

VISUAL IDENTITY MANUAL

Boss *Believer*

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WELCOME!

The visual identity manual gathers the essential elements and concepts of "Boss Believer" to create a solid visual identity.

This manual is the only valid reference on graphic standards. It's purpose is to facilitate a correct application of the basic signs of identity with construction guidelines, correct use of the brand, fonts and chromatic applications.

[001

CREATIVE CONCEPTS

“

To encourage and empower youth
through physical and mental action

”

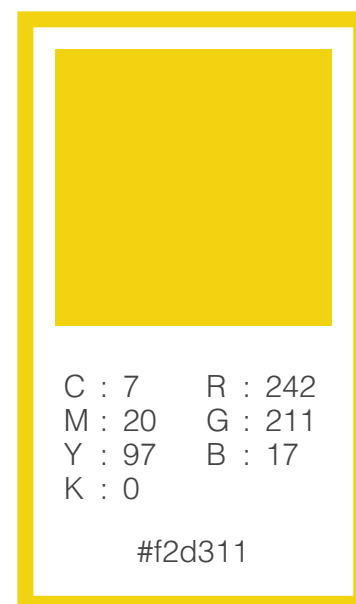
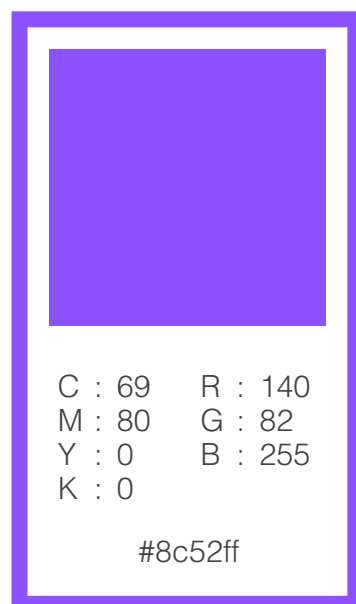
002

LOGO PRESENTATION

[BOSS]
Believer

003

COLOR PALETTE



This page shows the brand's color palette with their respective codes to be used in printed or digital pieces

[004

BRAND VARIANTS



v.1



v.2



v.3

005

CORPORATE TYPOGRAPHY

Helvetica • *Oblique* • **Bold**

a, b, c, d, e, f, g, h, i, j, k, l, m, n, ñ, o, p, q, r, s, t, u, v, w, x, y, z

A, B, C, D, E, F, G, H, I, J, K, L, M, N, Ñ, O, P, Q, R, S, T, U, V, W, X, Y, Z

Palace

a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z

A, B, C, D, E, F, G, H, I, J, K, L, M, N, Ñ, O, P, Q, R, S, T, U, V, W, X, Y, Z

This page shows the corporate typography that will be used in the different graphic pieces to maintain unity throughout the visual identity.

