



BRAND STANDARDS

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The Five Peaks of IMG Academy's Ascender symbol capture the spirit of who we are and what we hope to achieve.

POTENTIAL

Potential is the inherent ability and capacity for growth. It is different for everyone. We help identify and develop it fully.

PASSION

Heart. Dedication. It drives not only our athletes, but also us as teachers, coaches and professionals.

PEOPLE

We are a community of like-minded individuals – many with the same hopes, dreams and aspirations. We offer a sense of belonging, as well as competition. Teamwork. A balance of support and motivation.

PERSEVERANCE

Perseverance is our engine. It is the difference between the possible and then impossible. We stay the course. We press on. We stand strong.

PERFORMANCE

Performance is our heart and soul. Whether guiding and helping others achieve their personal best or doing whatever we can to improve others, it is our 'why' – our reason for being.

IDENTITY

LOGO FORMATS

The logo has two orientations plus an apparel variant without an Ascender. Usage should be determined on a case by case basis. Please contact marketing if you are unsure what version of the logo to use.



HORIZONTAL



VERTICAL



APPAREL VARIANT

LOGO SIZE & SPACING

The logo should never appear smaller than the sizes described. Use the inch measurements for print and the pixel (px) for screen.

The space around the logo should be the same as the height of the Ascender on all sides.



0.124 inch
or 15 px



1 inch
or 121 px



0.4 inch
or 50 px



0.4 inch
or 50 px



LOGO DON'TS

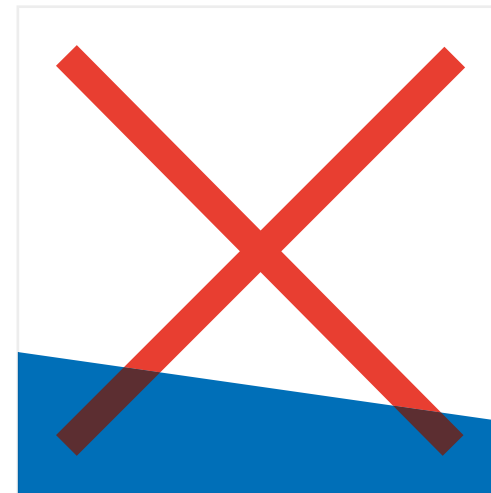
Under no circumstances should you alter the logo in anyway. Please contact marketing if you are unsure what version of the logo to use.



DO NOT DISTORT



DO NOT CROP WORDMARK



DO NOT DECEND THE ASCENDER



ENSURE ADEQUATE CONTRAST



DO NOT CHANGE COLOR



ENSURE LOGO FIDELITY



ENSURE FULL OPACITY



DO NOT ALTER SIZE OF LOGO ELEMENTS

PRIMARY PALETTE

Our colors are an integral part of our heritage. They give us our personality. We're bold, competitive, calm intelligent and confident.

Different hues of blues are the base starting point. Blue (represents) consciousness and intellect—the main attributes of a total athlete



CMYK = 100 / 52 / 0 / 0
RGB = 0 / 111 / 186
HEX = 006fba
PANTONE = 2935C / 300U



CMYK = 86 / 49 / 0 / 70
RGB = 0 / 45 / 84
HEX = 002d54



CMYK = 75 / 68 / 67 / 90
RGB = 0 / 0 / 0
HEX = 000000

COLOR

IMG Academy's primary font families are Trade Gothic and Serifa. Do not substitute any other fonts for these typefaces. Please contact marketing if you have any questions or require the font files.

Trade Gothic

Regular

Bold

Bold Condensed No. 20

Bold No. 2

Serifa

45 Light

55 Roman

65 Bold

75 Black

TYPOGRAPHY

Use Trade Gothic Regular for body copy, with the bolder weights for headlines. Serifa can also be used for headlines and accent type.

TRADE CONDENSED NO. 20

Atus atest, nonsequi blatem. Nemporum veliquunt quia ne porum fuga. Nam que sunt lab inveri aut od mo bea ut pra imus delest.

SERIFA BOLD

Nam que sunt lab inveri aut od mo bea ut pra imus delest. Itae autatem volentempor reprovit. Is evelist rumquas eic toreptis sequas rem.

The following standards are applied to imgacademy.com and other related web properties and should be used by developers only.

