



# **MODERN PENTATHLON**

## Identity Styleguide

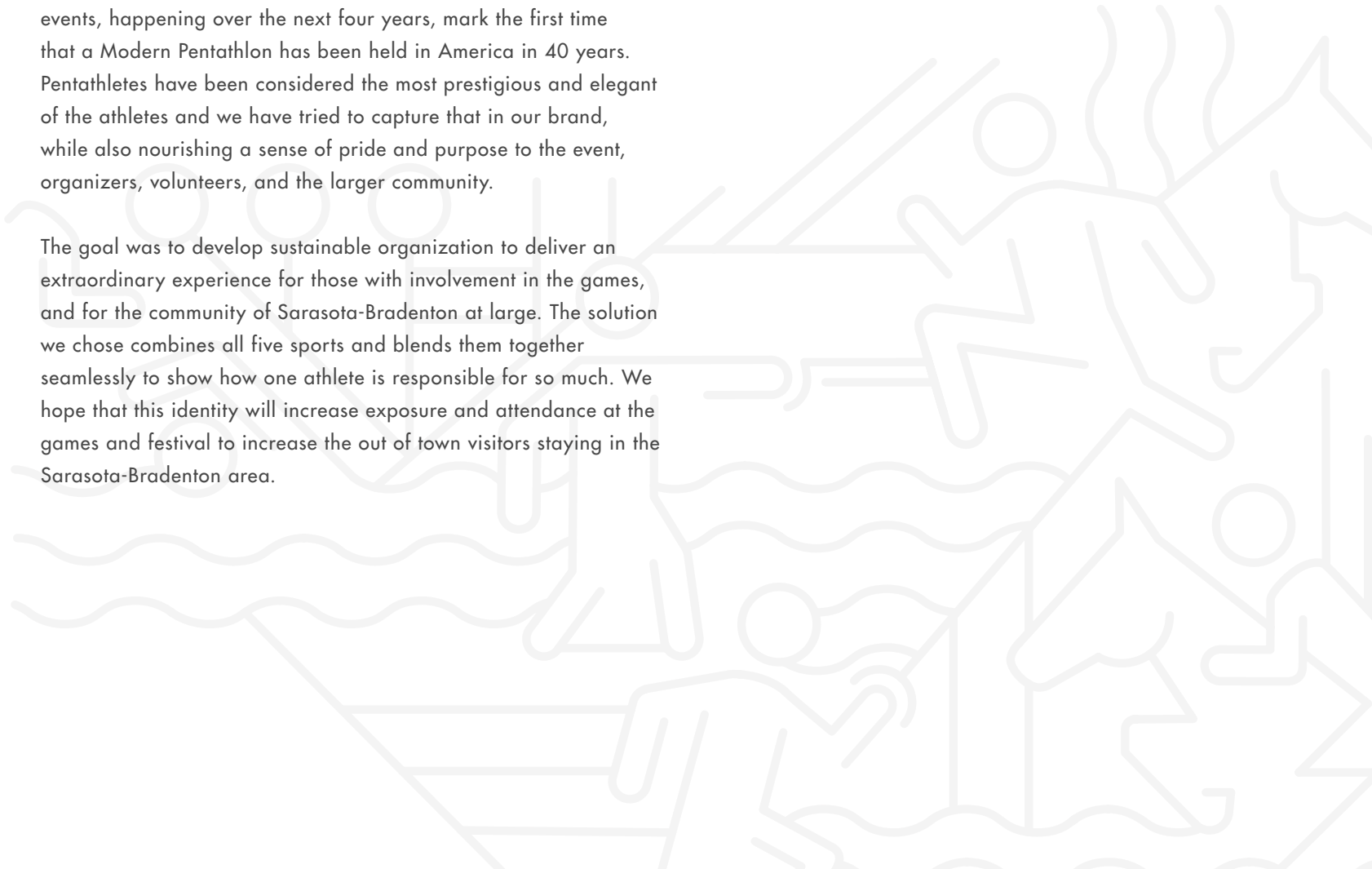
Identity designed by Mariana Silva and Greg Mako.

Completed at Ringling College of Art and Design in Spring 2014.

