



## Corporate Design Guide

# Introduction

SPORTident is a timekeeping and identification system for sport applications. It is exclusively developed and produced by SPORTident GmbH Arnstadt, Germany.

The SPORTident logo and signet are registered trademarks. Unauthorised use and distribution of any kind is not allowed.

For questions regarding the correct use of the SPORTident logo or the rules, requirements and recommendations detailed in this corporate design guide, please contact us at [support@sportident.com](mailto:support@sportident.com).

All rights are reserved by SPORTident GmbH Arnstadt.

A handwritten signature in black ink that reads 'Siegfried Ritter'.

Dr. Siegfried Ritter  
Managing Director

# Logo

## General

The SPORTident signet and logo are basic design elements that must not be changed, modified, or recreated. The original files from the logo package on our website have to be used. The correct version for each medium (RGB/CMYK) has to be used.

Previous versions of the SPORTident logo contained the slogan “Make the most of your sport!”. This slogan is no longer part of the logo, please refer to page 9 for details.

## Composition, allowed uses and clearance area

The SPORTident logo consists of the signet and the wordmark. Additional elements, either texts or images, are not allowed. Usually, the complete logo should be used. Additionally, the signet may be used on its own, for example for branding, images, and social media. Only in exceptional cases may the wordmark be used on its own. The logo, signet or wordmark have to be surrounded, always, by a clear area, free of any texts or graphics and only filled with the background colour. This clearance area's height and width is half of the height of the signet.



*SPORTident logo with  
clearance area (light grey)*



*SPORTident signet with  
clearance area (light grey)*

# Logo

## Colour and background

The regular use case places the coloured version of the logo on a white background. For monochromatic use cases, the logo may be used as 100% black on a white background. In exceptional cases, an inverted version of the logo (white on black) can be used for dark backgrounds or images. The logo package on our website contains optimised versions of the logo (RGB for screen / CMYK for print).



*SPORTident logo / signet  
Regular  
(Coloured on white background)*



*SPORTident logo / signet  
Monochromatic black  
White or light (grey) backgrounds  
Note: The "si" in the signet is always white*



*SPORTident logo / signet  
Monochromatic white  
Black or dark (grey) backgrounds  
Note: The "si" in the signet is always black*



*SPORTident logo / signet  
Version on a SPORTident red background*

# Logo

## Placement and sizes

Typically, the SPORTident logo is placed on the top right. Specific media or formats might require a different placement, e.g. on the bottom right. The minimal margin is half of the height of the signet.

The logo's length must not be less than 36 mm, which corresponds to a minimal size of 6 mm x 6 mm for the signet. A smaller size is only allowed in exceptional cases.



*Minimal recommended size  
for the logo / signet*

**When scaling the logo, the original aspect ratio always has to be maintained.  
Changes, modifications, and additions to the logo and signet are not allowed.**



# Colours

## Logo colours

The colours red, grey and white are the primary colours for designs and are predominantly used in the logo.

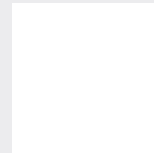
***Changes and modifications of the colours of the logo are not allowed!***



- **Red**  
RGB (255,0,0)  
CMYK (0,100,100,0)  
HKS 13  
Pantone Red 032 C  
RAL 3020 Traffic red



- **Grey (70 % Black)**  
RGB (100,100,100)  
CMYK (0,0,0,70)



- **White**  
RGB (255,255,255)  
CMYK (0,0,0,0)

# Typography

## Fonts and usage of fonts

The sans serif, clear fonts of Officina Sans are one of the defining style elements of the SPORTident corporate design. In all media and communications (e.g. print) the font styles Book and Bold are used. For captions and emphasizing the font style *Italic* may be used.

In documents (such as this corporate design guide, for example) Officina Sans Book is used for headings. For regular texts and paragraphs Arial with the font styles Regular and Bold are used. For captions and emphasizing the font style *Arial Italic* may be used.

***Using other fonts than those listed above is not allowed!***

|   |   |
|---|---|
| Officina Sans Book                      | ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmno 1234567890             |
| <b>Officina Sans Bold</b>               | <b>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklm 1234567890</b>        |
| <i>Officina Sans Book Italic</i>        | <i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnop 1234567890</i>     |
| <b><i>Officina Sans Bold Italic</i></b> | <b><i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklm 1234567890</i></b> |

|                                 |   |
|---------------------------------|---|
| Arial                           | ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklm 1234567890               |
| <b>Arial Bold</b>               | <b>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklm 1234567890</b>        |
| <i>Arial Italic</i>             | <i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklm 1234567890</i>        |
| <b><i>Arial Bold Italic</i></b> | <b><i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklm 1234567890</i></b> |

## AIR+ logo

The AIR+ logo can be used in two different ways:

- If the AIR+ logo is used without the SPORTident logo or signet in visible proximity then the version of the AIR+ logo with included signet must be used.



- If the AIR+ logo is used in visible proximity of the SPORTident logo or signet (e.g. on the same paper sheet or same web page) then the version of the AIR+ logo without included signet should be used.



The regular use case places the coloured version of the logo on a white background. Clearance area and monochromatic uses follow the same rules and requirements as set out for the SPORTident logo.

The original files from the logo package on our website have to be used. The correct version for each medium (RGB - screen / CMYK - print) has to be used.

In special cases, e.g. for branding, variants without the text line “contactless timing system” are also permitted.



# Additions

## **Made in Germany**

This additional logo can be used on documents like product descriptions, invoices or order confirmations, provided the following conditions are met:

- The SPORTident logo has to be shown on the same page or within the same visual context
- The logo should be placed on a white background



# Additions

## Slogan

The SPORTident slogan “Make the most of your sport!” was included in previous versions of the SPORTident logo. The slogan can be used freely and as appropriate in different media, e.g. to support the document message, provided the following conditions are met:

- The font Officina Sans Book has to be used
- Font size as required for the design
- Character and word spacing may be modified
- Font colour is grey (70% black), in exceptional cases the logo colours red or white may be used

Make the most of your sport!