

RECRUITING BLUEPRINT BRAND STYLE GUIDE

**Curated by MK Creative
October 2024**

TABLE OF CONTENTS

- #3 Brand
- #4 Mission + Vision
- #5 Values + Voice
- #6 Color Palette
- #9 Typography
- #12 Logo
- #18 Secondary Graphics
- #19 In Use
- #21 Contact

What does it mean to be on-brand & why does it matter?

Take the time to refer to your brand style guide as you create content.



Improved advertising.
Increase efficiency.

Stick to your brand colors, fonts, logos, and values.



Presents opportunity for recognition and perception of professionalism.

Center yourself in your values.
YOU are your brand.



Attract your ideal clients.
Have FUN & ENJOY your work.

MISSION

Empowering high school athletes to take control of their recruitment journey by providing personalized guidance, education, and resources to help them achieve their college athletic goals.

VISION

Reshape the athlete recruitment landscape by empowering athletes to market themselves effectively and find the best fit for their academic and athletic careers.

VALUES

Empowerment

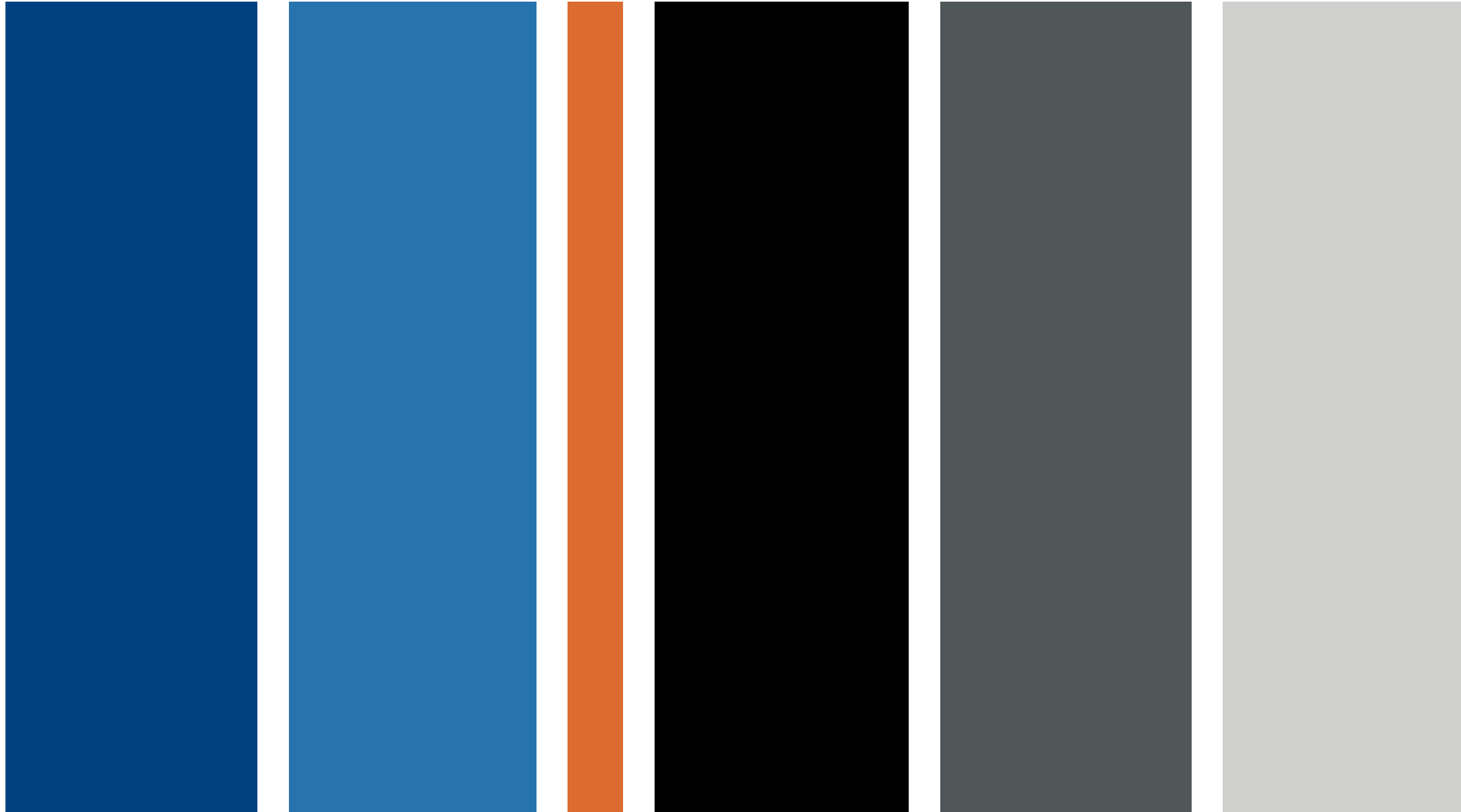
Education

Excellence

VOICE

Knowledgable, direct, engaging, informed, sleek, connected

COLOR PALETTE



COLOR PALETTE

Lapis Blue:

loyalty, trust, dependability, calm



HEX #004181
RGB 0, 65, 129
CMYK 100, 50, 0, 49

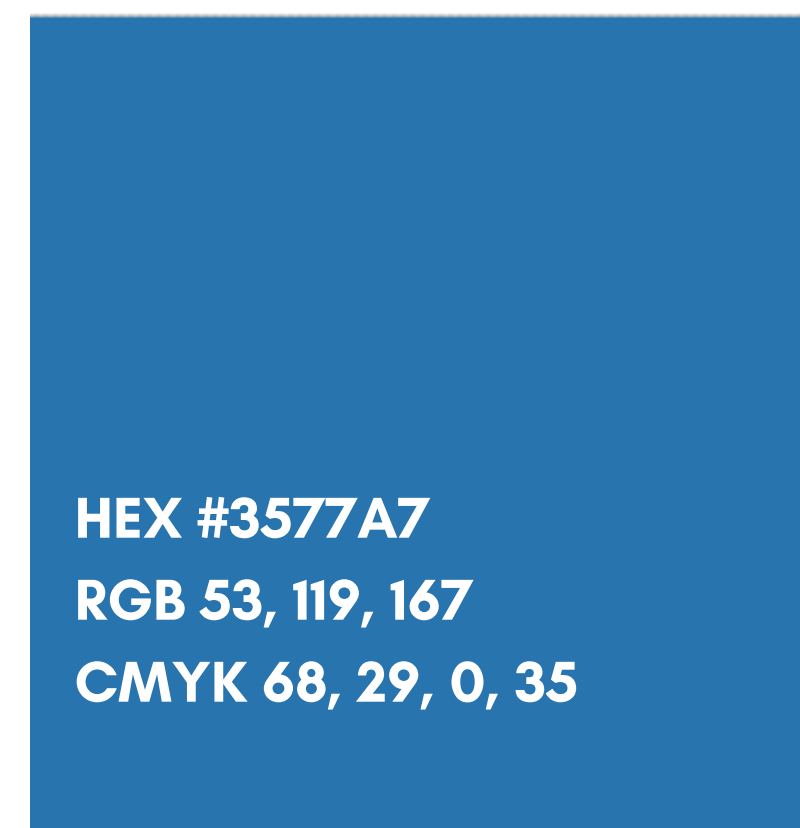
PANTONE®
541 C

Gradient



Bice Blue:

