



BRAND GUIDELINES

VERSION REVISED 07/2020

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OUR STORY

HERE'S HOW IT ALL STARTED.

In 2015, two underrepresented professionals in the sports and entertainment industry understood opportunities afforded to them because of mentors who believed in their potential and game changing resources that fueled their drive. Every day, co-Founders Corinne Milien and Maria Taylor sat in rooms where they knew were voices missing from the conversation and that had to change. Since then, The Winning Edge Leadership Academy has been motivated by one question that has lead us to influence more than 400 student-athletes and young professionals: *What are we doing to help the next generation?"*

We engage with intention - by creating meaningful professional development experiences

We empower the underrepresented - by creating a community of resources

We elevate awareness of a diverse talent pool - connecting the next generation with industry leaders and employers

VISION *Statement*

**ESTABLISHED BY GAME CHANGERS
FOR GAME CHANGERS...**

WE want economic mobility for all by forging relationships and supporting a community of diverse talent who will shape the landscape of decision making in sports and entertainment.

MISSION *Statement*

**THE PLAYBOOK TO EXECUTING
OUR MISSION.**

WE create opportunities that empower the next generation of diverse leaders to foster equity and inclusion in the sports and entertainment industry.



LOGOMARK

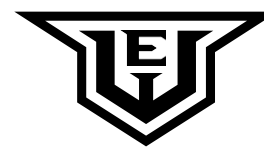
THIS IS HOW YOU KNOW US.

The consistent and proper use of the Winning Edge logo not only strengthens recognition of the brand but also projects the organization's established reputation onto all of the many individual entities that make up our brand.

To reinforce the organization logo – our identity system prohibits the use of any additional iconography, marks or artwork in conjunction with the Winning Edge logo.



APPROVED LOGO MARK ALTERNATES:



SECONDARY MARK

WE LIKE TO SWITCH IT UP.

These secondary uses should be used sparingly, only when the primary uses aren't appropriate. When placing over photography, ensure contrast by placing over dark area, and negative space.



APPROVED LOGO MARK ALTERNATES:



GIGS FOR GAME CHANGERS MARK

The consistent and proper use of our Gigs for Game Changers mark not only strengthens recognition of the initiative but also projects the organization's established reputation with these efforts.

APPROVED LOGO MARK ALTERNATES:



