

ATAK

SPORTS

**BRAND
GUIDELINES**



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WE ARE ATAK SPORTS

We develop performance-enhancing products that match the sporting public's needs, working closely with athletes and the sporting public to develop our products.

Our brand has become synonymous with innovation, quality and value. As we expand, this is the identity we are bringing forward.

We are proudly based in the West of Ireland, and have a dedicated team and strong product range to cater to the needs of amateur and professional sportspeople.

USING OUR BRAND CORRECTLY

1. Our Name

We are ATAK Sports. "ATAK" should always be capitalised. We should always be referred to as "ATAK Sports", the only time "ATAK" alone features is on the products themselves.

2. Logo Usage

Please only use the approved logo or icon as illustrated in this document. Older versions of the logo should no longer be used, and the logo should only ever be coloured according to our approved colour palette.

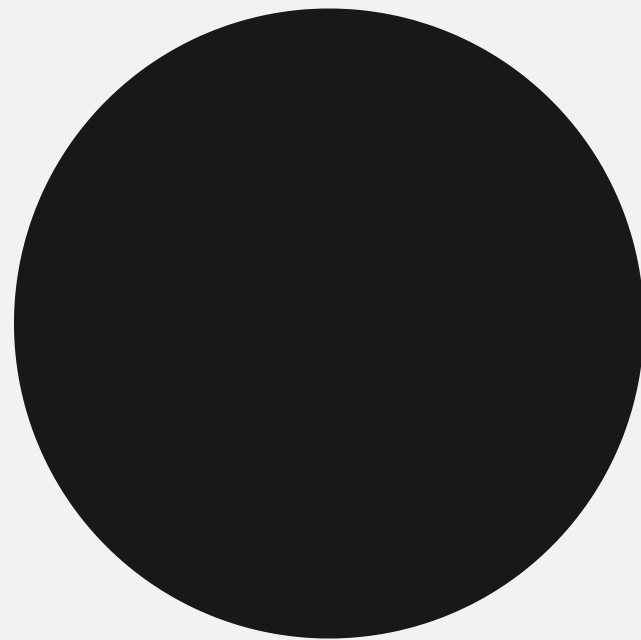
3. Color Palette

Avoid deviating from the core set of colors or creating tints of these values.

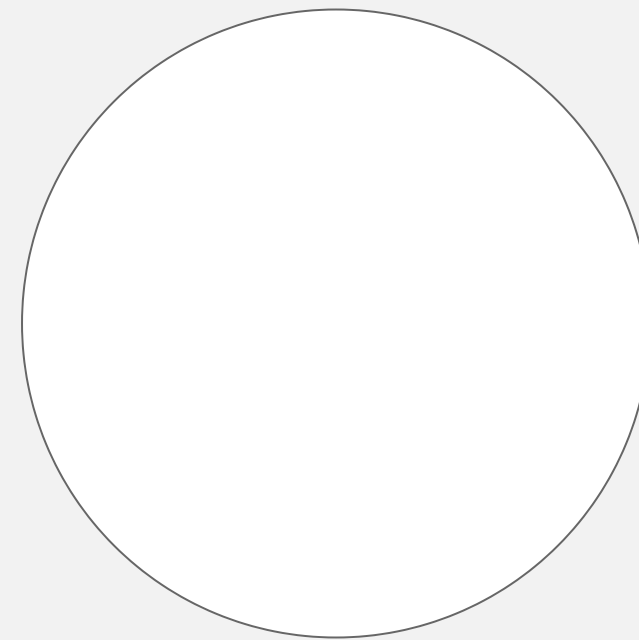
COLOUR PALETTE



#dd6731
RGB: 221/103/49
CMYK: 0/35/78/13



#000
RGB: 0/0/0
CMYK: 0/0/0/100



#FFF
RGB: 255/255/255
CMYK: 0/0/0/0

Our colour palette consists of three bold colours.

All design should begin primarily white or black, and our ATAK orange should be used when a pop of colour or highlight is necessary.

Our products are strong and speak for themselves. Our colour palette should not distract from the products, but should be simple and bold to let the products shine.

Aa

TYPOGRAPHY

Barlow is our company font.

Although there are two other Barlow font families (Barlow Condensed and Barlow Semi-Condensed) please keep all text generated within the main Barlow family.

BARLOW

Aa

Bold

ABCDEFGHIJ

01234567890

Regular

ABCDEFGHIJ

01234567890

Light

ABCDEFGHIJ

01234567890

ABOUT BARLOW

According to the Google font website, Barlow is a slightly rounded, low-contrast, grotesk type family. Drawing from the visual style of the California public, Barlow shares qualities with the state's car plates, highway signs, busses, and trains.

TYPOGRAPHY STYLE-GUIDE

TITLE

Barlow
Black Italic
Capitalised

HEADLINE

Barlow
Semi-bold
Capitalised

SUBHEADLINE

Barlow
Medium
Capitalised

Paragraph

Barlow
Light

LOGO

Our logo has undergone some changes over the years, so it is important that the correct version is the logo being used across the board.

As can be seen here, the "Sports" is on the left hand side, underneath the ATAK. The "AK" are joined slightly higher than on previous versions.

