



Brand Style Guide 2023





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# Top End Wheelchairs

To disabled individuals, seeking life fulfillment  
Through physical activity, Top End is the brand of adaptive recreational equipment, that helps to discover your Potential, through the most exciting product portfolio And technology born from competition.  
The brand character is a player coach and a mentor.  
He is someone who has walked your path and is devoted to guide you on your journey.

<https://topendsportsllc.coms>  
+(00)(1) 800-532-8677  
[kris@topendsportsllc.com](mailto:kris@topendsportsllc.com)







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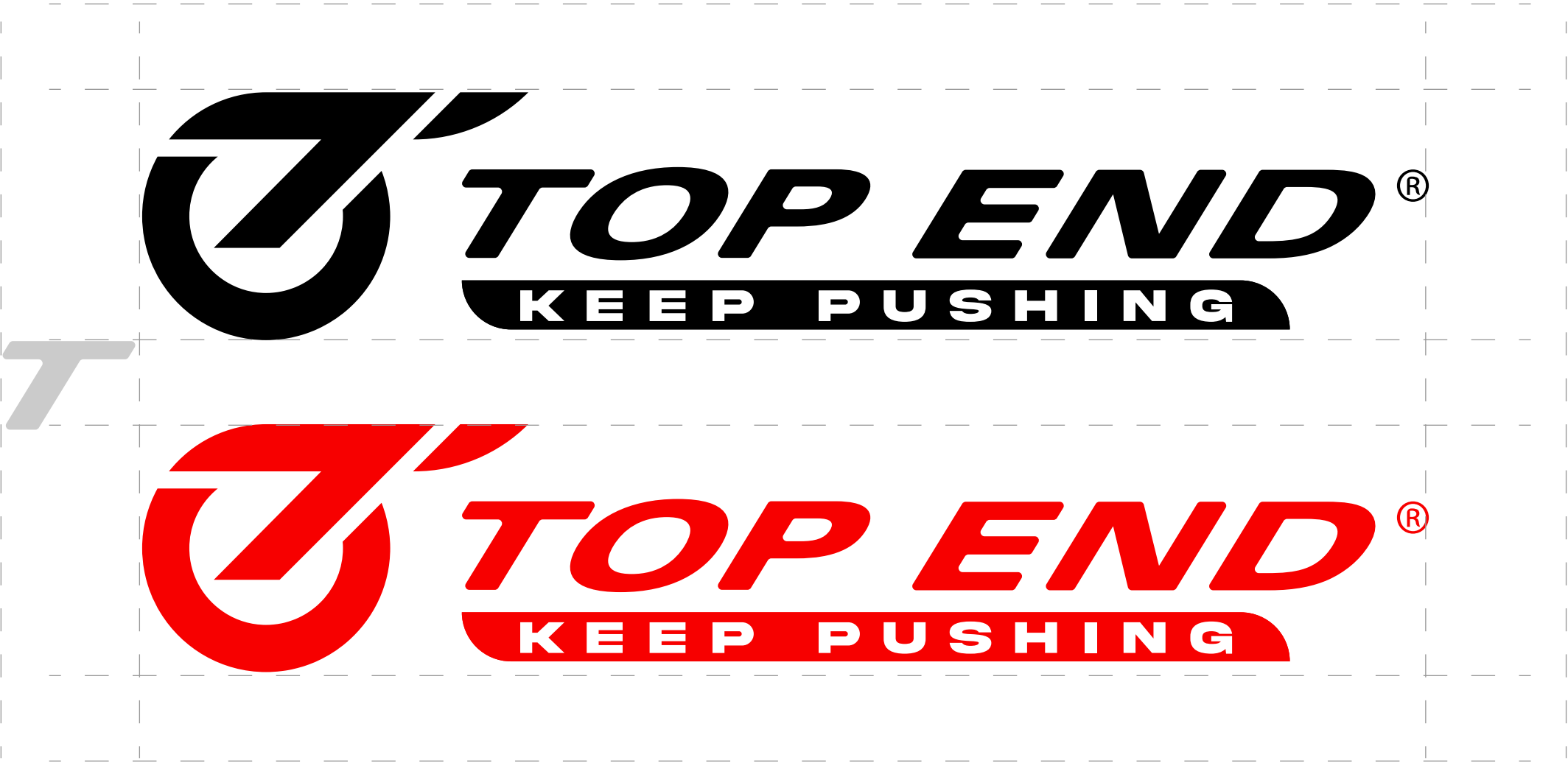
Gray - b3b3b3



Red - f80000



White



Always allow a minimum “T” spacing around logo



Minimum logo size 2” x .385”



