



BRAND GUIDELINES

MAY 2018

ABOUT THIS GUIDE

This Brand Guidelines document is a comprehensive resource for maintaining consistency across all of X3 Sports' communications. You will find everything you need to know about our core values and brand strategy, our voice and tone in which we speak to communicate those values, and insight on how different audiences affect that use. You will also find a complete guide to designing for X3, with direction for using all visual elements from typography to photography.

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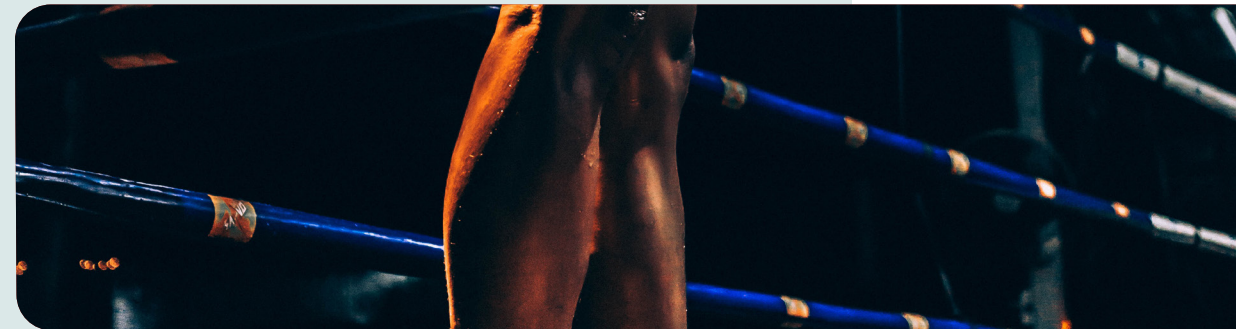
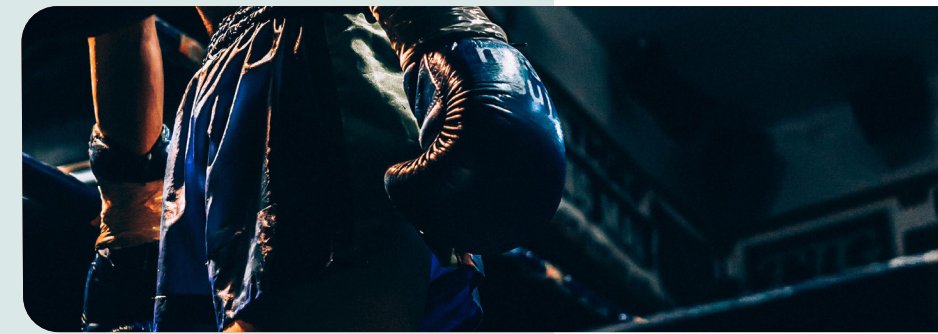
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BRAND FOUNDATION

Our cohesive brand is built around a few foundational ideas. Our brand incorporates our origin, who we are, what we do, why we do it, and who we are trying to reach. Clearly communicating these principles will help us stand out and connect with our audience.

ABOUT OUR COMPANY | BRAND STRATEGY



ABOUT OUR COMPANY

This section provides context and background about X3 Sports, helping us craft messages that are personal and relatable.



OUR HISTORY

X3 Sports was founded in 2007. We started off as a small, single-location fitness facility in Marietta, Georgia, focused on kickboxing, boxing, and mixed martial arts classes for fitness. We did not have much equipment, but we did have passion and enthusiasm that got people excited that they could achieve their goals. Through hard work, dedication, blood, sweat, and tears, X3 Sports has become one of the premier training centers in Georgia, with four locations in Inman Park, Marietta, and West Midtown.

OUR MISSION

At X3 Sports, our mission is to help you reach your fitness and performance goals. We want you to achieve life-changing results through quality instruction from experienced trainers and athletes in a high-energy, supportive atmosphere.



OUR BRAND

The following paragraph is a standardized description of X3 Sports for those who are unfamiliar with our organization.

X3 Sports is a unique fitness center that offers quality training from experienced coaches and athletes in a high-energy, supportive atmosphere.

This rapidly expanding fitness company has four locations: Inman Park, Marietta, West Midtown Atlanta, and East Cobb. For over a decade, X3 Sports has helped thousands achieve their fitness, self-defense, performance, and competition goals. With over 500 group classes a month—including Kickboxing, Fast TrackSM, Power TrackSM, Boxing, Muay Thai, Brazilian Jiu Jitsu, Yoga, MMA, and Youth Classes—members of all ages and experience levels will find exactly what they need.

