

BATS-TOI

BRAND GUIDELINES

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The logo

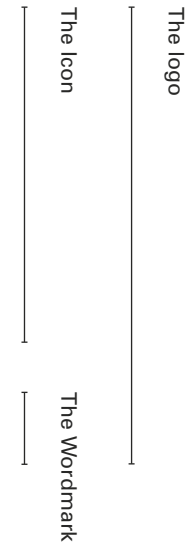
The Logo

First things first; the Logo is the focal point of Bats-Toi — an instantly recognisable symbol of the brand. That's why it's important to use the Logo exactly as specified in these guidelines.

Our Logo is the combination of an Icon and a dynamic and aggressive Wordmark.

The icon is to represent a hold of wrestling. The two fighters are represented by two squares that bind to each other.

We are very proud of our Logo, and would appreciate it if you could follow these guides to ensure it always looks its best.

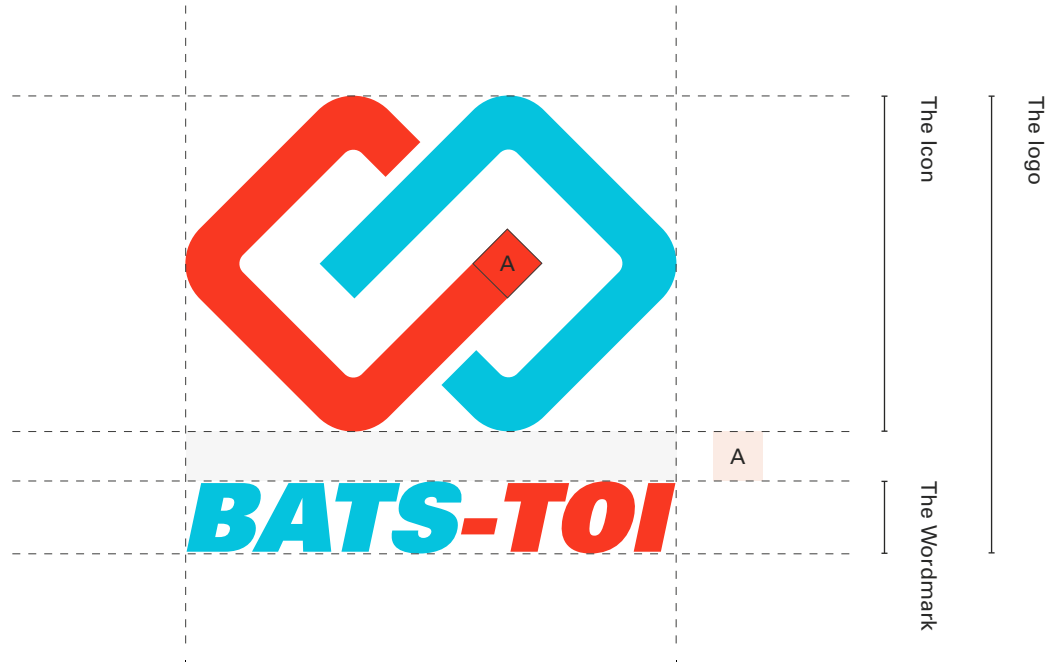


The Logo

→ Space between the Icon & Wordmark

The space between the icon and the Wordmark is equal to the track width of one of the two “fighters”.

Reported on the picture it is represented by the letter “A”.