[006

POSITIVE, NEGATIVE, GRAYSCALE VERSION

[BOSS]
Believer



[BOSS]
Believer

[007

INCORRECT USES



008

BRAND APPLICATION

[008.1 **SPORT SHIRTS 1**



[008.2 **SPORT SHIRTS 2**



[008.3 SWEATSHIRT



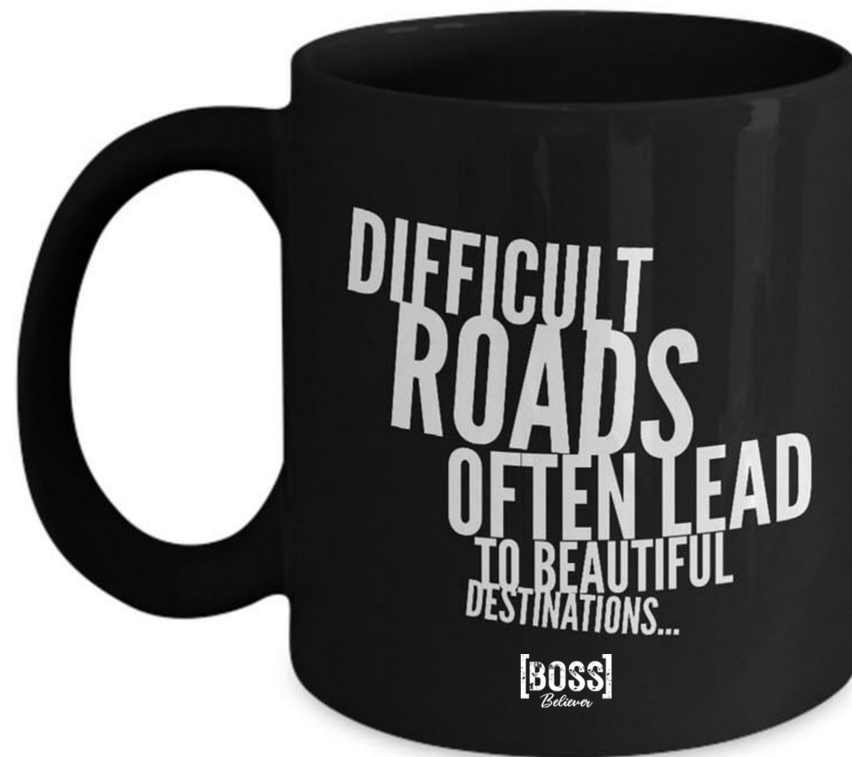
[008.4

MUG 1



[008.5

MUG 2



[008.6 STICKERS



[008.6 STICKERS

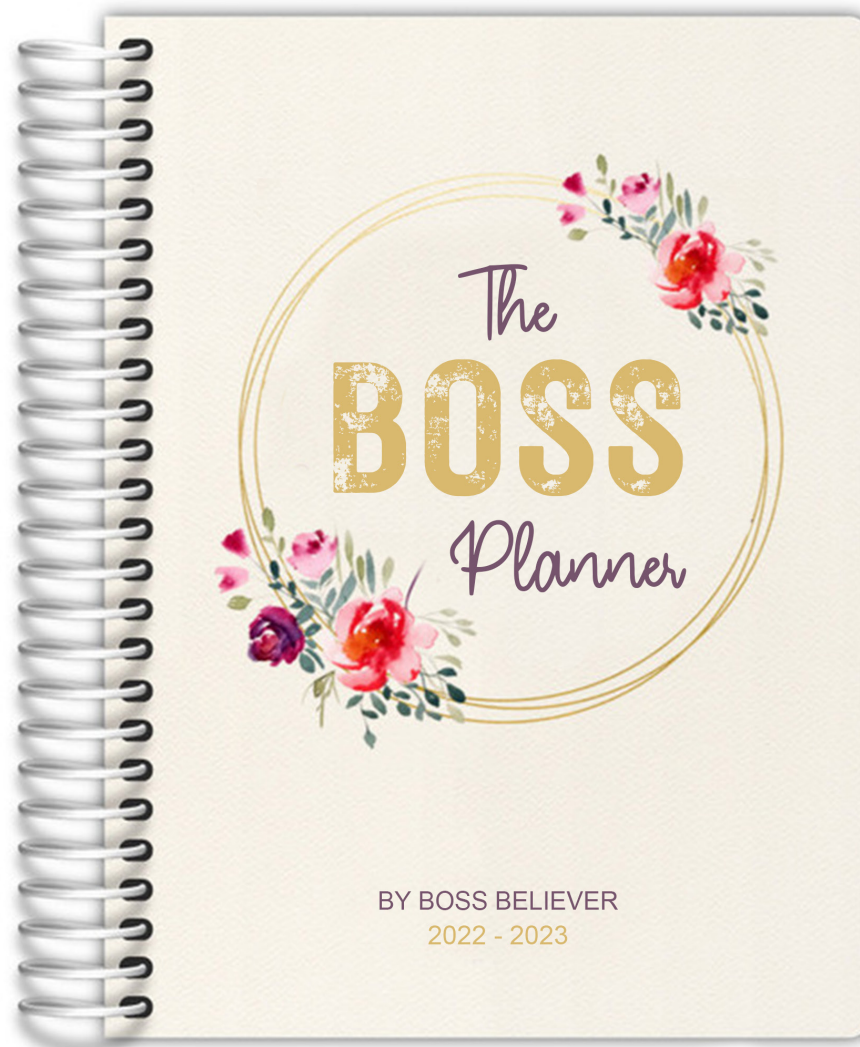


[008.6 STICKERS



[008.7

PLANNER



[BOSS]
Believer