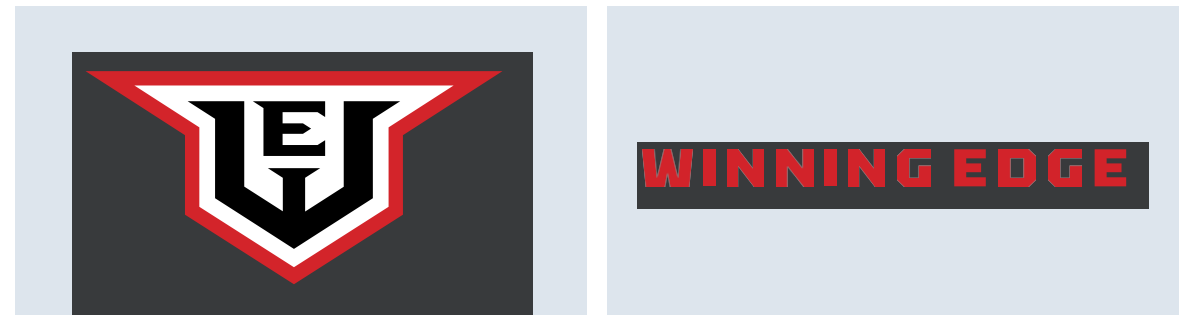
INCORRECT USES

WE THOUGHT ABOUT IT, THIS ISN'T GOING TO WORK

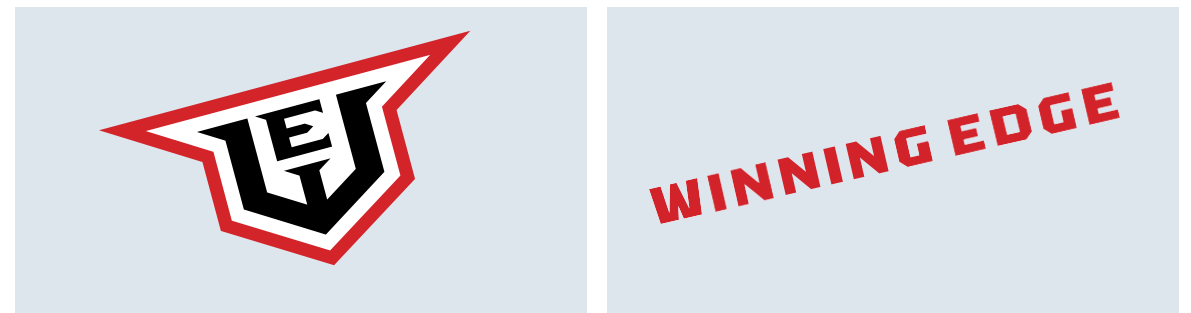
We pride ourselves on brand consistency. When using either the Winning Edge logo mark or alternate word mark, the following rules should be adhered to at all times.



✗ DO NOT use the Foursquare City Guide logo mark and Foursquare word mark together.



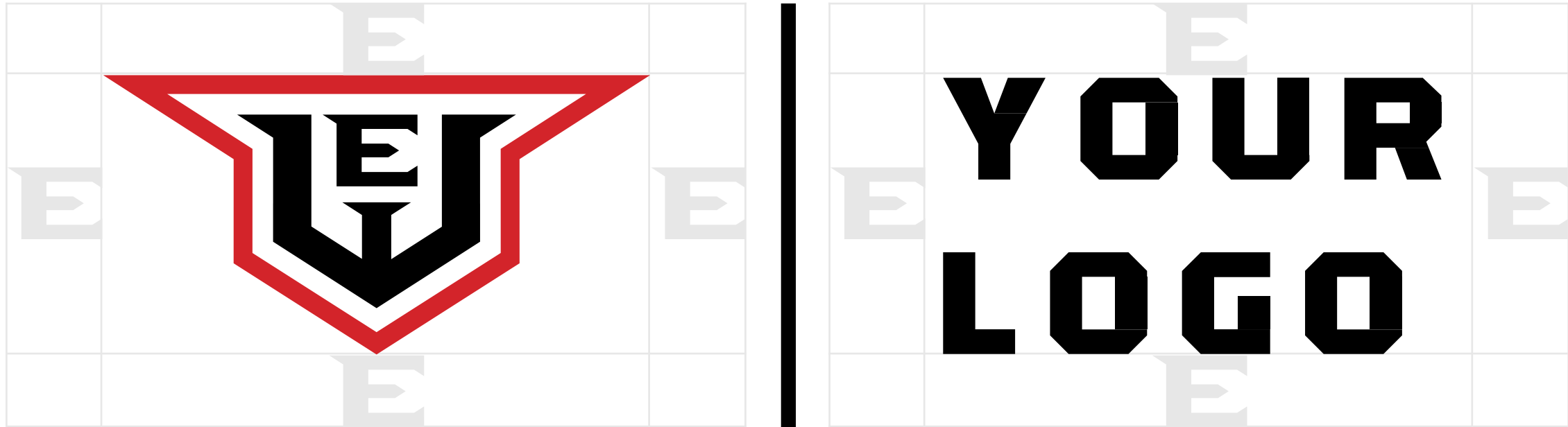
✗ DO NOT add drop shadows, bevels or other effects.



✗ DO NOT rotate word mark for any reason.

LOGO PAIRING

WE CAN LOOK GOOD TOGETHER, BUT WE HAVE RULES.



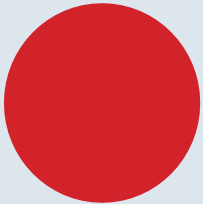
To reinforce the organization logo – our identity system prohibits the use of any additional iconography, marks or artwork in conjunction with the Winning Edge logo. For approved collaboration lockups, the collaborator must follow the outlined rules above including but not limited to: **padding the width of the Winning Edge ‘E’** and **a clear divider separating logos**. **The same restrictions and regulations apply even if the partnering organization requires primary placement.**

BRAND COLORS

ANYMORE COLORS? HEX NO!

