



The Cross Trainer

Brand Manual

Brand Manual 2020

Logo Update
Logo Variants
Typography

Colour
Art Direction

**Create a visual
language that moulds
classic design with the
innovation of digital.**

Contents

Table of contents

1	Introduction	3
2	Manifesto	5
3	Logo introduction	7
4	Logo Update	9
5	Logo Comparison	11
6	Logo construction and clear space	13
7	Logo Restrictions	17
8	Typography	19
9	The Colour system	24
10	Imagery	31
11	Art Direction	35
12	Summary	49

**Expand visual language
and provide innovation
and brand expression.**

ntroduction

Introduction

Welcome

The goal of this Brand Guideline is to protect the strength of your brand so that it continues to create value for your company. This Brand Guideline will achieve this by explaining the importance of your brand and describing how to use the elements of the brand, such as corporate identity and the brand name. Your Brand Guideline will provide a comprehensive manual for anyone who uses your brand and its components in their work, including employees, channel partners, designers and marketing agencies

Value

Your brand is one of your most important assets. It is essential that everyone understands the value of the brand and knows how to use it. A 2005 study by consultants Booz Allen Hamilton and Wolff Olins found that brand-guided companies outperform their competitors, with results that improve profitability.

Understanding

This Brand Guideline operates at two levels: to explain why your employees, distributors and marketing agencies should use the brand to achieve business objectives and provide practical instructions on how to use brand elements consistently.

Consistency

A key goal of this Brand Guideline is to ensure that all parties use the brand elements consistently. Brand guidelines provide information and tools and set the standards for using brand names, logos, typefaces and other design elements in advertisements, brochures, newsletters, packaging and online communications. Guidelines give your company control over the way other people use your brand so that its visual appearance is always consistent.

Perception

This Brand Guideline will play an important role in managing perceptions of your company. Every time you communicate with customers, suppliers, employees, investors, journalists and the community, it is essential to build and reinforce a consistent perception of your company. Brand guidelines help you to achieve that goal.

Goal of Brand Guidelines- By Ian Linton

**Typography, grids,
space, scale, color,
and imagery.
Create meaning in
the experience.**

Manifesto

Manifesto

About the Brand

The Cross Trainer represents various sporting brands.

The vision is to be identified as the leading destination, sport lifestyle retail brand, supplying branded sports fashion and lifestyle apparel, footwear and accessories to the lifestyle conscious consumer, by providing a unique blend of international brands, merchandise and merchandising concepts.

One of our sharp points is that we are the Leading Basketball Destination Store in SA catering for our Basketball lifestyle consumer.

With great footwear, apparel and accessory options we are the only retailer to offer a fully-fledged basketball sports lifestyle shopping experience.

The Cross Trainer has now also gone digital bringing life to our windows with full time displays that showcase product and entice consumers into store by our offerings.

The Cross Trainer has a brand footprint in all provinces throughout South Africa as well as stores in Namibia – extending our foot print over the borders

We have seen great success in bringing Sports Lifestyle fashion to ALL consumers nationwide, giving each and every consumer the option to buy quality brand name sneakers, apparel and accessories through various channels.

Legacy Lifestyle, RCS and Layby's are available in our stores nationwide, thereby affording each spectrum of the LSM to be able to enjoy high quality brands.

Logo introduction
Logo variations
Logo construction
and clear space
Application on
a background

Logo

Logo introduction

Where History meets the Anticipated

With such strong and long-standing history, we wanted to keep the core of the brand while giving it room to grow into the digital sphere.

"History repeats itself endlessly for those who are unwilling to learn from the past. -Leon Brown"

We will use the learnings of our history to become wise, but also allow for the willingness of the future.

This is the next step in the great history of The Cross Trainer.





Concept

Updating the existing logo for a fresher, bolder future, while still holding on to it's vibrant history.

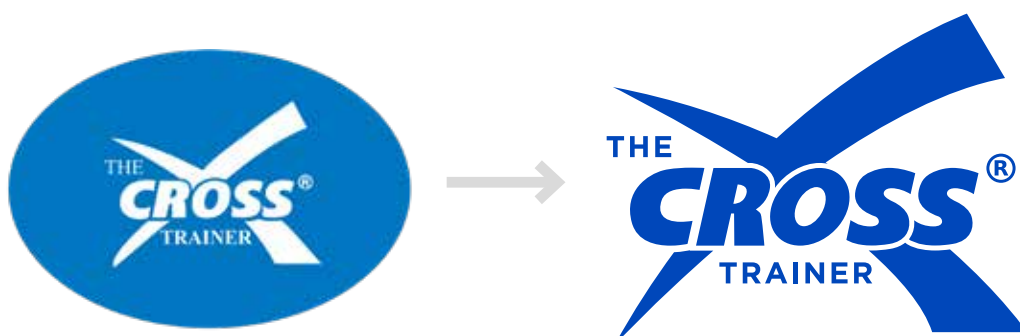
Execution

Removing the circular holding device.

Updating the serif font to a bolder sans serif.

Remodelling the curve of the cross.

Recreating the type with balance in mind.





Where History meets the Anticipated

The previous vs new rendition of the logo showcasing the slight modifications and tweaks made to elevate and update the current mark.

Logo variations

Here are the logo format variations.
Each size and their uses should be repeated with the capabilities of the required asset.