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Alternative Logo





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Gray - b3b3b3



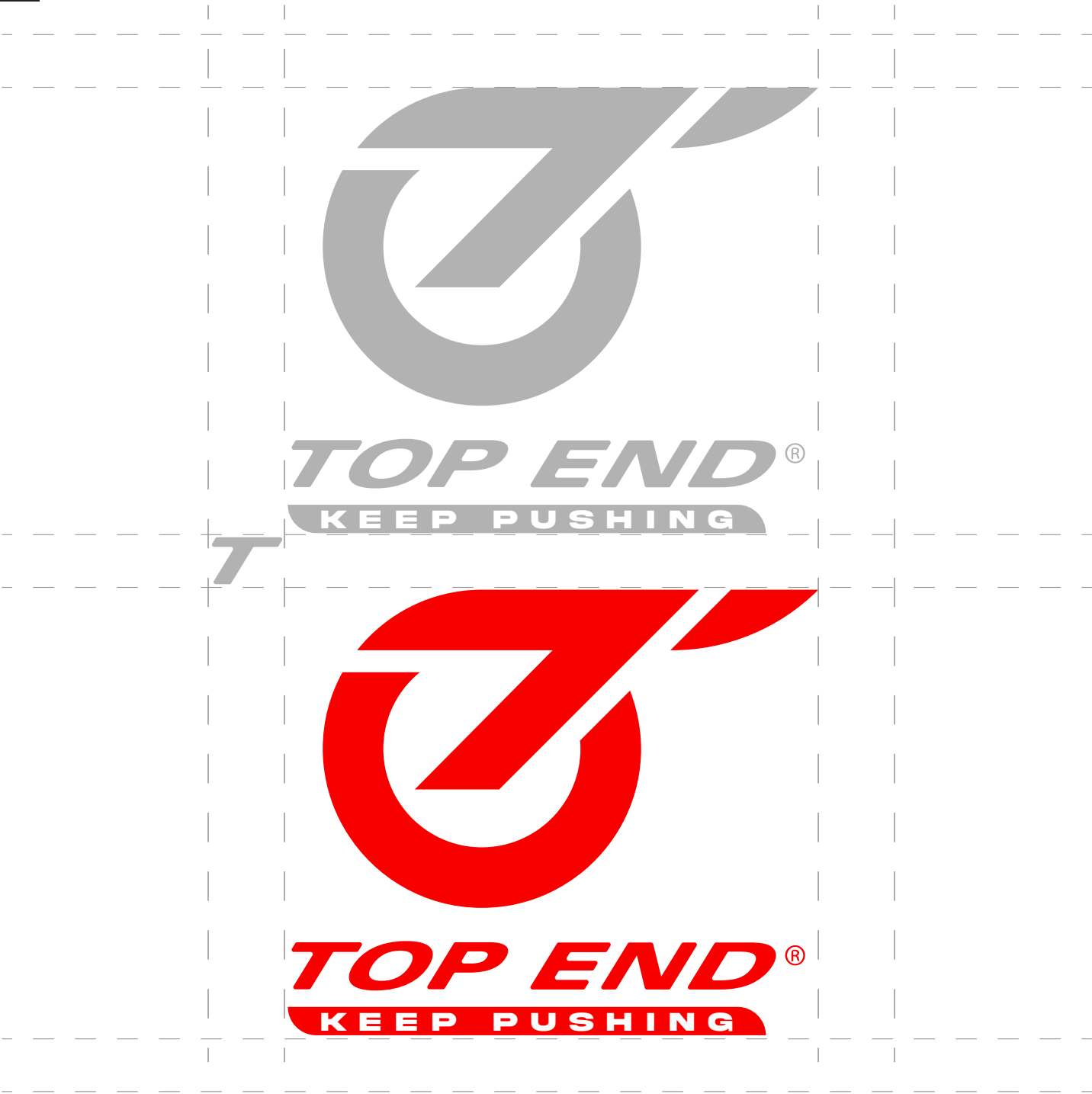
Red - f80000



White

Alternative Logo  
Color Options





Always allow a minimum “T” spacing around logo



Minimum logo size 1.68” x .2”



***TOP END***

**Franklin Gothic Heavy**

*Stretched 140% and skewed at a -137 degrees*

**KEEP PUSHING**

**Akira Expanded Super Bold**

*Letter spacing is set at 440*

Body/Paragraph Copy

Franklin Gothic Thin

Lorem ipsum dolor sit amet, consectetuer adipiscing elit,  
sed diam nonummy nibh euismod tincidunt ut laoreet



