



Athletic.net Style Guide



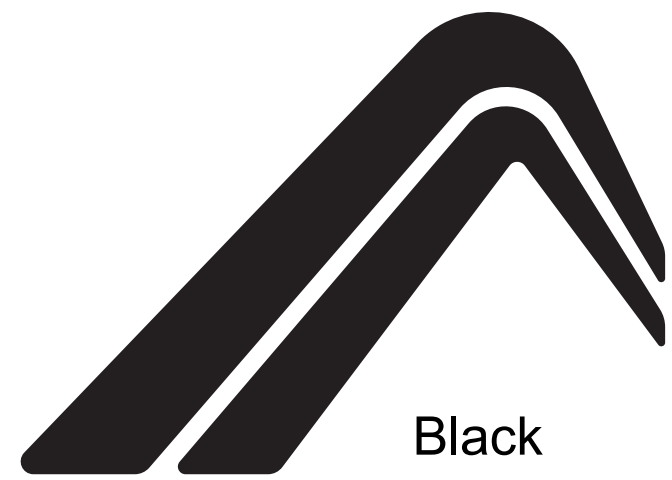
Best Practices

When using the A/logo with “thletic” letters, ALWAYS make sure the height of the A/logo matches with the “thletic” letters.



When using the A/logo with “thletic” letters, NEVER have the A/logo be a different color than the “thletic” letters. Either use a solid color or gradient across the whole mark.

