



BRAND GUIDELINES

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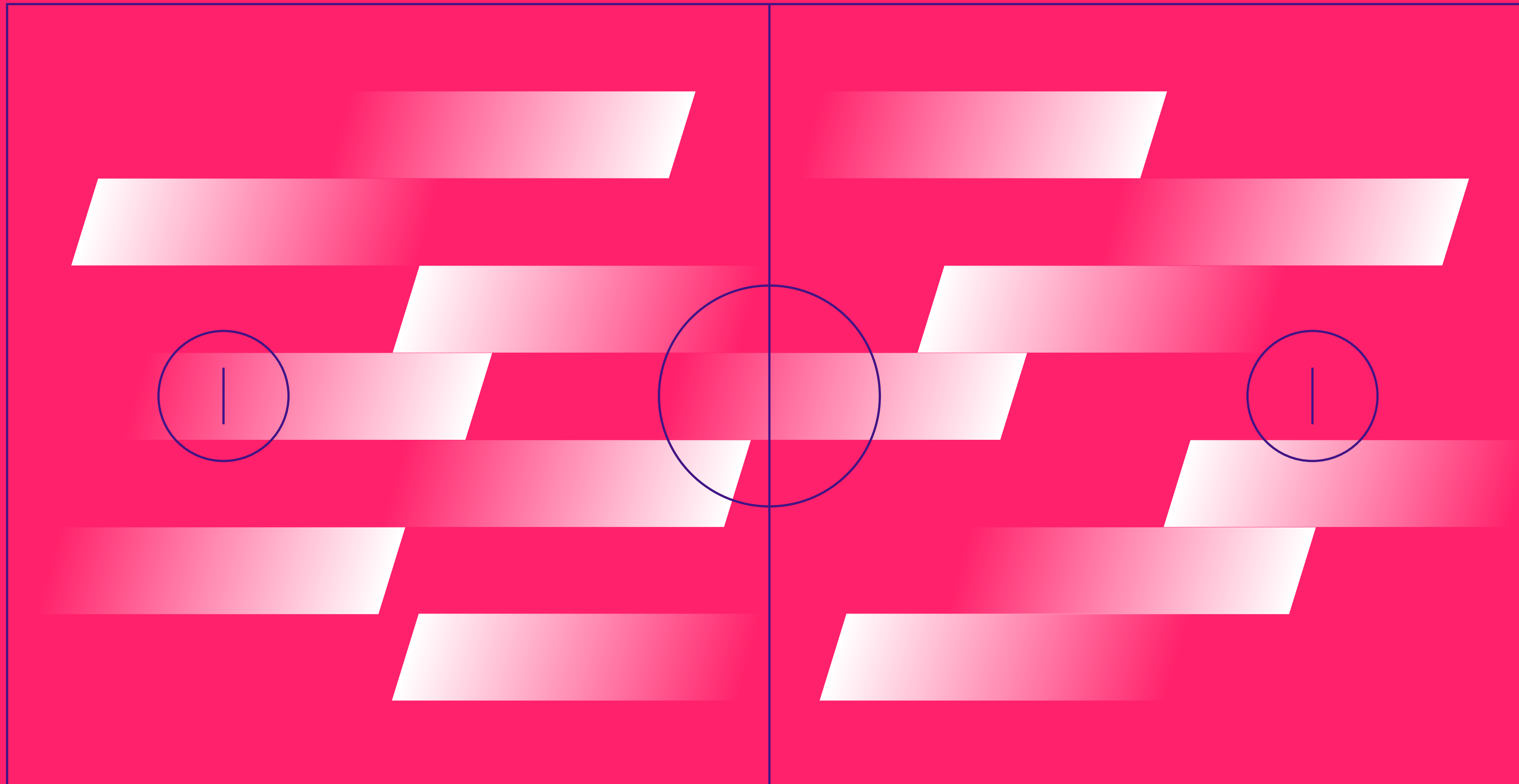
10.0 CONTACT

World Lacrosse Sixes is an exhilarating, action-packed version of the fastest game on two feet. The brand reflects the immediate excitement of watching this dynamic sport.

These guidelines are intended to establish the rules that can keep our visual system consistent – so the ethos and spirit of Sixes can be clearly communicated at every touchpoint.

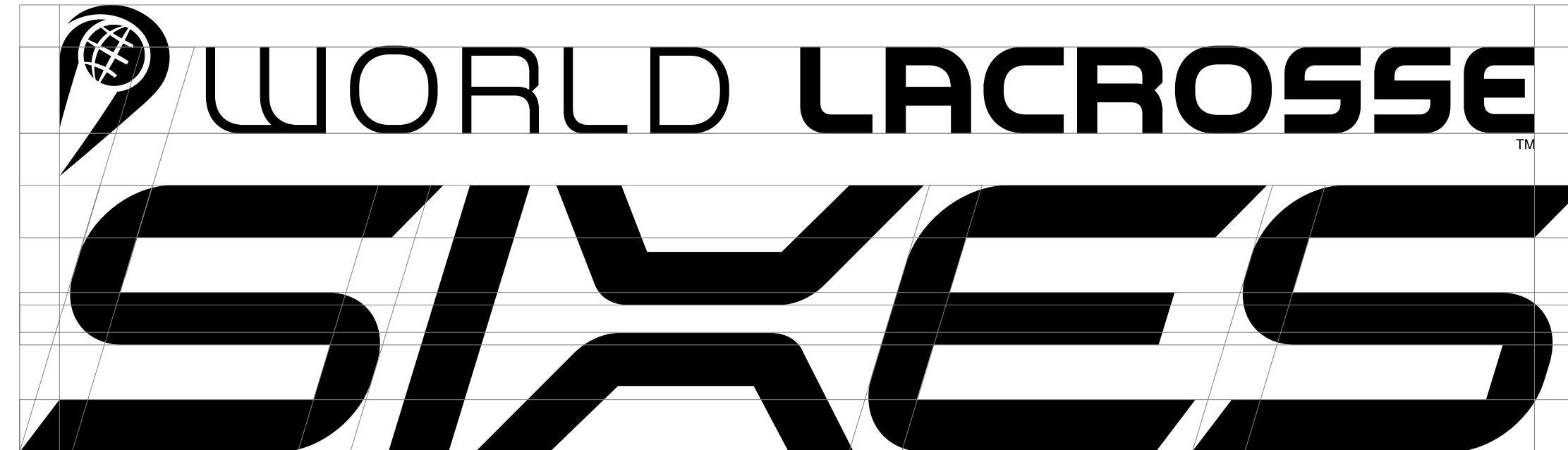
0.2 INTRO

With almost no stoppages in play, the Sixes lacrosse discipline is comprised of non-stop end-to-end action. It is this essence of the spectacle that these brand guidelines are intended to help us capture in our designs.



1.1 PRIMARY LOGO

Our primary logo incorporates the full World Lacrosse logo with head icon. This lockup has been carefully sized and spaced so only the provided files should be used.



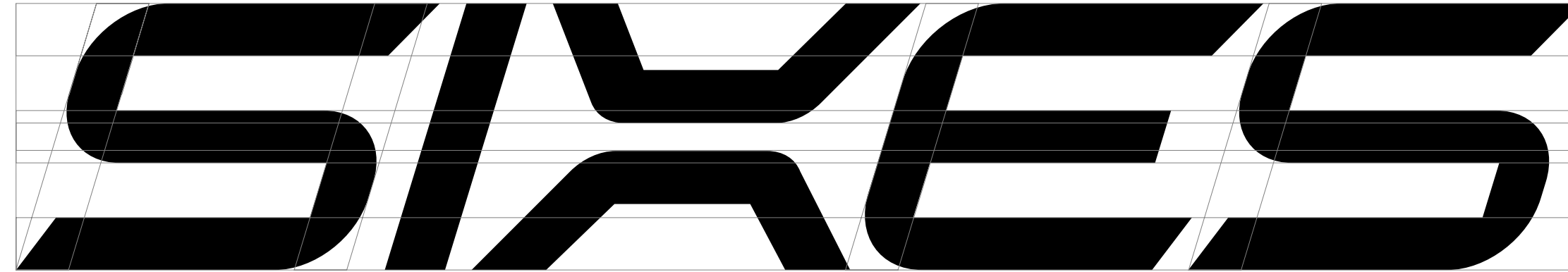
1.2 LOGO CONSTRUCTION

The logo has been carefully constructed to capture the high octane end to end nature of Sixes. Set at a 17° angle it has been designed to always suggest movement.



