



2020 STYLE GUIDE

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A red line graphic that starts at the top left, goes diagonally down to the left, then horizontally to the right, and finally curves upwards and to the right, ending near the text.

BRAND VOICE

BRAND VOICE



At Respect the Tap we are passionate about Jiu-Jitsu and other Combat Sports.

Our essential core values are; Respect, Pride, Excellence, and One's Inner Strength. We are committed to helping elevate the individual journey to victory.

We don't settle for anything less than excellence in every aspect of our brand.





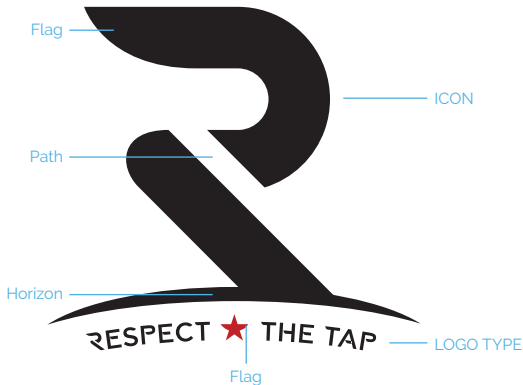
BRAND LOGO

BRAND LOGO



Respect the Tap logo consist of three graphic elements working together.

The stylized R, which highlights the brands belief, in the respect of all combat sports. The second graphic element is the horizon in which the stylized R emerges from and the logo type.



BRAND LOGO: Spacing and Minimum Size



The logo should be positioned in its own clear space, set apart from other images and/or text.

To properly achieve this, surround the logo with a minimum clear space using the logo star "★" height, doubled in size as shown here.

The logo should never be smaller than 112px in width and 112px in height in any digital materials.

CLEAR SPACE BOUNDARY



MINIMUM SIZE



BRAND LOGO: Color Variation



The **full-color logo** should be used whenever possible.

The only acceptable variations are all black, all white, knockout with red star, and knockout with black star as shown here.



Full Color

To be used whenever possible.



All Black

To be used whenever the full color is not possible



All White

To be used whenever the full color is not possible



Knockout with red star

To be used on a dark background



Knockout with black star

To be used on a red background



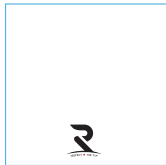
BRAND LOGO: Position



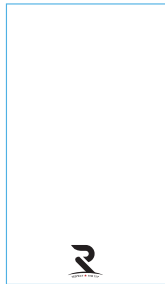
The position of the logo should be based on what is most appropriate for a particular application.

For example, it's recommended to center the logo mark at the bottom of the IG post or IG story.

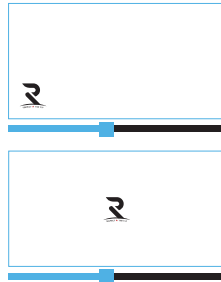
However, in a video, it may be more appropriate to have the logo appear in a different corner, or in the middle of the page as shown here.



**Sample
IG post**



**Sample
IG Story**



**Sample
videos**

BRAND LOGO: Misuse



It is essential to preserve the integrity of the logo at all times. Some examples of incorrect use are shown here.



DO NOT
alter or remove
any logo
elements



DO NOT
change the
typeface



DO NOT
change the color
of the logo



DO NOT
skew or rotate





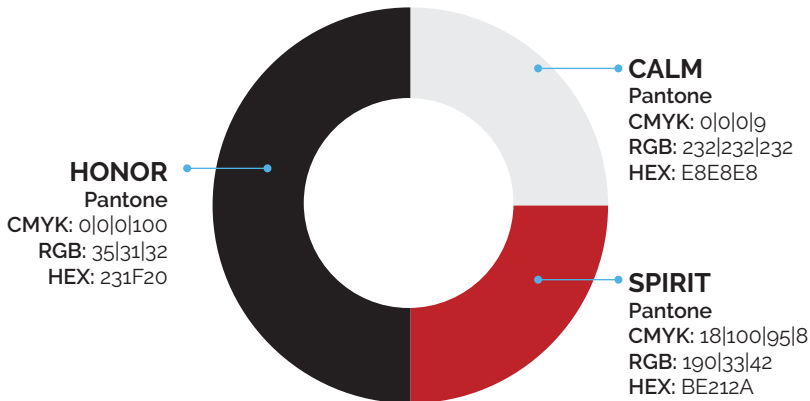
COLOR PALETTE

COLOR PALETTE



In order to increase brand recognition, Respect the Tap color palette should be applied consistently across all media.