## INTRODUCTION

The purpose of creating the identity for the Sarasota-Bradenton Modern Pentathlon was to facilitate a first-class experience for the athletes, spectators, dignitaries and sponsors. These olympic events, happening over the next four years, mark the first time that a Modern Pentathlon has been held in America in 40 years. Pentathletes have been considered the most prestigious and elegant of the athletes and we have tried to capture that in our brand, while also nourishing a sense of pride and purpose to the event, organizers, volunteers, and the larger community.

The goal was to develop sustainable organization to deliver an extraordinary experience for those with involvement in the games, and for the community of Sarasota-Bradenton at large. The solution we chose combines all five sports and blends them together seamlessly to show how one athlete is responsible for so much. We hope that this identity will increase exposure and attendance at the games and festival to increase the out of town visitors staying in the Sarasota-Bradenton area.



## LOGO

There are three variations in which the logo may be used:  
full color, black, and white.

Full Color



# MODERN PENTATHLON

2014 World Cup Final | Sarasota Bradenton

Black



## MODERN PENTATHLON

2014 World Cup Final | Sarasota Bradenton

One Color



## MODERN PENTATHLON

2014 World Cup Final | Sarasota Bradenton

Reverse

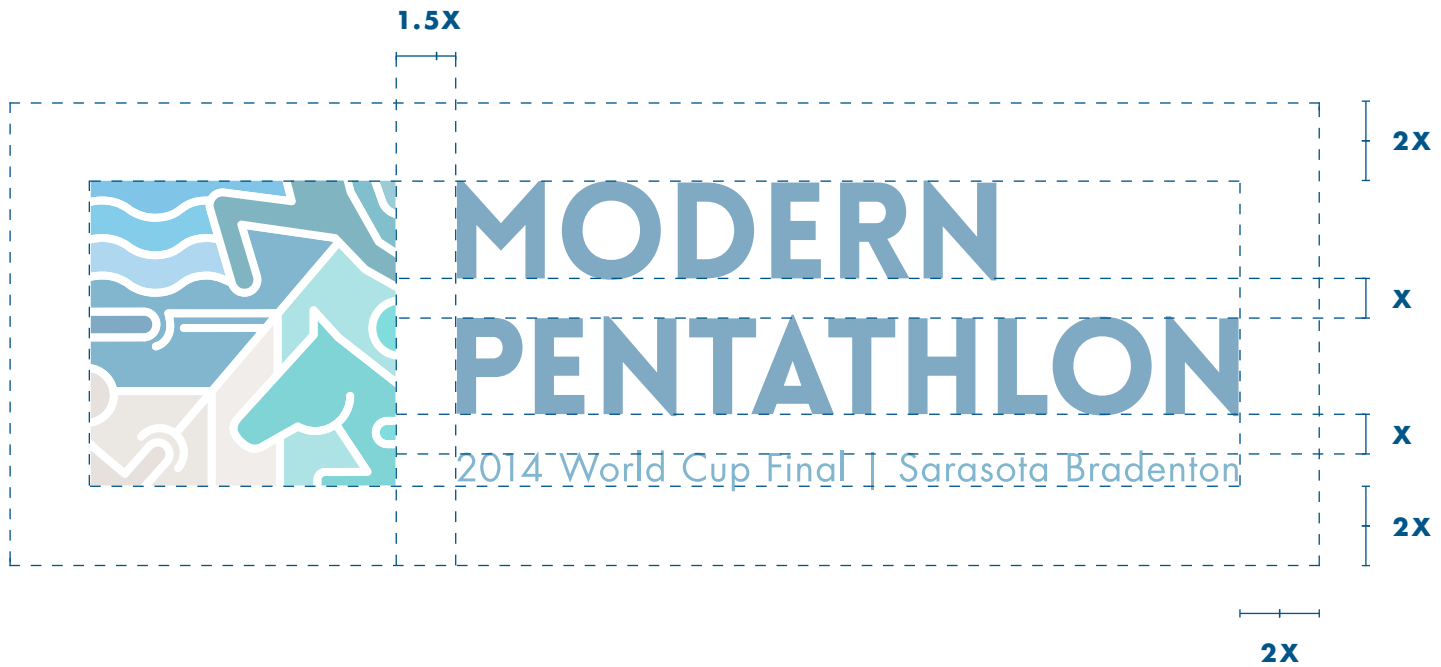


## MODERN PENTATHLON

2014 World Cup Final | Sarasota Bradenton

## LOGO SPACING

The spacing around the logo is based off of the distance between the words "Modern" and "Pentathlon" to each other. Use at least double that distance when placing other elements near the logo.