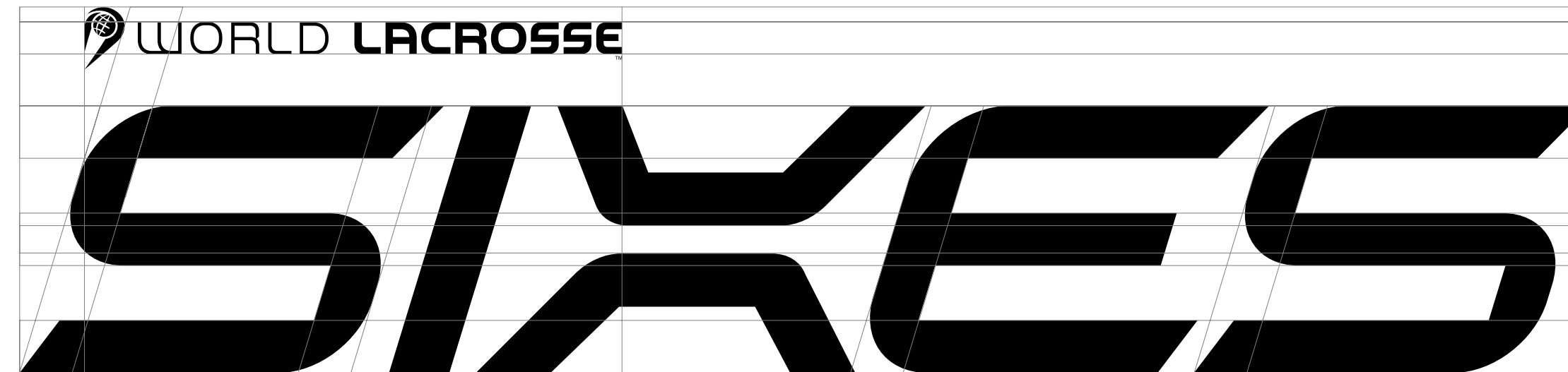
1.3 STANDALONE LOGO

In some instances it can be preferable to use the standalone Sixes logo. For example when producing merchandise or communications that exist inside the World Lacrosse brand.



1.4 SECONDARY LOGO

On occasion a full version of the logo may be required at a larger scale where we don't want the World Lacrosse portion to dominate. In these instances this logo should be used. This lockup has been carefully sized and spaced so only the provided files should be used.



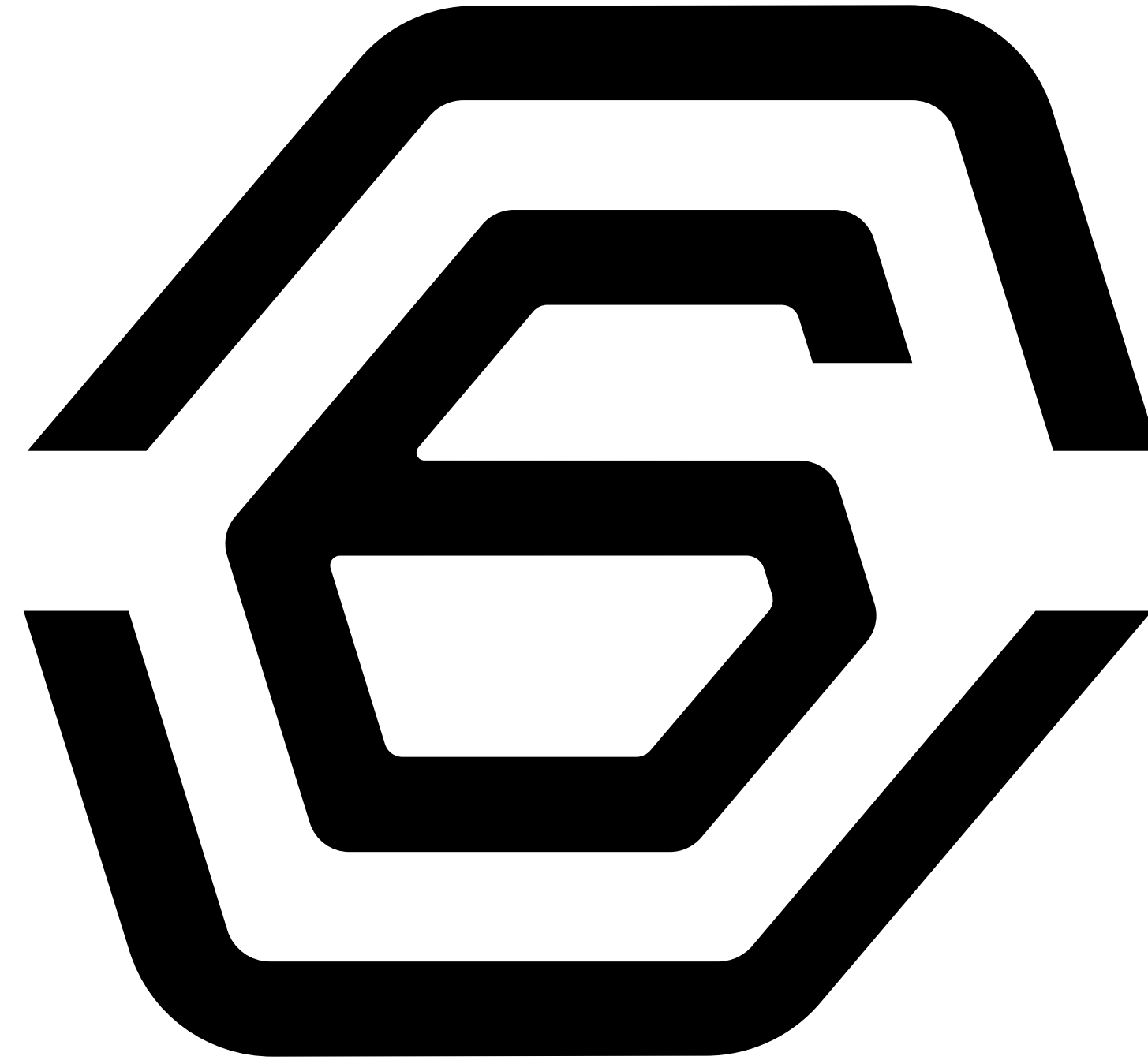
1.5 LOGO COLOR

As long as the logo remains legible, it can be represented in black and white or any of our brand colors.