DIGITAL BRAND COLORS

IMG Blue - #184a69

IMG White - #ffffff

IMG Brand Accent - #3c80a9

DIGITAL TYPOGRAPHY

Default Font Family - Proxima Nova, Helvetica Neue, Helvetica, Arial, sans-serif

HEADINGS

H1

Font Family - Trade Gothic Bold Cn\ 20, Proxima Nova, Helvetica Neue, Helvetica, Arial, sans-serif

Over Light Background - #184a69

Over Dark Background - #ffffff

Opacity - 80%

H2, H3, H4, H5, H6

Font Family - Trade Gothic Bold Cn\ 20, Proxima Nova, Helvetica Neue, Helvetica, Arial, sans-serif

Over Light Background - #424242

Over Dark Background - #ffffff

PARAGRAPHS

Font Family - Proxima Nova, Helvetica Neue, Helvetica, Arial, sans-serif

Over Light Background - #424242

Over Dark Background - #ffffff

DIGITAL

NAVIGATION

Default - #e0e0e0

Font

Color - #424242

Hover, Press, Active - #3c80a9

Font

Color - #ffffff

INPUTS & FORMS

CTA BUTTONS

Default - #de3942

Hover, Press, Active - #c32129

Disabled - #fbe9ea

FONT

Color - #ffffff

Font Family - Serifa

Font Size - 13px

Letter Spacing - 0.2em

Text Transform - uppercase

Border Radius - 20px

Line Height - 1

INPUTS & FORMS

INPUT FIELDS, TEXT AREAS, DROPDOWNS

Default - #e0e0e0

FONT

Color - #424242

Font Family - Proxima Nova, Helvetica Neue, Helvetica, Arial, sans-serif

Font Size - 14px

Border Radius - 20px

Line Height - 1

TEXT LINKS

Default - #366e92

Hover, Press, Active - Underline

ICONS

Font Family - Icomoon

LIGHTBOX OVERLAY

Color - #000000

Opacity - 80%

SOCIAL GUIDELINES

The following standards are applied to all social media posts and content.



LANGUAGE

DO: Always use correct grammar and capitalization

DO: Speak in full sentences when applicable

DO: Promote all student-athletes, programs and partners in a positive light

DO: Use actionable language (“Learn” “Check Out”)

DO: Use proper terminology of program. (“IMG Academy Baseball program” vs. “IMG Baseball Academy” OR “IMG Academy Golf” vs. “IMG Golf”)

DO: Use IMG Academy hashtags (#IMGFam, #TomorrowISOurs)

DON'T: Overuse hashtags (i.e. “#Tennis #IMGFam #IMGAcademy #Japan #ProTennis”)
Use hashtags in the comments when posting to Instagram

DON'T: Use negative language or profanity

DON'T: Engage in conversations rooted in politics, trash talking, controversial sport issues

DON'T: Make announcements without consulting social and PR teams

DON'T: Preach or have opinions on topics outside IMG Academy

DON'T: Use abbreviations (i.e., U, R, Thanx, Gr8, etc.)

SOCIAL

COPY & BRANDING

- DO:** Always tag @IMGAcademy in some way
- DO:** Keep copy short and concise
- DO:** Use a shortened link when possible
- DO:** Begin with a . on Twitter if starting with @NAME
- DO:** Tag sponsors when possible
- DO:** Use athlete name in post and parenthesis to insert handle or tag in photo
- DO:** Tag campers, student-athletes, pros
- DO:** Include photo, link or video in every post
- DO:** Add context to retweets

- DON'T:** Make assumptions, use false data, or inaccurate numbers
- DON'T:** Post in bulk
- DON'T:** Only retweet/repost content
- DON'T:** Release confidential information
- DON'T:** Break news that has not released to public
- DON'T:** Post photos showing inside locker rooms, training rooms, rehab, PT
- DON'T:** Use old logos, old program names, references of former employees

