



MODERN PENTATHLON

Branding Process Book

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DEFINING OBJECTIVES

DESIGN BRIEF

Our task was to create and establish a brand for the Sarasota-Bradenton Modern Pentathlon events to be held four times in the next three years. We were to create all the visual assets as well as the graphic standards manual for the brand. Working with our client, the Modern Pentathlon organizing committee, we designed an identity for the event that represents both the community in which it will be held as well as the athletes of this Olympic sport themselves.

OBJECTIVES

Introduce Modern Pentathlon brand to the community
Represent both the community and the world-class event
Strong design to be used in promotional materials, as well fundraising
Grow Sarasota's exposure nationally and internationally

CHALLENGES

Represent all five events in one image/icon
Flexible identity system in regards applications
Changing through the years
Several time-constraints

GATHERING INSPIRATION

RESEARCH

Our research began with learning more about the history of the Modern Pentathlon and its place in the Olympic arena to this day. We found rich history in its Greek origins as well as the changes the event has gone through in the past century. We collected images related to the five different sports (running, shooting, fencing, horse jumping and swimming) to familiarize ourselves with the environments and actions performed by the pentathletes.

The next step was to begin gathering visual inspiration. Our focus was mainly in sports-related branding and past Olympic identities. Our biggest challenge was to create iconography that represented each sport but worked together as a whole, so a large part of our visual inspiration became Olympic pictograms throughout the years.

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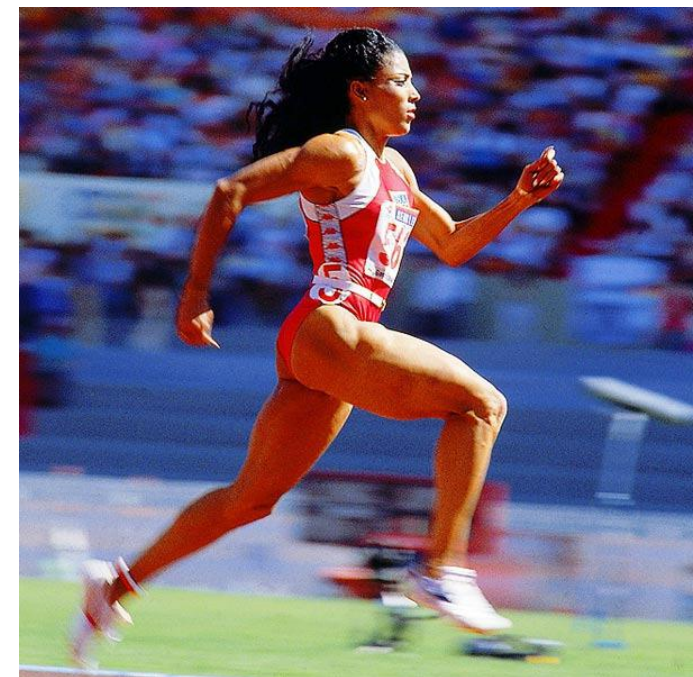
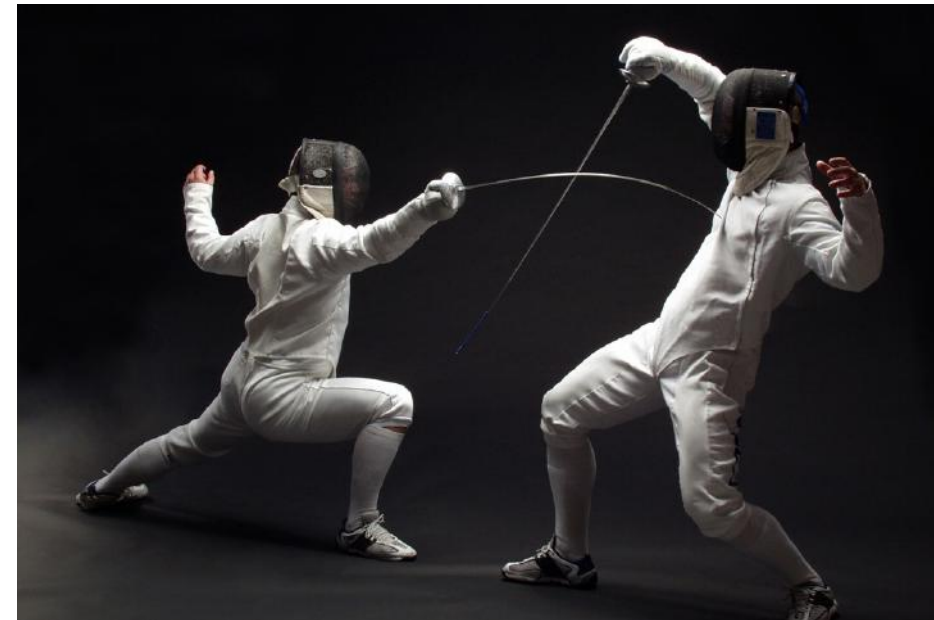
Crash	Collide	Explode	High Dive	Alert	Event	Mandree	Palm Tree
Five	Contend	Fire	Dip	Quick	Opposition	Keys	Dolphin
Olympic	Rival	Hit	Aqua	Rapid	Horseback	Gulf	Romance
Greek	Struggle	Launch	H2O	Sharp	Riding	Siesta	Getaway
History	Tussle	Kill	Soaking	Swift	Stallion	Peace	Paradise
Past	Sword	Open Fire	Slippery	Zippy	Mustang	Escape	Downtown
Changing	Cross Country	Catapult	Heroic	Graceful	Steed	Relaxed	Bliss
Compete	Running	Dispatch	Strong	Suave	Gallop	Sleep	Calm
Durable	Sprint	Expel	Flexible	Powerhouse	Journey	Tan	Recline
Multi-talented	Jog	Torpedo	Moving	Robust	Field	Rays	Unwind
Royal	Sweat	Loose	Action	Mighty	Jump	City	Soften
Event	Dash	Propel	Active	Insane	Ride	Heat	Laze
Military	Move	Let it Fly	Energetic	Gym	Saddle	Arts	Breathe
War	Sneaker	Direction	Muscular	Weights	Hooves	Tranquil	Knock out
Training	Nylon	Intent	Robust	Training	Galliant	Quaint	Hang Loose
Points	Race	Target	Vigorous	Exercise	Landing	Diverse	Simmer
Ranking	Bound	Mark	Able-bodied	Award	Recovery	Historic	Break
Winning	Flight	Swimming	Fit	Excellence	Mane	Architecture	Easy
Award	Pace	Wet	Sturdy	Determination	Beach	Seance	Commune
Rewarding	Whisk	Water	Strapping	Achievement	Sand	Discover	Coast
Fencing	Breathing	Pool	Agile	Moving	Sun	Play	Shore
Duel	Heavy	Stroke	Durable	Passion	Elderly	Dining	Waterfront
Challenge	Compete	Paddle	Capable	Striving	Flip Flops	Food	Seagull
Fight	Shooting	Float	Forceful	Sport	Museum	Waves	Squirrel
Battle	Guns	Dive	Tough	Game	Art	Sail	Seaside
Joust	Aim	Crawl	Steady	Pastime	Culture	Yacht	Fun
Brawling	Bullseye	Glide	Secure	Warfare	SRQ	Boat	Wavy
Combat	Laser	Submerge	Mighty	Rivalry	Ringling	Fish	Freedom
Martial	Danger	Slip	Rugged	Compete	Bay	Marine	Liberation
Militant	Fast	Free-style	Unyielding	Go for it	Ocean	Sea	Mangrove
Clash	Blast	Breast Stroke	Brave	Dog eat Dog	Water	Fish	Kayak