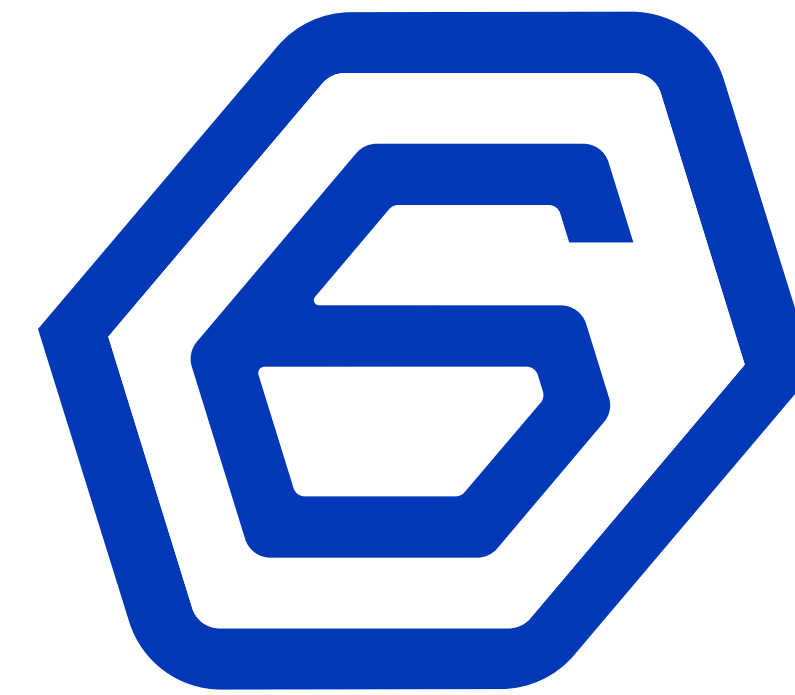
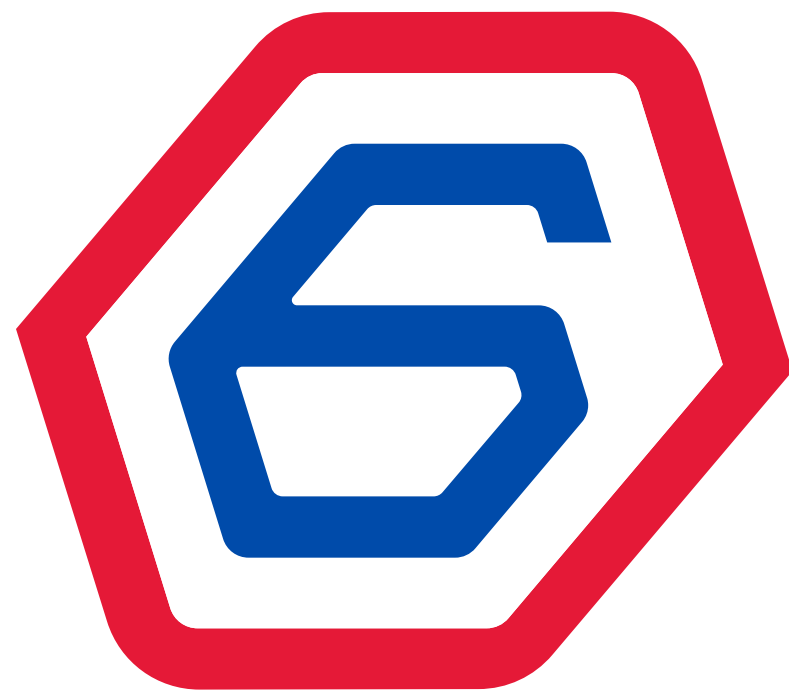
2.1 6 ICON

To support the primary logo we also use the Sixes icon where appropriate. This could be merchandise, social media avatars or any usage where a small symbol is more visually pleasing.



2.2 NATIONAL ICONS

For international competition the Sixes icon can be adapted with individual nation colors to create a unique team badge. Colors should be derived from country flags, and injected with the extra vibrancy of the Sixes brand.



3.0 COLOR

The Sixes color palette is a combination of bright, energetic colors that can be combined in many different ways. Red is our default primary color, but communications should always have variety of shades. See section 9.0 for examples.

Sixes Red

R:255 C:00
G:033 M:91
B:107 Y:29
K:00

#FF216B
PMS 191 C

Sixes Orange

R:255 C:00
G:089 M:75
B:033 Y:86
K:00

#FF5921
PMS 171 C

Sixes Purple

R:112 C:077
G:018 M:083
B:240 Y:000
K:000

#7012F0
PMS 266 C

White

Sixes Pink

R:255 C:029
G:046 M:077
B:219 Y:000
K:000

#FF2EDB
PMS 232 C

Sixes Navy

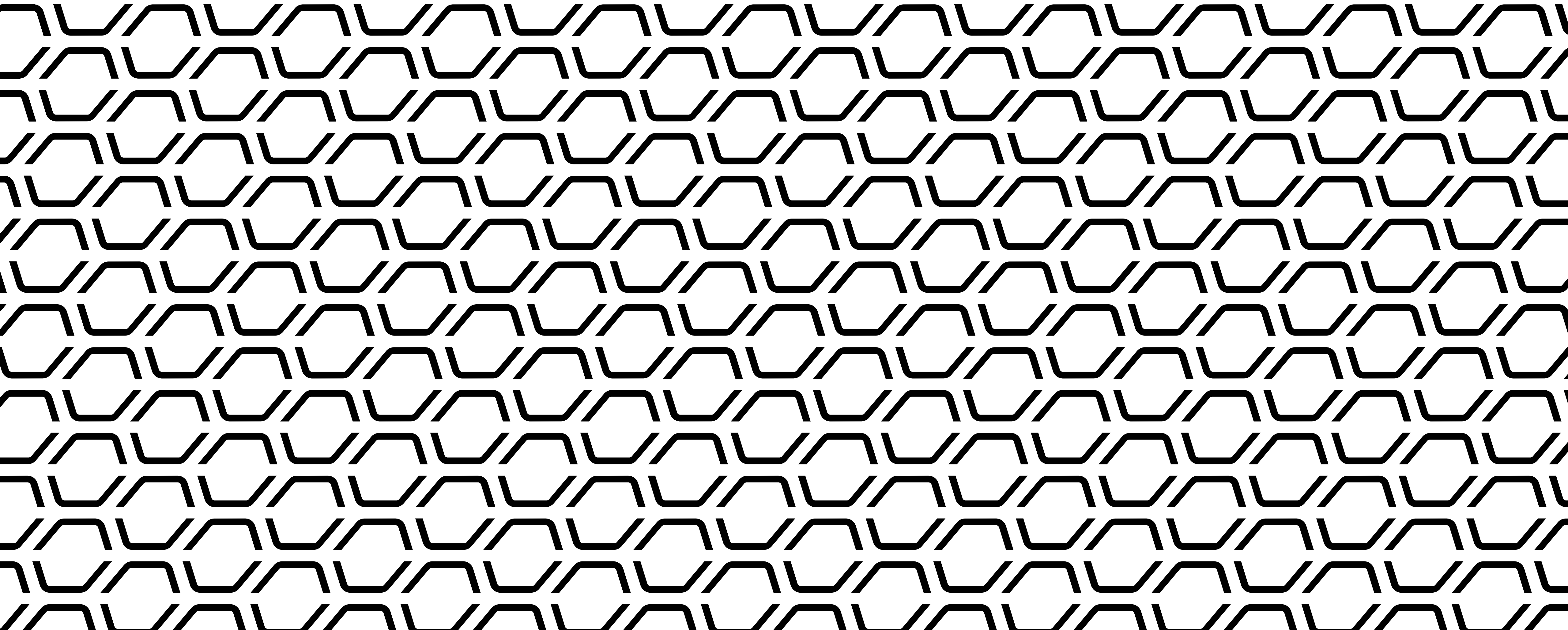
R:064 C:094
G:020 M:100
B:133 Y:006
K:001

