

BRAND BOOK

Runtheons

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01

LOGO DESIGN

01 LOGO DESIGN

THE LOGO

The Runtheons logo consists of a very distinctive logotype. This logotype has variations, which will be discussed in the pages of this manual.

[//CLICK TO DOWNLOAD THE LOGO FILES](#)

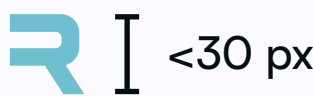
Complete logo



Reduced variation



Minimum Size



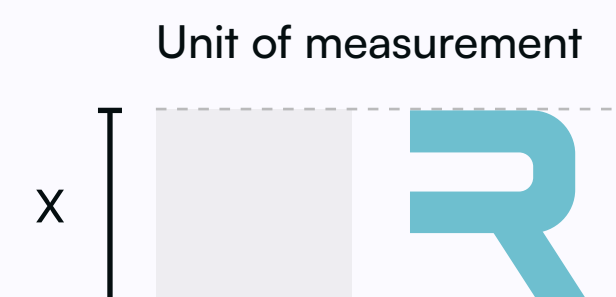
The complete logo can be used down to a minimum height of 30px. For smaller sizes, it is recommended to use only the icon.

01 LOGO DESIGN

MINIMUM CLEAR SPACE

To ensure the legibility of the brand in all situations, it is necessary to leave an adequate amount of empty space around it.

To do this, the method illustrated alongside can be applied, with the height of the letter R as the unit of measurement.



01 LOGO DESIGN

ICONS

Depending on the spaces or the usage, it is possible to use the logo in its reduced variation as a favicon and for use on the App Store and Google Play.



Favicon



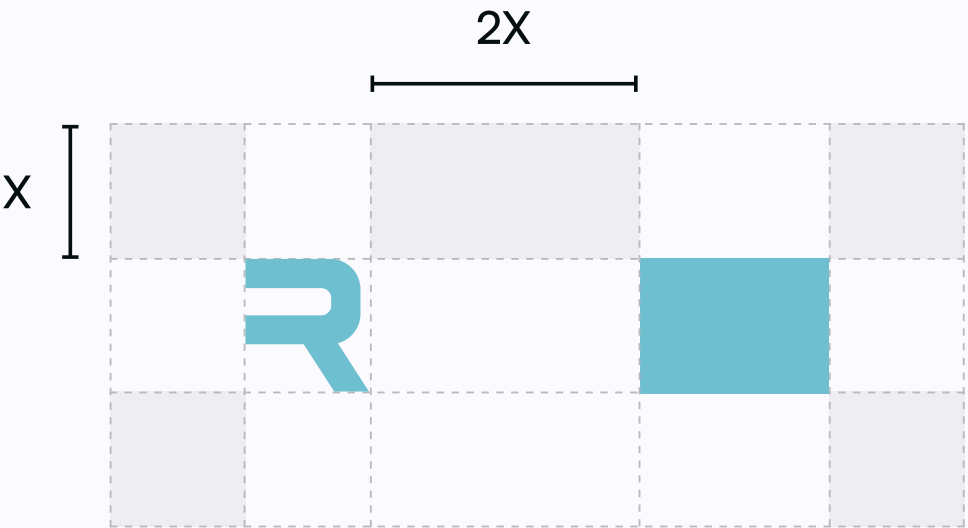
App icon

01 LOGO DESIGN

COOPERATION

When the logo or its reduced variation needs to be used alongside another graphic or photographic element, the same organization as described for the minimum area is followed.

Where the height of the letter R governs the spacing decision.

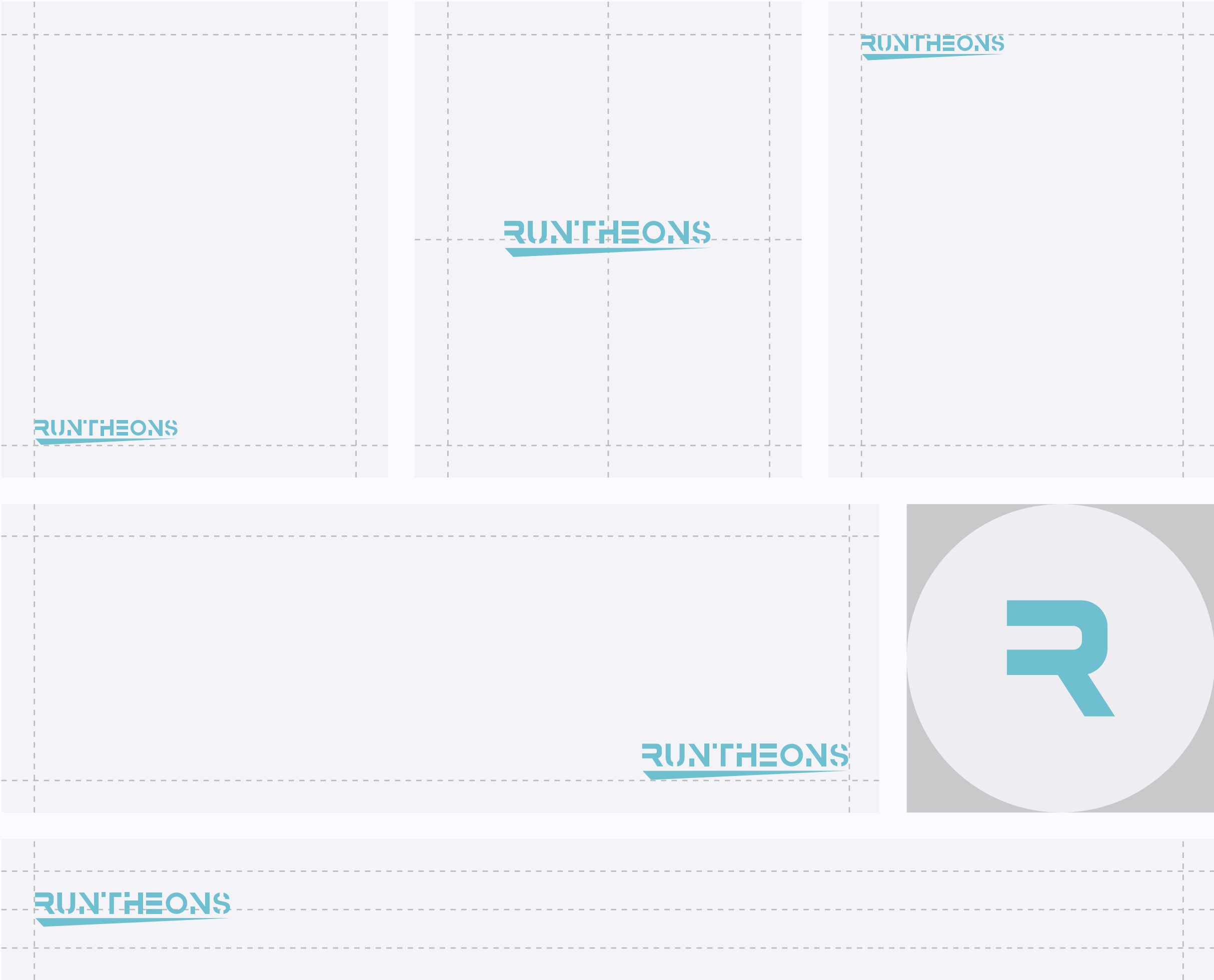


01 LOGO DESIGN

PLACEMENT

The logo positioning rules are as follows:

