



PLAYBOOK

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INTRO

The brand book is more than just a document - it represents the soul of Bleacher Report and the voice of our future. It's our call to arms; our rallying cry for why we do what we do and whom we do it for. It's the driving force shaping strategy and decision making. The book also serves as a visual playbook, establishing a unified representation everywhere the Bleacher Report brand lives.



MISSION

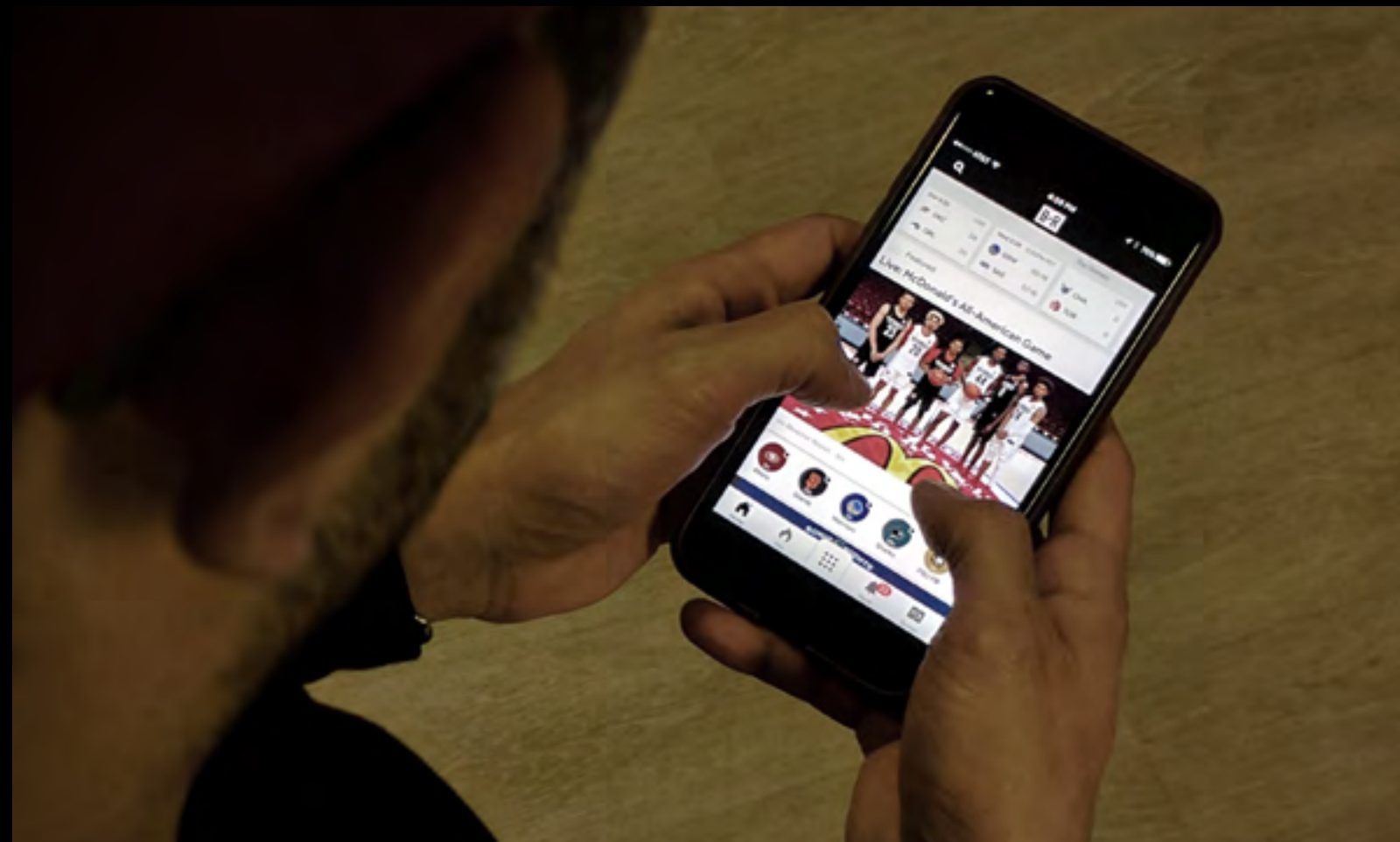
There's an ever-present energy that surrounds the world of sports. It exists on courts and fields and radiates from the airwaves of TV and movies, from the beats and lyrics of music, from the diverse threads of fashion, from the roars and sobs of fans, and throughout the cultural landscape in countless ways. Through creative expression, B/R adds fuel to the fire. We capture and unleash the untapped power to deliver visceral, authentic moments at the intersection of sports and culture.



