

BRAND GUIDE.

Version 1.0



INTRODUCTION.



THE GOROUT BRAND IS IN OUR HANDS.

Our brand has been built through our interactions with teams and the experience we deliver. Although our reputation is built on more than our appearance, our brand identity will help to reinforce who we are, what we do, and why it matters in a consistent way throughout our media and communication efforts.

The standards that have gone into building this resource provide direction and help to clarify ambiguities that may exist when we create media and communications for our organization.

The guidelines in this resource apply to every contact point and person that is communicating on behalf of GoRout. Thank you for treating the GoRout brand with care and intentionality. It is our face and visually represents our organization.

MICHAEL ROLIH

Founder/CEO

FUNCTION.

What is a Brand Guide?



FUNCTION.

Purpose & Use

PURPOSE.

Simply put, a brand guide is a document that is set up to govern how a brand is communicated and visually represented. This is important because consistent brands have more impact on their users. Such brands are stronger, more user friendly, more valuable, and often times, more credible.

A brand guide's main strength allows for multiple individuals to create marketing and design materials that look as though they were produced by one voice and vision. Rules are laid out so the subjective elements of design are removed, and an in-depth brand personality has been created to ensure all who work on this brand are invested in and dedicated to the well-being of this brand.

USE.

Treat the guidelines laid out in this document like the rule book for the brand. Refer to this document when starting any project. Let it be central to any and all marketing and design pieces that are created. This document gives guidance for communication in terms of brand personality and vision, but also for visual guidance on logo usage, brand colors, and typography.

PLATFORM.

Mission & Vision



PLATFORM.

Mission & Vision

For our company to achieve its goals, every person, department, system, and product we produce has to align with our mission and vision. Our mission sets the purpose for why we exist. The vision tells us where we're going.

Mission

Our mission is to amplify, simplify, and deliver the essential components of communication between coaches and athletes through visual technologies.

Vision

To produce visual technologies so simple, intuitive, and reliable, we completely change practice by eliminating the use of scout cards. #NoScoutCards.

PLATFORM.

Core Values

CORE VALUES.

These are the fundamental beliefs of our organization. Core values help our organization determine if we are on the right path and fulfilling our goals as an organization.

Simplify.

Simple is easier.

Honest first, trust forever.

Honesty is the critical ingredient to trust. We need our teams to trust that we want the best for them, and we can only achieve this through honesty in all aspects of our business.

Keep Grinding.

Nothing great was built in a day. This is a marathon. We must attack each day aggressively and refuse to lose. We will get where we want to be if we keep grinding.

Evolve always.

Nothing is static. If we aren't building the next thing to replace us, someone else will. Accept change and grow.

Ideas over ego.

We are a company of ideas and the best idea always wins. No person is more important than the best idea.

Think bigger.

Why think small? If we're going to do it, let's make it big, bold, and awesome.

PLATFORM.

User Characteristics

USER CHARACTERISTICS.

Our “target” users are people. Always remember this important fact, we’re talking “with” people, not “at” people. We must always talk with them with these characteristics in mind, otherwise our message will not resonate. **Our users are:**

Skeptical

Football is a profession of hand-me-downs. Coaches learn what to do and how to do it from older coaches. New ways of doing things add “uncertainty” to their “workflow.” Until proven, over and over again, coaches remain doubtful a new way will work.

Direct

Most coaches don’t have time to worry about your feelings. They talk in very direct terms to get their points across. Fluff/soft language aren’t in their nature.

Technologically Immature

Coaches don’t understand technology and don’t always see the need for it. Many would rather hand draw a card every day, then do it once on a computer. They fear what they don’t understand. They think technology is “magic” and most don’t have the ability to understand the most basic of tools.

Focused, mission driven

Coaches plan everything. They plan meetings, practices, walk-throughs, video breakdowns, equipment handouts, everything. They plan, because they have a focused mission they’re working to achieve and that plan is their road map. Coaches don’t want to deviate from their plan, and if they do, it could be devastating to their focus and mission.

