



PowerUp

BRANDING USAGE & GUIDELINES

MARK

Can be used by itself to represent PowerUp



LOGO

Primary logo for PowerUp



PowerUp

TEAM LOGO

Logo for use by Team PowerUp only



***TEAM
PowerUp***



PowerUp



***TEAM
PowerUp***

USAGE GUIDELINES

The logo can be used in either of the above formats (*portrait or landscape as shown*).

The Team Logo can also be used without the mark.

DO NOT alter the spacing or placement of the icon to the mark.

DO NOT stretch or distort the logo or mark.

The logo may be used in this color (*see colors*) or reversed to white.

DO NOT change the color or add multiple colors to the logo unless approved by staff.

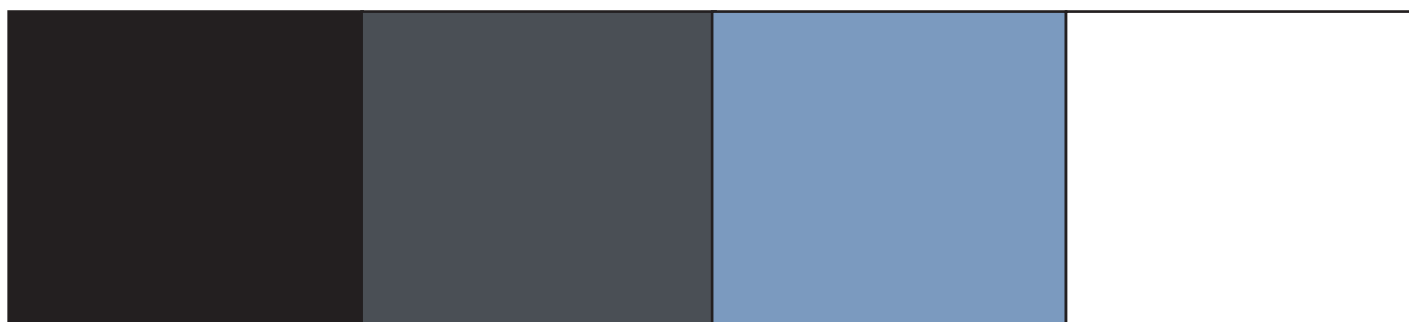
WORDMARK

Can be used by itself to represent Team PowerUp

TEAM
PowerUp

COLORS

Official colors for PowerUp



SECONDARY
BLACK

#000000
Pantone Black C
CMYK: 0,0,0,100

PRIMARY
FROZEN NAVY

#4A4F54
Pantone 7540 C
CMYK: 69,59,52,33

HIGHLIGHT
DEEP ICE

#7C9AC0
Pantone 652 C
CMYK: 54,32,11,0

ALTERNATE
WHITE

#FFFFFF
Pantone White C
CMYK: 0,0,0,0

TYPEFACES

Official typefaces and fonts for PowerUp

CENTURY GOTHIC, Bold Italic Custom

**TEAM
PowerUp**

ENTER SANSMAN BOLD ITALIC

ALTERNATE FONTS

Official fonts PowerUp uses for marketing and promotional material
These can be used alongside our logo.
DO NOT alter, stretch or distort any of our official typefaces or fonts.

BEBAS

Pacific Regular



Sample of marketing material using alternate fonts



PowerUp

QUESTIONS?

CONTACT US POWERUPHEALTH.TV