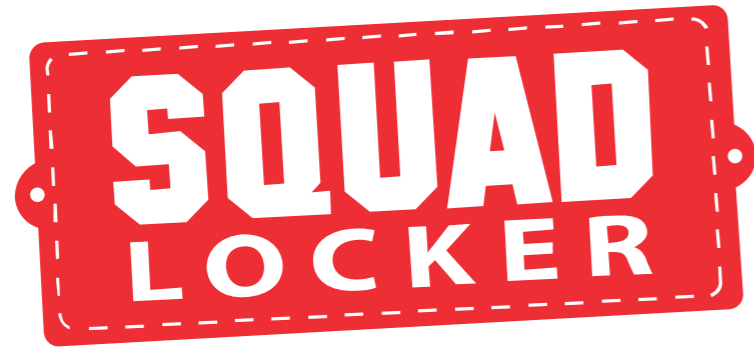


SQUADLOCKER

BRAND GUIDELINES



SquadLocker Logo Options

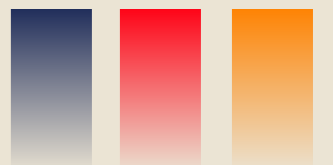


Standard/Default
Option

Alternate Color Options



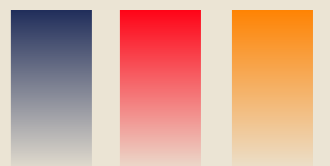
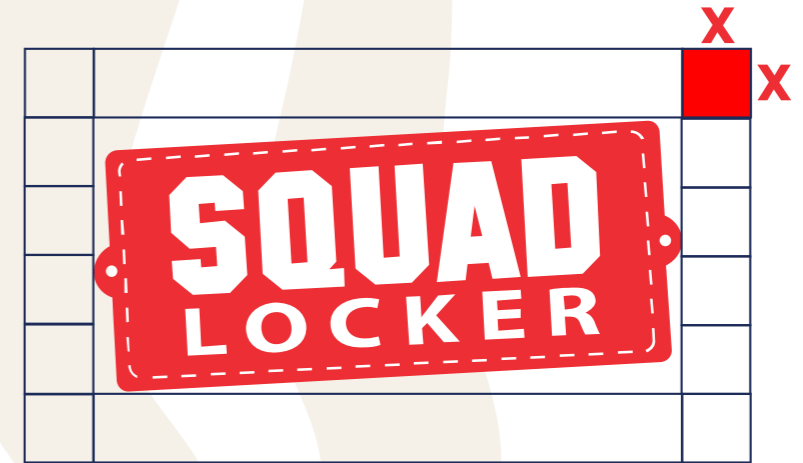
Colorless Print Options



Where to Place Logo:

Preferred Logo Placement should always be the top left corner or an element when able. at minimum 1/4 of the logo height should be used as padding around it. If the top left is unavailable bottom left would be acceptable as well as centured in the piece at either top-center, true-center, and/or bottom-center. Same spacing applies to all.

Alternate logo colors should be used sparingly or when best suited as exemplified (right) on a images or clashing background.



DISPLAY TEXT

POPPINS BOLD

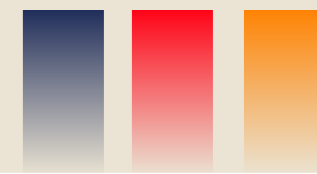
**The quick brown fox
jumped over the lazy
dog. 1234567890**

BODY TEXT

Poppins Regular

The quick brown fox
jumped over the lazy
dog. 1234567890

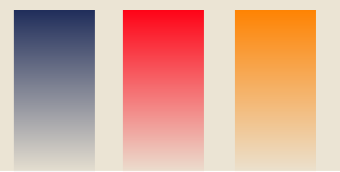
FONTS



How to get Poppins Font:

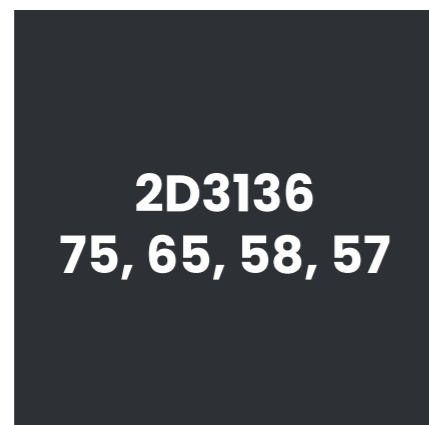
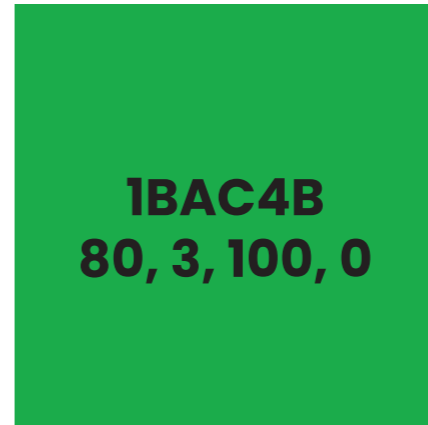
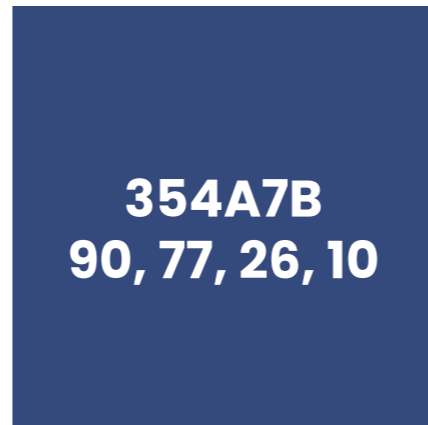
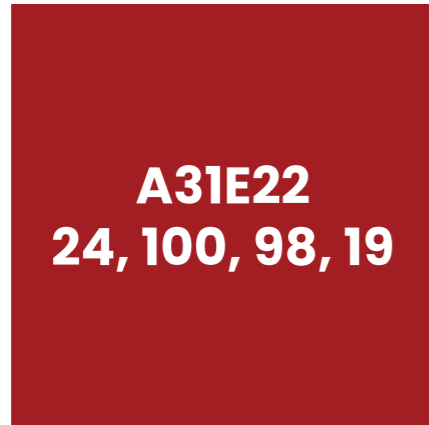
- 1 — Go to **<https://fonts.google.com/specimen/Poppins>**
- 2 — Select Download in the upper right hand corner
- 3 — Open the Zip File in your downloads labeled **Poppins.zip**
- 4 — Highlight all font options in the folder and double click
- 5 — Select Install on all typeface options

FONTS



STANDARD SWATCHES

GRADIENTS



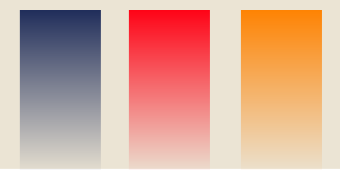
COLORS

SWIRL

Swirl textures main use will be used for SquadLocker related initiatives.



TEXTURES



Brand Messaging

SquadLocker Main Value Props (Should Include icon or check marks)



Ships Direct to Home



No Order Minimums

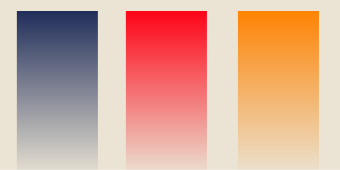


Stores Never Close

SquadLocker Mission Statement

"Our team is on a mission to transform how organizations customize and distribute custom goods so they can coach more, teach more, and live more."

VALUE PROPS



SINGLE ITEM

Single Item should Include Team or Organization Logo



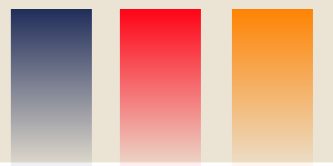
*Logo's should be .png format and atleast 150 dpi.

ITEM PACK

Item Pack should include a range of products with logos displayed



PRODUCTS



LEARN MORE

Full rounded edges (pill-shaped)