Loyal

Coaches can be fiercely loyal people. They deeply care about their players and other coaches. Coaching is a “brotherhood” more than a profession. If you can earn their trust, they will never leave you.

Visual

Coaches are visual people. Remember, 70% of their job is spent watching video of plays, players, and schemes. They live to watch video and use their eyes as the indicators for what is right and wrong.

PLATFORM.

Personality & Tone

PERSONALITY.

Our company's personality has always been about pushing forward and never giving up. We grind. We're resilient. We're always optimistic that we'll overcome our obstacles and achieve our goals. We don't waste time trying to make others feel good about themselves. We're direct. We're excited about the challenges in front of us and we're eager to tackle them as they appear.

We define our brand personality as “**Aggressively Optimistic.**”

Being “*Aggressively Optimistic*” means, we're:

Direct, to the point - forthright.

Forward looking.

Assured.

*See following pages for further descriptions.

PLATFORM.

Personality & Tone

GOROUT IS...

Direct, to the point - forthright.

Direct doesn't mean rude, it means intended and kind. We don't use extra words. We get to the point and stay purposeful in what we're saying.

Forward looking.

We grind each day so we can achieve our goals. We're optimistic about where we're going and inspired by the process to get there.

Assured.

We're not arrogant, but we are confident in what we do and how it helps teams. We're stable, consistent, and dependable.

WE SOUND...

Purposeful, focused, kind.

Inspired, engaged.

Genuine, trusting.

RATHER THAN...

Elitist, sarcastic.

Indifferent, stagnate.

Arrogant, inflated.

PLATFORM.

Examples

Here are a few simple examples of our voice. Be direct, forward thinking, and assured.

Good: We suggest that each coach use Chrome when using our Steel™ desktop application. It will provide you a smoother experience.

Bad: Didn't you look at our support docs? They tell you to use Chrome.

Good: Hey coach, I'm sorry you experienced an issue. Let's walk through this step by step.

Bad: Nobody else is having an issue. Why are you guys?

Good: To start practice coach, launch the GoRout app on your mobile device. Then toggle on the practice you want to use. From there, you'll be able to send plays forever.

Bad: You have to login to the app first to start practice. Otherwise you won't be able to send plays properly.

PLATFORM.

Content Principles

CONTENT PRINCIPLES.

We use our brand personality to emphasize our content principles. While content is important, its how our personality is applied to that content that ensures it sounds, feels, and reads like GoRout.

Start with the users needs

Create content that suits the situation. Ask yourself: Who is going to read this? What do they need to know? Be direct in how you craft the message, so the intent of the content is clear. **Each content piece should be focused on delivering a single, clear message per piece.**

Be concise

Be direct and focused. Don't sugarcoat. Use plain language and simple sentences. Choose simplicity and clarity over cleverness.

Assured

Respect the complexity of our user's experiences. Use inspiring, forward thinking examples that are easy to relate too for our coaches.

PLATFORM.

Content Goals

CONTENT GOALS.

We have three (3) goals with our content: 1) Amplify user stories, 2) Educate potential users on why our solution is validated, 3) Help coaches rethink their processes. These three steps should ultimately end with the user requesting a demonstration to learn more about GoRout.

Amplify

This segment talks about user stories and successes using GoRout. Generate positive feedback from other coaches and generate “buzz” around teams who are using us and winning games.



Educate

This segment educates coaches with strong visuals and concrete examples on why GoRout offers a better way to practice.



Rethink

When we amplify “peer” stories, provide strong visual evidence that we offer a better way, then the last step in the process is to get them to rethink “why” they do what they do when there’s a better way. This messaging is about calls to action to generate leads.



BRAND AWARENESS.



SCHEDULE A DEMO.



CONSUMER EDUCATION.

AESTHETICS.