We have a logo and an icon, and both should only ever be used within the approved colour spectrum of our brand.



LOGO: INCORRECT USAGE

Logo 1: This is an old logo, please do not use. Note "Sports" on the right hand side, and the "AK" join is lower.



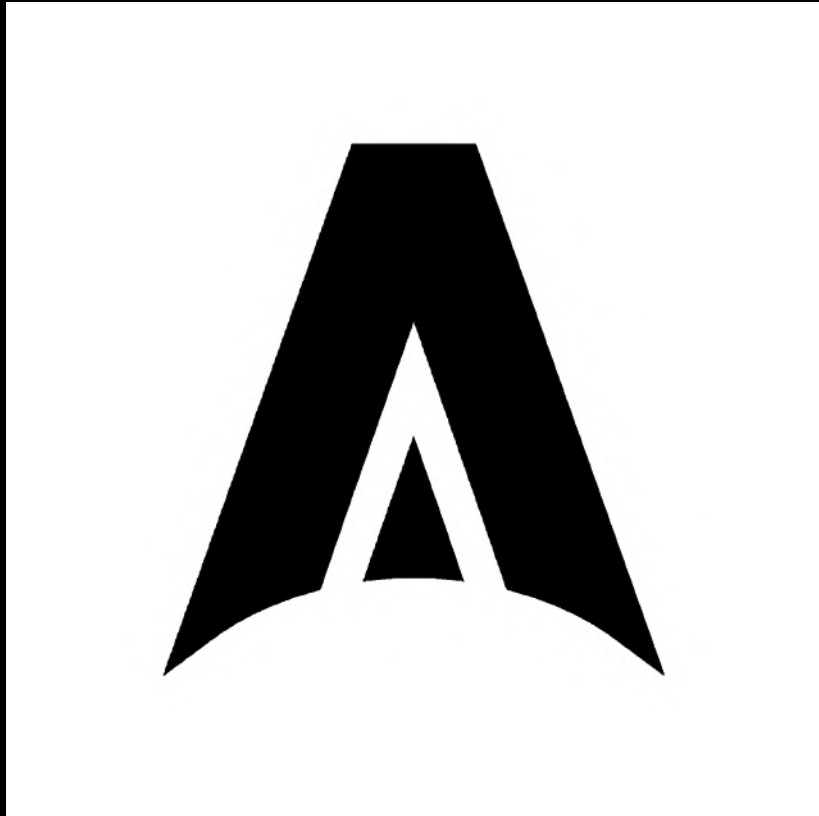
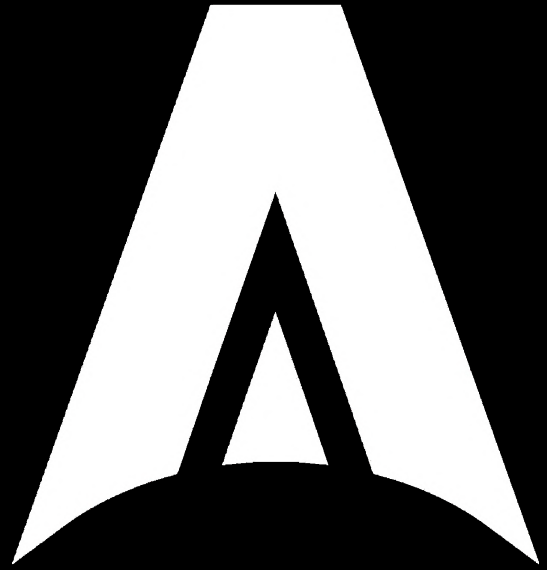
Logo 2: ATAK on its own should only ever feature on the products themselves, everywhere else we are always "ATAK Sports".



Logo 3: "Sports" is on the right, should be underneath to the left.



Logo 4: Blurry, and does not include "Sports"



ICON

Our icon is representative of our brand. It features on many of our products and can sometimes be used instead of our logo.

It should only be used in the colours of our colour palette.

PHOTOGRAPHY

PRODUCT IMAGERY

Product imagery used to sell ATAK Sports products should be the product images taken by us. Please do not take product photographs of ATAK Sports products for resale; use the official product photos.





PHOTOGRAPHY

MARKETING IMAGERY

All shops, athletes, and customers are welcome to use ATAK Sports marketing imagery.

The use of ATAK Sports images on social media is always welcome and athletes, customers, and shops are encouraged to generate their own content also.

SLOGANS

DON'T COMPROMISE

"Don't Compromise" is our brand slogan. Whenever we promote our brand this is what should come to mind.

It comes from the thought "Don't Compromise Your Game" but applies across many of our core values:

Don't Compromise on quality, Don't Compromise on price, Don't Compromise on performance.

BE ATAK MINDED

#beATAKminded has always been our primary hashtag across social media.

It is the second part of a complete thought: "Whatever your sport, be ATAK Minded".

The full version can and should be used when appropriate for advertising and marketing. As always, ATAK should be capitalised.

THE CHOICE OF CHAMPIONS

This is used specifically about our gloves.

Our gloves have always been the choice of great players, and over the years many champions have worn them.

They are The Choice of Champions.