## LOGO LOCKUPS

On the occasion that the main logo cannot be used, the following arrangements may also be used as alternates.

Standard lock-up



Stacked lock-up



Flipped lock-up



## MISUSE

The following examples are ways the logo should **not** be altered. Please refrain from squishing, stretching, rotating, rearranging or placing the logo on a pattern or photographic background.

✘ Do not stretch



✘ Do not rotate



✘ No outline



✘ Do not stack logo



✘ Do not place on pattern

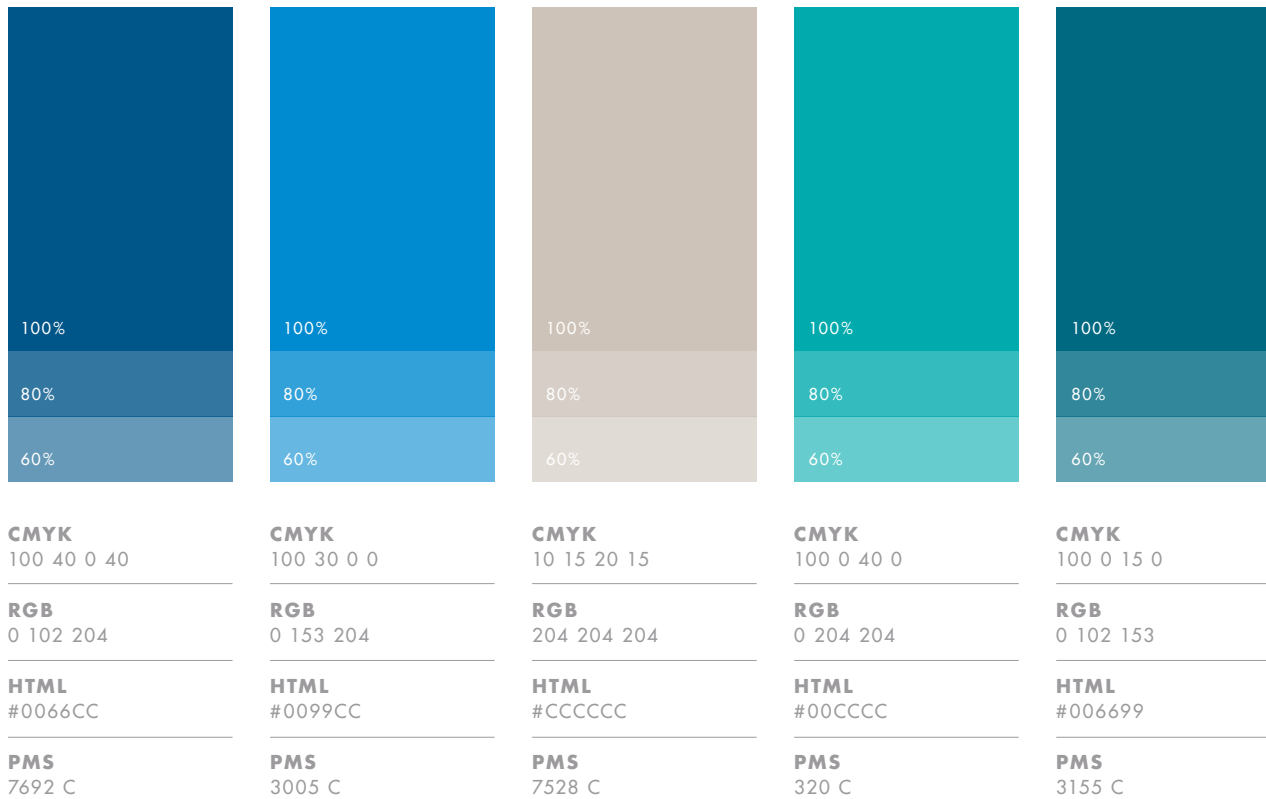


✘ Do not place on images



## COLORS: 2014

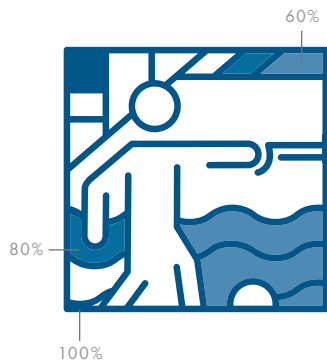
For the 2014 World Cup, the following color scheme has been chosen. Two blue tones, two teal tones and a neutral represent each sport separately as well as the event as a whole.



