



Brand Style Guide





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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.com>
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kris@topendsportsllc.com







Brand Style Guide 2023



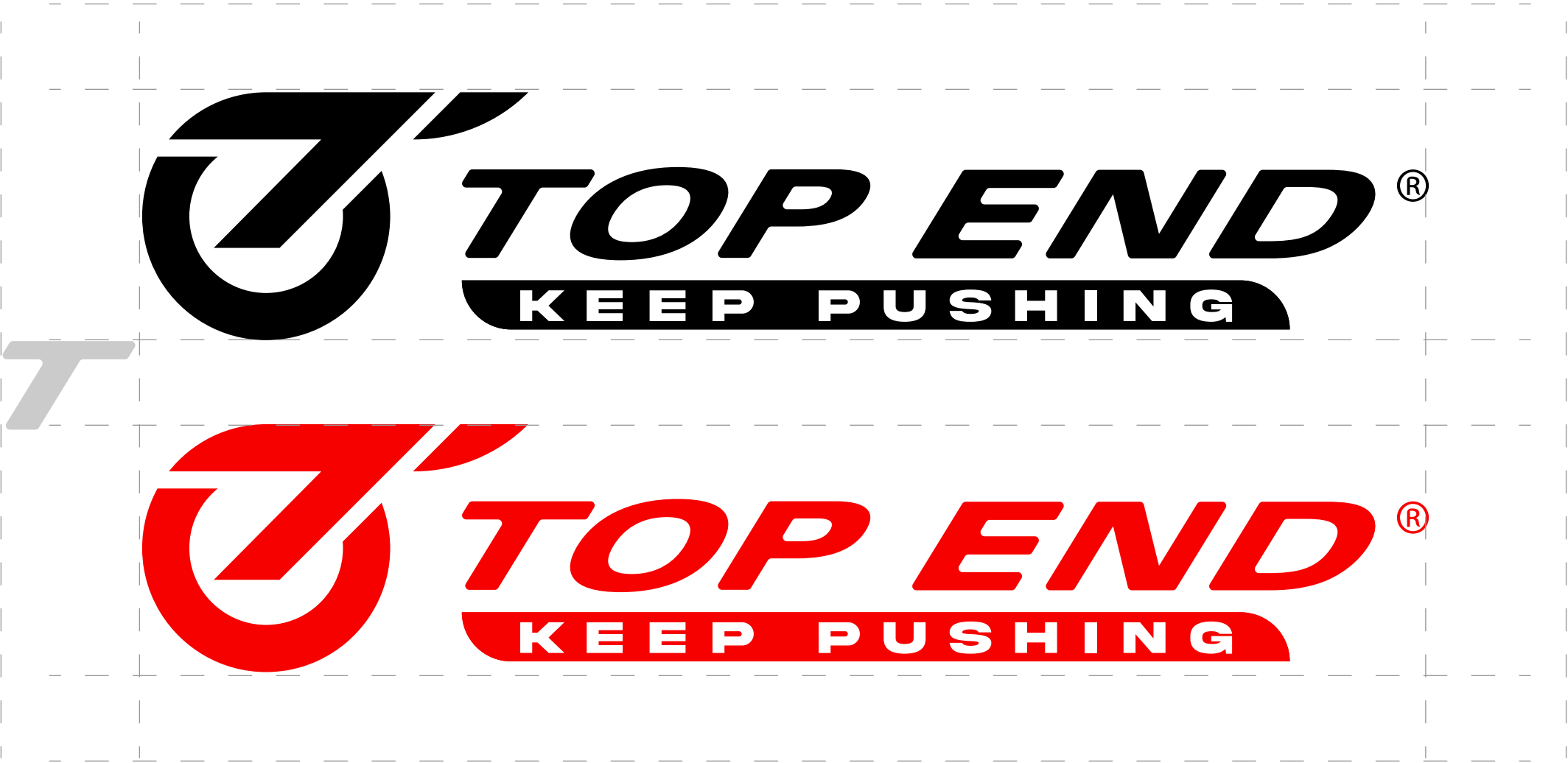
Gray - b3b3b3



Red - f80000



White



Always allow a minimum “T” spacing around logo



Minimum logo size 2” x .385”