Aesthetic Vocabulary

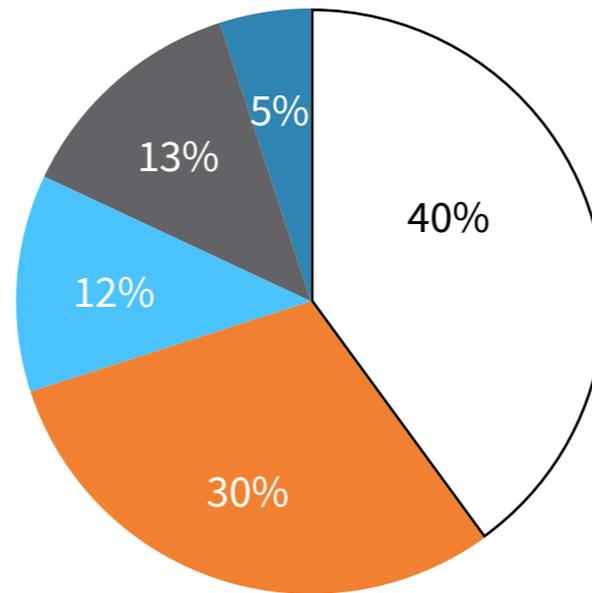
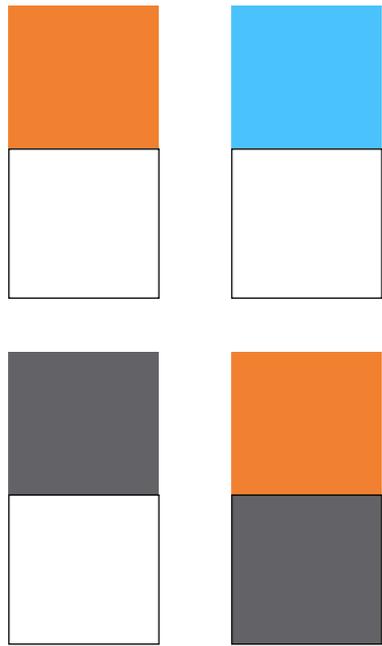
AESTHETICS.

Aesthetic Vocabulary

AESTHETIC VOCABULARY.

This page is an at-a-glance version of the brand. Please refer to the remainder of this document for more specific usage guidelines.

This brand should feel **vivid, inspired, and polished**. These terms can be applied directly to various design elements, such as color, containers, and typography to ensure the brand is correctly portrayed.



BEBAS NEUE

Source Sans Pro

Vibrant Color Blocking

Color blocking is a term to describe how high-contrast colors interact when placed directly next to one another. Please use one of the color pairings shown here when working with large areas of color.

The color interactions will help the brand feel vivid and polished.

Vibrant Proportions

It is important to regulate how frequently different brand colors are used. To ensure vibrancy without over-saturation, please keep ample white space to offset the brand colors. See this chart for specific key proportions to be aware of.

Polished Typography

To help the brand feel vivid and polished, please always use sans serif typography, specifically Bebas Neue and Source Sans Pro. Typography should always be left aligned. Typography should also always be one color.

Please see the specific typography section of this document for more detailed typography usage.

LOGOS.

Symbolism & Aesthetic

LOGOS.

Meaning & Symbolism

ANATOMY.

The GoRout™ logo is full of meaning. From the strength of the “block G and R” to the stretching arrows, our logo represents our company outlook on life. Our logo portrays directness, forward movement, and a subtle symmetry that relays an confident, optimistic feeling.

Block “G & R”

These carry significant traits or strength, assuredness, and stability at the start of our logo brand. Telling customers that we’re strong and direct in our intentions.



Arrows

Signify our desire to keep moving forward. To keep grinding and working to ensure there’s a better way for our coaches. The signify optimism, inspiration, and progress.

Soft “O’s”

Signify a trustworthiness in the middle of strength and directness. It tells users that we’re there for them, they can trust us and count on us.

Minimum Logo Height: The minimum logo height is 0.5 inches.

LOGOS.

Spacing Concepts

LOGO SPACING CONCEPTS.