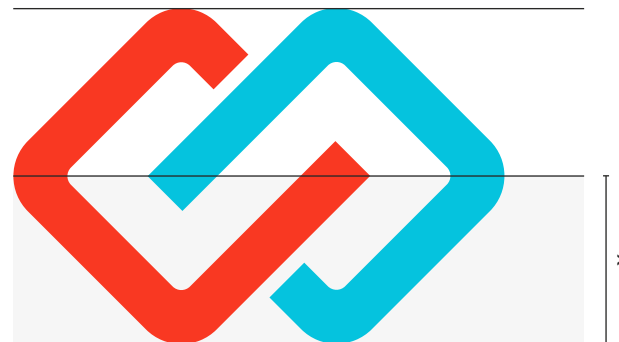
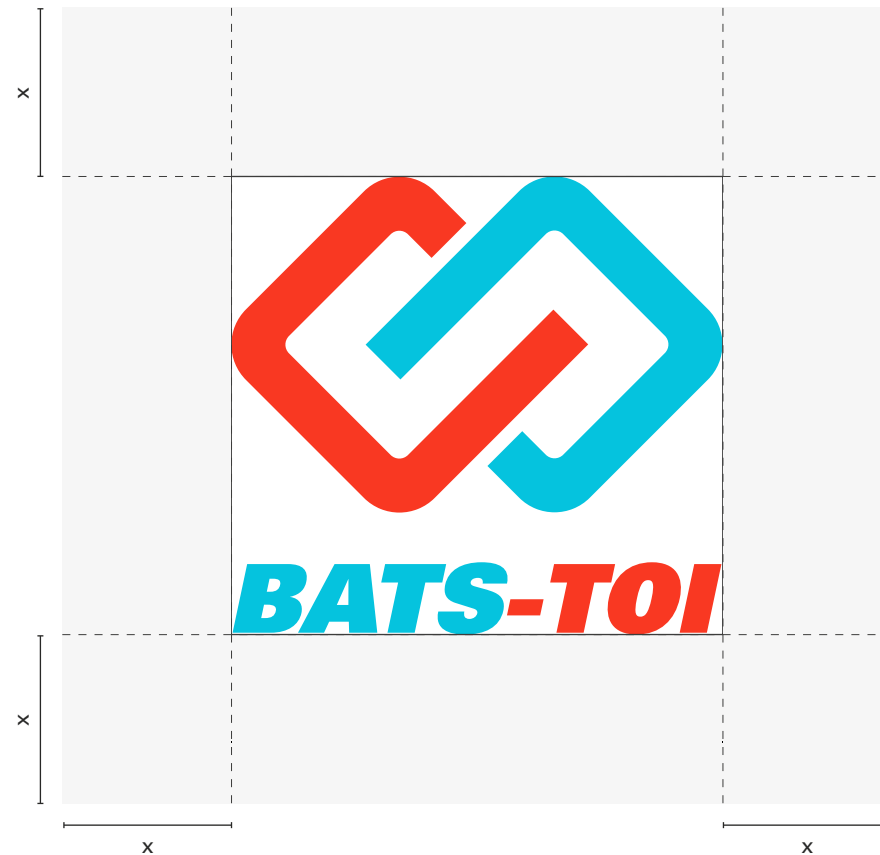


The Exclusion Zone

The Exclusion Zone ensure legibility and recognition of the logo. Isolating it from other logos, photos and captions assure its impact on the user.

You should consider this as the minimum distance to be able to use the logo inside paged or web.

The exclusion zone is equal to half the height of the Icon (marked as "x" in the diagram).



The Icon

The icon of Bats-Toi can be used even without the wordmark.

It can be applied as an icon to link to other websites, on t-shirts, or other promotional items.

It is recommended to use the icon original without any manipulation.

To learn about the minimum size of the icon riproduzione go to the “Minimum Sizes” of this “Brand Guidelines”



