ONTHEGO
BRAND STYLE GUIDE
INTRODUCTION

WHY ARE THESE GUIDELINES IMPORTANT?

To ensure a successful and consistent ONTHEGO® brand, it is essential that all users adhere to these guidelines. The guidelines are intended to maintain the consistency of the ONTHEGO® brand and are to be used as a reference point to design brand consistent custom product for our client. The guidelines demonstrate the correct usage of the brand elements and provide thorough information to the implementation process.

USING THESE ARTWORK GUIDELINES

The core ONTHEGO® brand elements including logos, graphic elements and colours should not be altered in any way. The following guidelines cover the use of the above within the application of corporate collateral, marketing materials, artwork, and retail and custom garments.

While every attempt has been made to cover the basis for most applications, how to adapt these guidelines or new or emerging communications products will be systematically reviewed.

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ONTHEGO SPORTS Corporate Logo represents the company as the master brandmark in all corporate contexts.

The OTG Corporate Logo includes the Registered Trademark symbol (®).

Where applicable use the ‘Primary’ Logo first, followed by ‘Secondary’.

The ‘Black’ and ‘Reverse’ logos are for use on coloured backgrounds or over images.

The ONTHEGO Brand Identity Package can be downloaded here.
ONTHEGO SPORTS Corporate Icon represents the company as the secondary brandmark suitable for corporate contexts.

The OTG Corporate Logo does not include the Registered Trademark symbol (®). This is to ensure visual simplicity.

Where applicable, use the ‘Primary’ Icon first.

The ‘Black’ and ‘Reverse’ Icon are for use on coloured backgrounds or over images.

The ONTHEGO Brand Identity Package can be downloaded here.
ONTHEGO SPORTS Artwork + Garment Logo represents the company when a logo is required to co-brand custom products (e.g. sponsorship/partnership apparel), or used in visual material.

The OTG Artwork + Garment Logo does not include the Registered Trademark symbol (®). This is to ensure visual simplicity.

Where applicable use the ‘Primary’ Logo first.

The ‘Black’ and ‘Reverse’ logos are for use on coloured backgrounds or over images.

The ONTHEGO Brand Identity Package can be downloaded here.
ONTHEGO SPORTS Artwork + Garment Icon represents the company when a logo is required to co-brand custom products, or used in visual material.

The OTG Artwork + Garment Icon does not include the Registered Trademark symbol (®). This is to ensure visual simplicity.

Where applicable use the ‘Primary’ Icon first.

The ‘Black’ and ‘Reverse’ logos are for use on coloured backgrounds or over images.

The OTG Artwork + Garment Icon can be used in a variety of colours according to its application. Approval must be given for using colours not specified in this guide.

The ONTHEGO Brand Identity Package can be downloaded here.
CORPORATE COLOURS

Our colour palette for our corporate brand identity has been created to ensure effective application across all corporate material.

These colours can be used across all collateral for both online and print based applications.

Our hero colour, OTG Green, is the default colour for our ONTHEGO Corporate brand identity, as seen in our master Logo + Icon.

ARTWORK + GARMENT BRANDING COLOURS

Our colour palette used for branding our artwork + garments has been created to ensure effective application across the range of custom products.

Our hero colour, OTG Cool Grey, is the default colour for use in artwork + co-branding on garments.
The ONTHEGO Logo and Icon must always meet minimum size and spacing guidelines. Under no circumstances is the logo to be obstructed by another logo, image or graphic element.

The clear space for the Logo is to be calculated by the vertical height of the ‘N’ in the Logo.

The clear space for the Icon is calculated by half the size of the Icon (50% proportionally).

The clear space for both Logo + Icon is to be applied evenly to all four sides.
DO NOT use the ONTHEGO logo in any colours other than those specified in this guide.

DO NOT skew or rotate the ONTHEGO logo to any position other than specified.

DO NOT skew or rotate the ONTHEGO icon to any position other than specified.

