
SPORT 2000 CORPORATE IDENTITY MANUAL

UPDATED: AUGUST 2008



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SPORT 2000 is an international sports retailer operating in different European countries. In the year 2007 we launched a new re-designed logo as well as a new corporate font. Every national SPORT 2000 organisation is obliged to implement the new corporate identity and agree on its basic design principles.

The new SPORT 2000 corporate identity is unique and recognisable. In order to maintain the authenticity and consistency of its design and to protect it from any misuse, we created this corporate identity manual. As the name suggests, the manual provides the rules applying to the visual identity system.

The logo, colours, typefaces, use of images, and the relation between those elements defines the appearance of the SPORT 2000 brand. This manual has been designed to in order help retailers implement the visual identity and it indicates how to use the basic visual elements.

Brands are recognised by the visual consistency of their design and clarity in all aspects of communication. These aspects determine the consumers' trust in the brand. It is important to clearly communicate what the SPORT 2000 brand stands for so that everyone involved (internally and externally) has the same concept of its values and guiding principles. The SPORT 2000 brand values are defined as follows:

- **personality**
- **authenticity**
- **friendliness**
- **service**
- **local presence**
- **competence**
- **quality brands**

PURPOSE OF THE CI MANUAL

[HOME](#)

The corporate identity manual contains all basic design elements that determine the corporate identity and establishes clear rules for their usage.

However, the corporate identity manual can not cover all possible cases and the established rules should not stop further improvements. Certain elements of the brand identity will be 'learned' by the consumer over time and more strongly identified with the brand than others. Those elements should never change while other details can be re-assessed over time in relation to their visual success and functionality.

The corporate identity manual is published in pdf format and provided on CD. The CD contains the manual itself, as well as all logos and logo variations listed in the appendix. You may print the manual on your office colour printer, but be aware that colours generated by desktop equipment cannot be used as a valid guide. You should always use the colour references indicated in the manual and a PANTONE Colour Formula Guide to check colours for accuracy.

The pdf manual has a link function which allows users to go directly to certain topics of specific interest or cross references in other sections. The navigation at the top right of the page allows to go back to the content page of a section (from where you can go directly to certain topics) or to move from page to page. Underlined words function as links.

This Identity Guidebook will be completed and amended on a regular basis. This version was released in August 2008.

CORE ELEMENTS OVERVIEW

[HOME](#)

The core elements make the SPORT 2000 brand instantly recognisable. They create the basis for the visual identity. These elements are:

- **logo (plain and 3D)**
- **colour palette**
- **typefaces**



logos



colours

Sport 2000
Sport 2000 Display

typeface

PART 1: **IDENTITY**

[↩ HOME](#)

1 LOGO

[← HOME](#)

The logo is the most important aspect of the brand identity. It is also the starting point for a system of regulations and distinctive variations. As it is important to follow those rules it is also important to apply the logo sensibly and with creative consideration. Simply applying the logo to every item of communication does not make a friendly and contemporary brand identity.

Always remember that the logo represents the values of the company but it can never replace those. The quality of the offering, good customer service and a pleasant interior are the basis on which the logo and the corporate identity operates.

1 LOGO

[↖ HOME](#)

- 1.1 basic logo elements
- 1.2 logo construction
- 1.3 logo freezones
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- 1.6 3D logo on white
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- 1.14 logo in combination with TM and ®
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1.1 BASIC LOGO ELEMENTS

The SPORT 2000 logo consists of three important elements: the picture mark, the word mark and the background colour.

picture mark

The picture mark is the most important part of the logo as it can also stand on its own. It always contains the company name SPORT 2000 centred on a half red, half black circle. The picture mark features a 3D effect but is also available in two flat colours for specific applications.

word mark

The word mark SPORT 2000 repeats the name written in one line. It is set in the corporate display font and centred in relation to the picture mark. The word mark can be either black or white depending on background colour and usage.

horizontal mark

The combined version of picture and word mark is referred to as 'horizontal mark' in this guide.

background

Both elements – picture mark and word mark – can be used on a red or grey background or on white. In this case the word mark is always used in black.



→ [1.5 / overview: logos](#)

→ [2.1 / overview: authorised colour combinations](#)

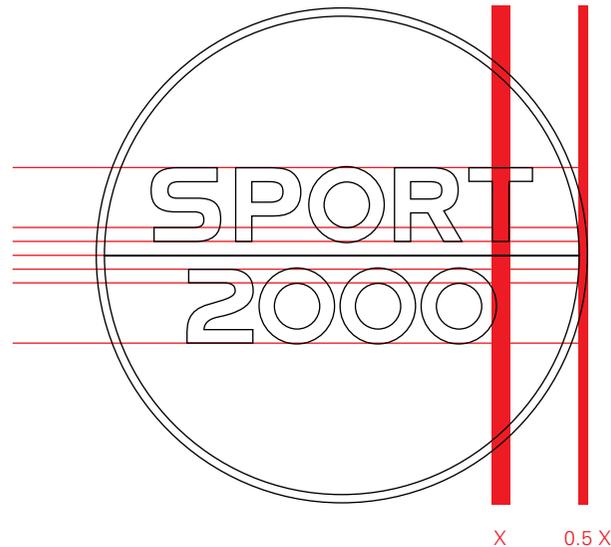
1.2 LOGO CONSTRUCTION

↖ HOME ↖ LOGO

The exact construction of the logo is an integral part of its design. The logo is designed on the basis of visual criteria and equal proportions.

1 border

When the picture mark stands on a background it always has a white border. The width of the border in the standard version is always **half** of the stem of the letters (the letter 'T' is used as an example). For small usage of the picture mark a special version with a wider border has been designed. (→ [1.4 / logo sizes](#))

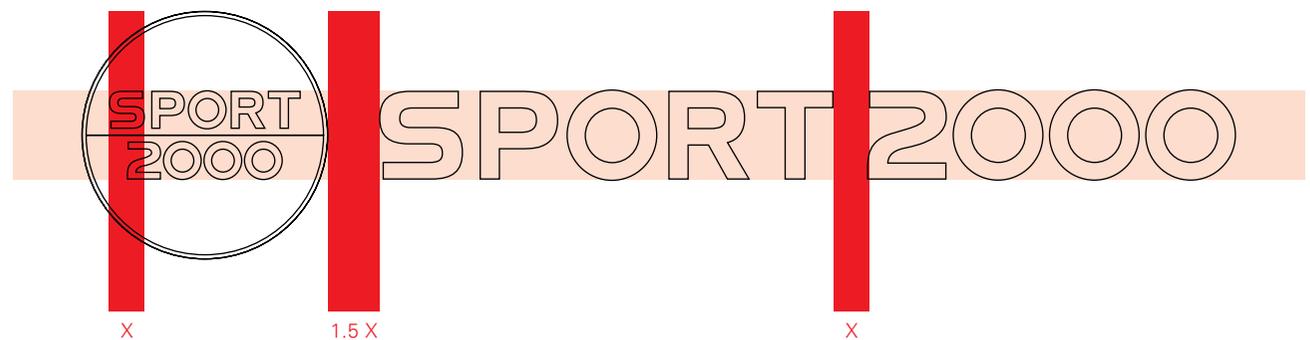


2 cap height and spacing

In the horizontal mark the cap height of the word mark equals the total height of the name in the picture mark. Both stand on the same baseline. For stadium banners this relation can be different.

The space between the picture mark and the word mark is **1.5** of the total width of the letter 'S' in the picture mark. The space between the words 'SPORT' and '2000' equals the width of the letter 'S'.

1



2

→ [6.2 / facade sign \(logo\)](#)

→ [8.1 / stadium banner 1](#)

1.3 LOGO FREEZONES

When the logo is used close to text or images, a freezone (or area of isolation) should be kept around it. Freezones are essential for a clear impression of the logo and to avoid visual conflict with other design elements.

The freezone should also be considered when the logo is positioned on formats such as bars, banners or on signage.

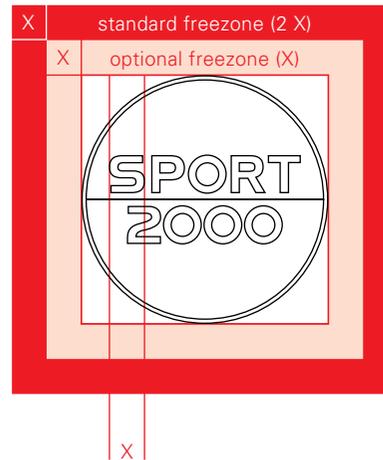
For the SPORT 2000 logo two freezones have been specified. X equals the width of the capital 'S' of the name in the picture mark.

Standard freezone

As a basic rule keep a freezone of $2 X$ between the logo and other objects around it.

Optional freezone

When used on banners or signage it is often an advantage to show the logo bigger on the specific format. For those applications the optional freezone of $1 X$ around the logo should be considered.



→ [6.2 / facade sign \(logo\)](#)

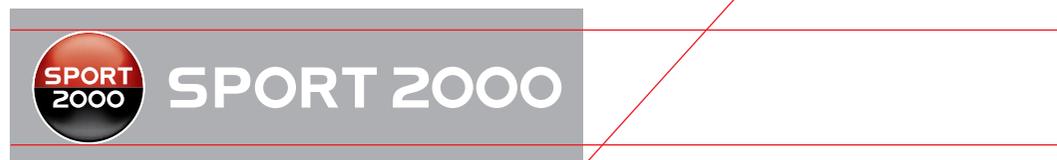
→ [8.1 / stadium banner 1](#)

1.4 LOGO SIZES

The logo size is measured by the diameter of the picture mark. The logo can be scaled up to any size.

For the reproduction of the logo in very small sizes a special version has been designed with a slightly wider border and simplified 3D effect in the picture mark.

- 1 The standard logo should not be used smaller than **15 mm** diameter.
- 2 For small sizes between **15 mm** and **10 mm** the special logo should be used. The logo should never be used smaller than **10 mm**.



**minimum size
of standard logo**
15 mm

1



**special version
for small usage**
15 – 10 mm

2

→ [file names / additional logo versions](#)

1.5 OVERVIEW: LOGOS

		3D		plain	
		picture mark	horizontal mark	picture mark	horizontal mark
on white					
	greyscale				
on coloured backgrounds	greyscale				

1.6 3D LOGO ON WHITE

[HOME](#) [LOGO](#)

The SPORT 2000 logo should be shown with the 3D effect whenever possible.

The 3D version must be reproduced either in CMYK or greyscale. It should not be printed in PANTONE colours or any other spot colour.

1 picture mark / CMYK

2 horizontal mark / CMYK

3 picture mark / greyscale

4 horizontal mark / greyscale



1



2



3



4

- [1.8 / 3D logo on backgrounds](#)
- [2.3 / 3D logo reproduction](#)
- [file names / 3D version \(print\)](#)
- [file names / 3D version \(screen\)](#)

1.7 PLAIN LOGO ON WHITE

↖ HOME ↖ LOGO

The plain version is used for materials where a 3D effect cannot be reproduced properly (e.g. laser cutting, vinyl, stamping and two colour printing).

The plain version must be reproduced either in PANTONE colours (see colour section for exact colour values) or in greyscale.

1 picture mark / PANTONE

2 horizontal mark / PANTONE

3 picture mark / greyscale

4 horizontal mark / greyscale



1



2

SPORT 2000



3



4

SPORT 2000

→ [1.9 / plain logo on backgrounds](#)

→ [2.4 / plain logo reproduction](#)

→ [file names / plain version](#)

1.8 3D LOGO ON BACKGROUNDS

◀ HOME ▶ LOGO

The logo can be used on a red or grey background. It should not be used on any other colour.

The background colours can be printed either in CMYK or in PANTONE as long as the logo itself is reproduced in CMYK.

on grey background

- 1 **picture mark**
- 2 **horizontal mark / black type**
- 3 **horizontal mark / white type**



1



2



3

on red background

- 4 **picture mark**
- 5 **horizontal mark / black type**
- 6 **horizontal mark / white type**



4



5



6

greyscale

- 7 **picture mark**
- 8 **horizontal mark / white type**



7



8

The horizontal mark with black type should not be used in greyscale. The word mark should always be white.

- [1.6 / 3D logo on white](#)
- [2.3 / 3D logo reproduction](#)
- [file names / 3D version \(print\)](#)
- [file names / 3D version \(screen\)](#)

1.9 PLAIN LOGO ON BACKGROUNDS

The plain version is used for materials where a 3D effect cannot be reproduced properly. (e.g. laser cutting, vinyl, stamping and two colour printing)

The plain version must be reproduced either in PANTONE colours (see colour section for exact colour values) or in greyscale.

on grey background

- 1 picture mark**
- 2 horizontal mark / black type**
- 3 horizontal mark / white type**

on red background

- 4 picture mark**
- 5 horizontal mark / black type**
- 6 horizontal mark / white type**

greyscale

- 7 picture mark**
- 8 horizontal mark / white type**

The horizontal mark with black type should not be used in greyscale. The word mark should always be white.



1



2



3



4



5



6



7



8

- [1.7 / plain logo on white](#)
- [2.4 / plain logo reproduction](#)
- [file names / plain version](#)

1.10 SCREEN LOGOS

For screen applications (e.g. website, on-screen presentations and pdf's) the provided screen logos (PNG file) should be used instead of the print (EPS) versions.

These logo files use RGB colours as shown in the colours section. The screen logos should always be used in **72 dpi**.

On screen the logo should always be used with the 3D effect. It should not be used in flat colours (plain version). A screen version on white, grey and red background, with text in white and black has been designed.



horizontal mark (3D version)



picture mark (3D version)



The screen logo should not be used in flat colours (plain version).

→ [file names / 3D version \(screen\)](#)

1.11 CONSTRUCTION ON BARS

↖ HOME ↖ LOGO

The SPORT 2000 logo is often used on bars, banners or signage. In this case the logo has to be positioned in relation to this particular format.

The picture mark and the horizontal mark can be positioned using either the standard or the optional freezone, or a combination of both, depending on the overall size of the bar and the importance of using the maximum space.

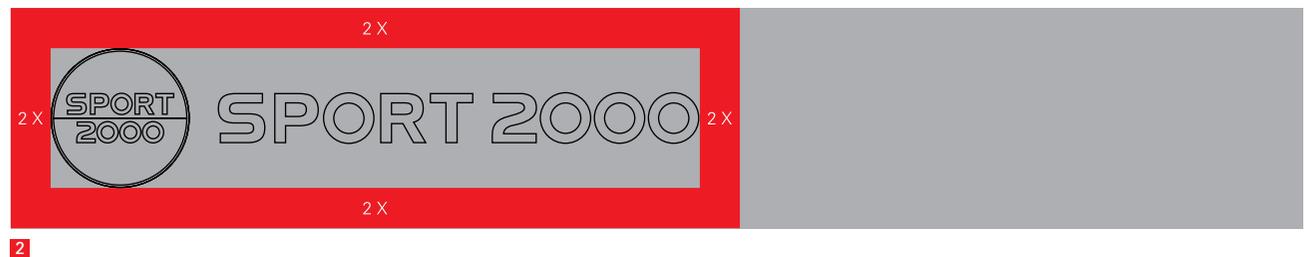
1 picture mark standard

Standard freezone of $2 X$ around the logo.
The picture mark must be positioned either flush left or flush right within the bar.



2 horizontal mark standard

Standard freezone of $2 X$ around the logo. The horizontal mark must be positioned either flush left or centered within the bar.



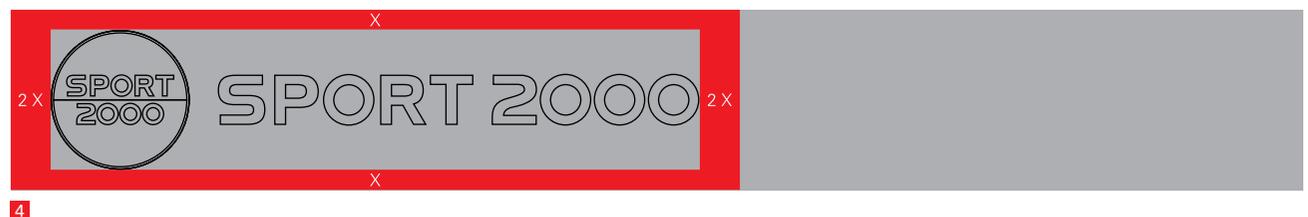
3 picture mark optional

Optional freezone of $1 X$ at the top and bottom of the logo combined with standard freezone of $2 X$ on the side.



4 horizontal mark optional

Optional freezone of $1 X$ at the top and bottom of the logo combined with standard freezone of $2 X$ on the side.



→ [1.3 / logo freezones](#)

→ [1.13 / position on bars](#)

1.12 POSITION ON WHITE GROUND

↖ HOME ↖ LOGO

The logo position depends on the individual application. For example, the logo may be centred on a facade but placed left on a business card.

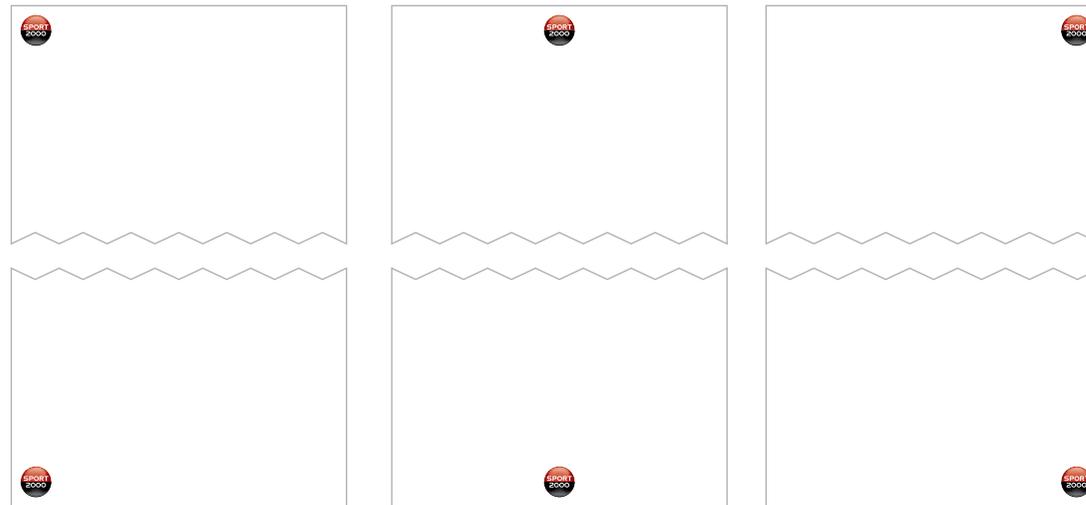
1 picture mark

The picture mark can be placed on the left, right or centred.

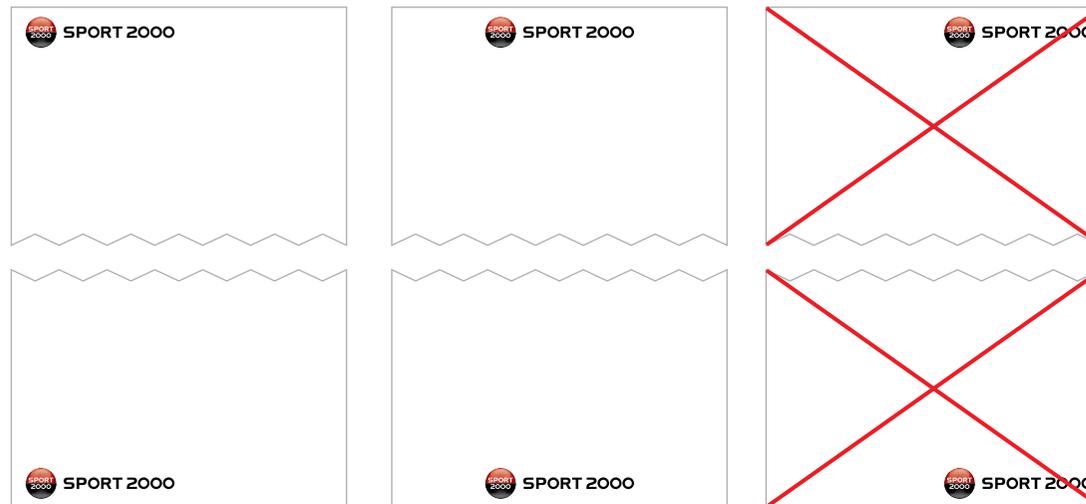
2 horizontal mark

The horizontal mark should be centered or positioned on the left. It should not stand on the right.

The logo can be placed at the top or bottom of a format, depending on the application.