Company Culture

Friendly, casual	Attentive	Modern
Progressive, innovative	Expert	Bold
Comfortable	Fast-paced	Accountable
Team-oriented	Energetic	Inspirational

Qualities

Exciting	Intense
Empowering	Friendly
Authentic	Unwavering
Hardworking	

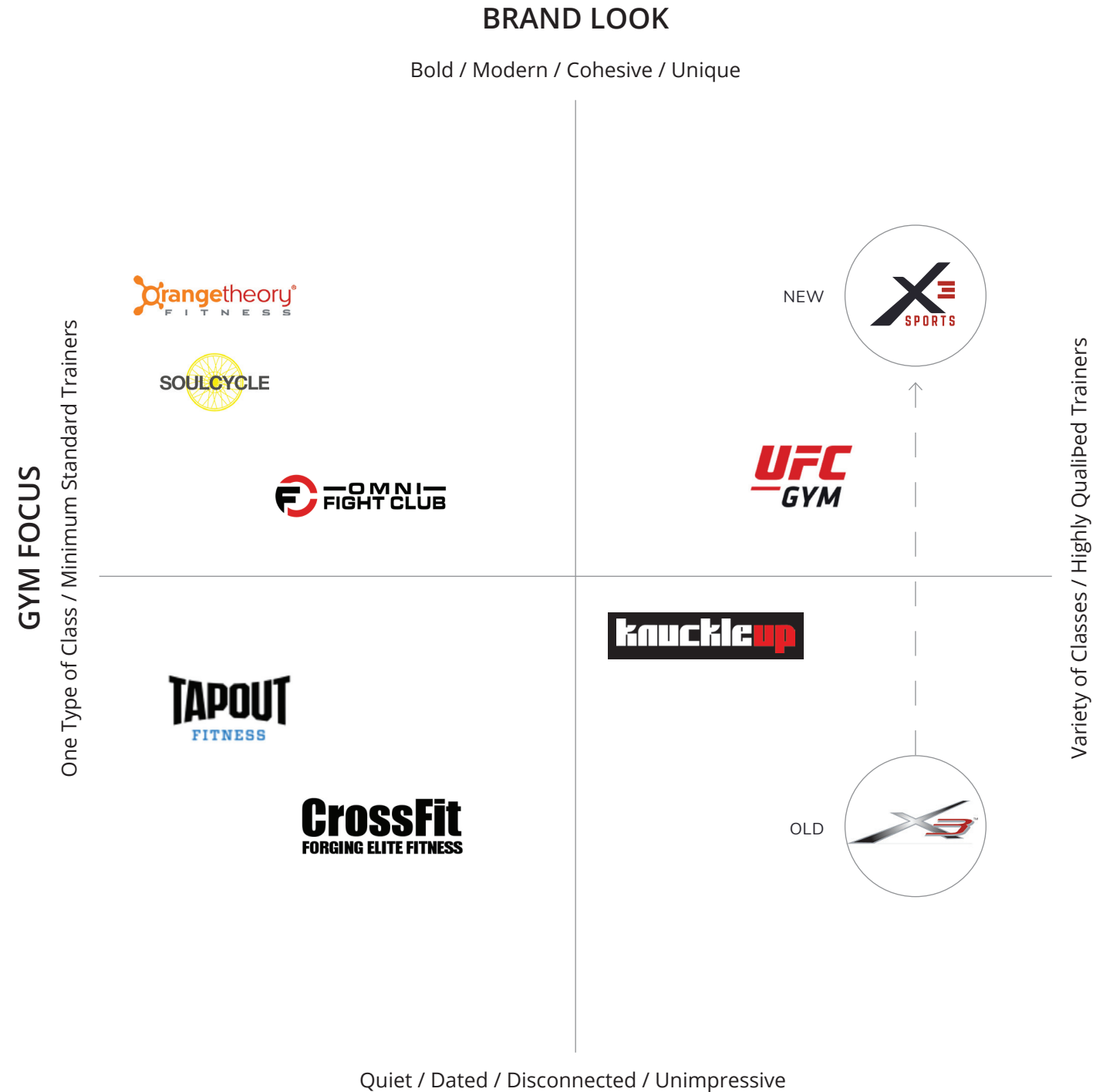


BRAND STRATEGY

Our brand strategy emphasizes the parts of our business that make us different. For every marketing strategy, we consider our target audience and use language that speaks to them, without losing our distinctive voice. The warrior theme ties our messaging and visual components together, inspiring and empowering our audience to conquer anything that stands in their way.

POSITIONING

The fitness and workout industry is crowded. National companies have large marketing budgets and can overwhelm our smaller voice. To succeed in this market, we work to emphasize the ways we are different from every other fitness option. This emphasis includes a cohesive messaging strategy, bold visuals, and consistent color palates which raises brand awareness and solidify our identify. Our success is based on letting our audience know how we are different from everything else they have tried in an authentic and direct way.