- 1. Horizontal at the bottom left;
- 2. Positioned centrally;
- 3. Horizontal at the top left;
- 4. For horizontal use at the bottom right;
- 5. For square and reduced-size uses, its reduced variation is used;
- 6. For spaces with reduced height and horizontal development, the logo is positioned centrally on the left side.



COMMON ERRORS

Here are the most common errors that can occur when using the Runtheons logo and its graphic elements.

- 1. Moving the pictogram to the right relative to the logo;
- 2. Applying shading or effects not mentioned in this manual;
- 3. Altering the proportions of the logo by changing the height or width dimensions set;
- 4. Changing the position and size of the pictogram relative to the logo.

RUN'THEONS

RUN'THEONS

RUN'THEONS

RUN'THEONS

01 LOGO DESIGN

USAGE EXAMPLE

Here are some possible correct uses of the logo in real-life situations.



02

BRAND COLORS

02 BRAND COLORS

COLOR PALETTE

The main color palette consists of azure, which makes the brand recognizable in all its uses, followed by white and black.

SKY BLUE

HEX: #6EBFCF

RGB: 110, 191, 207
CMYK: 60, 5, 20, 0
PANTONE: 630 C

RICH BLACK

HEX: #050E10

RGB: 5, 14, 16
CMYK: 90, 75, 60, 90
PANTONE: BLACK 6 C

PEARL WHITE

HEX: #F6F3FF

RGB: 246, 243, 255
CMYK: 5, 5, 0, 0
PANTONE: 663 C

ACCENT COLOR

In support of the main palette, a shade of green and one of purple have been selected as accent colors.

LIGHT GREEN

HEX: #A7EE98

RGB: 167, 238, 152
CMYK: 40, 0, 55, 0
PANTONE: 358 C

ELECTRIC PURPLE

HEX: #735CD8

RGB: 115, 92, 216
CMYK: 75, 70, 0, 0
PANTONE: 2725 C

02 BRAND COLORS

GRADIENT

The brand's color palette seen on the previous pages can also be used to create gradients.

RICH BLACK

HEX: #050E10

RICH BLACK

HEX: #050E10

RICH BLACK

HEX: #050E10



SKY BLUE

HEX: #6EBFCF

ELECTRIC PURPLE

HEX: #735CD8

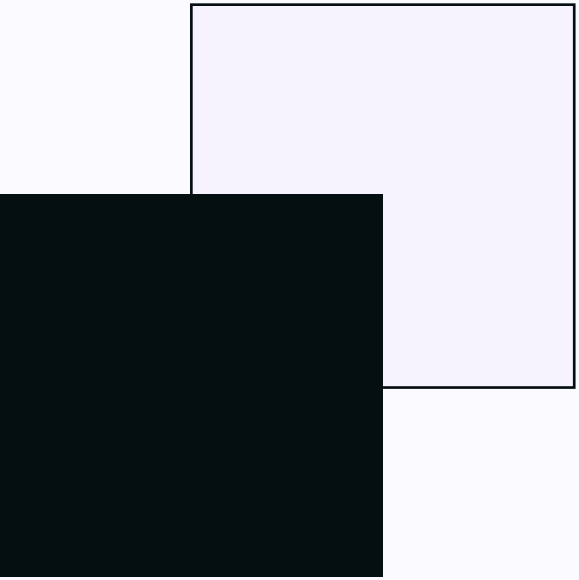
LIGHT GREEN

HEX: #A7EE98

02 BRAND COLORS

RECOMMENDED COMBINATIONS

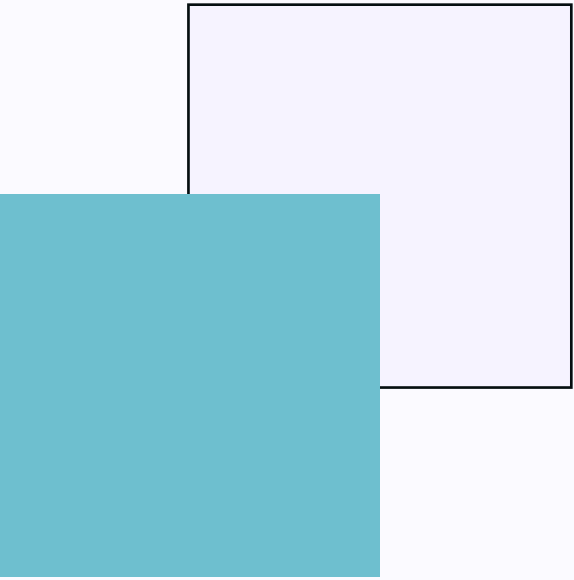
Some possible correct uses of the color palette, to ensure readability and consistency with the visual identity.



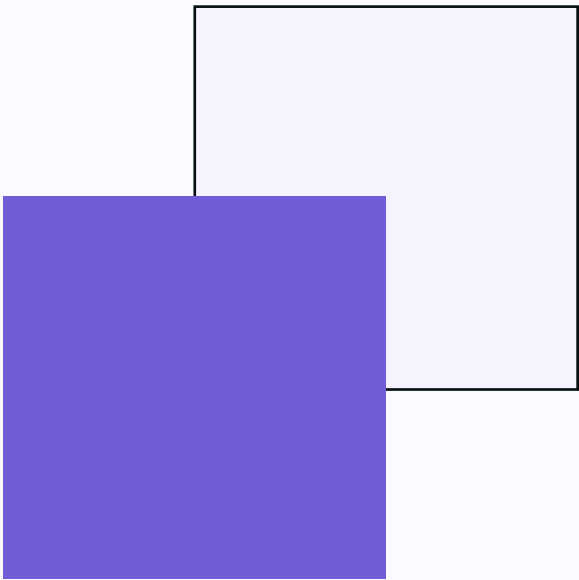
PEARL WHITE
+ RICH BLACK



RICH BLACK
+ SKY BLUE



PEARL WHITE
+ SKY BLUE



PEARL WHITE
+ ELECTRIC PURPLE



RICH BLACK
+ LIGHT GREEN



RICH BLACK
+ ELECTRIC PURPLE

02 BRAND COLORS

APPLICATIONS

In accordance with the rules mentioned on the previous page, here is an example of how the colors are used on the complete logo.