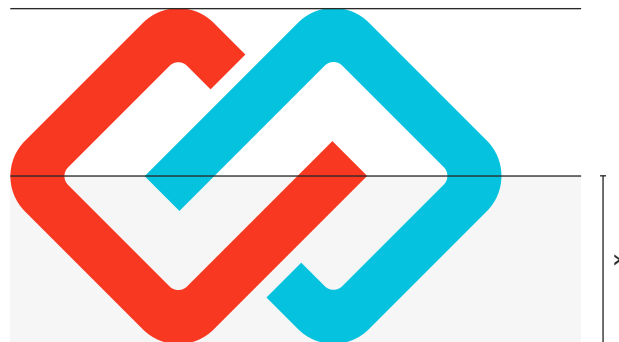
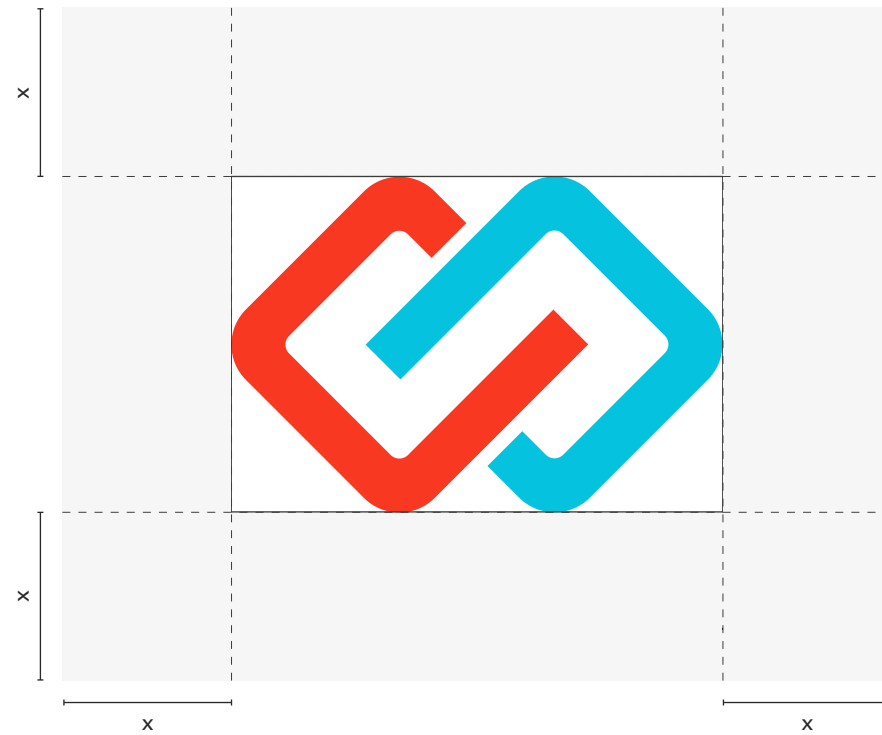
The Icon

The Icon**→ The Icon's Exclusion Zone**

The Exclusion Zone ensure legibility and recognition of the Icon. Isolating it from other logos, photos and captions assure its impact on the user.

You should consider this as the minimum distance to be able to use the Icon inside paged or web.

The exclusion zone is equal to half the height of the Icon (marked as "x" in the diagram).



Minimum Sizes

We have established the minimum size reproduction of the Logo, Icon and Wordmark in relation to the support where it will be applied.

The dimensions shown refer to a print job in 300dpi for reproduction on paper and a screen to 72ppi for display on digital media.

Note
In the diagram columns are for processes (Print or Digital); the lines are used for the logo, the Wordmark and Icon

