

Creative Direction

A complete visual communications
guide to Team Greene Sports Inc.





Team Greene Sports Inc. Logo

The Team Greene Sports Inc. (TGS) brand is a valuable asset. It differentiates TGS from its competitors, and when used properly, it helps boost customer loyalty. Consistent usage of the logo is one of the keys to maintaining the power of the TGS brand.

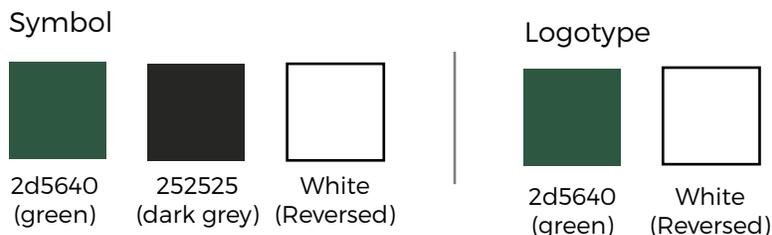
Logo Elements

This is the main configuration for the TGS identity. The primary components of the identity include the symbol (“TGS” letters with the “T” as a torch) and the logotype (the TGS name).



Color

The TGS logo should not be printed in any colors other than the accepted color combinations. The current approved colors are:



The approved logo can also be printed in black/white as seen below:





TGS Character/Mascot

The original Team Greene Sports Inc. logo (child with sports bag) will be honored and celebrated. The young child will be used as the official character/mascot of TGS (design and name to be announced). This keeps the initial image alive and emphasizes the child aspect of the brand.



} Character/Mascot

Unacceptable Logo Usages

Do **NOT** replace the TGS logotype with a different font.



Do **NOT** alter, stretch, or distort the logo in any way.



Do **NOT** use colors or color combinations other than the approved list. See page 2.



Do **NOT** use the logo on a background that is similar in hue or value to the logo.

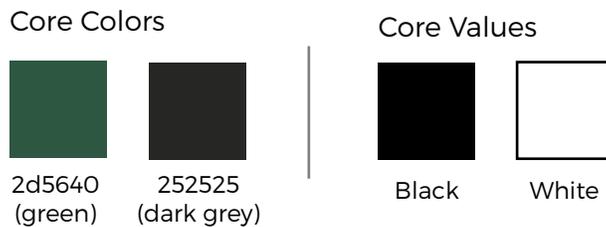


Color Palette

The TGS color palette provides cohesiveness across content-specific TGS communications. The palette consists of six primary colors, two core colors, and two core values (black and white).

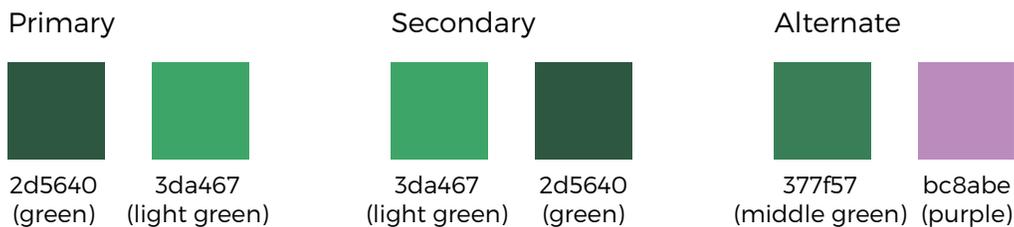
Core Colors & Values

Core colors and values are used primarily for the logo. Otherwise, they should be used sparingly. Core colors and values add visual balance and rest to the layout.



Primary Colors

Primary colors are designed to allow maximum legibility of type and photographs. The color on the left of each pair should be used in the upper and lower sections. The color on the right of each pair should be used as the background hue with sports' ball pattern.



Sports' ball pattern should 91% and stripes should be 93% of the background color.

Sports' ball pattern should 93% and stripes should be 91% of the background color.

Sports' ball pattern should 91% and stripes should be 91% of the background color.



Font Palette

In order to maintain consistency across all TGS visual communications, it is important to use the approved typefaces. The logo and primary typefaces convey the athletic, child-like nature of the TGS brand but are clean enough for maximum readability.

Logo Typeface

Richardson Brand Accelerator is TGS' logotype within the main logo. It should be used sparingly.

***RICHARDSON BRAND
ACCELERATOR***

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890***

Primary Typeface

Trueno is the preferred typeface for text heavy applications. It should be used as body copy, introduction copy, captions, and forms. Alternate styles may be used as the secondary typeface. It should be used to add emphasis where needed within these applications.

Trueno Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 &?!%

Alternate styles: *Trueno Light Italic*
Trueno Regular
Trueno Regular Italic
Trueno SemiBold
Trueno SemiBold Italic

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Video Lessons Reviews Tweets

Bowling - Primrose Share



“ Sarah - Henrico
"Our TGS themed birthday party was perfect for our active youngest. Highly recommend!"

“ Micheal - Richmond
"The kids at Rainbow Station loving learned new sports from Coach Greene and his team!"

TGS at Clover Hill Children's Center 9:00-10:00 am - field hockey this week! #energy #active

RT @BeActive: Make sure you hydrate properly with this record heat. #safety

Get up. Get out. Get active. #TGS

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The new Team Greene Sports webpage is simple, visually appealing, easy to use. Additionally, the homepage and webpage follows the graphic guidelines. This website would also be translated into a mobile-device version.



TEAM GREENE SPORTS

The Mobile Sports Company Presents

Sports for Children at Your Location

Ages 2 - School Age

Team Greene Sports brings sports to your child's daycare, school, church, recreational center, and private location. Children are taught the fundamentals of the following sports:

Tennis, Volleyball, Kickball, Basketball, Football, Tee Ball, Bowling, Golf, Field Hockey, Lacrosse, Soccer, Track/Field, Yoga, Hula Hooping, and Gymnastics!

List of Services/Price Breakdown:

Full Season (Sept. - June): 1 Hour Each Week - A Different Sport
Each Month - \$28 Per Child Per Month (no contract)

Mini Season (6 weeks): 1 Hour Each Week - Same Sport
\$60 Per Child (Example: Soccer - 6 Weeks = \$60)

Private Lessons: 30 Minutes = \$28. 1 Hour = \$48

Themed Birthday Parties: 1 Hour = \$85

- On Site Professional Sports Instruction
- Team Greene Sports comes to you complete with all of its own equipment - Rackets, Balls, Nets, etc.
- Team Greene Sports is Licensed and Insured.
- Parents enjoy the convenience and professionalism of Team Greene Sports

Coach Rod Greene
Owner/Operator

Tel: (804) 301 5582
rodgreene@hotmail.com
www.teamgreensports.com
Check us out on Facebook!



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Owner/Operator

www.teamgreensports.com
Learn-Love-Grow

Tel: (804) 301 5582
rodgreene@hotmail.com



Sports at Your Location!

Celebrate with a Team Greene Sports themed birthday party

Soccer, basketball, field hockey, tennis, volleyball, and much more!

www.teamgreensports.com



Contact Us!

Coach Rod Greene
Owner/Operator

Tel: (804) 301 5582
rodgreene@hotmail.com
www.teamgreensports.com
Check us out on Facebook!

Sports in Action!



Experience one of a kind mobile sports with Team Greene Sports. Kids learn the value of sports, working as a team, and sportsmanship,

www.teamgreensports.com