IGNITE THE POWER
OF SPORTS CULTURE
TO MAKE MOMENTS
THAT MATTER.

AUDIENCE

He is a highly engaged and active fan, with a diversity of passions. His love of sports goes way beyond stats and standings. He wants digital resources with a strong point of view that can take him behind the scenes to see player lifestyles and can mix sports with the music, style and culture he loves.



SPORTS IS MORE THAN SPORT



BE BRASH

Own and believe in everything you do.
Take chances and provoke conversation.

It's not what we do but how we do it. Our voice is rooted in tone, edge, swagger, style, energy, and at times irreverence. It is the thing that is uniquely ours and what pulls our audience to us.





DO IT DIFFERENTLY

Rethink and redefine what's possible. Create and innovate to leave a lasting impression.

Break the mold. Since its conception, B/R has challenged the status quo of traditional sports media. Our relentless commitment to providing a great product allows us to find opportunities others miss. No matter the channel, we push boundaries and create something brand new.

CREATIVITY IS KING

Share in the fun to connect with sports fans.

We aim to inspire and entertain to build shared experiences. Through imagination and inventiveness, our original ideas amplify the expressive power of sports. We value the colorful threads that make up the fabric of culture. Celebrate that sports is more than sport.



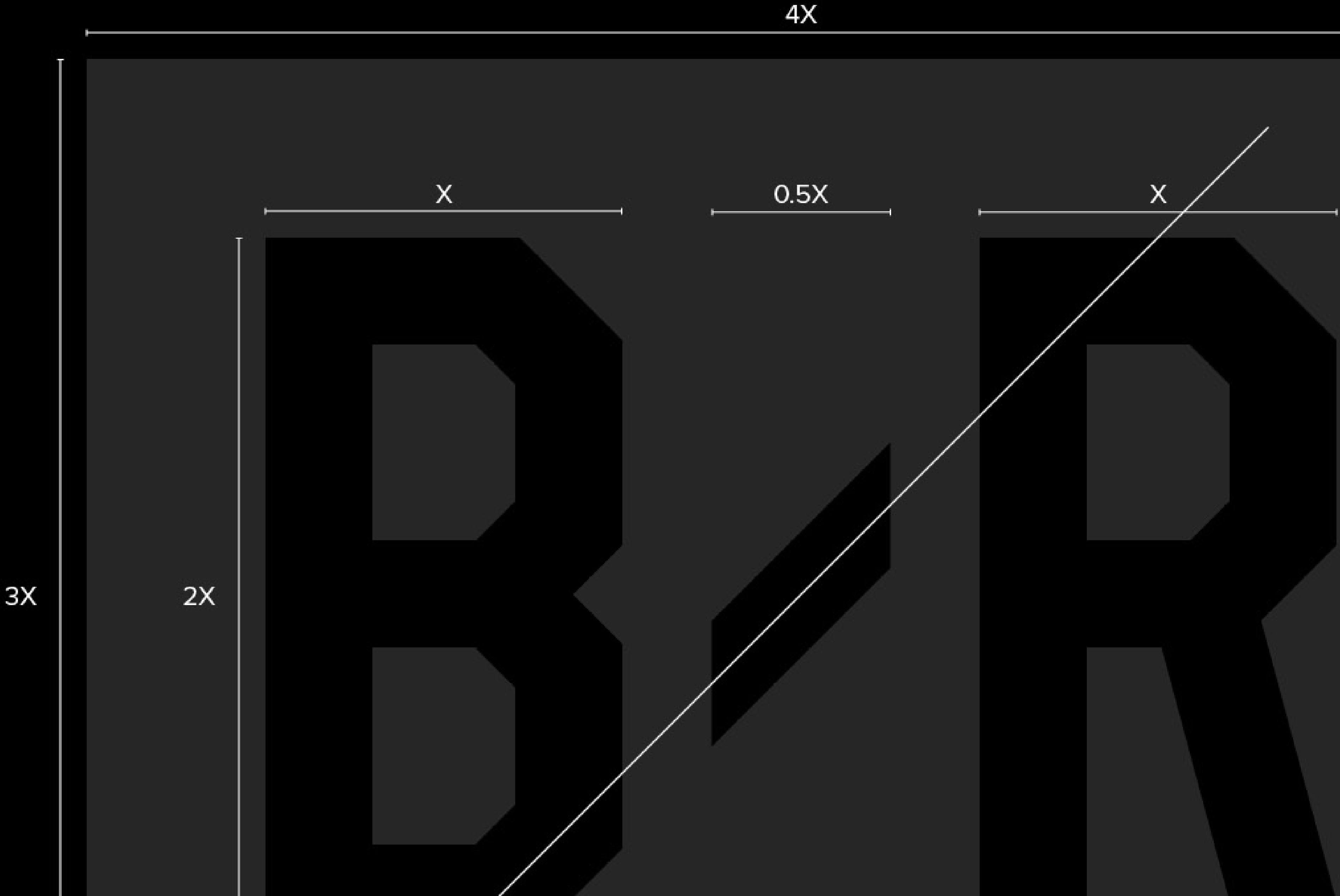


CHAMPION WHAT'S NEXT

How it was is not how it will be. We are reshaping sports culture for the next generation.

We capture and amplify the zeitgeist of what is NOW and what is coming NEXT. As tastemakers, we represent culture on behalf of the voices that are pushing our industry forward. Our pulse on what is taking hold of sports at any given moment represents an opportunity to influence the conversation by injecting our style and voice. Our brand is young and on the come up.

STYLE GUIDE



B/R LOGO

The B/R logo is designed in a 4:3 ratio with white letters (B/R) over a black “plate”. Please follow the guidelines to help us ensure the best visual impact of this logo. The B/R logo is the primary logo to use over content (images, videos, graphics) and social media posts.