WORD LIST

Initially, we created an extensive word list to refer to when designing the identity. We wanted to keep in mind words that reflected the athletes (heroic, strong) as well as the community of Sarasota (unwind, historic.)



Sports Photography



DEVELOPING IMAGERY

PICTOGRAMS

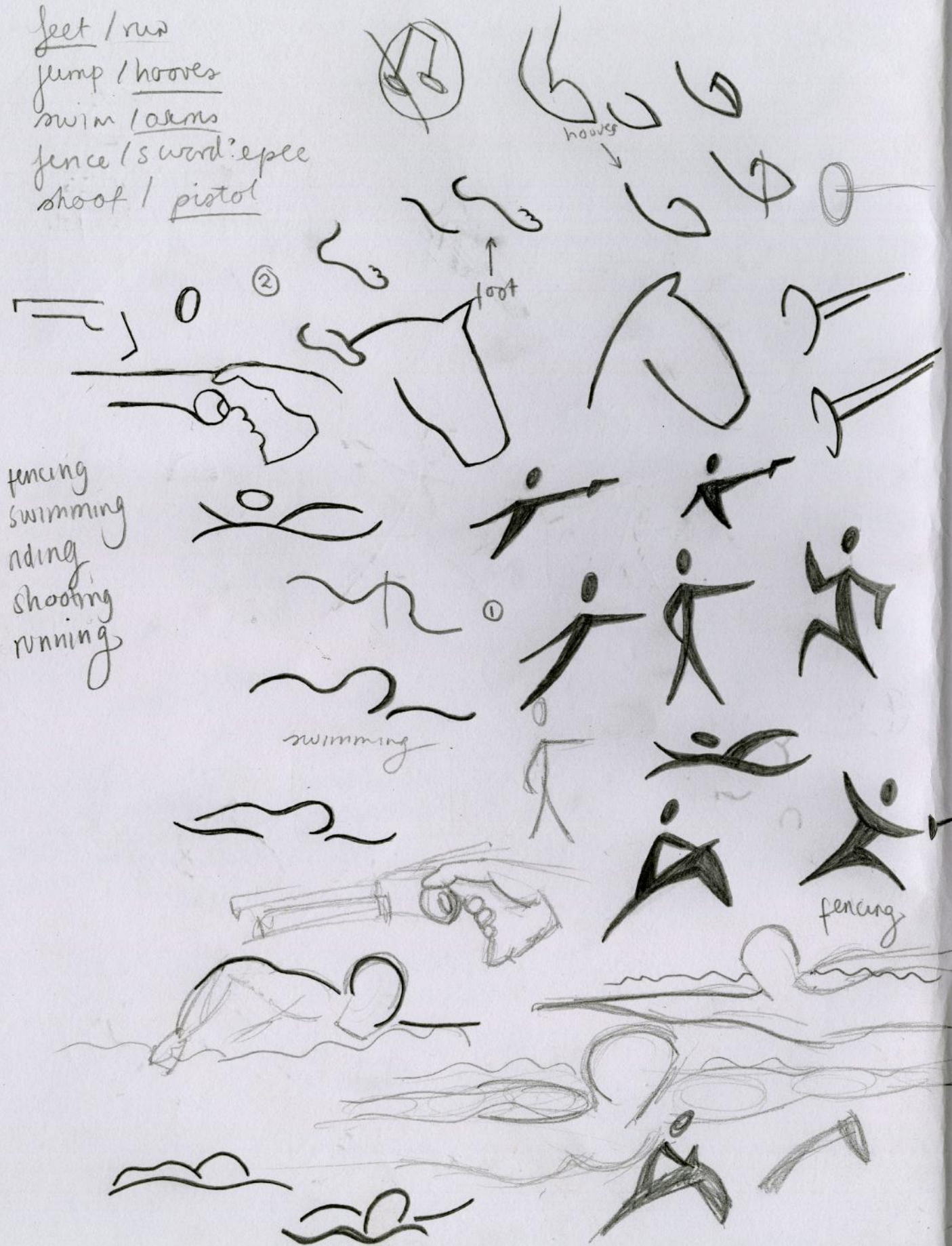
Once we were fully immersed in the design of icons and Olympic pictograms, the next step was to create our own. Five sports and five icons. In some occasions, keeping the Sarasota landscape in mind, we drew icons that felt like water, flowy and relaxed. Other times, icons drew inspiration from Pentathlon's historic past and Greek history.

