

BEYOND THE BOARDS

THE SAFETY
BEHIND HOCKEY

BRAND STYLE GUIDE

RYAN LOPANO

INTRODUCTION

Unlike basically every other sport, hockey is the only team activity played on ice. Ice is obviously much harder than grass and makes it more dangerous. On top of this, the players are skating around, which makes it even more dangerous when you consider the fact that they have sharp blades on their feet. Those two mixed in with the fact that hockey is a very physical sport, it shows why the safety should be a massive concern. Because of this, hockey gear brands have done so much to innovate and create the safest gear they could. Compare this to the past and players, and even goalies, weren't wearing helmets. Using social media would be beneficial for seeing the progression of this gear and could be quite interesting for showing off the safety facts. This could overall aid hockey players and fans alike by teaching them this information.

LOGOS

Primary Logo

BEYOND
THE
BOARDS

BEYOND
THE
BOARDS

THE SAFETY
BEHIND HOCKEY



The shape of hockey boards are seen within the primary logos

Secondary Logo

BEYOND THE BOARDS
THE SAFETY BEHIND HOCKEY

LOGO VARIATION



COLORS

#2f323a

#5284b9

#6898b9

#ecef2

The chosen color palette represents the distinct blue ice of a hockey rink. When combined with the monochrome gray and white, these colors stand out exceptionally well, particularly on social media. This cohesive palette will serve as the foundation for the entire brand, being used in all future video graphics and creative assignments.

TYPOGRAPHY

APOTEK COMP SEMI BOLD

This typeface is used for headers and other important information. It should always be used in uppercase and kerned by +20.

Brandy Regular

This typeface is used for body copy. It should always be paired with Apotek Comp.

Apotek Medium

This typeface is tertiary and should be used whenever Brandy Regular isn't appropriate. It should also always be paired with Apotek Comp.