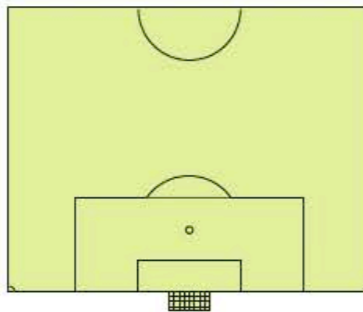
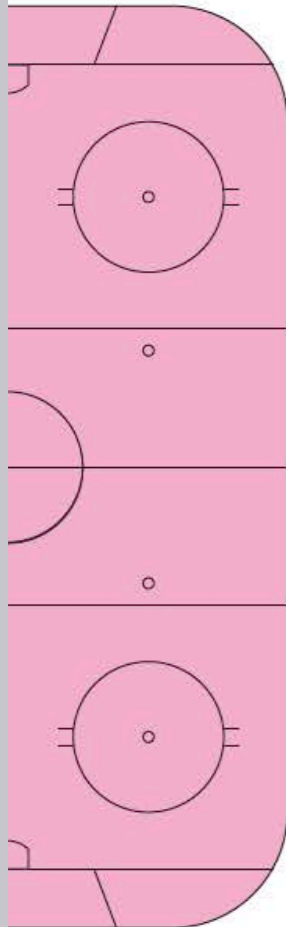
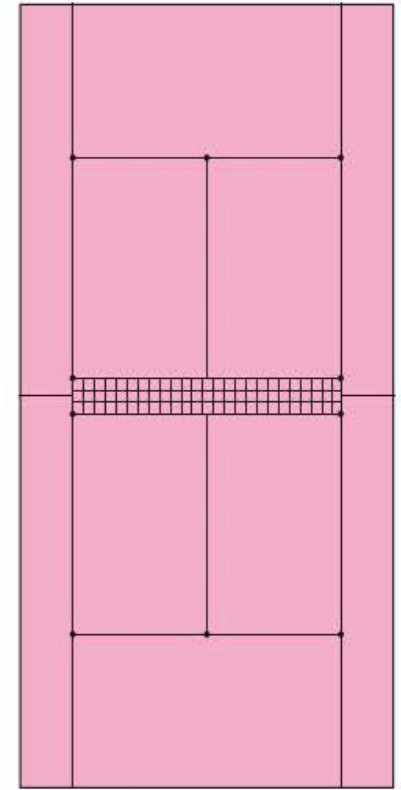
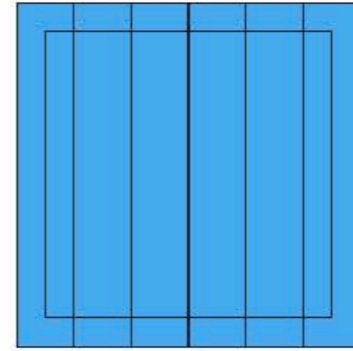
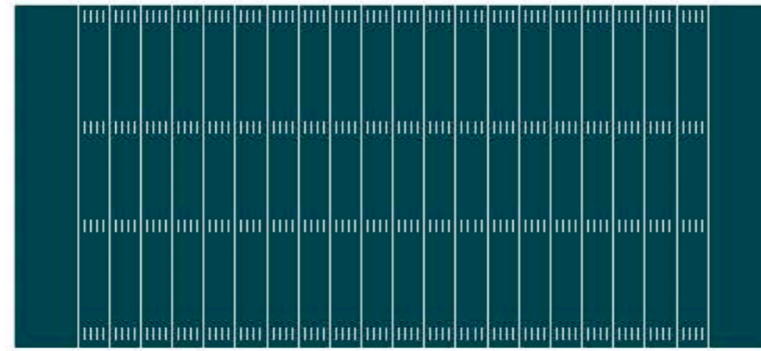