When applying any of the logos in applications or brand materials, follow the designated rules for proper margins (free space) around the logos. The set area around the logo should remain open. Do not have logos touching other visual or written elements, and do not have the logo touch the edge of a page or application. The minimum logo height is 0.5 inches tall.

In most cases, the margin will be determined by the size of the “Block G” icon within the logo. The margin size does not scale with the logo size. Ensure you have proper “clear space” around the logo at all times.



Minimum Height: 0.5 in. / 49px.



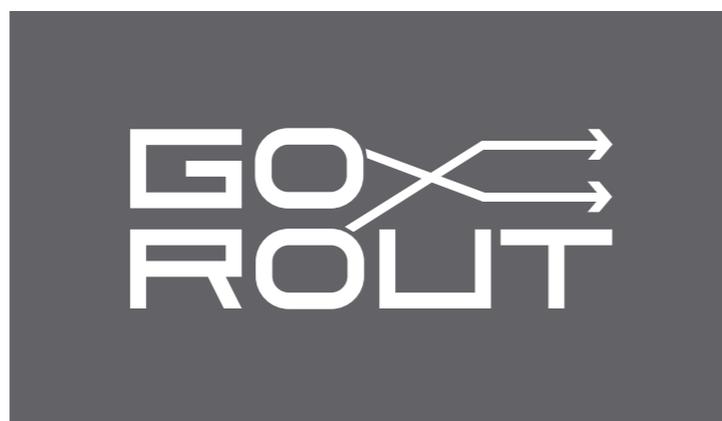
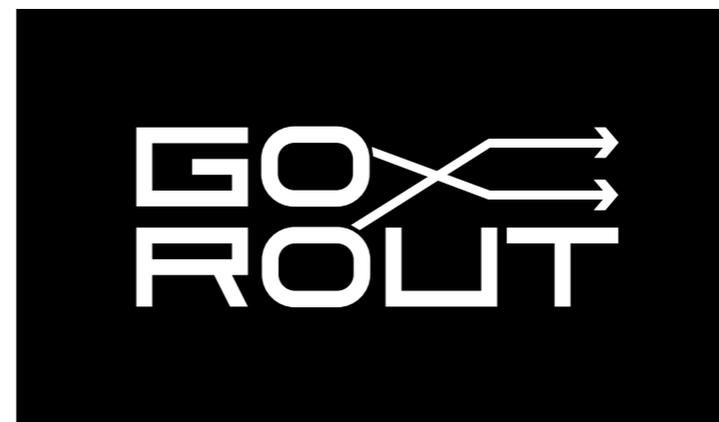
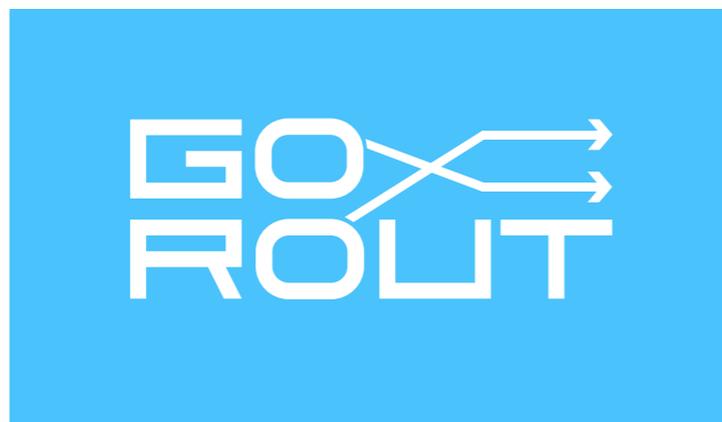
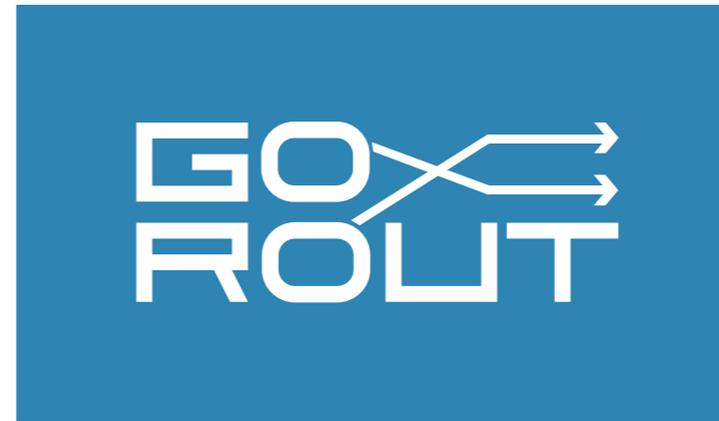
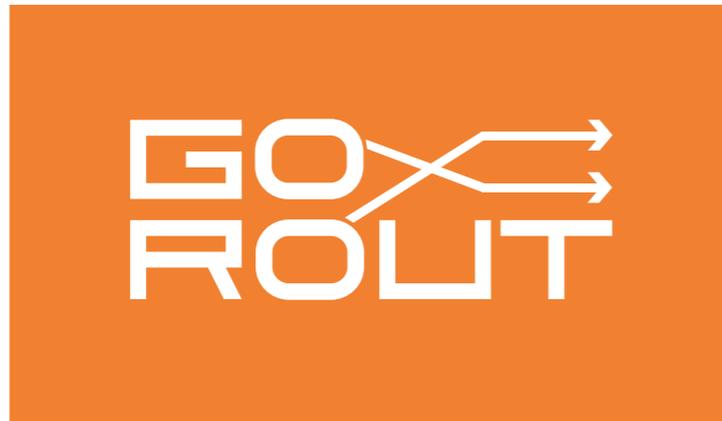
Please Note: The grey “Block G’s” around the logo are only to show the margins, please do not reproduce logos with these markings visible.