TARGET PERSONAS

The Fitness Fanatic

Fitness fanatics want to maintain a high level of fitness. To appeal to this persona, we emphasize X3's high-quality instruction, a variety of classes, the large number of classes offered (which works with a busy professional and/or parent schedule), and our motivating atmosphere.

Benefits for User:

- Elevate your athletic performance
- Improve coordination, flexibility, and strength
- Expand your workout routines
- Build muscle
- Join a motivating community of like-minded people

Services:

X2 or X3 level

Key Words:

Challenging
Improve
Innovative
Expert
Fast-paced

What Sets X3 Apart:

- **Experienced Trainers:** Our trainers are experienced fighters, champions, and athletes who know what it takes to succeed.
- **Range of Classes:** We have a robust range of classes including Kickboxing, Fast TrackSM, Power TrackSM, Boxing, Muay Thai, Brazilian Jiu Jitsu, Yoga, MMA, and Youth Classes.

The Fitness Seeker

Fitness seekers want to get healthy and incrementally improve their fitness level. To appeal to this persona, we emphasize X3's supportive atmosphere, personalized instruction, convenient locations, and competitive rates.

Benefits for User:

- Challenge yourself to set and achieve your goals
- Tone up
- Empower yourself by learning self defense
- Build confidence
- Invest in yourself now for a healthier, more active future

Services:

X1 or X2 level

Key Words:

Friendly
Empower
Knowledgeable
Inspirational
Energetic

What Sets X3 Apart:

- **Classes for Everyone:** We have a range of classes for all ages and all experience levels, including youth classes.
- **Supportive Community:** Join a supportive community with instructors who teach, coach, motivate, and build confidence in every class.

The Martial Artist

Fighters want to improve their fighting ability, maintain a high level of fitness, and push their limits. To appeal to this persona, we emphasize X3's world-class trainers (many who were or are fighters and athletes themselves), quality instruction, challenging atmosphere, and personalized workouts.

Benefits for User:

- Boost speed and endurance
- Improve coordination, flexibility, and strength
- Compete at the next level
- Enhance your competitive mindset
- Elevate your athletic performance

Services:

X3 or
Personal Training

Key Words:

Experienced
Competitive
Customized
Elevate
Intense

What Sets X3 Apart:

- **World-class trainers:** All our classes feature world-class trainers who motivate and challenge you.
- **Challenging Atmosphere:** Be surrounded by dedicated athletes who challenge and motivate you



DEFINING A WARRIOR

Being a warrior is about fighting for what you want. Warriors recognize that challenges will come, but they know they can battle through them. They understand that pushing through their challenges will give them a sense of pride and strength.

At X3 Sports, we believe everyone has a warrior within and the potential to change their lives through fitness. No matter where our members are in their fitness journey—from beginner to elite athlete—we push them to recognize their inner strength and see how much they can accomplish.

We Teach our Members

Warriors are skilled. We offer hundreds of classes across multiple disciplines, so members can gain new abilities while improving their coordination, speed, and strength.

We Celebrate our Members

Warriors are tough. We look for ways to celebrate mental toughness, grit, and perseverance in the face of adversity.

We Empower our Members

Warriors are confident. We encourage, motivate, and support every member. Our expert trainers take the time to teach our members correct form, celebrate their successes, and boost their confidence.



BRAND VOICE

Clear communication with our members and potential members is vital to the successful growth of our business. The primary goals in digital content are to clearly explain what we do, what the benefits are, how we deliver those benefits, and how clients can take advantage of everything we have to offer.

TONE & VOICE | MESSAGING



TONE OF VOICE

The tone of voice is not so much what we say, but how we say it. It helps us express our brand's personality in every interaction. That includes digital communication like our website and social media channels, written communication like signs and brochures, and verbal communication like phone calls and in-person conversations.

EMPOWERING CHALLENGER

The right tone of voice can help us build trust with our customers and set us apart from our competitors.

Our tone should be one that challenges individuals, but also gives them the tools to accomplish that challenge so they feel empowered to succeed. This will help them set goals, aim high, and have the confidence to achieve whatever they set out to do. We use an authentic tone of voice that is honest, supportive, experienced, and knowledgeable.

Words to Use

Get healthy, tone up

Member, fighter, athlete, warrior

Training center

Beginner friendly

Words to Avoid

Fat, skinny, thin,
other descriptions of body size

Client, customer, visitor

Gym

For beginners



OUR VOICE

We speak from various points of view depending on the channel, audience and objective of the message.

1 We speak in a 2nd-person “you” in client communications to create a direct and immediate connection.

2 When sharing our own perspective, we use a humble 1st-person “we.”

3 We speak in the 3rd-person “he/she/they” when talking about real people’s stories.

Our Voice Should Be

Empowering

“Challenge yourself to set and achieve your goals”

Encouraging

“You too can get life-changing results.”

