

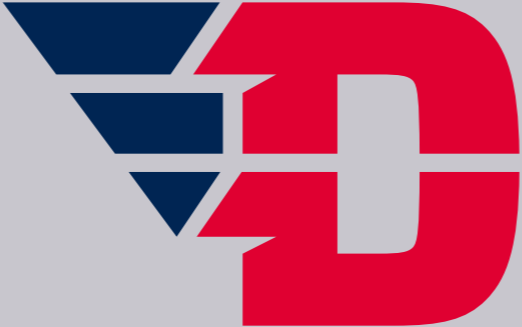








DAYTON FLYERS



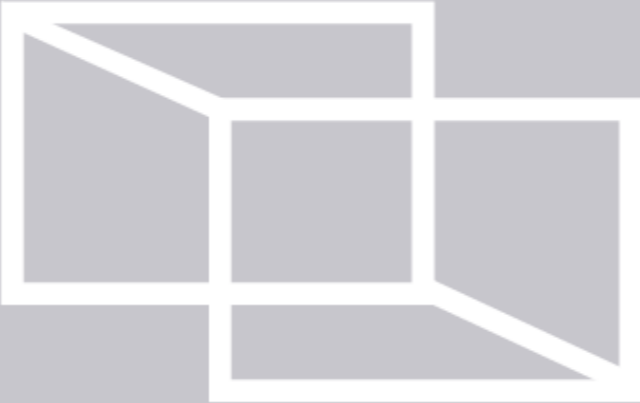
DAYTON FLYERS

DAYTON

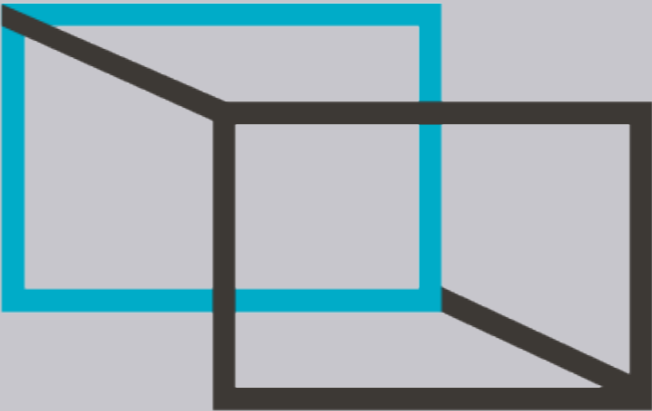




M O D L O



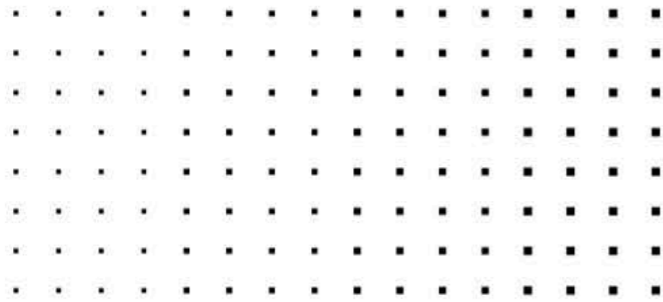
M O D L O



M O D L O

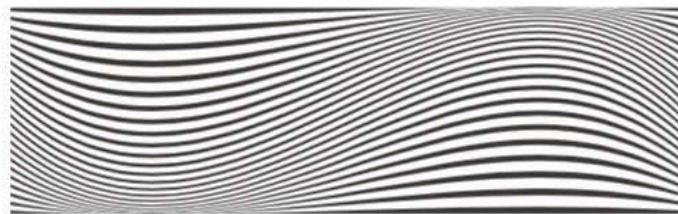


M O D L O
M O D E R N L O G I S T I C S



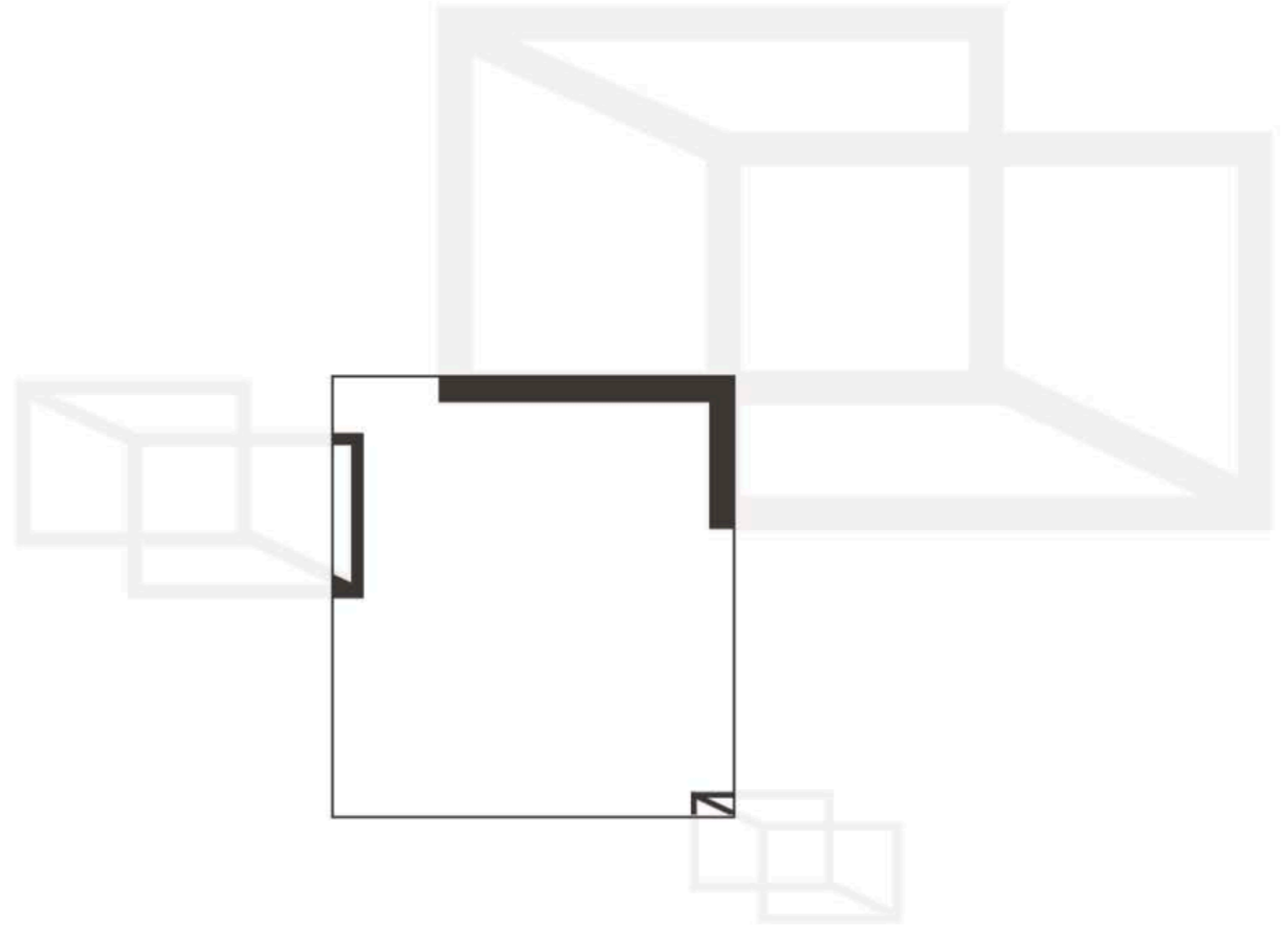
Dots

The dots represent connectivity, speed, and technology.



Wave

The wave represents movement and an organic, human touch. This element is secondary and should be used lightly for layering.



Scaled box

The box is scaled up in size to create graphic interest and convey expansion. The scaling effect can vary in size and placement.

Font 1

Lapture Caption Regular

Lapture Caption Italic

Lapture Caption Semibold

Lapture Caption Semibold Italic

Lapture Caption Bold

Lapture Caption Bold Italic

Font 2

MAISON MONO LIGHT

MAISON MONO REGULAR

MAISON MONO ITALIC

MAISON MONO BOLD

Headline example

**A BOUNDLESS
BLUEPRINT.**

Headline and body copy example 1

We are logistics, simple and modern.