1



2

→ [1.3 / logo freezones](#)

1.13 POSITION ON BARS

↖ HOME ↖ LOGO

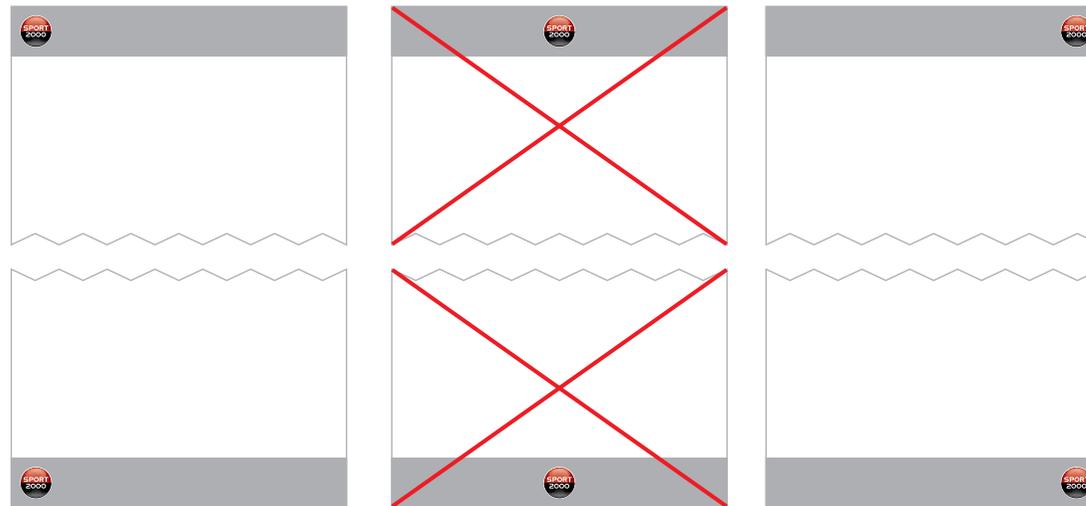
1 picture mark

The picture mark should not be centred when used on a relatively long bar but can be placed on the right.

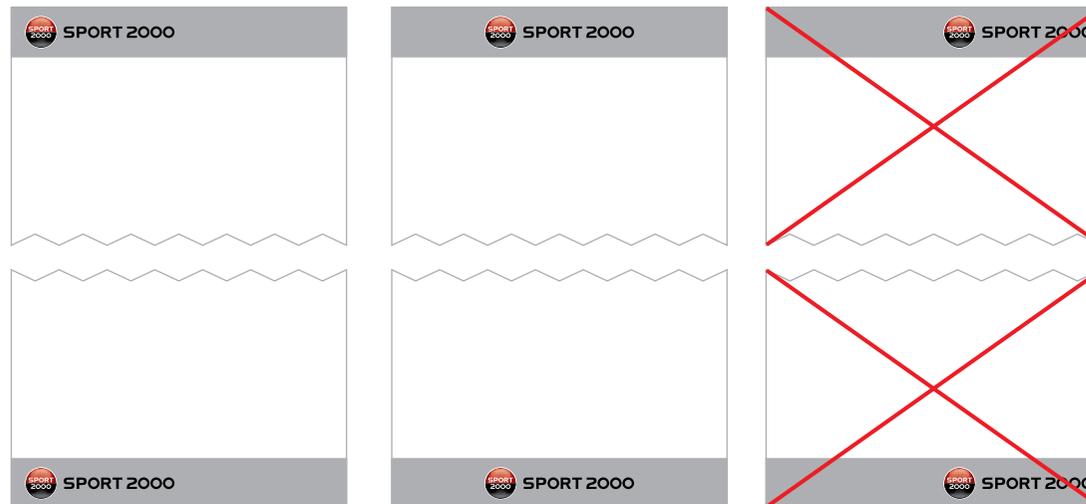
2 horizontal mark

When used on a bar, the horizontal mark should be centered or positioned on the left. It should not stand on the right.

The bar can be placed at the top or bottom of a format.



1



2

→ [1.3 / logo freezones](#)

→ [1.11 / construction on bars](#)

1.14 LOGO IN COMBINATION WITH TM AND ®

[↖ HOME](#) [↖ LOGO](#)

The logo should generally be used without registered marks such as TM and ®.

However, in some cases, when it has a legal relevance, it might be necessary to use the logo in combination with the TM and ® mark. This may be the case on packaging or on products sold from the shop or through the website.

The position and relative size of the TM and ® is illustrated on the right.



picture mark with TM / ®



horizontal mark with TM



horizontal mark with ®

→ [file names / additional logo versions](#)

1.15 STRAPLINE

The SPORT 2000 logo may be used with the optional strapline 'your professional sportshop'. It can be placed underneath or on the right side.

The strapline is set in the font 'Sport2000 Display' and must be either black or white.

The point size of the strapline should not be smaller than **6 point**.

- 1** If the strapline is placed underneath the picture mark leave a space of **0.5 X** in-between. The length of the strapline equals the width of the picture mark.

The freezone as introduced in [1.3 logo freezones](#) is measured from the baseline of 'sportshop'.

- 2** If the strapline is placed on the right leave a space of **1 X** between the picture mark and the strapline.

The total height of the strapline equals the cap height of the wording in the picture mark. The strapline is centered with the picture mark.

- 3** The strapline can also be combined with:
- the SPORT 2000 horizontal mark
 - the retailer's name (also with address)

→ [file names / additional logo versions](#)



1



2



3

1.16 IN COMBINATION WITH OTHER LOGOS

↖ HOME ↖ LOGO

The SPORT 2000 logo may appear next to the logos of other brands. If this is the case only the picture mark should be used, ideally in front of a row of logos or at the top.

- 1 A space of **2 X** should be kept around the SPORT 2000 logo and between other logos.

On a vertical line other logos should be centred and not exceed a height that sits half between the top and bottom of the words SPORT 2000 and the edge of the circle.

- 2 On a vertical line other logos should not exceed the width of the word 'SPORT'.



1



2

→ [7.5 / displays with various logos](#)

1.17 LOGO DON'TS

◀ HOME ▶ LOGO

Never change the authorised versions of the logo as it will undermine the consistency of the overall identity.

As long as the logo is applied only using the provided files on the CD (and not altered in any form) possible mistakes in its application should be easy to avoid.

Please consider these 'don'ts' also as examples of misuse of the picture mark.



Do not change the typeface.



Do not add effects.



Do not outline the logo.



Do not distort the logo.



Do not rearrange the logo elements.



Do not place the picture mark on an additional circle.



Do not rotate the logo.

2 COLOURS

[← HOME](#)

Colours are an important part of the SPORT 2000 identity. The black and red colour code expresses the balance between technical expertise (black) and joy / comfort (red).

The SPORT 2000 colours are specified by exact colour codes. Great care must be taken in reproducing the colours in different printing modes and on different surfaces. A hundred percent match can not always be achieved but every effort should be made to reproduce the intended colours as close to the specified as possible. The guidelines in this section should always be read before printing.

2 COLOURS

[↖ HOME](#)

- 2.1 overview: authorised colour combinations
- 2.2 colour palette
- 2.3 3D logo reproduction
- 2.4 plain logo reproduction
- 2.5 tints
- 2.6 illumination
- 2.7 text colours
- 2.8 colour don'ts

2.1 OVERVIEW: AUTHORISED COLOUR COMBINATIONS

HOME

COLOURS

The logo colours are red and black with white text in the picture mark.

The word mark in the horizontal mark can either be black or white. It should never be red or grey.

The logo can stand on a white, grey or red background. It should not be used on a black background (→ [2.8 / colour don'ts](#)).

	picture mark	word mark	background
red			
black			
grey			
white			



2.2 COLOUR PALETTE

[HOME](#)
[COLOURS](#)

The colours of the logo are specified in **CMYK** (for four colour offset printing), **PANTONE*** (for single colour printing) and **RGB** (for web use, on-screen presentations and pdf's). RGB colours are specified in this manual for Adobe Illustrator CS2.

PANTONE C stands for colours printed on coated paper, PANTONE U for uncoated paper. In order to avoid confusion the PANTONE colour codes listed here apply to both paper stocks.

However, all colours will appear slightly less intense on uncoated paper than on coated paper or on screen. It is difficult to achieve a strong solid black when printing it as single spot colour on uncoated paper.

The logo should always be printed on bright white paper not on cream or tinted stock.

*PANTONE® is a registered trademark of PANTONE, Inc.
Colours shown are not intended to match PANTONE colour standards.

RED	CMYK	0 / 100 / 79 / 20
	PANTONE	187 C/U
	RGB	196 / 18 / 48
	HKS	16 K/N
	HEX	#C41230
	RAL	3002 (Carmine Red)

BLACK	CMYK	0 / 0 / 0 / 100
	PANTONE	Black C/U
	RGB	0 / 0 / 0
	HKS	88 K/N
	HEX	#000000
	RAL	9005 (Jet Black)

GRAY	CMYK	0 / 0 / 0 / 37
	PANTONE	Cool Grey 7 C/U
	RGB	173 / 175 / 178
	HKS	37% 88 K/N
	HEX	#ADAFB2
	RAL	7036 (Platin Grey) or 9006 (White Aluminium)

WHITE	CMYK	0 / 0 / 0 / 0 (colour of paper)
	RGB	255 / 255 / 255
	HEX	#FFFFFF
	RAL	9010 (Pure White)

2.3 3D LOGO REPRODUCTION

The 3D Logo should only be reproduced in a 4 colour process mode (CMYK). The shades of red also include yellow which is why the 3D logo would look flat when reproduced in just 2 spot colours.

However, when the 3D logo is used on a background, this colour may be reproduced as a separate spot colour for more accuracy.

The decision if the background is printed in CMYK or as an additional spot colour depends on the overall reproduction size and the importance of the application.

remember:

- The 3D logo on a coloured background can be reproduced either in CMYK or for more colour accuracy in CMYK combined with a PANTONE colour for the background.
- Do not reproduce the 3D logo in a 2 colour mode (PANTONE).

logo versions		4 colour process	4 colour process + spot colour
			 PANTONE Cool Gray 7 C / U
			 PANTONE Cool Gray 7 C / U
			 PANTONE 187 C / U
			 PANTONE 187 C / U
greyscale			

2.4 PLAIN LOGO REPRODUCTION

HOME

COLOURS

The plain logo should only be used if the 3D logo can not be reproduced accurately.

The plain logo can be produced in individual spot colours, PANTONE colours, vinyl, perspex, etc.

PANTONE is used as a colour reference as it is very precise.

In greyscale the grey background is a 37% tint of PANTONE black.

	logo versions	colours
		<p>2 colour</p> <ul style="list-style-type: none">  PANTONE 187 C / U  PANTONE Black C / U
		
		
		<p>3 colour</p> <ul style="list-style-type: none">  PANTONE 187 C / U  PANTONE Black C / U  PANTONE Cool Gray 7 C / U
		
		<p>1 colour</p> <ul style="list-style-type: none">  PANTONE Black C / U  37% of PANTONE Black C / U
		

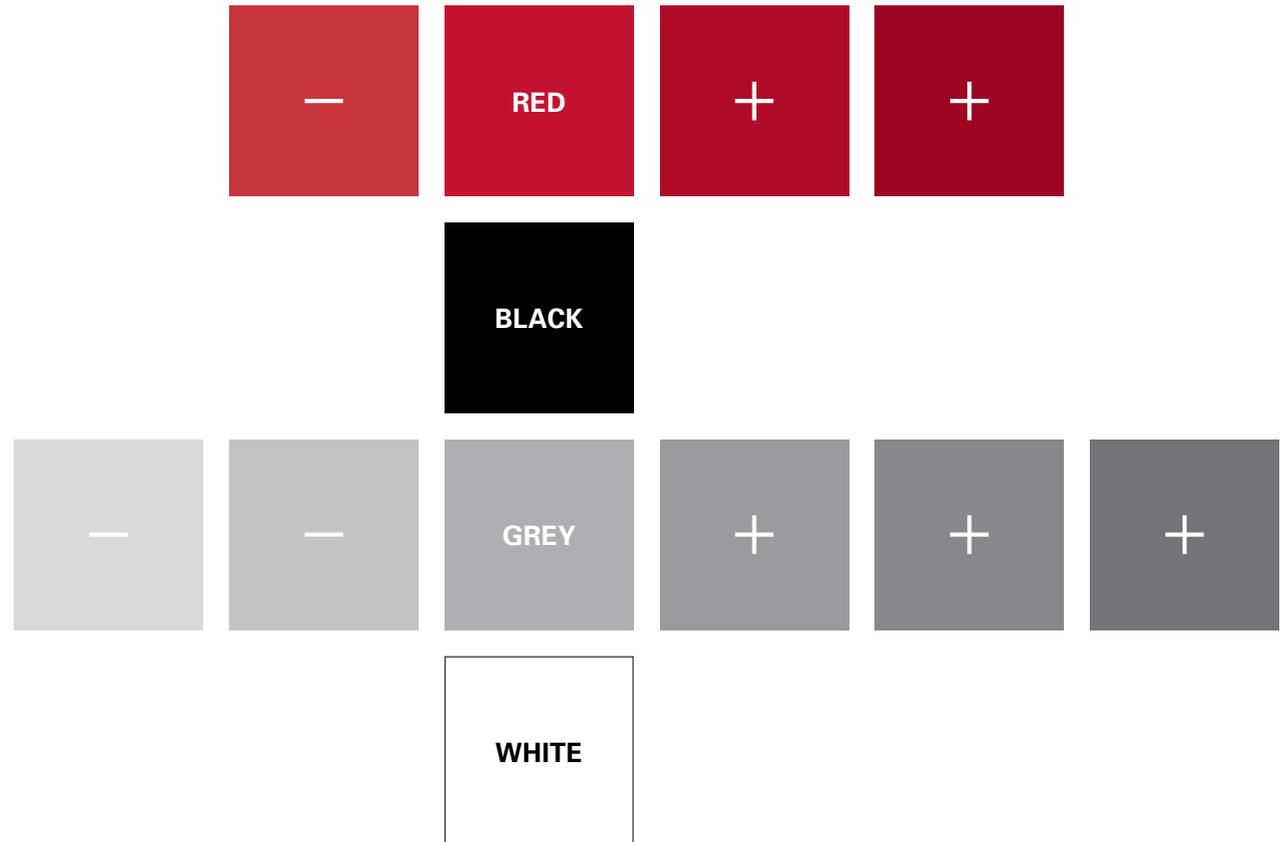
2.5 TINTS

[HOME](#)[COLOURS](#)

Tints of the standard colours can be used in the shop interior, for example as wall colours in order to enrich the established colour scheme.

In the design of any printed material or other media of communication the use of tints should only be an exception. It is important to keep the established colour scheme consistent and recognizable.

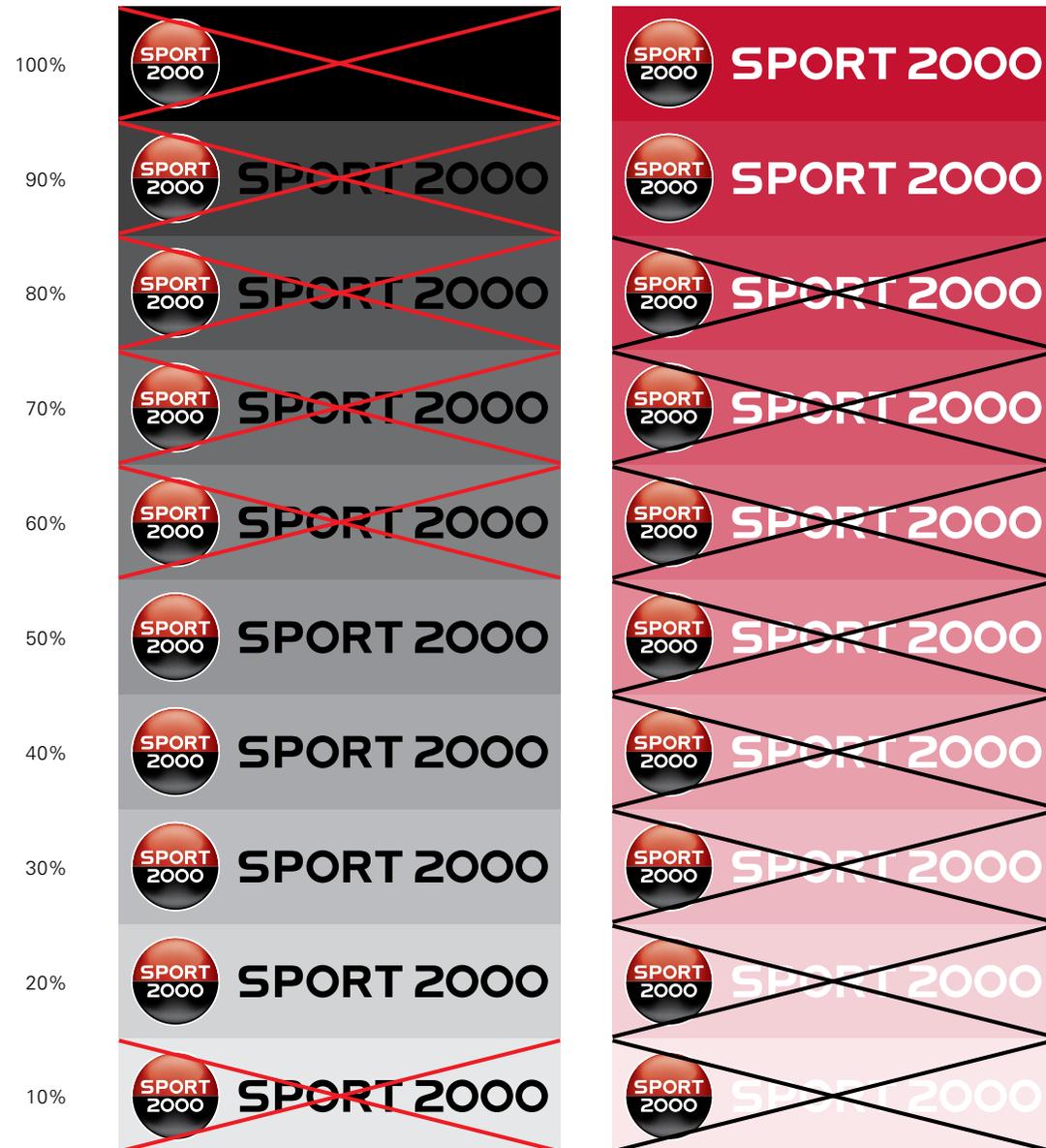
The SPORT 2000 logo should never be reproduced in a tint.



2.6 ILLUMINATION

When illuminated the exact value of a specific colour is often difficult to determine. Especially with signage, the colour depends very much on the brightness of the lighting.

While an exact 37% black or 100% PANTONE 187 red background is the ideal a certain tolerance zone can be accepted.



2.7 TEXT COLOURS

[HOME](#)
[COLOURS](#)

text on white background

Text on a white background can be set in black, red or grey.

text on coloured backgrounds

Text colours follow the authorised word mark colours as introduced in [2.1 / overview: authorised colour combinations](#).

In order to provide enough contrast between the text and the background, text should only be used in black or white.

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa.

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa.

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa.

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa.

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa.

~~At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa.~~

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa.

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa.

~~At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa.~~

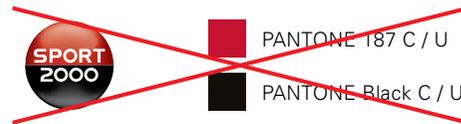
2.8 COLOUR DON'TS

[HOME](#) [COLOURS](#)

Never change the authorised colours as it will undermine the consistency of the overall identity. Colours should not be used randomly and for purely decorative reasons.

For print and production it is important to carefully consider in which colour mode a design needs to be prepared (CMYK, PANTONE, a combination of both or greyscale). If in doubt please discuss with the printer or manufacturer.

Please remember, the 3D version of the logo should never be printed in PANTONE colours (while backgrounds and the plain version of the logo can).



Do not reproduce the 3D logo in PANTONE.



Do not use a black background.



Do not use any other colour for the type or the background.

3 TYPOGRAPHY

[← HOME](#)

Good typography is not only important for the overall impression of the brand identity, it also helps to communicate its message more clearly and therefore represents the integrity and the efficiency of the company.

Careful consideration for typography should not only be applied to all consumer oriented communication, it also helps internally by improving clarity in day-to-day business.

3 TYPOGRAPHY

[↖ HOME](#)

- 3.1 authorised fonts
- 3.2 font characteristics
- 3.3 web fonts
- 3.4 basic typographic considerations
- 3.5 headlines and bullet points
- 3.6 SPORT 2000 in body copy
- 3.7 pictograms
- 3.8 typography don'ts

3.1 AUTHORISED FONTS

◀ HOME

◀ TYPOGRAPHY

SPORT 2000 uses its own custom designed corporate fonts:

'Sport2000' and 'Sport2000 Display'.

Those two fonts correspond with the typography of the logo and should be used in all media of communication. No other fonts (except for HTML web fonts) should be used.

Both fonts belong to the same family but they have individual characteristics for their specific purpose. The font 'Sport2000' has a Regular and Bold version and no italics. 'Sport2000Display' only comes in one version.

1 The font 'Sport2000 Regular' is characterised by an improved readability and should be used for body copy up to 18 points.

2 The font 'Sport2000 Bold' should be used for text headings, accentuation and short texts above 18 points.

3 The font 'Sport2000 Display' appears slightly bolder with its squarish characters. It should be used for display and retailer's names.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 .,:;*"+#(?)[!]<€\$£>%&@

1 Sport2000 Regular (shown here in 24 pt)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 .,:;*"+#(?)[!]<€\$£>%&@

2 Sport2000 Bold (shown here in 24 pt)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 .,:;*"+#(?)[!]<€\$£>%&@

3 Sport2000 Display (shown here in 24 pt)

3.2 FONT CHARACTERISTICS

◀ HOME

◀ TYPOGRAPHY

The SPORT 2000 font has unique characteristics that make it recognizable. The letter shapes appear constructed and technical but round and friendly at the same time.