#401485
PMS 3583 C

Black

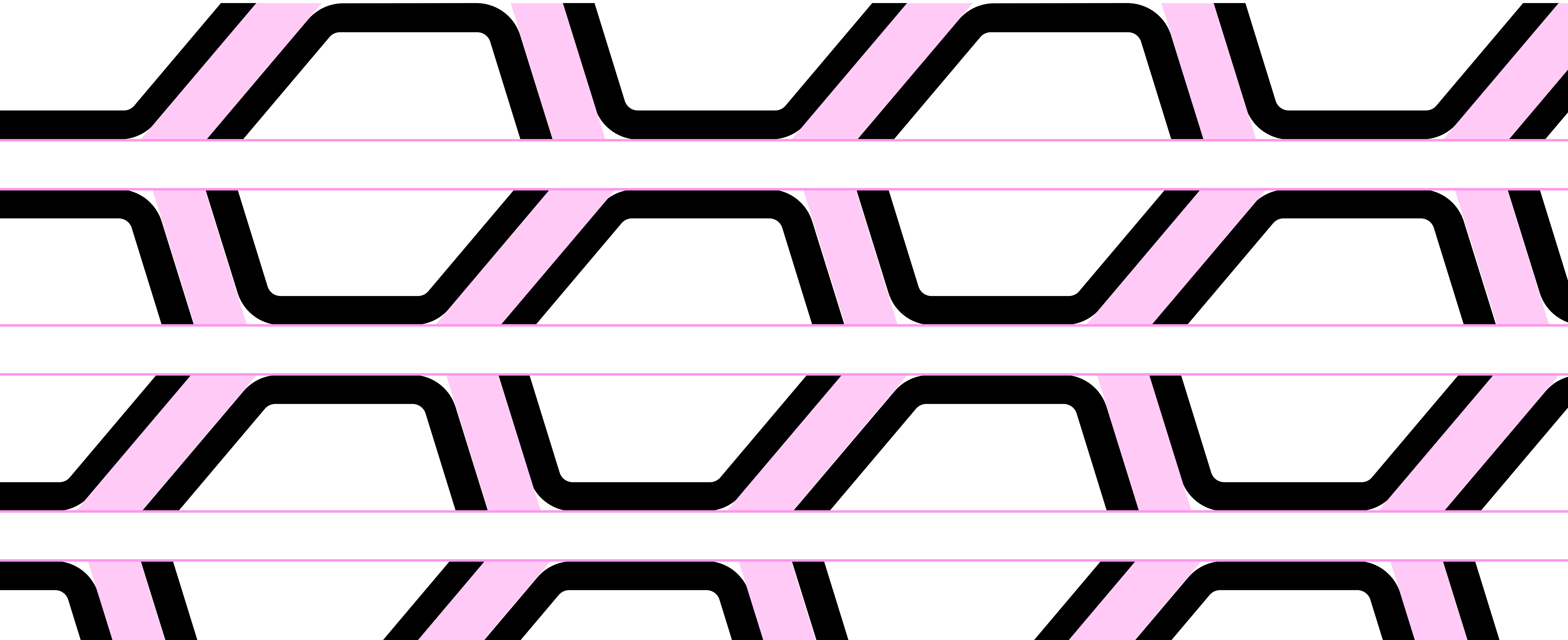
4.1 *PATTERN*

The Sixes pattern is an additional element we can utilize to add texture and motion to our designs. Adapted from the 'X' within the logo it forms a hexagon which references the players on a team, and subtly reflects the weave found in a stick pocket.



4.2 **PATTERN CONSTRUCTION**

The pattern has been carefully spaced and constructed to offer a perfect repeat. The supplied vector file should be used and no attempt should be made to create new patterns.



5.1 **TYPOGRAPHY**

Sixes is a bold, confident sport and our typography reflects that. Headline copy should always be set uppercase Flama Semi Bold Italic, set with the below parameters.

TRACKING

Tracking is the spacing between letters. This should always be set to -20 for headlines.

UPPERCASE

Headline text is always set in all caps.

***NON-STOP
ACTION***

LEADING

The line spacing in headline copy should be set at 90% of the copy size.

e.g.

Font Size: 100pt / Leading: 90pt

Font Size: 50pt / Leading: 45pt

5.2 TYPEFACES

We have two core typefaces that will cover the majority of eventualities. Flama Semibold Italic for headlines and large text, and Flama Book for body copy and small usage.

***ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890***

FLAMA SEMIBOLD ITALIC

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

FLAMA BOOK

6.1 **MOTION IMAGES**

To help add a sense of speed, drama and depth into our layouts we have a two color image treatment. This technique should only be used as an abstract texture as in the below examples. Crops should be tight and hint at a slice of action that has been caught in freeze frame.



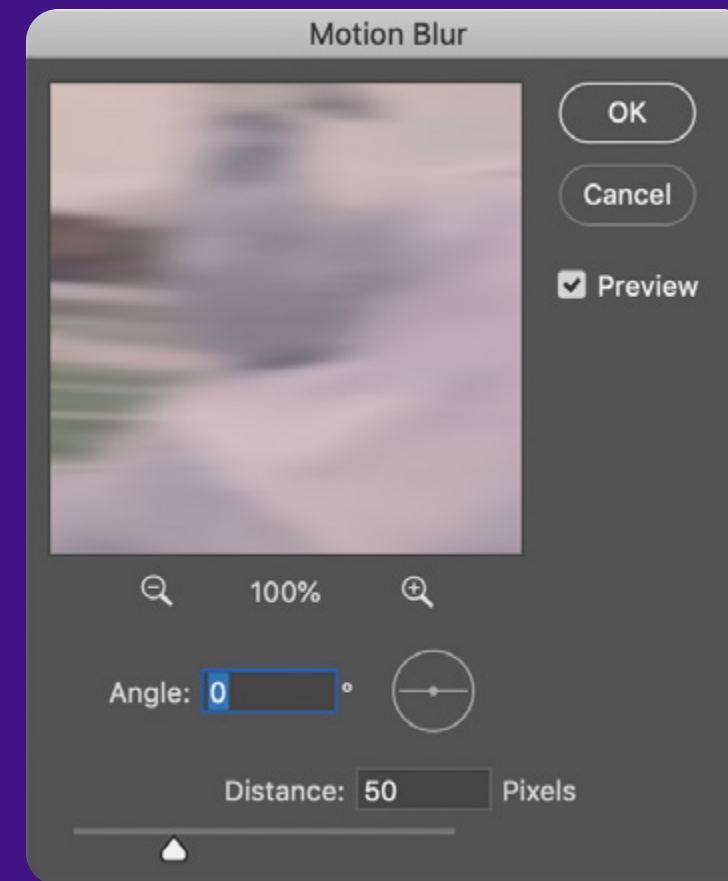
6.2 MOTION IMAGES HOW TO

To create your own two color motion images, follow the simple Photoshop process below.



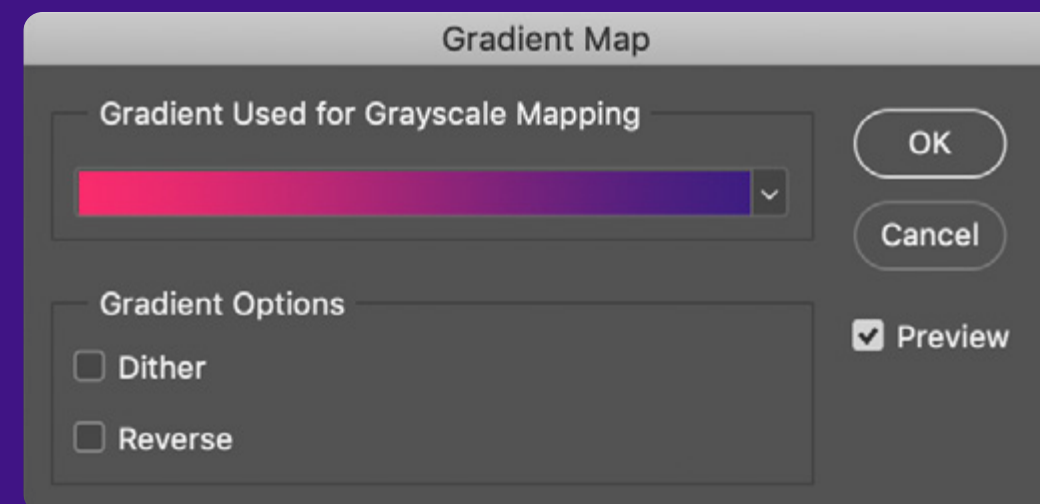
1. CHOOSE YOUR IMAGE

Select an image that captures a moment of Sixes action.



2a. MOTION BLUR

Some images may require an additional sense of motion. This can be achieved by selecting [Filter > Blur > Motion Blur](#) and matching the angle to that of the image.