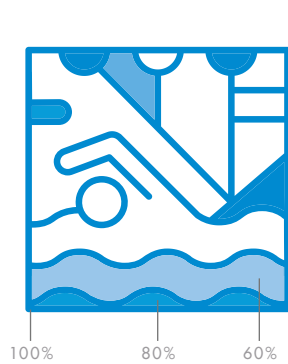
## EVENT ICONS

Each event has an icon that represents it. Use each icon when creating assets for a specific event, as well as using the correct color as primary. One color, black and white icons are also acceptable.

Shooting



Swimming



Fencing



Jumping

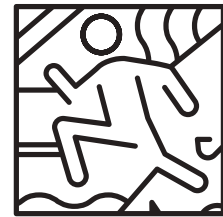
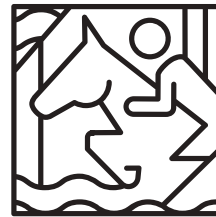
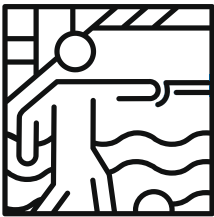


Running

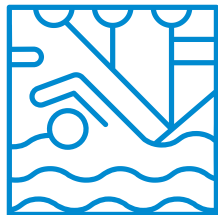




Black



One Color



White



## COLORS 2015

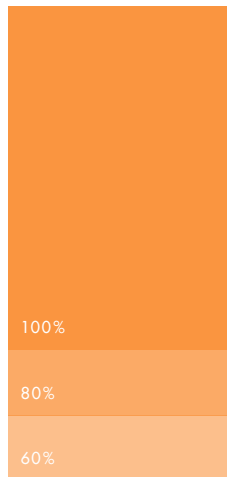
2015 World Cup Competition, Round 1 (March 2015)



# MODERN PENTATHLON

2015 World Cup Competition, Round 1 | Sarasota Bradenton

Jumping (Main Color)



