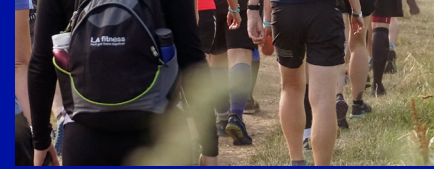# Threshold Sports

BRAND GUIDELINES

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 ultra-marathons. This document breaks down our colour palette and typography for all design work and communications carried out around these events.

ROYAL BLUE
#0012A1

GAINSBORO
#E2E2E2

MARMALADE
#CF6328

CRAYOLA PEACH
#FFCBA4

FOREST GREEN
#23471B

Our Colours

Sombra is used for headlines and titles at 52pt.

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 ultra-marathons. Threshold Sports combine the three best-loved Ultra Marathon events in the UK. Whether you decide to run or walk, each event offers a unique challenge using a variety of terrains, gradients, elevations, distances and awe-inspiring landscapes.

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

SOMBRA
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

Sombra is used for headlines

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AKZIDENZ GROTESK

Threshold Sports

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Thanks!