Original

To be used whenever space allows for full branding/
with single element assets.
Incl. Print, flyers, merchandising, in-store etc.



Text and icon

To be used whenever space only allows for text only
banding.
Incl. Stationary, online banners, merchandising etc.



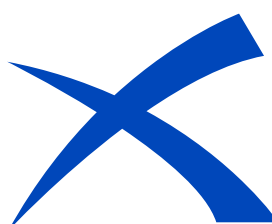
Horizontal

To be used whenever space only allows for horizontal
branding.
Incl. Billboards, cover images, horizontal banners etc.



Mark

To be used when the brand has already been
introduced.
Incl. Images/posts on social media
Or as a design element e.g for patterning.



Logo construction and clear space

Grid System

Based on the original logo, the grid system has been created to maintain balance and form throughout the logo.

Clear Space

Clear space is required around the logo at all times, on all applications as to not disrupt or make the logo feel cramped in any way.



*** The ORIGINAL and HORIZONTAL lock ups require clear space.**
The MARK and TEXT & ICON option do not require clear space

Application on a background

Blue

The blue is bold and strong with a sense of athleticism and focus.

Background

The logo can be used in different colour ways, to ensure that the logo is always legible and prominent when used on different backgrounds.



Use of MARK and HORIZONTAL Logo Lock up

Mark

The Cross Trainer Mark can be used without clear space as an icon element and can bleed over the edges of the asset to create visual impact.

Horizontal Logo Lock up

The horizontal logo lock up “X” can bleed over the edges of the asset, but the typeface NEEDS to be clear of edges at all times.



THE  TRAINER

THE  TRAINER

THE  TRAINER

Logo DO's

Logo use in Print

- Only SVG or vector to be used in any print application.
- Colour of full logo lock-ups to stay in The Cross Trainer blue.
- Where logo is to be placed on a darker background, white needs to be used.
- The full logo lock up is to only be used in The Cross Trainer Blue or White.



Smallest size for Print

Logo use in Digital

- Only Png to be used in any digital application.
- Colour of full logo lock-ups to stay in The Cross Trainer blue.
- Where logo is to be placed on a darker background, white needs to be used.
- The full logo lock up is to only be used in The Cross Trainer Blue or White.



Smallest size for Digital

- Digital allows for the icon to be used in the seasonal/secondary colour palettes
- The stand alone icon is the only time the logo can be any colour other than The Cross Trainer blue or white.
- The colour chosen should pick up a colour that runs throughout the imagery e.g a green shoe would then require the green icon.



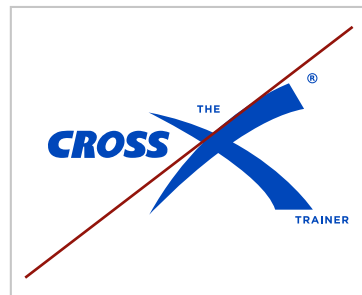
Logo DON'TS



Do not Distort/Stretch



Do not Skew/Rotate



Do not Alter Layout



Do not Colour/Gradient



Do not Ignore the safe Space



Do not Outline



Do not Eliminate Elements



Do not use Gradients



Do not change Fonts

Main/Title font
Main Web font

Font

Main/Title Font

Homepage Baukasten

Font

This font can be used throughout print/Image applications.

Homepage Baukasten Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890?!*+(.,)

Homepage Baukasten Book
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890?!*+(.,)

Main Web font

Archivo

Archivo Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890?!*+(.,)

Archivo Medium

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890?!*+(.,)

Archivo Semi Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890?!*+(.,)

Archivo Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890?!*+(.,)

Archivo Italic

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890?!+(.,)*

Print Typography Hierarchy

Lorem sit amet.

Heading

Homepage Baukasten Bold

- Used for headings/call outs.
- Do not change the kerning or leading of this font.
- Do not use as outline only with no fill.

Consectetur adipiscing elit. Ut quis risus lacus. Mauris ultricies, mi sed egestas scelerisque, lectus nibh vulputate nisi, non ornare nisi dolor eget nibh. Nam accumsan bibendum neque convallis mattis. Nunc sodales vitae arcu in gravida. Quisque feugiat ullamcorper velit in molestie. Morbi

Sub headlines/ Context copy

Homepage Baukasten Book

- Used for Sub text/ Important information
- Do not change the kerning or leading of this font.
- Do not use as outline only with no fill.

Sed et lectus ut tellus pretium accumsan et varius massa. Fusce fermentum gravida leo vitae interdum. Vivamus elementum mi sed urna ornare imperdiet. Vivamus at mauris lectus. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer ullamcorper, augue at congue scelerisque, odio urna ullamcorper nibh, sed lobortis sem magna sit amet augue. Mauris venenatis pulvinar risus, vitae cursus elit finibus eu. Praesent ac ipsum nibh. Curabitur ultricies arcu id magna laoreet dignissim. Nunc accumsan lacus velit, id egestas orci vulputate in. Nam eleifend eleifend sapien. Praesent pulvinar justo eget magna pulvinar viverra. Nulla sed vulputate elit.

Sub headlines/ Context copy

Homepage Baukasten Book

- Used for body copy
- Leading: 12 pt
- Preferred font size: 9 pt
- minimum font size: 9 pt

Digital Typography Hierarchy

LOREM SIT AMET.

