uhlsportgroup

Kempa | uhlsport | SPALDING

Brand book

Brandbook

Last revised: September 2019

Three brands from one hand

Content

About the group ..... page 4

Designslanguage ..... page 5

uhlsportgroup ..... page 6

uhlsport ..... page 12

Kempa ..... page 22

Logopackage ..... page 31

Contact ..... page 32

about the group

core values:
technology driven
design driven
storytelling

uhlsport, Kempa, Spalding. That‘s us. Three brands for the three top sports in Germany. Three brands that lead the way. Three brands that motivate athletes and make them better. We are the contact point for all clubs, all teams and all individual athletes in all sporting disciplines worldwide.

We push for progress. We follow a clear line. We want to write, design and create stories.

We‘re ready for what‘s coming. For the future, for new challenges and innovations. We face the new, hiding is not an option. To lead, to dare something, to be courageous - that is our guiding principle.
Courage leads to success. And anyone who wants to remain successful must be able to rely on each other. We will not disappoint anyone.
We motivate and drive people to perform at their best. That is exactly what we demand.

Design language

uhlsportgroup

Brave.

Progressive.

Trustworthy.

logo

The logo is one of the most valuable corporate values. It summarizes the basic characteristics of a company and is essential for the development of a brand. It is the visible symbol that represents everything we are. It is our face to the outside world that creates trust and reflects all our efforts. Our logo stands for our expertise, our values, our products and our people.

The logo of the uhlsport group is based on the logo of our originating brand uhlsport. The added suffix underlines our unity and unites our brands uhlsport, Kempa and Spalding.

The individual logos of the German uhlsport GmbH and the French, Spanish and Scandinavian subsidiaries are designed according to the same principle.

Helvetica Neue 75 Bold Helvetica Neue 35 Thin

uhlsport group

uhlsport GmbH

uhlsport Ibérica

uhlsport France

uhlsport Scandinavia

typography

We follow a clear line - everywhere. Also in our typeface.

Standard typeface:

Helvetica neue

95 black: the quick brown fox jumps over the lazy dog
75 bold: the quick brown fox jumps over the lazy dog
55 roman: the quick brown fox jumps over the lazy dog
45 light: the quick brown fox jumps over the lazy dog
35 thin: the quick brown fox jumps over the lazy dog

Alternative typeface:

Arial

Bold: the quick brown fox jumps over the lazy dog
Regular: the quick brown fox jumps over the lazy dog

Quotation typface:

Adobe Garamond

Regular: the quick brown fox jumps over the lazy dog
Bold: the quick brown fox jumps over the lazy dog

Aa

Correct use of the logo:
The logo can not be changed in any way, supplemented or inserted into forms. It can only be used in the specified colour scheme.

The following examples show how it is not allowed to look:

Margin: 20 mm

Margin: 20 mm

grid

All documents that represent us as an organization should be based on the same grid.

We use a grid of 12 columns, each with a margin of 20 millimeters and a gutter of 4 millimeters. The content can be freely divided among the 12 columns and combined as desired.

Common combinations are:
2x6 columns
3x4 columns
4x3 columns

12 Columns

Gutter: 4 mm

Margin: 20 mm

Margin: 20 mm

uhlsport

aim high.
be part of the best.

#uhlsquad
#uhleague

uhlsport is a goalkeeper specialist and team sports expert – the **all-rounder** in football. Everything that counts on the pitch and in the penalty box, everything that makes a team, is combined by the brand: **trust**, **courage** and the constant drive for improvement. Not just to play, but **to be amongst the best.**

logo

uhlsport is the oldest brand in our portfolio. The logo has been refined over the years, but the basic design has remained almost unchanged. Because its consistency makes a logo authentic and unforgettable.

The uhlsport identity consists of a primary and a secondary logo.

The primary word mark as well as the secondary figurative mark can be used in all communication. However, both logos remain isolated and cannot be joined together.