2b. GRADIENT MAP

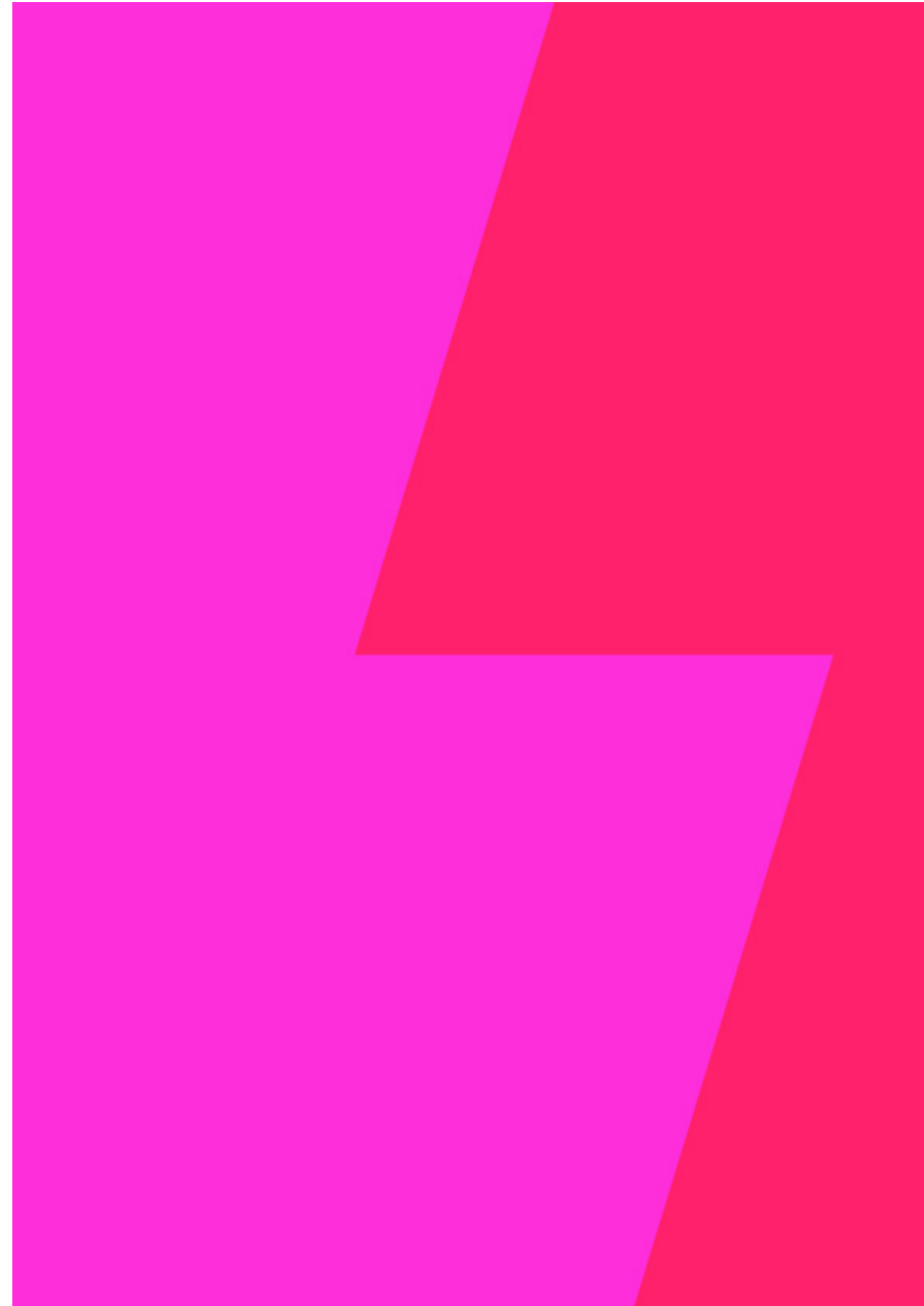
To apply color, select [Image > Adjustments > Gradient Map](#), then add one brand color at each end of the gradient.