Inspirational

“Invest in yourself now for a healthier, more active future.”

Action-Oriented

“Elevate your athletic performance with one of our Fast TrackSM classes”

Simple

“Bring Out the Warrior Within”

Energetic

“Tomorrow’s success. Today’s hard work. We’ll help you connect the two.”

Our Voice Should NOT Be

Exaggerated

“All your problems, gone in one instant.”

Urgent

“Don’t wait. Act NOW! Time is running out to change your life.”

Dramatic

“Having the right equipment is a matter of life or death. We’ll save your life.”

Unfocused

“Conquer your ideas. Optimize your workout. Call us today. Write us a tweet”

Voiceless

“You’re the experts. Tell us what to do next.”



MESSAGING

The main components of X3's messaging are the mission statement, primary message, secondary messages, and tagline.

TAG LINE, PRIMARY MESSAGE, AND SECONDARY MESSAGES

Bring Out the Warrior Within

A **tagline** is a short summary of our key messaging statement and mission statement.

Bring out your inner warrior with quality training in a high-energy and supportive atmosphere.

A **primary message** is a clear statement of what we do. It serves as our main marketing pitch. This option plays on the idea that everyone has a warrior inside them, and X3 Sports can help bring that warrior to the surface. Messaging uses images of an attack or battle while also emphasizing empowerment, challenge, and goals.

Our world-class trainers motivate you to crush your fitness goals.

No matter what you're fighting for, our motivating, high-octane atmosphere bring out the warrior within.

With many training options over multiple disciplines, you can become the warrior you want to be.

Attack your workout and change your life in our high-energy, supportive team atmosphere.

Enhance your routines and expand your skills with real training and real results.

Secondary messages support the primary message. They elaborate on what we do, explain how we are different from our competitors, and emphasize the benefits of using our services.

SUPPORTING MESSAGES

To help X3 Sports stay consistent across all of our marketing efforts, we've described the benefits of using X3, what sets X3 apart, and what services X3 offers. These will help explain and describe the aspects of our business that customers care about most.

When choosing words to use for a campaign or other marketing materials, choosing two or three statements from the following three lists will help you create effective copy. Members or prospective members will see exactly how they benefit, what we offer that will get them that benefit, and how they can take advantage of everything we offer.

Benefits Of Membership

The goal of this section is to define all of the tangible benefits X3 Sports offers to members, i.e. what benefits members get from using X3 Sports, using language that is as clear and hard-hitting as possible.

- Challenge yourself to set and achieve your goals
- Boost speed and endurance
- Improve coordination, flexibility, and strength
- Tone up
- Build muscle
- Enhance your competitive mindset
- Get healthier
- Empower yourself by learning self defense
- Elevate your athletic performance
- Compete at the next level
- Join a motivating community of like-minded people
- Expand your workout routines
- Build confidence
- Enjoy the benefits of an athletic lifestyle
- Invest in yourself now for a healthier, more active future
- Look and feel sexy

Example 1:

Our trainers are experienced fighters, champions, and athletes who know what it takes to elevate your athletic performance.

Example 2:

Join X3 Sports, where our supportive community will help you get healthier and build confidence.

SUPPORTING MESSAGES CONTINUED

What Sets X3 Apart

These phrases and ideas are the unique aspects of our business that will help clients get results.

This list explains what sets us apart from our competitors.

- **Experienced trainers:** Our trainers are experienced fighters, champions, and athletes who know what it takes to succeed.
- **World-class trainers:** All our classes feature world-class trainers who motivate and challenge you.
- **Knowledgeable trainers:** Our trainers give you the quality instruction and practical tips you need to achieve your goals.
- **Range of classes:** We have a robust range of classes including Kickboxing, Fast TrackSM, Power TrackSM, Boxing, Muay Thai, Brazilian Jiu Jitsu, Yoga, MMA, and Youth Classes.
- **Over 500 classes:** With over 500 group classes a month, you can find exactly what you want at a time that works with your schedule.
- **Classes for everyone:** We have a range of classes for all ages and all experience levels, including youth classes.
- **Supportive community:** Join a supportive community with instructors who teach, coach, motivate, and build confidence in every class.
- **Challenging atmosphere:** Be surrounded by dedicated athletes who challenge and motivate you.
- **Customized fitness routines:** Our customized fitness routines and classes are effective and fun.
- **Personalized fitness journey:** Our expert trainers will help you plan your fitness journey and set you up for success.
- **Convenient locations:** We have multiple convenient locations for easy access
- **Competitive rates:** Competitive rates, tons of perks, and world-class instruction mean you get a great return on your membership.



SUPPORTING MESSAGES CONTINUED

X3 Services

These are the ways that members can use X3 Sports. It is a clear list of the services and products that we provide.