HEADING

Archivo Bold

- Used for headings/Call out/Titles.
- Do not change the kerning or leading of this font.
- Do not use as outline only with no fill.
- Only use in upper case

Consectetur adipiscing elit. Ut quis risus lacus. Mauris ultricies, mi sed egestas scelerisque, lectus nibh vulputate nisi, non ornare nisi dolor eget nibh. Nam accumsan bibendum neque convallis mattis. Nunc sodales vitae arcu in gravida. Quisque feugiat ullamcorper velit in molestie.

Sub headlines/ Context copy

Archivo Medium

- Used for Sub text/ Important information
- Do not change the kerning or leading of this font.
- Do not use as outline only with no fill.

Sed et lectus ut tellus pretium accumsan et varius massa. Fusce fermentum gravida leo vitae interdum. Vivamus elementum mi sed urna ornare imperdiet. Vivamus at mauris lectus. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer ullamcorper, augue at congue scelerisque, odio urna ullamcorper nibh, sed lobortis sem magna sit amet augue. Mauris venenatis pulvinar risus, vitae cursus elit finibus eu. Praesent ac ipsum nibh. Curabitur ultricies arcu id magna laoreet dignissim. Nunc accumsan lacus velit, id egestas orci vulputate in. Nam eleifend eleifend sapien. Praesent pulvinar justo eget magna pulvinar viverra. Nulla sed vulputate elit.

Sub headlines/ Context copy

Archivo Regular

- Used for body copy
- Leading: 12 pt
- Preferred font size: 16 pt
- minimum font size: 11 pt

The primary colour system

Colour

The primary colour system

Colour system

The colour system has been updated to focus on the bold blue the brand is known for, with an update of a brighter stronger blue.

This will be accompanied by a supporting colour palette that can be adapted and used for future campaigns and allows for defining palettes for different needs e.g seasons.

PANTONE 2728 C

This is the main brand blue to be used as a signifier for the brand. It creates a brand consistency and brand recognition.

PANTONE 2728 C
C 99 M76 Y 0 K 0
R 0 G 71 B 187
HEX 0047BB



PANTONE 282 C

This darker blue is used to support the main brand blue. It is strong and solid, and should be used for copy (in place of black) to create a cohesive design.

PANTONE 282 C
C 100 M72 Y 0 K 73
R 4 G 30 B 66
HEX 041E42



PANTONE Cool Gray 7 C

This supporting colour ranges from white to dark grey and tones in between to create a cohesive composition with distinct contrast that enhances the boldness of the main blue.

PANTONE Cool Gray 7 C
C 38 M29 Y 24 K 5
R 151 G 153 B 155
HEX 97999B



The secondary colour system

Colour

The secondary colour system

Secondary colour system

This colour system can be used to create a colour theme that reflects your brand/style/season.

SPRING

PANTONE
7408 C
C 0 M 20 Y 98 K O
R 246 G 190 B 0
HEX F6BE00



PANTONE
2728 C
#0047BB



PANTONE
282 C
041E42



PANTONE
Cool Gray 7 C
#97999B
0% Tint



SUMMER

PANTONE
340 C
C 100 M 0 Y 81 K O
R 0 G 150 B 94
HEX 00965E



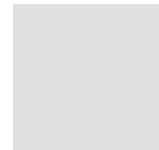
PANTONE
2728 C
#0047BB



PANTONE
282 C
041E42



PANTONE
Cool Gray 7 C
#97999B
30% Tint



AUTUMN

PANTONE
7417 C
C 0 M 82 Y 82 K O
R 224 G 79 B 57
HEX E04F39



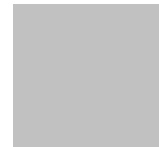
PANTONE
2728 C
#0047BB



PANTONE
282 C
041E42



PANTONE
Cool Gray 7 C
#97999B
60% Tint



WINTER

PANTONE
7702 C
C 66 M 8 Y 7 K 1
R 72 G 169 B 197
HEX 48A9C5



PANTONE
2728 C
#0047BB



PANTONE
282 C
041E42



PANTONE
Cool Gray 7 C
#97999B
100% Tint



Full colour system

Secondary colour system

This colour system can be used to create a colour theme that reflects your brand/style/season.

WINTER PANTONE 2728 C C 99 M76 Y 0 K 0 R 0 G 71 B 187 HEX 0047BB  0047BB Absolute Zero	WINTER PANTONE 7702 C C 66 M 8 Y 7 K 1 R 72 G 169 B 197 HEX 48A9C5  48A9C5 Maximum Blue	SPRING PANTONE 7408 C C 0 M 20 Y 98 K 0 R 246 G 190 B 0 HEX F6BE00  F6BE00 Golden Poppy	AUTUMN PANTONE 7417 C C 0 M 82 Y 82 K 0 R 224 G 79 B 57 HEX E04F39  E04F39 Cinnabar	SUMMER PANTONE 340 C C 100 M 0 Y 81 K 0 R 0 G 150 B 94 HEX 00965E  00945E Green Cyan
---	--	--	--	---

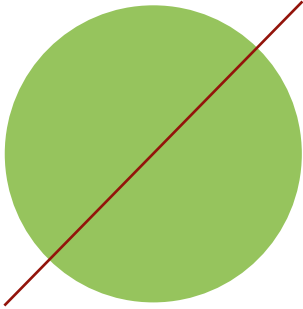
Colour Use DO's

Gradient Use

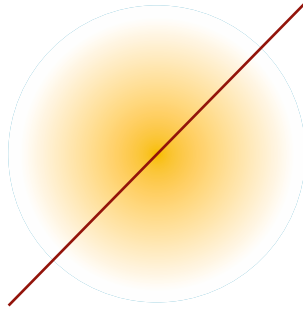
- Gradient to be used with colours corresponding to relevant colour palette
- Gradient to always follow 40 degrees.
- Dominant colour to always be The Cross Trainer Blue: 40/60 split.
- Supporting secondary/seasonal palette to be used in headlines and gradient only.