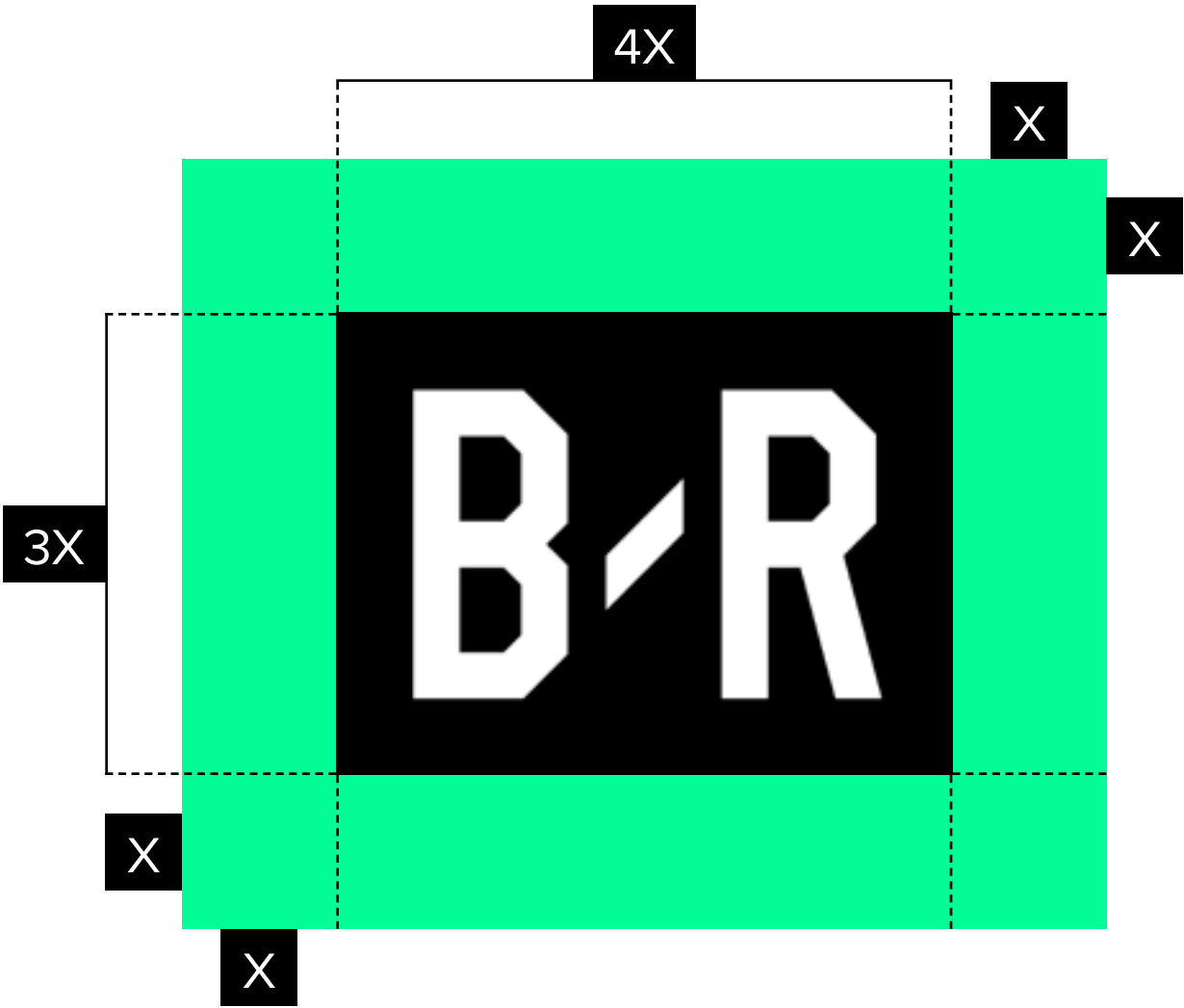
B/R WORDMARK

Use the B/R wordmark only in cases that require clarification based on the audience or application. Never use the wordmark without the B/R logo.



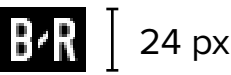
CLEAR SPACE

The clear space around the B/R logo should always be at least 25% of the width of the logo. For example, if the width of the logo is 4X the clear space should be at least X. Always maintain the clear space even when proportionally scaling the logo.



MINIMUM SIZES

When scaling down the B/R logo, do not go smaller than 24 px tall for digital communication and 0.3 in tall for print communication in order to maintain its visual impact.



B/R logo minimum size (digital)



B/R logo minimum size (print)

CLEAR SPACE

The clear space around the B/R wordmark should always be at least 25% of the width of the B/R logo within the wordmark. For example, if the width of the B/R logo is 4X the clear space should be at least X.



MINIMUM SIZES

When scaling down the B/R wordmark, do not go smaller than 40 px tall for digital communication and 0.5 in tall for print communication in order to maintain its visual impact.



B/R wordmark minimum size (digital)



B/R wordmark minimum size (print)

BLACK & WHITE

Both B/R logo and B/R wordmark should only be presented in black and white unless it’s used over content. Never fill the letters or the plate with any other color. When using the B/R wordmark, make sure the color of the plate matches the color of the text “Bleacher Report”.