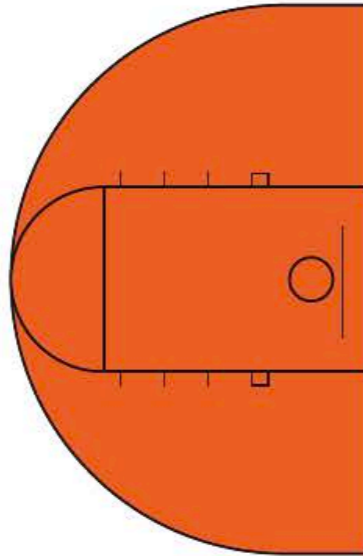
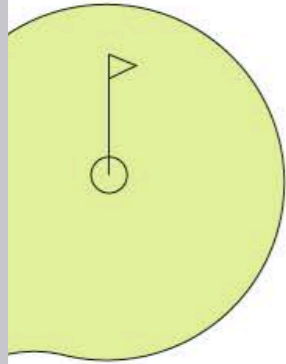
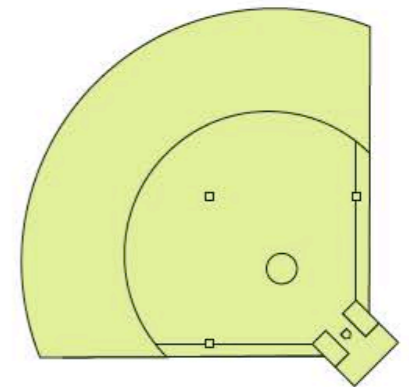
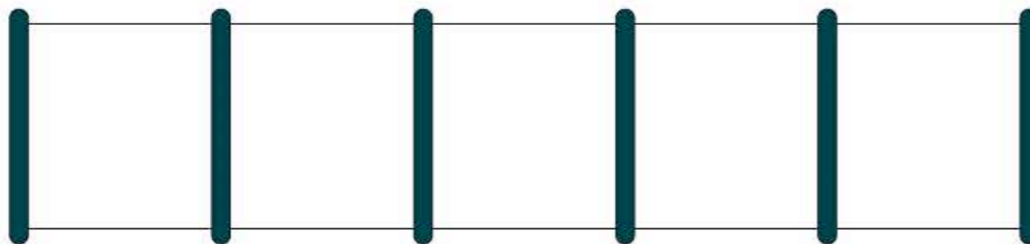
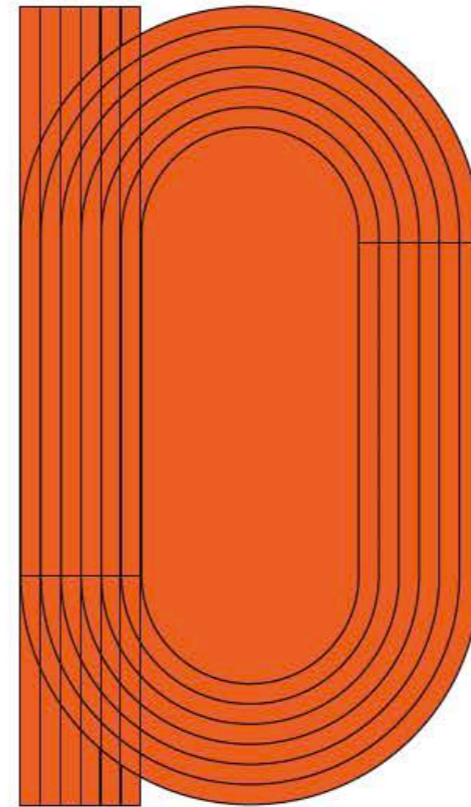