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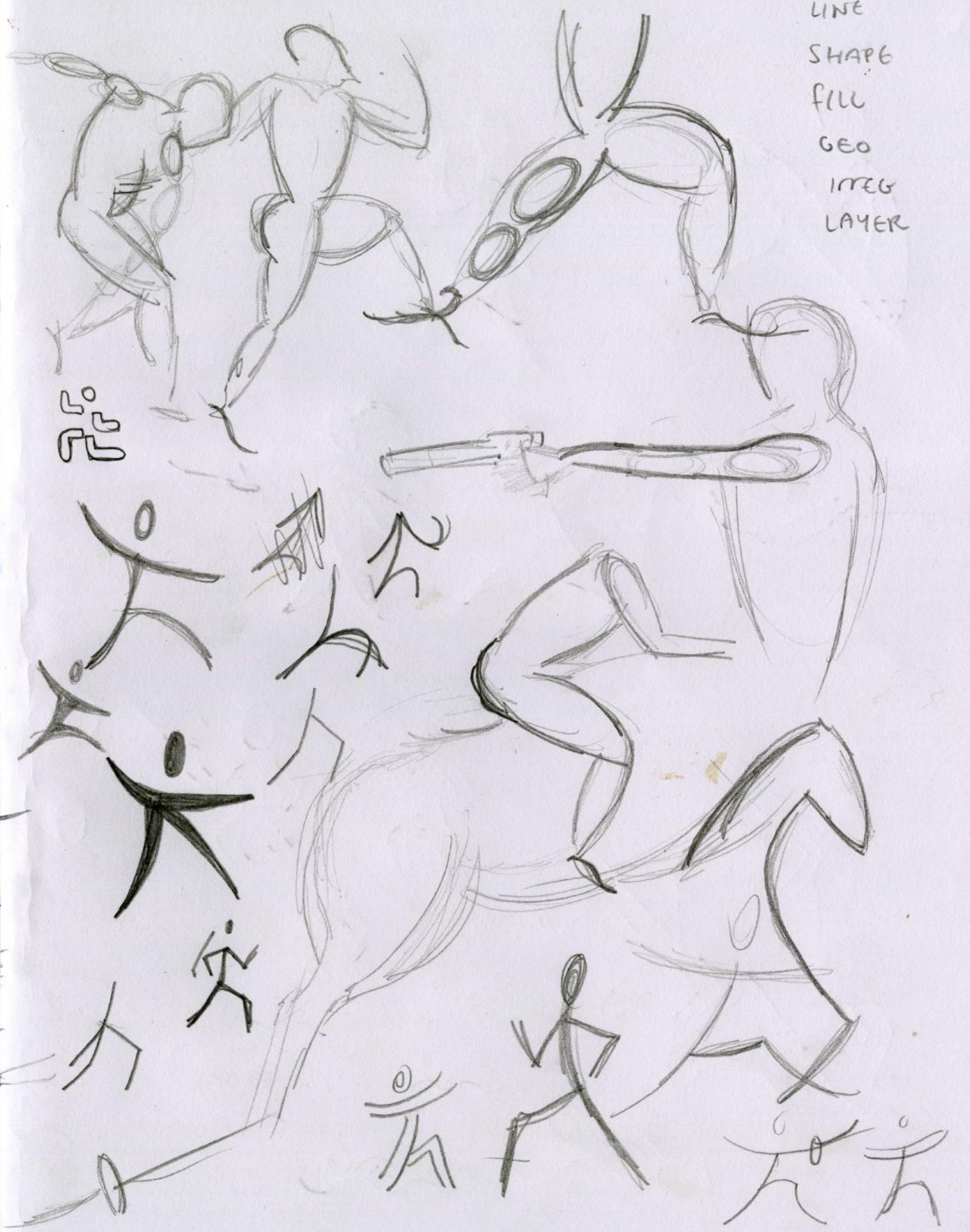
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feet / run
 jump / hooves
 swim / arms
 fence / sword / epee
 shoot / pistol

