



TJ SPORTS



# TJ SPORTS

Personal Coach, Professional Athlete, + Entrepreneur

## MISSION

A multifaceted brand aiming to challenge you out of your comfort zone by maximizing athletic performance, developing progressive habits, and unlocking inner greatness.

## CORE VALUE

People often associate greatness with the natural ability to be better at something than others. Here at TJ Sports, it is believed that greatness is not instantaneous it is earned; determination, and growth foster true greatness.

## TAGLINE / MOTTO

Be Great

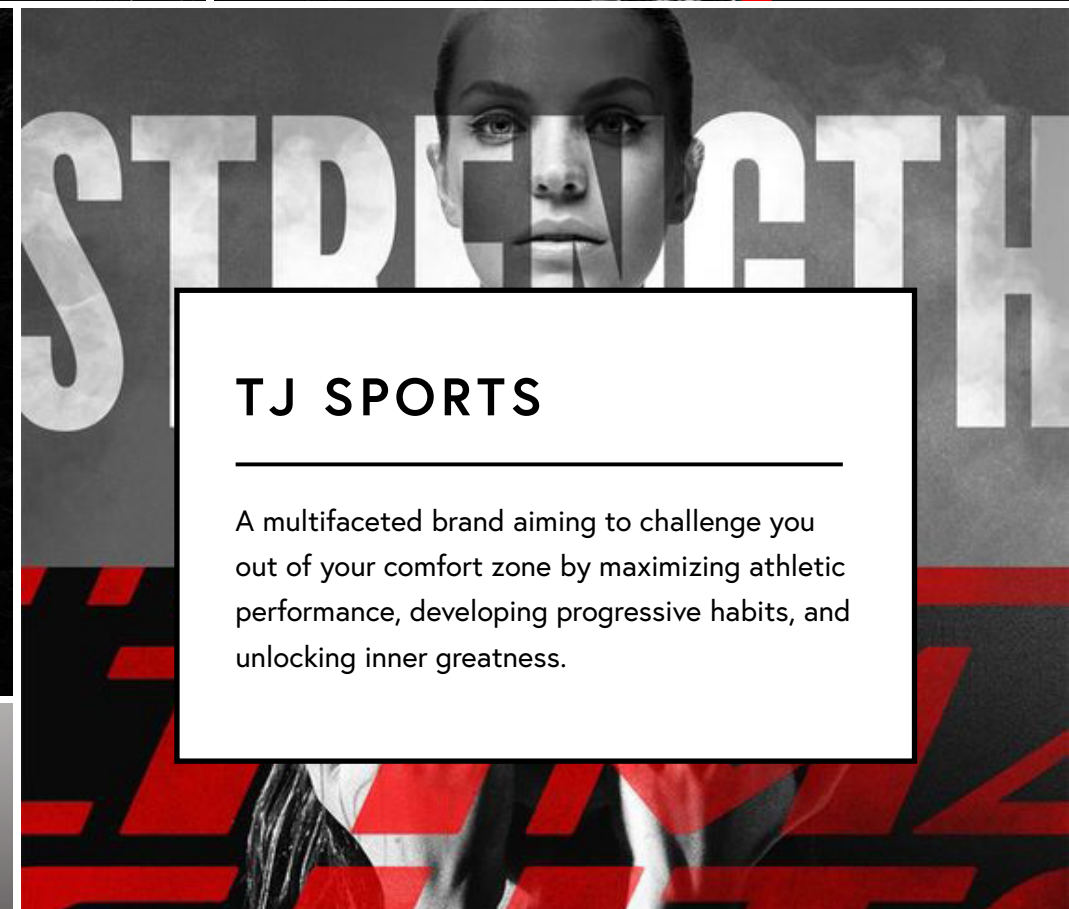


## KEY WORDS USED TO DESCRIBE THE VISUAL IDENTITY

- Energetic
- Progressive
- Bold
- Cutting Edge









## LOGO

### GUIDELINES FOR USE

If the logo/brandmark needs to be placed on a color background that clashes with the gradient, make "TJ SPORTS" white or black depending on which looks best.