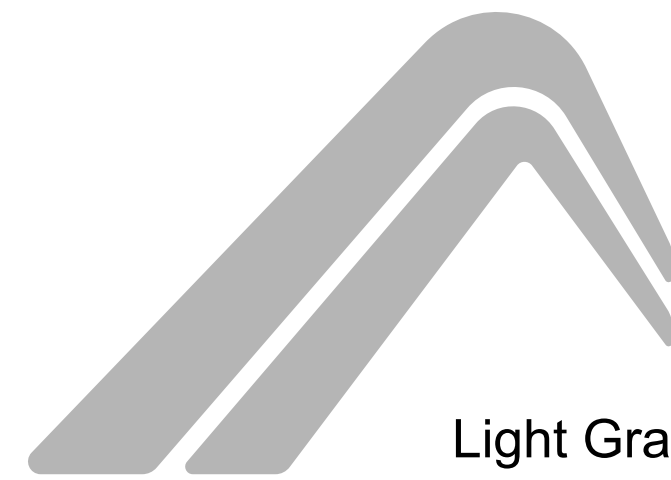




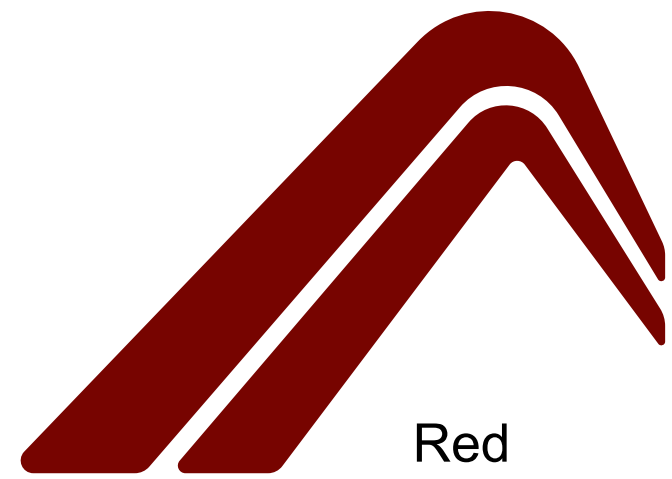
Black



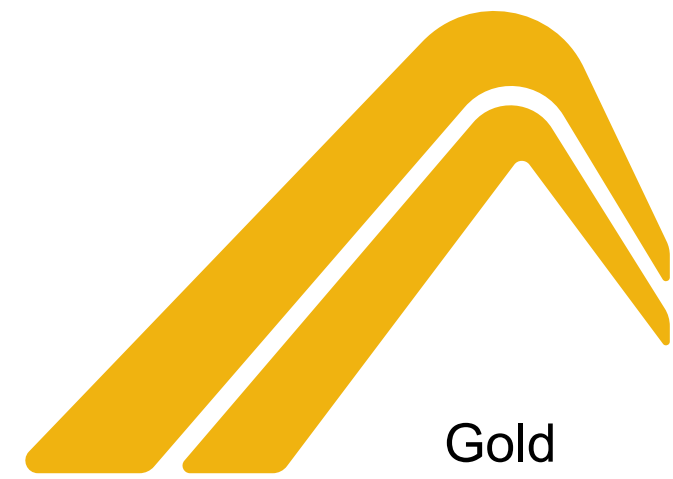
Dark Gray



Light Gray



Red



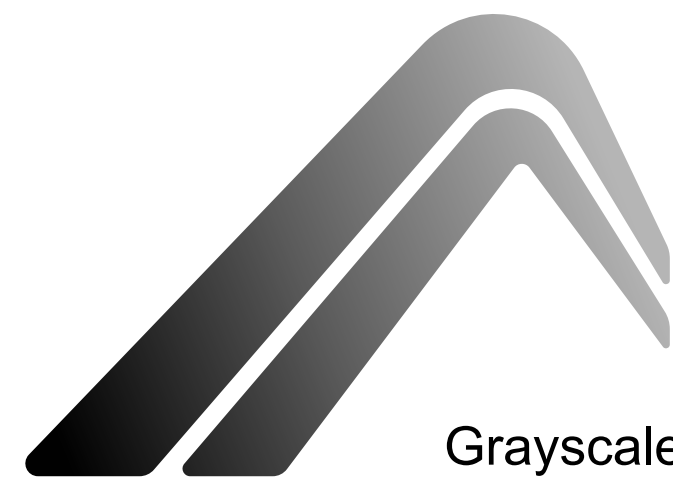
Gold



Pink



Sunset Gradient



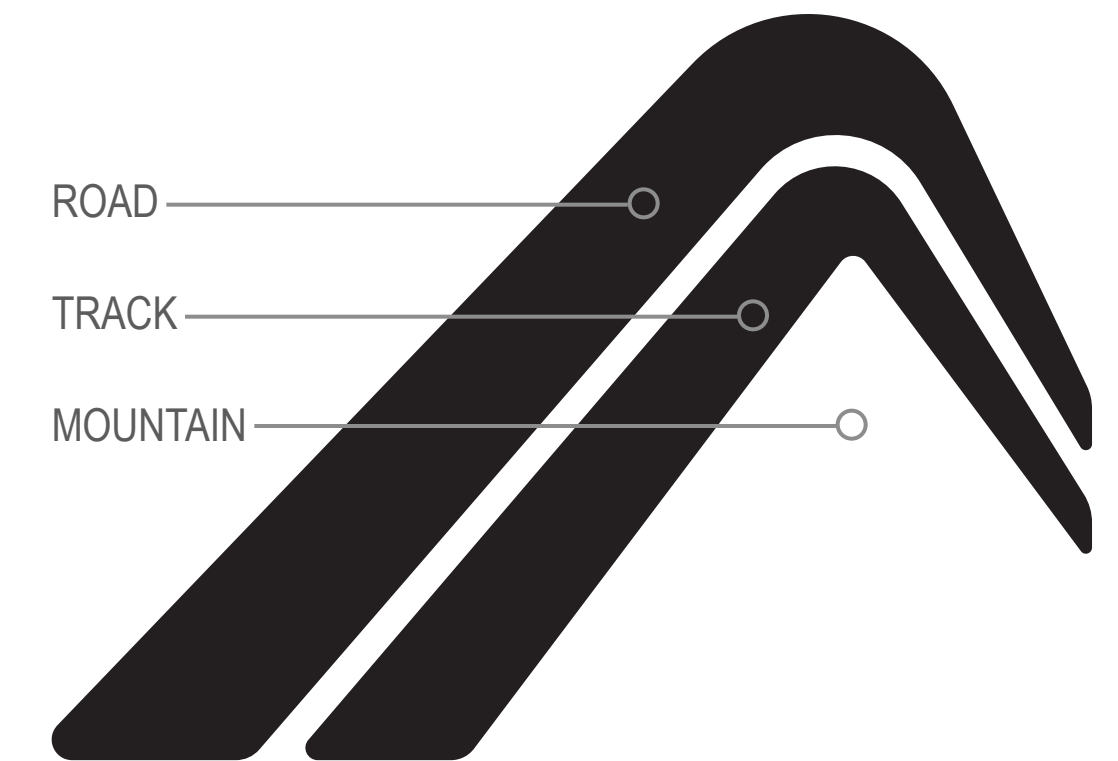
Grayscale Gradient



White

Logo Mark Annotation

The shape, cruve and structure of the mark is all intentional. Inspired by the A in Athletic and formed to denote not only athletic movement but also the landscape on which those movements occur.





Black and White



Color



Color w/ Background



Square

Official Font:

Arial Bold Italic

Arial Bold

Arial Regular

Arial Narrow Regular

Accent Fonts:

Arial Narrow Bold

Linotype Feltpen

<https://www.fonts.com/font/linotype/linotype-feltpen/regular>

Best Practices

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Primary Colors



HEX #770400
R119 G4 B0



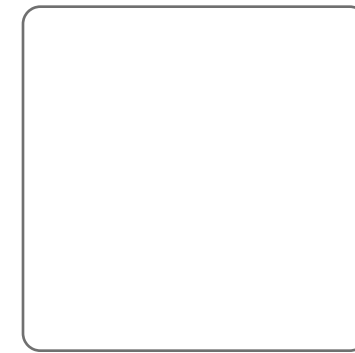
HEX #F0B310
R240 G179 B16



HEX #DC0963
R220 G9 B99



HEX #231F20
R35 G31 B32



HEX #FFFFFF
R255 G255 B255

Secondary/Sport Colors



HEX #4B6C56
R75 G108 B86
Cross Country



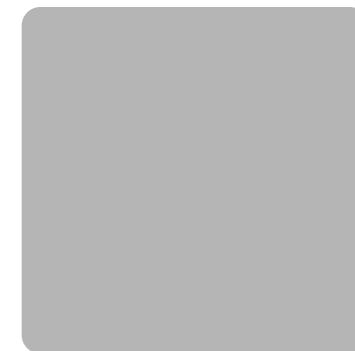
HEX #3F6B9D
R63 G107 B157
Track & Field