- 1 The Display version runs much wider than the Bold text version
- 2 The standard figures of 'Sport2000 Regular' and 'Sport2000 Bold' are monospaced. Their character sets include optionally proportional figures.
- 3 The characters 'o' and '0' (zero) in the 'Sport2000 Display' font are more square shaped and therefore different to the round 'o' and '0' (zero) in the logo.

The round 'o' and '0' are only used for the the logo. For all other purposes, the regular (square) letters should be used. This is especially important for names on the facade in order to see a difference between the name of the retailer and the logo.

- 4 Please note that the word mark is not identical with the 'Sport2000 Display' font. It has been carefully spaced and optimized for the logo.

For this reason always use the logo as provided and do not attempt to set it in the 'Sport2000 Display' font.

ABCDEabcde

Sport2000 Bold (36 point)

**12345
67890**

standard:
monospaced figures (e.g. for tables)

ABCDEabcde

Sport2000 Display (36 point)

**12345
67890**

optional:
proportional figures (e.g. for body copy)

1

2

SPORT 2000

HOFFMANN

3



SPORT 2000

— original SPORT 2000 logo
— Sport2000 Display font

4

3.3 WEB FONTS

[HOME](#)

[TYPOGRAPHY](#)

The authorised fonts 'Sport2000' and 'Sport2000 Display' are not standard HTML fonts and have not been optimized for screen and web use.

For websites 'Arial' should be used as an HTML text font.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890 .,:;*"+#(?)[!]<\$£>%&@

Arial Regular (shown here in 24 pt)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 .,:;*"+#(?)[!]<\$£>%&@

Arial Bold (shown here in 24 pt)

3.4 BASIC TYPOGRAPHIC CONSIDERATIONS

HOME

TYPOGRAPHY

In every layout a few general typographic rules should be considered:

No text should be set smaller than 6 point. Standard text sizes for body copy are between 8 and 12 point. The number of characters per line should not be more than 80 characters (a space counts as character).

1 All text should be set ranged-left as a standard. Text set ranged-right should be avoided unless there is a specific reason for it.

2 Text can be justified if the columns are not too narrow. Justified text often shows big gaps between words and therefore should only be used with careful consideration.

3 Centred text should only be used as an exception when it is very short or for pull quotes and certain types of headlines.

4 The line spacing (leading) depends on the length of the line. Longer lines need more leading than shorter ones. As a general rule between 2 and 4 point additional leading should be used.

5 Paragraphs should be indicated by using a line space or half line space.

→ [3.8 / typography don'ts](#)

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa.

1 ranged-left
9 pt on 12 pt leading

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa.

2 justified
9 pt on 12 pt leading

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti

3 centered
9 pt on 12 pt leading

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga. Et harum quidem rerum facilis est et expedita distinctio. Nam libero tempore, cum soluta nobis est eligendi optio cumque nihil impedit quo minus id quod maxime placeat facere possimus, omnis voluptas.

4 wider column, using more leading (line spacing)

~~At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga.~~

~~Et harum quidem rerum facilis est et expedita distinctio. Nam libero tempore, mollitia animi, id est laborum et dolorum fuga. Et harum quidem rerum facilis est et expedita distinctio. Nam libero tempore, cum soluta nobis est eligendi optio cumque nihil impedit quo minus id quod maxime placeat facere possimus, omnis voluptas.~~

5 avoid using indentation

3.5 HEADLINES AND BULLET POINTS

◀ HOME

◀ TYPOGRAPHY

1 headlines

Headlines should follow a clear hierarchy. Too many weights and font sizes to emphasise certain parts of a text should be avoided.

Headline 1 can be bigger than the body copy and use 'Sport2000 Bold'. Leave **two** lines of space before the headline and **one** after. (here: 20 pt / leading 22.5 pt)

Headline 2 can be the same size as the body copy set in 'Sport2000 Bold'. Leave **one** line of space before and **one** after the headline. (10 pt / leading 12.5 pt)

Headline 3 can be the same size as the body copy set in 'Sport2000 Bold'. Leave **one** line of space before and **none** after the headline. (10 pt / leading 12.5 pt)

2 bullet points

Bullet points should be set in 'Sport2000 Bold'. Hyphens and dashes should never be used as bullet points.

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati.

Headline 1

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati.

Headline 2

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati.

Headline 3

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati.

1

- | | |
|-------------------------|------------------------------------|
| • This is a sample text | – This is a sample text |
| • This is a sample text | – This is a sample text |
| • This is a sample text | – This is a sample text |

2

3.6 **SPORT 2000 IN BODY COPY**

The name 'SPORT 2000' should be used in a consistent way in all communications. For a clear distinction it should always be written in upper case with a space between 'SPORT' and '2000'.

Never use the logo as part of the body copy.

As a sourcing agency for sporting goods
SPORT 2000 was founded in 1988.

~~As a sourcing agency for sporting goods
Sport 2000 was founded in 1988.~~

Do not write "SPORT" in lower case with a capital letter.

~~As a sourcing agency for sporting goods
sport 2000 was founded in 1988.~~

Do not write "SPORT" in lower case.

~~As a sourcing agency for sporting goods SPORT
2000 was founded in 1988.~~

Do not separate "SPORT" and "2000" by a line-break.

3.7 PICTOGRAMS

A selection of pictograms are available for use on the website (especially online shopping) and for orientation in the shop. They can, but do not have to be used.



The pictograms have been designed to match the corporate font ('Sport2000') and can easily be recognized in small sizes.

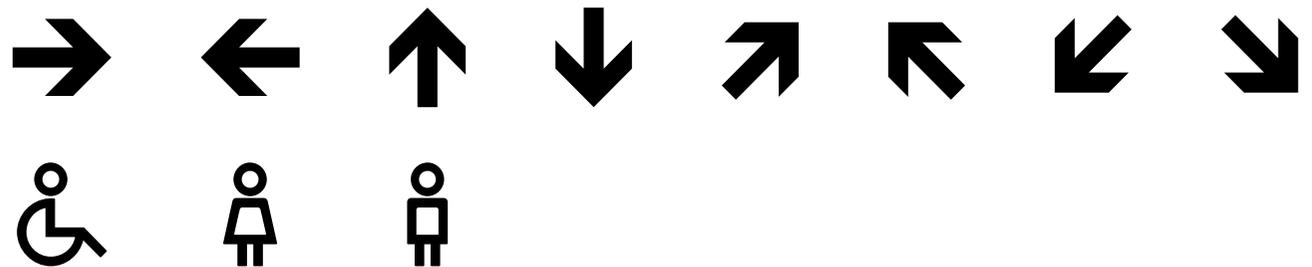


A selection of arrows can be used on the website as well as in the shop environment. Here they would always be used in combination with text. Further signs for the male, female and disabled toilet are available. Arrows and toilet signs have also been designed to match the stroke width of 'Sport2000 Display'.



web icons

Any new symbols should be designed with the same stroke widths as the existing ones.



orientation

→ [7.7 / orientation](#)

→ [file names / pictograms](#)

3.8 TYPOGRAPHY DON'TS

Typography is most effective when it is kept clean, simple and consistent in every detail. Avoid unnecessary eye-catching effects. Even a simple text set badly can harm the overall impression of the identity.

~~At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa.~~

tracking too tight

~~At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique~~

tracking too wide

~~At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa.~~

forced justified text

~~At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa.~~

leading too tight

~~At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate~~

leading too wide

~~At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa.~~

continuous text flush right

~~*At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa.*~~

skew (false italic)

~~**At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa.**~~

additional outline (false bold)

~~AT VERO EOS ET ACCUSAMUS ET IUSTO ODIO DIGNISSIMOS DUCIMUS QUI BLANDITIIS PRAESENTIUM VOLUPTATUM DELENITI ATQUE CORRUPTI QUOS DOLORES ET QUAS MOLES-TIAS EXCEPTURI SINT OCCAECATI CUPIDITATE NON PROVIDENT, SIMILIQUE SUNT IN CULPA.~~

small caps

4 IMAGERY

[← HOME](#)

Images add to the experience of the brand and can often provide a more 'emotional' aspect in connection with the graphic elements. Images should never be picked at random or by mixing different styles of photography or colour modes. As same as it is important to keep the use of graphic elements consistent, images should always be of a high quality and photographed in a consistent style. Further it is important to consider how images are used within a layout, and how they work in connection with the logo and other graphic elements.

4 IMAGERY

[↖ HOME](#)

- 4.1 photographic style
- 4.2 images and logo
- 4.3 cropping of images
- 4.4 image formats
- 4.5 images and layout
- 4.6 product photography
- 4.7 image manipulation / collages
- 4.8 graphic elements
- 4.9 image don'ts

4.1 PHOTOGRAPHIC STYLE

[HOME](#)[IMAGERY](#)

Images can be used in different colour modes depending on the relevant printing method or to communicate a certain style.

colour

Generally images should be used in colour. All Photography should be of high standard and retouched by a professional. Colours should be reproduced as close to the original as possible and checked on by proofs.

black and white

If colour printing is not possible or if a certain layout is already very busy with other colourful elements images can be used in black and white. Certain photos may be shot in black and white as a photographic style.

duotones

In certain cases images may be reproduced as duotones. In this case only the two authorised background colours (red or grey) may be mixed with black. Duotone images need to be created with great care as often the contrast or level of black needs to be increased. Duotones do not always have to be reproduced in a two colour printing mode and can be printed in CMYK.



colour



black and white



red-black duotone



grey-black duotone

4.2 IMAGES AND LOGO

[HOME](#) [IMAGERY](#)

- 1 The picture mark can be placed directly on images in a relatively empty area.
- 2 It should not be placed on very busy images or overlapping key features of the image.
- 3 The horizontal mark should always be used in a bar on images.
- 4 It should not be placed directly on images.



1



2



3



4

- [1.3 / logo freezones](#)
- [1.11 / construction on bars](#)
- [1.13 / position on bars](#)
- [4.7 / graphic elements](#)

4.3 CROPPING OF IMAGES

[HOME](#)[IMAGERY](#)

The expression of images can often be enhanced when they are cropped in an interesting way. Especially with sport images it is often an advantage to be 'close to the action' or to create a certain dynamic in the image through extreme cropping.

Cropping is a form of editing and needs to be done with great care. The same picture cropped in different ways can tell a visually different story. (for example: the runner in the picture on the bottom left appears faster as he seems to be running out of the picture, while the runner in the picture bottom right still has some distance in front of him).

Important parts of the image should never be cropped out just for the sake of making the image more interesting or fitting it into a certain layout space.



original



4.4 IMAGE FORMATS

[HOME](#)[IMAGERY](#)

As same as cropping can make an image appear more powerful, extreme formats can enhance the effect of an image.

Extreme portrait or landscape image formats are encouraged. Especially within the shop environment those formats may be used on point of sale displays.

Image formats should be rectangular. Round or irregular shapes should be avoided unless there is a very specific reason for it (for example in the shop architecture).



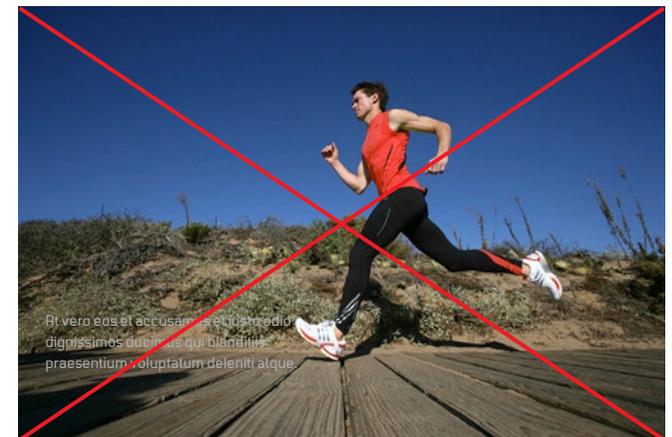
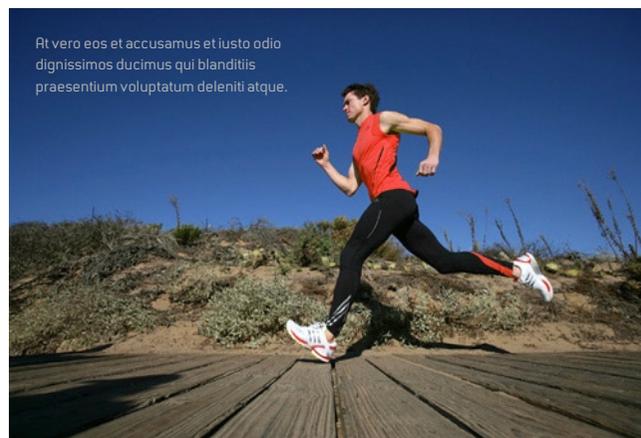
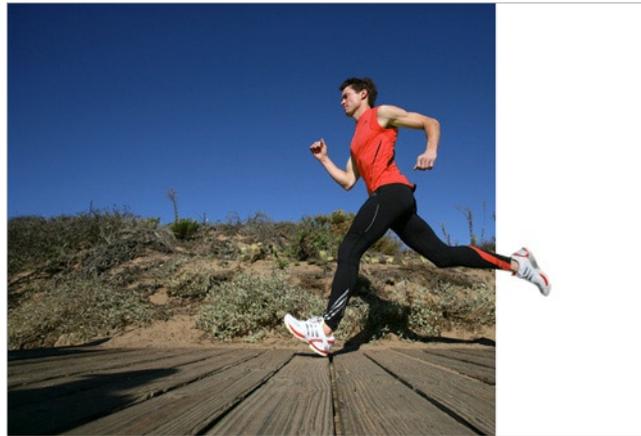
4.5 IMAGES AND LAYOUT

[HOME](#)[IMAGERY](#)

In a layout images become part of an overall composition. In order to add interest, certain parts of an image can overlap the edge of a format.

Further overlapping elements such as bars can be used in a careful and considered way.

Text can be used directly on images but should be positioned in an area of relative calm. As same as the logo, text should not be placed on a busy area of the image where it becomes difficult to read. It should also not overlap important parts of the image.



4.6 PRODUCT PHOTOGRAPHY

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The purpose of product photography is to show features of the a product correctly and in the best possible way. Product shots should not be manipulated. (If the same shoe comes in red and blue, both need to be photographed individually. The red shoe should not be coloured blue.)

Product shots are usually cut-outs. They can be used overlapping an image but should not be used as big that the image in the background becomes irrelevant.

Product shots can have a slight shadow which gives them a certain depth and helps to avoid white areas of the image merging with the white background. If shown large, product photos can also be overlapped with graphic elements.

- 1 product overlapping image
- 2 subtle shadows and graphic elements
- 3 avoid showing products too large
- 4 avoid strong 'artificial' drop shadows



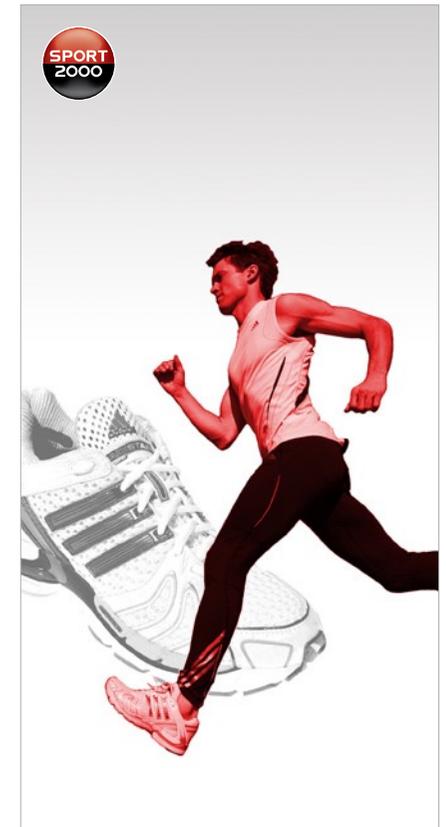
4.7 IMAGE MANIPULATION / COLLAGES

[HOME](#)[IMAGERY](#)

Images can be manipulated in a certain style and as part of an artistic picture concept. In this case the established colour scheme of black, red and white can be used as duotones. Other colours should be avoided.

A collage technique of combining different images in one overall composition may apply when it is intended to show a product in combination with a sportsman as in the example on the right.

Always make sure that computer effects are used in a subtle way and enhance the image rather than obscuring it. The focus should be on the image and not just the effect.



example

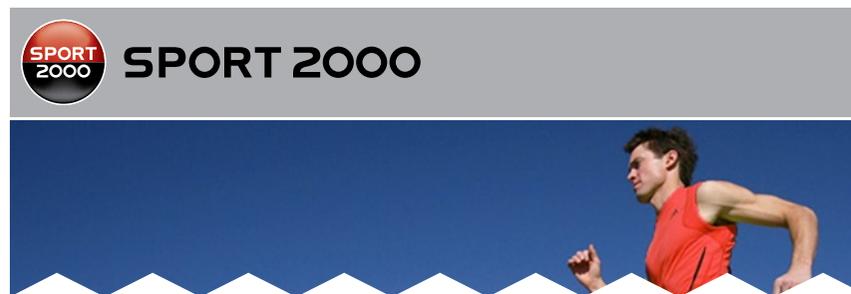
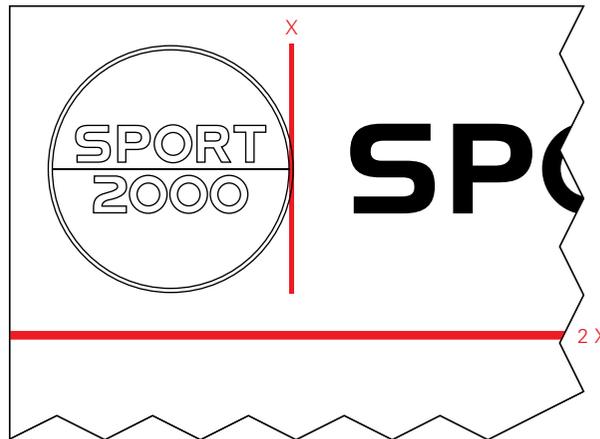
4.8 GRAPHIC ELEMENTS

[HOME](#)[IMAGERY](#)

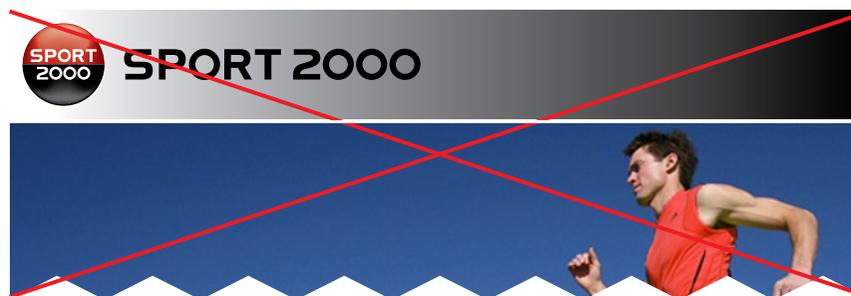
- 1 When a bar is placed next to an image it can be separated by a white line. This line should have twice the width of the logo border.

Dashed or dotted lines should generally be avoided.

- 2 Graduations or additional 3D effects in the logo bar should be avoided in order to keep a difference between the 3D logo and the flat colour background.



1



2

4.9 IMAGE DON'TS

[HOME](#)[IMAGERY](#)

All images should have a strong photographic quality. They should not be over-retouched or enhanced with effects in order to make up for poor photography.

Especially the original photographic concept of an image should not be changed by cutting out relevant parts, adding elements or changing backgrounds and colours.

Great care needs to be taken in the print production of images. In offset printing, images need to have at least **300 dpi** at original size. For digital printing a slightly lower resolution may be acceptable.



Do not use images with poor resolution.



Do not overexpose colours.



Do not add computer effects.



Do not colour parts of an image.



Do not change backgrounds.



Do not add elements to images.

PART 2: APPLICATIONS

[← HOME](#)

5 STATIONERY

[← HOME](#)

Stationery may not be something that the customer comes in contact with but it becomes important for the company when dealing with business partners, suppliers, commercial estate agents, etc. Good, functional stationery makes day-to-day business a lot easier.

5 STATIONERY

[↶ HOME](#)

- 5.1 business card
- 5.2 letterhead
- 5.3 continuation sheet
- 5.4 compliment slip
- 5.5 fax sheet
- 5.6 DL envelope
- 5.7 binding cover
- 5.8 folder with flaps/press package
- 5.9 email signature
- 5.10 PowerPoint

5.1 BUSINESS CARD

HOME STATIONERY

The SPORT 2000 business cards should be used by everyone in the company.