LOGOS.

Backgrounds & Colors

COLOR USAGE.

When possible, the logo should be shown on backgrounds that are white or any brand color (GoRout Blue, GoRout Dark Blue, GoRout Grey, GoRout Orange). The logo should ALWAYS be shown in white when against a colored background or can be shown in its traditional 2-color appearance on white backgrounds.



Please Note: The solid orange logo is no longer allowed to be used in any instances.

LOGOS.

Don'ts



1. Do not stretch any logomark



2. Do not rotate any logomark



3. Do not change the font or color within any logomark



4. Do not apply any effects to any logomark



5. Do not add any additional elements to any logomark



6. Do not change opacity of any of the logomarks

FONTS.

Brand Fonts & Usage



FONTS.

Types & Usages

FONT TYPES.

GoRout uses three (3) types of sans serif fonts to ensure our textural hierarchy is well defined, organized, and not confusing for our customers. Maintaining a sound contextual structure will ensure our users/customers understand how content is laid out and displayed to them.

BEBAS NEUE REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789

Source Sans Pro Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Source Sans Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

FONTS.

Types & Usages

BEBAS NEUE REGULAR

————— HEADER

Source Sans Pro Light

————— SUB-HEADER

Source Sans Pro Regular, Bemquem nos norit. Ducid aucivius
Catique patanum audace rte es Martata, dionotam se- nius et,
ceperis oret dum poenarbis. Sicaeteatua iam diem prem maiorac
re moent conu converus, C. M. Igitata re et; haccepse aucondem, P.
Ad cultuus obusse imaximus omne mentiur ad Catalati, cont.

————— BODY

Source Sans Pro Regular

————— BODY SUB-HEADER

Source Sans Pro Regular, Bemquem

————— BODY

Suggested Pairings

For maximum hierarchy and order of importance, follow these suggestions:

Header: Bebas Neue Regular, all caps.

Sub-header: Source Sans Pro Light, -6% character spacing, title case.

Body: Source Sans Pro Regular, sentence case.

Body Sub-Header: Source Sans Pro Regular, -6% character spacing, title case.

FONT.

Types & Usages

COLORED BACKGROUNDS.

Brand typography should only be shown in black or white, or any of the approved brand colors. White should be the default typography treatment when working with colored backgrounds, although other brand colors are permitted.

