hero shot.

The color of an icon is equally as important as the icon itself as it speaks to the intent of what the icon can do. For web, you should only use blue when there is a link available, or when the icon is clickable. Use black sparingly, and default to grey or silver.



PHOTOGRAPHY

The AP Photographer is known for matching the hustle of the players on the field. A lot of effort goes into getting them into the right place at the right time. They are always near the action during the game to capture the perfect shot.

*Photography guidelines will continue to be defined.

Our brand photography captures diversity of sport and people. By assembling collections that showcase the wide range of athletes and athletics, we maintain widespread inclusivity and variety in our imagery.

WE PHOTOGRAPH:

DIVERSITY

Our brand photography captures fan moments that matter. We focus on parents, team members, and crowds to illustrate the excitement and joy of being a passionate supporter.

WE PHOTOGRAPH:

FANS

Our brand photography captures player expression, celebration, comradery, and action. With low angles that are positioned in front of the athlete, we showcase the authenticity of their game.

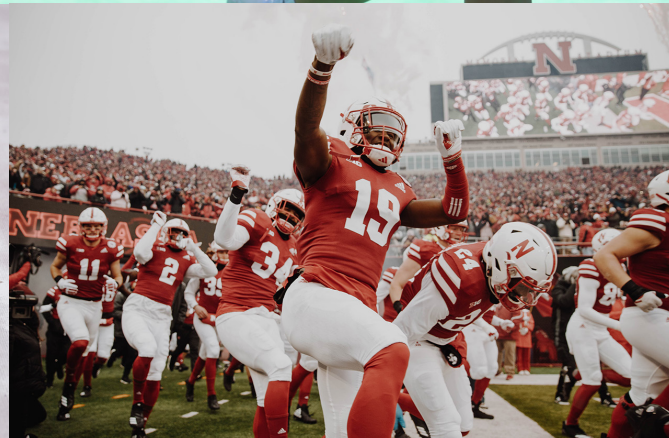
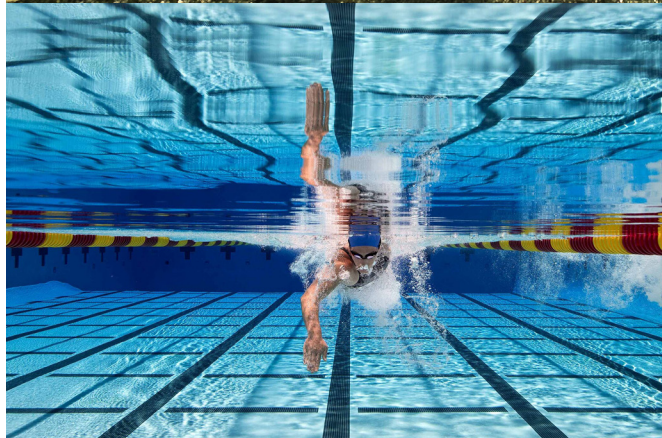
WE PHOTOGRAPH:

PLAYERS

Our brand photography captures the setting of where sports stories take place. With a mixture of high and low angles, we illustrate the intimacy, significance, and grandeur of sports facilities, venues, stadiums, fields, locker rooms, and tunnels.

WE PHOTOGRAPH:

SETTINGS













IMPLEMENTATION

Apparel and equipment decoration is a critical part of our organization. As such, all GAME ONE apparel decoration must be managed through a Game One Tier One location.

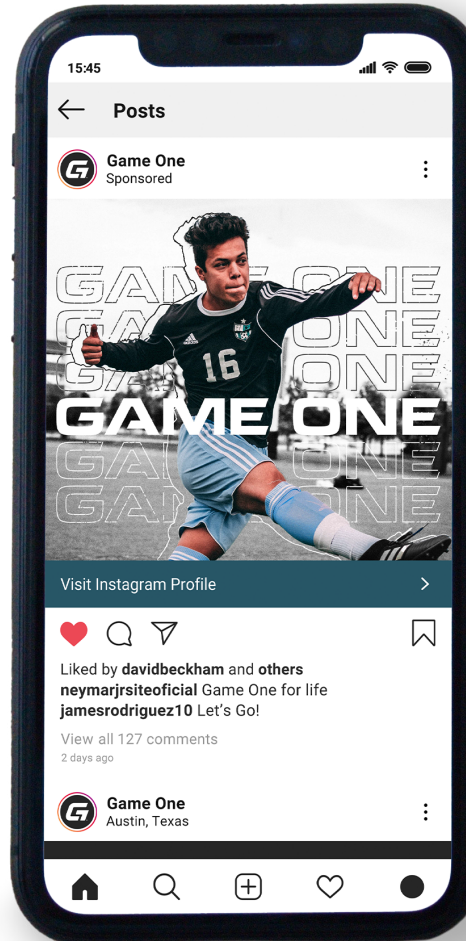
- **GAME ONE LOGOS MAY ONLY APPEAR ON GARMENTS THAT ARE BLACK, GREY, SILVER, WHITE, OR GAME-DAY BLUE (SEE COLOR SWATCHES, PMS, RGB, HEX CODES FOR APPROVED GAME ONE COLORS)**
- **GAME ONE LOGO SHOULD NOT BE COMBINED WITH OTHER LOGOS**
- **GAME ONE LOGO AND LEGACY BUSINESS UNIT LOGO CANNOT BE ON SAME GARMENT.**
- **LOGOS MAY BE SCREENED, EMBROIDERED, LASERED, HEAT TRANSFERRED OR SILICONE IN WHITE AND BLACK ONLY.**
- **LOGOS MAY BE SIZED APPROPRIATELY FOR THE GARMENT.**
- **LOGOS MAY NOT BE ALTERED IN ANY WAY.**
- **LOGO ASPECT RATIO SHOULD ALWAYS BE MAINTAINED.**
- **THE GRAPHIC “G” MAY NOT BE SEPARATED FROM THE GAME ONE TEXT**