Print

Web

The Logo



15mm



80px

The Wordmark



15mm



80px

The Icon



5mm



30px

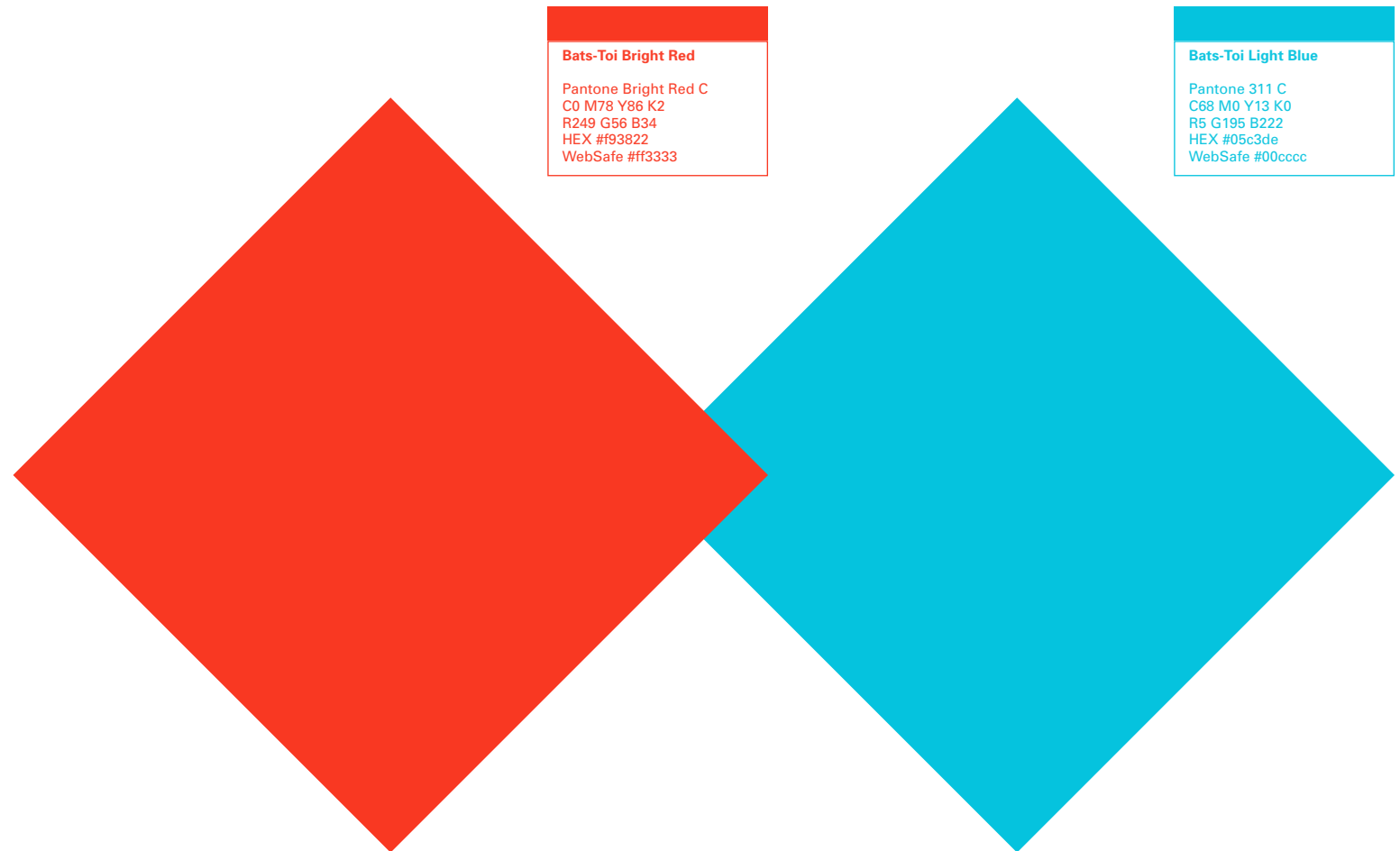
The Colors

The Colors

The word “Bats-Toi” and its Icon hide their a very strong and powerful meaning. The clash between the wrestlers.

For this reasons the colors of Bats-Toi are so alive, bright and opposing each other; to represent the wrestlers that collide and shake to the center of the ring.

These are the two colors that are usually used by the wrestlers during the Olympic competitions.