Solid color, High contrast for text

Simple and clear CTA

Color Options

LEARN MORE

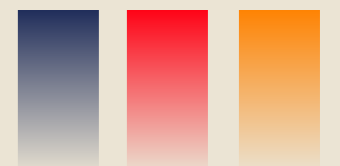
LEARN MORE

LEARN MORE

LEARN MORE

LEARN MORE

BUTTONS

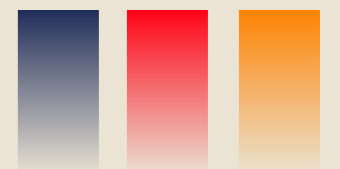


Lifestyle Imagery

Should feature images related to org type and include people or facilities

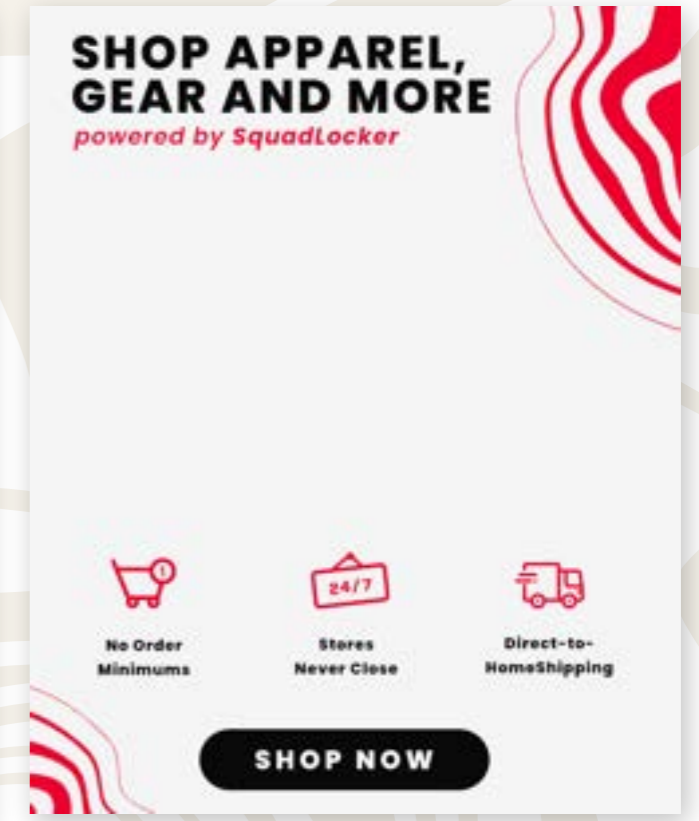
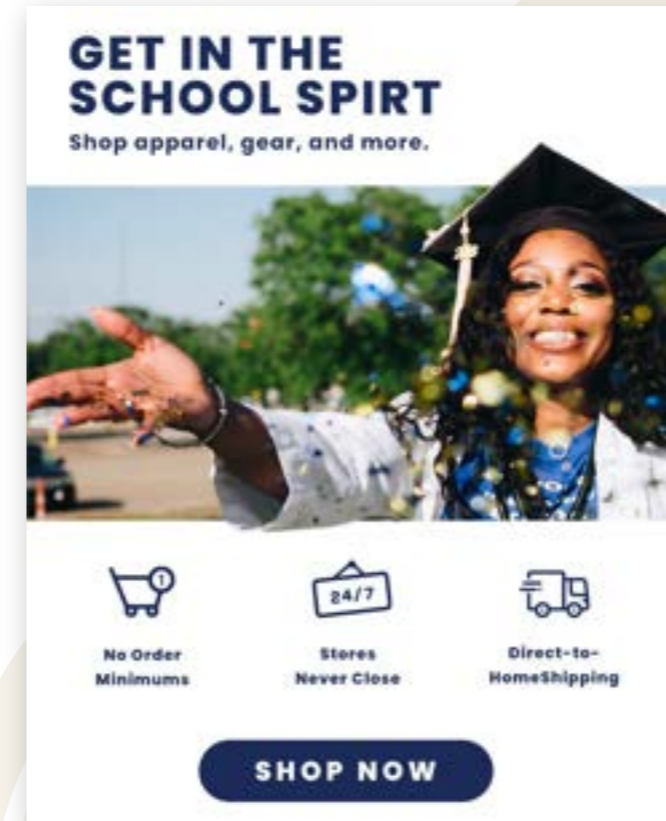


IMAGERY

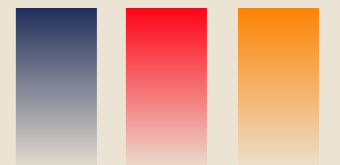


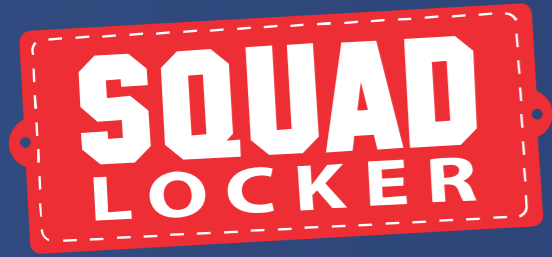
Email & Social

We offer an array of Email and Social Templates that can be accessed in our **Media Kit**



