

Visual Standards Guidelines

BRAND GUIDE

Brand Overview

WHO WE ARE

A vibrant sports community that connects players and fans by celebrating every tournament, across every game.

Our Unique Belief

We believe every sport, big or small, deserves a stage and every player's story deserves to be heard.

Our Tone

Energetic & Motivational
Inclusive & Community Driven
Authentic & Respectful

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Design Tools

LOGO

- Primary Logo Type
- Alternate Logo Type
- Logo Safe Zone
- Correct Logo Usage
- Prohibited Logo Usage

TSS Brand Logo

The TSS logo is our primary identity and must be used consistently across digital, print, and event branding.



TSS Primary Logo

This is the TSS primary logo, the core identity of *The Sports Stories*. The bold initials reflect strength and unity, while the dynamic form symbolizes motion, growth, and the spirit of every sport.

Note : Always use the primary logo in its original form and colors across all platforms to ensure consistency and brand integrity.



TSS Alternate Logo Types

When using the TSS logo on dark backgrounds also in single and two colors.



TSS Logo Safe Zone

To ensure the prominence and legibility of the logo, always surround it with a field of clear space. Clear space isolates the Logo from competing graphic elements such as text or photography that may divert attention from the logo.

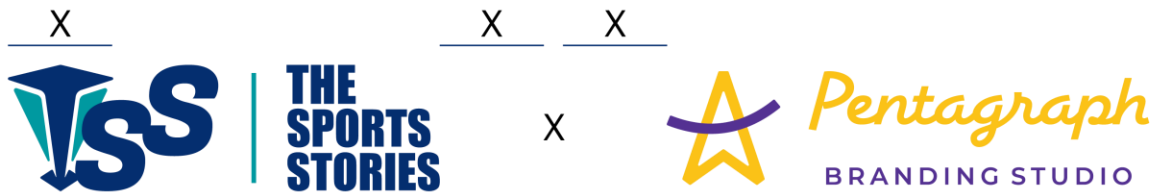
Note : No other graphic elements, typography, or images should appear inside this Logo Safe Zone.



Note : Maintain clear space equal to half the logo's height on all four sides to ensure visibility and impact.

TSS Logo Collaboration

This logo lockup represents the collaboration between The Sports Stories and Pentagraph Branding Studio. The spacing between the two logos is defined by the width of the TSS icon, ensuring balance, clarity, and equal visibility for both brands.



TSS Correct Logo Usage

The Logo can be placed on a background with one of the colors from the primary or secondary color palette as well as white or black. Here are examples of the logo applied in these instances.



TSS Prohibited Logo Usage

It is extremely important to present the TSS brand logo with a consistent image to maintain its appeal and value. The TSS logo should always be used correctly to avoid loss of brand equity.

To firmly establish the TSS brand identity, be careful to use the TSS logo, referring to the examples of prohibited use on the right.



Don't change the color of the logo



Don't condense, expand or distort the logo



Don't change the placement of the logo icon



Don't resize any individual element of the logo



Don't add drop shadow, bevel and emboss, inner glow or any other text effects to the logo



Don't place elements in the logo safe zone.



**THE
SPORTS
STORIES**

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Visual identity

COLORS

Color Palette

Typography

Primary Typeface

Secondary Typeface

TSS Color Palette

TSS Blue is the primary brand color.
When using brand colors, be sure to use
the appropriate color format to maintain
brand consistency across mediums.

Deep navy Blue
#002E6E

Teal Blue
#00999f

Soft Ice
#F3F5FB

Golden Yellow #EFAE3B

Typography



Fugaz One Logo Typeface

Fugaz One is a bold, modern display typeface with italic styling that conveys speed, energy, and dynamism. Its strong letterforms make it ideal for sports branding, reflecting movement and competitive spirit.

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

Impact – Primary Typeface

Impact is our primary font, chosen for its bold and powerful style that captures attention in headlines and key messaging.

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

abcdef

ghījklm

nopqrs

tuvwxyz

Graphik Family – Body Text

Graphik is our support font, used for body text to ensure clarity and readability alongside Impact.

Graphik Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
TUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Graphik Semi Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
TUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Graphik Medium

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
TUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Graphik Regular

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
TUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Graphik Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Graphik Extra Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Graphik Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

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Applications

Mockups



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To,
[Recipient's Name]
[Designation]
[Organization Name]

Subject: Invitation to Join The Sports Story Community

Dear [Recipient's Name],

We are excited to introduce The Sports Story (TSS) – a vibrant sports community celebrates every game and every player through tournaments and events. Our mission is to create a platform where passion, inclusivity, and fair play bring sports and fans together.

We would like to extend a warm invitation to collaborate with us and be a part of exciting tournaments, workshops, and community initiatives. Together, we can get more people to play, participate, and share their sports stories.

For further information, please feel free to connect with us at thesportstory.com or visit our website.

Look forward to having you with us in this journey of sports and stories.

Sincerely,
[Name]
[Designation]
The Sports Story



Envelope

STATIONERY

Company Name Graphic Design
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