BEBAS NEUE REGULAR

Source Sans Pro Regular, Bemquem with additional text because I really want to get to the next line in the order .

BEBAS NEUE REGULAR

Source Sans Pro Regular, Bemquem with additional text because I really want to get to the next line in the order .

BEBAS NEUE REGULAR

Source Sans Pro Regular, Bemquem with additional text because I really want to get to the next line in the order .

BEBAS NEUE REGULAR

Source Sans Pro Regular, Bemquem with additional text because I really want to get to the next line in the order .

BEBAS NEUE REGULAR

Source Sans Pro Regular, Bemquem with additional text because I really want to get to the next line in the order .

BEBAS NEUE REGULAR

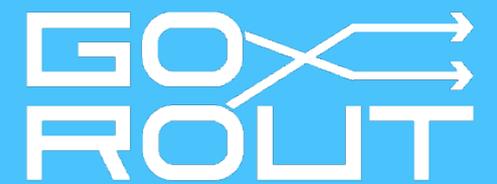
Source Sans Pro Regular, Bemquem with additional text because I really want to get to the next line in the order .

BEBAS NEUE REGULAR

Source Sans Pro Regular, Bemquem with additional text because I really want to get to the next line in the order .

COLORS.

Brand Colors



COLORS.

Brand Colors & Uses

BRAND COLORS.

At the heart of the brand, is GoRout Orange. Building a brand centered around orange is unique and offers strategic brand benefits. The color also has symbolic meaning, representing balance, freedom, creativity, determination, and success. Use GoRout's orange proudly.



R:255
G:131
B: 0
Hex#: ff8300



R: 99
G: 99
B: 103
Hex#: 636367



R: 19
G: 194
B: 255
Hex#: 13c2ff



R: 0
G: 132
B: 178
Hex#: 0084b2

COLOR USAGE CASES:

PRIMARY
SECONDARY
BACKGROUNDS

SECONDARY
BACKGROUNDS

PRIMARY
SECONDARY
BACKGROUNDS

SECONDARY
BACKGROUNDS

PHOTOGRAPHY.

General Guidelines



PHOTOGRAPHY.

Filters

PHOTOGRAPHY FILTERS.

Because our users are so visual in how they consume information, its critical for GoRout to have strong video and photography standards that provide strong, vibrant imagery with clear branding.

With all of our still-frame, photo imagery, we utilize 2 types of filters in the Adobe Lightroom (Lr) application: Sport and High Contrast Black & White.

Sport (High) Filter - Lr

Contrast: +24
Highlights: +11
Shadows: +55
Clarity: +100
Vibrance: +16
Sharpening: Amount: 69
 Radius: 1.0
 Detail: 25
Highlight Priority: Amount -36, Midpoint 15,
Feather: 95

High Contrast B&W - Lr

Exposure +0.12
Contrast +85
Highlights +10
Shadows +15
Whites +10
Blacks -12
Clarity +20
Sharpening: Amount 50, Radius 1.0, Detail 25
Noise Reduction: Luminance 30, Detail 50

Sport (High) Filter - Lr Mobile

Light
 Contrast +24
 Highlights +11
 Shadows +55
Color
 Vibrance +16
Effects
 Clarity +100
 Vignette Amount -36
 Midpoint 15
 Feather +95
Detail
 Sharpening +69

PHOTOGRAPHY.

Filters

Original Photo



High Contrast B & W



Sport (High)

PHOTOGRAPHY.

Layouts - Social (on-site)

LAYOUTS (ON-SITE).

We always want to portray an authentic experience for our users through imagery, so GoRout posts many images directly from the on-site locations where teams practice. Even via the on-site locations, we always want to ensure our images have the same look/feel to our users, so we always want to publish our photos through the Lightroom mobile application prior to posting the pictures to social media platforms.

Always use the Sport (High) filter for on-site images.