- fencing
- swimming
- riding
- shooting
- running



LINE
 SHAPE
 FILL
 GEO
 IRREG
 LAYER



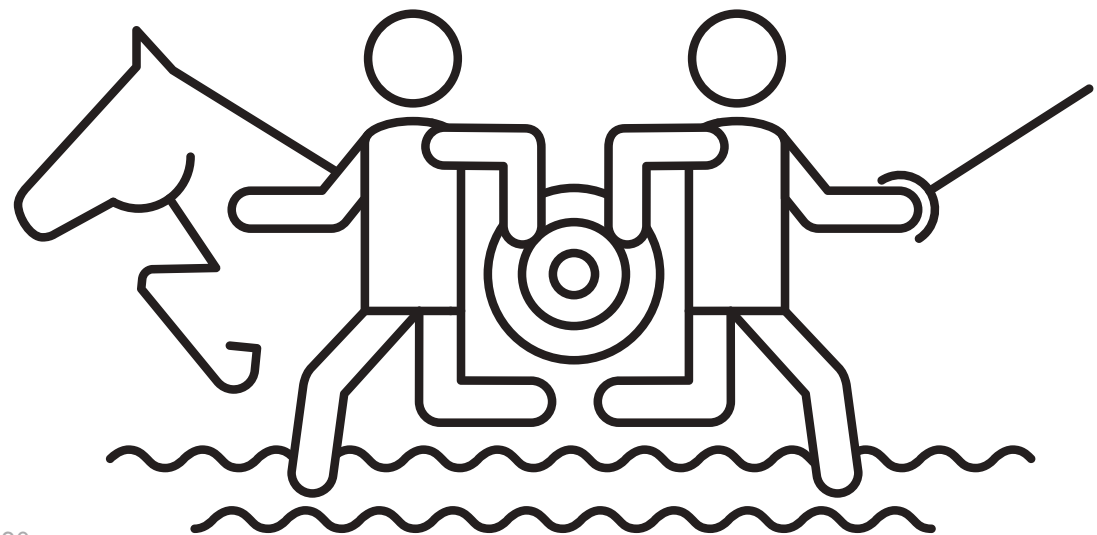
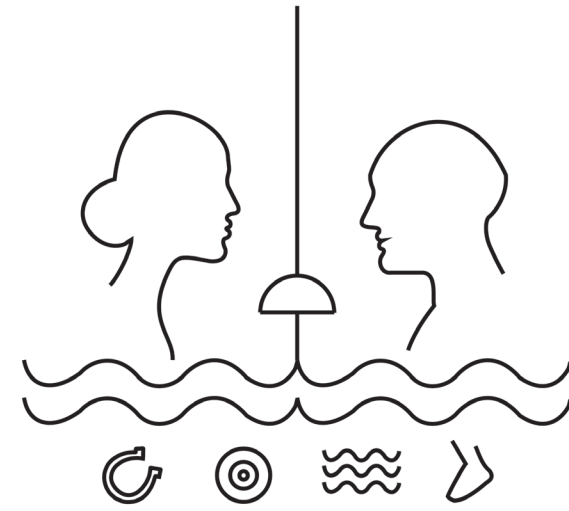
ADVENTURING OUT