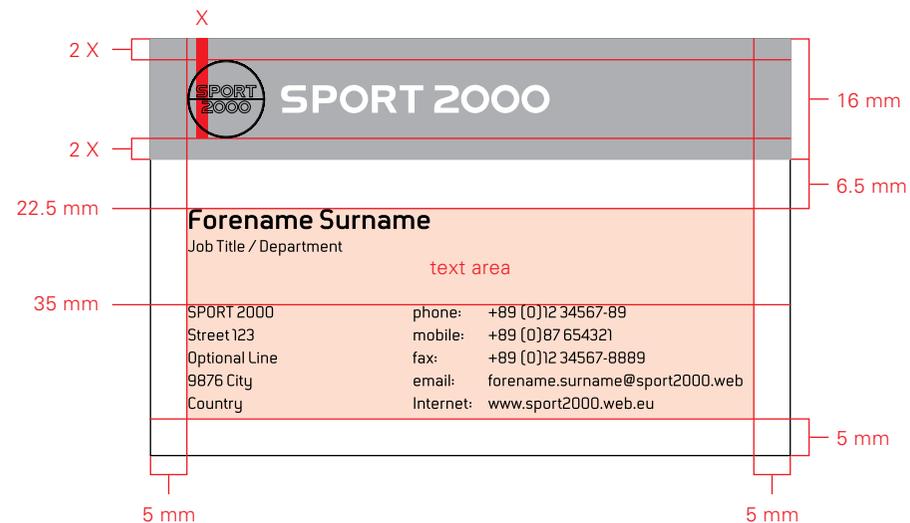
The design of the business card should remain consistent but there may be national differences as how to write certain contact details.

The name and job title are hanging from a line measuring **22.5 mm** from the top edge of the card. Address and contact details are hanging from a line **35 mm** from the top of the card. Personal mobile phone numbers can be removed. In this case the contact details move one line higher.

font details

The name is set in **11 point** 'Sport2000 Bold'. All other details are set in 'Sport2000 Regular' **6.5 point** on **8.5 point** leading.

format: 85 x 55 mm (shown at 100% original size)



5.2 LETTERHEAD

[HOME](#)
[STATIONERY](#)

The letterhead should be used in combination with a DL window envelope to avoid address labels. Letters should be folded into three parts with the first fold at the line measured **99 mm** from the top.

The horizontal mark is centred in a bar at the top.

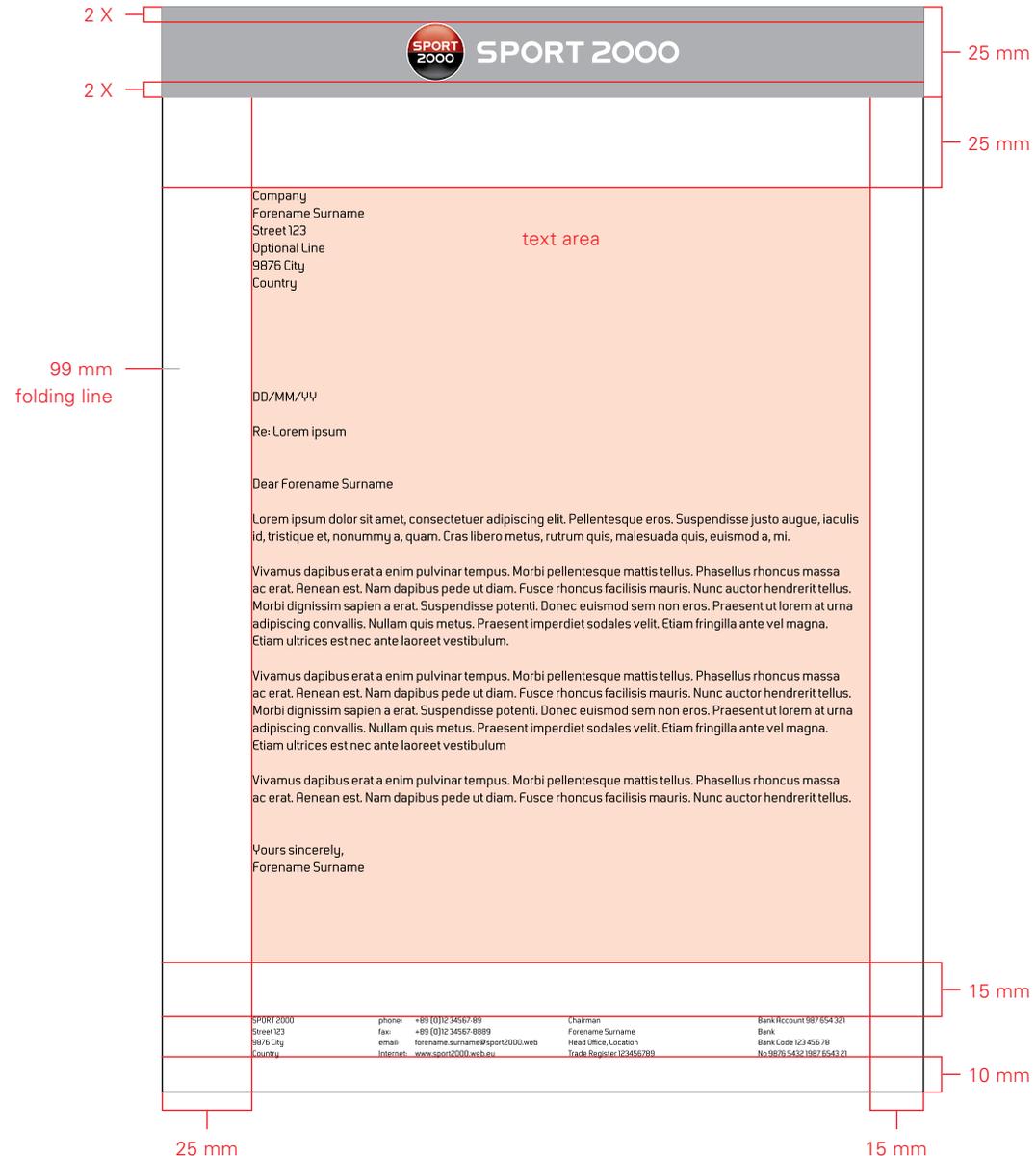
All letters should be typed according to the positions and measurements specified and only within the designated text area.

font details

For writing letters the font 'Sport2000 Regular' should be used (if not available please use Arial instead). The suggested typesize is **11 point** on **13.5 point** leading.

The address, contact and business details at the bottom of the letterhead are set in 'Sport2000 Regular' **6.5 point** on **8.5 point** leading.

format: 210 x 297 mm (shown at 50%)



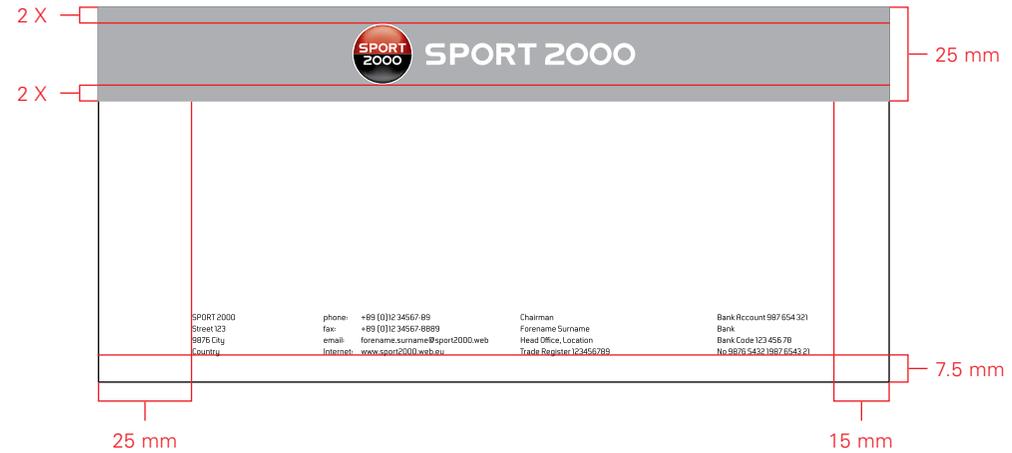
→ [3 / typography](#)

5.4 COMPLIMENT SLIP

[HOME](#)[STATIONERY](#)

The compliment slip repeats the design of the letterhead. It is used to accompany a document or file when there is no need for a letter.

format: 210 x 99 mm (shown at 50%)



→ [5.2 / letterhead](#)

5.5 FAX SHEET

[HOME](#)
[STATIONERY](#)

The fax sheet repeats the design of the letterhead but the logo is used in greyscale without a bar and has been simplified for better representation in black and white and poor quality printing.

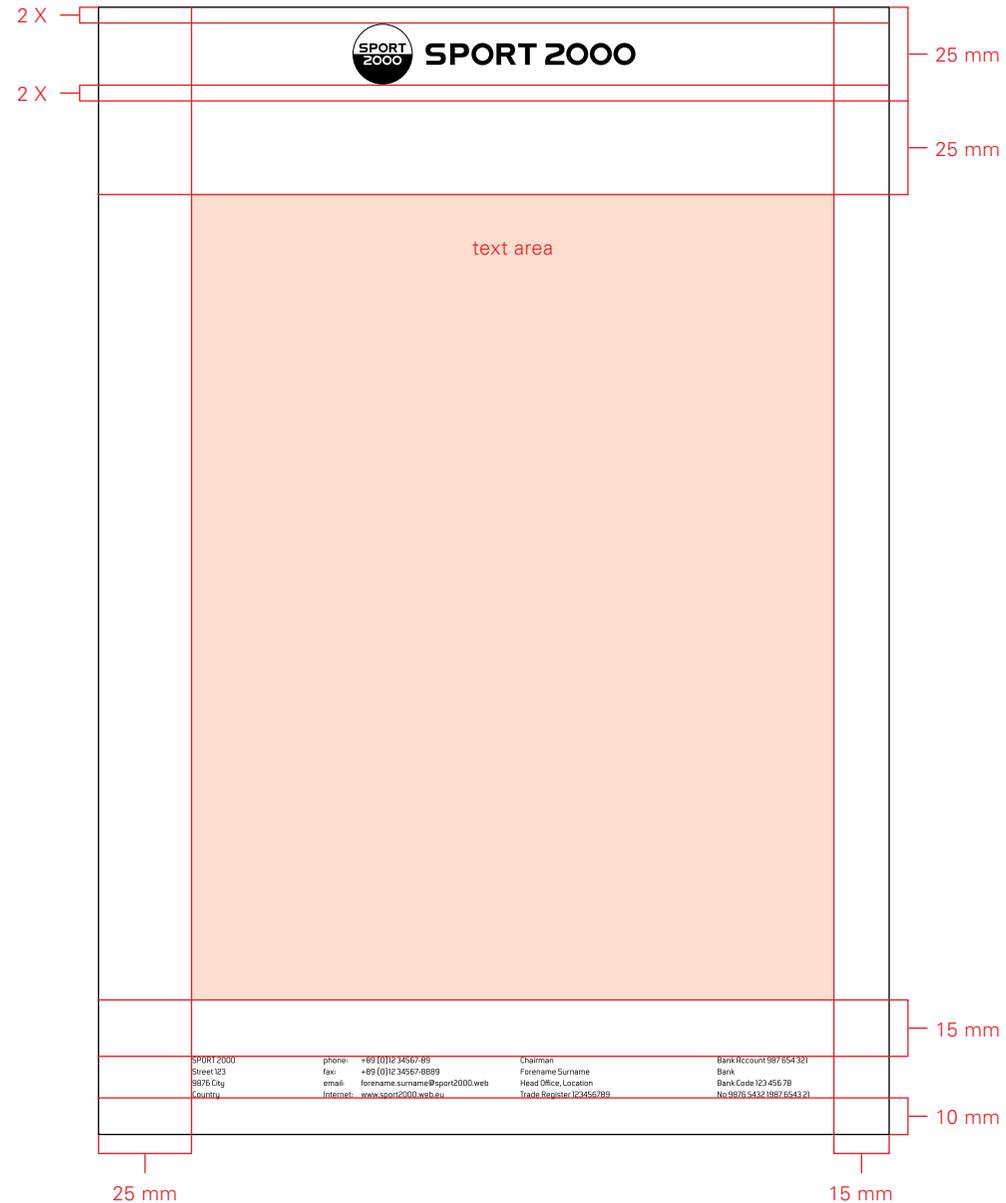
The fax sheet can be run out from a Laser printer and does not have to be printed offset.

A letter typed on the fax sheet should use the same layout as the letterhead version but instead of the full address of the recipient it should state his fax number and the number of pages sent.

font details

The address and contact details are set half a point size larger than on the letterhead for better readability (7 point on 9 point leading).

format: 210 x 297 mm (shown at 50%)



→ [5.2 / letterhead](#)

→ [file names / additional logo versions](#)

5.6 DL ENVELOPE

[HOME](#)
[STATIONERY](#)

Standard DL window envelopes should be used to send letters. Printed adhesive address labels should be avoided.

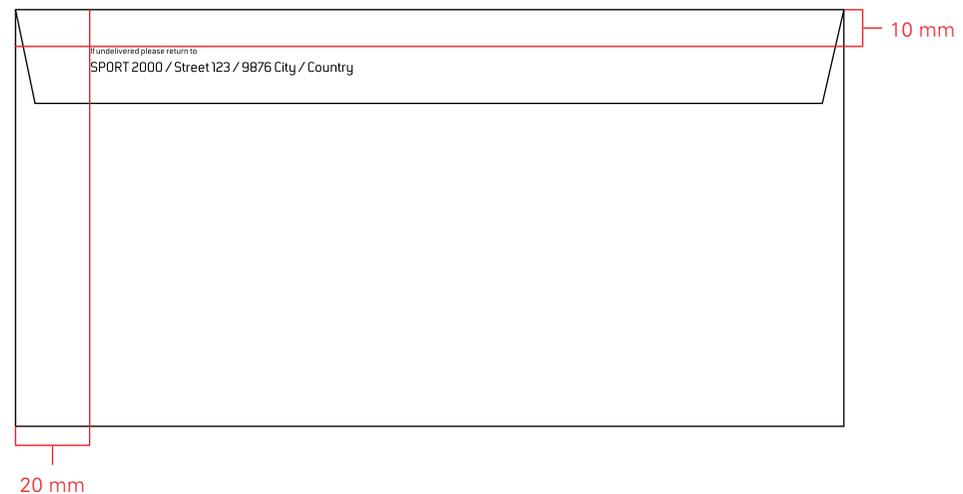
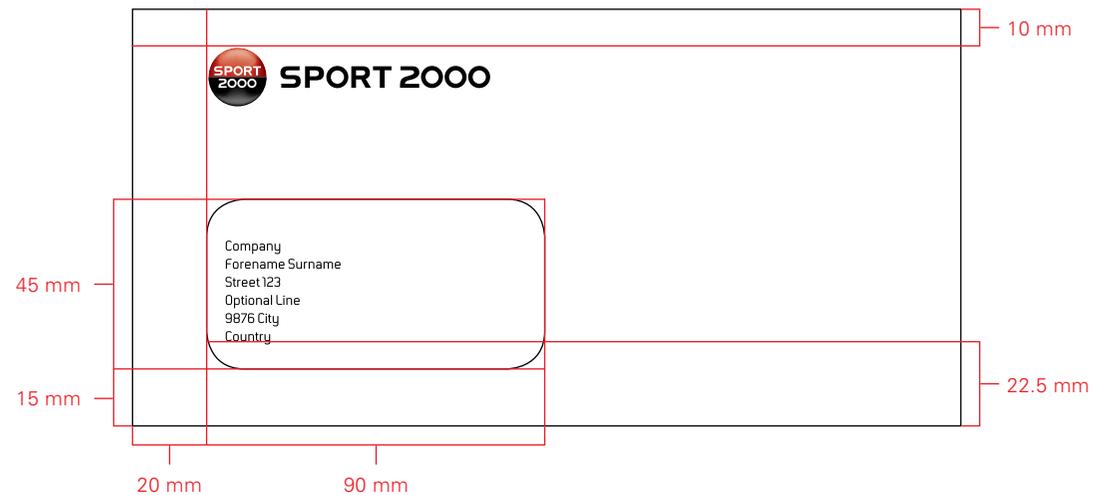
The logo and the small address line on the back of the envelope should be at least **10 mm** away from the edge following printing requirements for envelopes.

Before printing envelopes please check national postal requirements and specified freezones for machine readability.

font details

The details on the back are set in 'Sport2000 Regular' **6.5 point** ('...return to') and **11 point** on **13.5 point** leading (address line).

format: 220 x 110 mm (shown at 50%)



5.7 BINDING COVER

[HOME](#)
[STATIONERY](#)

The document cover should be used for ring bound presentations and proposals. The title or subject of the presentations or proposal should be typed in the designated area.

It can be printed digitally on standard white paper (ideally **300 gsm**) and covered by a protective acetate.

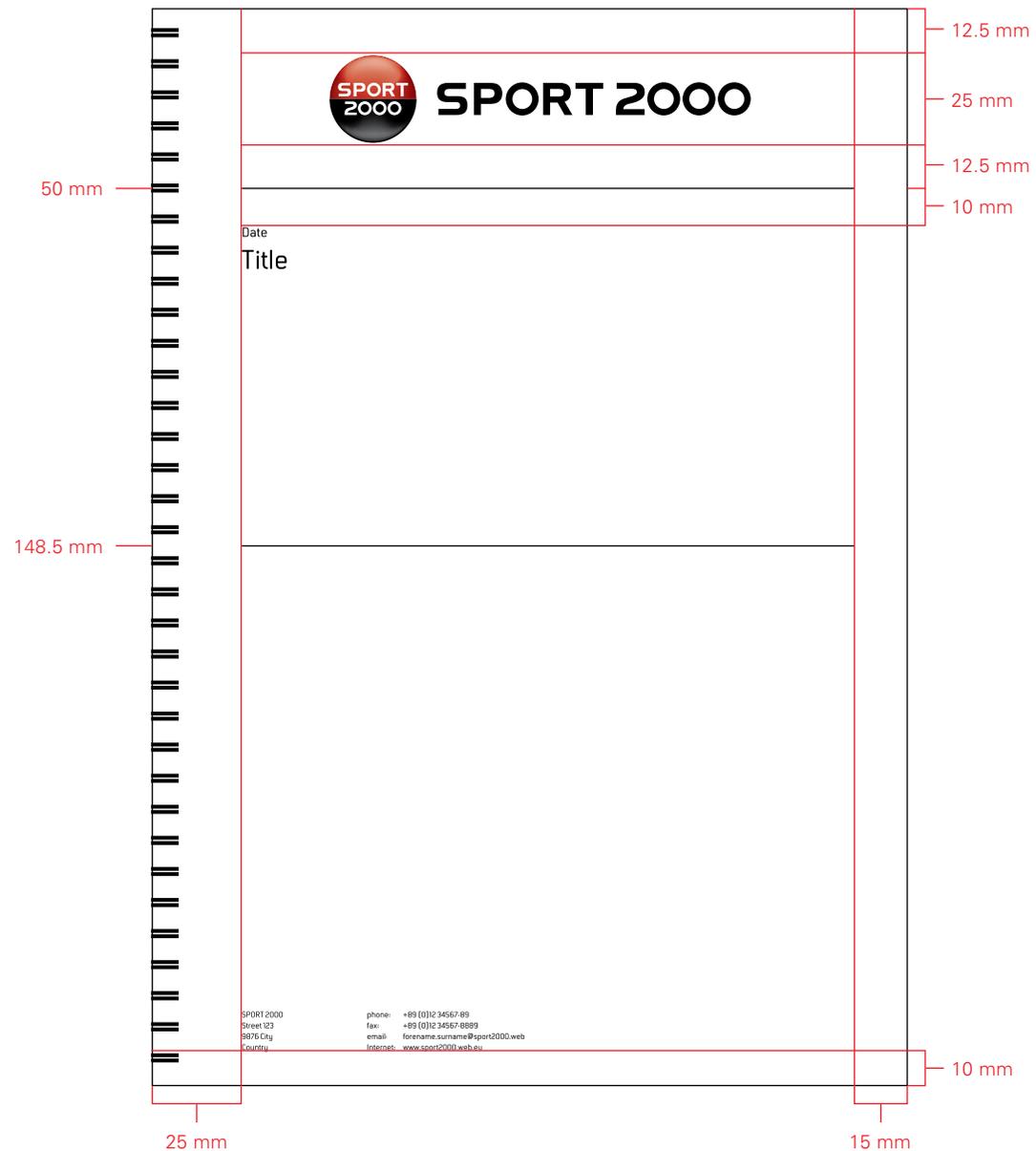
The horizontal mark is centred on top.

font details

The 'date' and the 'title' on the cover should be set in 'Sport2000 Regular' in **11 point** and **22 point** on **25 point** leading.

The address and contact details at the bottom of the binding cover are set in 'Sport2000 Regular' **6.5 point** on **8.5 point** leading.

format: 210 x 297 mm (shown at 50%)



5.8 FOLDER WITH FLAPS / PRESS PACKAGE

[HOME](#)
[STATIONERY](#)

Like the binding cover, the folder with flaps can be used for bulky documents. The difference is that the folder offers a more elegant form of presentation.