3. FINAL IMAGE

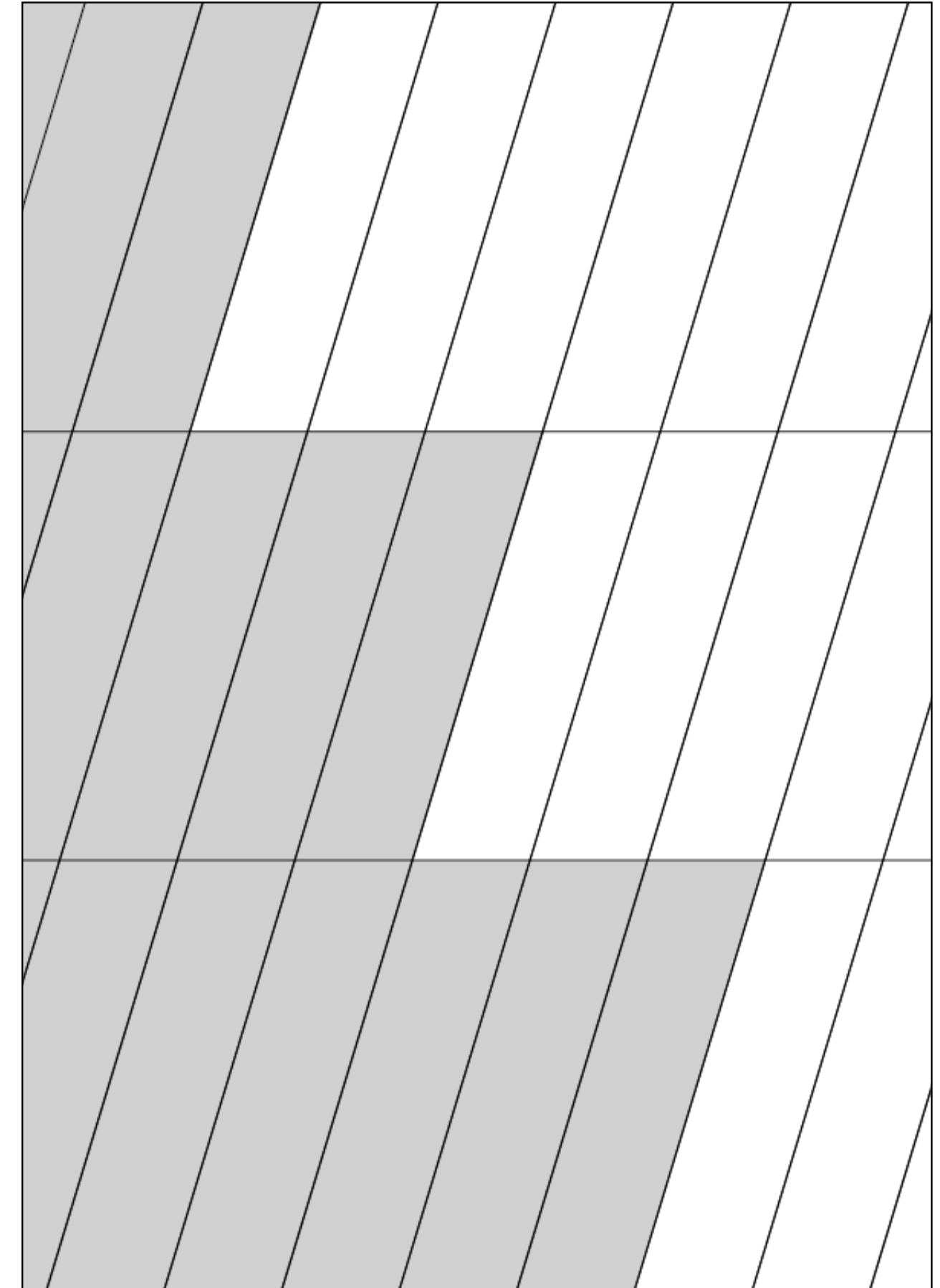
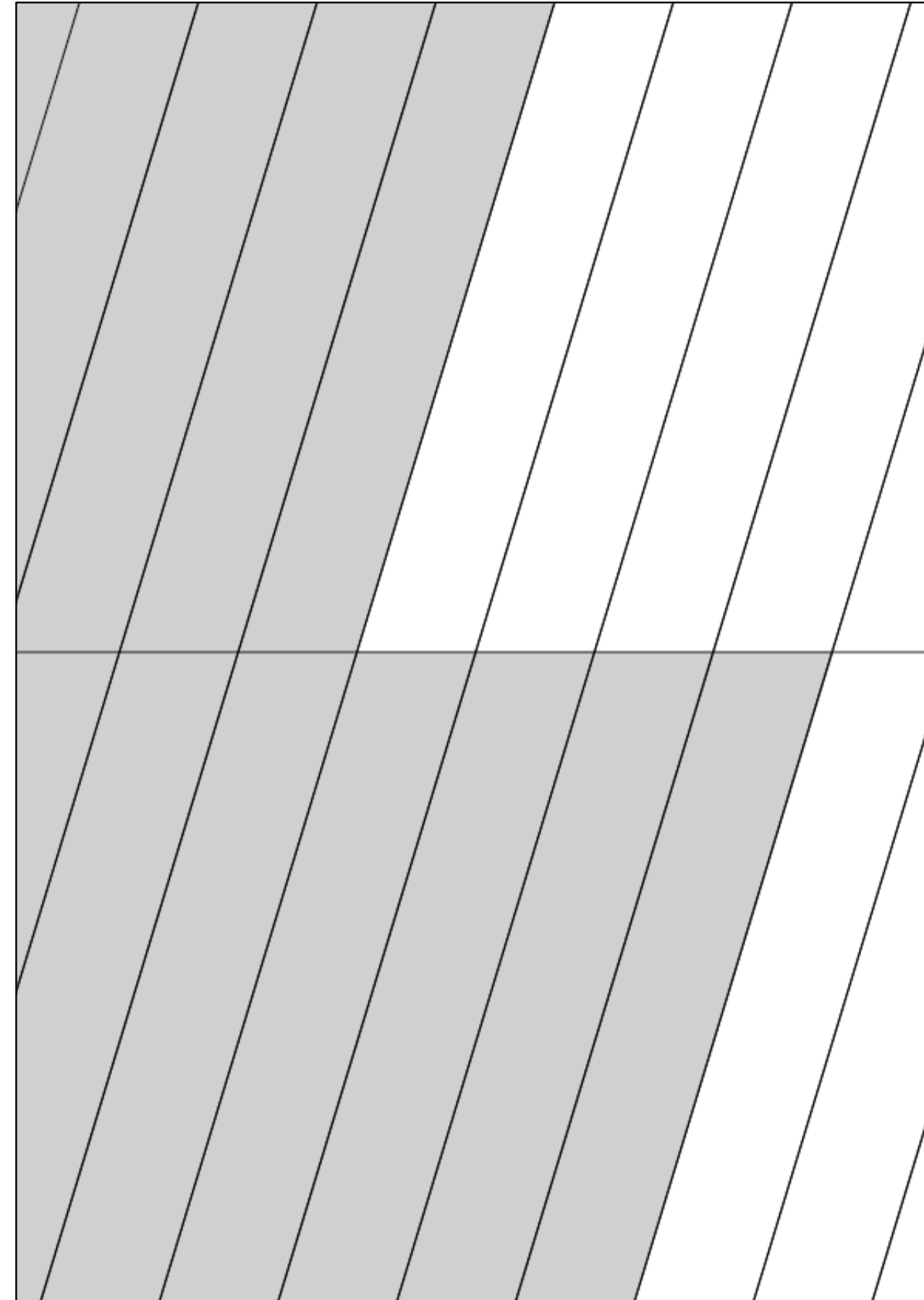
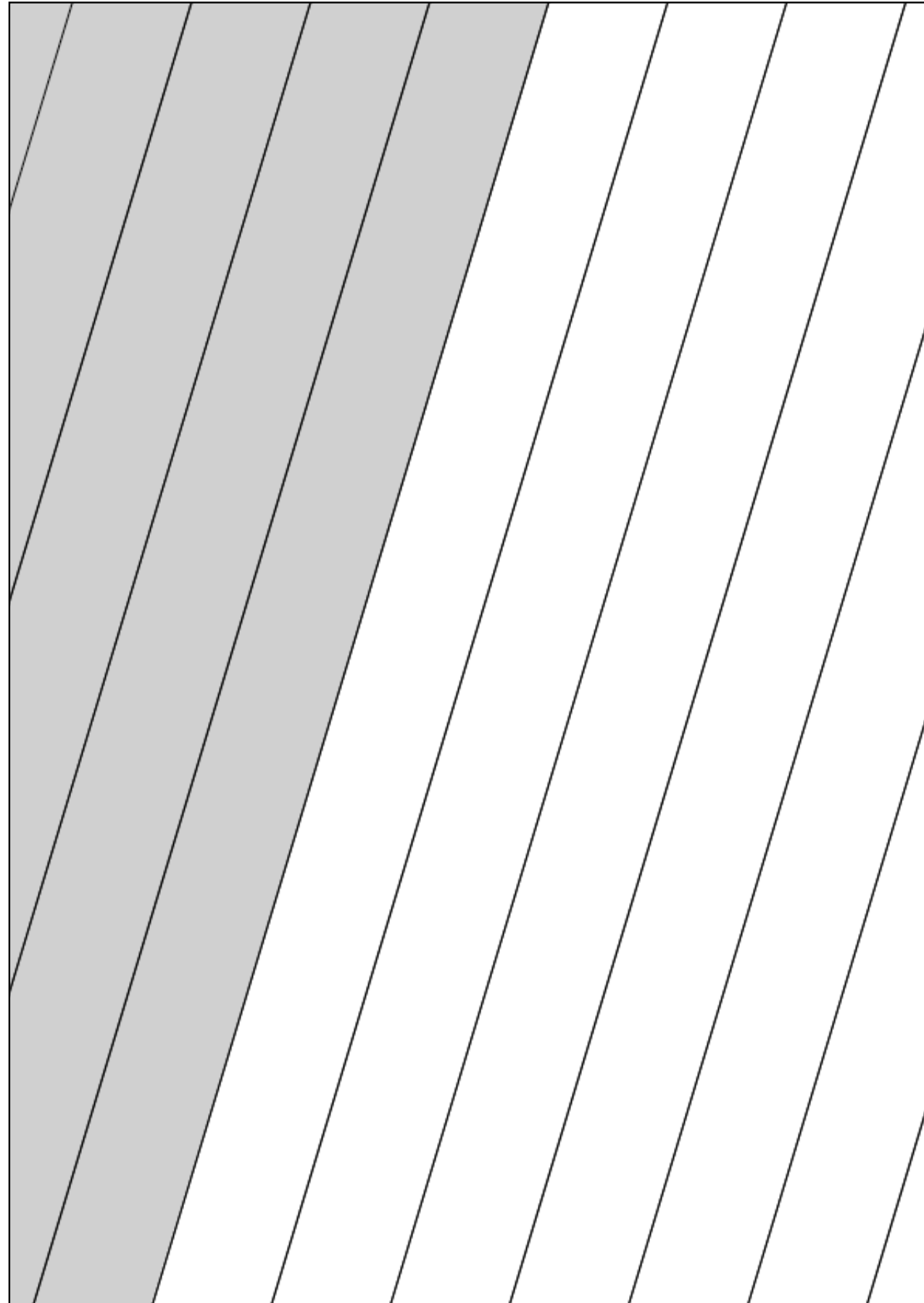
7.1 SLICE GRAPHIC

We build the majority of our designs around these slice graphics which are a direct reference to the speed of Sixes and the end-to-end nature of the sport. The shapes can be used to hold photography, as backgrounds or a standalone texture.



7.2 SLICE GRAPHIC GRID

The slices are constructed on the same 17° grid as the logo. You can create your own shapes using either 1, 2 or 3 horizontal slices as depicted below. There should never be more than 3 horizontal slices.