Sport (High) Filter - Lr Mobile

Light

Contrast +24
Highlights +11
Shadows +55

Color

Vibrance +16

Effects

Clarity +100
Vignette Amount -36
Midpoint 15
Feather +95

Detail

Sharpening +69



Sport (High)

PHOTOGRAPHY.

Posting - Production

PRODUCTION PHOTOS

While on-site photos carry a live, authentic feeling, our production photos need to maintain a slightly different feeling. These photos should have a touch of branding to them beyond the needed filters. When these posts are shared, reposted, or liked, certain characteristics of these photos can tell the world it originated with GoRout.

Production photos should always have three (3) distinct features to them:

- 1) A filter
- 2) half-arrow edge
- 3) GoRout logo

Logo*

The GoRout logo can be placed in either the top left or bottom left section of the photo.

The logo should appear as a watermarking (in the photo) versus being added on-top of the photo.



Half -Arrow Edge

Gives the image a branded movement and reflects the arrows within our logo.

*Logo should be set to 70% opacity on production photos.

PHOTOGRAPHY.

Different Sized Photos

PRODUCTION PHOTOS - DIFFERENT SIZES

The pictures we generate come in various sizes and have different focal points of imagery, color, and content. Below is a quick guide on how to handle different photo sizes and standards on how to ensure our production images have a consistent “feel” to them:

Landscape Images/Sizes

Logo

The GoRout logo can be placed in either the top left or bottom left section of the photo.

The logo should appear as a watermarking (in the photo) versus being added on-top of the photo.



Half -Arrow Edge

Gives the image a branded movement and reflects the arrows within our logo. Set to 100% opacity.

Reposition the edging to ensure it only consumes <15% of total photo space.

*Logo should be set to 70% opacity on production photos.

PHOTOGRAPHY.