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4.3 COLOR

Color Pairings

Color pairings are essential in a brand that features illustrations to ensure the brand remains consistent and recognizable.

Some of these color pairings are based on accessibility standards between type and text, others are based on color theory.

ACCEPTABLE COLOR COMBINATIONS FOR TEXT AT ALL SIZES



ACCEPTABLE COLOR COMBINATIONS FOR TEXT AT 18PT REGULAR OR 14PT BOLD



OUR FAVORITE COLOR PAIRINGS FOR ILLUSTRATIONS



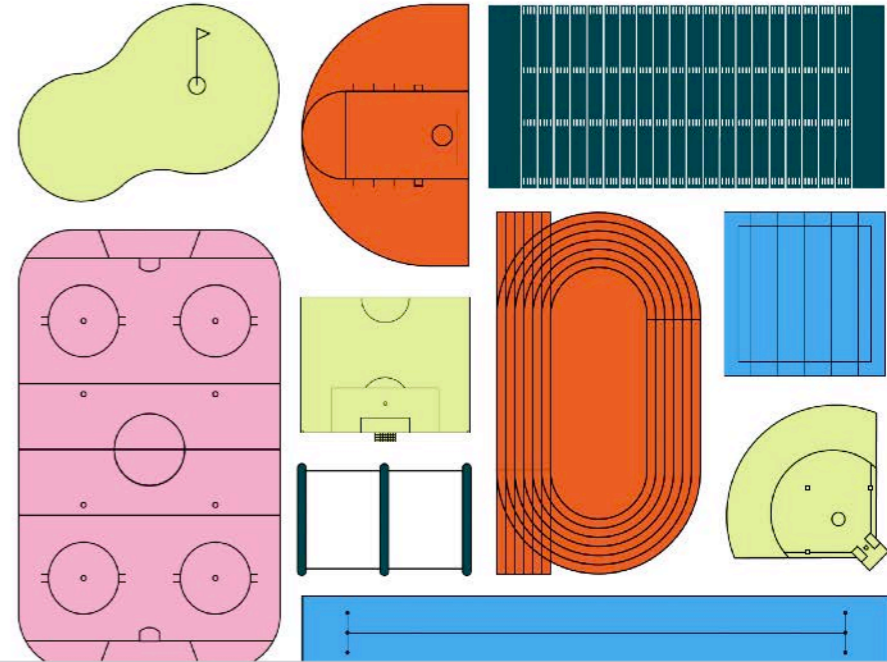
5.2 GRAPHICS

Fields, Rinks, Courts and Lanes

The shapes and forms of the places where we play sports are iconic and recognizable. They are a second home for many of our athletes, where all of their passions are at the forefront.

These illustrations can be used on their own or patched together to visually represent those athletes how play multiple sports.

Play with scale and color to create emphasis with different illustrations.



4.4 COLOR

Team Up Colors

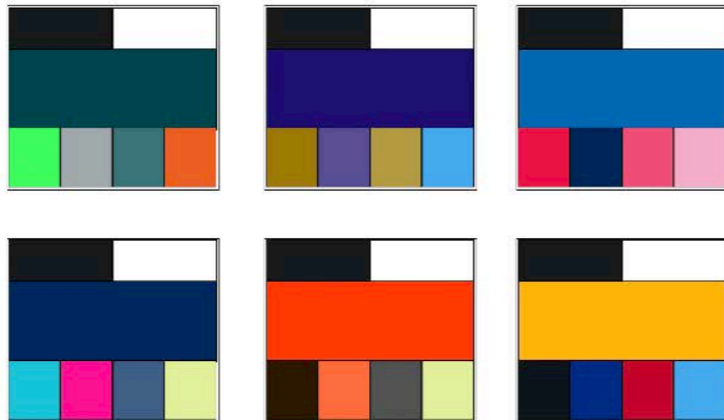
The FLY:FWD brand is meant to morph to embrace the iconic colors and personality of our partner's visual identity. This flexibility in the color system allowing FLY:FWD to speak more directly to the audience in that team's community and embrace the love of sports in that team's community.

COLOR SYSTEM

When communicating via a Partner, FLY:FWD's palette shifts to embrace team colors, while adding a FLY:FWD edge to the palette. Not including the primary Black and White, the secondary palette should consist of 5 colors.