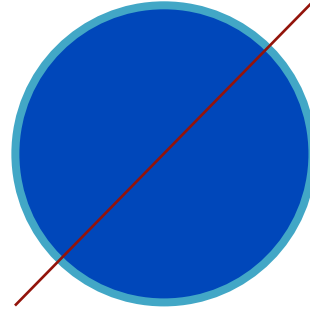
Colour Use DONT'S



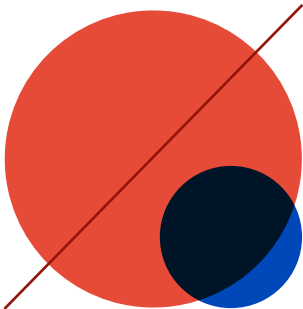
Do not use colours outside of the colour palette.



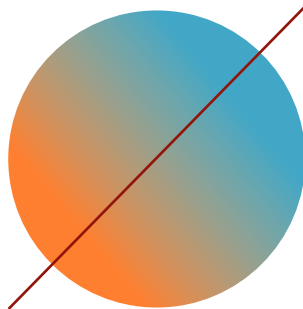
Do not use radial gradients.



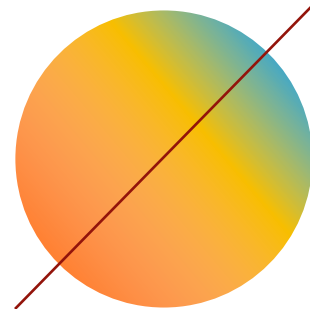
Do not outline.



Do not use layering effects e.g multiply.



Do not mix seasons.



Do not have a gradient with more than 2 colours.

Imagery

Imagery

Imagery used, whether it is product or model based, must convey these core messages:

Bold

All imagery used should be striking either in way of colour/composition/styling.

Bright

All imagery should showcase at least one of the primary or secondary palette, even if it's just a spot colour.

Unapologetic

Models can be posed or natural, but must always look unapologetically bold and ready for anything.

An urban/stylish edge gives the imagery strength and speaks to the target market.

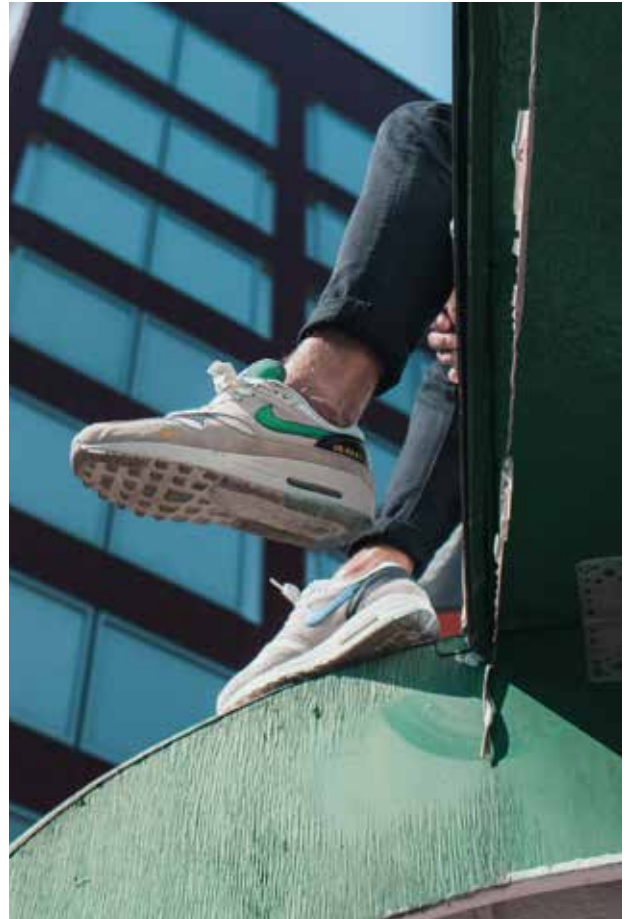
Model Imagery

Model imagery should be shot with the composition in mind and product as main feature.
Models to be preferably more natural than posed, where possible.
Movement should be emphasized where possible.



Product imagery

Product imagery should preferably be shot Lifestyle (out of studio).



Digital/Print Art Direction

Art
Direction

Layout

Layout

This section showcases how the different brand elements can be used to create a consistent and visually compelling layout that communicates the need of the required asset.

The sizing/use of the the element (e.g a online banner/ brochure/billboard etc) will dictate which brand elements to use.

Colours and logo's should be critically chosen to accent the specific asset to portray the relevant brand message.