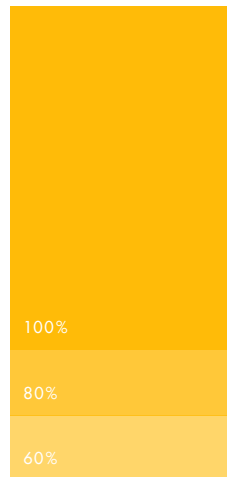
**CMYK**  
0 50 85 0

**RGB**  
255 102 51

**HTML**  
#FF6633

**PMS**  
158 C

Shooting



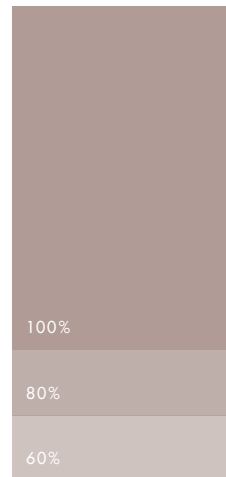
**CMYK**  
0 30 100 0

**RGB**  
255 204 0

**HTML**  
#FFCC00

**PMS**  
130 C

Fencing



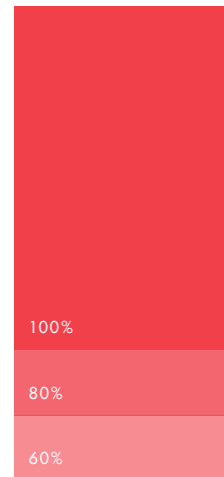
**CMYK**  
20 30 30 20

**RGB**  
170 150 140

**HTML**  
#A9938C

**PMS**  
7531 C

Swimming



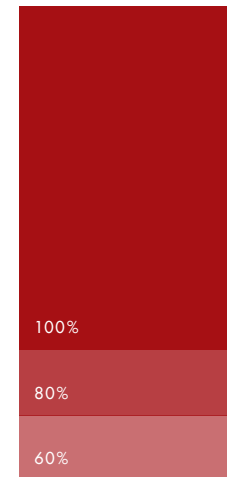
**CMYK**  
0 65 70 0

**RGB**  
255 51 51

**HTML**  
#FF3333

**PMS**  
485 C

Running



**CMYK**  
10 100 100 30

**RGB**  
204 0 51

**HTML**  
#CC0033

**PMS**  
1805 C

## COLORS 2016

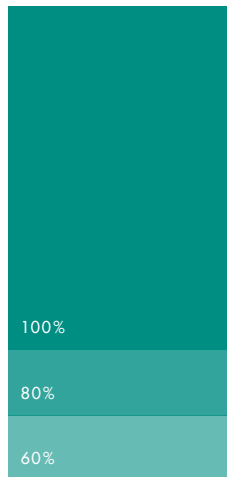
2016 United States Olympic Team Trials (March 2016)



# MODERN PENTATHLON

2016 United States Olympic Team Trials | Sarasota Bradenton

Shooting



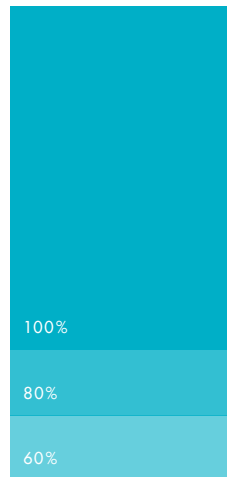
**CMYK**  
100 0 50 20

**RGB**  
0 153 153

**HTML**  
#009999

**PMS**  
327 C

Swimming



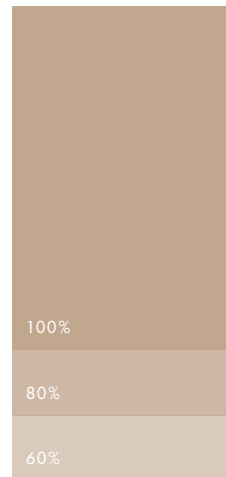
**CMYK**  
95 0 25 0

**RGB**  
0 204 255

**HTML**  
#00CCFF

**PMS**  
3262 C

Fencing



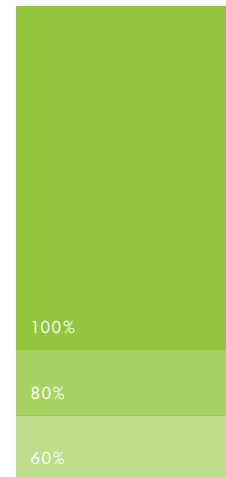
**CMYK**  
20 30 40 10

**RGB**  
185 160 140

**HTML**  
#BAA08A

**PMS**  
4655 C

Running



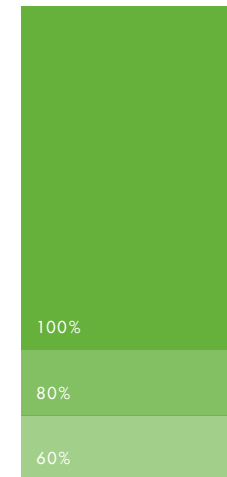
**CMYK**  
50 0 100 0

**RGB**  
102 204 51

**HTML**  
#66CC33

**PMS**  
376 C

Jumping (Main Color)



**CMYK**  
60 0 100 10

**RGB**  
51 204 51

**HTML**  
#33CC33

**PMS**  
361 C

## COLORS 2016

2016 World Cup Final (June 2016)



**MODERN  
PENTATHLON**

2016 World Cup Final | Sarasota Bradenton

Running



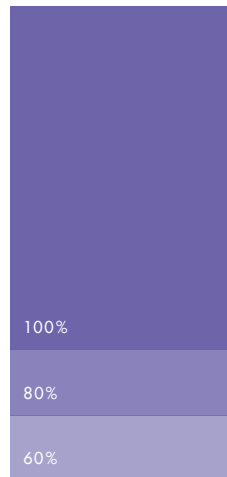
**CMYK**  
100 100 0 40

**RGB**  
51 0 102

**HTML**  
#330066

**PMS**  
2695 C

Jumping (Main Color)