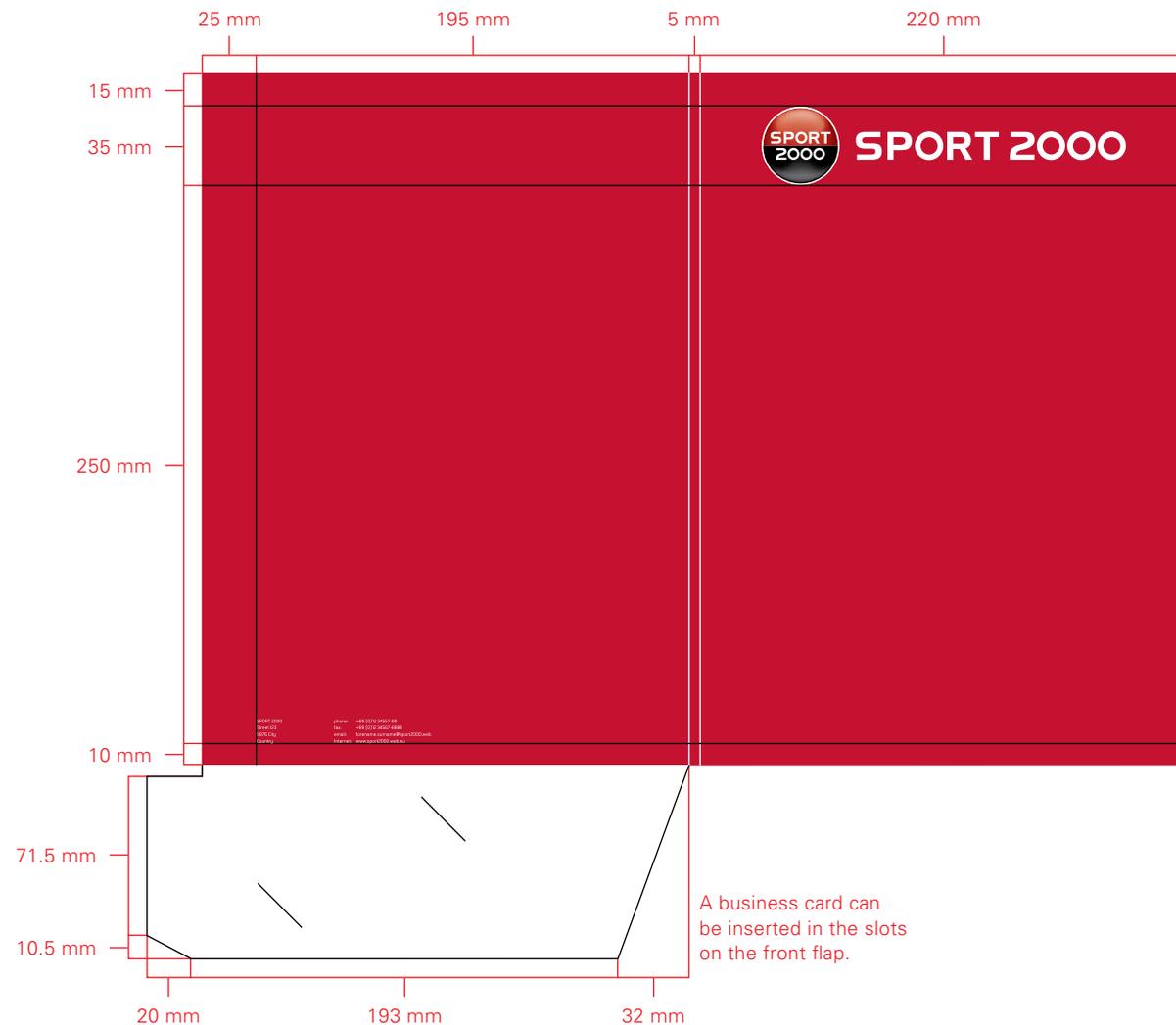
The folder includes a slot for inserting business cards. It can be used for conferences, proposals that include a number of loose sheets or for sending press releases.

The horizontal mark is centred on top at the front.

font details

The address and contact details on the back of the binding cover are set in 'Sport2000 Regular' **6.5 point** on **8.5 point** leading.

format: 470 x 397 mm (shown at 30%)



5.9 EMAIL SIGNATURE

◀ HOME ▶ STATIONERY

A standard email signature should be used whereby the areas marked grey must be edited individually by the sender.

Email signatures should be sent in HTML text and without a logo attachment to avoid unnecessarily increased file sizes.

The elements of the signature may be modified when used by a SPORT 2000 retailer.

text settings

- font: **Arial**, font size: **10 points**
colour: black (RGB 0/0/0) and red (RGB 195/20/50)
- Keep a space of three lines between the actual email text and the signature.
- Keep one space between 'SPORT 2000 International GmbH' and 'Forename Surname'.
- The text blocks are divided by dashed lines using hyphens. They should be as long as the widest line in the signature.
- The first line 'SPORT 2000 International GmbH' and the dividing lines are red.
- Phone numbers should be divided by spaces. Direct dials are set with an en-dash.

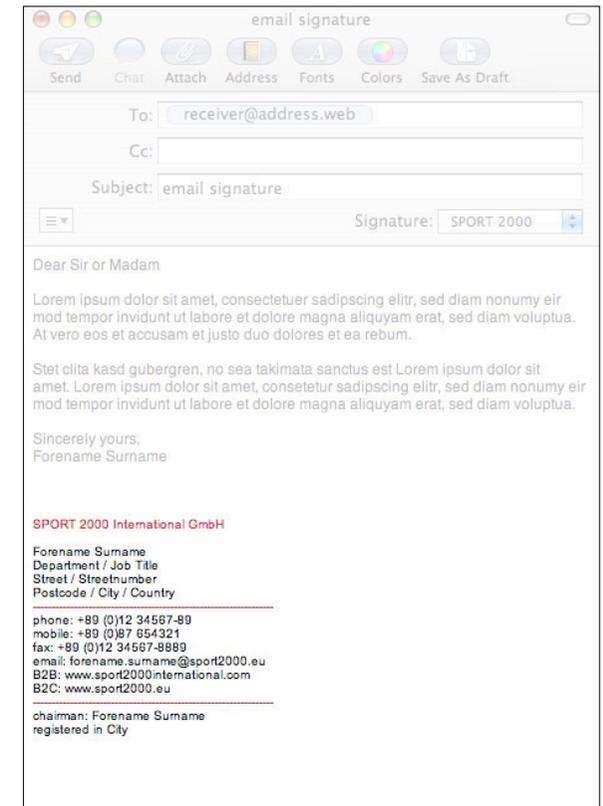
SPORT 2000 International GmbH

Forename Surname
Department / Job Title
Street 123
9876 City, Country

phone: +89 (0)12 34567-89
mobile: +89 (0)87 654321
fax: +89 (0)12 34567-8889
email: forename.surname@sport2000.eu
B2B: www.sport2000international.com
B2C: www.sport2000.eu

chairman: Forename Surname
registered in City

signature elements



example of use

5.10 POWERPOINT

[HOME](#)
[STATIONERY](#)

The PowerPoint template provided on the CD should be used to prepare presentations.

format: **DIN A 4** (297 x 210 mm)

1 title slide

2 opener slide

Sections are divided by opener slides.

They are plain grey or show an image.

3 basic elements

- grid: **four columns** (images and text can run over 1, 2, 3 or 4 columns)
- header (including slide title)
- footer (grey bar including pagina, chapter name and picture mark)

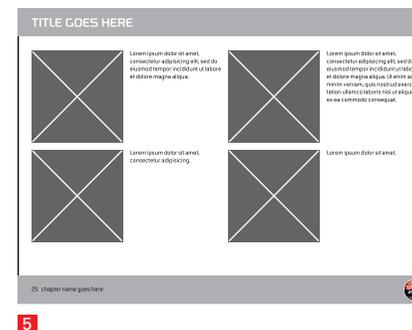
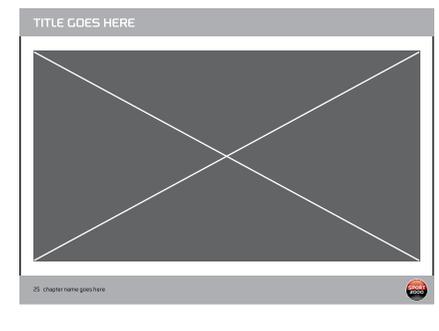
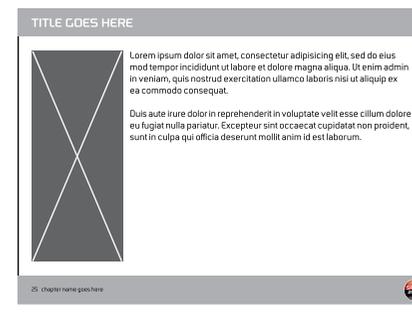
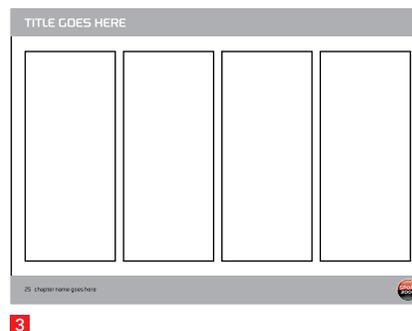
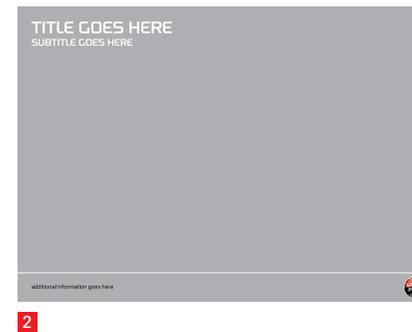
4 body copy

Headlines and essential parts of the text should be highlighted in red.

5 captions

Captions next to images are smaller and should run within **one column**.

6 closing slide



→ 2 / colours

→ 3 / typography

→ 4.7 / graphic elements

6 EXTERIOR SIGNAGE

[← HOME](#)

The design of the shop front may vary depending on size, local requirements and the architecture of the individual building.

This makes it even more important that the brand identity appears consistent in different environments. This section outlines various options for signage with different requirements but can not discuss every possible case in detail. A high standard should be maintained using the same colours and materials in all shops.

6 EXTERIOR SIGNAGE

[↶ HOME](#)

- 6.1 facade
- 6.2 facade sign/logo
- 6.3 facade sign/retailer's name
- 6.4 store projecting sign
- 6.5 signage illumination
- 6.6 opening times
- 6.7 decals

6.1 FACADE

[HOME](#)[EXTERIOR SIGNAGE](#)

The design of the shopfront signage repeats the design of the horizontal mark as introduced in [1.1 / basic logo elements](#).

The architecture of shops can be very different and signage is often subject to local regulations. For this reason it is important to study the guidelines in this manual carefully but also make adjustments according to local requirements.

Discussing all signage with the architect and shop fitter prior to production is essential.



6.2 FACADE SIGN / LOGO

◀ HOME ▶ EXTERIOR SIGNAGE

The horizontal mark (picture mark and word mark) is always **centered** on the sign. The word mark is black on a grey background.

1 standard

The horizontal mark on the facade sign is constructed as introduced in [1.2 / logo construction](#).

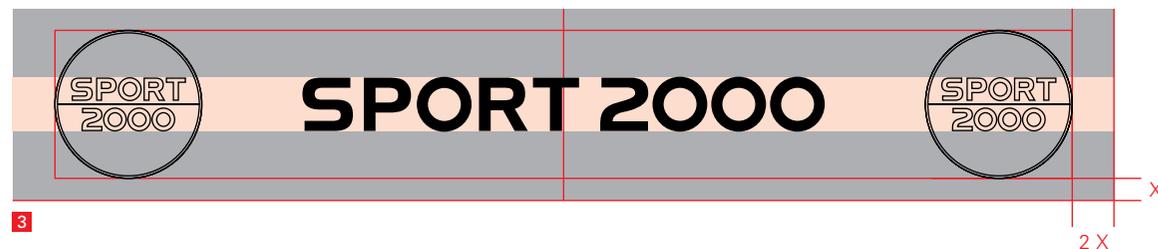
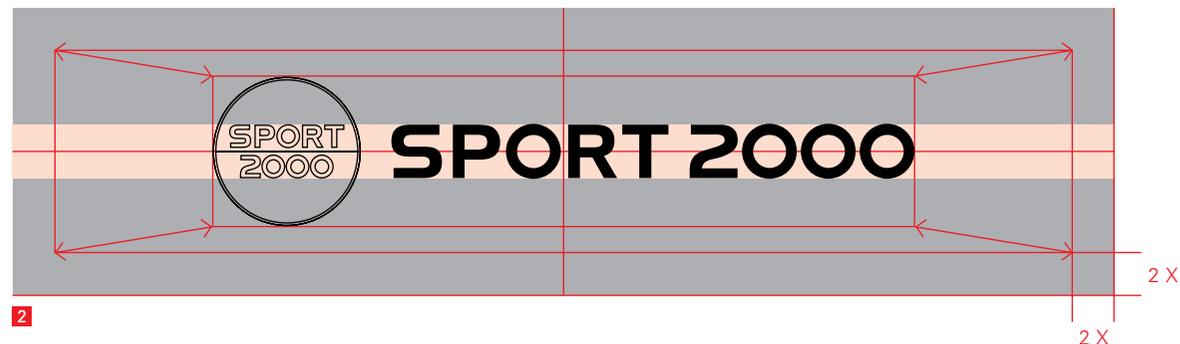
2 scaling

The sign dimensions vary depending on the architecture. The name and logo can be scaled according to the dimensions of the sign.

Since sign dimensions can vary depending on the architecture, the horizontal mark (including the freezone) does not always have to be scaled to the maximum height or width of the sign. However, a freezone of $2 X$ on the left and right and $1 X$ at the top and bottom should be kept. For taller signs also $2 X$ can be used at the bottom. (X = width of the letter 'S')

3 two picture marks

A second picture mark may be introduced on the facade sign. In this case both picture marks are positioned on the outer edges of the sign (according to the freezone) while the word mark is centred.



→ [1.3 / logo freezones](#)

→ [2.2 / colour palette](#)

6.3 FACADE SIGN / RETAILER'S NAME

[HOME](#)
[EXTERIOR SIGNAGE](#)

If the horizontal mark can not be used on the facade the retailer's name should be used.

The retailer's name forms a unit with the picture mark and is always **centered** on the sign. The name is **black** on a **grey** background and uses the font 'Sport2000 Display' (upper case).

1 standard retailer's name

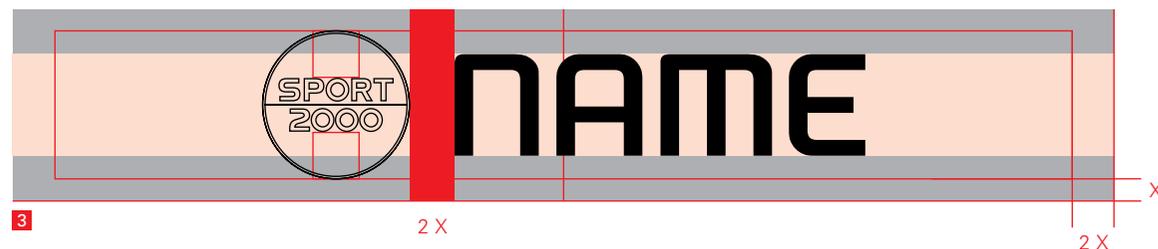
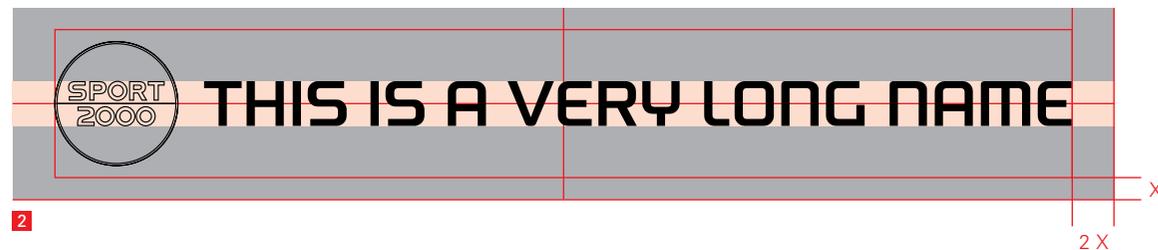
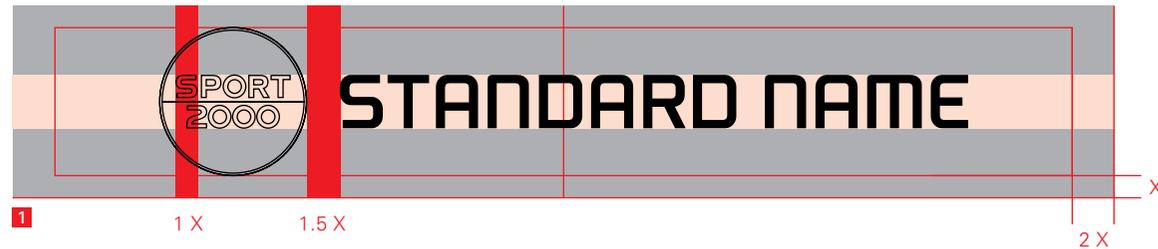
Generally the cap height of the retailer's name should be as high as the SPORT 2000 type in the picture mark.

2 long retailer's name

If the retailer's name is very long it may only be scaled to the maximum width within the freezone.

3 short retailer's name

If the retailer's name is very short (less than five characters) it can be used larger. In this case the cap height and baseline correspond with half the space between the type in the logo and the outer border of the circle.



→ [1.2 / logo construction](#)

→ [1.3 / logo freezones](#)

→ [2.2 / colour palette](#)

6.4 STORE PROJECTING SIGN

[HOME](#)
[EXTERIOR SIGNAGE](#)

The projecting sign is positioned on the side of the shop. The exact design and shape of the projecting sign may be subject to local regulations. For the three possible options shown on the right the following design considerations and freezones apply:

1 square sign

Keep a freezone of $1 X$ minimum around the logo.

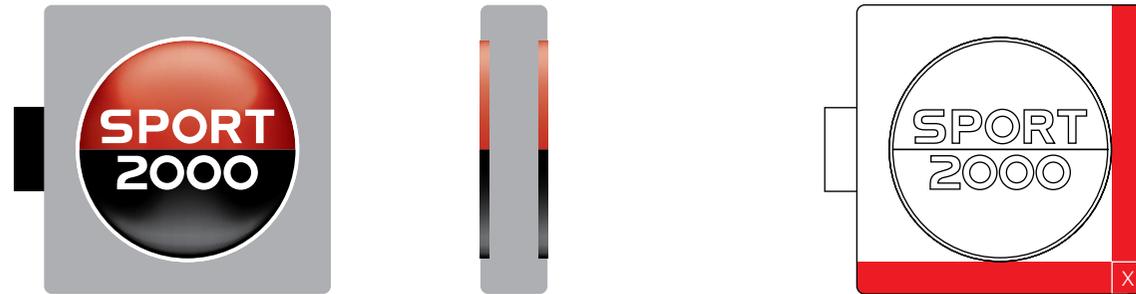
2 circle

Leave a small edge around the logo that equals the white border of the logo.

3 square-circle combination

Keep a freezone of $1 X$ on the right, top and bottom and $2 X$ on the left

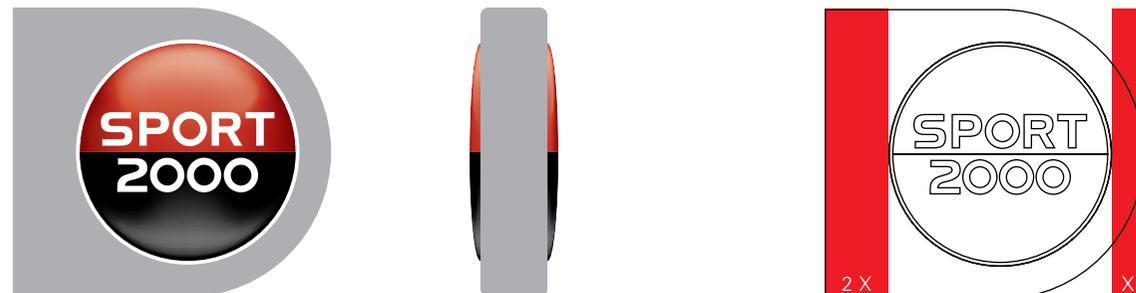
The picture mark on the projecting sign should have equal dimension as the picture mark on the facade sign.



1



2



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6.5 SIGNAGE ILLUMINATION

[HOME](#)
[EXTERIOR SIGNAGE](#)

All exterior signage should be illuminated from the inside. The picture mark as well as the word mark 'SPORT 2000' should be produced as individual 3D shapes with a white side. Both elements are positioned on a grey background panel.

The illuminated parts shown on the right are marked in red.

