VIZUAL EDGE

VIZUAL EDGE
BRAND GUIDELINES

PRIMARY
LOGO

Vizual Edge's logo represents speed, strength, and intelligence. The font is bold and grounded compared to the light and geometric icon which sits above it. The sharp edges are inspired by the cutting edge technology used to help athletes or enthusiasts perform their best on the field, court, or rink.

This logo should be used in most circumstances.
Leave a clear, defined space around the logo so that it can always easily be read.
Clearspace= 1x"V"

SPORTS PRIMARY
LOGO

The sports version of the primary logo should be used in the cases for specific sports pages, marketing, or promotional material.

SECONDARY
LOGO

The secondary logo should be used in circumstances where the primary logo doesn't fill the space effectively.

Leave a clear, defined space around the logo so that it can always easily be read.
Clearspace= 1x"V"

HORIZONTAL
LOGO

The horizontal logo is perfect for long, horizontal spaces like headers and footers where the primary or secondary logo cannot be read effectively.

Leave a clear, defined space around the logo so that it can always easily be read.
Clearspace= 1x"V"

ICONOGRAPHY
LOGO

The icon is used as an accent and in small spaces where the primary logo cannot be read effectively. Examples include, the website favicon or social media profiles.

Leave a clear, defined space around the logo so that it can always easily be read.
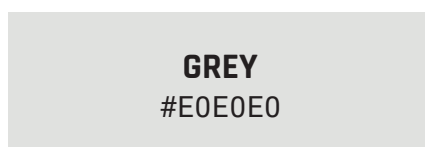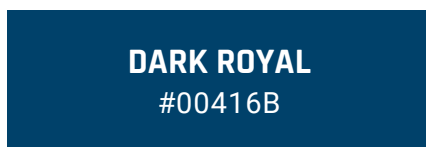*Clearspace= 1/2 x height of icon*

BRAND
COLORS

Vizual Edge's brand colors are a cohesive, bright mix of Dark Royal, Sky Blue, and Bright Red as the accent. Use of red should be minimal, reserved only for buttons and sports variations of the primary logo.

DARK ROYAL	SKY BLUE	BRIGHT RED
#00416B	#5CCAEA	#EE2F4A

GREY	VERY LIGHT GREY
#E0E0E0	#F8F9F9

BRAND
GRADIENT

This blue to red gradient is used for accent purposes throughout the brand. The bold portion of titles should have this gradient (except in presentations), as well as main titles have a gradient line under them. This gradient can also be used in small details of an infographic. It should not be used for any large background, element, or in the logo. The gradient is mostly blue, changing to red 3/4 of the way.

#005895 **GRADIENT** #5CCAEA

PARTNERSHIP
LOCKUP

VIZUAL EDGE

Your Brand Here

FONT USAGE

Titles use a mix of Rajdhani bold and regular. Whatever part of the title is meant to stand out will be bold, while the rest of the title will be regular thickness. The bold part of the title will be in the blue/red gradient and beginning titles, like the one on the cover of this guide, have a line gradient under them.

For body copy, Roboto Light is the font of choice, unless on a dark background, then Roboto Regular will be used. Body paragraphs should have 16-18 point leading and be left justified. Body copy should be 10 points on printed material.

HEADINGS	**RAJDHANI BOLD CAPS &** REGULAR CAPS
BODY	Roboto Light, 10 point
ALTERNATE BODY (FOR DARK BG'S)	Roboto Regular, 10 point

MAIN TITLES

VIZUAL EDGE
BRAND GUIDELINES

SECTION HEADINGS

VIZUAL EDGE
BRAND GUIDELINES

LOGO
RESTRICTIONS
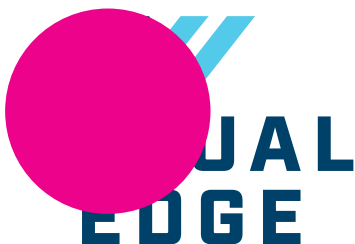
Avoid colors that aren't on-brand

Do not stretch the logo

Do not rotate logo

Do not place a pattern or image inside any part of the logo

Do not place anything in front of the logo, or an image behind it

LAYOUT
TIPS

WINNING
IS IN SIGHT

**2019 MLB Draft Projected
Top 50 Picks**

POSITION PLAYER
Average Vizual Edge Scores

	SKILL	AVG. SCORE
The Edge Score is a comprehensive score that takes the core-six visual skills into account, providing insights on an athlete's overall visual ability.	**EDGE SCORE**	**79.2**
Convergence is the ability to focus on objects within close proximity and judge their movement.		**35**
Divergence is the ability to locate objects in the distance, impacting an athlete's ability to anticipate and react.		**21**
Recognition is the ability to observe, process and recall a series of visual targets, and respond properly.		**1.05** Seconds
Tracking allows you to follow an object while continuously monitoring all other aspects of the game.		**0.58** Seconds

VIZUAL EDGE

Learn Your Score at
www.VizualEdge.com

WHITESPACE
Use of whitespace keeps the design clean, easy to read, and conveys your message without any distractions. Put body text on a white background.

ALIGNMENT
Align the content in an organized way so the audience knows what order to read in. It is best practice to keep body text on the left and images or infographics on the right.

DARK BACKGROUNDS
Reading lots of content on a dark background tends to strain the eye and is generally harder to read, so avoid this practice.

BREAK CONTENT UP
If there is space for multiple posts, break content up so it can be read without zooming or squinting. If there is a post limit, choose the most important points to keep the text light and make sure to keep it readable.

DESIGN
ELEMENTS

GREY DIAGONAL

Used at the top and bottom of web pages and
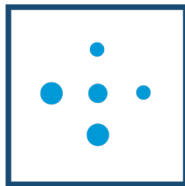collateral as a background element
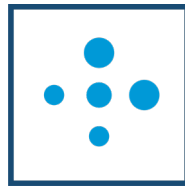
BLUE GRADIENT BAR

Used below titles

ICON
USAGE

Icons should never be smaller than .25". They can be white when used on a photo or other dark background, but should mostly be used as blue on a white background. Do not overlap them or place them too close together. Do not stretch or rotate them.

DIVERGENCE

CONVERGENCE

ALIGNMENT

TRACKING

RECOGNITION

DEPTH PERCEPTION