

ALPHA SPORTS



# Brand Guidelines

COMPLETE LOGO |



# LOGO CONSTRUCTION



## LOGO DESIGN OVERVIEW

*Alpha Sports core values include "inspiration, innovation, every athlete in the world, authentic, connected, and distinctive." These values define what Alpha Sports holds dear in its quest to become the best there is.*

*Sport plays an increasingly important role in more and more people's lives, on and off the field of play.*

*Lead don't follow.*



# TYPOGRAPHY

Aa Roboto

**Manage your work with patience**

H1 34pt Roboto ExtraBold

Manage your work with patience

H2 22pt Roboto Bold

Manage your work with patience

H3 18pt Roboto SemiBold

Manage your work with patience

Body Text 14pt Roboto Medium

Manage your work with patience

Description 14pt Roboto Regular

## COLOR SCHEME - PALETTE