Primary:

uhlsport

Secondary:

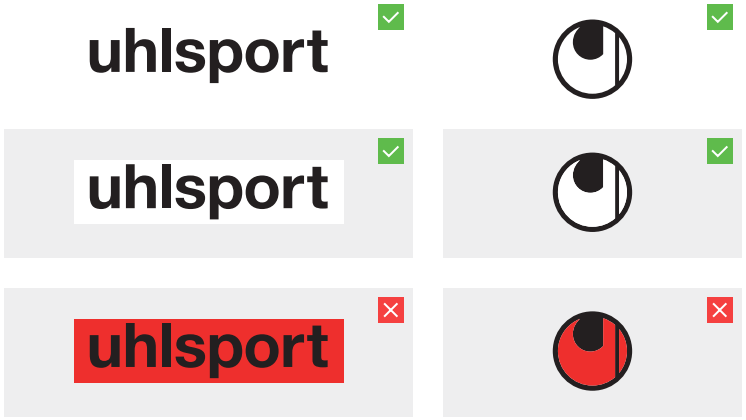
usage

Usage:
Due to the high number of possible applications of the logo, there are important points to consider. The logo cannot be changed in any way and should always follow the defined guidelines.

Protection box:
The uhlsport logo should always be clearly visible. We keep the logo separated from other visual elements by a distance of half its x-height. We call it the protection box, which if possible should be kept in all situations.

colours

The core colour of the primary and secondary uhlsport logo is 100% black. Only authorized logos are permitted. Any other colour combination is not acceptable.



alignment

Alignment:
In most cases, the uhlsport logo is right-aligned. The position is based on the height of the logo including the protective box and moves exclusively on the Y-axis.

For documents in DIN formats, double the logo height must be used as the distance to the top edge. For other formats, the distance is at least one logo height.

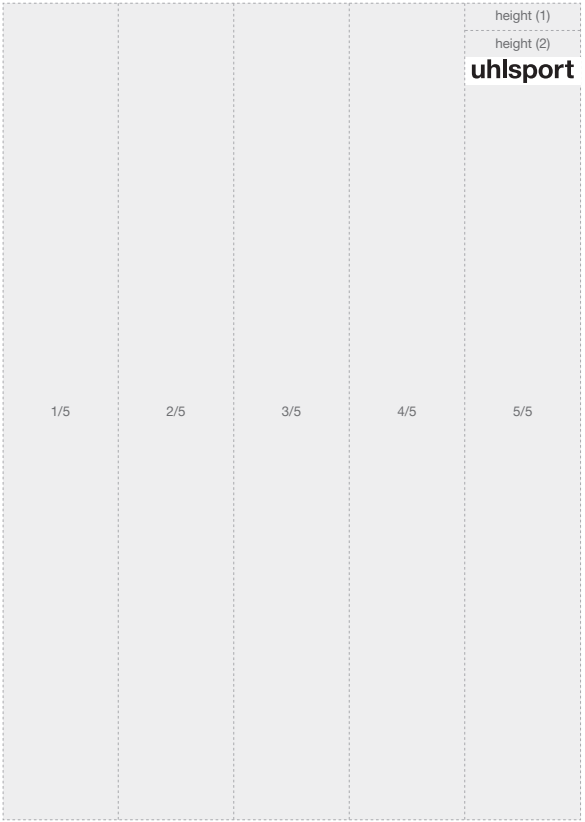
Size:
For DIN formats, the width of the logo is 20% of the short document size.
No minimum size is required for documents that are not in DIN format.

For correct use, please note the examples on the next page.

DIN sized document:

Logo size: width of 20% of the shortest document size

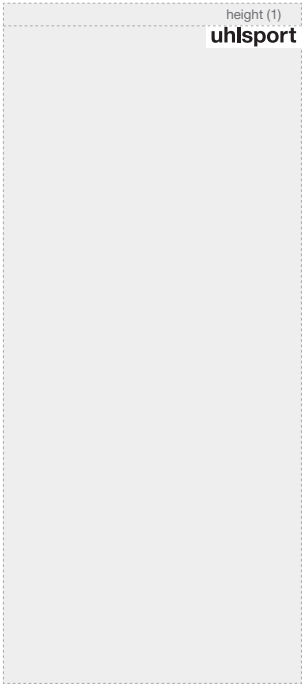
position: double the height of the protection box.



non-DIN sized document:

Logo size: variable Größe

position: minimum distance of one logo height of the protection box required



typography

A brand is only as strong as its appearance.
That‘s why we use uniform typefaces.