ERRORI COMUNI

Here are the most common errors that can occur when using the color palette with the Runtheons brand:

- 1. Altering the logo's color;
- 2. Altering the pictogram's color;
- 3. Changing the background shade outside the Runtheons palette;
- 4. Using low-contrast combinations.



USAGE EXAMPLES

Some possible correct uses of the color palette in real-world applications.



03

TYPOGRAPHY

03 TYPOGRAPHY

TYPEFACE

All typography used in Runtheons' applications is guided by the use of a primary font, Space Grotesk, and a secondary font, Satoshi.

SPACE GROTESK

Primary - Headline

Aa Aa Aa
Regular Medium Bold

Space Grotesk is a proportional sans-serif typeface variant based on Colophon Foundry’s fixed-width Space Mono family (2016). Originally designed by Florian Karsten in 2018, Space Grotesk retains the monospace’s idiosyncratic details while optimizing for improved readability at non-display sizes.

[//CLICK TO DOWNLOAD THE FILE](#)

Satoshi

Secondary - Body

Aa Aa Aa
Regular Medium Bold

Satoshi is a modernist sans serif typeface. Its design combines typically grotesk-style letterforms, with some characters that are quite geometrically-designed. In terms of its appearance, Satoshi was inspired by Modernism and Industrial-Era graphic and typographic design.[...]

[//CLICK TO DOWNLOAD THE FILE](#)

03 TYPOGRAPHY

HIERARCHY

Brand consistency must be maintained in every usage, including the hierarchy of textual paragraphs. Here is an example of proportions among various text elements to consider for both print and digital use.

ULTRA HEADLINE

Space Grotesk Bold / Example: 105pt - Line Spacing 126 pt

PRIMARY HEADLINE

Space Grotesk Bold / Example: 65pt - Line Spacing 78 pt

SECONDARY HEADLINE

Space Grotesk Bold / Example: 52pt - Line Spacing 62 pt

Paragraph Text. Gias eumquas piciam, quis es qui sequaer spidisitaqui rem quo quam, quia aboreperiore cum quosae nusam core alique occus earum dem volut ament hitat volor renducia alit praerit, volent fuga. Nam hicat volut ma sedit esecullesto dollistium quis simi, quis nem que pa quaspid maio ommolore doluptur, conserc hitatur ibustrupicto ium ad ma quas derunte dicipsae cum.

Satoshi Regular / Example: 16pt - Line Spacing 19 pt

ACCENT TEXT

Space Grotesk Bold / Example: 22pt - Line Spacing 26 pt

03 TYPOGRAPHY

COMMON ERRORS

Here are the most common errors that can occur when using Runtheons' typography:

1. Using a headline with a weight that is too light, making it less noticeable compared to the paragraph below;
2. Reducing the line spacing until glyph overlap occurs;
3. Justifying the text to the right in a ragged format;
4. Changing the typeface for any textual element.

HEADLINE

Paragraph. Gias eumquas piciam, quis es qui sequaer spidisitaqui rem quo quam, quia aboreperiore cum quosae nusam core aliquie occus earum dem volut ament hitat volor renducia alit praerit, volent fuga.

Expeliqu
atxicsd



Paragraph. Gias eumquas piciam, q
es qui sequaer spidisitaqui rem c
quam, quia aboreperiore cum quos
nusam core aliquie occus earum d
volut ament hitat volor renducia
praerit, volent fu

Headline

Paragraph. Gias eumquas piciam, quis es qui sequaer spidisitaqui rem quo quam, quia aboreperiore cum quosae nusam core aliquie occus earum dem volut ament hitat volor renducia alit praerit, volent fuga.

04

VISUAL IDENTITY

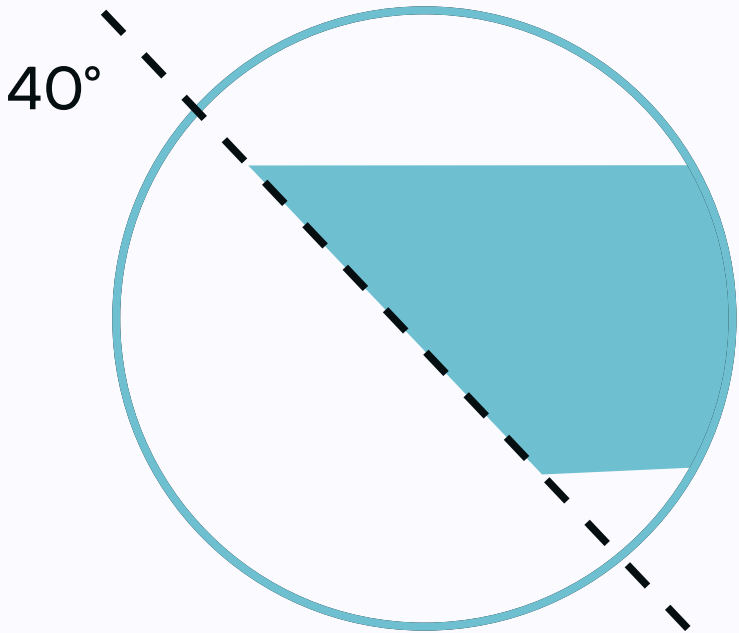
04 VISUAL IDENTITY

SHAPES

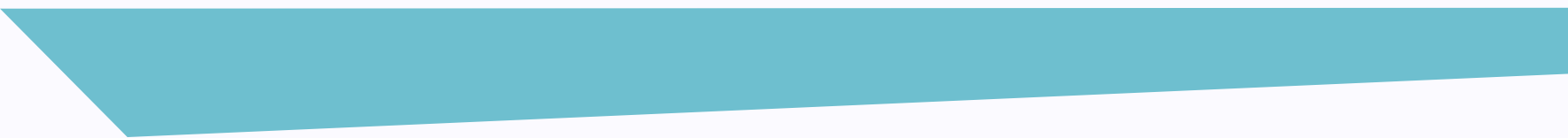
The shapes that characterize the "arrow" present in the main logo of Runtheons can be used to create graphic elements to be included in the brand's visual products.