MODLO is the boundless blueprint for new possibilities in industrial real estate and distribution.

Headline and body copy example 2

RATIONALE

MODLO is the boundless blueprint for new possibilities in industrial real estate and distribution.

Slate

PMS: Black 7
CMYK: 65/61/65/54
RGB: 61/57/53

Electric Blue

PMS: 3125
CMYK: 75/11/18/0
RGB: 0/172/200

Silver

PMS: 877 Metallic Silver
CMYK: 48/38/39/3
RGB: 138/141/142

Cool Gray

PMS: Cool Gray 6
CMYK: 36/29/29/0
RGB: 168/168/170

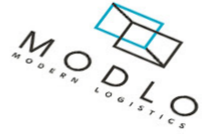
Fog

PMS: Cool Gray 1
CMYK: 13/10/12/0
RGB: 218/217/215

MODLO
MODERN LOGISTICS

We are logistics,
simple and modern.

...



Dana Fleher
Blackwell Inc.

September 24, 2019
Dear Dana,

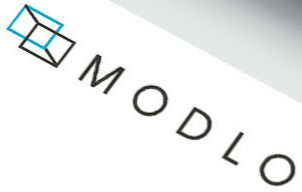
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iis at vero eros et accumsan et justo odio dignissim qui blandit praesent.

Sincerely,
Stephen Schutte
President of Global Logistics Properties US

GLP US Headquarters
2 North Riverside Plaza, Suite 2350
Chicago, IL 60606

312-940-5300
us.inquiries@glpprop.com



GLP US Headquarters
2 North Riverside Plaza, Suite 2350
Chicago, IL 60606

Stephen Schutte
President of Global Logistics Properties US

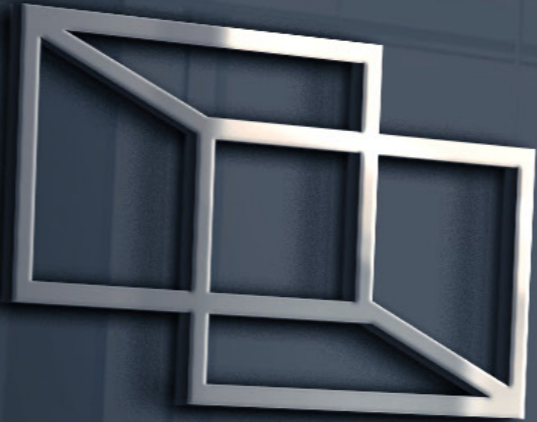
312-940-5300

schutte@glpprop.com

glp-us.com







MODLO









ATLANTIC
A110
CONFERENCE





WHO WANTS NEXT?

"Who Wants Next" is a versatile phrase the brand uses in a number of ways. It is a sign-off on commercials, a hashtag for social media, a microsite URL, and an end line in print and other media, but while it is all of those things, it is not necessarily a mandatory conference tagline.

The phrase has a lot of meaning packed into it. It is a declaration that the Atlantic 10 is part of the national conversation. A call to all would-be challengers, in conference and out. And a self-identifier that the conference identity is the persona of "Next."

WHO WANTS NEXT?

GRAPHIC ELEMENTS



SHAPES

The brand uses deconstructed shapes from the respective sports being represented in the work. So elements of the line, the ball, and the three-point arc in basketball are used to make a visual system of shapes that can be used to articulate when, where, and a training device that collages, and team branding materials, an added layer of depth.

Similar to how parts of the court can be used to develop the visual language when we're representing sports, it can be true for the other A-10 sponsored sports. For example, elements of tennis courts, soccer balls, swimming pools, and field hockey lacrosse, baseball, and softball can all be used as well.



QUESTIONS

This Brand Toolkit is intended to help anyone who Atlantic 10 Conference to use and create A-10 the guidelines outlined in this manual.

The intent of this Brand Toolkit is to create A-10 brand is used in a variety of media. It will be provided with the appropriate A-10 materials clearer and more professional.