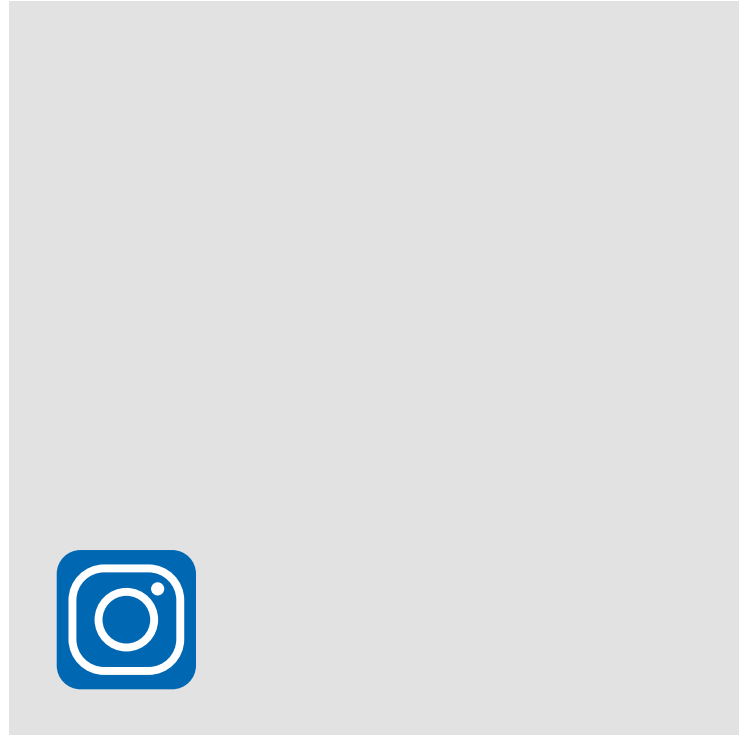
VISUALS

- DO:** Post crisp, clear imagery (i.e., No blurry, iPhone photos, low-res images from Google, or pictures of TVs/computer screens)
- DO:** Retouch images for exposure, contrast and saturation where necessary
- DO:** Experiment with posting multiple photos per post (Not in collage form)
- DO:** Shoot videos in landscape/horizontally
- DO:** Make athletes the center of the videos, coaches can be in background but not the focal point
- DO:** Give photo credit when applicable
- DO:** Diversify who you are photographing

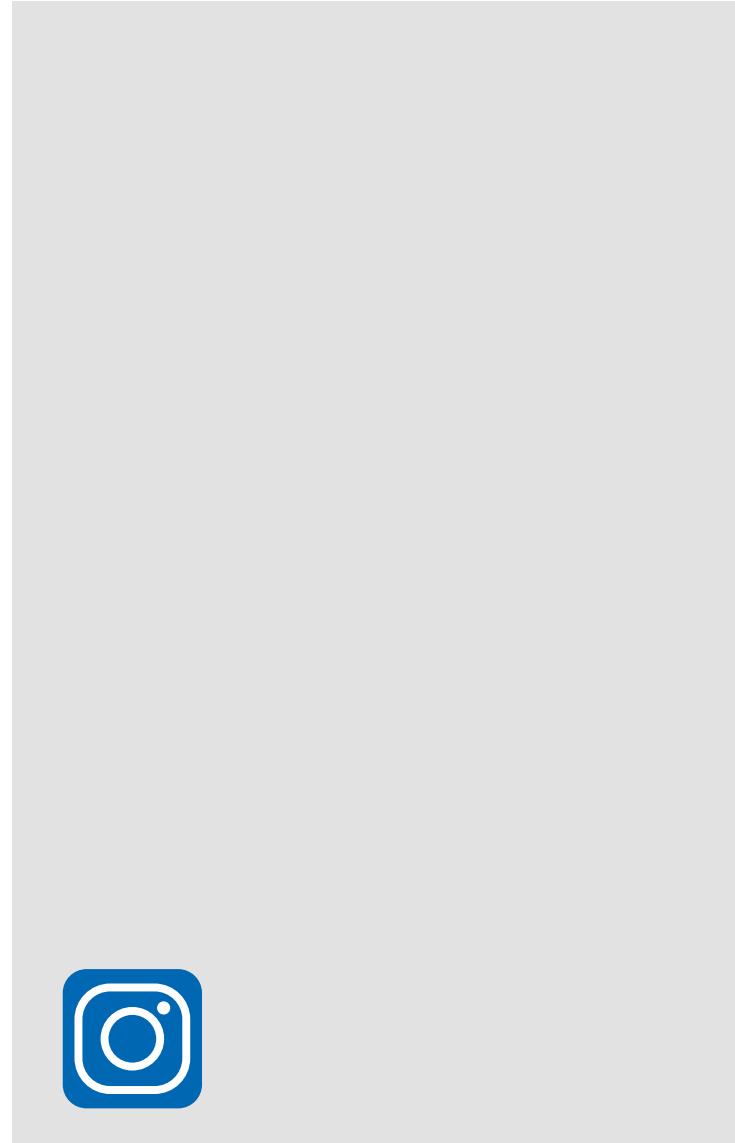
- DON'T:** Post far away video
- DON'T:** Use popular music for overlays in videos
- DON'T:** Post anything with kids using hand signals or using profanity
- DON'T:** Use low-res images
- DON'T:** Create photo collages, post multiple photos instead
- DON'T:** Use borders in black, white or color
- DON'T:** Go heavy on the zoom (pixelated)