The underline of the logo, referred to as the "arrow," is an element that has characterized Runtheons' visual identity since its inception. Therefore, we can also use it in visual products, both digital and printed, either by adopting the angle of the cut or using it alone or in repetition, in its original form or reduced in width.



Original



x0.5



x0.25

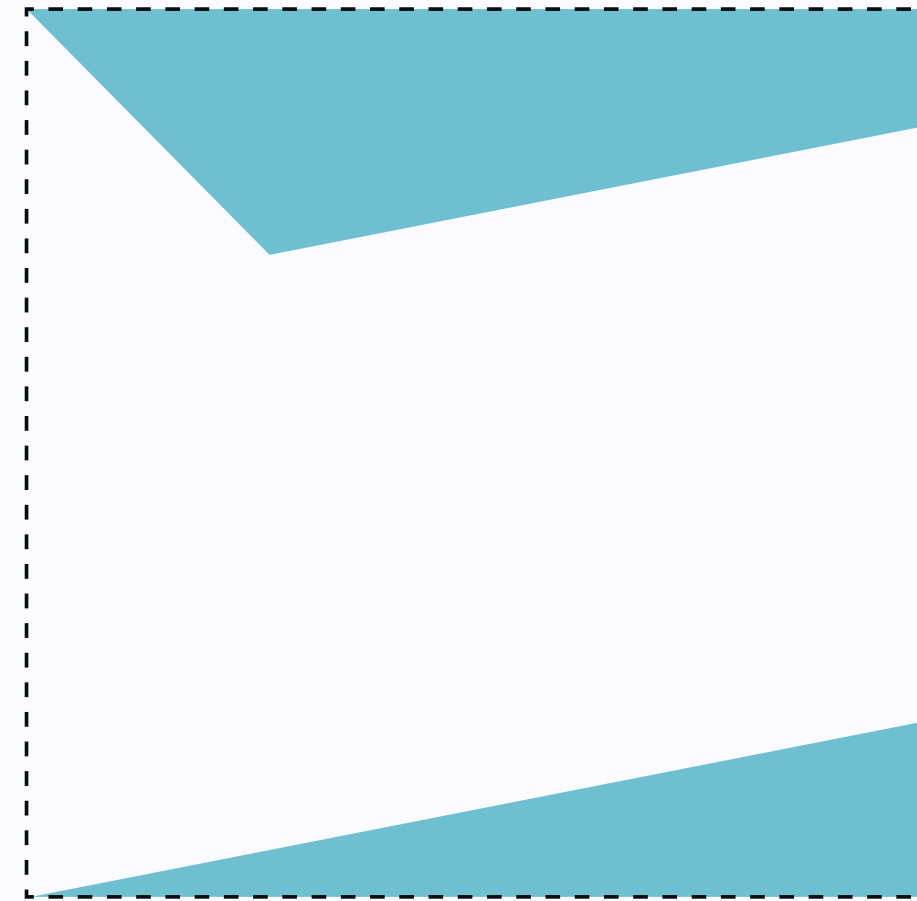


//CLICK TO DOWNLOAD THE FILES

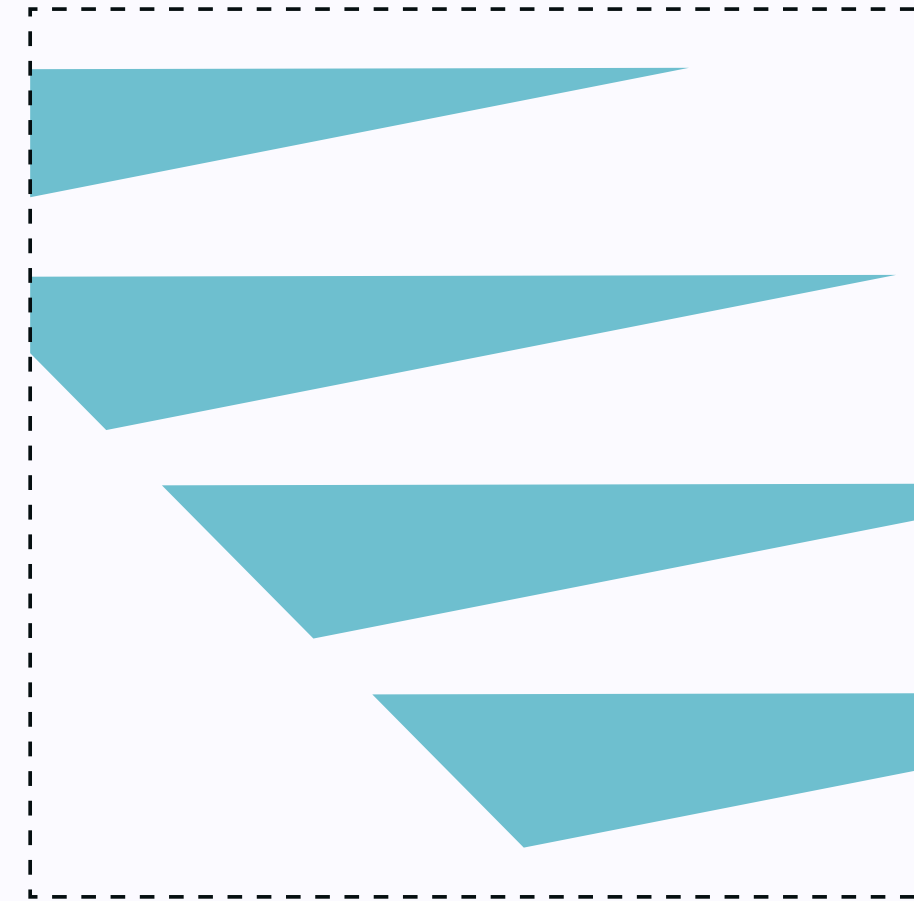
04 VISUAL IDENTITY

SHAPES USAGE

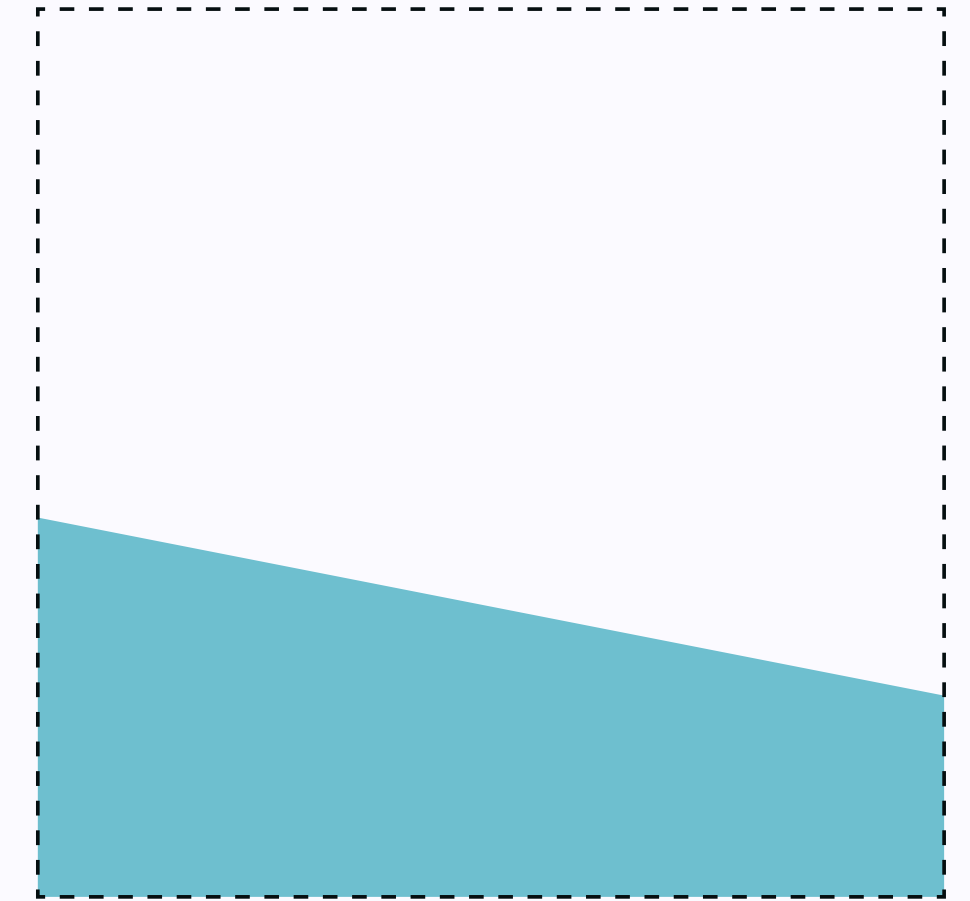
On the side, we see how the shapes derived from the "arrow," presented on the previous page, can help us in customizing graphic layouts. The indicated positions are recommended to ensure their correct usage.