HEX #74557B
R116 G85 B123
RR



HEX #5F4929
R95 G73 B41
Virtual



HEX #B5B5B5
R181 G181 B181



HEX #5C5C5C
R92 G92 B92

Gradients



#770400 0% #DC0963 38% #F0B310 100%



#000000 0% #5C5C5C 38% #B5B5B5 100%

Best Practices

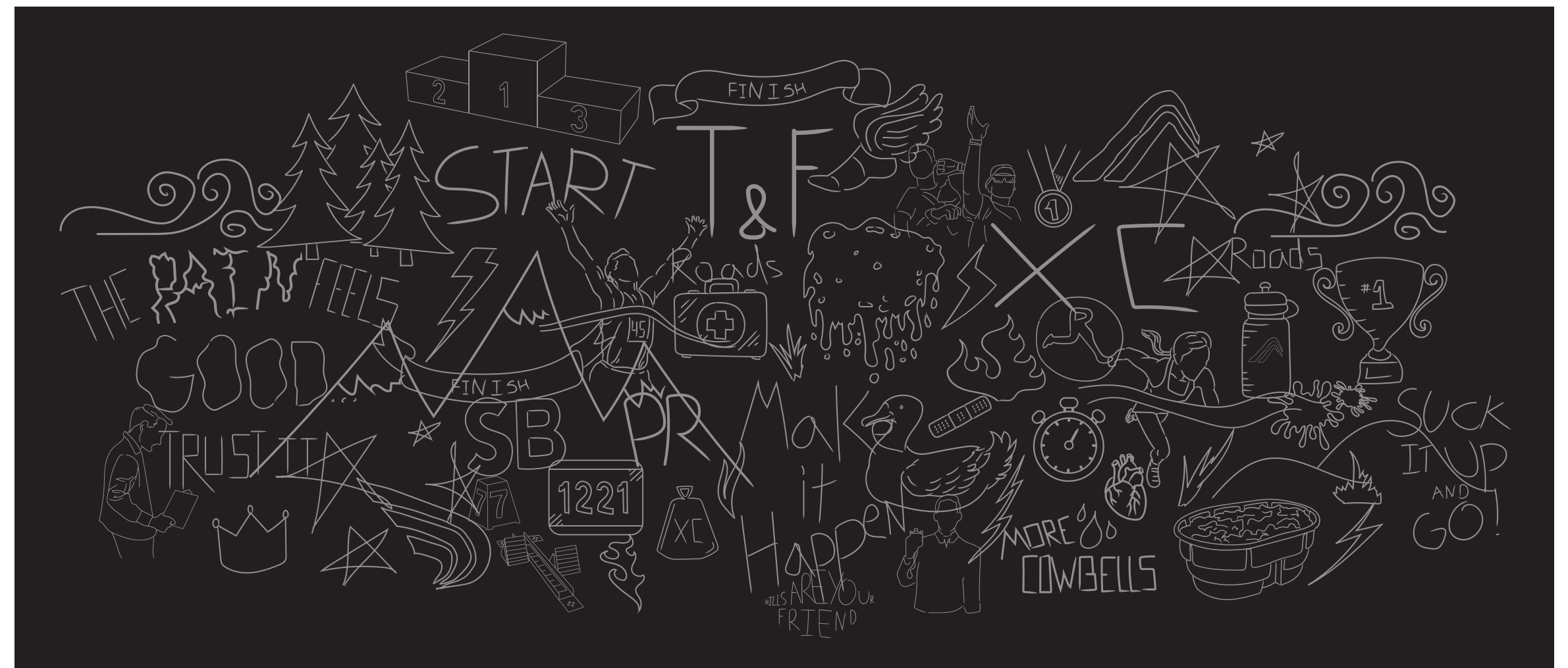
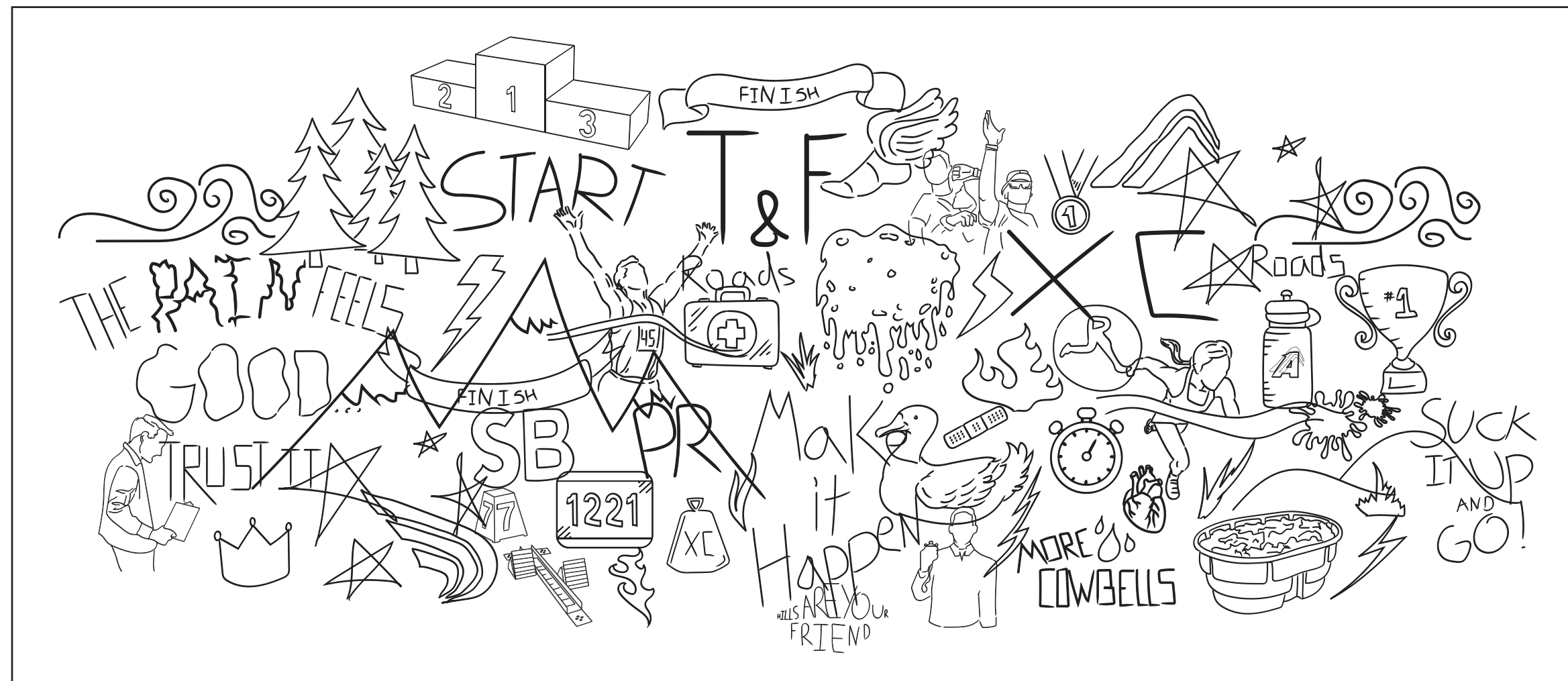
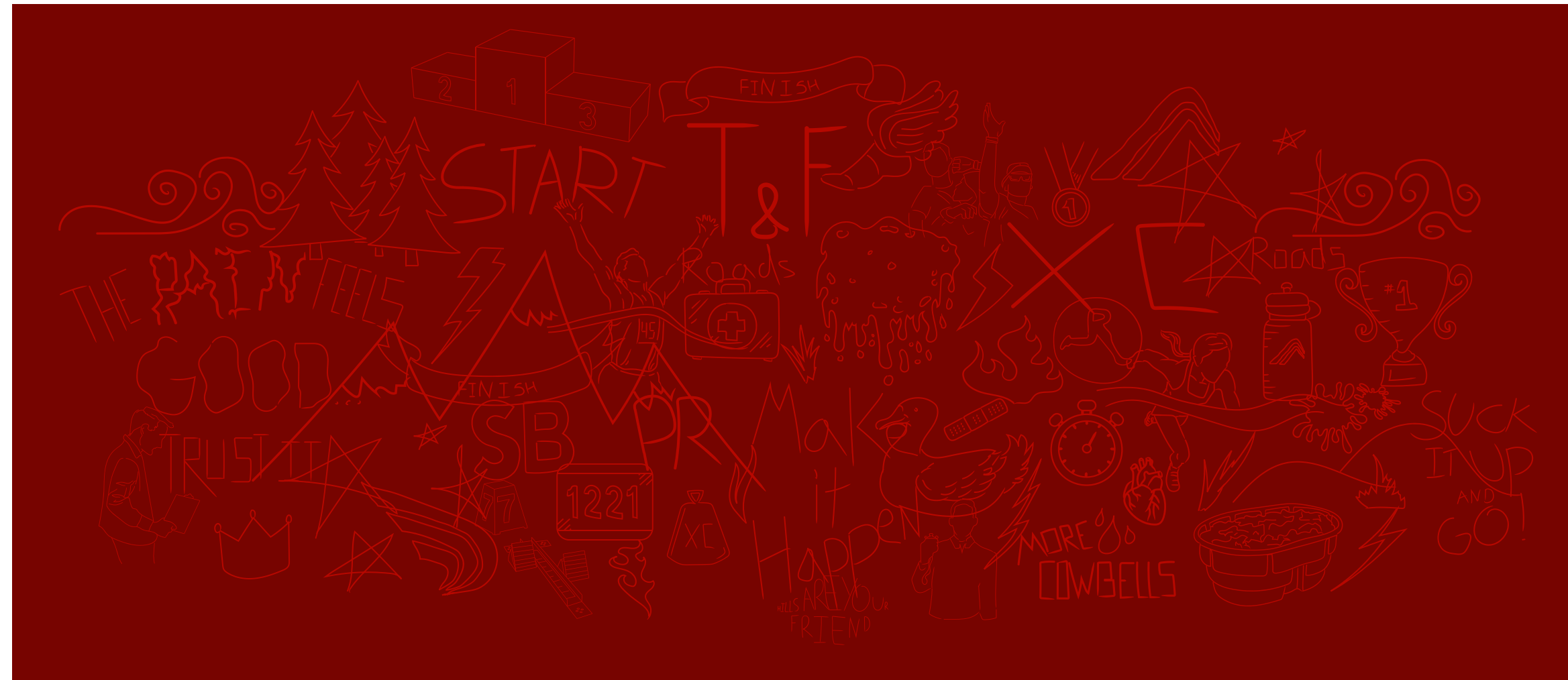
Brand colors are sacred. Color integrity is of utmost importance. Please always type in hex or RGB value. Eye dropper or sampling tools do not always accurately detect color.