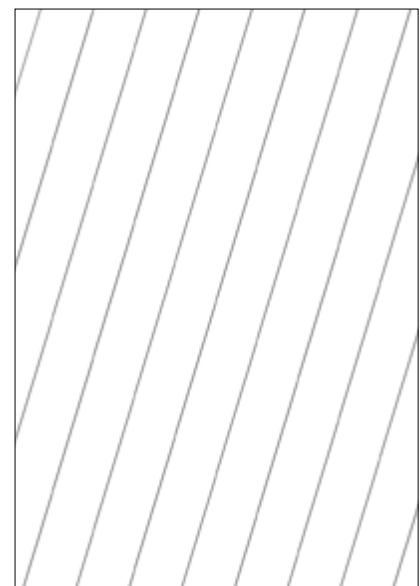


7.3 SLICE GRAPHIC HOW TO

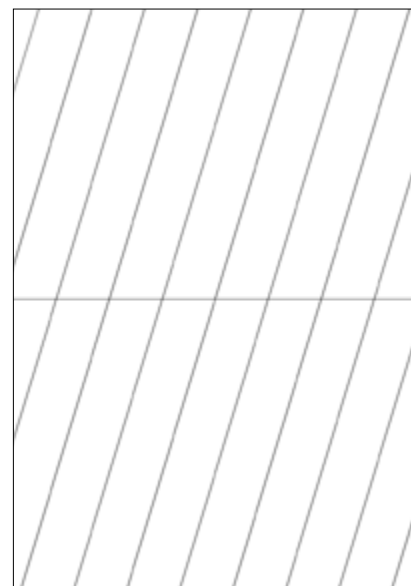
To create your own slice graphic, follow the simple three step process below.

NB: Vector grid files have been provided as a starting point.