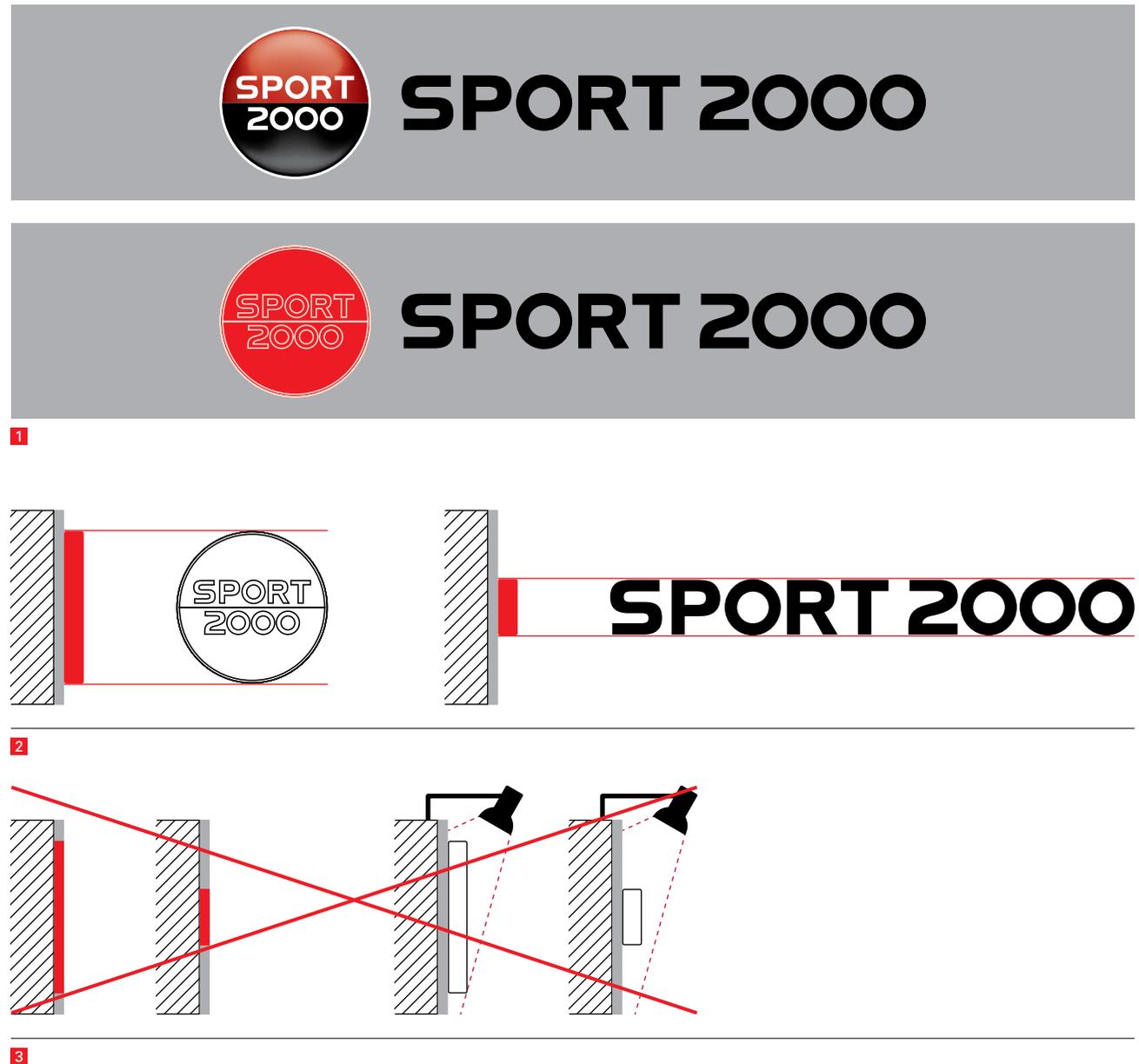
1 front view

The picture mark is illuminated on the front and on the side. The word mark 'SPORT 2000' is solid black on the front and only illuminated on the side.

2 side view

The side of the picture mark and the letters should be made from a translucent white material in order to let light shine through.

- 3 The logo should not set back in a lightbox. External lighting of the facade sign should be avoided unless local regulations only allow this form of illumination.



6.6 OPENING TIMES

[HOME](#)[EXTERIOR SIGNAGE](#)

The opening times should be reproduced in vinyl and if possible applied at viewing height to the inside of a glass entrance door. The lettering should be either black or white depending on light conditions and contrast.

- 1 opening times are the same on every day
- 2 opening times vary on different days

font details

font: 'Sport2000 Display'

size: 40 points

leading: 55 points

tracking: +20

alignment: flush left

Opening times shown at 50% of original size.

OPENING TIMES

MO – SA 9.00 – 20.00

1

OPENING TIMES

MO 9.00 – 18.00

TU 9.00 – 20.00

WE 9.00 – 18.00

TH 9.00 – 20.00

FR 9.00 – 20.00

SA 9.00 – 18.00

2

6.7 DECALS

[HOME](#)[EXTERIOR SIGNAGE](#)

Decals are produced in frosted vinyl. Their purpose is to avoid people walking into a window or glass door. For this purpose a special black and white version of the logo has been designed (→ [file names / additional logo versions](#)).

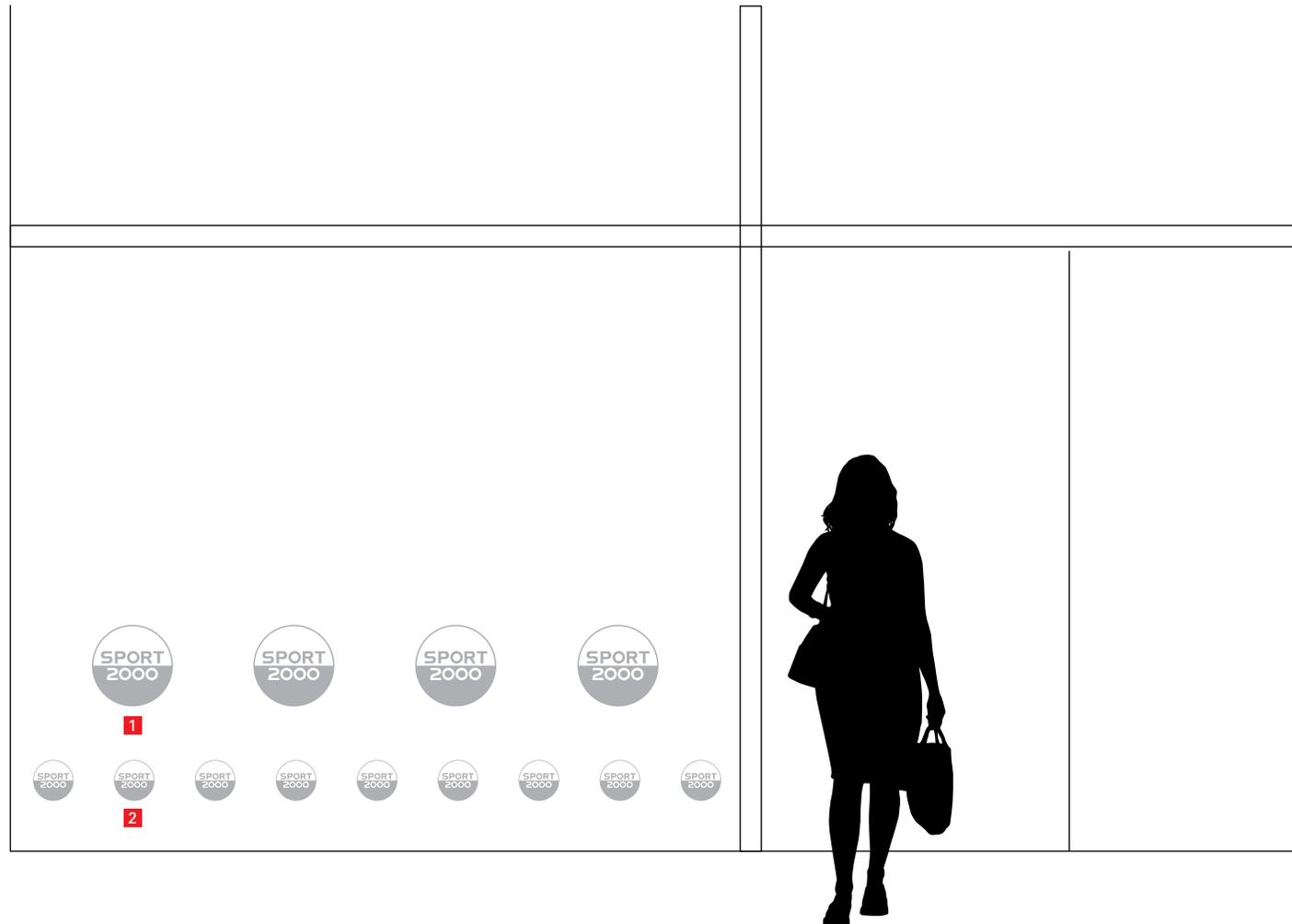
Decals should always be applied with equal spaces in between (1 space = 1 picture mark).

1 size 1

300 mm diameter

2 size 2

150 mm diameter



7 INTERIOR SIGNAGE

[↩ HOME](#)

The interior signage is part of the overall interior design concept. This section of the guide only outlines the use of the logo and specific graphic elements within the interior environment.

7 INTERIOR SIGNAGE

[↖ HOME](#)

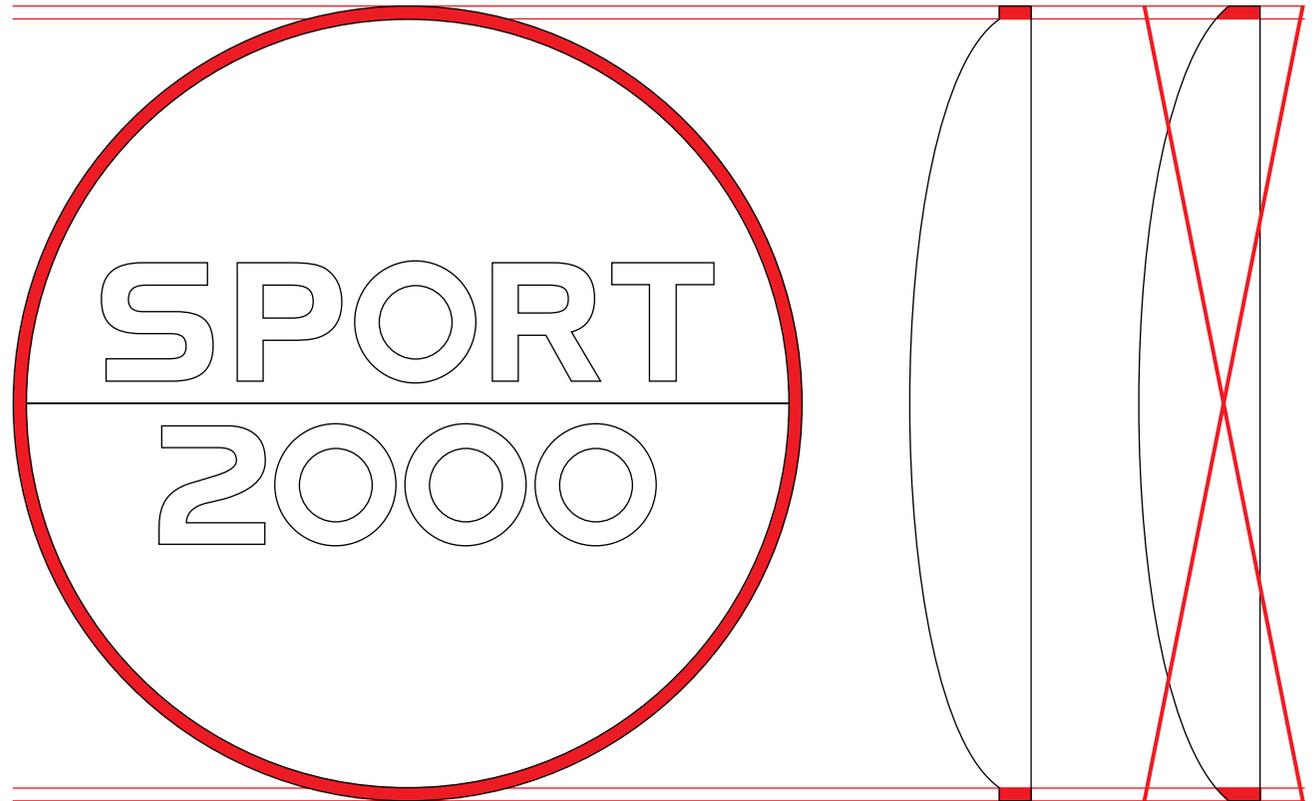
- 7.1 3D logo shape
- 7.2 logo use on displays
- 7.3 display signs
- 7.4 signage on walls
- 7.5 displays with various logos
- 7.6 price and display labels
- 7.7 orientation

7.1 3D LOGO SHAPE

[↖ HOME](#)[↖ INTERIOR SIGNAGE](#)

When the picture mark is produced as a 3D object it should not be flat but slightly curved. This also supports the printed 3D effect.

The border around the picture mark should not be part of the curve and remain flat.



7.2 LOGO USE ON DISPLAYS

HOME

INTERIOR SIGNAGE

The picture mark can be used in different positions on a display which also determines its shape and the way it is manufactured. Depending on the display it can be illuminated from within.

1 picture mark sitting on top of a display

2 picture mark inside a display

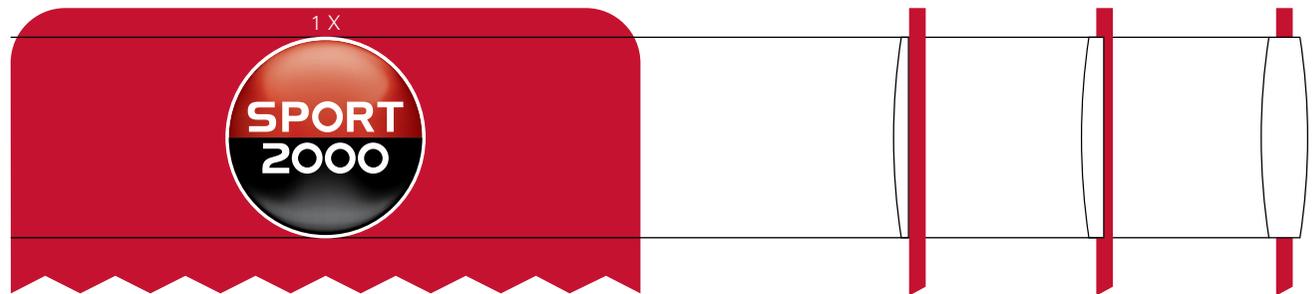
The picture mark can be visible from one or from both sides. The white border can be also a rim in the display itself.

3 picture mark on a frame

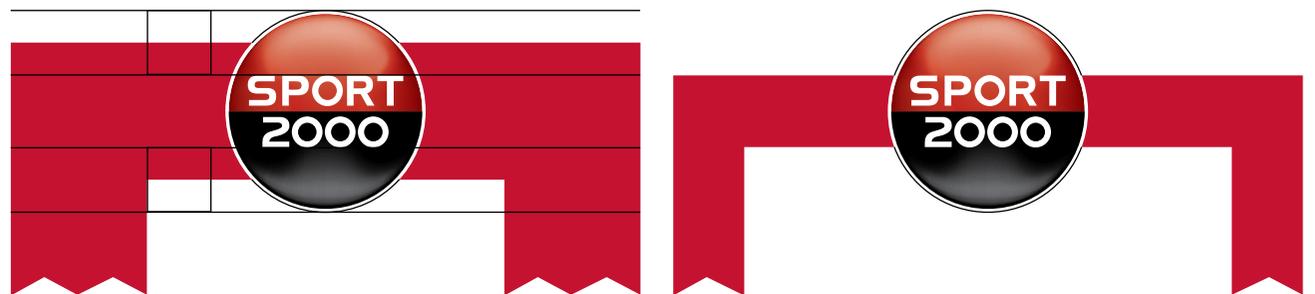
Depending on the dimensions of the frame the picture mark can be positioned on the frame lining up with the cap height and base line of the lettering or with the middle of the space to the outer edges of the circle.



1



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7.3 DISPLAY SIGNS

◀ HOME ▶ INTERIOR SIGNAGE

Signs within the shop interior are designed on the basis of the same principles and measurements as the logo on bars and the exterior signage.

1 orientation

For signage which needs to be seen from a certain distance the writing can be larger (lining up with the middle of the space between the lettering and the outer edges of the circle). Picture mark and text should be centred.

2 zones

For signage which identifies certain zones (universes) in the shop the text should be at the standard size. Picture mark and text should be centred when used on a flat colour background.

3 on images

On images the picture mark and text can be positioned on the left side in order to not overlap parts of the image.



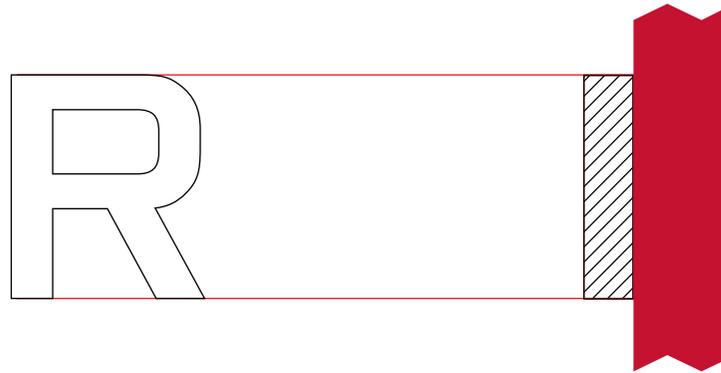
7.4 SIGNAGE ON WALLS

[HOME](#)
[INTERIOR SIGNAGE](#)

Lettering on walls should be coordinated with the background colour. For example white (or steel) on red.

1 3D letters

Ideally individual letters should be produced as three-dimensional objects, whereby the depth should ideally be the same as the width of the letter stem.



2 text on a wall

3D letters should be applied directly to the wall (for example 'shoe wall'). The space in-between words must be equal.

1



3 text on backgrounds

If possible text should not be used on individual bars or boxes.

2



3

7.5 DISPLAYS WITH VARIOUS LOGOS

HOME

INTERIOR SIGNAGE

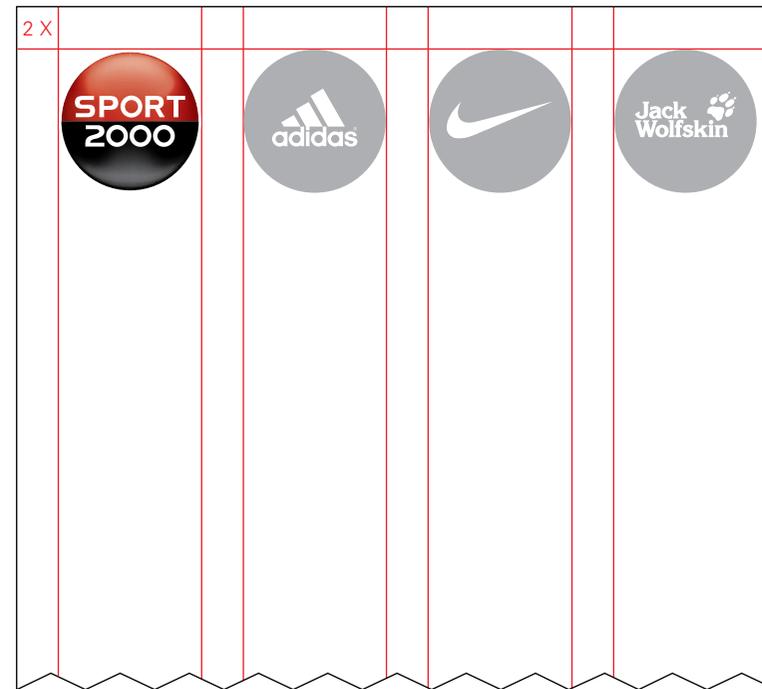
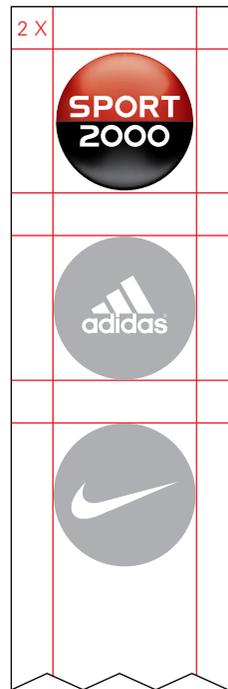
In the shop environment the SPORT 2000 logo often appears in combination with other brands.

1 positioning

The logo of other brands should be positioned in a circle that has the same diameter as the SPORT 2000 logo. In a row they can either be positioned horizontally or vertically with equal spacing in-between.

2 colour

The logos of other brands should always be white and can be used on a grey or black circle, depending on the background. If the background has a strong colour (red) a black circle offers a better contrast.



1



2

→ [1.16 / in combination with other logos](#)

7.6 PRICE AND DISPLAY LABELS

HOME

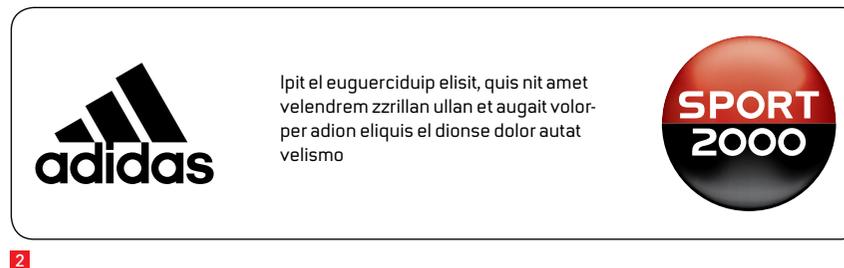
INTERIOR SIGNAGE

The logo needs to retain its integrity and its elements should not be incorporated into other designs.