Memberships

We offer four different membership levels, so you can customize your fitness journey. All memberships come with the following benefits:

- Unlimited access to the entire X3 Sports facility (weights, cardio, bags, turf, mat, etc.)
- Access to all X3 Sports locations
- Guest passes
- A member rewards program
- Ongoing body assessment and fitness goal consultation
- One private training session with your choice of instructor to get you started down the right path.

Membership Levels

- **X1** – Unlimited access to Kickboxing, Boxing, Yoga, and Fast TrackSM classes (over 300+ classes per month per location)
- **X2** – Unlimited access to Kickboxing, Boxing, Yoga, and Fast TrackSM plus Power TrackSM, Advanced Boxing, and Muay Thai classes (over 400+ classes per month per location)
- **X3** – Unlimited access to Kickboxing, Boxing, Yoga, Fast TrackSM, Power TrackSM, Advanced Boxing, Yoga, and Muay Thai plus MMA and Brazilian Jiu Jitsu classes (over 500+ classes per month per location)
- **Youth Programs** – Youth programs include Boxing, Brazilian Jiu Jitsu, and Fast TrackSM

Personal Training

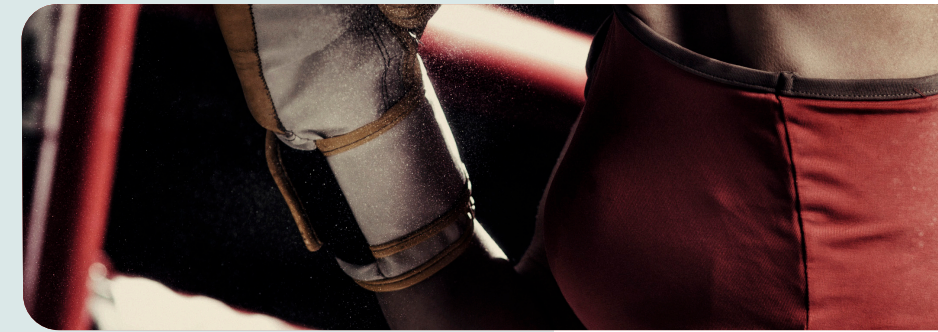
X3 Sports offers the best in private training. Trainers can design a custom workout plan tailored to your goals, help you develop a nutrition plan, provide ongoing motivation and support, and teach you new exercises. Our professional athletes and personal trainers challenge you to achieve your goals.



BRAND IDENTITY

A brand is not just the logo — it is a collection of words, images, and ideas that create a distinct and meaningful identity. It is our best tool for connecting with people in a way they understand. This is a living document that outlines recommendations for visual execution under the X3 Sports brand.

LOGO USAGE | COLOR | TYPOGRAPHY | PHOTOGRAPHY | DESIGN ELEMENTS



LOGO USAGE

The logo is one very important element we use to visually reinforce our brand.

Using the logo correctly and consistently within various market channels protects and strengthens the brand's equity and value.



LOGO OVERVIEW

Our logo is made up of three elements: the dynamic “X”, three bars for the number 3, and the typography.

The typography is derived from a custom font to reinforce X3 customized solutions. Using capital letters for our mark gives the impression of strength to our customers. Overall the logo is modern, dynamic, strong, and stands out from our competition.

The X3 logo should be used primarily as a two-color format (Charcoal “X” and Red “3 & logo text”) on a white background.



LOGO COLORS: ■ CMYK - 75 70 57 63 ■ CMYK - 21 95 100 11

ALTERNATE VERSIONS

Logo & Tagline Lockups. When used as a lockup with the logo, our tagline, “Bring Out the Warrior Within” always appears flush left with the logo. The distance from the baseline of the logo to the cap-height of the tagline is equal to 1.5 X the height of a bar. The tagline and logo lockup is a graphic file. Do not attempt to alter the logo or the placement of the tagline.

Alternate Logo Colors. Use the full-color logo whenever possible. If the logo needs to be shown against a dark background color, or in a context where the black text may not display well such as on a glass door, use a white version.

MAIN LOGO LOCKUP



ALTERNATE LOGO COLORS:



LOGO WITH TAG LINE



Bring Out the Warrior Within



Bring Out the Warrior Within



Bring Out the Warrior Within

PLACEMENT AND SIZING

In general, when using the X3 Sports' logo, place it toward the right-hand side of the document. When used around text, the text should be right aligned with the logo.

In addition, smaller application of the logo is recommended. Think "less is more": making the logo too big looks clunky. The logo is designed to work well in small spaces.

Clear Space is the live area surrounding our logo that must remain free of anything else. Clear space should, at a minimum, be equal to the height/width of the "3".

Minimum Size is 1" wide. Avoid reproducing the logo smaller than recommended minimum size.