Used at the vertical extremes, creating contrasts between the cuts.



Repeating them vertically, occupying the horizontal space.



Used individually in the lower portion of the layout.

04 VISUAL IDENTITY

PHOTOGRAPHY

Photographic uses of the brand must maintain consistency across all corporate applications. Below are guidelines to help in the selection of subjects and contexts to be represented:

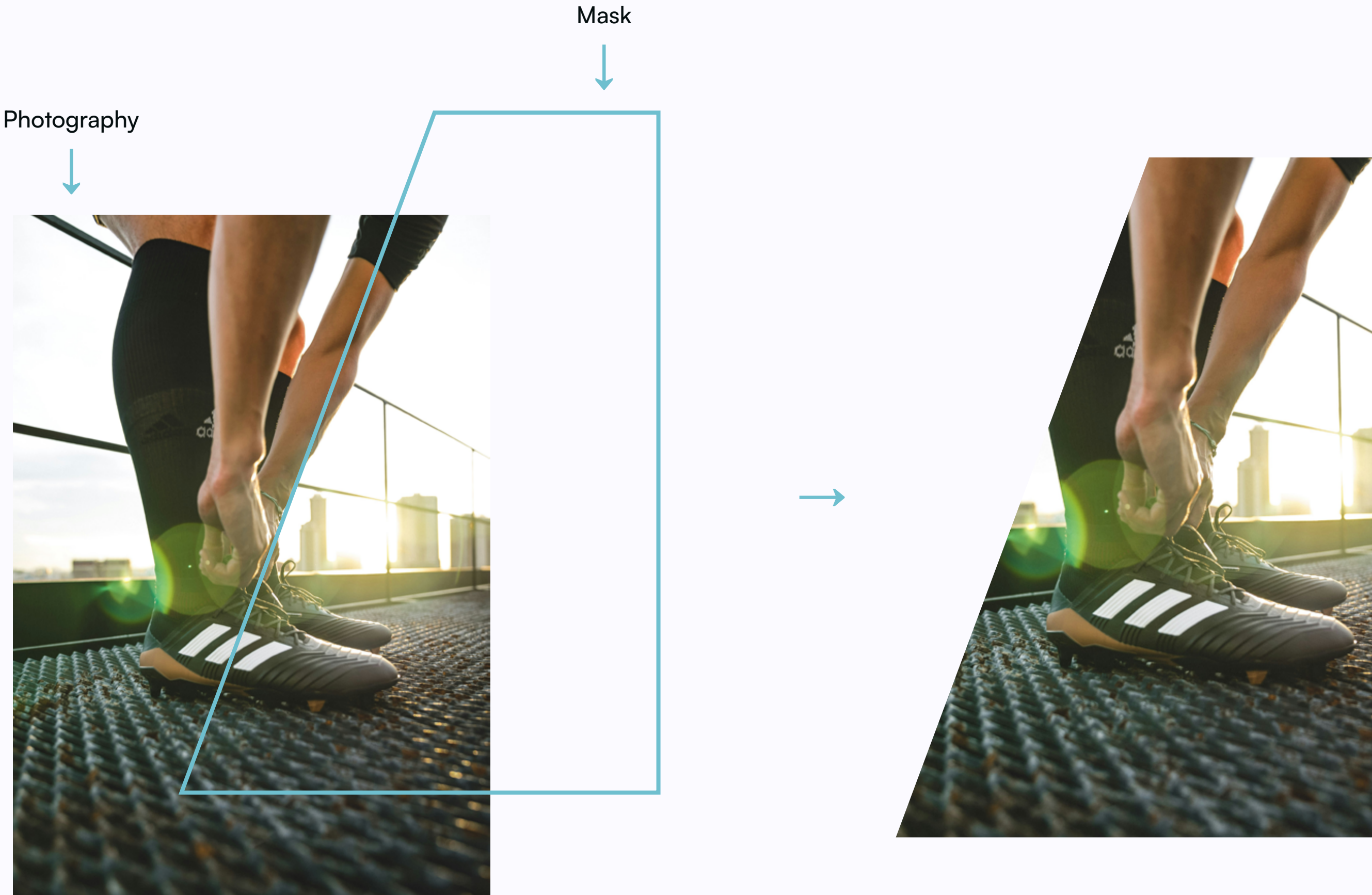
1. Portraits of athletes depicting moments of fatigue and physical effort towards their goal;
2. Representing speed by utilizing the "motion blur" effect of photos taken with reduced shutter speed;
3. Capturing details of athletes in moments of concentration and adrenaline;
4. Capturing highlights in sports, such as a basket in basketball, a goal in soccer, or a smash in tennis.