Product Focused Horizontal Header/Banner Examples



Online header/horizontal banner



Online header/horizontal banner

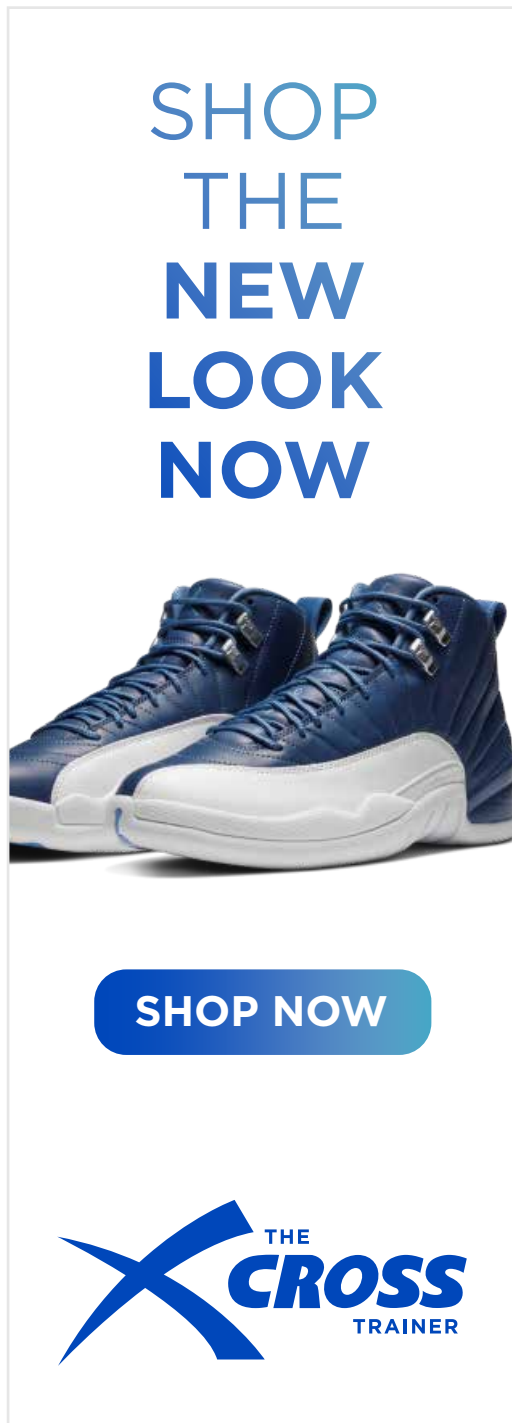


Online header/horizontal banner

Horizontal Online Banners

Examples of elements that can be used to create horizontal layouts including online banners, billboards etc

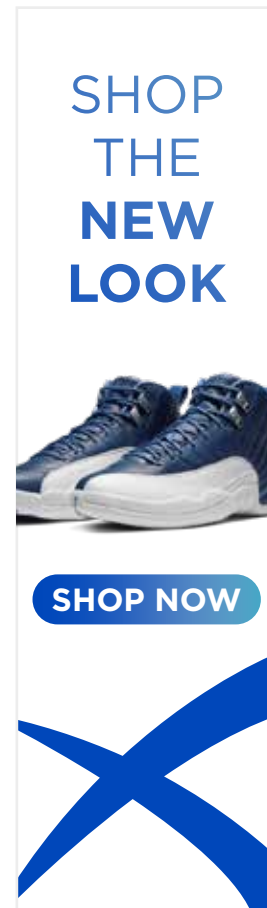
Product Focused Vertical Banner Examples



Vertical online banner



Vertical online banner



Vertical online banner

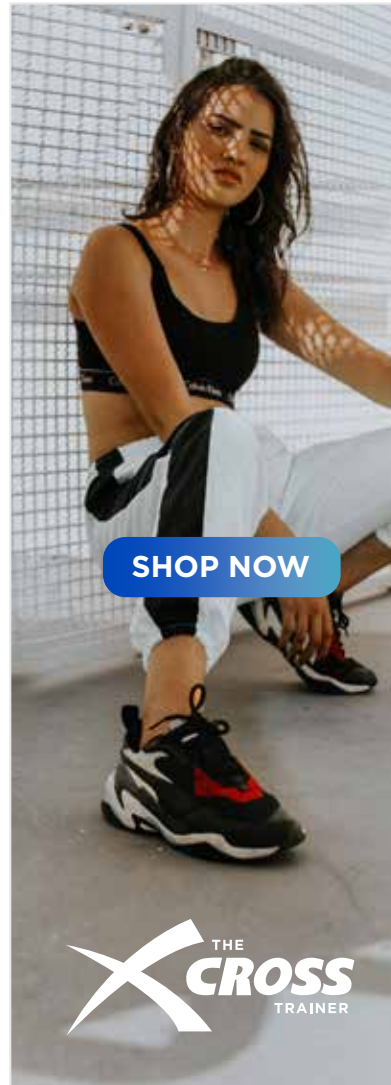
Vertical Online Banners

Examples of elements that can be used to create vertical layouts including online banners, newspaper advert etc