SOCIAL POST SIZES

INSTAGRAM: 1080px X 1080px



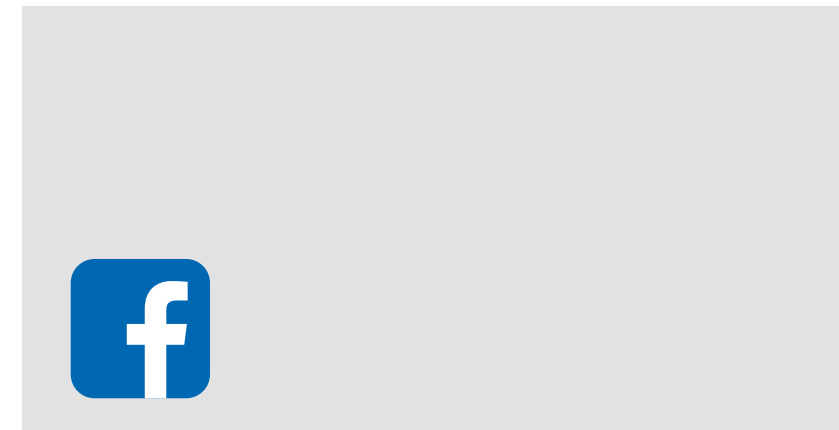
INSTAGRAM STORIES/IGTV: 1080px X 1680px



TWITTER: 1200px X 675px



FACEBOOK: 1200px X 628px



VIDEO GUIDELINES

The following standards are applied to all video content.

VIDEO

INTERVIEWS & CORPORATE- PRE-PRODUCTION

SCRIPT AHEAD OF TIME

When projects are requested that require an on-camera interview or script, be sure to script out prior to the shoot. Think of the requester as your client- they have an idea in mind and will have the most knowledge of the subject. Take the time to meet and script out what's required to deliver a precise message, you should know what needs to be said leading up to the shoot which will eliminate any confusion once you begin filming.

INTERVIEWS & CORPORATE - PRODUCTION

USE A TWO CAMERA SETUP WHEN POSSIBLE

This may depend on what type of video is being produced, but in many cases, a one camera set up can be boring and of low quality. Having a second camera to record a different angle of on-camera talent gives you options in post-production to piece together the best parts of their answers. It also gives the ability to edit quick cuts which in turn adds production value.

HIDE LAV MICROPHONE

In most cases we will be "mic'ing up" our on-camera talent. Do your best to make sure it's not sticking out, as it looks unprofessional.

WATCH YOUR HEADROOM!

We don't want our on-camera talent's head cut off at the top of the screen. Be sure to leave appropriate headroom so they aren't so close to being cut off and taking up too much space. A good starting point is to have their chest along the bottom of your frame, and leaving a couple of inches at the top.

FILMING SPORTS FOOTAGE FOR B-ROLL AND FEATURES

DON'T BE AFRAID TO GET CLOSEUP!

We are here to produce high quality, exciting content. It's hard to do that if we are standing far away getting wide shots and no "up close and personal" shots with detail. That being said, yes, get the wide shots for filler and transitions, but a majority of the time we should be in short distance of our subjects and getting creative angles.

PUSH, PULLS, AND PANS

We don't always have to stay still, either. We should be flexible with movement and able to "follow" our subjects. Instead of being eye level and in one place, we should be moving up and down, right to left, wide to close, etc. to have different forms of movement within our clips. Little things like this go a long way in post-production to make final videos more engaging.

ALWAYS FILM FOR MORE THAN ONE VIDEO

This is easier said than done, but we should always be cognizant of the video we are capturing and what it will be used for. Whether we are focusing on one individual or a whole team, chances are the content will not only be used for the current project your shooting for, but several others in the future. This could be anything from individual/team features, as well as other website and television promotional material. Always take the extra steps for that one extra angle or piece of content. We should never be asking ourselves "do I need to film this?" If you do, the answer is always "yes".

POST-PRODUCTION

EXPORT SETTINGS

Format: H.264

Preset: High Quality 1080p HD

Dimensions: 1920x1080

YOUTUBE THUMBNAILS

Choose a quality, engaging screen shot from the video for background

Make sure titles are relevant to the video subject, in Trade Gothic Font

CONTACT

IF YOU HAVE ANY QUESTIONS ABOUT THIS DOCUMENT, OR REQUIRE BRAND ASSETS, PLEASE CONTACT IMG ACADEMY MARKETING:

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