Black B/R Logo



White B/R Logo



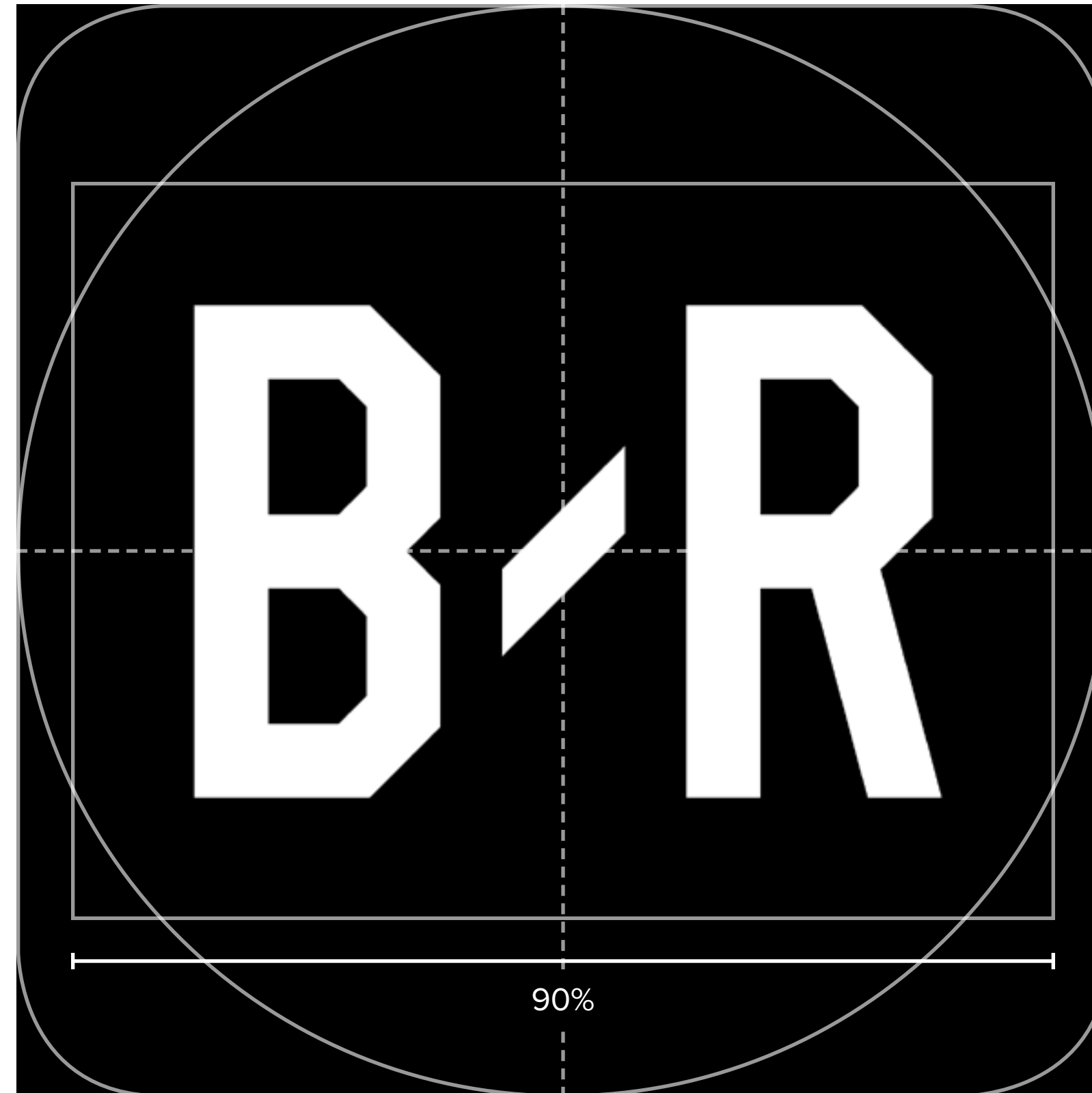
Black B/R Wordmark



White B/R Wordmark

PROFILE

When the B/R logo is set as a profile image for social media platforms such as Facebook, Instagram, Twitter, Snapchat, YouTube... etc. it simply sits in the center of the container at 90% size over a black background. The same exact profile image should be used across all platforms regardless of the shape of the container (Square, rounded square, or circle).



Square profile



Rounded square profile



Circular profile

FOULS



✗ Do not apply outlines.



✗ Do not fill the letters with colors.



✗ Do not fill the plate with colors.



✗ Do not apply a gradient.



✗ Do not stretch the mark.



✗ Do not add special effects.



✗ Do not remove the slash.



✗ Do not rotate the mark.



✗ Do not apply rounded corners to the plate.



✗ Do not replace the slash with a line or the “/” key.



✗ Do not use our old logo.



✗ Do no use the black and white version of our old logo either.

FOULS

BLEACHER
REPORT

✗ Do not use the wordmark without the B/R logo.

BLEACHER
REPORT

✗ Do not place the B/R logo on the right side.

B/R
BLEACHER
REPORT

✗ Do not place the B/R logo on top of the wordmark.