Palate should almost entirely be limited to Primary color scheme.

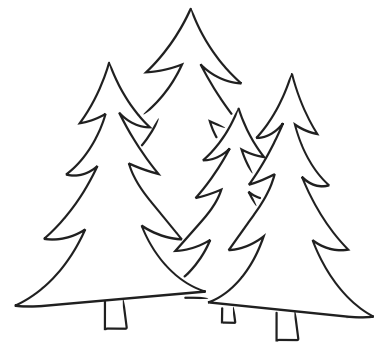
Secondary colors, other than the grays, should be used minimally and must be approved by management prior to final implementation (ie. printing or publishing online).

Gradients are limited to the logo mark and background elements.

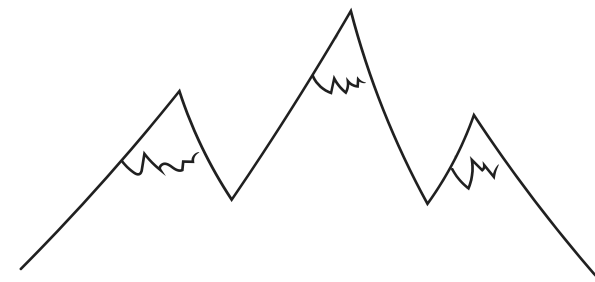




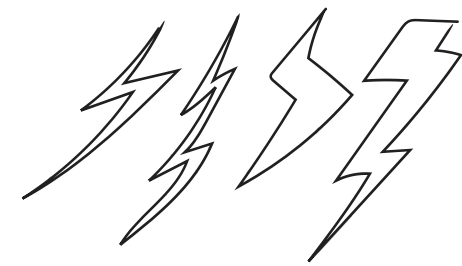
Natural



Trees



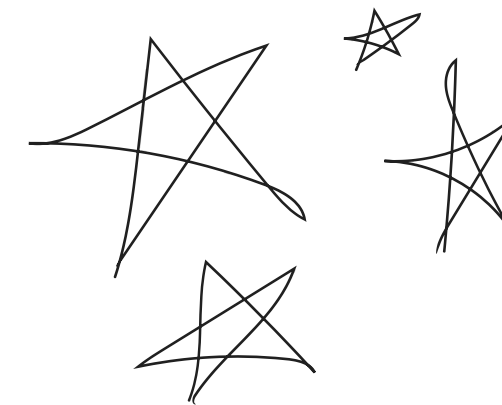
Moutains



Lighting



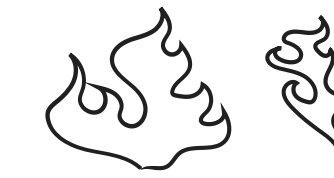
Wind



Stars



Hills



Flames



Barf

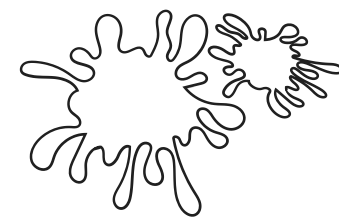
Natural



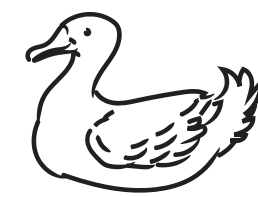
Grass



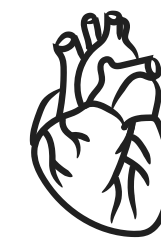
Rain



Mud



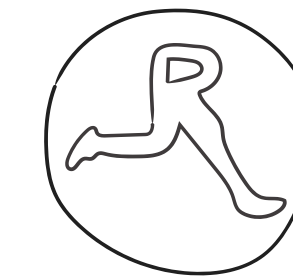
Duck



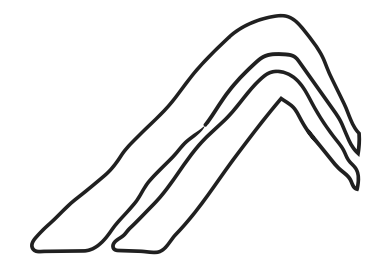
Heart



Dyestat



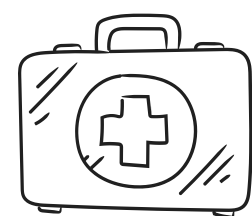
RunnerSpace



Athletic

Objects

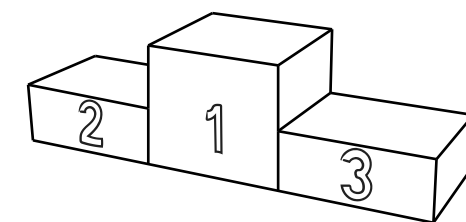
Objects



Medical Kit



Lane Number



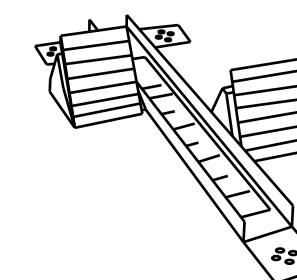
Podium



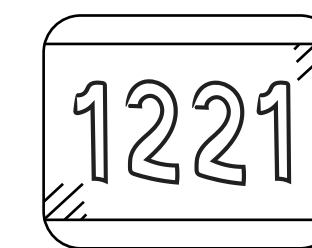
Water Bottle



Trophy



Blocks



Bib

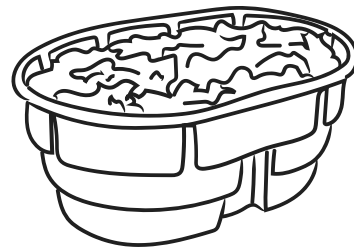


Cowbell

Objects



Medal



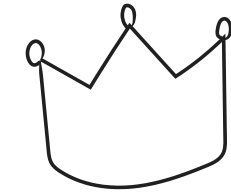
Ice Bath



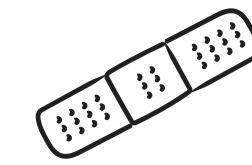
Stopwatch



Track Foot



Crown



Bandaid



Finish Line 1

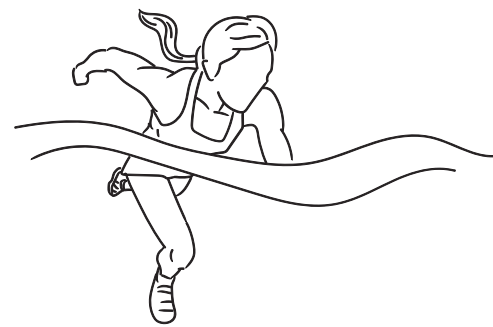


Finish Line 2

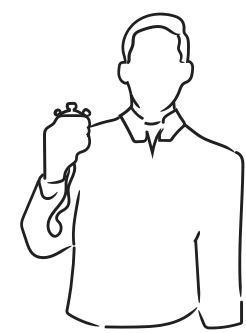
People



Male Runner



Female Runner



Coach 1



Coach 2



Athletes



Athlete



Fans

Words/Phrases

START

Start

PR

PR

T&F

Track & Field

X

Cross Country

MORE
COWBELLS

More Cowbells

Make
it
Happen

Make it Happen

SUCK
IT UP
AND
GO!