Different Sized Photos

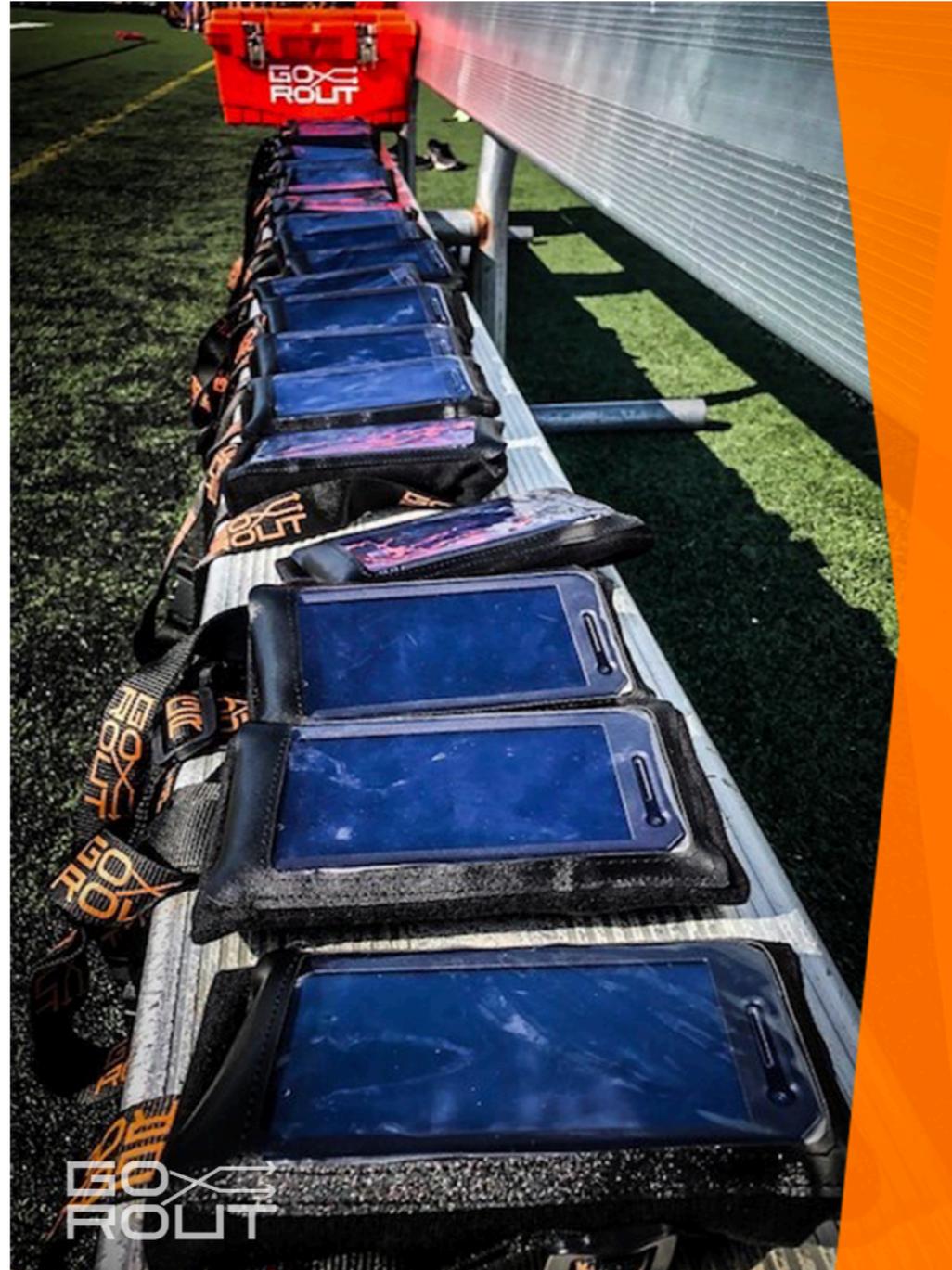
Portrait Images/Sizes

Logo

The GoRout logo can be placed in either the top left or bottom left section of the photo.

Ensure the logo location does not interfere or distract from the purpose of the image. Its critical to keep the focal points of the image unadjusted to the viewer.

The logo should appear as a watermarking (in the photo) versus being added on-top of the photo.



Half -Arrow Edge

Gives the image a branded movement and reflects the arrows within our logo. Set to 100% opacity.

Reposition the edging to ensure it only consumes <15% of total photo space.

RESOURCES.

Brand Resources



RESOURCES.

PRINT FILE TYPES

EPS

EPS format is a vector image. Use this file when working with vendors for applications such as printing merchandise or materials. Use EPS files whenever possible. EPS preserves background transparency.

PDF

PDF formats allow you to view a high-resolution vector based image without requiring specific software. PDF files offer nearly limitless sizing without degradation of quality.

DIGITAL FILE TYPES

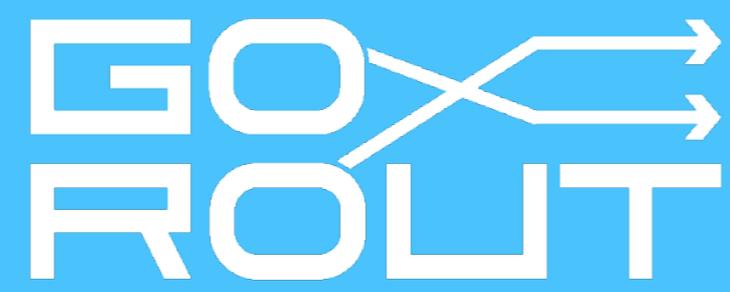
PNG - Digital

PNG formats preserve background transparency and is most suitable for web applications - email signature, website, etc.

JPG - Digital

JPG format is made up of pixels. It is most commonly used on electronic screens as part of a website. Something to note, JPG files always have a solid color background, you can't display a JPG with a transparent background. This file type can not be infinitely scaled, and must be used at 100% of original size or smaller.

GO
ROUT

The logo consists of the words "GO" and "ROUT" stacked vertically. The letters are white and have a bold, sans-serif font. The "O" in "GO" and the "O" in "ROUT" are connected by two white lines that cross each other. From the right side of these lines, two white arrows point horizontally to the right.