BLEACHER
REPORT

✗ Do not place the B/R logo beneath the wordmark.

B/R BLEACHER
REPORT

✗ Do not change the color of the wordmark. It has to match the color of the plate.

B/R BLEACHER
REPORT

✗ Do not reverse the color of the wordmark.

B/R BLEACHER
REPORT

✗ Do not offset the wordmark.

B/R BLEACHER

✗ Do not use “Bleacher” as the wordmark.

B/R BLEACHER
REPORT

✗ Do not change the size ratio of the wordmark.

B/R BLEACHER
REPORT

✗ Do not remove the gap between the B/R logo and the wordmark.

B/R BLEACHER
REPORT

✗ Do not remove the plate of the B/R logo.

B/R BLEACHER
REPORT

✗ Do not stretch the B/R wordmark.



OVER IMAGES

When placing the B/R logo over content (images, videos, graphics) it should always be represented in black or white with the letters knocked-out / transparent to allow content behind the logo to be shown. When the logo becomes illegible, fall back to the normal black or white B/R logo. Never fill the letters in any other color.



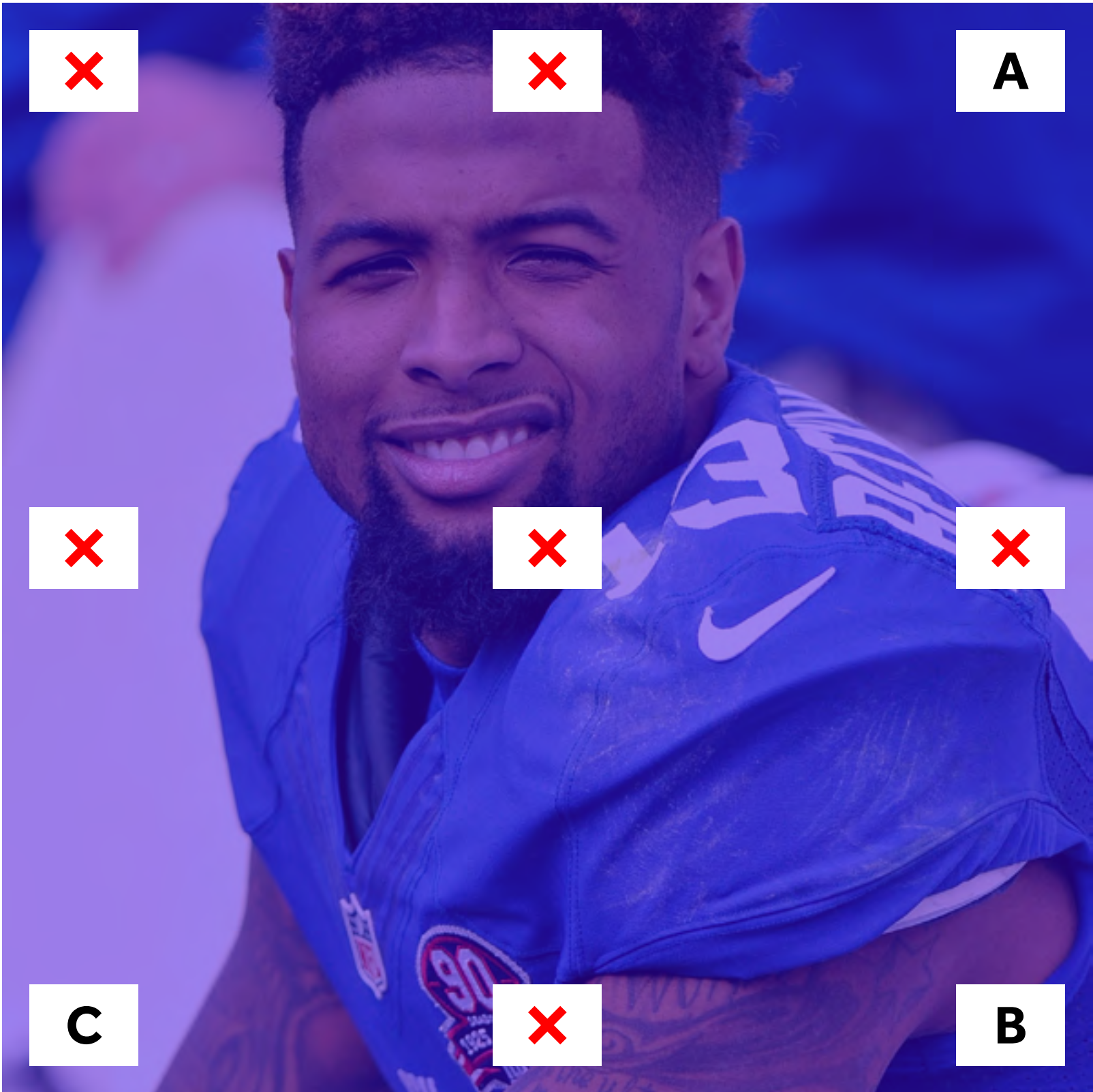
OVER VIDEOS

If there isn't already a watermark generated by the platform. Use the White B/R Logo at 70% opacity with the letters knocked out / transparent over videos. Alternate logo options may be used only when the white knockout logo does not function well in a specific context.