Alternative Logo



Brand Style Guide 2023



Gray - b3b3b3

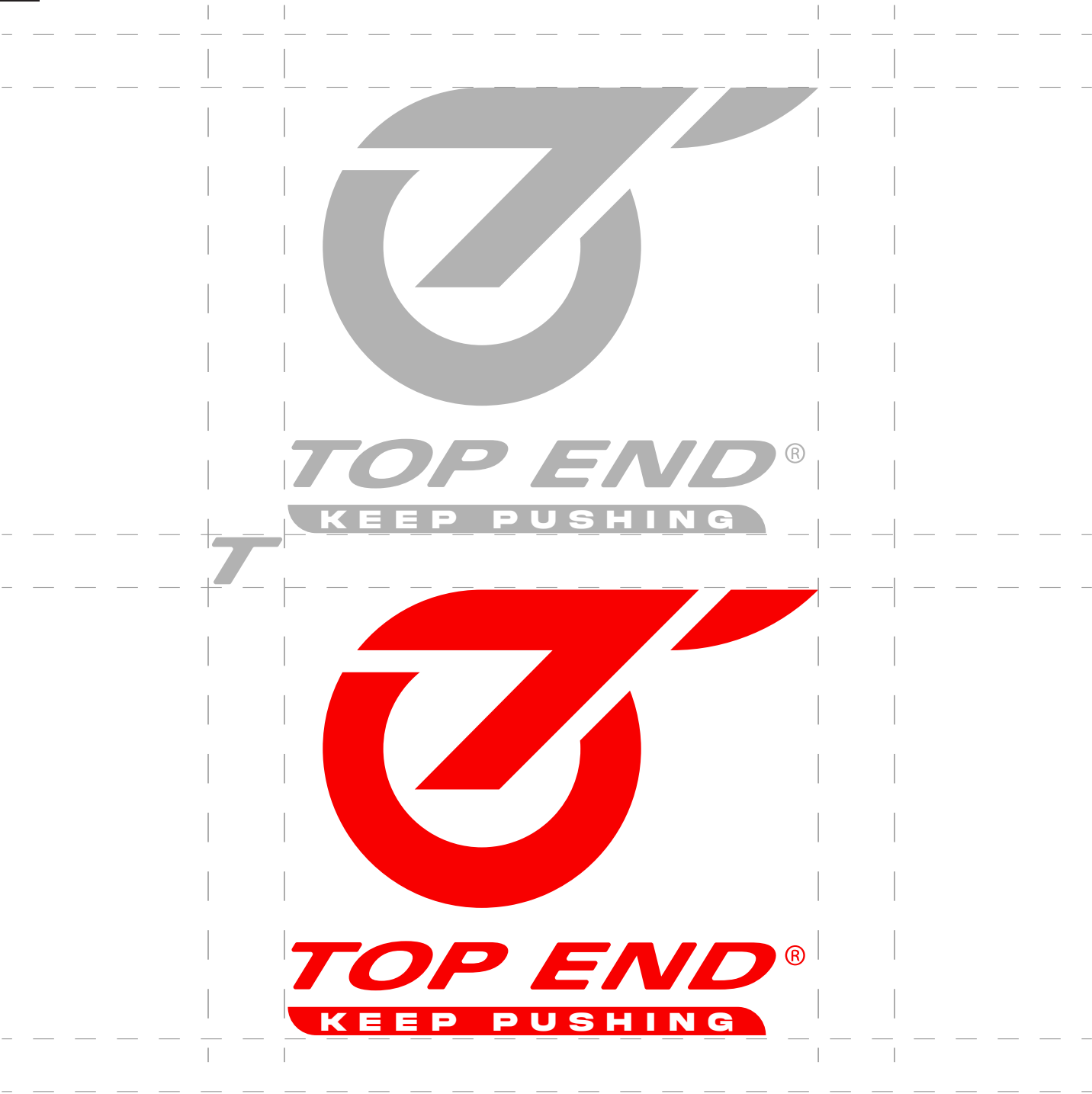


Red - f80000



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

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sed diam nonummy nibh euismod tincidunt ut laoreet



Brand Style Guide 2023

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