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MISSION

Impact Sports Management is built on the principles of trust, integrity, and personalized service. We strive to create a meaningful impact on our athletes' lives by offering tailored career guidance and development, ensuring that each client reaches their full potential on and off the field. Our mission is to foster long lasting partnerships that go beyond traditional sports management, creating opportunities that extend into every facet of our clients' lives.

DESIGN TENETS

DYNAMIC

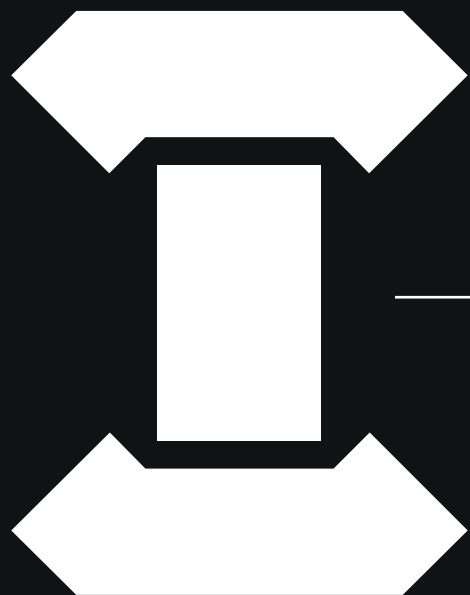
EXCLUSIVE

AMBITIOUS

STRATEGIC

PROGRESSIVE

LOGOMARK



————— **LETTERMARK**

BOTH LETTERMARK + WORDMARK
CAN BE USED INDIVIDUALLY OR
IN COMBINATION

IMPACT

————— **WORDMARK**

COLORS

By using a combination of jet black and space gray our sports agency establishes a sleek, modern identity that transcends traditional team colors. This palette not only maintains a sense of sophistication but also positions our brand as neutral ground for athletes, regardless of their team affiliations.

These colors embody professionalism and exclusivity, enabling us to focus on our core mission of client development and strategic career management without being visually associated with any particular club.

Furthermore, the monochromatic tones reinforce a sense of stability and trust, which are central to the long-lasting relationships we cultivate with our clients.

JET BLACK

RGB 0,0,0

CMYK 75, 68, 67, 90

HEX #000000

SPACE GRAY

RGB 52,53,53

CMYK 70, 63, 62, 67

HEX #343535

TYPOGRAPHY

MASHINE:

A

ABCDEFGHI
JKLMNOPQR
STUVWXYZ

Bold

B

ABCDEFGHI
JKLMNOPQR
STUVWXYZ

Semibold

C

ABCDEFGHI
JKLMNOPQR
STUVWXYZ

Regular

TITLE

HEADER

SUBHEADER

Body Text

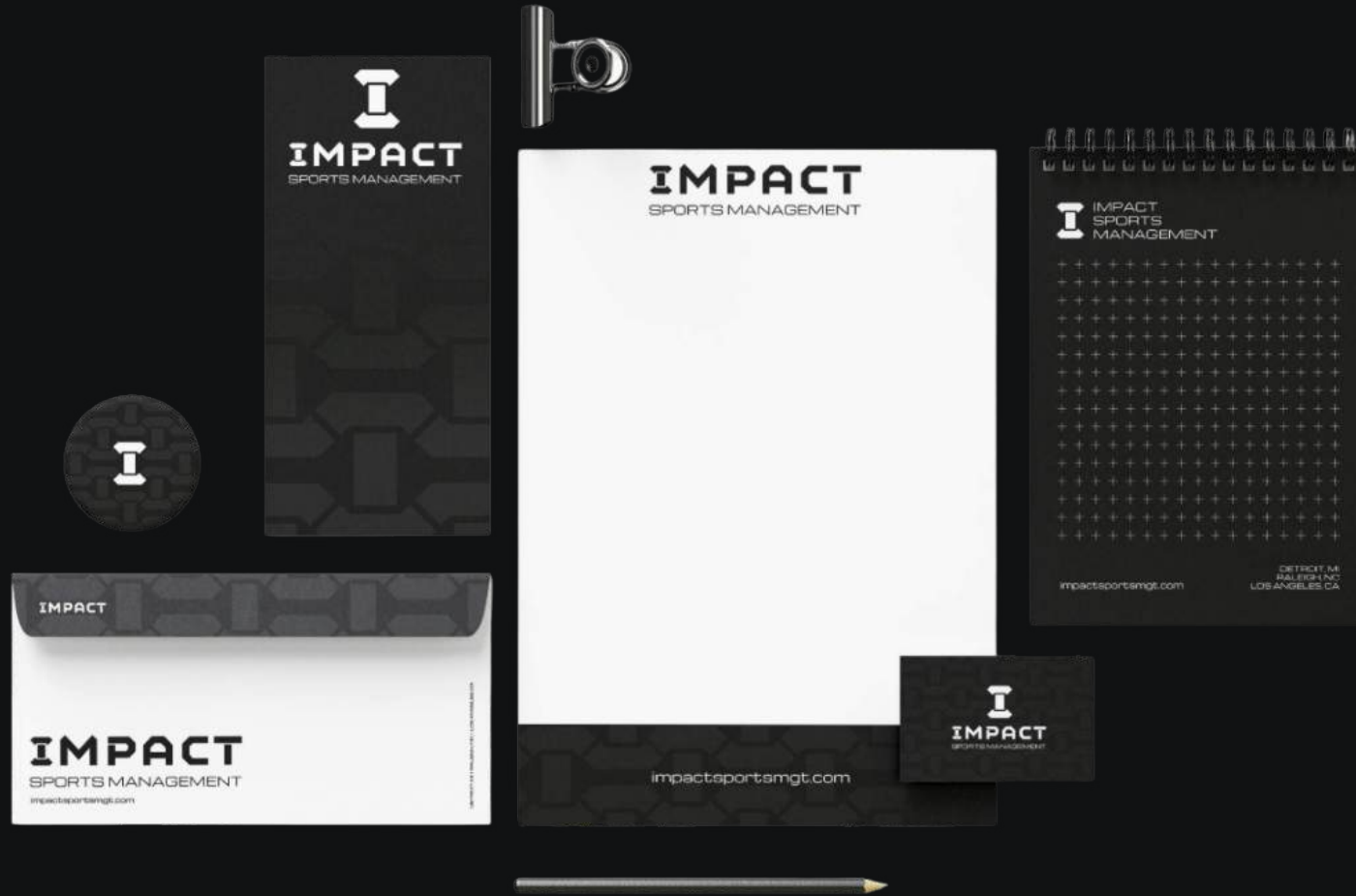
Michroma:

M

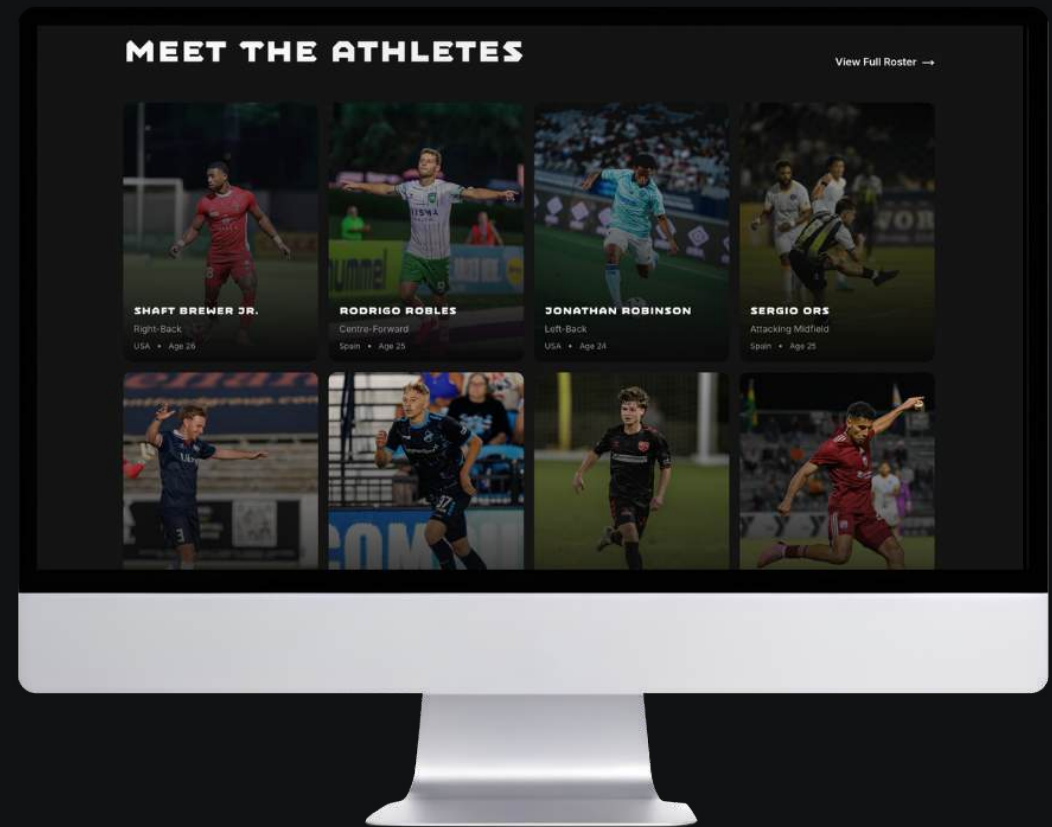
AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz

Regular

STATIONARY



WEB DESIGN

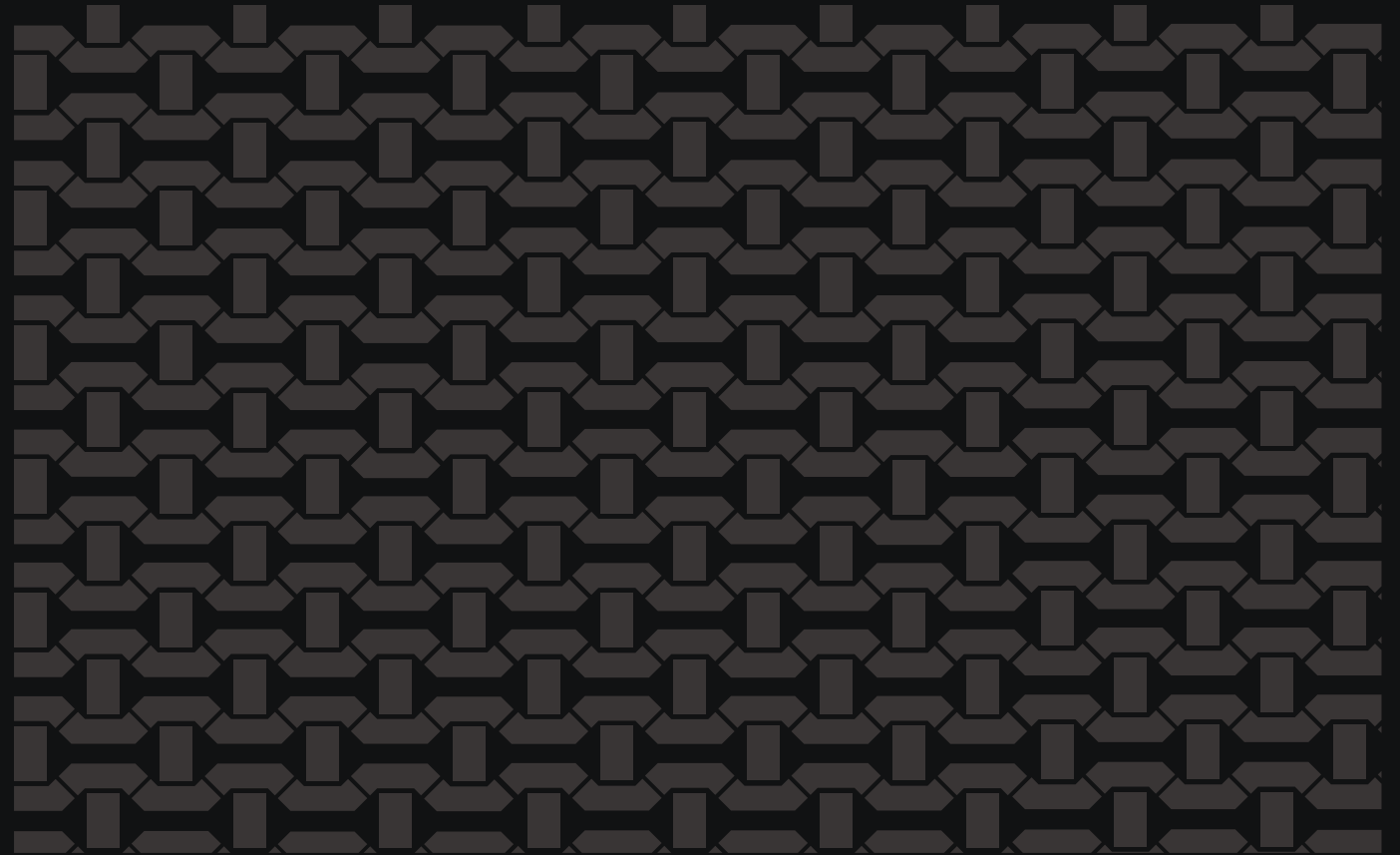


PHOTOGRAPHY



GRAPHIC ELEMENTS

The Impact Chain Pattern is a dynamic, repeating "I" lettermark design that embodies the strength and unity of our partnerships at Impact Sports Management. Each "I" symbolizes the individual commitment we extend to every client, and together they form an unbreakable chain, representing the collective impact of our agency. The pattern reflects our dedication to building enduring relationships that drive our clients' careers forward, emphasizing resilience, trust, and mutual growth.



ADVERTISING



SQUARE ADVERTISEMENT
(1080 X 1080)



STORY ADVERTISEMENT
(1920 X 1080)



PRINT ADVERTISEMENT
(203MM X 276MM)