

THRESHOLD SPORTS

BRAND GUIDELINES - ENDURE24



WE BELIEVE MORE IS IN YOU.

These guidelines are here to introduce you to our brand and its identity elements, specifically for the Threshold Sports Endure24 events. This document breaks down our colour palette and typography for all design work and communications carried out around these events.

1. Introduction
2. Our colours
3. Typography
4. Typography: In-situ
5. Graphic Application

DARK CERULEAN

#1C3781

PINK WINK

#FFA8E7

PERIWINKLE

#9891FF

AQUA MARINE

#70F1BE

SWEET PINK

#FEA7A7

HELVETICA 85 HEAVY IS USED FOR HEADLINES AT 50PT.

Source Sans Pro is used for body text at 15pt. Source Sans Pro is a sans-serif font and is to be used across all online and offline platforms for Threshold Sports' event, Endure24. Endure24 is the UK's leading 24-hour running relay race, hosted in the fantastic surroundings of Wasing Park, Reading and Bramham Park, Leeds. The Endure24 series offers a unique event experience that allows runners of all levels to experience an ultra-endurance challenge in a fun, super-sociable and supportive setting.

**AKZIDENZ GROTESK IS USED FOR BUTTONS AT
17PT IN SMALL CAPS WITH 80 TRACKING.**

HELVETICA 85 HEAVY
Regular

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

Source Sans Pro
Regular

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

Akzidenz Grotesk
Medium

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



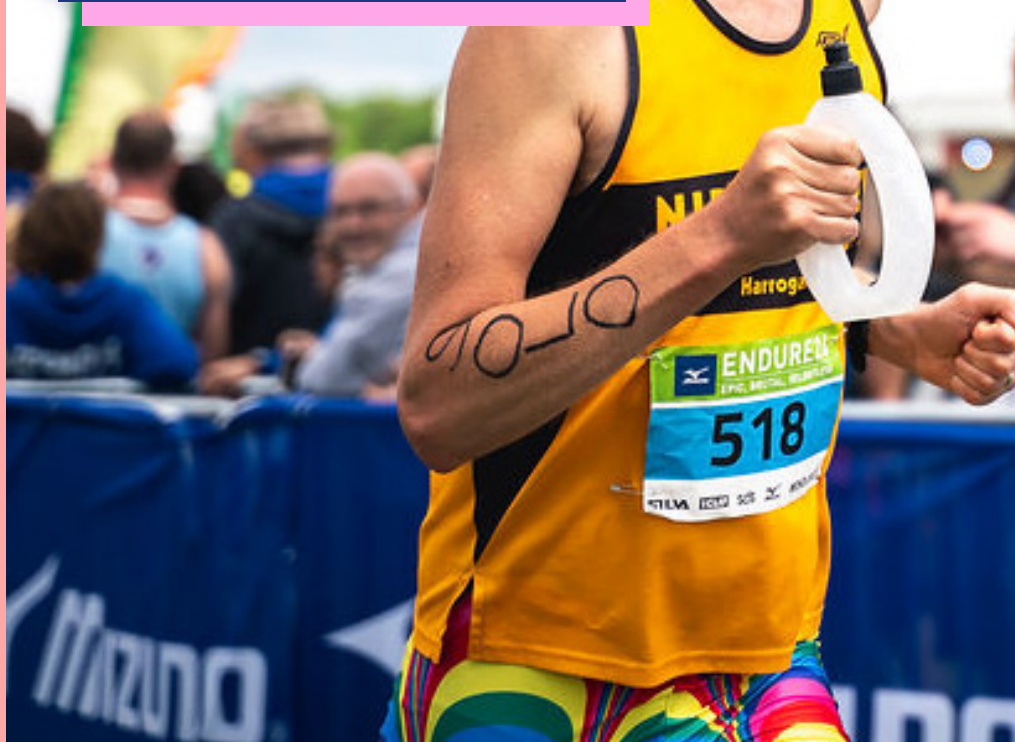
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AKZIDENZ GROTESK

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GRAPHIC APPLICATION

Playful applications like these can be added to images as an overlay to further communicate the vibrance and energy of our Endure24 events. These can be created in Photoshop, using the Round Sketch Ballpoint Pen tool at 105px. Be sure to use a colour from the Endure specific colour palette. Use these graphic applications cautiously, being mindful not to cover any faces of participants, or words and event information.



THANKS!