Suck it up

THE PAIN FEELS
GOOD...
TRUST IT

Pain Feels Good

HILLS ARE YOUR
FRIEND

Friendly Hills

Roads
Roads

Roads

SB

SB









Finish Line Tape



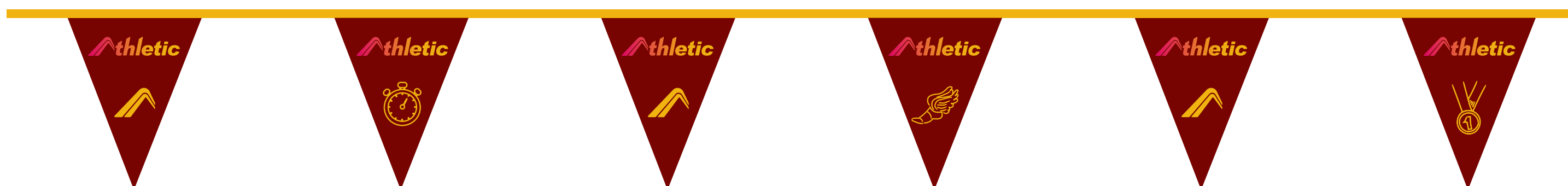
Finish Line Tape



Finish Line Tape



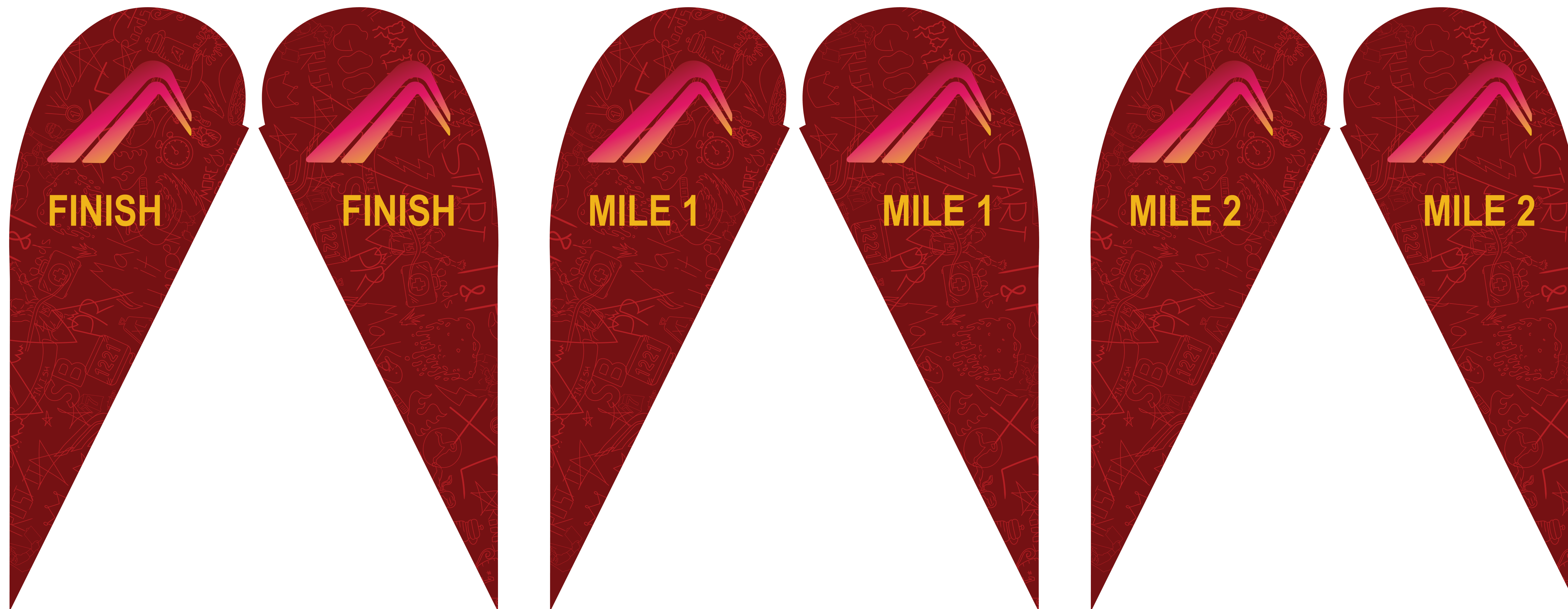
Finish Line Tape



Flagging



Flagging



Teardrops

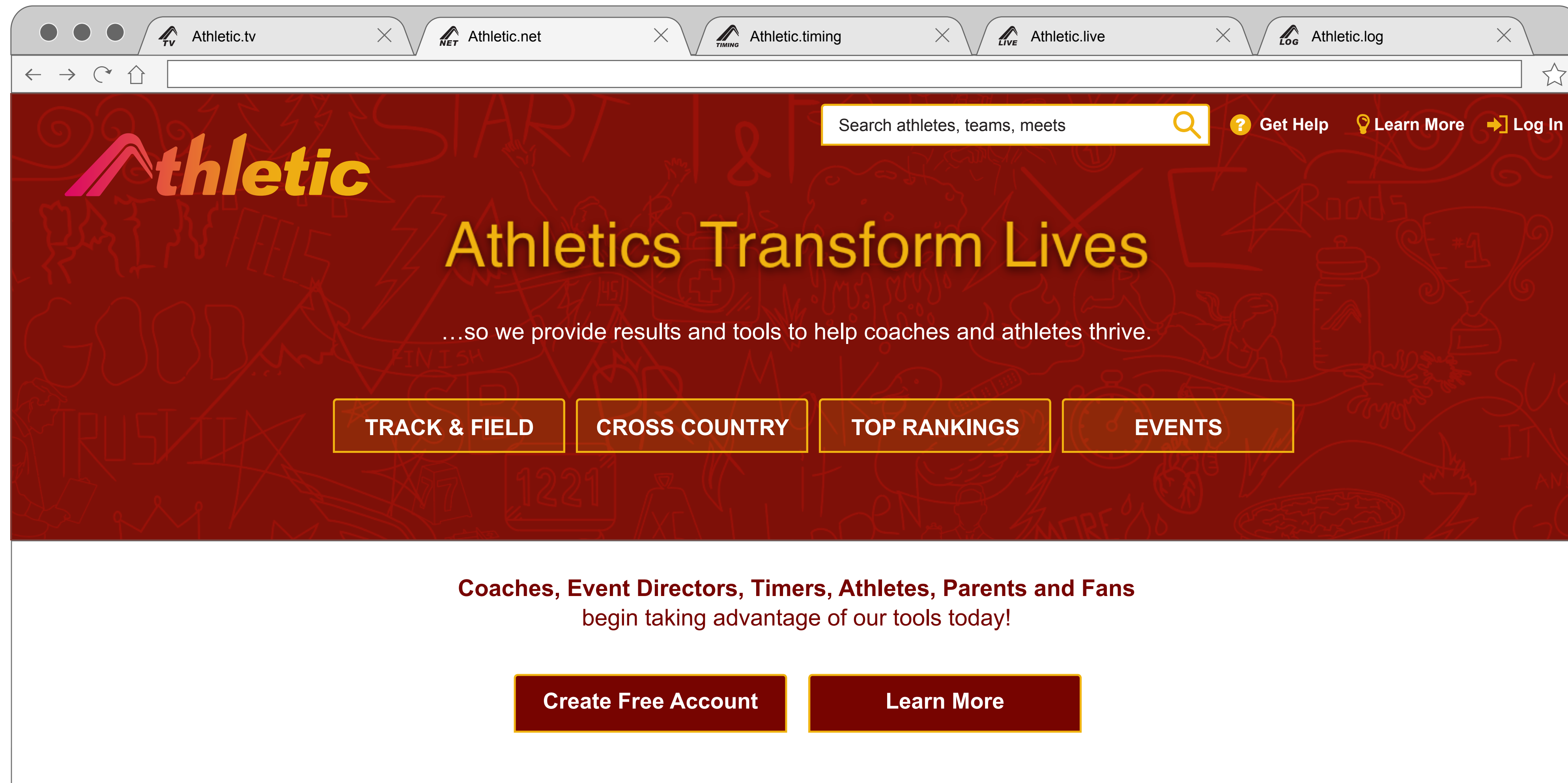


White Logo Bib