04 VISUAL IDENTITY

PHOTOGRAPHIC MASKS

The shapes mentioned on the previous pages can be used as masks for the photographic content used in the brand's visual products.



04 VISUAL IDENTITY

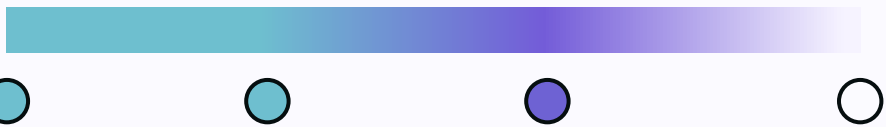
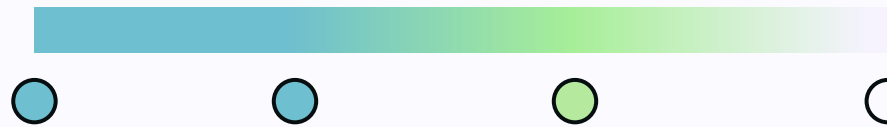
PHOTOGRAPHIC TREATMENT

Where possible, it's feasible to apply photographic treatment to the athletes portrayed in the photo, with the aim of further accentuating their central role in the scene.

//CLICK TO VIEW PHOTOGRAPHIC ASSETS



The athlete is isolated from the scene, applying the designated treatment to them.



04 VISUAL IDENTITY

APPLICATIONS

Some possible correct uses of the elements described in the previous pages in graphic applications.

TRASFORMA I TUOI SOGNI IN OBIETTIVI

La nostra missione è aiutare ogni atleta a raggiungere il proprio massimo potenziale.

Scopri di più su [RUNTHEONS.COM](#)

SE LO PUOI SOGNARE, LO PUOI RAGGIUNGERE

La nostra missione è sempre stata quella di aiutare ogni atleta a raggiungere la massima performance.

Lo facciamo circondando ogni atleta dei migliori esperti di performance e della tecnologia più all'avanguardia.

REACH YOUR BEST PERFORMANCE

RUNTHEONS

RUNTHEONS

ACCELLERA AL LIVELLO DEI MIGLIORI ATLETI

La nostra missione è aiutare ogni atleta a raggiungere il proprio massimo potenziale.

Lo facciamo circondando ogni atleta dei migliori esperti di performance e della tecnologia più all'avanguardia.

UNISCITI

BREAK YOUR LIMITS

[RUNTHEONS.COM](#)