WHAT NOT TO DO

Do NOT place other logos, shapes or images over the X3 logo.

Be sure to keep text and other objects away from the logo. See clear space on the previous page.

Keep the logo off busy or hard to read backgrounds and colors.

Do NOT skew or scale the logo disproportionately. (This commonly happens in PowerPoint®. To ensure that it doesn't happen, hold down the shift key when resizing the logo.)

Do NOT edit the color or add a gradient to any part of the logo.

Do NOT change the placement of any part in the logo.

Do NOT substitute fonts or try to replicate the logo. Logo files of approved various sizes, color options, and formats will be provided.

Do NOT remove any part of the logo.

Do NOT screen, multiply, overlay or apply any other layerstyle effect - unless pre-approved by the marketing team for a specialized graphic treatment.

Do NOT put a border around the logo or have it contained within a box.

Do NOT add elements, shadows, or any other non-approved treatments.

Do not add a stroke to the logo

Do not use low quality or blurry versions of the logo.



FAVICON

This cropped version of the X3 logo should only be used for social media and small promotional items, like buttons. Ideally this is used where the name of the company sits adjacent to the social media avatar.

Use the full-color logo on a white background whenever possible.

Alternative options should only be used for promotional items only.



Full-Color Favicon



Alternative Options

COLOR

Our color palette plays a huge role in the look of the X3 Sports brand. The palette identifies us to our market and helps us stand out from our competition.

Use color consistently, using the following guidelines.



COLOR OVERVIEW

The X3 color palette consists of a bold, own-able Red and inviting Teals. The Charcoal Gray adds depth and stability to the palette. The palette has an empowering energy but stays grounded and friendly with the use of warm tones in all the colors.

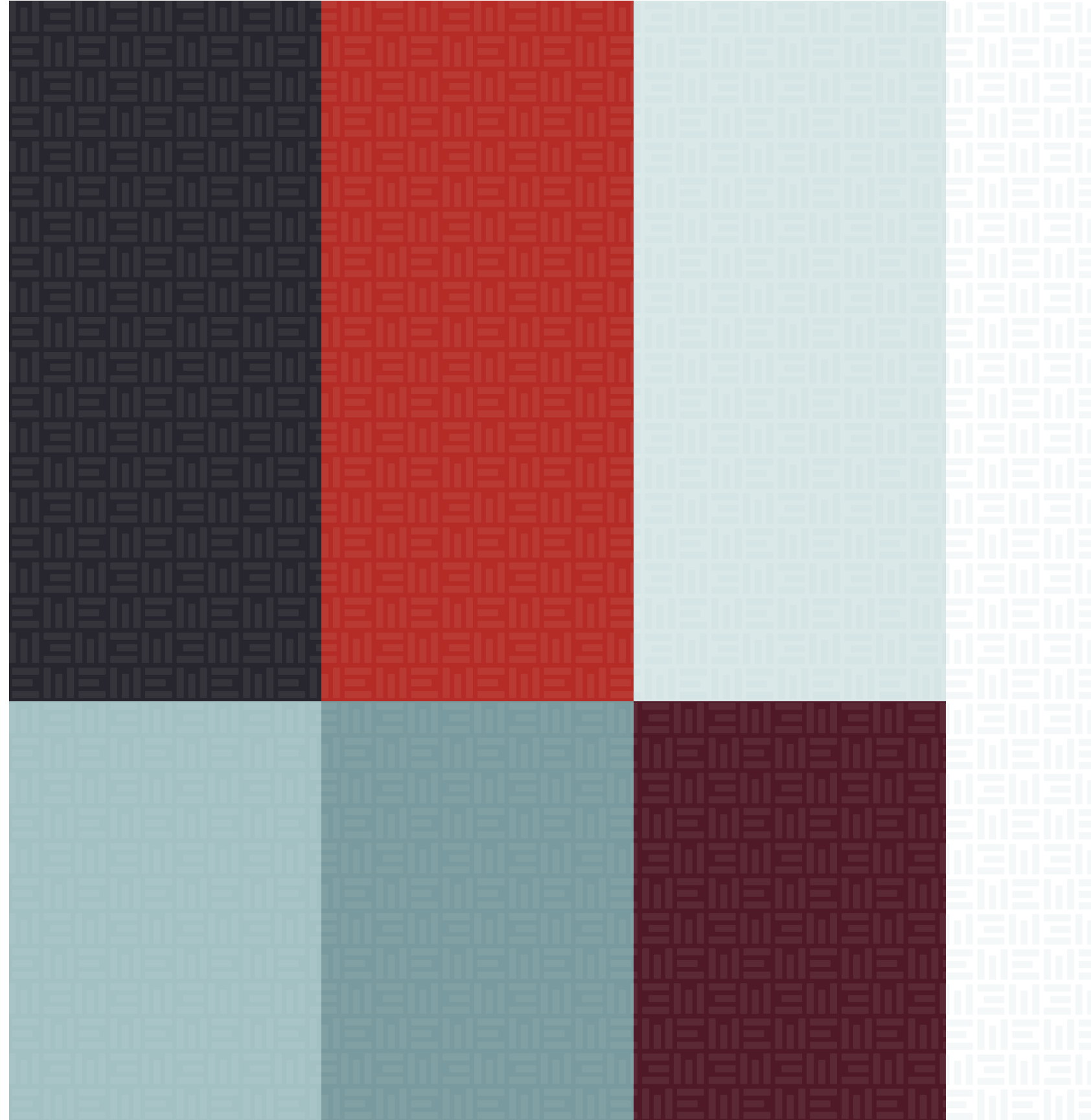
The X3 Sports color palette is comprised of primary and secondary colors. The primary colors are used in the logo and overall visual identity. The secondary colors are to be used as accent colors within the designs.