loyalty, trust, dependability, calm

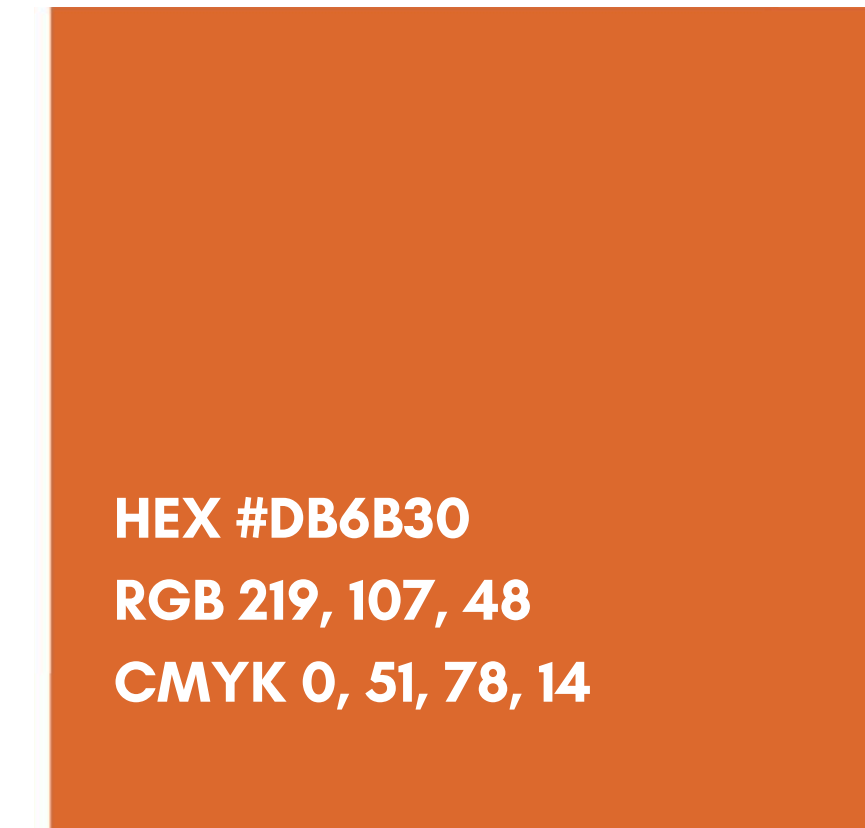


HEX #3577A7
RGB 53, 119, 167
CMYK 68, 29, 0, 35

PANTONE®
2383 C

Basketball Orange:

confidence, warmth, energy



HEX #DB6B30
RGB 219, 107, 48
CMYK 0, 51, 78, 14

PANTONE®
PMS 7578 C

COLOR PALETTE

Black:

power, authority, formal, prestigious



HEX #000000

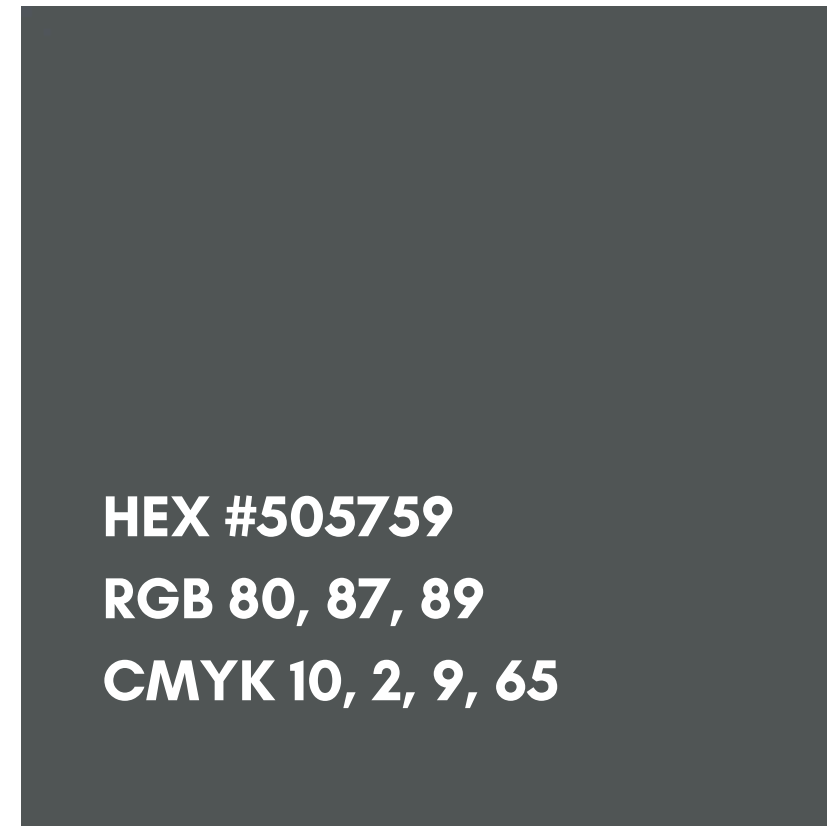
RGB 0, 0, 0

CMYK 0, 0, 0, 100

PANTONE®

Urbanite:

solid, stable



HEX #505759

RGB 80, 87, 89

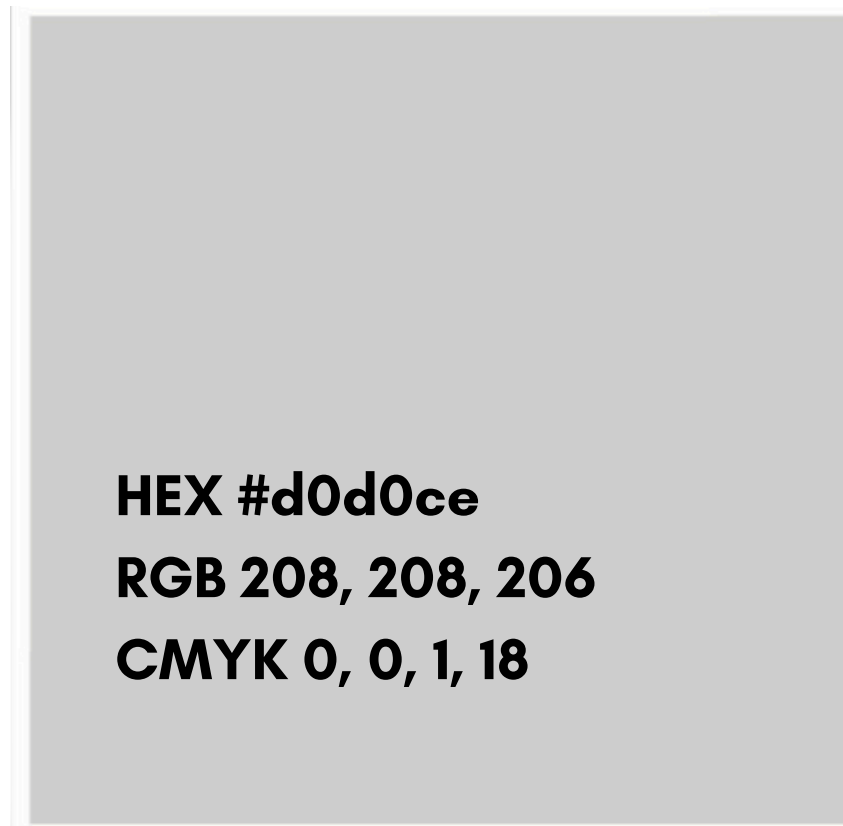
CMYK 10, 2, 9, 65

PANTONE®

445 C

Cool Gray:

solid, stable



HEX #d0d0ce

RGB 208, 208, 206

CMYK 0, 0, 1, 18

PANTONE®

White:

calm, composed, dependable



HEX #FFFFFF

RGB 255,255,255

CMYK 0, 0, 0, 0

PANTONE®

11-0601 TCX

TYPOGRAPHY

BASKETBALL

Glacial Indifference

HEADER SAMPLE

Body copy sample.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

TYPOGRAPHY

BASKETBALL

A bold, classic, and sporty slab serif font.

Use for all headers.

\$20 licensing for commercial use

No bold or italic.

No lower case.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

!#\$%&*[]? ,.

TYPOGRAPHY

Glacial Indifference

Sans serif, simple, geometric typeface with a modern, clean, and minimalist design.

Use for all body copy.
For sub-headers, use bold.

Free for commercial use.

Regular

Bold

Italic

abcdefghijklmnopqrstvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

!@#\$%^&*()?{|~,.

LOGO

Primary

Thin lines of a basketball court, on a gradient blue, emulating a blueprint.

Business name in a bold sporty font.



LOGO

Logo Don'ts

No drop shadows, warping, skewing.
No alterations of color or typography
outside the approved variations.