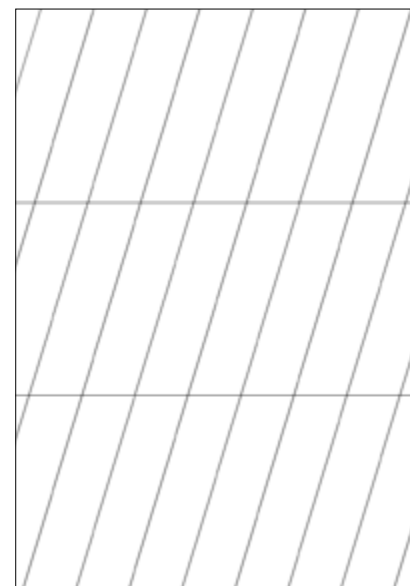
One slice



Two slice

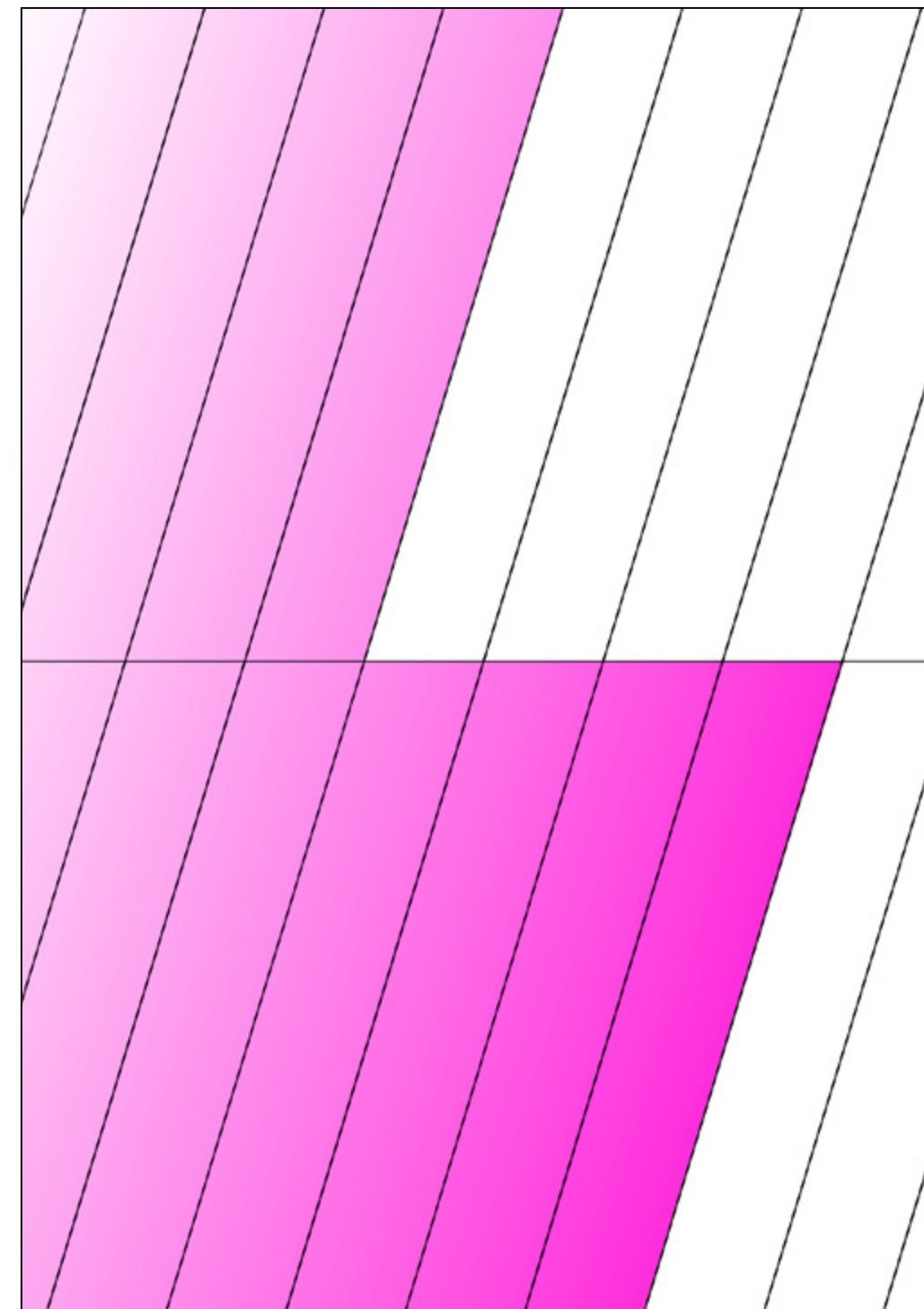


Three slice



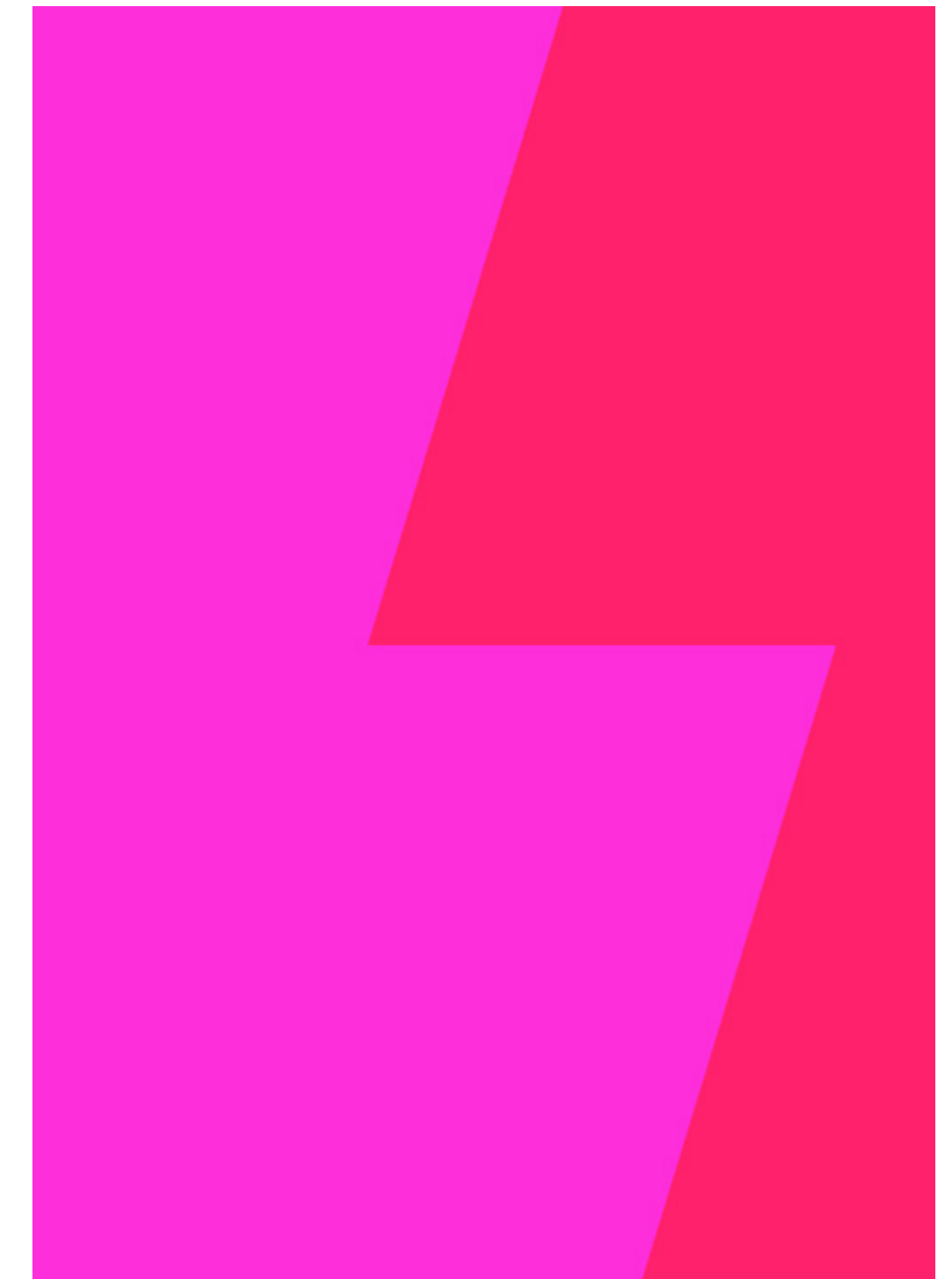
1. CHOOSE YOUR NUMBER OF SLICES

This should be informed by the tone of the layout you're creating.



2. DESIGN YOUR SLICE

Using the gridlines, adjust your shape accordingly to create a sense of motion.



2. APPLY COLOR

Finally, apply two brand colors to complete the graphic.

8.0 GRAPHIC RECIPE

Combining all of our elements together, we can begin to build unique designs that instantly reflect the energy and excitement of Sixes. Pattern is most effectively used as a thin border slice that blends with the main artwork. This creates a further sense of depth and motion, as if the sections are caught midway through overlapping.

① Motion image + ② Pattern + ③ Photography



8.1 GRAPHIC RECIPE

In this example you can see how the angled grid has been used to frame the 3 elements. And even though the photography is a static shot of a player, we still have a feeling of speed in the overall layout.



8.2 GRAPHIC RECIPE LAYOUT 01

This layout combines a slice of
pattern and block color set within.



8.2 GRAPHIC RECIPE LAYOUT 02

This layout is slightly more dialed up than the first example. Using brighter colors, a motion image and a smaller scale pattern.



8.2 GRAPHIC RECIPE LAYOUT 03

Here we see how cut-out imagery can be employed with our three slice grid as a background texture.



9.0 APPLICATIONS

This section of the document provides a reference gallery of inspiration for how the different elements and systems in this document can be used to create compelling communications for the Sixes brand.

APPLICATIONS

9.1 PITCH BOARDS





9.3 UNIFORM / HELMET



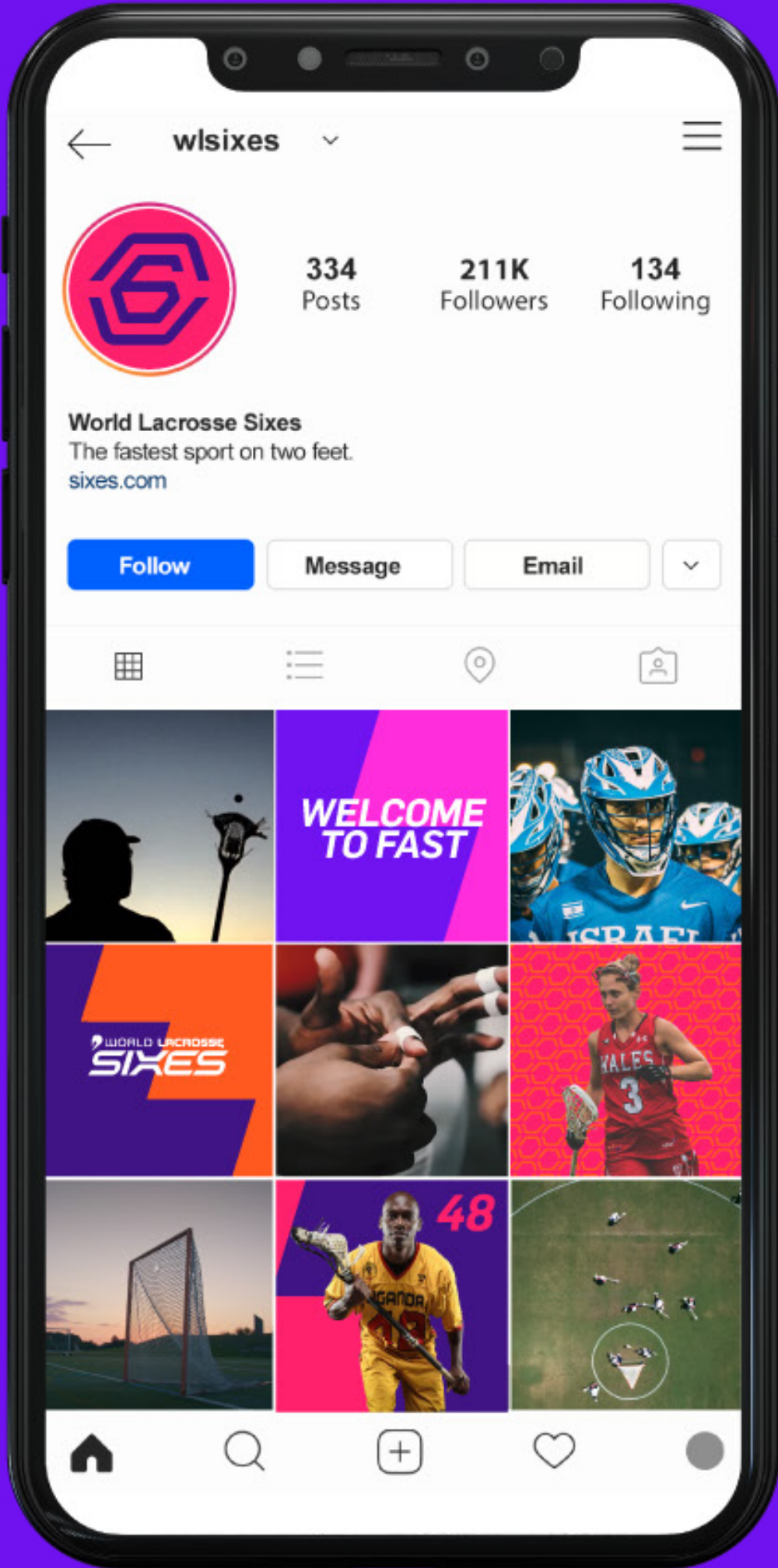
9.4 STICK



9.5 MERCHANDISE



9.6 SOCIAL MEDIA



9.7 BROADCAST GRAPHIC



10.0 CONTACT

These brand guidelines have been created as an introduction to the Sixes brand and how to best implement it. However, no style guide can cover all possible applications or contingencies. If you have any questions please reach out to World Lacrosse.

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