Use the color palette to support a consistent experience of the brand. Colors may vary depending on paper stock, printers and monitors. A print proof is recommended whenever possible.

RGB values should be used for digital and PowerPoint reproduction. Refer to the Web colors when designing online materials.

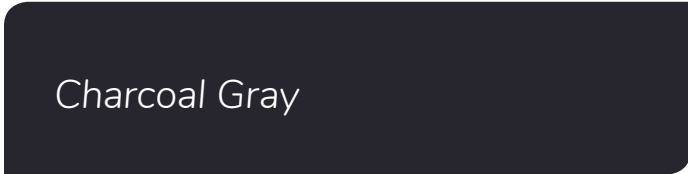
Primary Colors

Secondary Colors



COLOR BREAKDOWNS

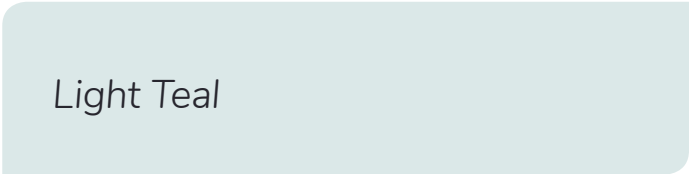
Primary Colors



CMYK: 75 - 70 - 57 - 63
RGB: 40 - 40 - 48
HEX: #282830



CMYK: 21 - 95 - 100 - 11
RGB: 180 - 47 - 38
HEX: #b42f26



CMYK: 13 - 4 - 7 - 0
RGB: 219 - 230 - 231
HEX: #dbe6e7

Secondary Colors



CMYK: 36 - 14 - 20 - 0
RGB: 164 - 193 - 196
HEX: #a4c1c4



CMYK: 56 - 30 - 35 - 0
RGB: 123 - 155 - 159
HEX: #7b9b9f



CMYK: 44 - 87 - 62 - 59
RGB: 81 - 27 - 40
HEX: #511b28

TYPOGRAPHY

The bold and strong Norwester typeface combined with lighter, more playful nature of Nunito, reflect a typography style that is a blend of power and grace. Used together in the right way, these two fonts provide a broad, rich font family suited to all typical uses. Do not deviate from these with out prior consent from X3's Marketing Department.



TYPOGRAPHY OVERVIEW

X3 Sports has 2 primary typefaces, Norwester and Nunito. These typefaces were carefully chosen to work together and reflect the traits of the X3 brand.

The Norwester typeface is bold, modern, and sporty. Since it only has one weight option, it should only be used for headlines and always be shown in all caps (no small caps).

Nunito is extremely versatile because it is available in multiple weights and is a Google font. Nunito is flexible without being generic or lacking personality. The rounded ends give it a soft and approachable feel. The wide, geometric-based letter forms give a nice contrast to the header font and add more legibility.

NORWESTER

NUNITO LIGHT

Bold | Regular | SimiBold



DETAILS AND USAGE

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

Norwester Regular is our headline font. It should primarily be used for text larger than 18pt, in all caps, with 50pt tracking.

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
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 1 2 3 4 5 6 7 8 9 1 0

Nunito Light Italic is our main call-out font. It should be used for text larger than 18pt and sentence case with -10pt tracking.

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
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 1 2 3 4 5 6 7 8 9 1 0

Nunito Light is our main body font. It should be used for text larger than 10pt, with optical kerning. It should also be used as subheadlines larger than 16pt and set in title case with optical kerning.

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
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 1 2 3 4 5 6 7 8 9 1 0

Nunito Bold is for small call-outs and body copy headers. It should be used for text smaller than 16pt and titlecase with optical kerning.

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
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 1 2 3 4 5 6 7 8 9 1 0

Nunito Regular is for legal copy. It should be used for text smaller than 10pt, with optical kerning.