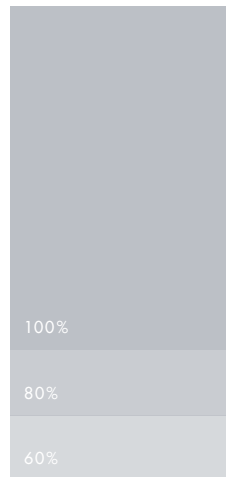
**CMYK**  
65 65 0 5

**RGB**  
102 102 204

**HTML**  
#6666CC

**PMS**  
272 C

Fencing



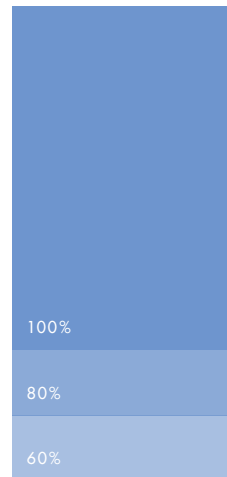
**CMYK**  
30 20 20 0

**RGB**  
180 185 190

**HTML**  
#B3BBBE

**PMS**  
Cool Gray 4 C

Swimming



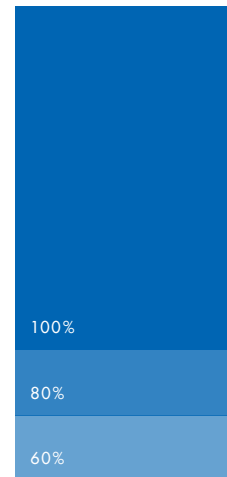
**CMYK**  
60 35 0 0

**RGB**  
102 153 204

**HTML**  
#6699CC

**PMS**  
2718 C

Shooting



**CMYK**  
100 60 0 0

**RGB**  
0 102 204

**HTML**  
#0066CC

**PMS**  
285 C

## TYPOGRAPHY

Typography is important when showing hierarchy of information in Pentathlon materials. Lovelo is used as the font on the logo and as a display face for some printed material. For all secondary information, Futura should be used.

Lovelo Black  
Logo

**ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
1234567890**

Futura Bold  
Headlines

**ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
1234567890**

**abcdefghijklm  
nopqrstuvwxyz**

Futura Medium  
Body Copy

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
1234567890

abcdefghijklm  
nopqrstuvwxyz

## APPLICATIONS

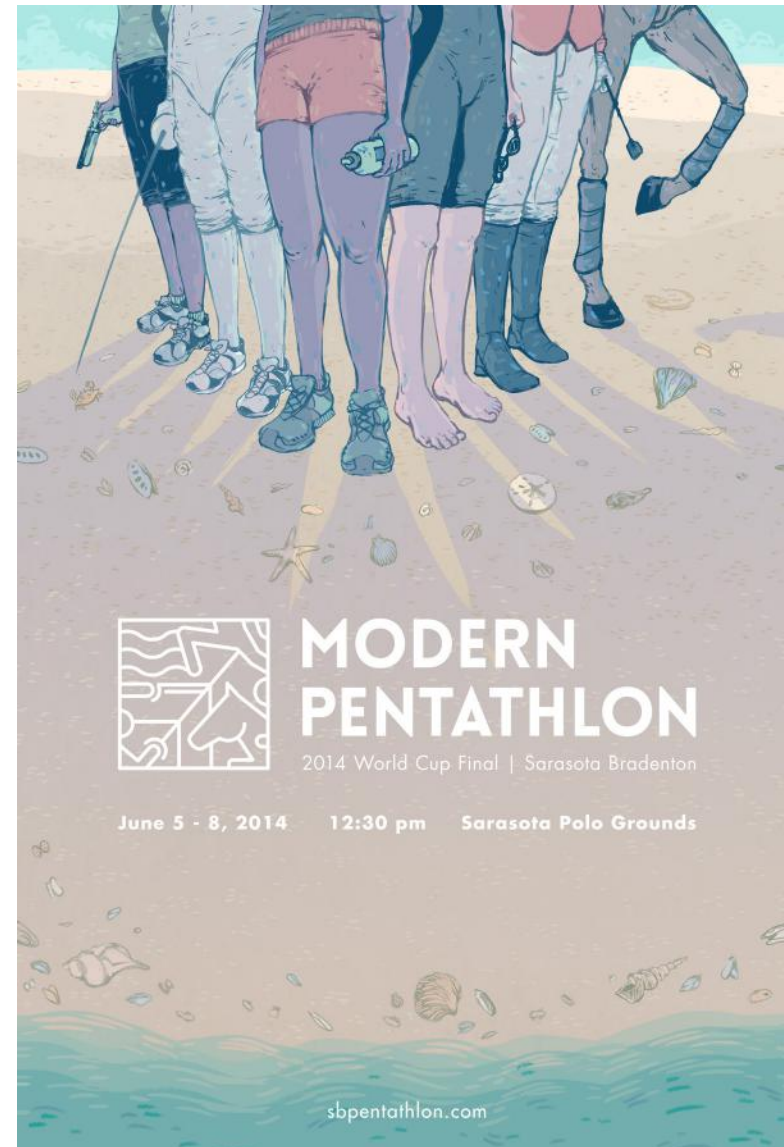
The logo can be used on its own or accompanied by different graphic approaches. Below is a pattern created as a base for some printed materials and may be used to create future assets.