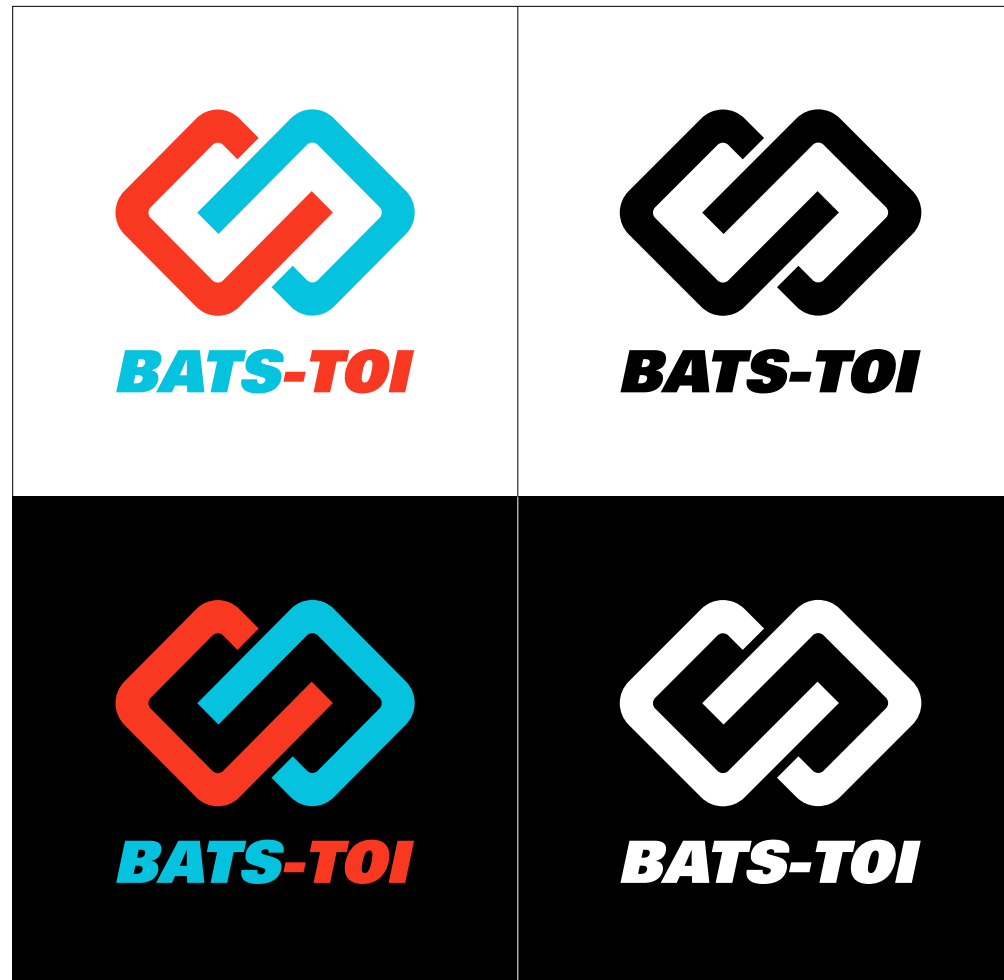


The Colors

In the diagram are some examples of how to use the logo in relation to the background on which it is to be applied.

Color Logo Options

Mono Logo Options



Logo Misuse

The Colors

It is essential that the logo maintains its integrity, its readability and its recognizability.

The logo can not be subject to interpretations or personal changes of the user.

In the diagram, a few examples of how not to use the Bats-Toi logo. These guidelines apply to any reproduction of the logo, either digital or printed it.

Here are the common errors that are usually committed when using the shell logo.



Don't manipulate the relationship between the Wordmark and the Icon.



Do not apply a gradient to the Icon or Wordmark.



Do not use different colors for parts of the logo.



Do not distort or warp the Logo in any way.



Do not outline the logo.



Do not change the logo colors. The colors are specified in this guide.



Do not rotate the Logo or the Wordmark.



Don't change the Wordmark typeface. Use only the supplied files.



Do not draw your own Icon, or manipulate the present one.



Do not add some circle to the Icon.



Do not use the logo as an image mask.



Do not apply transparency to the logo.

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