Follow this equation in most instances to discover the F:F palette for each new partner:

- Team Color #1 +
- Team Color #2 +
- Team Color #3 (or 75% Tint of Team Color #1) +
- Team Color #4 (or 75% Tint of Team Color #2) +
- One F:F Secondary Color



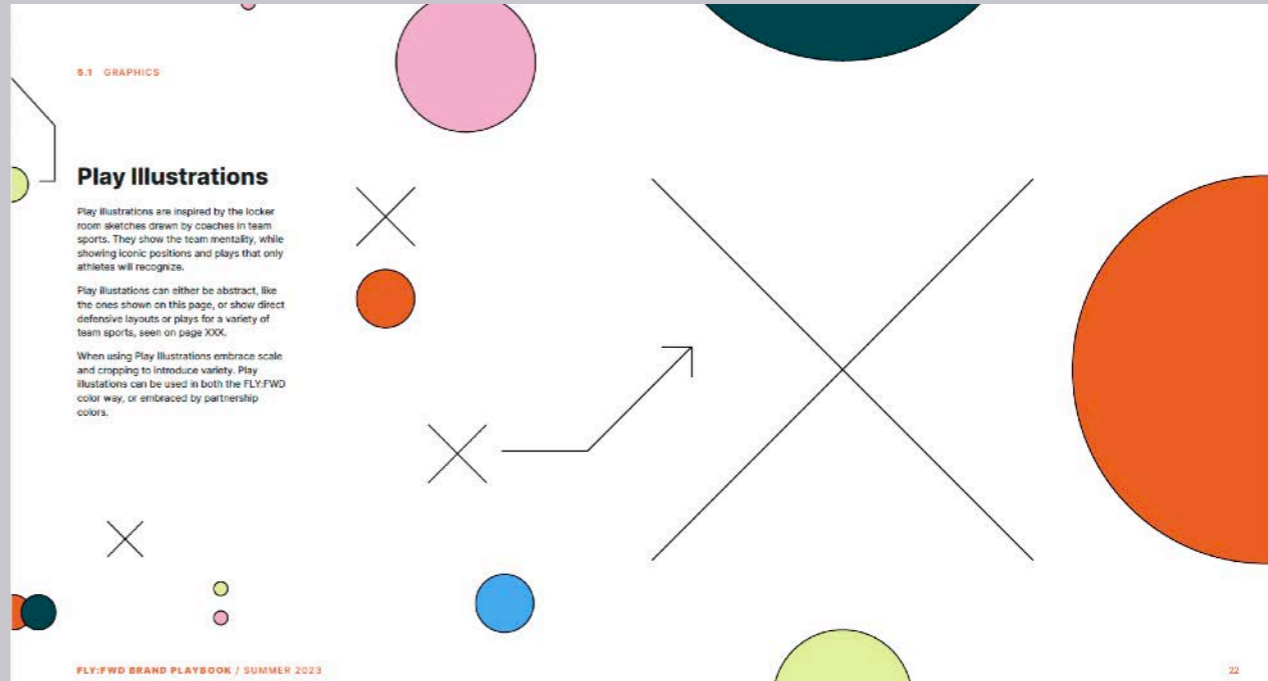
5.3 GRAPHICS

Play Illustrations

Play illustrations are inspired by the locker room sketches drawn by coaches in team sports. They show the team mentality, while showing iconic positions and plays that only athletes will recognize.

Play illustrations can either be abstract, like the ones shown on this page, or show direct defensive layouts or plays for a variety of team sports, seen on page XXX.

When using Play Illustrations embrace scale and cropping to introduce variety. Play illustrations can be used in both the FLY:FWD color way, or embraced by partnership colors.