1 On price tags do not place the price in a circle.

2 When used in connection with another logo, the other brand might be more important. In this case its logo should be positioned on the left while the SPORT 2000 logo stands on the right.

3 The logo elements should not be used in a different context. The logo should not be placed on a stick (lollipop).



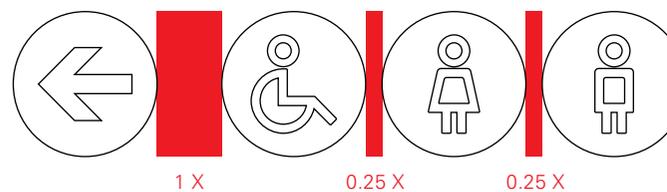
7.7 ORIENTATION

Matching the corporate font 'Sport2000 Display' basic orientation signs have been designed.

The space **1 X** between a sign and the related wording equals the width of the letter 'S'.

The cap height equals the height of the arrow.

The space between several consecutive signs is **0.25 X**.



→ [3.7 / pictograms](#)

→ [file names / pictograms](#)

8 BANNERS

[← HOME](#)

Banners communicate the SPORT 2000 brand to a very large audience as they are used in a stadium or at festivals. Their design is therefore of significant importance.

8 BANNERS

[↖ HOME](#)

- 8.1 stadium banner 1
- 8.2 stadium banner 2
- 8.3 event banners

8.1 STADIUM BANNER 1

◀ HOME ▶ BANNERS

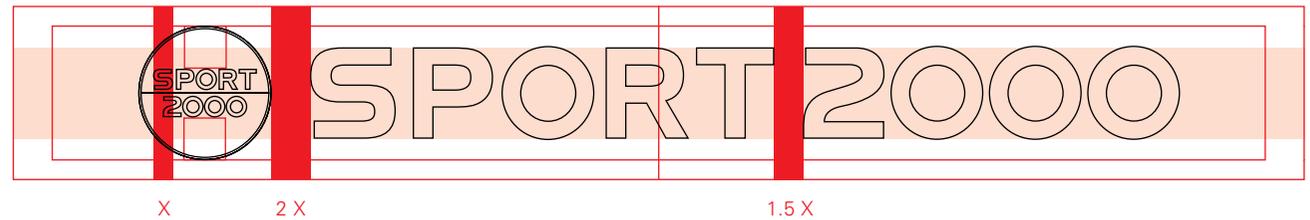
The colours for banners are defined as white for the word mark and PANTONE 187 C (red) for the background.

Banners can also have a white background, in which case the word mark is black.

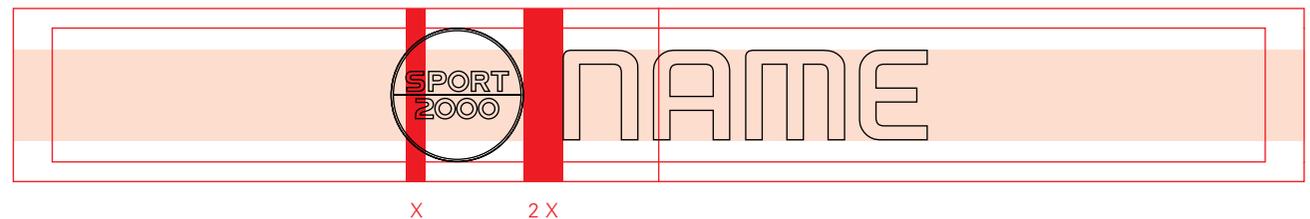
- 1 On banners the word mark 'SPORT 2000' is used larger than in the horizontal mark.

The cap height of the word mark equals the centre between the border and the wording within the circle.

- 2 If names of retailers are used they are set in the font 'Sport2000 Display'.



1



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→ [1.3 / logo freezones](#)

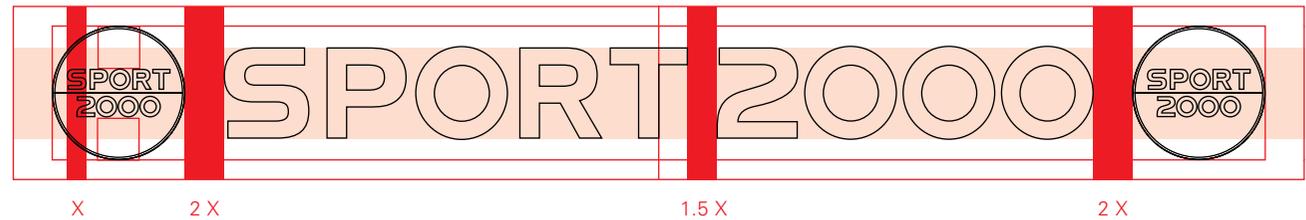
→ [2.2 / colour palette](#)

8.2 STADIUM BANNER 2

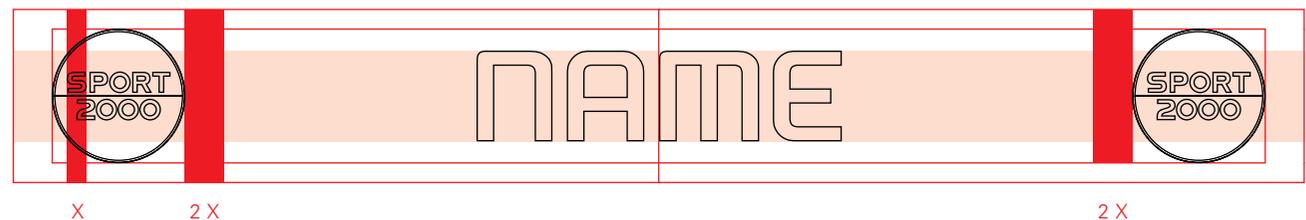
↖ HOME ↖ BANNERS

On banners the picture mark can also be used on both sides. In this case both picture marks are positioned on the outer edges of the banner (according to the freezone) while the lettering is centred.

- 1 version with SPORT 2000
- 2 version with retailer's name
(using the font 'Sport2000 Display')



1



2

→ [1.3 / logo freezones](#)

→ [2.2 / colour palette](#)

8.3 EVENT BANNERS

[HOME](#)
[BANNERS](#)

The colours for event banners are defined as white for the text and PANTONE 187 C (red) for the background.

1 start / finish banner

The start / finish banner is designed as the stadium banner 2 shown on the [previous page](#).

2 quickboard

The quickboard must contain the SPORT 2000 picture mark and the national web address. Both elements should be centered on the quickboard.

Keep a freezone of **1 Y** between the logo and the trimming edge (dashed line). The web address is set in capitals and aligned with the freezone. Its cap height equals the cap height of the wording in the picture mark.

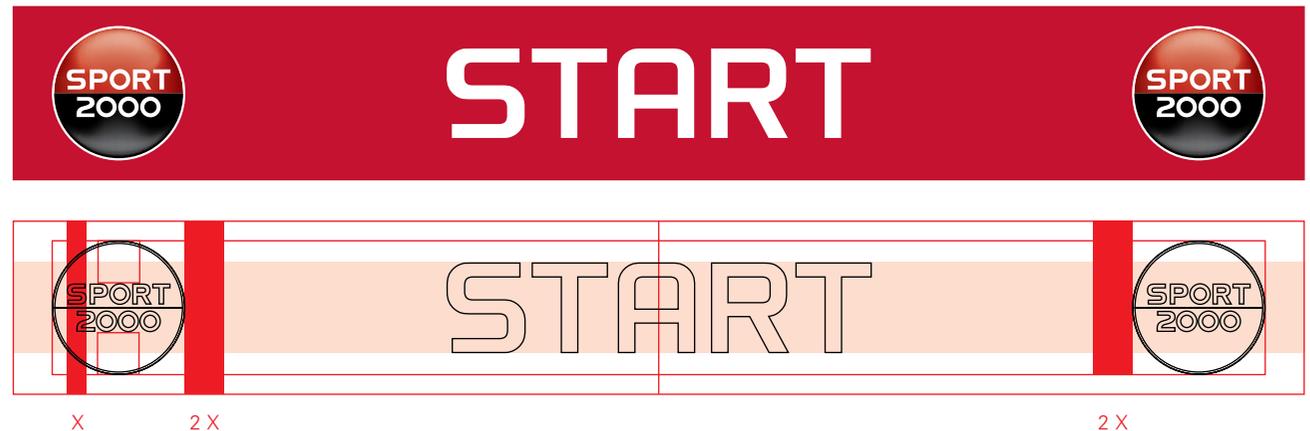
3 easyflag

The easyflag must contain the SPORT 2000 picture mark and the national web address.

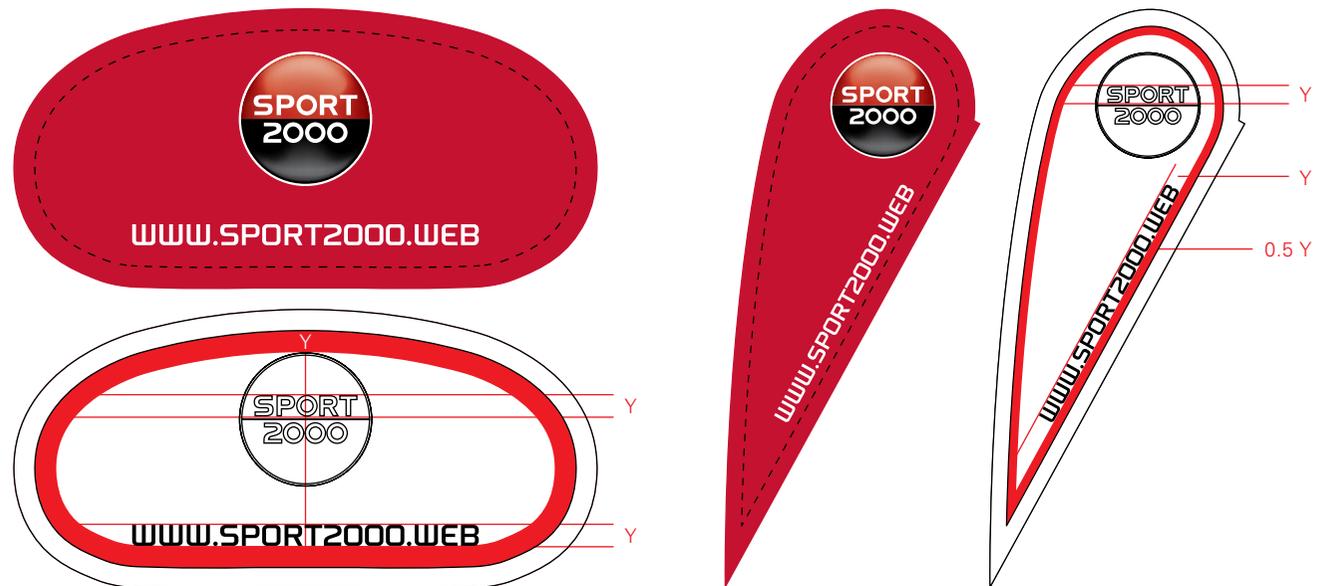
Keep a freezone of **0.5 Y** between the logo and the trimming edge (dashed line). The web address is set in capitals and aligned with the freezone. Its cap height equals the cap height of the wording in the picture mark.

→ [1.3 / logo freezones](#)

→ [2.2 / colour palette](#)



1



2

3

9 MEDIA / ADVERTISING

[← HOME](#)

The logo is used in a variety of different media and forms of advertising. As these tools of communication change frequently and are individually designed in different countries, it is important to retain basic rules as how to apply the logo in a consistent way.

9 MEDIA / ADVERTISING

[↖ HOME](#)

- 9.1 address sub-line
- 9.2 print media/header
- 9.3 print media/footer
- 9.4 website
- 9.5 web banners
- 9.6 clothing
- 9.7 bags/tape
- 9.8 vehicles

9.1 ADDRESS SUB-LINE

On flyers and leaflets the retailer's name may be combined with an additional address sub-line.

The address sub-line should contain:

- street/house number
- post code/city
- phone number



STANDARD NAME

Street 123 9876 City +89 (0)12 34567-89

construction

- The font 'Sport2000 Display' should be used for the retailer's name and 'Sport2000 Regular' for the address sub-line.
- The retailer's name stands on the middle line of the picture mark. Regardless the number of characters, the retailer's name should be as high as the word 'SPORT 2000' in the picture mark.
- Keep a space of **1 X** between the retailer's name and the sub-line below. Its cap height equals **1 X**.
- The sub-line is always aligned on the left with the retailer's name. It should have the same colour (black or white).
- Keep **three** spaces between each section of the sub-line.
- The font size of the sub-line should not be smaller than **6 point**.



9.2 PRINT MEDIA / HEADER

Headlines as well as retailer’s details can be placed on a header or footer at the top and bottom of a format. Both should have equal size.

The header shown on this page should be combined with the footer shown on the next page.

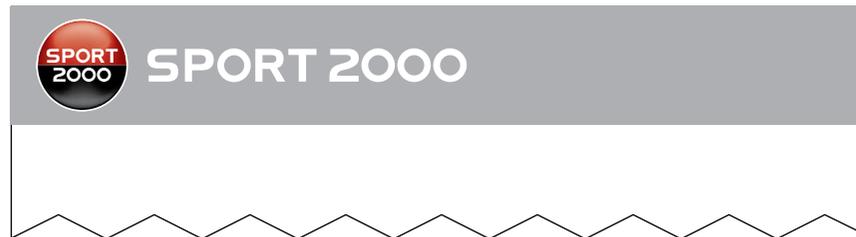
Make sure to use only the font ‘Sport2000 Display’ for headlines. Consider three options:

- 1 The horizontal mark or the picture mark may be used on its own.
- 2 Headlines should only be used in combination with the picture mark. They should not be longer than a few words and centered with the picture mark.

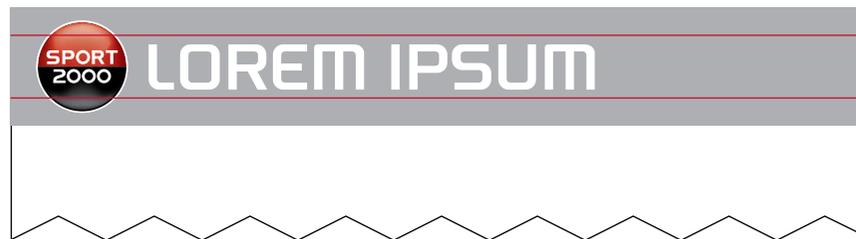
The point size of a headline is variable but its maximum cap height should not go beyond the middle line between the type and the border of the circle in the picture mark.

- 3 If the headline exceeds the space of the header, text can be used on a coloured background below. Both areas are separated by a white line.

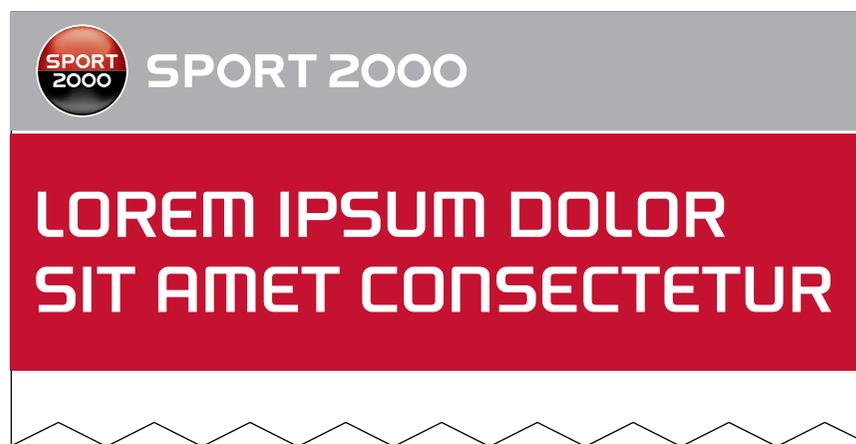
- 1.11 / construction on bars
- 1.13 / position on bars
- 4.7 / graphic elements



1



2



3

9.3 PRINT MEDIA / FOOTER

The retailer's name and contact details can be placed on the footer at the bottom of a format.

The footer shown on this page should be combined with the header shown on the previous page.

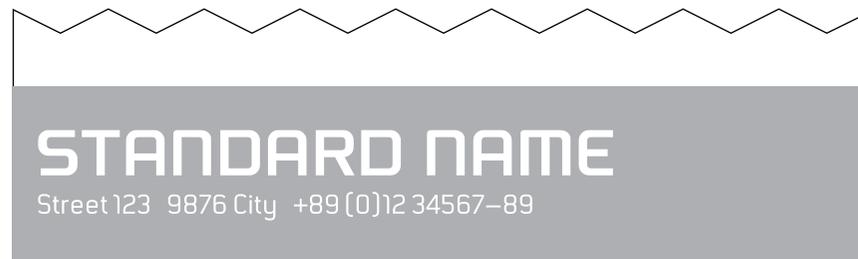
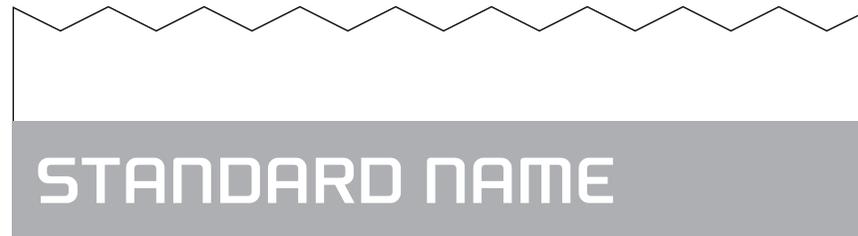
Make sure to use the font 'Sport2000 Display' for the retailer's name and 'Sport2000 Regular' for all contact details.

1 If the logo is already shown in the header at the top, it should not be repeated it on the footer next to the retailer's name.

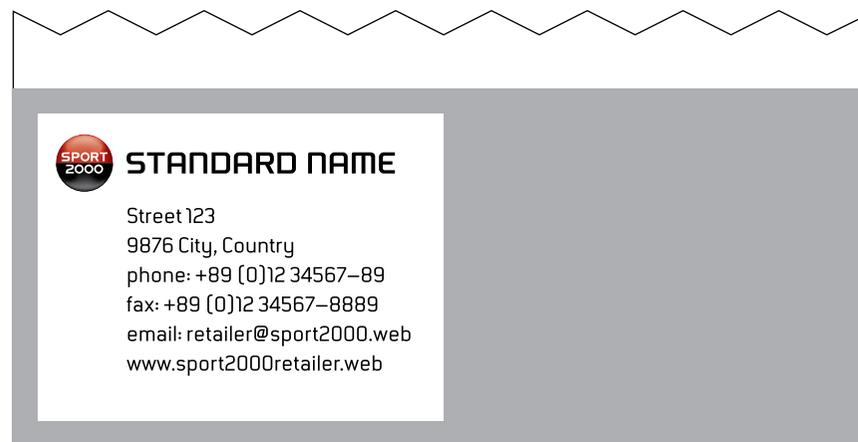
The retailer's name can either stand alone or in combination with the address sub-line. Both must be centered on the footer.

2 In some print media (e.g. back of a catalogue) the retailer's details may be longer. In this case the contact details are left-aligned with the retailer's name and may be combined with the picture mark in a white box.

The cap height of the retailer's name equals that of 'SPORT 2000' in the picture mark. The font size of the contact details should not be smaller than **6 point**.



1



2

9.4 WEBSITE

The design of the website may be different in each country. However, a common element should be that the logo is always placed on a background or bar in the top left corner.

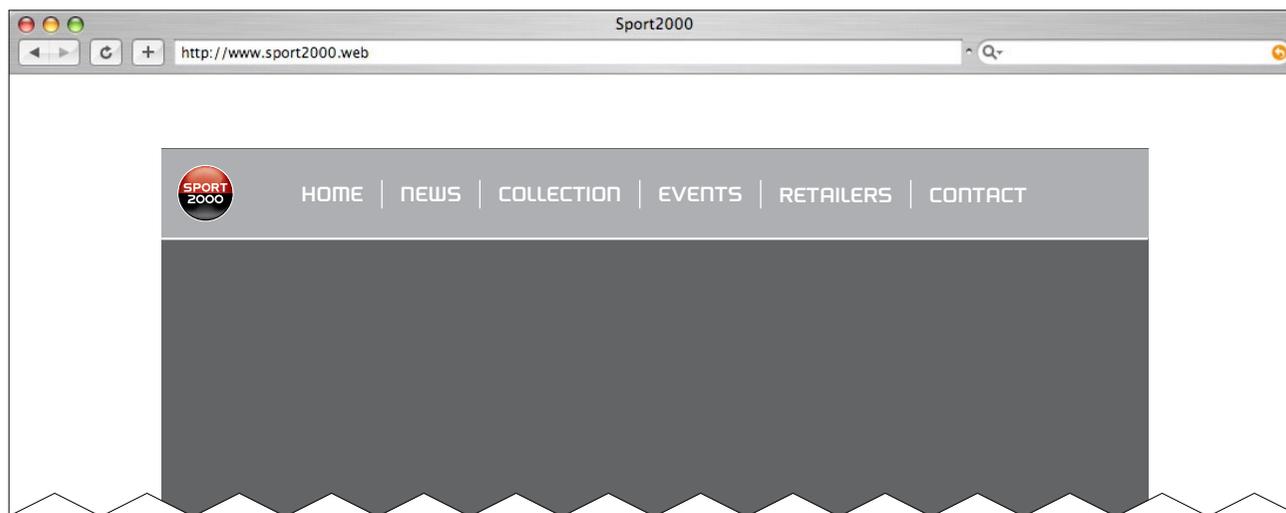
- 1 The picture mark should be used if other design elements, such as the navigation, are placed on the same bar. In this case a freezezone of 2 X should be kept around it.

