



# **RISING COACHES**

**2020 STYLE GUIDE**

Volume 1.0.0 | Updated 6/10/2020

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*In order to maintain a cohesive branding style, we will be using these colors for all general Rising Coaches posts.*

# 1. Main Colors



## Rising Coaches Blue

Color Codes

RGB: R = 1, G = 22, B = 64 | Hex# 011640

CMYK: C = 100%, M = 92%, Y=38%, K=53%



## Rising Coaches Orange

Color Codes

RGB: R = 242, G = 90, B = 56 | Hex# f25a38

CMYK: C = 0%, M = 80%, Y=85%, K= 0%



## Rising Coaches Alternate Blue

Color Codes

RGB: R = 25, G = 59, B = 89 | Hex# 193b59

CMYK: C = 96%, M = 76%, Y=41%, K= 32%

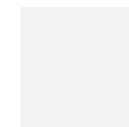


## Rising Coaches Black

Color Codes

RGB: R = 13, G = 13, B = 13 | Hex# 0d0d0d

CMYK: C = 74%, M = 67%, Y=66%, K=85%



## Rising Coaches White

Color Codes

RGB: R = 242, G = 242, B = 242 | Hex# f2f2f2

CMYK: C = 4%, M = 2%, Y=2%, K=0%

**ALL ASSETS SHALL BE KEPT THE SAME DIMENSIONS. YOU MAY NOT CHANGE THE COLORS. YOU MAY NOT RESIZE PAST DIMENSIONS. | All assets can be found in Adobe CC Rising Coaches Library.**

## **2. Assets**



### **1. RISING COACHES LOGO (No Outline)**

To be used on a light or white background.

- DO NOT USE SHADOWS.
- DO NOT ADD A STROKE.
- MUST KEEP LOGO SAME RATIO DIMENSIONS.



### **1. RISING COACHES LOGO (No Outline)**

To be used on a dark or black background.

- DO NOT USE SHADOWS.
- DO NOT ADD A STROKE.
- MUST KEEP LOGO SAME RATIO DIMENSIONS.

*ALL ASSETS SHALL BE KEPT THE SAME DIMENSIONS. YOU MAY NOT CHANGE THE COLORS. YOU MAY NOT RESIZE PAST DIMENSIONS. | All assets can be found in Adobe CC Rising Coaches Library.*

## **2. Assets (cont.)**



### **RISING COACHES LOGO (All White)**

To be used on a dark or black background. ALSO USED ON TOP OF VIDEO.

- DO NOT USE SHADOWS.
- DO NOT ADD A STROKE.
- MUST KEEP LOGO SAME RATIO DIMENSIONS.



**COACHES**

**RISING**

## **SECONDARY ASSETS**

*Available to add to design. You may recolor them. YOU MAY NOT SWITCH DIMENSIONS, except for Navy shape 2, which you may adjust to your liking.*

*When in doubt, Google.*

## **3. Fonts**

***We are using all variants of Myriad Pro, which is available for free via Adobe Fonts with an Adobe Creative Cloud subscription.***

Ideally, you want headings to be bold, and non-headings to be regular or semibold. **We are giving agency to the designers**, and there are plenty of variants of Myriad Pro to work with.

*When in doubt, Google.*

## 4. Social Video Posts

***For a more detailed social media guideline, please visit Microsoft Teams and the “Professional Development” folder.***



*The purpose of hashtags is to give people an easy chance to see previous content, while also allowing fans of shows to converse about the subject. Therefore, each show shall have its own unique hashtag.*

- Scott Savor Show: #ScottSavorShow
- Grow the Game: #GrowTheGame
- Rising Coaches Podcast: #RisingCoachesPod
- Women in Sports: #WomenInSports
- Member Spotlight: #RCMemberSpotlight
- Rising Coaches Conference: #RCConferenceXXXX (whatever the year is)
- Think Tank: #RCThinkTank

## 5. Hashtags

When posting about the shows, be sure to use the appropriate hashtag.

As we consistently use the correct hashtags and branding, people will associate said hashtags with our shows and our overall brand.



***THIS IS ONLY FOR VIDEO POSTS AND SUBJECT TO CHANGE. As shown in Chapter 4: Social Video Posts: Our format is simple. The background color for each show will be different. That's it.***



### Rising Coaches Podcast

Color Codes

RGB: R = 1, G = 22, B = 64 | Hex# 011640

CMYK: C = 100%, M = 92%, Y=38%, K=53%



### Member Spotlight

Color Codes

RGB: R = 242, G = 90, B = 56 | Hex# f25a38

CMYK: C = 0%, M = 80%, Y=85%, K= 0%



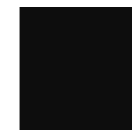
### The Think Tank

Color Codes

RGB: R = 25, G = 59, B = 89 | Hex# 193b59

CMYK: C = 96%, M = 76%, Y=41%, K= 32%

## 6. Color Coding

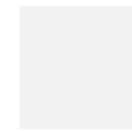


### Grow the Game

Color Codes

RGB: R = 13, G = 13, B = 13 | Hex# 0d0d0d

CMYK: C = 74%, M = 67%, Y=66%, K=85%



### All Access Coaches Corner

Color Codes

RGB: R = 242, G = 242, B = 242 | Hex# f2f2f2

CMYK: C = 4%, M = 2%, Y=2%, K=0%



### Scott Savor Show

Color Codes

RGB: R = 255, G = 0, B = 0 | Hex# ff0000

CMYK: C = 0%, M = 99%, Y=100%, K=0%

***THIS IS ONLY FOR VIDEO POSTS AND SUBJECT TO CHANGE. As shown in Chapter 4: Social Video Posts: Our format is simple. The background color for each show will be different. That's it.***

## **6. Color Coding**



**Women in Sports**

Color Codes

RGB: R = 0, G = 0, B = 225 | Hex# 0000e1

CMYK: C = 91%, M = 82%, Y=0%, K=0%



**Rising Coaches Conference**

Color Codes

RGB: R = 0, G = 255, B = 255 | Hex#00ffff

CMYK: C = 52%, M = 0%, Y=13%, K= 0%