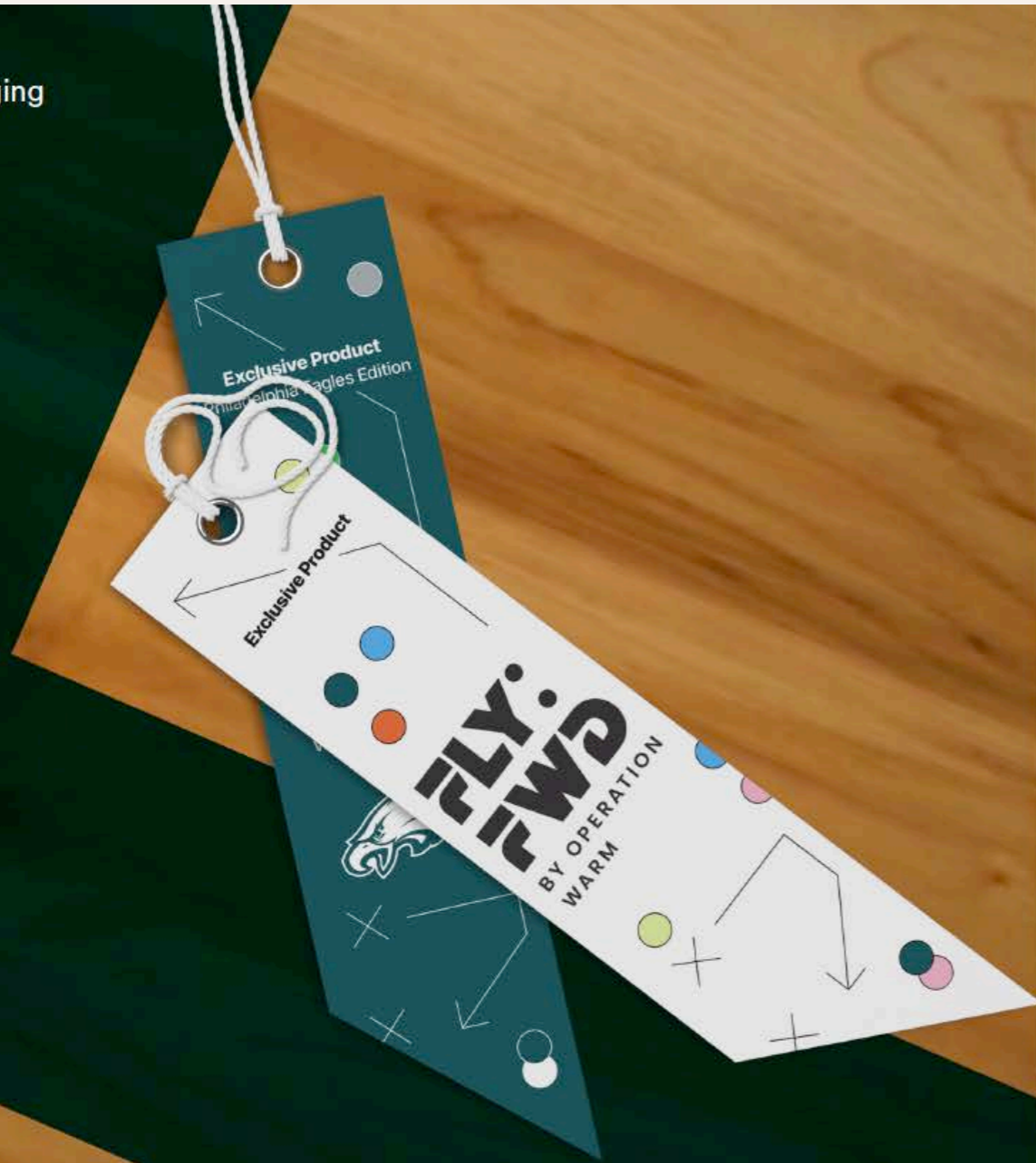


Brand Moodboard

Please note that photography featured here is pulled for inspiration. FLY:FWD does not own these assets.