If you have any questions:
Jerrri Mirandi
Associate Commissioner
Atlantic 10 Conference
jmirandi@atlantio.org
(752) 607-2161

WHO WANTS NEXT?

LOCKUPS FOR SPONSORS

Similar to examples where the conference logo is locked up with the respective team's logo, when with a sponsor's logo, the sponsor's logo should appear on the left. Both logos should be scaled to impact visually.

TO VISIT YEAR



IC NTS

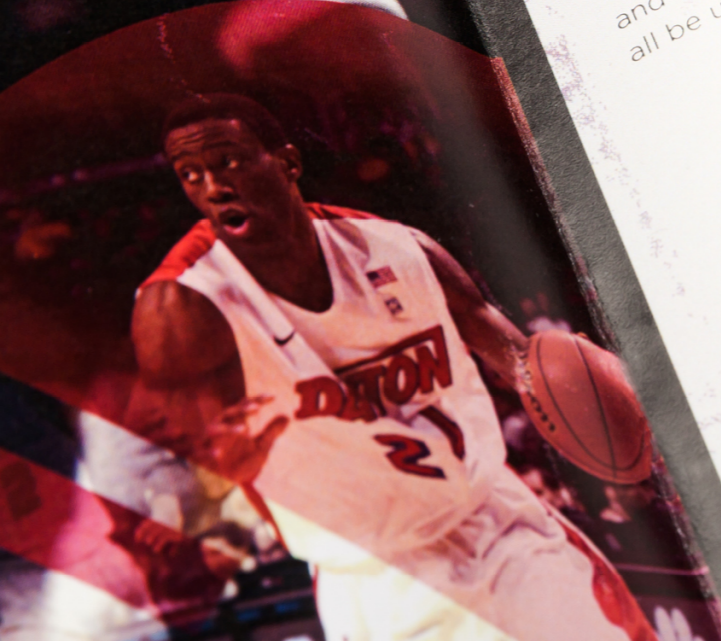
SHAPES

The brand uses deconstructed shapes from the respective sports being represented in the work. So elements of the lane, the key, and the three-point arc in basketball are used to make a visual system of shapes that can be used to accentuate action, serve as a framing device for collages, and give branded materials an added layer of depth.

Similar to how parts of the court can be used to develop this visual language when we're representing basketball, the same elements of tennis courts, soccer fields, swimming pools, track and field, field hockey, lacrosse, baseball, and softball fields can all be used as well.



Various shapes that are deconstructed from the sports are included in the digital toolkit.





LOGO & LOCKUPS

WHO WANTS NEXT LO

There are three standard acceptable lockups of the "Who Wants Next" phrase. The first is the dominant usage that should be applied whenever space allows. The second two (the boxed stacked and the single-line boxed version) should be used only as alternates if space dictates.



