



Brand guidelines

Contents

About	3	Color palette	9
Master logo	4	Brand application	10 - 12
Logo variations	5	Designer contact	13
Logo usage	6	Glossary	14 - 15
Typography	7 - 8		

SideLine Scout

SideLine Scout is a video replay system that allows athletes and coaches to instantly review recorded video to gain a competitive edge. This system makes it easier than ever to capture, share and analyze professional quality video during sports competition or training.

www.sidelinescout.com

918-777-3794

replayit@sidelinescout.com



Master logo



Logo variations



Grey



Full Color



White on SLS Red



White on SLS Blue



Avoid Logo on Black / Dark
Colors for Screen Designs

Logo usage



Exclusion zones

Always allow a minimum space around the logo.

SideLine[™]
S C O U T

Minimum width

The logo minimum width is 90px or 32mm.

SideLine[™]
S C O U T

Maximum width

There is no maximum size defined for this logo.

Arial

Paragraph font

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+="':?><

Regular

Semiotics aesthetic freegan pour-over
jianbing. Artisan blog retro neutra.

Italic

*Semiotics aesthetic freegan pour-over
jianbing. Artisan blog retro neutra.*

Bold

**Semiotics aesthetic freegan pour-over
jianbing. Artisan blog retro neutra.**

MONTSERRAT

Headline Weight: Black

A B C D E F G H I J K L M N O P Q R S T U V W

A B C D E F G H I J K L M N O P Q R S T U V W

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () _ + = " ' : ; ? > <

Sub-Headline Weight: Regular

Semiotics aesthetic freegan pour-over
jianbing. Artisan blog retro neutra.

Color palette

Primary



HEX DC1F26
R220 G31 B38
C8 M99 Y99 K1



HEX 006EDE
R18 G113 B219
C82 M56 Y0 K0

Secondary



HEX 999999
R153 G153 B153
C43 M35 Y35 K1

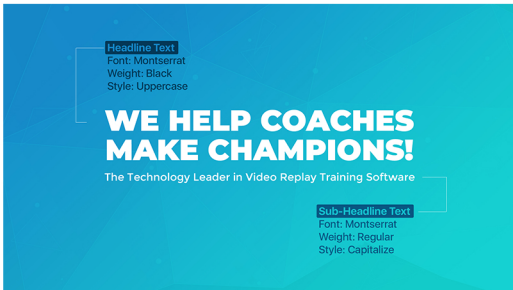


HEX D2D2D2
R210 G210 B210
C17 M13 Y13 K0



HEX F8F8F8
R248 G248 B248
C2 M1 Y1 K0

Brand application



- Blue Gradient can be used for Title Cards or Text.
- Always have a clear headline text and use Montserrat Font with a weight of Black.
- Headlines should be Uppercase to keep with branding used in other designs.
- If more text is needed for a sub-headline, use smaller text size, with Montserrat Font with a weight of Regular.
- Try to keep a minimum 2:1 ratio between headlines and sub-headlines.

Brand application



- SideLine Scout Logo should always has prominence over other logos. (Grayscale other logos as well as smaller size)


- Allow breathing room around SideLine Scout Logo.

- Full Color logo should always be on solid white to avoid colors from not being interpreted correctly.



www.SideLineScout.com
replayit@sidelinescout.com • 918-777-3794





**SIDELINE
SCOUT**

Learn About Our Unique Team

Steven Smallwood
Founder & President

USA Diving Announces
Partnership with SideLine Scout
July 29, 2016

Indiana University and #TeamUSA
Head Diving Coach and Athletes
Weigh-In On Impact of SideLine
Scout
July 14, 2016

SideLine Scout Fast and Easy Set-
Up
July 11, 2016

SideLine Scout gets even more
simple is that possible?
May 24, 2016

What is SideLine Scout?

SideLine Scout is a video replay system that allows athletes and coaches to instantly review recorded video to gain a competitive edge. This system makes it easier than ever to capture, share and analyze professional quality video during sports competition or training. With this revolutionary platform athletes can now instantly review and make adjustments allowing them to take their game to the next level.