Packaging







Swag



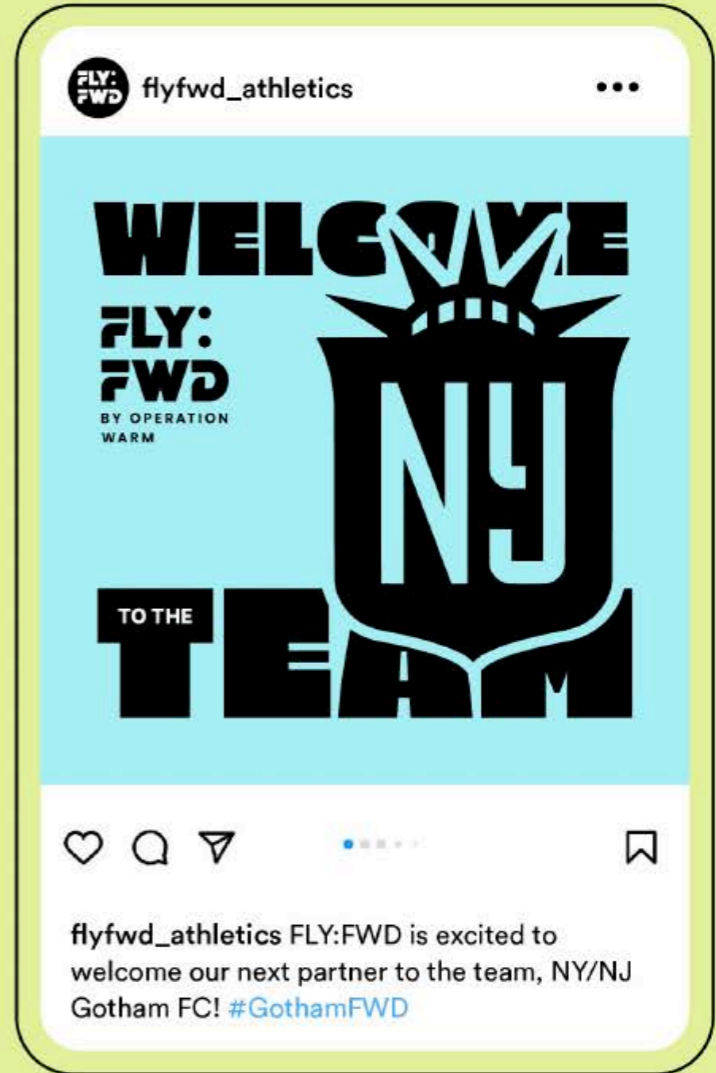
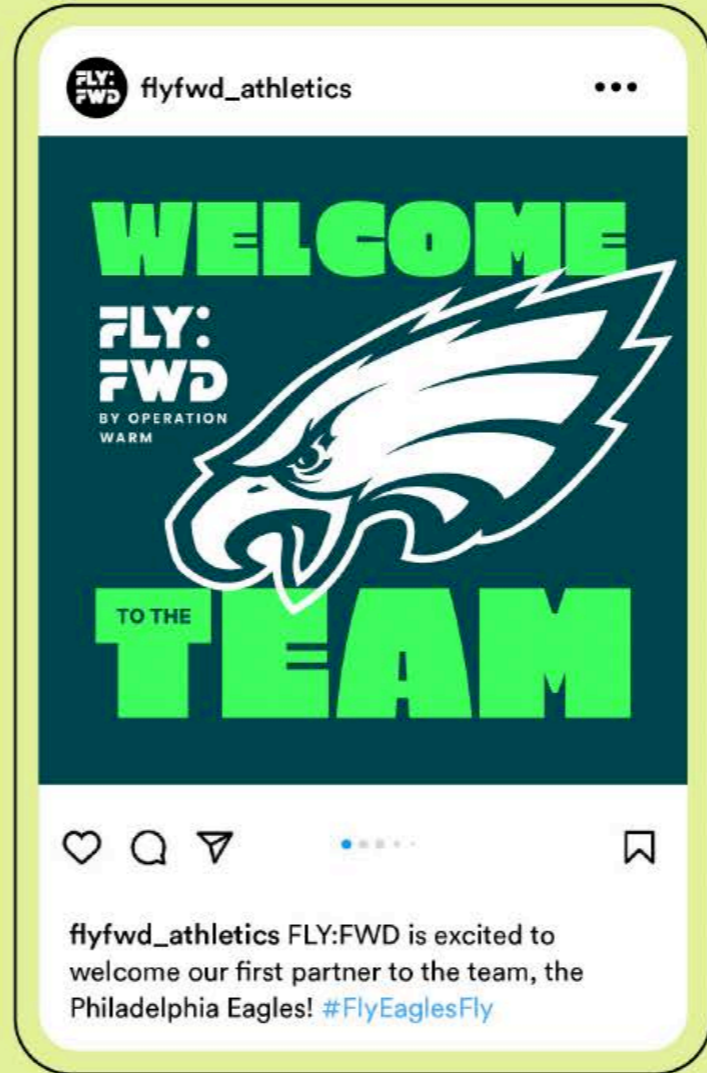
Donor Relations