Consistent use of color supports visual cohesion across our communications and leverages emotional resonance with our brand. When combined with photos of our people, places and work, color enhances the

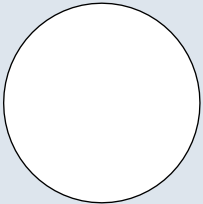
depth and increases the impact of our storytelling. Black and Game Changer Red in combination are as well known as our name. They are our signature colors by which our audiences identify us as Winning Edge.



**GAME CHANGER
RED**

#d2232a

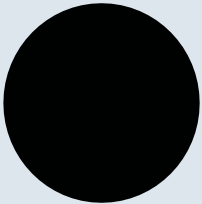
RGB 210, 35, 42
CMYK 15, 100, 100, 0
PMS 1795C



**PURE
WHITE**

#ffffff

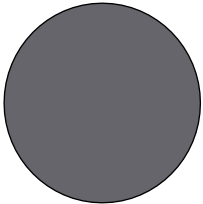
RGB 255, 255, 255
CMYK 0, 0, 0, 0



**RICH
BLACK**

#000000


RGB 0, 0, 0
CMYK 75, 68, 67, 90



**DARK
GREY**

#64656A

RGB 100, 101, 106
CMYK 56, 47, 42, 25
PMS 4195C



**GRIDIRON
GREY**

#DDE5ED

RGB 221, 229, 237
CMYK 10, 2, 0, 0
PMS 656C

PRIMARY

SECONDARY

TYPOGRAPHY

THEY'RE MORE THAN JUST LETTERS.

Fonts are carefully designed to convey a personality, and these were chosen to convey the winning edge personality. Some are formal, some casual, some bold and some elegant. All combined to convey the dynamic range of the Winning Edge brand and should be used as carefully as any other element of design.

BRUTE

AA **AABBCDDDEEFFGGHHII**
JJKKLLMMNNOOPPQQRR
SSTTUUVVWWXXYYZZ

PROXIMA NOVA BOLD

Aa AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTtUu
VvWwXxYyZz

WATTERMELLON

Aa *AaBbCcDdEeFfGgHhIiJjKkLl*
MmNnOoPpQqRrSsTtUuVvWwXxYyZz

PROXIMA NOVA REGULAR

Aa AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTtUu
VvWwXxYyZz

TYPOGRAPHY USES

THERE'S LEVELS TO THIS.

Headline: Set in Brute, font defaults casing, tracking between words should set to -220.

Body Copy: Set in Proxima Nova Black in all caps with the tracking set to 180

Sub headline: Set in Brute, font defaults casing, tracking between words should set to -220.

PRIMAR

HEADLINE

SECONDARY HEADLINE

Body text which includes lorem ipsum paragraph text like undipsaesti dolorit iaspercium ipsam andandi accum aut etus molorum eostrum volendem. Ut a consect ibusape reperovitae.

Headline

SUB HEADLINE

Body text which includes lorem ipsum paragraph text like undipsaesti dolorit iaspercium ipsam andandi accum aut etus molorum eostrum volendem. Ut a consect ibusape reperovitae.

HEADLINE

SECONDARY HEADLINE

Body text which includes lorem ipsum paragraph text like undipsaesti dolorit iaspercium ipsam andandi accum aut etus molorum eostrum volendem. Ut a consect ibusape reperovitae.

HEADLINE

Keyword

Body text which includes lorem ipsum paragraph text like undipsaesti dolorit iaspercium ipsam andandi accum aut etus molorum eostrum volendem. Ut a consect ibusape reperovitae.

DOWNLOAD

WE GOT EVERYTHING YOU NEED.

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WINNING EDGE

TOGETHER WE WILL SHAPE THE FUTURE

info@winningedgeleadership.org

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