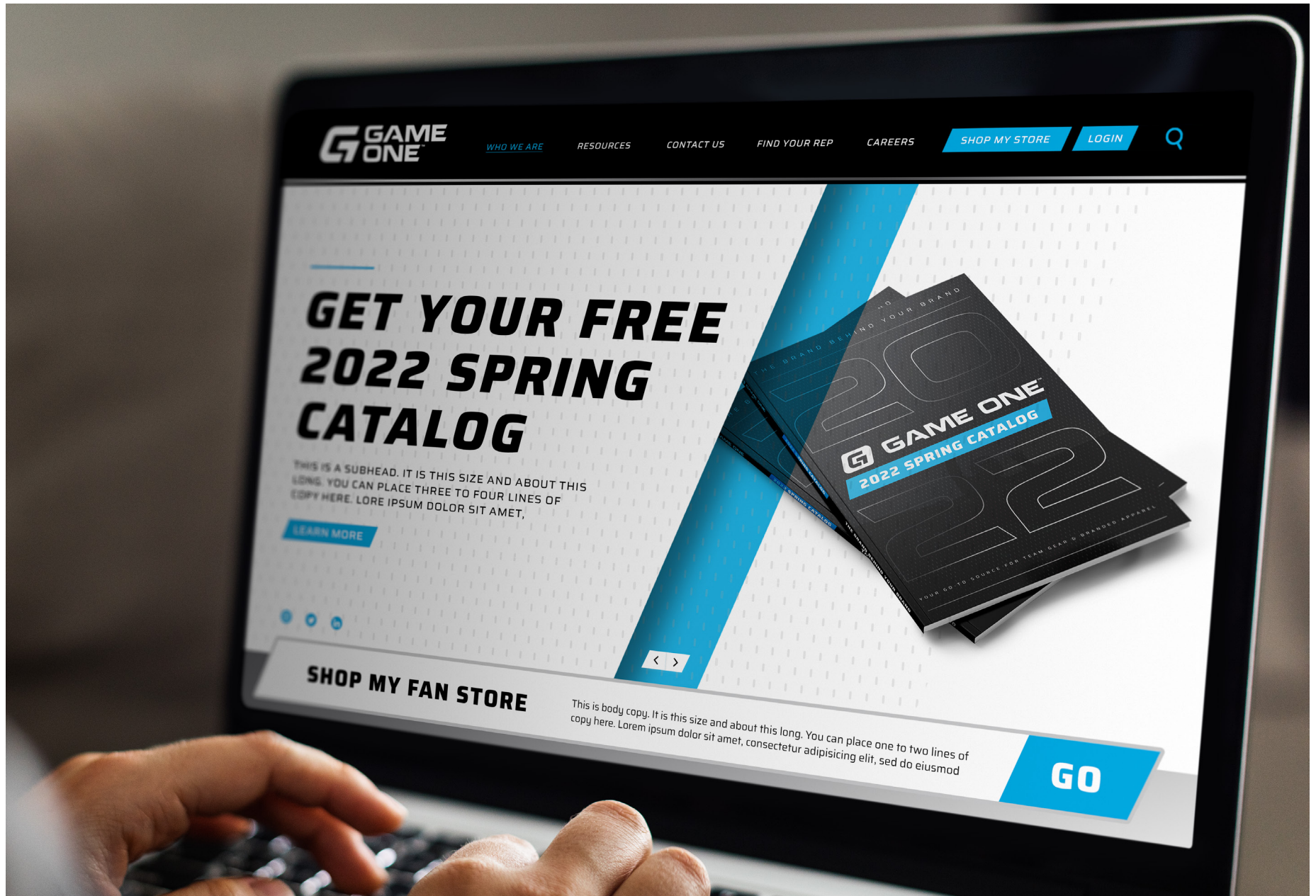


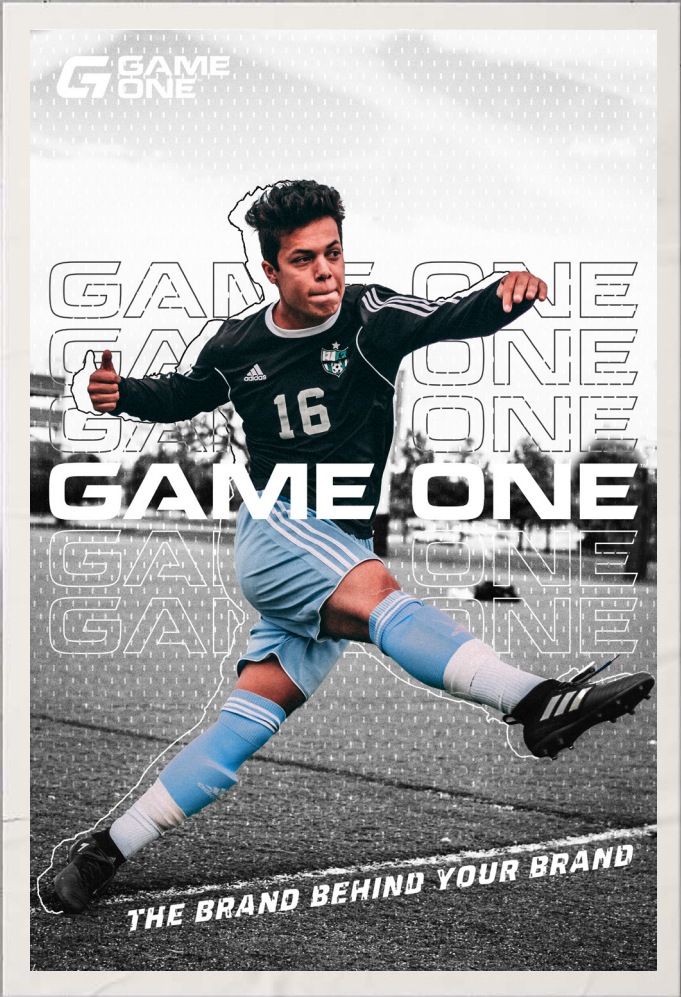


















FILE TYPES

NOTE: Along with this brand style guide, you may have been given access to the logo files. Below is a description of each of the file types and how to utilize them.

PNG:

PNGs are amazing for interactive documents such as web pages, but are not suitable for print. The reason PNGs are used in web projects is because your image is saved with more colors on a TRANSPARENT background. This makes for a much sharper, web-quality image.

While PNGs do not lose quality when edited, they are still low resolution. A PNG file is similar to a JPG with the exception that it does allow for transparency. Please note that a PNG is NOT a vector file. Rather, it is locked in at a certain size and can only be scaled down in size.

Below are alternate file formats that can easily be scaled larger if need be, these are vector files and will never pixelate.

AI:

This is by far the image format most preferred by designers and the most reliable type of file format. Adobe Illustrator is the industry-standard for creating artwork from scratch, therefore is the program in which your logo was created. Illustrator produces vector artwork; this is the easiest type of file to manipulate. They are constructed using proportional formulas rather than pixels.

Your logo and brand graphics were created as a vector, and you should always keep the master file on hand. The real beauty of vectors lies in their ability to be sized as small as a postage stamp, or large enough to fit on the side of a skyscraper.

PDF:

Invented by Adobe, PDFs capture and review rich information from any application, on any computer, with anyone, anywhere. PDF stands for Portable Document Format. It can embed and encapsulate graphics, fonts, colors and other information required to view a file. It is the most requested file type by most professional printers today.

When a vector logo is saved in a PDF format you can view it without any design editing software (as long as you have downloaded the free Acrobat Reader software.) This is by far the best universal tool for sharing graphics.

EPS:

EPS is a vector file format that is designed to produce high-resolution graphics for print. It is more of a universal file type (like the PDF) that can be used to open vector-based artwork in any design editor, not just the more common Adobe products. In the design world, an EPS file type is an industry-standard. Out of all the file types, you most likely won't be able to open it. Don't worry if you can't. It is advised that you hold on to it should another designer or an industry partner request a vector format logo.



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