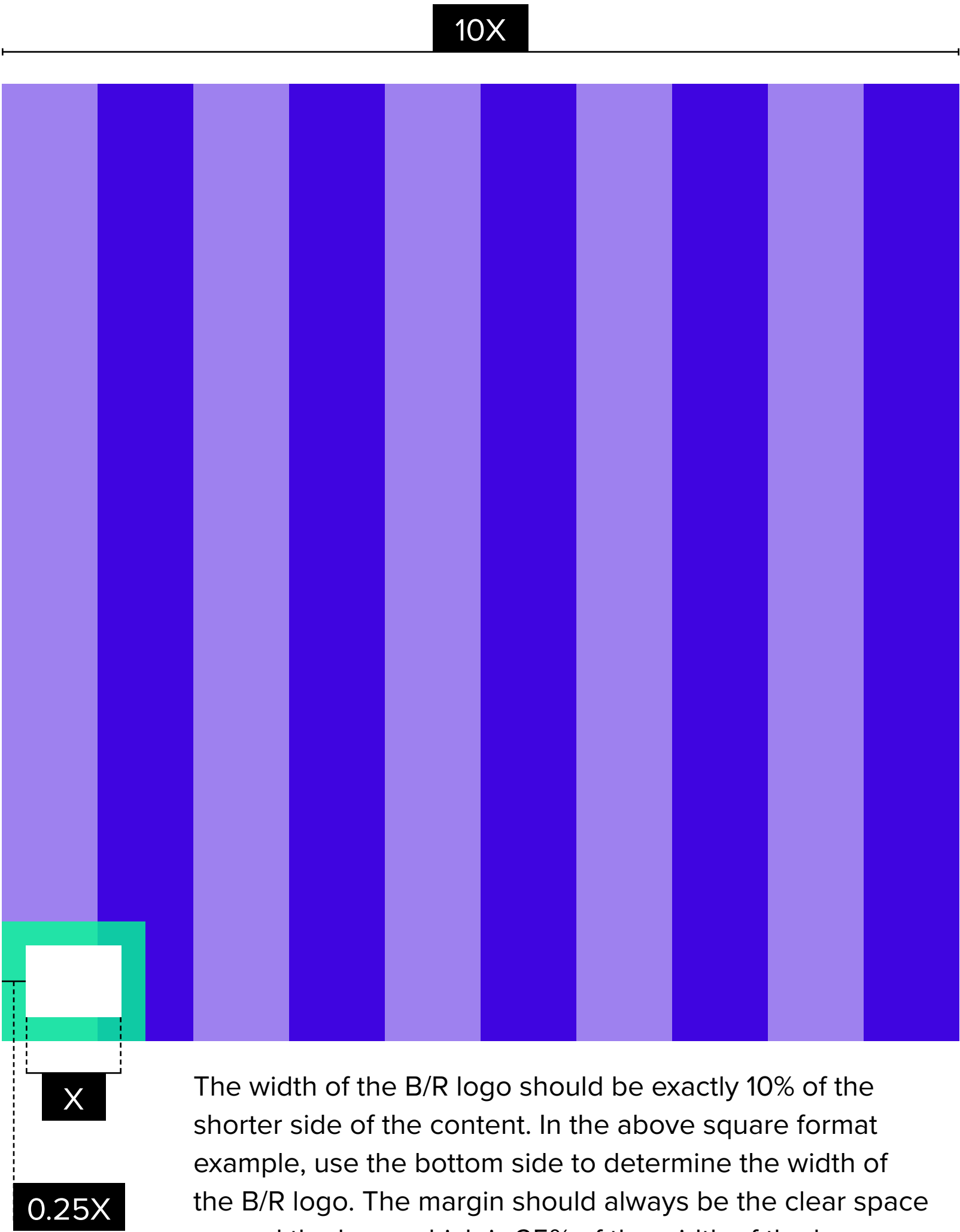
SOCIAL

Regardless of communication size or dimension, we recommend placing the B/R logo in these three locations: A. top right corner, B. bottom right corner, and C. bottom left corner. This keeps the logo placement consistent while allowing enough flexibility to accommodate our dynamic content. Please keep in mind the logo clear space when placing the logo in a corner.



Place the logo in the following order of priority based on the application:

- Facebook:** B – A – C
- Instagram:** B – A – C
- Twitter:** B – A – C
- Snapchat:** B – A



The width of the B/R logo should be exactly 10% of the shorter side of the content. In the above square format example, use the bottom side to determine the width of the B/R logo. The margin should always be the clear space around the logo, which is 25% of the width of the logo – no more or less than whatever that value is.

BRAND COLORS

Use black and white for brand messaging and materials that are directly associated with our brand. Use green as the brand accent color.

BLACK

HEX #000000
RGB: 0 / 0 / 0
CMYK: 75 / 68 / 67 / 90
PANTONE Process Black C

WHITE

HEX #FFFFFF
RGB: 255 / 255 / 255
CMYK: 0 / 0 / 0 / 0
PANTONE PQ-11-0601 TCX Bright White

ACCENT

GREEN

HEX #03FC96
RGB: 3 / 252 / 150
CMYK: 58 / 0 / 66 / 0
PANTONE 7479 C

EFFRA

Effra is the brand typeface and primary font family for all typographic communication. Effra is available in 5 weights including light, regular, medium, bold and heavy. Use Effra for primary brand messaging, display text including headlines, pull quotes, and large numbers.

Text of any size can be set in Effra.
Text above 30pt must be set in Effra.