The color ratio provided here can help guide hierarchy for promotional materials.





BRAND TYPOGRAPHY

BRAND TYPOGRAPHY



Raleway Typeface

The Raleway family has been selected for its legibility and utility.

It offers a variety of options that can be optimized for print, web, and mobile interfaces.

When Raleway is not compatible with certain applications, Arial or a similar Sans Serif font can be used.

Raleway Thin
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890£&?!%

Raleway Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890£&?!%

Raleway Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890£&?!%

Raleway Semibold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890£&?!%

Raleway BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890£&?!%

Raleway Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890£&?!%



A red line graphic that starts at the top left, goes diagonally down to the left, then horizontally to the right, and finally curves upwards and to the right, ending near the bottom center of the slide.

SECONDARY BRAND LOGO

SECONDARY BRAND LOGO



The primary logo should be used whenever possible. We understand that scenarios will arise that can compromise the legibility of the logo or that are just not compatible with it.

We offer a secondary logo. The secondary mark is to be strictly used only when the primary logo is ill-fitted to the situation.



SECONDARY BRAND LOGO: Spacing and Minimum Size

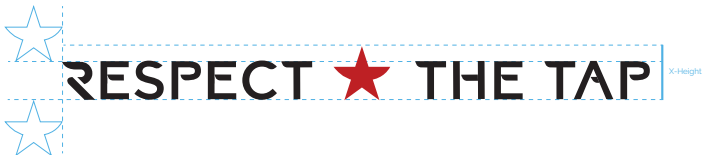


The logo should be positioned in its own clear space, set apart from other images and/or text.

To properly achieve this, surround the logo with a minimum clear space using the logo star "★" height, as shown here.

The logo should never be smaller than 463 px in width and 69 px in height in any digital materials.

CLEAR SPACE BOUNDARY



MINIMUM SIZE



SECONDARY BRAND LOGO: Color Variation



The **full-color logo** should be used whenever possible.

The only acceptable variations are all black, all white, knockout with red star, and knockout with black star as shown here.

Full Color

To be used whenever possible.



All Black

To be used whenever the full color is not possible



All White

To be used whenever the full color is not possible



Knockout with red star

To be used on a dark background



Knockout with black star

To be used on a red background



SECONDARY BRAND LOGO: Position



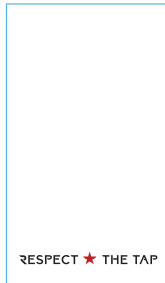
The position of the logo should be based on what is most appropriate for a particular application.

For example, it's recommended to center the logo mark at the bottom of the IG post or IG story.

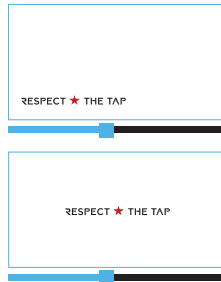
However, in a video, it may be more appropriate to have the logo appear in a different corner, or in the middle of the page as shown here.



**Sample
IG post**



**Sample
IG Story**



**Sample
videos**

SECONDARY BRAND LOGO: Misuse



It is essential to preserve the integrity of the logo at all times. Some examples of incorrect use are shown here.

DO NOT

alter or remove any logo elements

RESPECT THE TAP

DO NOT

change the typeface

RESPECT ★ THE TAP

DO NOT

change the color of the logo

RESPECT ★ THE TAP

DO NOT

skew or rotate

RESPECT ★ THE TAP





CONCLUSION

CONCLUSION



This Style Guide will help you execute the branding elements for Respect the Tap. It covers the basic branding elements, including color palette, typography, and logo.

Please ensure these guidelines are applied when creating marketing and promotional materials. Don't forget to share it with any agency partners and vendors to help ensure consistency across the globe. When used consistently across all markets, the elements included in this Style Guide are essential to building the strongest brand equity for Respect the Tap.

Thank you for your cooperation in helping to build and launch a truly distinctive brand.





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