Sample Pattern



## PROMOTIONAL POSTER

Illustration by Ringling College Student Jay Barry '15



## PRINT

Printed materials may use the logo in its various forms, as well as event-specific icons, but should always keep in mind typography, patterns and the color scheme as important elements.

### Business Card



### Letterhead

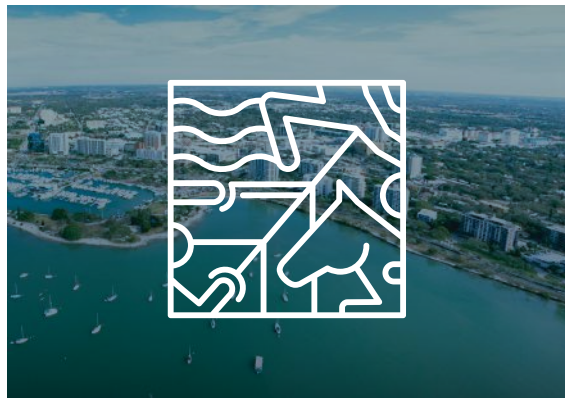
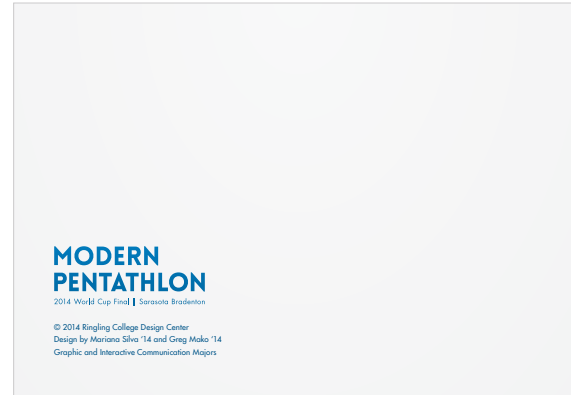




Custom Folder



Notecards



## SIGNAGE AND WAYFINDING

Signage should be clean, minimal, and crisp so that it is easy for people to read and understand. Make sure that the type is large enough to read, but doesn't become so large that it's overwhelming. Examples of possibilities are below.





## MERCHANDISE

Merchandise utilizes the logo in its various forms to establish a brand within the Sarasota and international Pentathlon community. Illustrations from Ringling College of Art and Design may also be used for merchandise and other promotional materials, as need be.

Baseball Cap



Tote Bags





Wine Labels



Engraved glass



Phone cases



Next Level Apparel  
nextlevelapparel.com



Style #6420  
Men's Slub Polo  
Turquoise & Natural



Style #3600  
Premium Fitted S/S Crew  
Tahiti Blue

Next Level Apparel  
nextlevelapparel.com



Style #3600  
Premium Fitted S/S Crew  
Black



Style #6730  
Tri Blend Scoop  
Vintage Blue



Style #6640  
The CVC Deep V  
White



Style #6730  
Tri Blend Scoop  
Vintage Navy



## PHOTOGRAPHY

High-quality photography of athletes in action and the Sarasota landscape can be treated with a teal to blue gradient set on Multiply.



## WEBSITE

The website employs large, tinted images of athletes and the Sarasota area to convey the brand's colors and unify images.