DO NOT apply an outline to ONTHEGO logo.

DO NOT apply an drop shadow effect to the ONTHEGO logo.

DO NOT apply an drop shadow effect to the ONTHEGO icon.
ONTHEGO SPORTS primary type family and should be used whenever possible to communicate brand messages.

Roboto Condensed is a web safe font, appropriate for both screen and print applications. Its is available in multiple weights and treatments - however its use should be limited to ‘Regular’ + ‘Bold’.

The Roboto Condensed type family is appropriate for both web, screen and print applications. When used for long copy the typeface is ‘Regular’ and in Sentence Case.

Body text should be in OTG Gray or Black.

When used for headings + sub-headings the typeface is ‘Bold’ and UPPERCASE

The Roboto Condensed type family is appropriate for both web, screen and print applications. When used for long copy the typeface is ‘Regular’ and in Sentence Case.

Body text should be in OTG Gray or Black.

LATO

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
123456789

On rare occasions when the primary typeface is unavailable the alternate type family Lato can be used.
BRAND IDENTITY PROTECTION

OUR BRAND IN TEXT
In order to present consistently in the representation of our brand in textual content, the following guidelines must be honoured.

Acceptable formats for company name:

- **ONTHEGO SPORTS**
  (Company name - Uppercase)

- **ONTHEGO Sports**
  (Company name - Uppercase ‘ONTHEGO’)

- **ONTHEGO**
  (Informal/second instance - Uppercase)

- **OTG**
  (Shorthand - Uppercase)

Unacceptable formats of company name:

- **ON THE GO SPORTS**
  (DO NOT word spacing ‘ONTHEGO’)

- **On The Go**
  (DO NOT use sentence case with word spacing)

TRADEMARKS
The ONTHEGO logo and icon, trademarks and wordmarks which are the property of ONTHEGO, for which ONTHEGO approval is required prior to their use.

- ONTHEGO®
- Every Day Matters®
- Products that move people®
- Customiz™
- ActivTek™
- AeroTek™

REGISTERED TRADEMARK SYMBOL
The trademark symbol ® must always accompany the ONTHEGO Logo and Icon when used for corporate and marketing material.

The trademark symbol should always appear in the same colour that is allocated to the ONTHEGO Logo/Icon. The location of the ® symbol must not be adjusted or resized from the original logo lockup specified in this guide.

OTG WORDMARKS
ONTHEGO SPORTS owns the wordmarks listed below. In all instances of written text, the format of the wordmarks must be honoured - including the text case, space and any accompanying symbols.

- ONTHEGO®
- Every Day Matters®
- Products that move people®
- Customiz™
- ActivTek™
- AeroTek™

PARTNER APPROVALS
Partners must submit a request for written approval to ONTHEGO® in relation to the following:

- All advertising and promotional materials, including, but not limited to, artwork, displays, and copy;
- All display and publicised materials;
- All printed matter, for example cartons, containers, packaging, wrappers, labels, tape, and printed material uses.

ONTHEGO® endeavour to provide written approval within 7 working days after the obtainment of payment/items.
The ONTHEGO® standard colour palette are the standard colour options for all of our products. These PANTONE colours are tried and tested for colour consistency and successful results in our sublimation process of colouring garments.

Where ever possible please design custom product artwork with these colours.
ONTHEGO SPORTS reserves the right to co-brand all Customiz™ garments and products.

Co-branding is in the form of the ONTHEGO Icon on the front of the custom garment as illustrated here.

The Icon colour for garments is specified on page of this guide titled Artwork + Garment Icon, and Brand Colours.
ONTHEGO SPORTS reserves the right to co-brand all Customiz™ garments and products.

Co-branding is in the form of the ONTHEGO Icon on the front of the custom garment as illustrated here.

The Icon colour for garments is specified on page of this guide titled *Artwork + Garment Icon*, and *Brand Colours*.