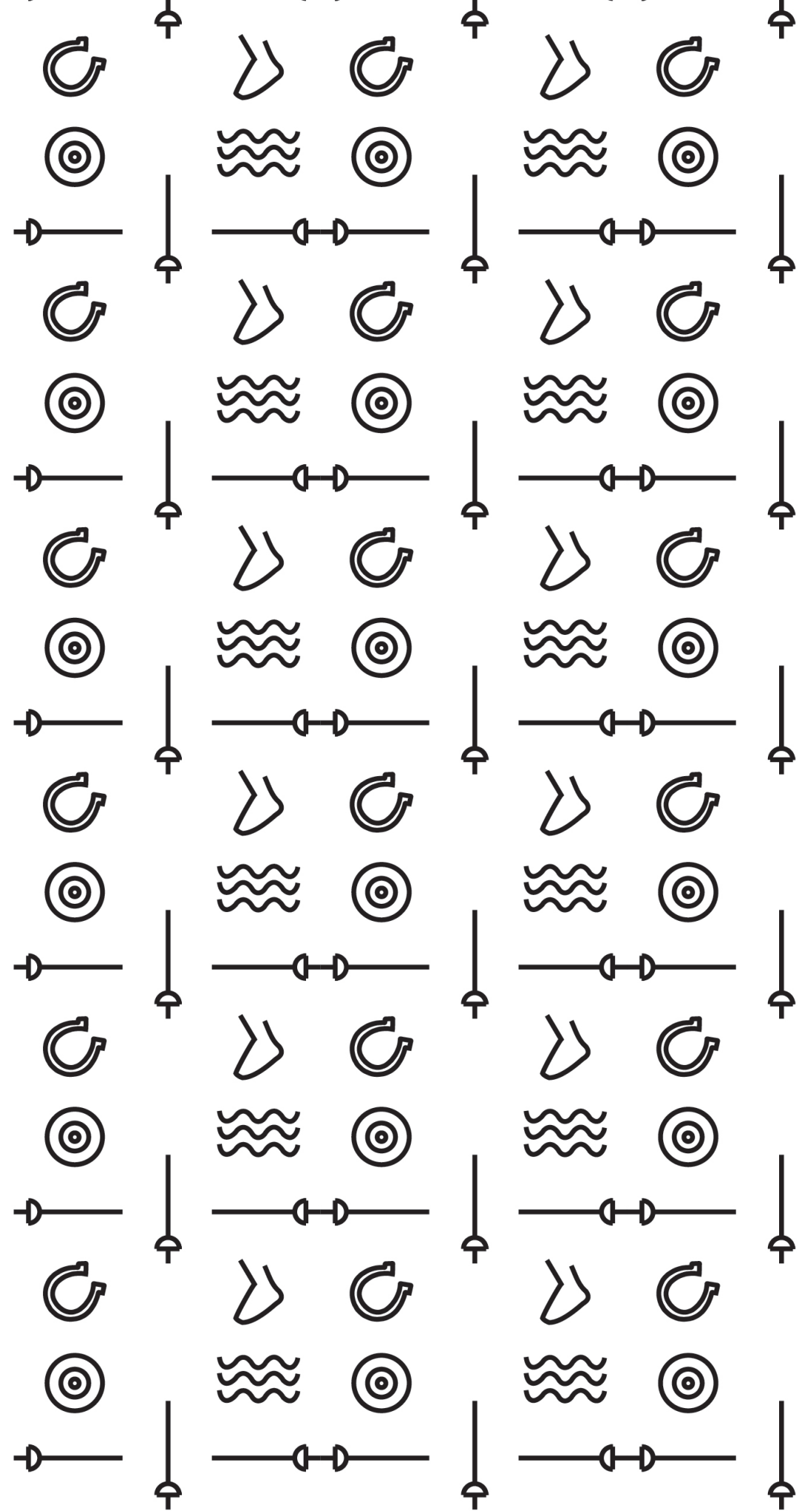
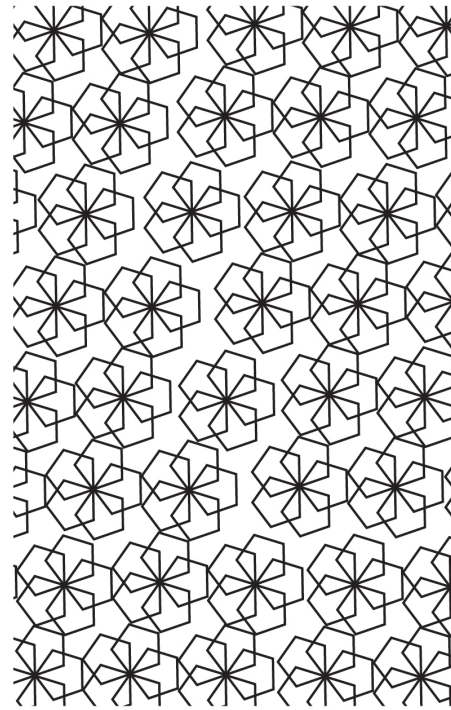
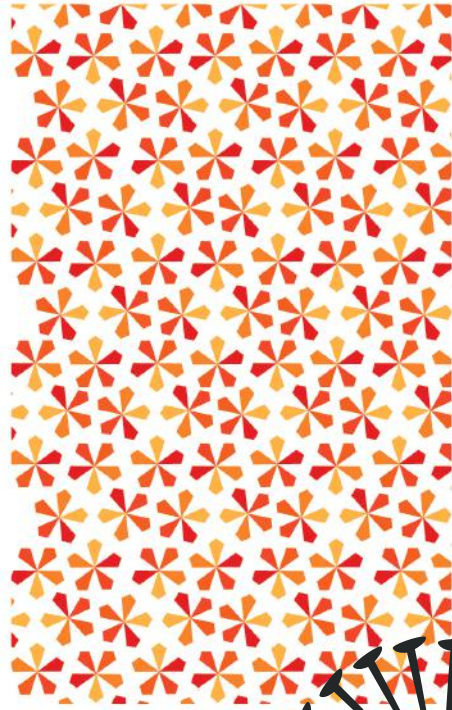
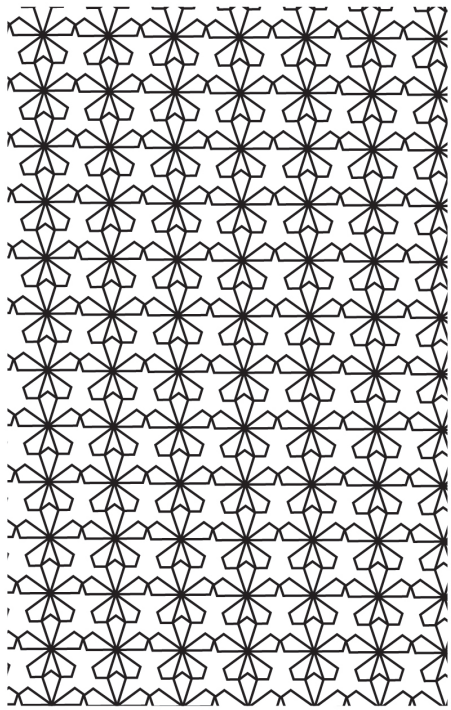
EXPLORATIONS

With a strong foundation of the athlete's movements and points of highest action, we began a long process of exploring imagery for the logo. Our biggest challenge was finding a way for five different pictograms to be represented equally in one image. We also explored a variety of styles, patternmaking, and different ways of using color. For our client presentation, we refined four explorations. "5" was a deconstruction of the number using indexes from each sport within it. "Wave" used a set of pictograms developed earlier in the process with a beautiful gradient resembling Sarasota sunsets. The "Triangle" and "Icon" versions used the same set of pictograms as a base, but in two different compositions. "Icon" was chosen and we moved forward with improving the color scheme and typography.

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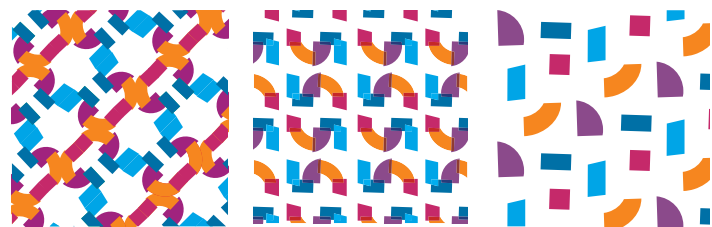


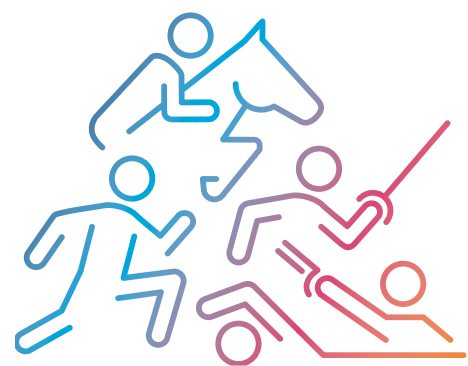
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2014 WORLD CUP FINAL
SARASOTA·BRADENTON