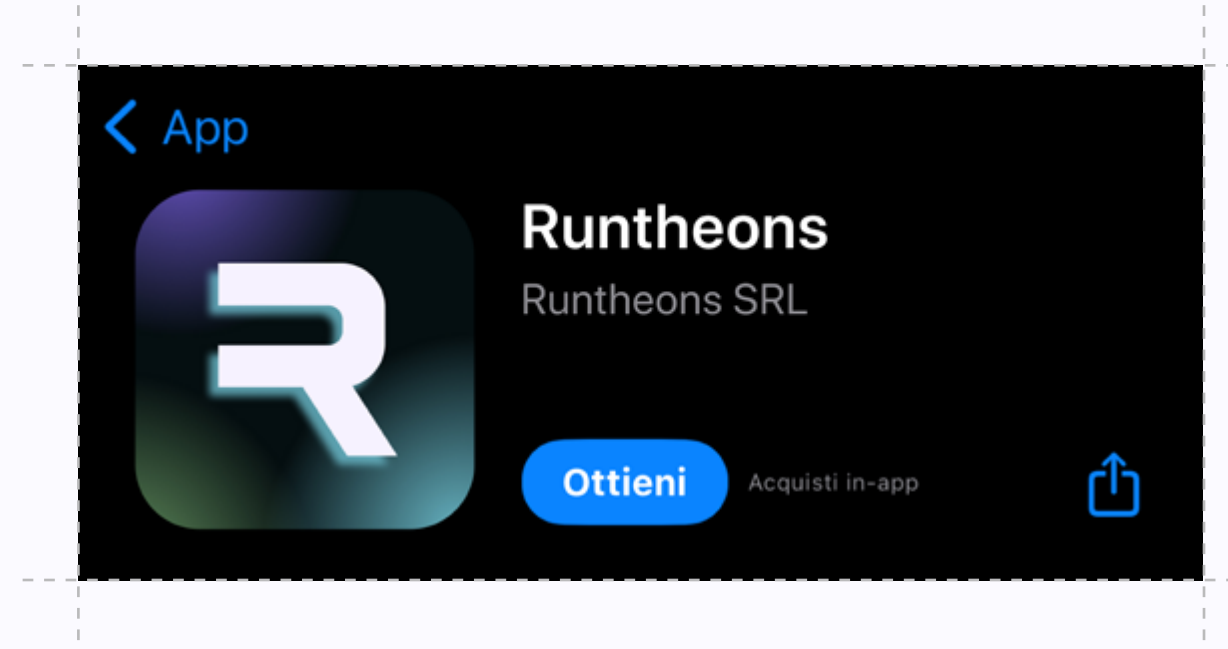
RUNTHEONS

04 VISUAL IDENTITY

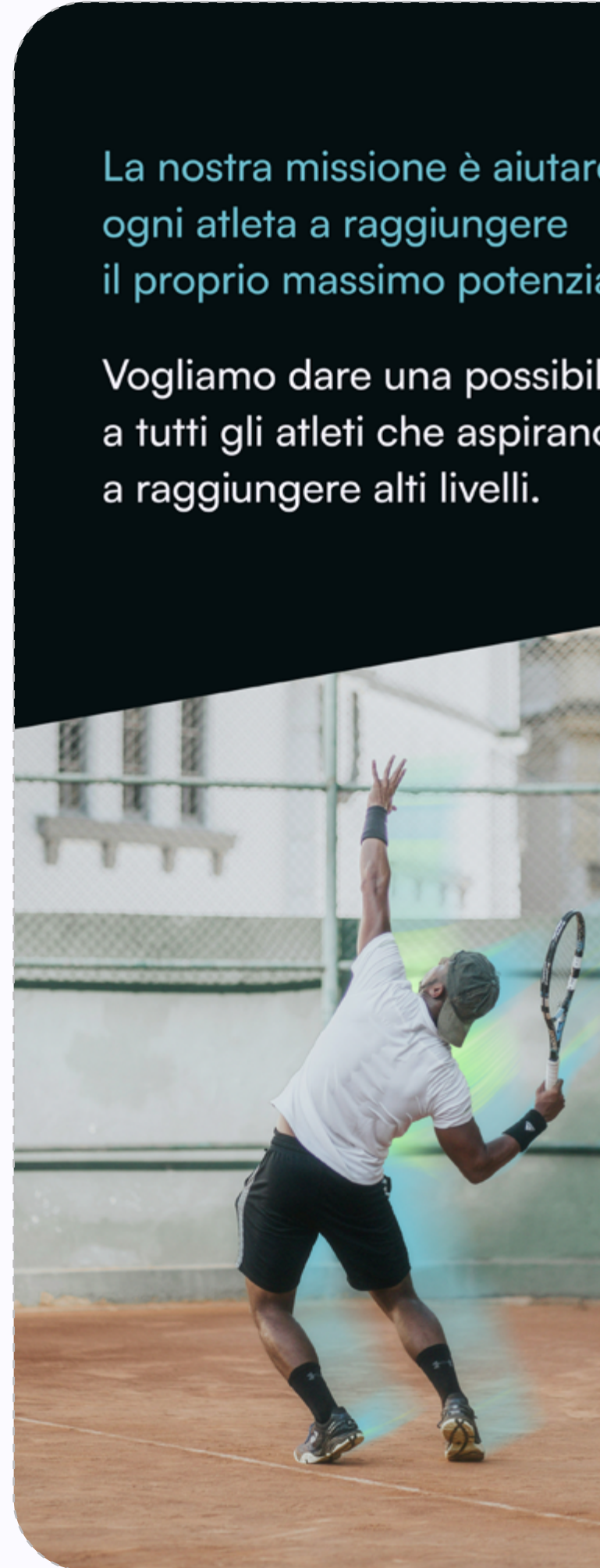
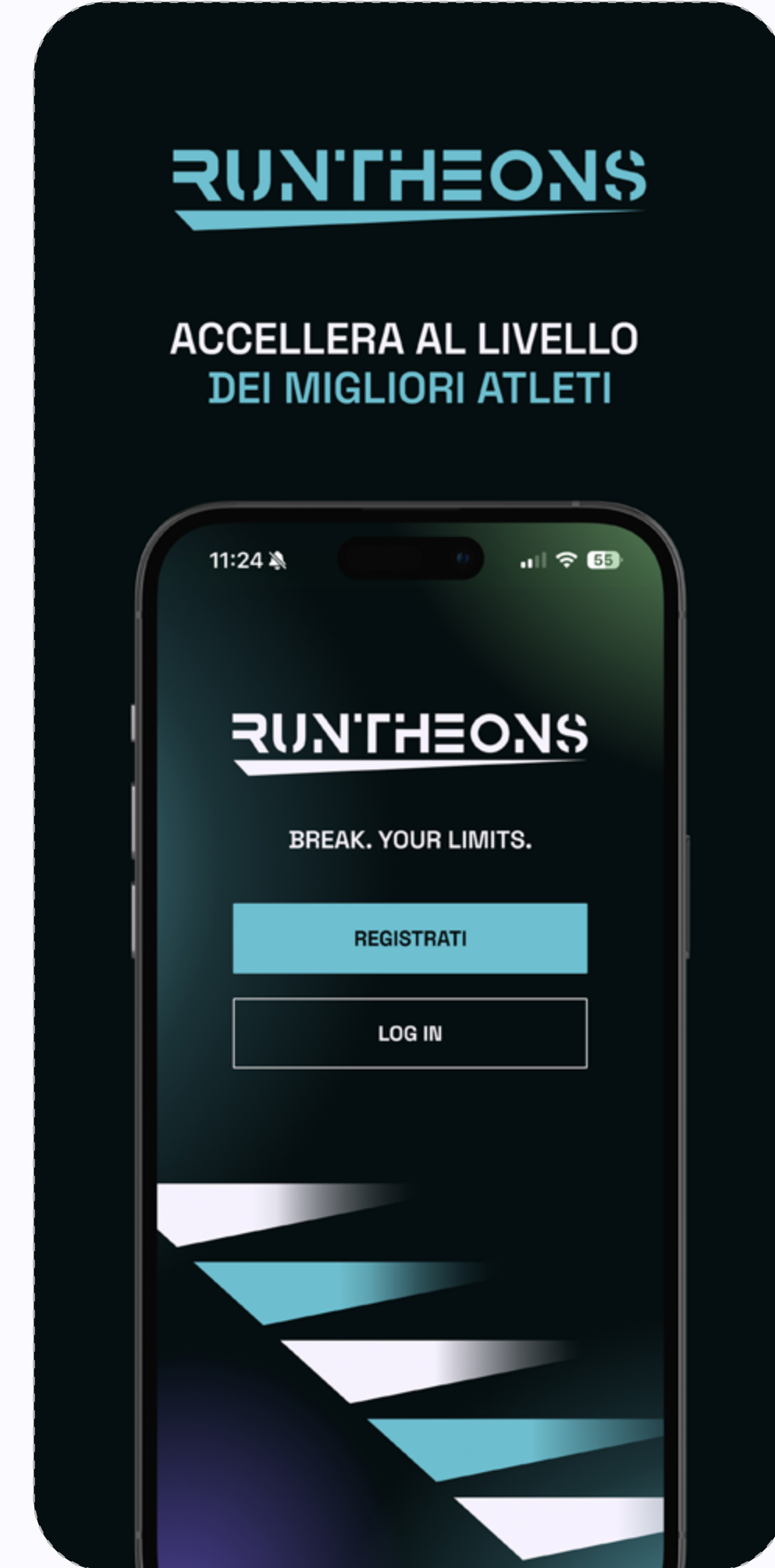
APP STORE

As presentation of the application, both the Apple App Store and Google Play Store propose the same method: besides the icon, there are screenshots of the app or slides.

In the case of Runtheons, what we recommend is to express the visual identity to the fullest, using all the elements seen in this manual.