In exceptional cases, e.g. on promotional sites, the picture mark can be placed in a different position referring to the rules established in [1.13 / position on bars](#).

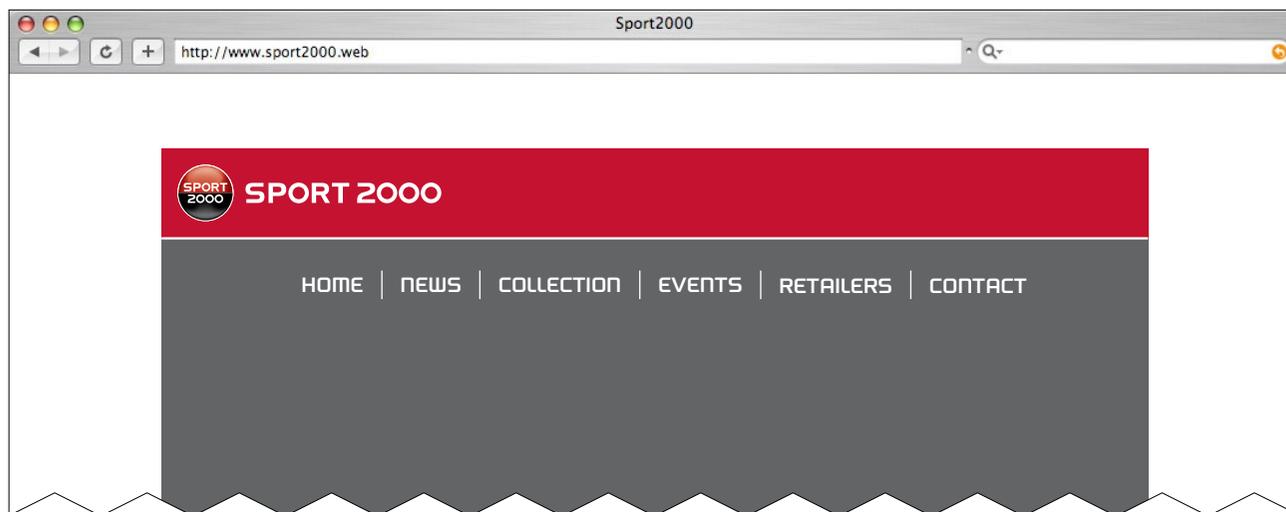
The logo should not be used smaller than **50 x 50 pixels**.

- 2 The horizontal mark can be used on the bar if no other elements are placed directly next to it.

- [1.11 / construction on bars](#)
- [2.1 / overview: authorised colour combinations](#)
- [4.7 / graphic elements](#)



1



2

9.5 WEB BANNERS

↖ HOME

↖ MEDIA / ADVERTISING

The most common sizes for web banners are outlined below. When designing a web banner always consider the logo freezones as introduced in [1.3 / logo freezones](#). The logo may not be used smaller than 50 x 50 pixels.

1 full size banner (468 x 60 pixels)

The picture mark should be arranged flush left. You may place a second picture mark on the banner as introduced in [6.2.3 / facade sign \(logo\)](#).

2 square banner (400 x 400 pixels)

The picture mark should be centered at the bottom.

3 wide skyscraper (160 x 600 pixels)

The picture mark should be centered at the bottom.

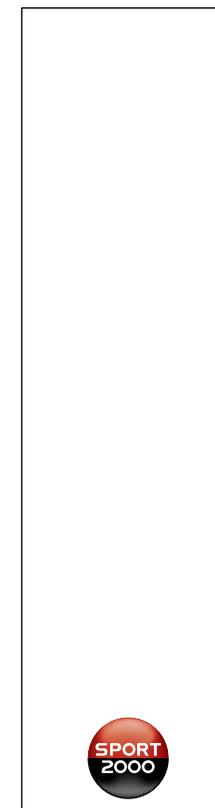
The banners on the right are shown at 50% original size.



1



2



3

→ [1.12 / position on white ground](#)

→ [1.13 / position on bars](#)

→ [2.1 / overview: authorised colour combinations](#)

9.6 CLOTHING

HOME

MEDIA / ADVERTISING

To ensure that the SPORT 2000 staff members can be recognized in the shop environment, only use red or white polo shirts. The picture mark should be printed on the front left at chest height.

The back of the shirt may be kept blank or can feature words such as 'TEAM' or 'STAFF'. Always use the font 'Sport2000 Display'.

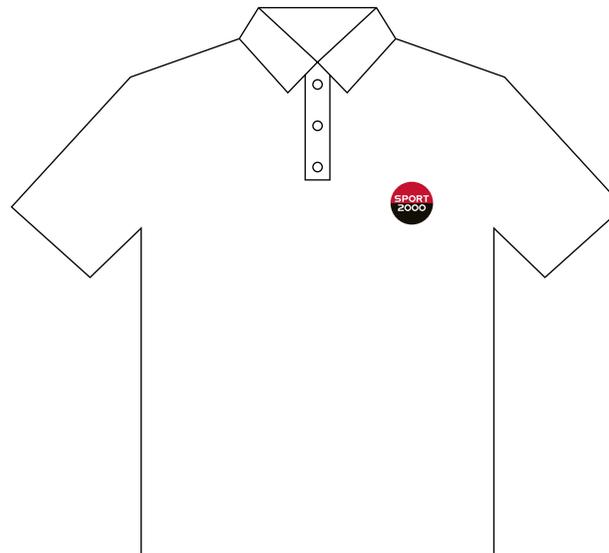
On clothing only the plain logo should be used. The logo can either be screen printed or stitched for a high-quality appearance.

- **red shirts**

Use the plain picture mark in 3 PANTONE colours (including white). Consider a red tone for the shirt that is close to PANTONE 187 C.

- **white shirts**

Use the plain picture mark in 2 PANTONE colours (excluding white).



front

example back

9.7 BAGS / TAPE

bags

Bags must be produced with the 3D picture mark on a red or white background.

Beside the logo, the bags show the national website address but no particular shop address. The side of the bag can be either red or white.

tape

Branded packaging tape can be used when sending out small parcels or for any products packed for transport.

The horizontal mark is positioned according to the freezone and the width of the tape. It is repeated in equal intervals.



bags



tape

9.8 VEHICLES

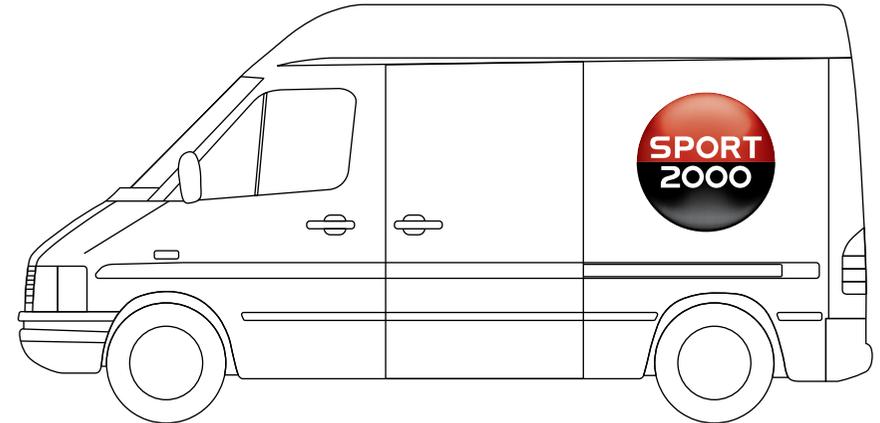
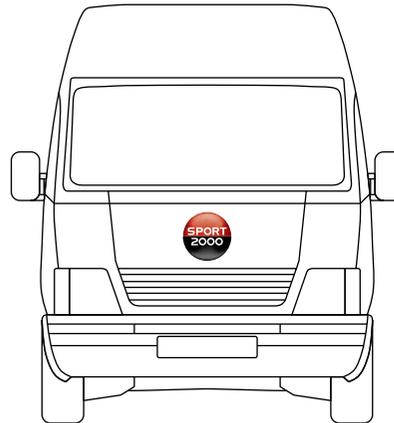
Vehicles are an efficient communication tool and a free advertising medium. The logo can be shown on vehicles in different sizes depending on the dimensions of the vehicle.

Ideally the vehicle should be white. If possible the logo should be used on an area that is not interrupted by gaps or other structural elements. The logo and all lettering should be produced in vinyl considering the freezones.

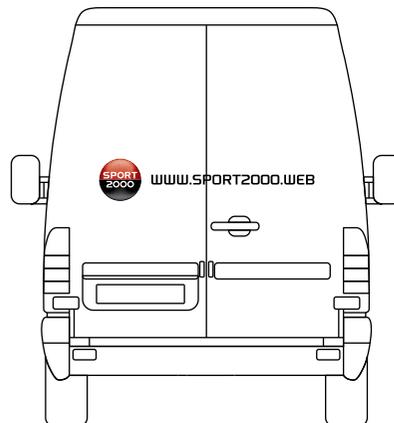
1 front/side view

2 back view

On the back of the vehicle the picture mark should be used in combination with the URL of the website. The telephone number of the retailer is optional. The cap height of this text should be 1.5 times the height of the lettering in the picture mark.



1 example



WWW.SPORT2000.WEB



**WWW.SPORT2000.WEB
PHONE 0123 4567 8910**

2 example

APPENDIX

[↩ HOME](#)

FILE NAMES

[HOME](#)

The SPORT 2000 logo and all logo variations are provided on CD in three different colour modes (CMYK, RGB and PANTONE) for different types of reproduction. When sending the logo to external users it is important to clarify how it will be printed in order to provide them with the correct file.

PANTONE colours are precise spot colours which are used when the amount of colours is limited (usually less than four) or if a very precise colour match is needed. They are also often referred to for vinyl by sign companies.

CMYK colours are used in standard offset printing. The CMYK logo should always be selected if more than four colours appear in the design. CMYK colours work best for digital printing as well.

RGB colours are used for all on-screen designs such as pdf's and websites.

File names are structured following a key that relates to the individual form and colour mode of the various logo versions and helps to find a specific logo file on the provided CD.

KEY

[HOME](#)

1.21_sport2000_HM_3D_4C_N_RG.eps

HM_3D_4C_N_RG.eps

SHAPE

PM = picture mark
 HM = horizontal mark

TM = ™
 R = ®
 S = small logo version
 SLU = strapline underneath
 SLR = strapline right

EFFECTS

3D = three-dimensional
 PL = plain

COLOUR MODE

4C = 4 colour process
 GR = greyscale

1SC = 1 spot colour
 2SC = 2 spot colours
 3SC = 3 spot colours

RGB = screen version
 BW = black/white version

P = positive
 N = negative

GG = grey ground
 RG = red ground

FILE FORMAT

eps = vector based file
 jpg = pixel based file

example:



1.21_sport2000_HM_3D_4C_N_RG.eps

horizontal mark / 4 colour process / negative / red ground

3D VERSION / PRINT 1

[↖ HOME](#)
[↖ KEY](#)
**1.1_sport2000_PM_3D_4C.eps**

picture mark / 4 colour process

**1.5_sport2000_PM_3D_GR_1SC_GG.eps**

picture mark / greyscale / 1 spot colour / grey ground

**1.9_sport2000_PM_3D_4C+1SC_RG.eps**

picture mark / 4 colour process + 1 spot colour / red ground

**1.2_sport2000_PM_3D_GR_4C.eps**

picture mark / greyscale / 4 colour process

**1.6_sport2000_PM_3D_4C_GG.eps**

picture mark / 4 colour process / grey ground

**SPORT 2000****1.10_sport2000_HM_3D_4C.eps**

horizontal mark / 4 colour process

**1.3_sport2000_PM_3D_GR_1SC.eps**

picture mark / greyscale / 1 spot colour

**1.7_sport2000_PM_3D_4C+1SC_GG.eps**

picture mark / 4 colour process + 1 spot colour / grey ground

**SPORT 2000****1.11_sport2000_HM_3D_GR_4C.eps**

horizontal mark / greyscale / 4 colour process

**1.4_sport2000_PM_3D_GR_4C_GG.eps**

picture mark / greyscale / 4 colour process / grey ground

**1.8_sport2000_PM_3D_4C_RG.eps**

picture mark / 4 colour process / red ground

**SPORT 2000****1.12_sport2000_HM_3D_GR_1SC.eps**

horizontal mark / greyscale / 1 spot colour

3D VERSION / PRINT 2[HOME](#)[KEY](#)**1.13_sport2000_HM_3D_GR_4C_GG.eps**

horizontal mark / greyscale / 4 colour process / grey ground

**1.17_sport2000_HM_3D_4C_N_GG.eps**

horizontal mark / 4 colour process / negative / grey ground

**1.21_sport2000_HM_3D_4C_N_RG.eps**

horizontal mark / 4 colour process / negative / red ground

**1.14_sport2000_HM_3D_GR_1SC_GG.eps**

horizontal mark / greyscale / 1 spot colour / grey ground

**1.18_sport2000_HM_3D_4C+1SC_N_GG.eps**

horizontal mark / 4 colour process + 1 spot colour / negative / grey ground

**1.22_sport2000_HM_3D_4C+1SC_N_RG.eps**

horizontal mark / 4 colour process + 1 spot colour / negative / red ground

**1.15_sport2000_HM_3D_4C_P_GG.eps**

horizontal mark / 4 colour process / positive / grey ground

**1.19_sport2000_HM_3D_4C_P_RG.eps**

horizontal mark / 4 colour process / positive / red ground

**1.16_sport2000_HM_3D_4C+1SC_P_GG.eps**

horizontal mark / 4 colour process + 1 spot colour / positive / grey ground

**1.20_sport2000_HM_3D_4C+1SC_P_RG.eps**

horizontal mark / 4 colour process + 1 spot colour / positive / red ground

3D VERSION / SCREEN

[HOME](#)[KEY](#)**2.1_sport2000_PM_3D_RGB.jpg**

picture mark / RGB

**2.5_sport2000_HM_3D_RGB_P_GG.jpg**

horizontal mark / RGB / positive / grey ground

**2.2_sport2000_PM_3D_RGB_GG.jpg**

picture mark / RGB / grey ground

**2.6_sport2000_HM_3D_RGB_N_GG.jpg**

horizontal mark / RGB / negative / grey ground

**2.3_sport2000_PM_3D_RGB_RG.jpg**

picture mark / RGB / red ground

**2.7_sport2000_HM_3D_RGB_P_RG.jpg**

horizontal mark / RGB / positive / red ground

**2.4_sport2000_HM_3D_RGB.jpg**

horizontal mark / RGB

**2.8_sport2000_HM_3D_RGB_N_RG.jpg**

horizontal mark / RGB / negative / red ground

PLAIN VERSION

[↶ HOME](#)
[↶ KEY](#)
**3.1_sport2000_PM_PL_2SC.eps**

picture mark / 2 spot colours

**3.5_sport2000_PM_PL_2SC_RG.eps**

picture mark / 2 spot colours / red ground

**SPORT 2000****3.9_sport2000_HM_PL_3SC_P_GG.eps**

horizontal mark / 3 spot colours / positive / grey ground

**3.2_sport2000_PM_PL_GR_1SC.eps**

picture mark / greyscale / 1 spot colour

**SPORT 2000****3.6_sport2000_HM_PL_2SC.eps**

horizontal mark / 2 spot colours

**SPORT 2000****3.10_sport2000_HM_PL_3SC_N_GG.eps**

horizontal mark / 3 spot colours / negative / grey ground

**3.3_sport2000_PM_PL_GR_1SC_GG.eps**

picture mark / greyscale / 1 spot colour / grey ground

**SPORT 2000****3.7_sport2000_HM_PL_GR_1SC.eps**

horizontal mark / greyscale / 1 spot colour

**SPORT 2000****3.11_sport2000_HM_PL_2SC_P_RG.eps**

horizontal mark / 2 spot colours / positive / red ground

**3.4_sport2000_PM_PL_3SC_GG.eps**

picture mark / 3 spot colours / grey ground

**SPORT 2000****3.8_sport2000_HM_PL_GR_1SC_GG.eps**

horizontal mark / greyscale / 1 spot colour / grey ground

**SPORT 2000****3.12_sport2000_HM_PL_2SC_N_RG.eps**

horizontal mark / 2 spot colours / negative / red ground

ADDITIONAL LOGO VERSIONS

[↖ HOME](#)
[↖ KEY](#)


4.1_sport2000_PM_TM_3D_4C.eps

picture mark / TM / 4 colour process



4.5_sport2000_PM_S_3D_4C.eps

picture mark / small reproduction / 4 colour process



4.9_sport2000_PM_SLR_3D_4C.eps

picture mark / strapline right / 4 colour process



4.2_sport2000_HM_TM_3D_4C.eps

horizontal mark / TM / 4 colour process



4.6_sport2000_HM_S_3D_4C.eps

horizontal mark / small reproduction / 4 colour process



4.10_sport2000_PM_PL_BW.eps

picture mark / black and white



4.3_sport2000_PM_R_3D_4C.eps

picture mark / [®] / 4 colour process



4.7_sport2000_PM_SLU_3D_4C.eps

picture mark / strapline underneath / 4 colour process



4.11_sport2000_HM_PL_BW.eps

horizontal mark / black and white



4.4_sport2000_HM_R_3D_4C.eps

horizontal mark / [®] / 4 colour process



4.8_sport2000_HM_SLU_3D_4C.eps

horizontal mark / strapline underneath / 4 colour process

PICTOGRAMS 1

[HOME](#)[KEY](#)

5.1_sport2000_pic_contact.eps



5.5_sport2000_pic_info.eps



5.9_sport2000_pic_note.eps



5.2_sport2000_pic_mail.eps



5.6_sport2000_pic_glossary.eps



5.10_sport2000_pic_list.eps



5.3_sport2000_pic_phone.eps



5.7_sport2000_pic_search.eps



5.11_sport2000_pic_basket.eps



5.4_sport2000_pic_pen.eps



5.8_sport2000_pic_notepad.eps



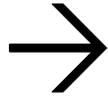
5.12_sport2000_pic_basket_in.eps

PICTOGRAMS 2

[↖ HOME](#)[↖ KEY](#)



5.13_sport2000_pic_incorrect.eps



5.17_sport2000_pic_arrow_1_E.eps



5.21_sport2000_pic_arrow_5_NE.eps



5.14_sport2000_pic_correct.eps



5.18_sport2000_pic_arrow_2_W.eps



5.22_sport2000_pic_arrow_6_NW.eps



5.15_sport2000_pic_forward.eps



5.19_sport2000_pic_arrow_3_N.eps



5.23_sport2000_pic_arrow_7_SE.eps



5.16_sport2000_pic_back.eps



5.20_sport2000_pic_arrow_4_S.eps



5.24_sport2000_pic_arrow_8_SW.eps

PICTOGRAMS 3[↖ HOME](#)[↖ KEY](#)

5.25_sport2000_pic_arrow_9_E.eps



5.29_sport2000_pic_arrow_13_NE.eps



5.33_sport2000_pic_toilet_unisex.eps



5.26_sport2000_pic_arrow_10_W.eps



5.30_sport2000_pic_arrow_14_NW.eps



5.34_sport2000_pic_toilet_women.eps



5.27_sport2000_pic_arrow_11_N.eps



5.31_sport2000_pic_arrow_15_SE.eps



5.35_sport2000_pic_toilet_men.eps



5.28_sport2000_pic_arrow_12_S.eps



5.32_sport2000_pic_arrow_16_SW.eps



5.36_sport2000_pic_toilet_disabled.eps

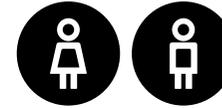
PICTOGRAMS 4

[HOME](#)[KEY](#)

5.37_sport2000_pic_arrow_17_E.eps



5.41_sport2000_pic_arrow_21_NE.eps



5.45_sport2000_pic_toilet_unisex.eps



5.38_sport2000_pic_arrow_18_W.eps



5.42_sport2000_pic_arrow_22_NW.eps



5.46_sport2000_pic_toilet_women.eps



5.39_sport2000_pic_arrow_19_N.eps



5.43_sport2000_pic_arrow_23_SE.eps



5.47_sport2000_pic_toilet_men.eps



5.40_sport2000_pic_arrow_20_S.eps



5.44_sport2000_pic_arrow_24_SW.eps



5.48_sport2000_pic_toilet_diasbled.eps

SUPPORT

[↖ HOME](#)

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