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2014 WORLD CUP FINAL | SARASOTA BRADENTON

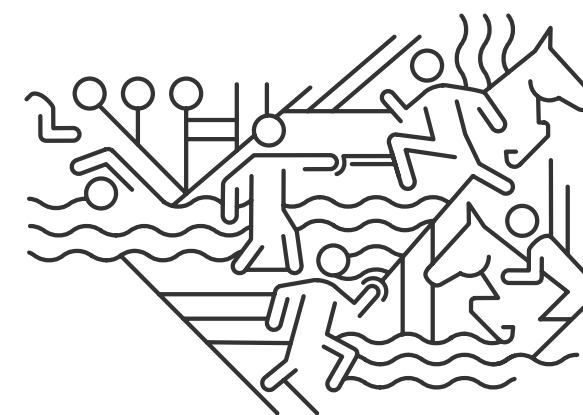




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WORLD CUP FINAL 2014
Sarasota-Bradenton



2014 MODERN
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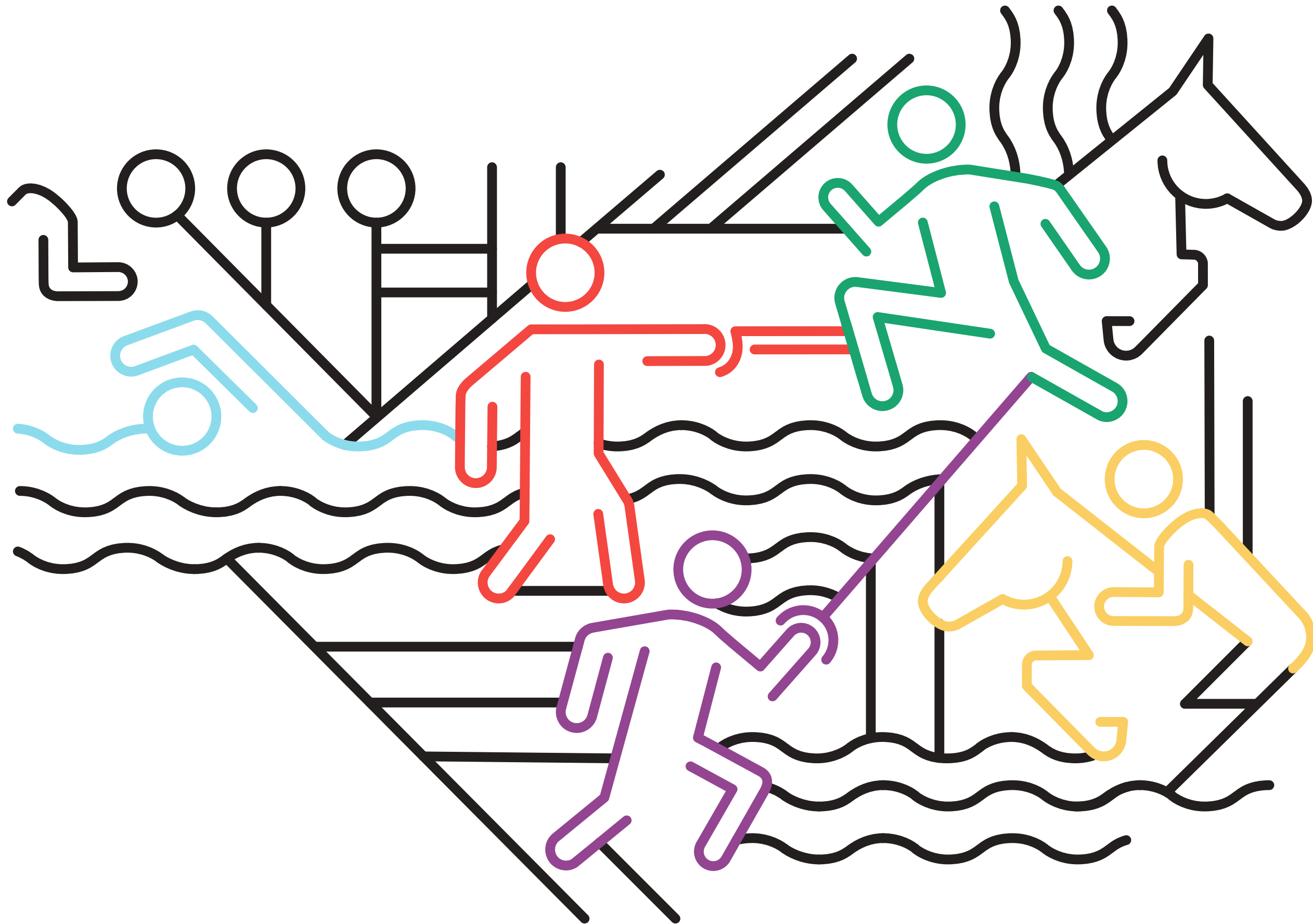
THE CHOSEN ONE

ICON

The version chosen as the logo began from a composition consisting of modern pictograms for the five Pentathlon sports. The pictograms come together in a beautiful pattern that crops in to represent the event as a whole, but also crops individually into each sport.

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CHARACTERS AND LEGIBILITY

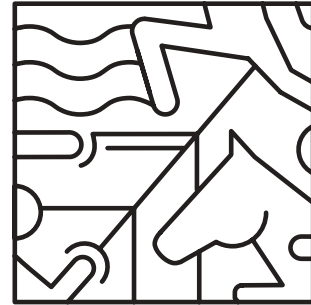
TYPOGRAPHY

Typography was a challenging step because the logo had to be flexible enough to hold a large number of characters, which would change every year. Following a lot of explorations with the logo, the typeface Lovelo Black was chosen as the primary logotype, with Futura as the supporting face (page 39).