COMMUNICATION





SQUADGEAR

BRAND GUIDELINES

SquadGear Logo Type

SQUADGEAR



Poppins Regular Poppins **Bold**

Alternate Color Options

SQUADGEAR



Poppins Regular Poppins **Bold**



SquadGear
Clothing Tag

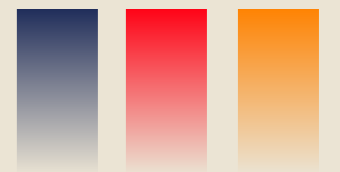
Body Text Version

SquadGEAR



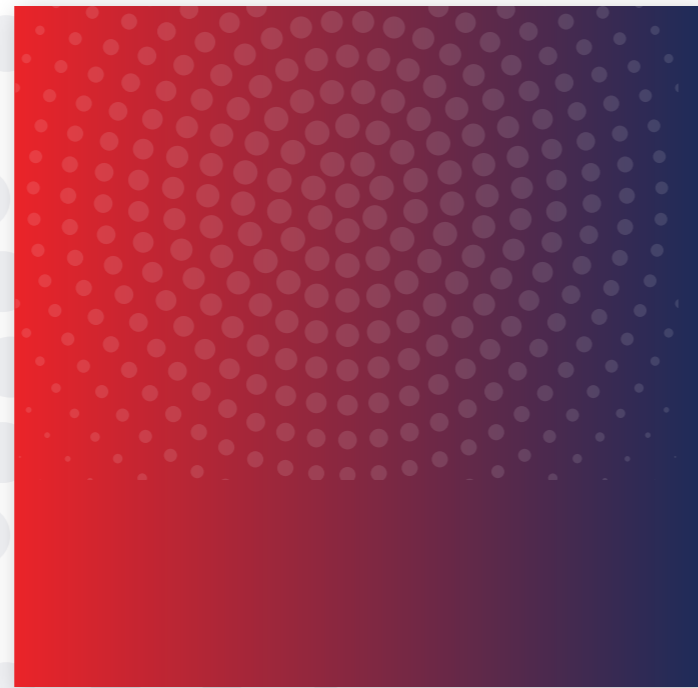
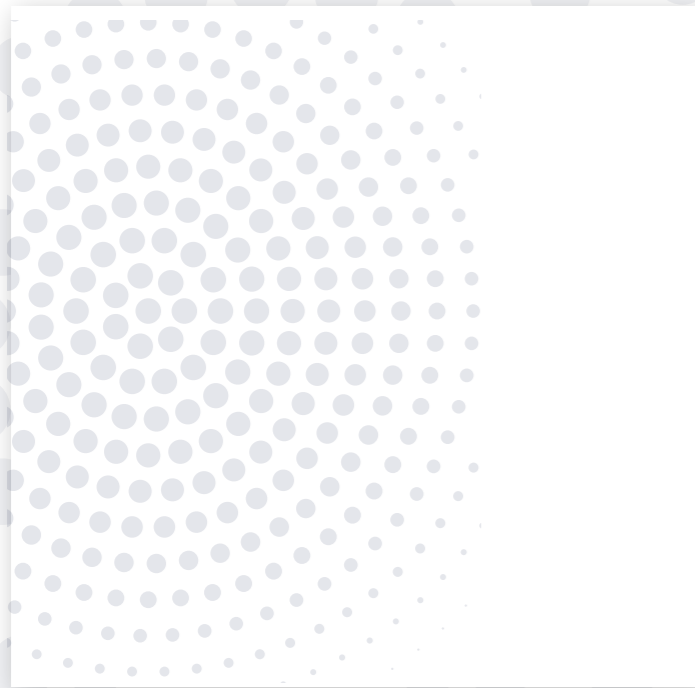
Sentence Case Caps

LOGOS

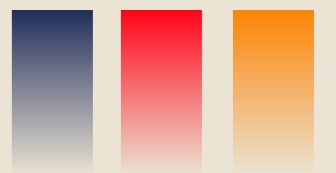


DOT

Dot textures main use will be for SquadGear related initiatives.



TEXTURES



Brand Messaging

SquadLocker Main Value Props
(Should include icon or check marks)



Ships Direct to Home



No Order Minimums



Stores Never Close

SquadGear Main Value Props
(Header should be main message)

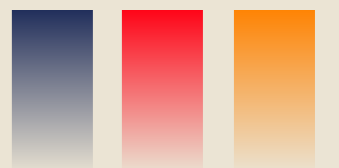
SHIPS IN 3-5 DAYS

**SquadGEAR is the fastest way
to get sublimated uniforms all
season long.**

Sub-Head

Header

VALUE PROPS



LEARN MORE

Full rounded edges (pill-shaped)

Solid color, High contrast for text

Simple and clear CTA

Color Options

LEARN MORE

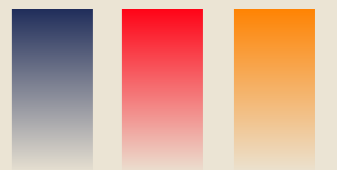
LEARN MORE

LEARN MORE

LEARN MORE

LEARN MORE

BUTTONS

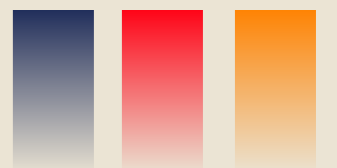


Product Imagery

SquadGEAR Uniforms should be the main focus.
Displayed in action or posed.



IMAGERY



SquadGEAR Social Tips

Paid Social

Paid social for SquadGEAR should always reflect the branding of the SquadGear landing pages. These ads will be directed towards those pages. These posts should include the dot texture as opposed to the swirl texture.

Organic Social

SquadGear Organic social along with all social should reflect the brand guidelines. However, all color options and textures can be utilized.



SOCIAL