Brand Style Guide 2023

|                                                                                                    |                                                                                                    |                                                                                                      |                                                                                                    |                                                                                                     |                                                                                                     |                                                                                                          |                                                                                                      |                                                                                               |                                                                                               |
|----------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------|
| <div><div></div><div><div>BRIGHT<br/>WHITE</div><div>000 C</div></div></div>                       | <div><div></div><div><div>BLACK</div><div>BLACK C</div></div></div>                                | <div><div></div><div><div>GRAPHITE</div><div>Black 2C</div><div>332F21</div></div></div>             | <div><div></div><div><div>COOL<br/>GRAY 1</div><div>CG 1</div><div>D9D9D6</div></div></div>        | <div><div></div><div><div>CADDY<br/>CREAM</div><div>D7D2CB</div></div></div>                        | <div><div></div><div><div>SKY<br/>BLUE</div><div>2905 C</div><div>8DC8E8</div></div></div>          | <div><div></div><div><div>PURE<br/>BLUE</div><div>640 C</div><div>0082BA</div></div></div>               | <div><div></div><div><div>KNOCKOUT<br/>CYAN</div><div>2144 C</div><div>18-4244 TCX</div></div></div> | <div><div></div><div><div>STRONG<br/>BLUE</div><div>287 C</div><div>003087</div></div></div>  | <div><div></div><div><div>DEJA VU</div><div>7693 C</div><div>004976</div></div></div>         |
| <div><div></div><div><div>HIGH<br/>TIDE</div><div>5405 C</div><div>4F758B</div></div></div>        | <div><div></div><div><div>VIBRANT<br/>AQUA</div><div>3242 C</div><div>71DBD4</div></div></div>     | <div><div></div><div><div>SPECTRA<br/>GREEN</div><div>2253 C</div><div>13-0117 TCX</div></div></div> | <div><div></div><div><div>CAMO<br/>GREEN</div><div>7763 C</div><div>585C3B</div></div></div>       | <div><div></div><div><div>FOREST<br/>SHADE</div><div>4224 C</div><div>19-0415 TCX</div></div></div> | <div><div></div><div><div>DISPUTE<br/>GREEN</div><div>330 C</div><div>00534C</div></div></div>      | <div><div></div><div><div>SPORTS<br/>GREEN</div><div>3425 C</div><div>006341</div></div></div>           | <div><div></div><div><div>GUARD<br/>GREEN</div><div>7732 C</div><div>007A3E</div></div></div>        | <div><div></div><div><div>TRUE<br/>GREEN</div><div>7738 C</div><div>48A23F</div></div></div>  | <div><div></div><div><div>NEON<br/>LIME</div><div>802 C</div><div>44D62C</div></div></div>    |
| <div><div></div><div><div>LIME</div><div>376 C</div><div>84BD00</div></div></div>                  | <div><div></div><div><div>SHARP<br/>GREEN</div><div>2299 C</div><div>14-0340 TCX</div></div></div> | <div><div></div><div><div>LIME<br/>PUNCH</div><div>2297 C</div><div>13-0443 TCX</div></div></div>    | <div><div></div><div><div>ELECTRIC<br/>GREEN</div><div>372 C</div><div>D4EB8E</div></div></div>    | <div><div></div><div><div>YELLOW<br/>CHAOS</div><div>101 C</div><div>F7EA48</div></div></div>       | <div><div></div><div><div>SPARK</div><div>012 C</div><div>FFD700</div></div></div>                  | <div><div></div><div><div>SUNSET<br/>YELLOW</div><div>116 C</div><div>FFCD00</div></div></div>           | <div><div></div><div><div>TECHNICAL<br/>GOLD</div><div>1235 C</div><div>FFB81C</div></div></div>     | <div><div></div><div><div>FLAME<br/>ORANGE</div><div>715 C</div><div>F68D2E</div></div></div> | <div><div></div><div><div>HOT<br/>ORANGE</div><div>166 C</div><div>E35205</div></div></div>   |
| <div><div></div><div><div>BLAZING<br/>ORANGE</div><div>021 C</div><div>FE5000</div></div></div>    | <div><div></div><div><div>RUSSET<br/>ORANGE</div><div>7580 C</div><div>C05131</div></div></div>    | <div><div></div><div><div>BRONZE</div><div>7566 C</div><div>AD6433</div></div></div>                 | <div><div></div><div><div>TERRA<br/>COTTA</div><div>4266 C</div><div>17-1340 TCX</div></div></div> | <div><div></div><div><div>GOLD</div><div>871 C</div><div>84754E</div></div></div>                   | <div><div></div><div><div>GRAPPLE</div><div>7596 C</div><div>5C3D31</div></div></div>               | <div><div></div><div><div>ADOBE</div><div>409 C</div><div>857874</div></div></div>                       | <div><div></div><div><div>RED<br/>ORANGE</div><div>179 C</div><div>E03C31</div></div></div>          | <div><div></div><div><div>TD -<br/>RED</div><div>1925 C</div><div>F80000</div></div></div>    | <div><div></div><div><div>COMBAT<br/>RED</div><div>185 C</div><div>E4002B</div></div></div>   |
| <div><div></div><div><div>MOLTEN<br/>LAVA</div><div>2035 C</div><div>18-1664 TCX</div></div></div> | <div><div></div><div><div>JESTER<br/>RED</div><div>485 C</div><div>DA291C</div></div></div>        | <div><div></div><div><div>HIGH RISK</div><div>186 C</div><div>C8102E</div></div></div>               | <div><div></div><div><div>CLAY RED</div><div>7626 C</div><div>C63527</div></div></div>             | <div><div></div><div><div>EMBERS</div><div>200 C</div><div>BA0C2F</div></div></div>                 | <div><div></div><div><div>BOHO</div><div>7605 C</div><div>E1BBB4</div></div></div>                  | <div><div></div><div><div>BLUSH<br/>PINK</div><div>496 C</div><div>F2C6CF</div></div></div>              | <div><div></div><div><div>ROSE<br/>WATER</div><div>705 C</div><div>F5DADF</div></div></div>          | <div><div></div><div><div>DARK<br/>MAUVE</div><div>7591 C</div><div>C07D59</div></div></div>  | <div><div></div><div><div>CREAMY<br/>CORAL</div><div>487 C</div><div>EAA794</div></div></div> |
| <div><div></div><div><div>HOT<br/>PINK</div><div>225 C</div><div>DF1995</div></div></div>          | <div><div></div><div><div>ROUGUE</div><div>198 C</div><div>DF4661</div></div></div>                | <div><div></div><div><div>ORCHID<br/>WAR</div><div>512 C</div><div>833177</div></div></div>          | <div><div></div><div><div>CELBRATE</div><div>3559 C</div><div>18-3533 TCX</div></div></div>        | <div><div></div><div><div>HALLOGEN</div><div>2120 C</div><div>15-4031 TCX</div></div></div>         | <div><div></div><div><div>PURPLE<br/>PUNCH</div><div>2113 C</div><div>16-3923 TCX</div></div></div> | <div><div></div><div><div>RINGSIDE<br/>LAVENDER</div><div>2115 C</div><div>17-3940 TCX</div></div></div> | <div><div></div><div><div>VERY PERI</div><div>2116 C</div><div>18-3943 TCX</div></div></div>         | <div><div></div><div><div>ROYAL<br/>PURPLE</div><div>267 C</div><div>5F259F</div></div></div> | <div><div></div><div><div>IMPERIAL</div><div>7680 C</div><div>523178</div></div></div>        |