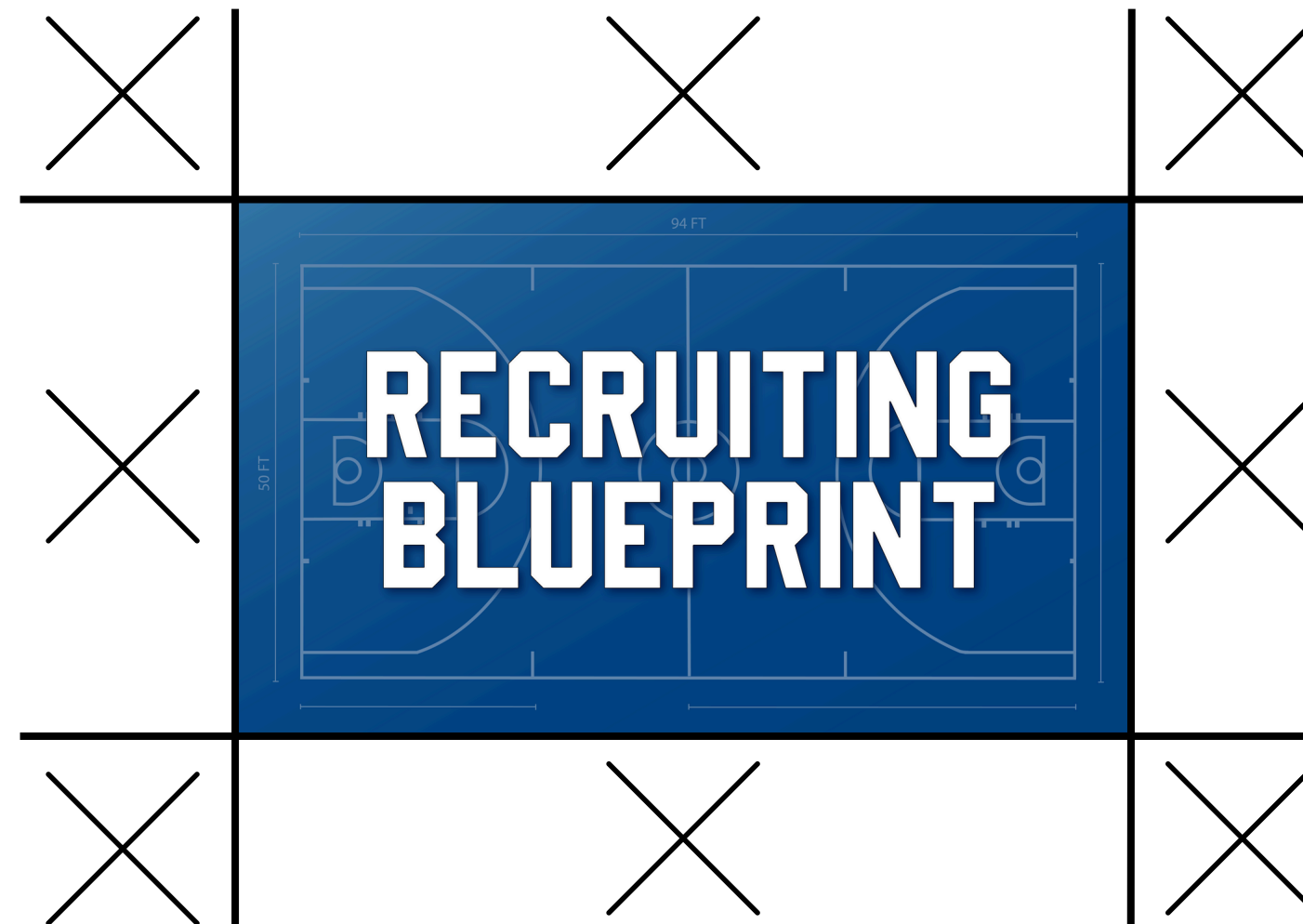


Clear Space Requirements

If using the logo with something else (other logos, copy, illustrations, graphic elements, or photography), give it some room to breathe.

Clear space requirements must be observed.

If the ad size requires a smaller format, the logo mark should be used instead.



LOGO

Linear

Use when the primary logo would be too small to be legible.

Use when a linear format would be preferred.

Never to be used without color as the words would run together without the color differentiation.

RECRUITINGBLUEPRINT

LOGO

Monochrome

To be used as needed. For example, in a sponsorship packet or ad that is only B&W.

Ensure high contrast by using all black version on light backgrounds, and the white version on dark backgrounds.

RECRUITING BLUEPRINT

RECRUITING BLUEPRINT

LOGO

Sub-mark

Use when logo is resized to tiny formats. Sub-marks are commonly used as social media profile images.



LOGO

Watermarks

Watermarks can be used to protect images and visual files from being stolen and used without the owner's permission.