When combining multiple weights of Effra, pair weights that are at least 2 weights heavier or lighter.

Heavy

WE ARE YOUNG

Bold

WE ARE OPINIONATED

Medium

WE ARE ON POINT

Regular

WE ARE CREATIVE

Light

WE ARE CRAZY

PROXIMA NOVA

Proxima Nova should be used to support Effra. Proxima Nova reads well at small sizes and should be used for its utility and legibility.

Acceptable fonts include Light, Light Italic, Regular, Italic, Bold, Bold Italic, Condensed Light, Condensed Light Italic, Condensed Regular, Condensed Italic, Condensed Bold, Condensed Bold Italic. Use Proxima Nova for body copy and smaller text size uses. Text larger than 30pt should not be set in Proxima Nova, use Effra instead.

Bold

Ignite the power of sports culture to make moments that matter.

Bold Italic

Ignite the power of sports culture to make moments that matter.

Regular

Ignite the power of sports culture to make moments that matter.

Italic

Ignite the power of sports culture to make moments that matter.

Light

Ignite the power of sports culture to make moments that matter.

Light Italic

Ignite the power of sports culture to make moments that matter.

IMAGERY

Imagery is used to represent the tone and voice of the brand. The best images tell a story themselves. They should capture the moment, the mood, the feeling. Images should be authentic and when possible candid – never posed or forced. They should evoke an emotional response from the viewer. When possible, use images to make a bold statement by favoring high contrast and high saturation. Both black and white and color photography are acceptable.

**BRASH****DYNAMIC****CANDID****EMOTIONAL****FOCUSED****ENERGETIC****FUN**

BRAND@BLEACHERREPORT.COM
PR@BLEACHERREPORT.COM