App icon



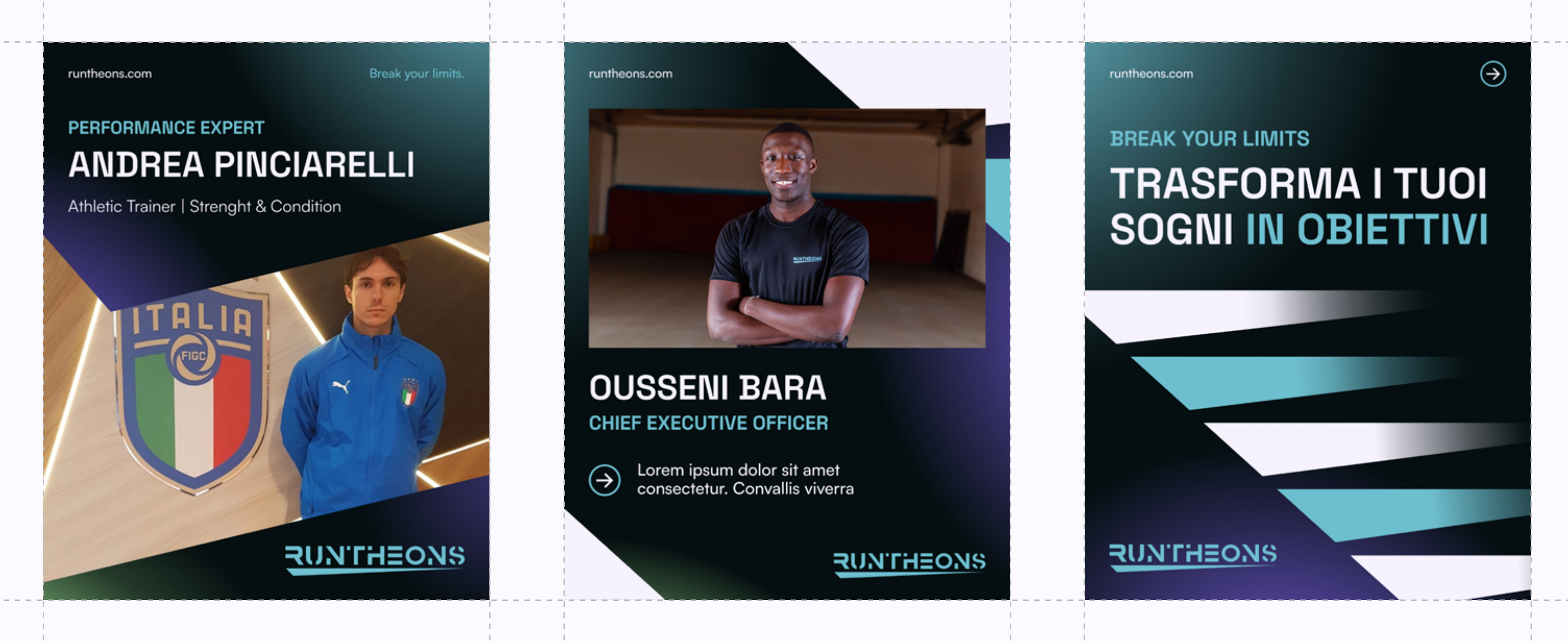
05

BRAND IN USE

05 BRAND IN USE

SOCIAL POSTS

Examples of content on Runtheons' LinkedIn and Instagram pages.



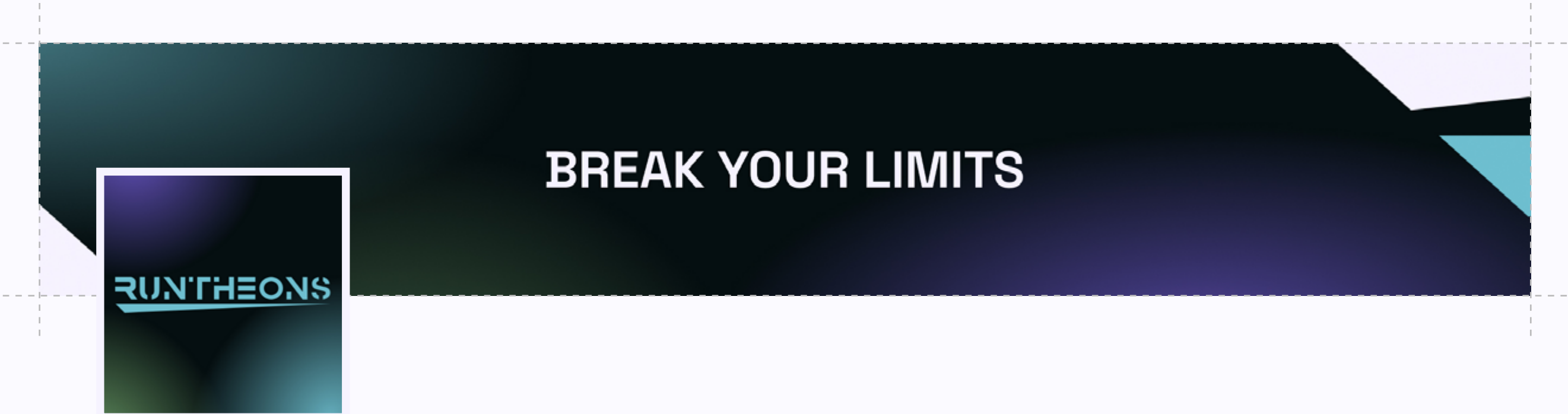
//CLICK TO ACCESS THE TEMPLATE FILE

05 BRAND IN USE

SOCIAL COVERS

Covers and profile picture
for Runtheons' social media channels.

LinkedIn Covers



Instagram Profile Picture



YouTube Profile Banner

Safe Area: 1546x423 pixels



//CLICK TO DOWNLOAD THE COVER FILES

WEBSITE

Example of the Runtheons corporate image application.



WATER BOTTLE

Example of the Runtheons corporate image application.



OUTDOOR

Example of the Runtheons corporate image application.



FLYER

Example of the Runtheons corporate image application.



APP SCREENS

Example of the Runtheons corporate image application.



TOTE BAG

Example of the Runtheons corporate image application.



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Aperto as our approach to our work: we love to take paths that lead to authentic relationships between people, guided by listening, understanding, and the cross-pollination of one's ideas with those of others.

Contacts

aperto.studio

ciao@aperto.studio

+39 331 4073219

//CLICK TO GO TO THE CONTACT PERSON

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