Master Color Palette



Feather Banner &  
10 X 10 Pop-UP Tent



Business Card w/  
Contact QR Code





## JPEG/JPG

JPEG is a lossy raster format that stands for Joint Photographic Experts Group, the technical team that developed it. This is one of the most widely used formats online, typically for photos, email graphics and large web images like banner ads. JPEG images have a sliding scale of compression that decreases file size tremendously, but increases artifacts or pixelation the more the image is compressed.

## AI

AI is a proprietary vector image format that stands for Adobe Illustrator. The format is based on both the EPS and PDF standards developed by Adobe. Like those formats, AI files are primarily a vector-based format, though they can also include embedded or linked raster images. AI files can be exported to both PDF and EPS files (for easy reviewing and printing), and also JPEG, PNG, GIF, TIFF and PSD (for web use and further editing).

## PNG

PNG is a lossless raster format that stands for Portable Network Graphics. Think of PNGs as the next-generation GIF. This format has built-in transparency, but can also display higher color depths, which translates into millions of colors. PNGs are a web standard and are quickly becoming one of the most common image formats used online.

## PDF

PDF stands for Portable Document Format and is an image format used to display documents and graphics correctly, no matter the device, application, operating system or web browser. At its core, PDF files have a powerful vector graphics foundation, but can also display everything from raster graphics to form fields to spreadsheets. Because it is a near universal standard, PDF files are often the file format requested by printers to send a final design into production. Both Adobe Photoshop and Illustrator can export straight to PDF, making it easy to start your design and get it ready for printing.



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