RECRUITING BLUEPRINT

SECONDARY GRAPHICS

Secondary graphics can be utilized in a variety of ways. i.e. as bullet points or background design on the website

Not to be used as a replacement for the logo.



Lapis Blue



Basketball Orange



White

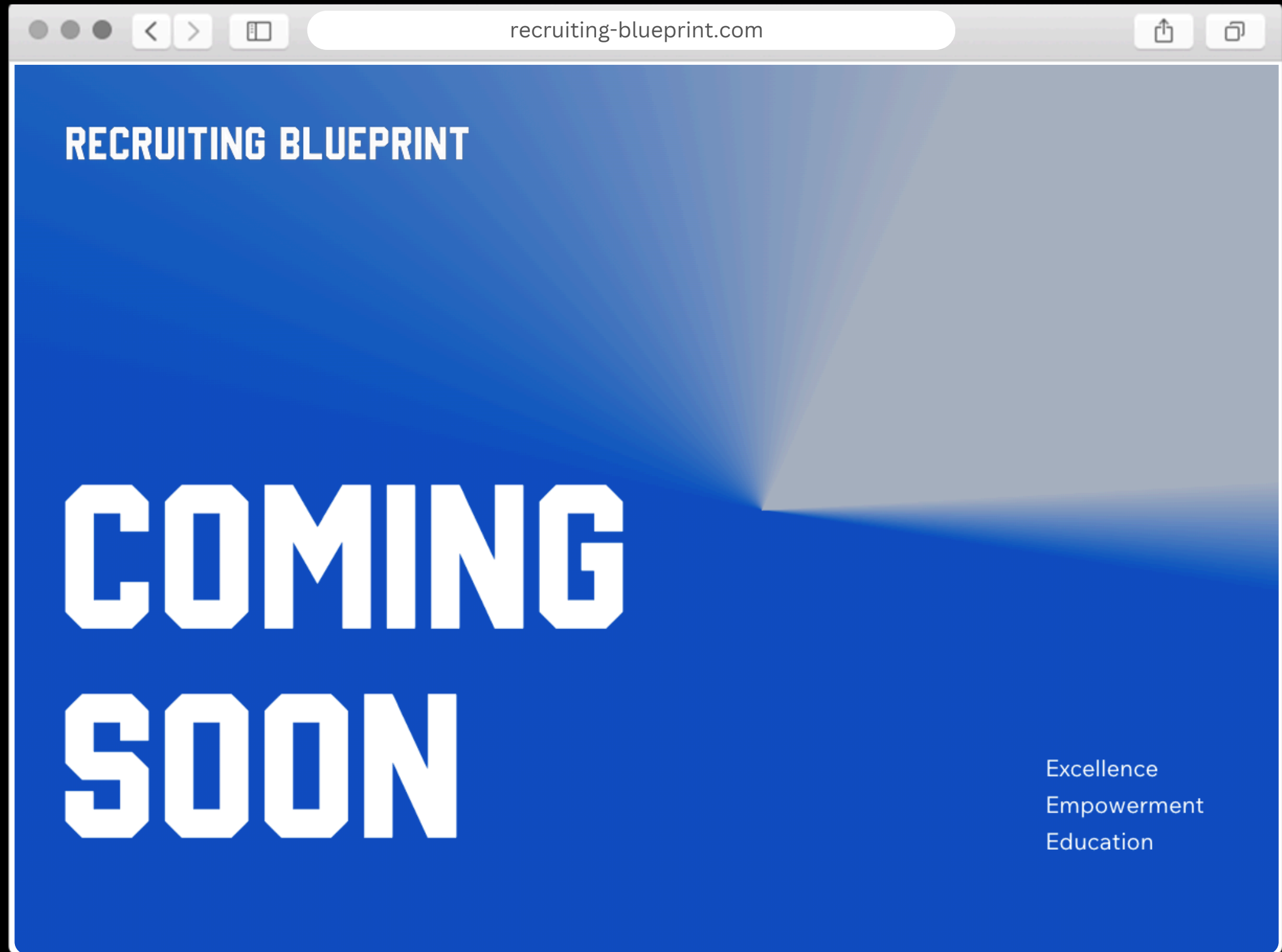
IN USE

Business Card Mock-Up



IN USE

Website



CONTACT

Website

www.recruiting-blueprint.com

Social Media

@recruitingblueprint