Colored Logo Bib

Details

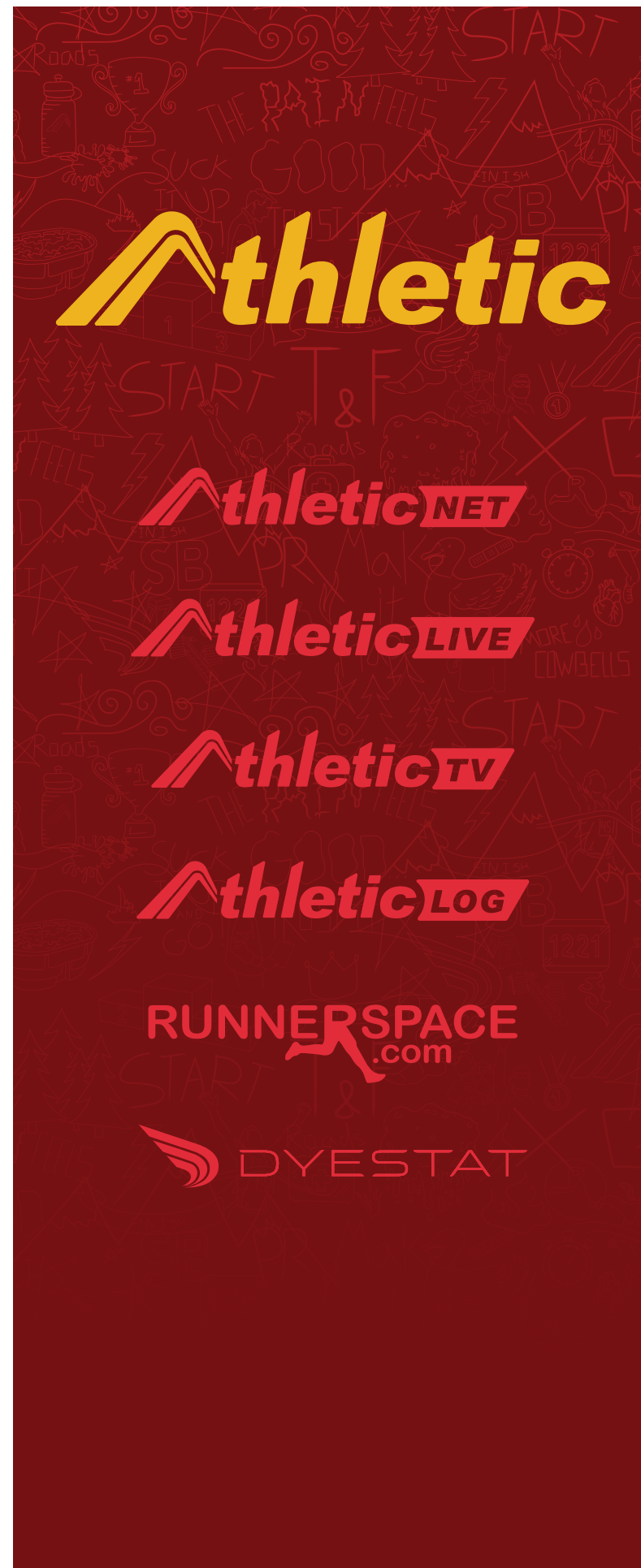
Our race bibs are the best value for price in the industry today. They have extra large visible numbers, punched holes in the corners, and are full-sized bibs with and without full-sized tear tags. Order today, for the best quality and value product that you can find.



Favicon







Large Free Standing Banners

Table Cloths



Notepads