Always make sure there is enough padding space around the logo/brandmarks.

Do not use a drop shadow on the logo whether print or digital.

Do not try to edit the gradient color.

If for some reason the printer cannot reproduce the gradient color use #BE1E2D instead.

Be Great tagline can be removed if needed.

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#### PRIMARY LOGO



#### BRANDMARKS





PRIMARY LOGO



BRANDMARKS





COLOR PALETTE



GRADIENT





TYPOGRAPHY

HEADLINE TYPE

**APEX MK3 MEDIUM**

**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  
1 2 3 4 5 6 7 8 9 0 ! ? &**

BODY TYPE

**APEX MK3 EXTRA LIGHT**

**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  
1 2 3 4 5 6 7 8 9 0 ! ? &**

\* ONLY THE MEDIUM AND EXTRA LIGHT WEIGHTS  
ARE FREE. THE ENTIRE FONT FAMILY CAN BE  
PURCHASED [HERE](#) FOR \$16





COLLATERAL

T-SHIRT FRONT



T-SHIRT BACK



BASKETBALL SLEEVE



COLLATERAL





COLLATERAL

WATER TUMBLR



DUFFLE BAG



TOWEL



PRIMARY GRAPHIC

**BE GREAT**

SECONDARY GRAPHIC

**TJ**



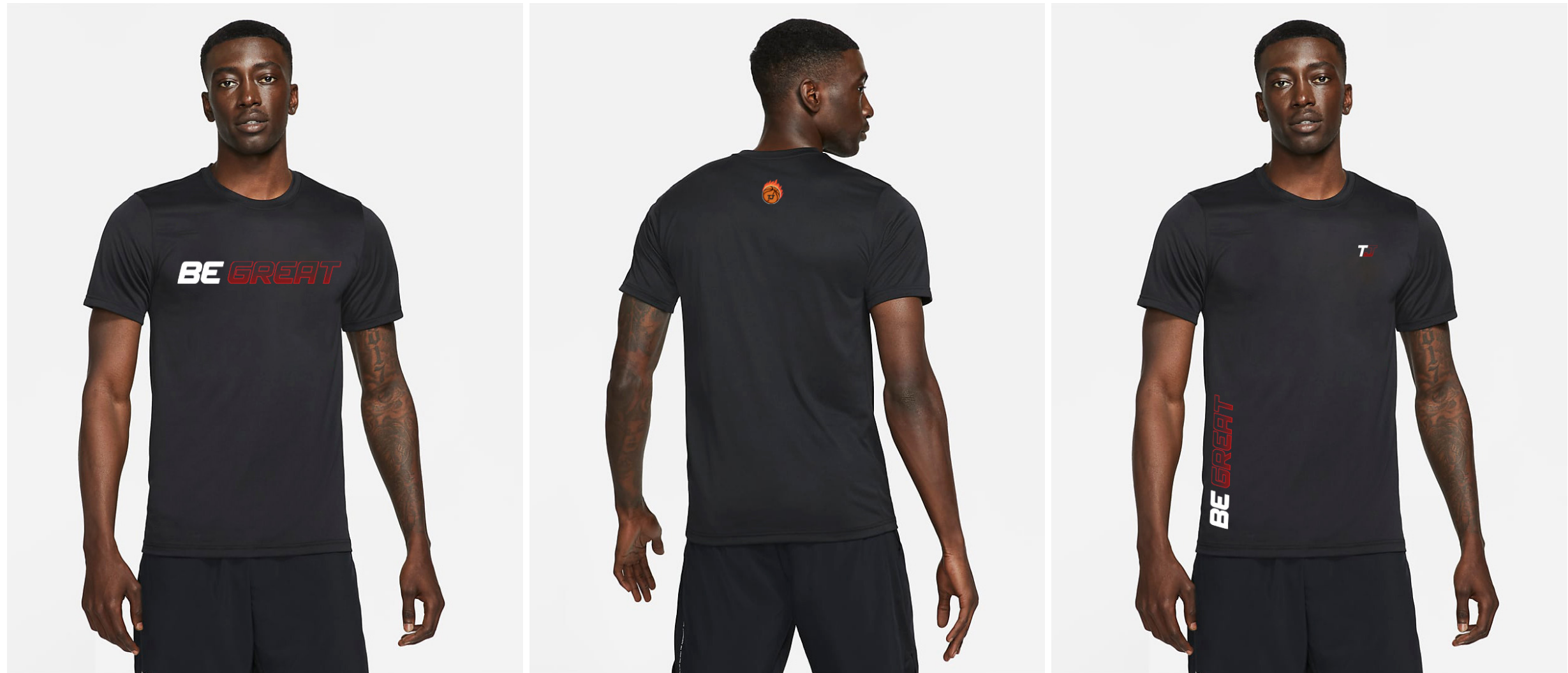
PRIMARY GRAPHIC

**BE GREAT**

SECONDARY GRAPHIC

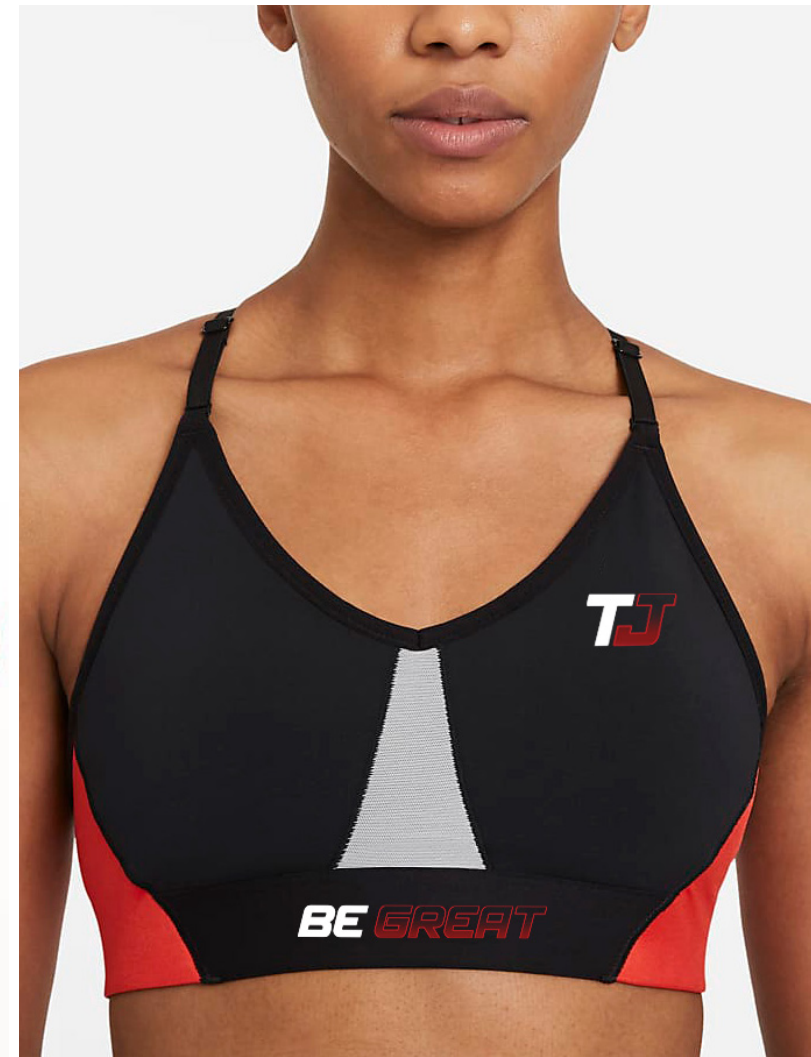
**TJ**

BE GREAT MERCH - MENS





BE GREAT MERCH - WOMENS



THANK YOU