**BALL'S
IN
YOUR
COURT**

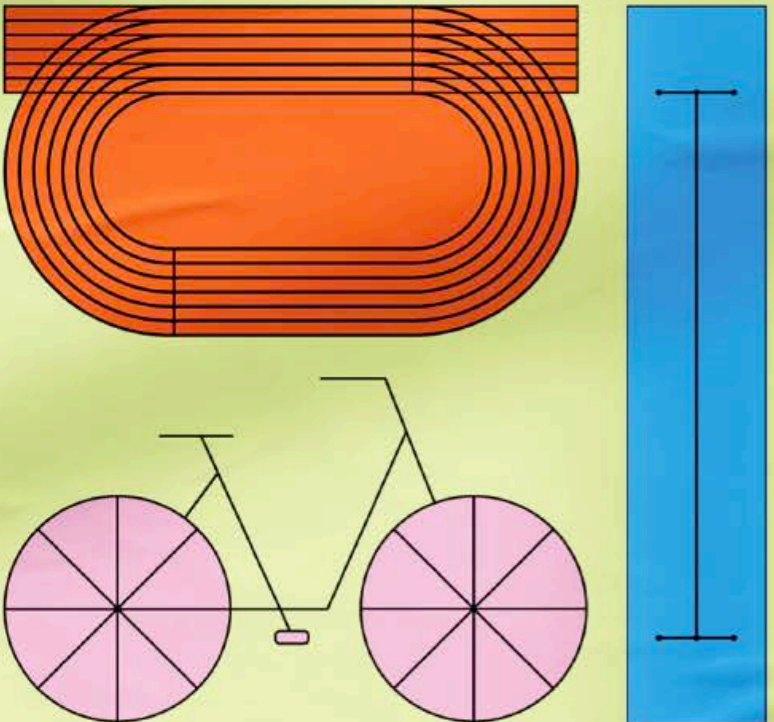
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Partnerships





FLY:FWD
BY OPERATION WARM




Fly:Mini-Triathlon

Philadelphia, PA | August 24th, 2023 | Ages 12-18



FLY:FWD
BY OPERATION WARM



Fly:Field Day

with the Philadelphia School District | May 5th, 2024 | Ages 8-14

FLY:FWD

With your help,

WE BELIEVE

Claire Stevens
Flemington, NJ, 18
Wide Receiver
Flemington Flames Flag Football

Gloria Pena
North Philadelphia, 17
Co-Captain & Quarterback
Archbishop Ryan Flag Football

WE WILL

provide any girl
with the equipment
to play the game
she loves so she can

WIN.