Model Focused Banner Examples



Square online banner



Vertical online banner



Online header/horizontal banner

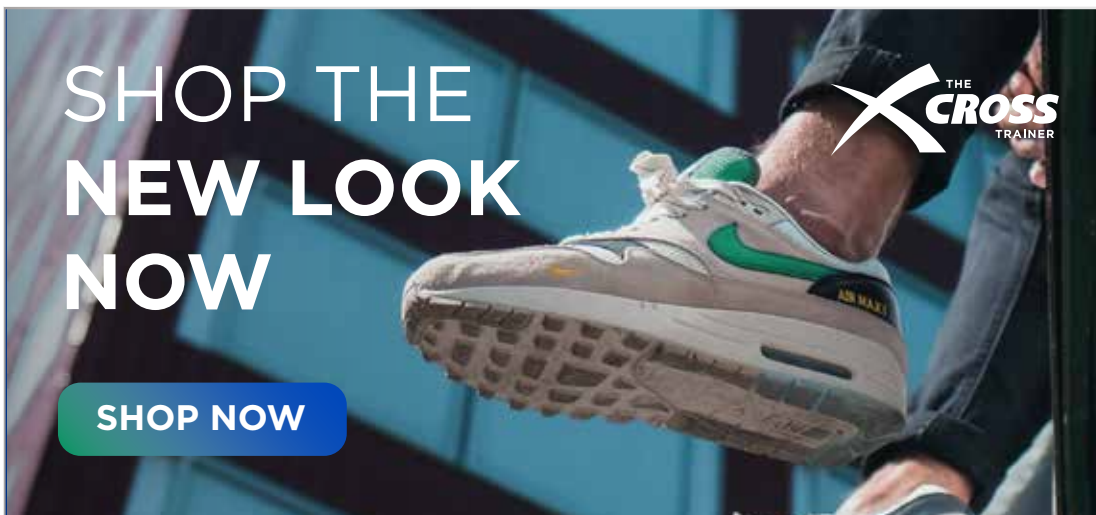
Product/Lifestyle Focused Banner Examples



Square online banner



Vertical online banner



Online header/horizontal banner

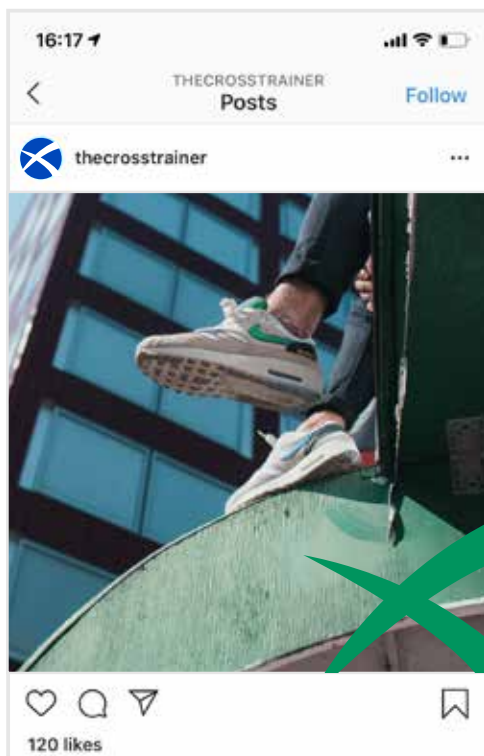
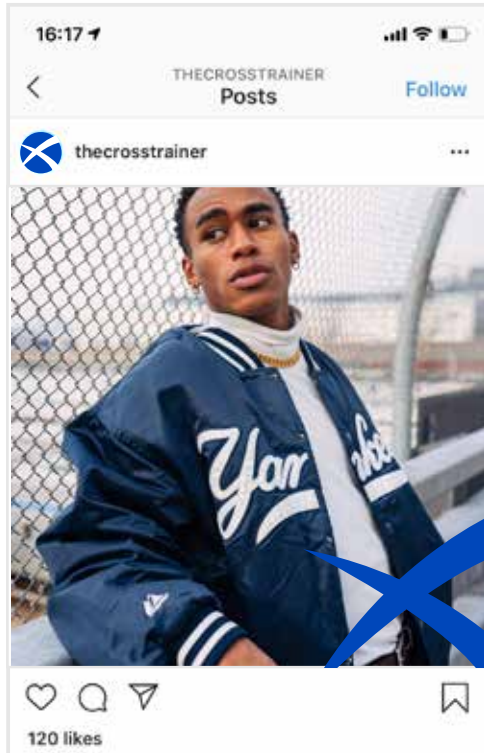
Text only, Seasonal layout examples



Gradient

The gradient needs to be used with the relevant colour palette and should always include The Cross Trainer Blue and a secondary colour at a 40 degree angle. The Cross Trainer blue should always dominate the space.

