

MOTTO

"Growing Stronger Together"

We are an umbrella martial arts association drawing knowledge from various disciplines. Additionally, next to forming a complete sentence, you can view this motto as 3 stand-alone words/ideals.

LOGO USAGE GUIDELINES

Identity is driven by athletic energy and anchored by prestige, simplicity, and boldness.



Do's:

- ✓ Subvert pure black/white to **Charcoal**/**Pearl** for a premium print aesthetic.
- ✓ Use **Gold** as the primary driver for identity.
- ✓ Use **Burgundy** to provide heavy contrast.
- ✓ Invert, combine and swap with primary and accent colors. Determine whether the situation calls for minimalism or a bit more flair.
- ✓ Use pure black/white in case of cost-saving for merchandise, maximum contrast or simplicity.
- ✓ Use shadow around the square for contrast.

Don'ts:

- ✗ Create visual mud where contrast/clarity is desired (**Charcoal**+**Burgundy** or **Pearl**+**Gold**).
- ✗ Rotate, tilt, or stretch the logo.

DESIGN MINDSET

We aim for a style that exudes energy without compromising much on sophistication/prestige. This can be achieved with our diverse color palette and keeping things "simple/clear". Designs can be made/adjusted toward the use-case it is called for.

COLOR PALETTE

By anchoring our foundation with **Charcoal**, we allow **Gold** to lead the brand with a blinding athletic spark. We ground the aesthetic in **Burgundy**, and rely on **Blue** mainly for UI utility. **Pearl** is handy for sophisticated contrast and simplicity.

Worn Belt **Charcoal**
#171A21 ~~~ #000000

Primary
Off-Black

↳ **Base.** Logo, Background, Buffer, and Text Color.

Champion(/Beer) **Gold**
#FFB300

Primary
Accent

↳ **Pop.** Logo, Highlights, Mottos, Energy, Mat Homage.

Budo **Burgundy**
#823346

Secondary
Accent

↳ **Anchor.** Secondary Text, Background, Subtlety.

Focus **Blue**
#1E74B2

Utility
Function

↳ **Structure.** UI, Links, Versatility, Mat Homage.

New Gi **Pearl**
#F0F2F5 ~~~ #FFFFFF

Utility
Off-White

↳ **Canvas.** Background, Buffer, and Text Color.

Notes:

- (1) Creativity is encouraged! However, don't lose recognizability by (a) "overdoing it" or (b) using low-contrast combinations on vital elements.
- (2) It is generally a good idea to swap: **Charcoal** ↔ **Burgundy** and/or **Gold** ↔ **Pearl**.
- (3) Beware of the Gryffindor effect.

TYPOGRAPHY

We use the **Open Sans** font family. It is easy to read and highly legible. It comes indistinguishably close to **Ebrima (Bold)**, which we use in our logo.

Heading 1 (24pt)

Heading 2 (18pt)

Web Link / Active (14pt)

Body Copy (11pt)

And then the veteran warrior reminisced: "So I was lying there. At my very first early morning training at Radbudo. In a toe hold. Crying."