↓ BOXED STACKED



CREA





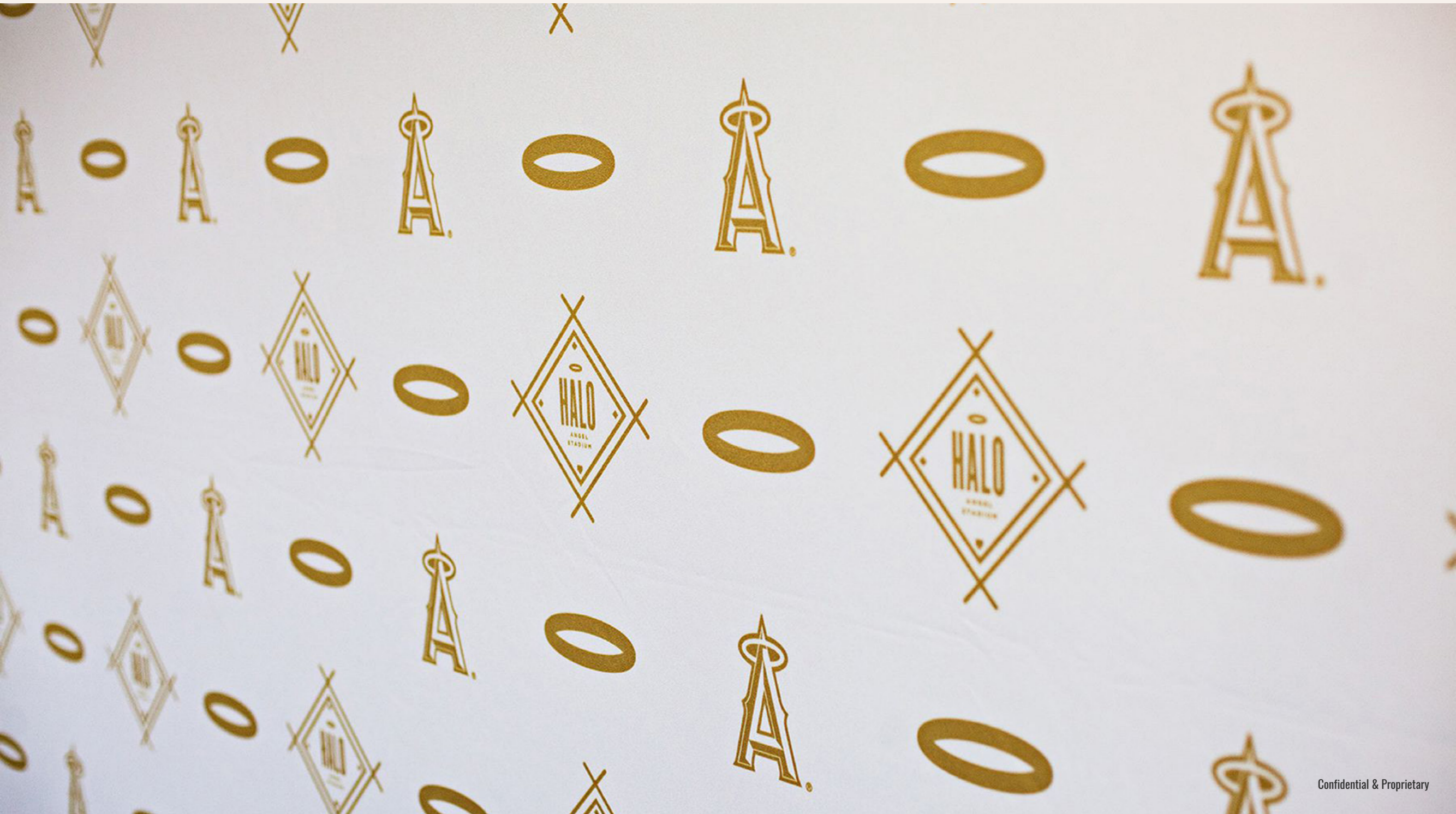


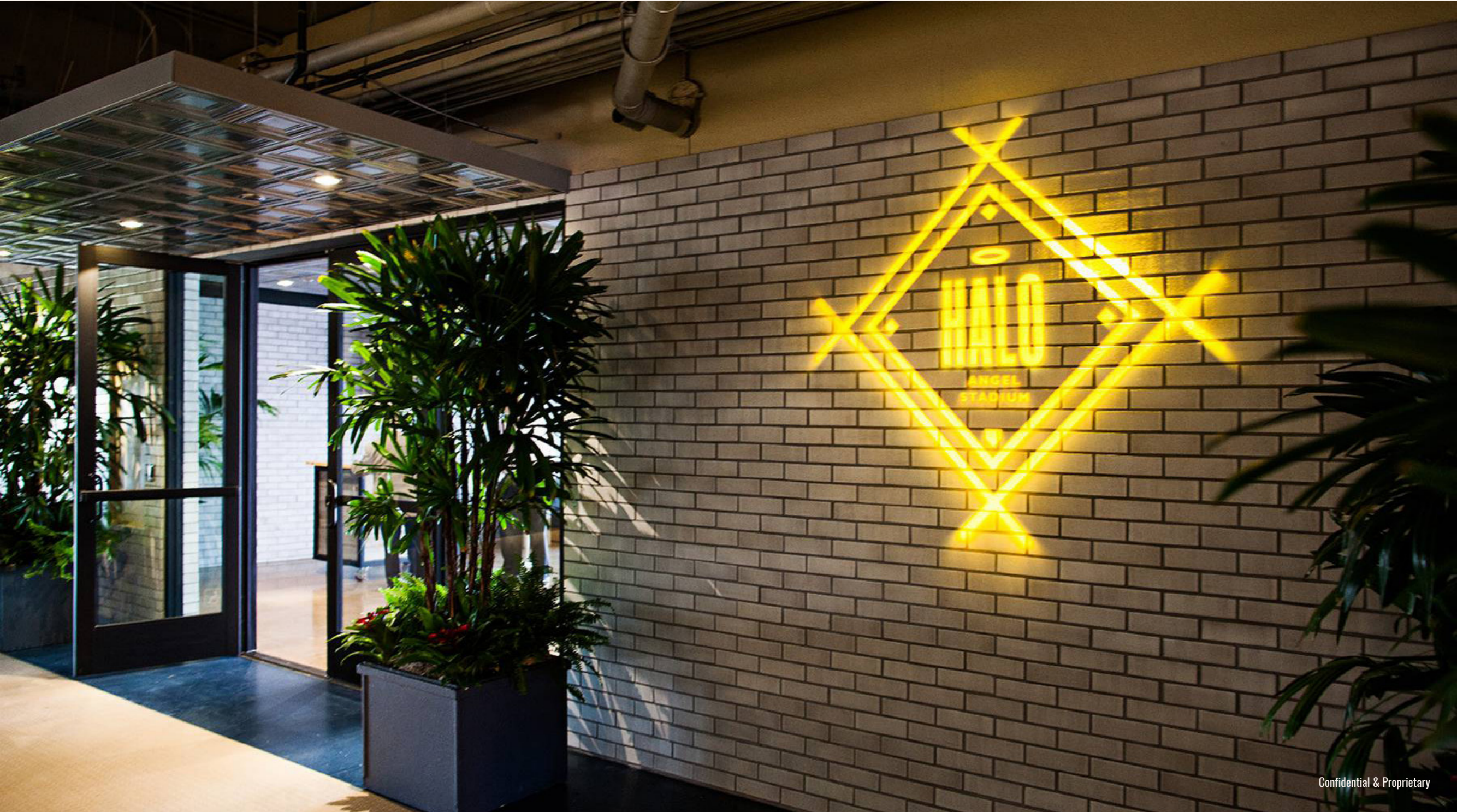
CONSIDER YOURSELF CALLED UP

Introducing HALO. The ultra-premium section at Angel Stadium. From all-inclusive, globally inspired dining to the best sightlines in baseball to an airy lounge—it's exclusivity in a Major way.



Angels.com/halo | 888.796.HALO











HARTFORD

University of Hartford
Athletics Department
200 Bloomfield Avenue
West Hartford, CT 06117



Date:

Recipient Name
Street Address
City, State, ZIP

DEAR, STUDENT ATHLETE

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam rhoncus eros eu porttitor ullamcorper. Quisque placerat sagittis magna et tempus. Quisque vitae quam vitae metus sollicitudin suscipit nec mattis est. Cras commodo lobortis vulputate. Praesent at sem erat. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Pellentesque ultricies sapien id aliquam malesuada. Nunc viverra erat imperdiet felis commodo, in tristique ex convallis. Proin sit amet tellus a lacus consectetur maximus. Praesent ullamcorper metus lacus, sit amet vehicula lectus vehicula vitae. Nunc hendrerit uma vitae turpis rutrum, sit amet tempor aro venenatis. Pellentesque id justo sit amet odio sodales auctor. Cras pretium dui libero, vel lobortis velit facilisis sed. Aenean sed leo maximus, pulvinar augue vel, dignissim est. Phasellus aliquet leo nec eros ultrices scelerisque.

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THANK YOU FOR YOUR SUPPORT

SARAH COTE-BOISSONNEAULT | Assistant Director of Athletics Communications

University of Hartford Athletics Department | 200 Bloomfield Avenue West Hartford, CT 06117
P: 860-752-4444 | E: Name@Hartford.edu | HartfordNow.com