Social Media Examples



Online Partner Tag

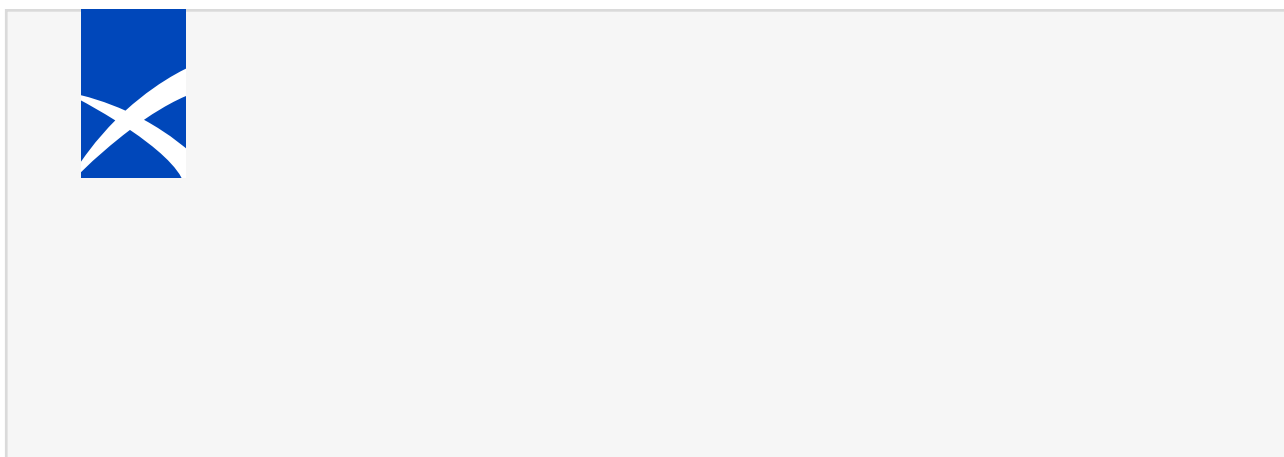
Brands collaborate with The Cross Trainer constantly.

This device allows for a visual link between the partner brand as well as The Cross Trainer, without intruding on the partner brand's visuals.

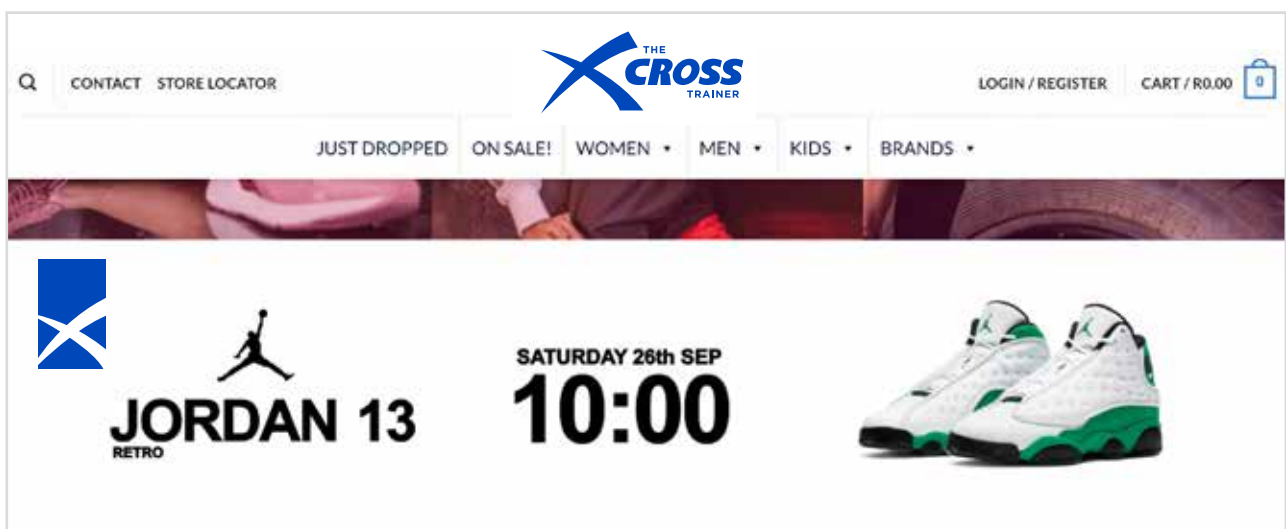
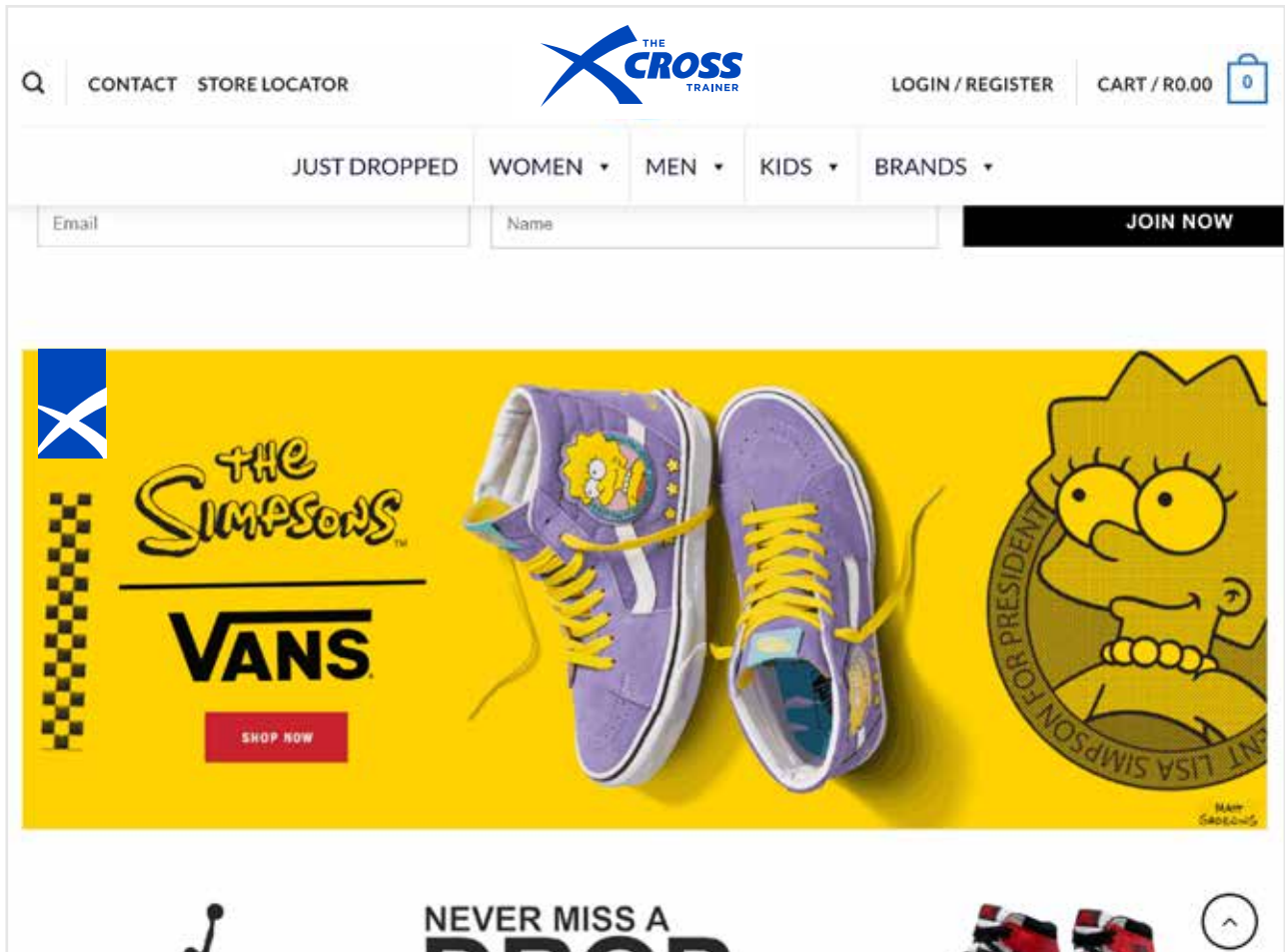