Usage Example

**HEADLINE SAMPLE HERE
WITH UP TO TWO LINES**

Subheadline Text Sample Samendundis
Estrupti is Doluptatem Quam Vernam

Body Copy with Headers Em. Occuscia evero quo excerum
sequi tectusa ntiure eosae abo. Ibus volores est perumet
dolorum incium fugia doluptatibea qui bea cus ellest, omnis
doluptatat debis is parum cus voluptur moluptias rem int
doluptatus, coritatiis que sequo eatium fugitas ut laborum
rerem num, omnihictur, volo

Call-out ium int harchil lorem.

*Itas volore abo. Atempori
voluptatur? Agnatin ctiur, ut ut
aliquidunt od quid quuntia de.*



ALTERNATE TYPOGRAPHY

In rare circumstances and only when our brand fonts are not available you should use Verdana and Impact. You may find out brand fonts unavailable when building emails through web services, or occasionally, when creating presentations. You should use Verdana Regular in place of Nunito Light and Regular and Verdana Bold in place of Nunito Bold. Impact should replace Norwester, but remain in all caps. When using alternate typography, all tracking should be set to Opt.

IMPACT REGULAR

Verdana Regular

Bold | *Italic*



PHOTOGRAPHY

Creative placement of imagery within our identity system is a visual way of representing ideas and a reminder of our mission and a warrior's goals. We like colorful, well composed and interesting crops for our photography. We really do not like stock — keep it unique whenever possible!

We will provide a library of brand approved photos.

BRAND PHOTOGRAPHY

Photography is an important element of our brand. When choosing imagery for the X3 brand, we look for images that are in-action, engaging, diverse, memorable, powerful and energetic, and reflect the company's goal of empowering and challenging our warriors in a positive way. The images reflect the energy and passion of the people impacted by X3.

All brand photography should be from custom shoots or high-end stock images.

The overall look should be darker with high contrast lighting and warm slightly desaturated tones.

All images should show people in action and not overly staged. No photos without people.

Throughout all branded collateral, there should be diversity in subject matter. This includes ethnicity, age, type of work out, and group vs individual.



WHAT NOT TO DO



DON'T used overly staged or no action photography



DON'T use images that are outside of a gym or workout environment



DON'T use unedited stock photography



DON'T used black and white photography



DON'T use overly colored or low contrast images - make sure it is easy to see the faces of our warriors



DON'T use typical gyms photos that focus on the use of machinery or overly crowed rooms

EVENT & WARRIOR PHOTOGRAPHY

Outside of the branded photography you can use photos from events and of warriors that do not follow the same style as the branded images. The purpose of these photos is to show how everyday people can be warriors and everyone has their own victory.

The style of these images can vary but ideally should show people in action or celebrating a victory - personal goal achieved or competition.

These image should never be used to market X3 Sports or as a predominate image in any collateral. They should only be used as supporting images to the branded photography.

These images should be diverse in subject matter. This includes ethnicity, age, type of work out, and group vs individual.



DESIGN ELEMENTS

X3 Sports' graphics are extremely versatile. While only a few supporting visuals are displayed on the following pages, the imagery will grow and evolve with time.



BACKGROUNDS, TEXTURES, AND OVERLAYS



Backgrounds should be solid colors with high contrast color used for any copy. Limit background colors to those shown above



We have created a **Brand Texture** by using the 3 bars from our logo in a repeating pattern. This can be used as an accent for color backgrounds, over photos, or as a one sided page border. It should NEVER overpower other elements or be treated as a bold graphic element.

The brand texture should always be in the teal color or in white.



The **3 Bar Overlay** is one of our strongest design elements. It reinforces our logo and sets us apart from our competitors. To achieve the effect above use the multiply effect.

This treatment should only be used once on any given page. The 3 bars can be used over photos, color background, or as a graphical element on the edge of a page. Reference its use throughout this document.

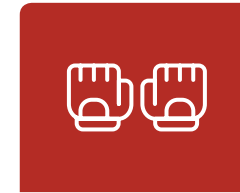
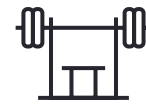
ICONOGRAPHY

The X3's iconography style is simple and modern. The icons use clean, medium weight outlines, geometric based shapes, and smooth, rounded edges to compliment the logo design. Each icon should be simple, convey a single meaning, and not overly detailed.

The use of icons should be limited. If needed, they should serve as a visual cue to a particular topic or category within a series. Icons should be supported with a descriptor, headline or copy.

Icons should always be used in one color but can be used on light or dark backgrounds.

When used on a light background, icons should be set in any of the primary or secondary colors that are cohesive with the specific execution.



For questions or access to brand assets,
please contact our marketing department.

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