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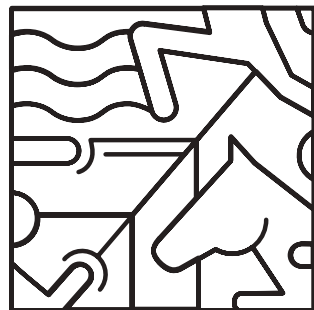
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Sarasota Bradenton



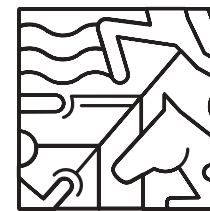
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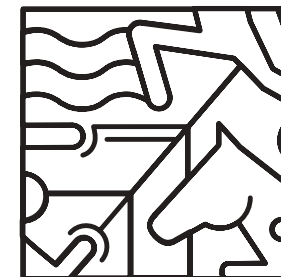
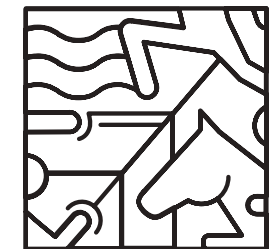


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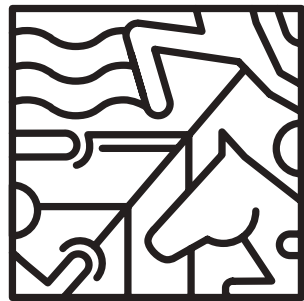
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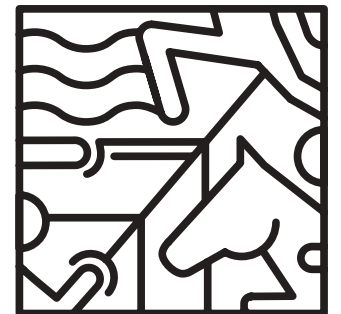


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LOOKING INTO THE FUTURE

COLORS

Initial color explorations were made and the client's choice further improved upon. The final color scheme consists of a basic formula: two base colors (teal and blue), two shades of the base colors (dark teal and dark blue) and a neutral tone. The same formula was used when developing the color schemes for the upcoming events. Each sport is represented through the logo in each of the colors.

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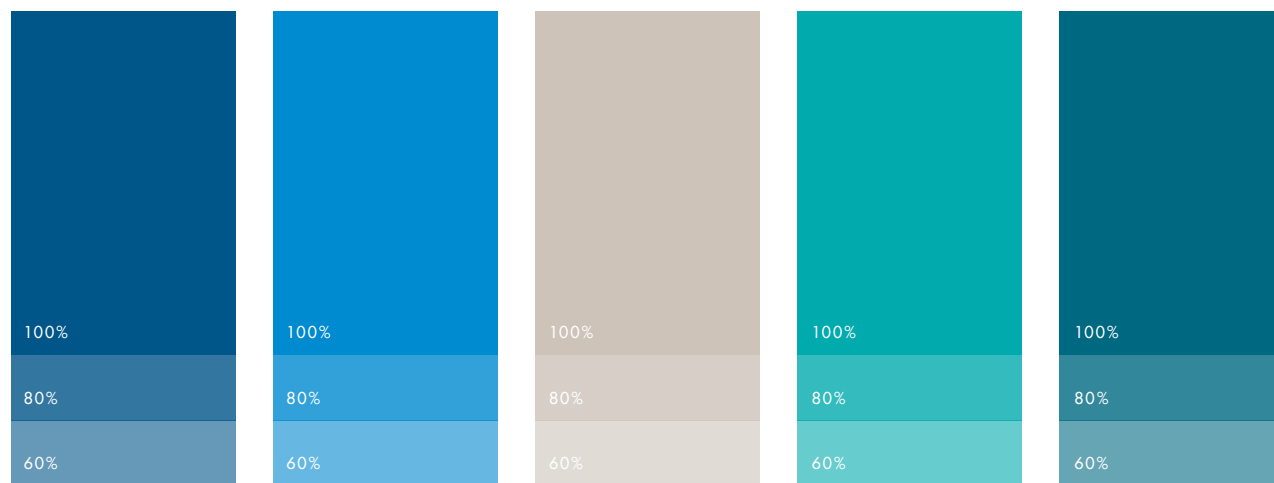


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CMYK
100 40 0 40

RGB
0 102 204

HTML
#0066CC

PMS
7692 C

CMYK
100 30 0 0

RGB
0 153 204

HTML
#0099CC

PMS
3005 C

CMYK
10 15 20 15

RGB
204 204 204

HTML
#CCCCCC

PMS
7528 C

CMYK
100 0 40 0

RGB
0 204 204

HTML
#00CCCC

PMS
320 C

CMYK
100 0 15 0

RGB
0 102 153

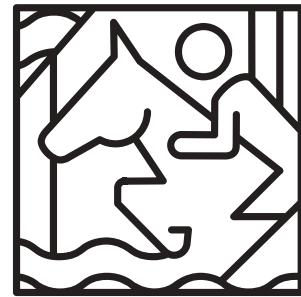
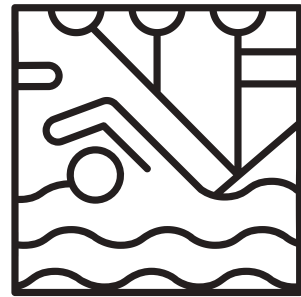
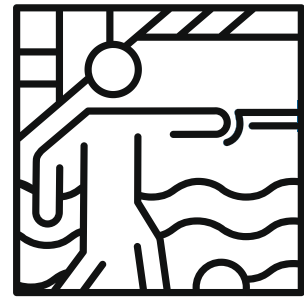
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PMS
3155 C