The online partner tag is to be used as is, with no variations.

- Blue background
- White The Cross Trainer Cross
- To be used in the top left corner of partner banners



Online Partner Option



Website Partner Tag examples

Copy Focused Portrait Grid Layout Example (A5)





HEADLINE GOES HERE

Sub-heading goes here

Consectetur adipiscing elit. Ut quis risus lacus. Mauris ultricies, mi sed egestas scelerisque, lectus nibh vulputate nisi, non ornare nisi dolor eget nibh. Nam accumsan bibendum neque convallis mattis. Nunc sodales vitae arcu in gravida. Quisque feugiat ullamcorper velit in molestie. Morbi ac pretium nulla. Morbi tellus ante, euismod et pretium sed, aliquam at nibh.

Sed et lectus ut tellus pretium accumsan et varius massa. Fusce fermentum gravida leo vitae interdum. Vivamus elementum mi sed urna ornare imperdiet. Vivamus at mauris lectus. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer ullamcorper, augue at congue scelerisque, odio urna ullamcorper nibh, sed lobortis sem magna sit amet augue.

Mauris venenatis pulvinar risus, vitae cursus elit finibus eu. Praesent ac ipsum nibh. Curabitur ultricies arcu id magna laoreet dignissim. Nunc accumsan lacus velit, id egestas orci vulputate in. Nam eleifend eleifend sapien. Praesent pulvinar justo eget magna pulvinar viverra. Nulla sed vulputate elit.

Consectetur adipiscing elit. Ut quis risus lacus.

Consectetur adipiscing elit. Ut quis risus lacus. Mauris ultricies, mi sed egestas scelerisque, lectus nibh vulputate nisi, non ornare nisi dolor eget nibh. Nam accumsan bibendum neque convallis mattis. Nunc sodales vitae arcu in gravida. Quisque feugiat ullamcorper velit in molestie. Morbi ac pretium nulla. Morbi tellus ante, euismod et pretium sed, aliquam at nibh.

Sed et lectus ut tellus pretium accumsan et varius massa.



**Product Focused Portrait
Grid Layout Example (A5)**





HEADLINE GOES HERE

Sub-heading goes here



PRODUCT HEADLINE/ CALL OUT GOES HERE

Sed et lectus ut tellus pretium accumsan et varius massa. Fusce fermentum gravida leo vitae interdum. Vivamus elementum mi sed urna ornare imperdiet. Vivamus at mauris lectus. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer ullamcorper, augue at congue scelerisque.

Consectetur adipiscing elit. Ut quis risus lacus. Mauris ultricies, mi sed egestas scelerisque, lectus nibh vulputate nisi, non ornare nisi dolor eget nibh. Nam accumsan bibendum neque convallis mattis. Nunc sodales vitae arcu in gravida.

CALL TO ACTION GOES HERE

T's & C's go here



Summary

Summary

This document was created to showcase the brand elements in a concise and clear way.

Slight adjustments can be made to cater to the brands pressence but the priority always needs to be the brand and the recognisability of the brand elements.

Summary