Standard typeface:

Helvetica neue

95 black: the quick brown fox jumps over the lazy dog
75 bold: the quick brown fox jumps over the lazy dog
55 roman: the quick brown fox jumps over the lazy dog
45 light: the quick brown fox jumps over the lazy dog
35 thin: the quick brown fox jumps over the lazy dog

Alternative typeface:

Arial

Bold: the quick brown fox jumps over the lazy dog
Regular: the quick brown fox jumps over the lazy dog

Typface for technical features:

HEMI HEAD

Aa

Correct use of the logo:
The logo can not be changed in any way, supplemented or inserted into forms.
It can only be used in the specified colour scheme.

The following examples show how it is not allowed to look:

Kempa

Young. Loud. Progressive.

Kempa stands for handball. As a move and as a brand. The sport is characterised by agility, power, **emotions** and goosebump moments. We stand for exactly those moments – in handball, in **team sports.** Always with a clear goal in mind: to improve and to win – because we **fight for triumph.**

#Siegesjäger

*we fight for triumph!

logo

Our logo is our face and thus also our identity. Kempa is a sports brand with a passionate focus on handball. It stands for itself. Without frills, clear and straightforward.

The Kempa identity consists of a primary and a secondary logo.

The primary word mark as well as the secondary figurative mark can be used in all communication. However, both logos remain isolated and cannot be joined together.

Primary:

Secondary:

usage

There are two variants of the logo. If possible, the logo is used in the large box with the typeface aligned at the bottom (1a). On multicoloured backgrounds it is used in its pure form, on black backgrounds the version with a white outline is used (1b).

In certain cases, two exceptions are permitted. If it is not possible to place the above logo (e.g. for animated advertising banners, on textiles, etc.), the second version in a smaller black box must be used (2a). In such cases, the logo with a white outline is also used for black backgrounds (2b).

If none of these variants can be used (e.g. for glass doors), the Kempa logo - positive or negative - can be placed on its own.

1a

1b
for use on black background

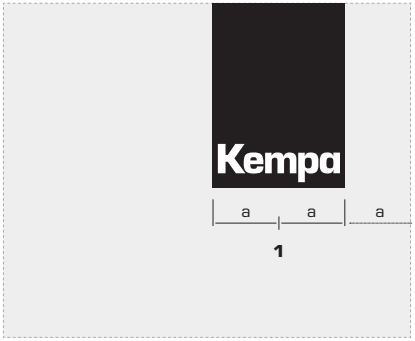
2a

2b
for use on black background

alignment

Large logo (1):
The logo is located exclusively in the upper right corner of a document. The distance from the right edge is half the width of the logo. The width of the logo is one sixth of the width on which the logo is placed.

Small logo (2):
If possible, the logo is placed on the upper right corner. The half height of the logo corresponds to the distance at the top and right edge. The width of the logo is also the sixth of the width of the area on which the logo is placed. Exceptions can be animated advertising banners, for example, where the distances cannot be kept. In such cases, please contact the Marketing/Graphics department directly.



colours

The logo is only used in one colour variation: white letters on a black background. Other colour combinations of the logo are not allowed.

The image colour of Kempa is „Kempa blue“. It is used as a fill and signal color. Areas of application are e.g. packaging or print and web publications. In the textile sector, „Kempa blue“ is also used as a colour for jerseys or shirts.

Black

Kempa blue
C 100 | M 34 | Y 0 | K 2
Pantone 3005 C

typography

A brand is only as strong as its appearance.
That‘s why we use uniform typefaces.

Standard typeface:

Kempastile

Bold: the quick brown fox jumps over the lazy dog

Eurostile

Bold Condensed: the quick brown fox jumps over the lazy dog

Condensed: the quick brown fox jumps over the lazy dog

Alternative typeface:

Arial

Bold: the quick brown fox jumps over the lazy dog

Regular: the quick brown fox jumps over the lazy dog

Aa

correct use of the logo:
The logo can not be changed in any way, supplemented or inserted into forms.
It can only be used in the specified colour scheme.

The following examples show how it is not allowed to look:

Logo package

We are all one big team - with the same goals and great ambitions. That‘s why we shape our path together and act uniformly.

All logos of our brands can be downloaded here:
uhlsport.group/brandbook

helpdesk.marketing@uhlsport.de
uhlsport.group

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