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Shooting

Swimming

Fencing

Riding

Running

2015



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2015 World Cup Competition, Round 1 | Sarasota Bradenton

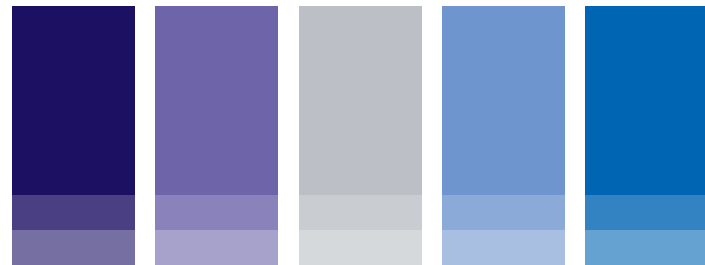
2016



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2016 United States Olympic Team Trials | Sarasota Bradenton

2016



MODERN PENTATHLON

2016 World Cup Final | Sarasota Bradenton

BEYOND THE LOGO

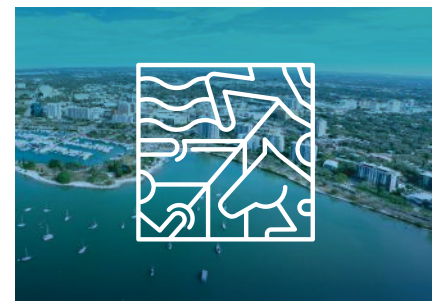
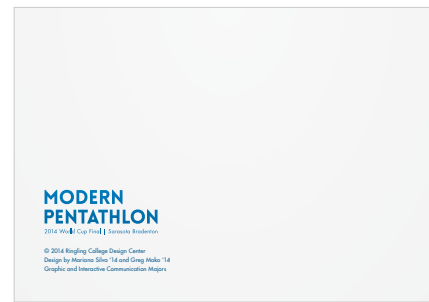
BUILDING A BRAND

One of our initial objectives was to create a flexible system to be used in a wide variety of applications. The next several pages show a range of applications and platforms in which the brand can gain awareness throughout the community and during the event itself.

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Notecards



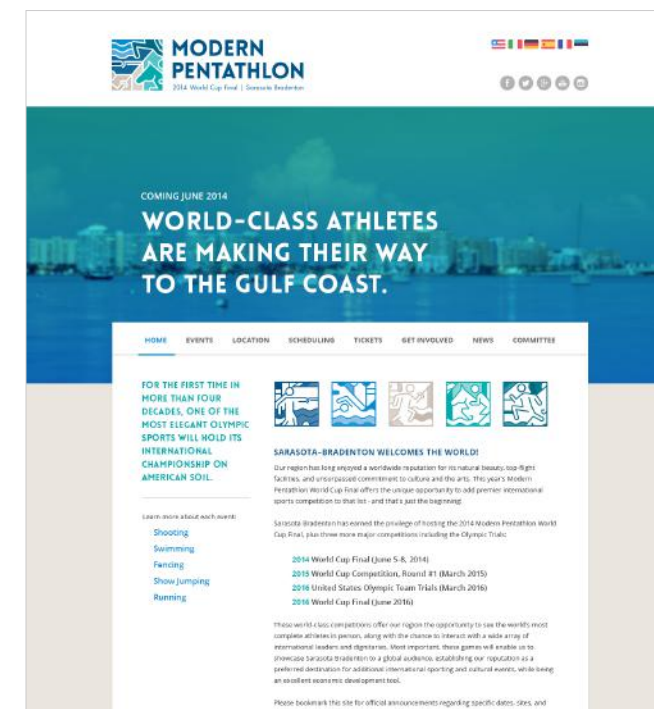
Signage and Wayfinding



Stationery Package



Website



Branded T-Shirts



Branded merchandise



Illustrated T-Shirts



Wine Labels



COLLABORATING WITH ILLUSTRATORS

ART OF THE PENTATHLON

Collaboration is incredibly important at Ringling College, so we took the opportunity to work with a number of students from Professor Don Brandes' Advanced Media class to create beautiful illustrations to be part of the visual assets of the Modern Pentathlon brand. An illustration by student Jay Barry was chosen as the official poster for the Modern Pentathlon event. Other pieces were selected for use as limited edition art prints to be sold at the event and some for merchandise such as t-shirts.

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Jay Barry



Brenna Thummler



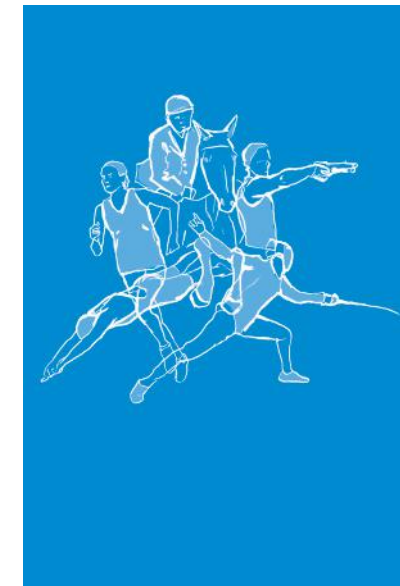
Morgan Trent



Krista Latow



Whitney Miller



Cameron Kramer



Vicky Gonzalez

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CREDITS

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Lenna Dalquist

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Greg Mako

Completed at Ringling College's Design Center
Spring 2014