How does SideLine Scout work?

The system uses professional or personal video cameras that communicate with a custom proprietary box to take incoming video streams and convert them into video clips. These video clips are then distributed through a secure network to mobile devices. No internet connection or additional wireless network needed. Athletes and coaches are able to view the

- For paragraph text use a San-Serif font such as Helvetica, Gotham or Arial.

- Pay attention to line height between lines to increase readability.

- Try to keep a minimum 2:1 ratio between headlines to body copy.

Contact your designer



Joey Chappel

Contact me

joey@sidelinescout.com

Glossary

RGB

(Red, Green, Blue) color mode is for anything that is computer-based design. This includes websites, apps, banner ad and any other design created for electronic use.

Raster

Raster images are made up of a set grid of dots called pixels, where each pixel is assigned a color value. Unlike a vector image, raster images are resolution dependent. When you change the size of a raster image, you shrink or stretch the pixels themselves, which can result in a significant loss of clarity and produce very blurry images.

CMYK

(Cyan, Magenta, Yellow, Black) color mode is used for print design. This includes logos, business cards, stationary, illustration, packaging and any other designs used for print.

Lossless

Lossless image formats capture all of the data of your original file. Nothing from the original file, photo, or piece of art is lost—hence the term “lossless.” The file may still be compressed, but all lossless formats will be able to reconstruct your image to its original state.

Vector

Vector images are made up of points, lines, and curves that can be infinitely scaled without any loss in image quality.

Lossy

Lossy image formats approximate what your original image looks like. For example, a lossy image might reduce the amount of colors in your image or analyze the image for any unnecessary data. These clever technical tricks will typically reduce the file size, though they may reduce the quality of your image.

Glossary

JPEG/JPG

JPEG is a lossy raster format that stands for Joint Photographic Experts Group, the technical team that developed it. This is one of the most widely used formats online, typically for photos, email graphics and large web images like banner ads. JPEG images have a sliding scale of compression that decreases file size tremendously, but increases artifacts or pixelation the more the image is compressed.

AI

AI is a proprietary vector image format that stands for Adobe Illustrator. The format is based on both the EPS and PDF standards developed by Adobe. Like those formats, AI files are primarily a vector-based format, though they can also include embedded or linked raster images. AI files can be exported to both PDF and EPS files (for easy reviewing and printing), and also JPEG, PNG, GIF, TIFF and PSD (for web use and further editing).

EPS

EPS is an image format that stands for Encapsulated PostScript. Although it is used primarily as a vector format, an EPS file can include both vector and raster image data. Typically, an EPS file includes a single design element that can be used in a larger design.

PDF

PDF stands for Portable Document Format and is an image format used to display documents and graphics correctly, no matter the device, application, operating system or web browser. At its core, PDF files have a powerful vector graphics foundation, but can also display everything from raster graphics to form fields to spreadsheets. Because it is a near universal standard, PDF files are often the file format requested by printers to send a final design into production. Both Adobe Photoshop and Illustrator can export straight to PDF, making it easy to start your design and get it ready for printing.

PNG

PNG is a lossless raster format that stands for Portable Network Graphics. Think of PNGs as the next-generation GIF. This format has built-in transparency, but can also display higher color depths, which translates into millions of colors. PNGs are a web standard and are quickly becoming one of the most common image formats used online.

TIFF/TIF

TIFF is a lossless raster format that stands for Tagged Image File Format. Because of its extremely high quality, the format is primarily used in photography and desktop publishing. You'll likely encounter TIFF files when you scan a document or take a photo with a professional digital camera. Do note that TIFF files can also be used as a "container" for JPEG images. These files will be much smaller than traditional TIFF files, which are typically very large.



SideLineTM
S C O U T

Brand guidelines

www.sidelinescout.com

918-777-3794

replayit@sidelinescout.com