

BRAND GUIDELINES





INTRODUCTION

HERITAGE, PROUDNESS, INNOVATION

These are the three most important words in the Slazenger 1881 vocabulary.

There's no question that every single one of us is just crazy for sports, but we are also rooted in tradition through our corporate experience and business expertise.

These three ideals, when brought together, comprise the core of the Slazenger 1881 philosophy.

This guide has been developed with the Slazenger 1881 mentality in mind. It's been an amazing ride so far, and we want to keep developing the brand to once again stand out as the market leader within the sports we operate within.

In order to do so, we've developed a powerful guideline for the brand that has stood the test of time. And, just like our professional athletes, our brand must be kept up with the greatest attention to details.





OUR BRAND STANDARDS

OUR BRAND STANDARDS

The Slazenger 1881 brand should convey our character and our personality. We are all Slazengers: grown up habits – young at heart, building a new bright future for the brand.

We are a big family, and a big family needs a strong identity. In order to maintain a strong brand, it is important to look past just a logo and a name.

Who we are, what we believe in, and those we serve all play an integral role in creating a comprehensive understanding of the true Slazenger 1881 identity.

We realize that our brand is complex, and it is up to us to communicate it effectively.

This guide is for all of us, to make sure we get the most out of all communication efforts we do, no matter where in the world we operate.



BRAND IDENTITY

1 BRAND IDENTITY

We are all Slazengers, grown up habits – young at heart. We embrace strong company values and we contribute with decades of business expertise.

Slazengers represents the merger of heritage and modernity through our passion for sports.

1:1 - HISTORY

1:2 - WHO WE ARE

1:3 - OUR AUDIENCE





BRAND IDENTITY

1:1

HISTORY

Slazenger is one of the worlds oldest sport brands celebrating 140 years in 2021.
Our brand extension Slazenger 1881 mirrors that history.





BRAND IDENTITY

1:2

WHO WE ARE

We are all Slazengers (grown up habits – young at heart) who make a difference and comprehend the heritage and opportunity with the brand, eager to turn Slazenger 1881 into a global brand.

OUR MISSION

- CELEBRATING, DEVELOPING AND CAPITALIZING FROM THE HERITAGE OF 140 YEARS IN THE SPORT BUSINESS

OUR VISION

- MAKE THE NEW SLAZENGER, TAKE DOWN BRAND, 1881 – GLOBAL

”CELEBRATING THE FUTURE

WITH RESPECT FOR THE PAST”



BRAND IDENTITY

1:3 OUR AUDIENCE

We carefully bring back best parts of the brand history and use our heritage when selecting materials and designs.

We translate that combination into wearable sport fashion, apparels and accessories that meet the contemporary expectations of a modern consumer, who identifies with classic sport heritage fashion brands.

“Dressing in Slazenger 1881 shows people my kind of lifestyle, fashionable, yet connected to sports”

We make products that suits our customers everyday life in the city, or at the workplace, as well as their sports life

SWEET SPOT

>30-50 years

Grew up in the era of Björn Borg, Seve Ballesteros and James Bond as the biggest heroes.

Relation to the Slazenger brand is strong from the love of icons from the past.

Grown up habits but still young at heart.

BRAND STRATEGY

2 BRAND STRATEGY

Good brands should be more than the sum of the products they provide. In our case, we realize that we serve our customers on diverse levels, and this diversity must be reflected in our brand

2:1 - BRAND TOUCHPOINTS

2:2 - BRAND PROMISE

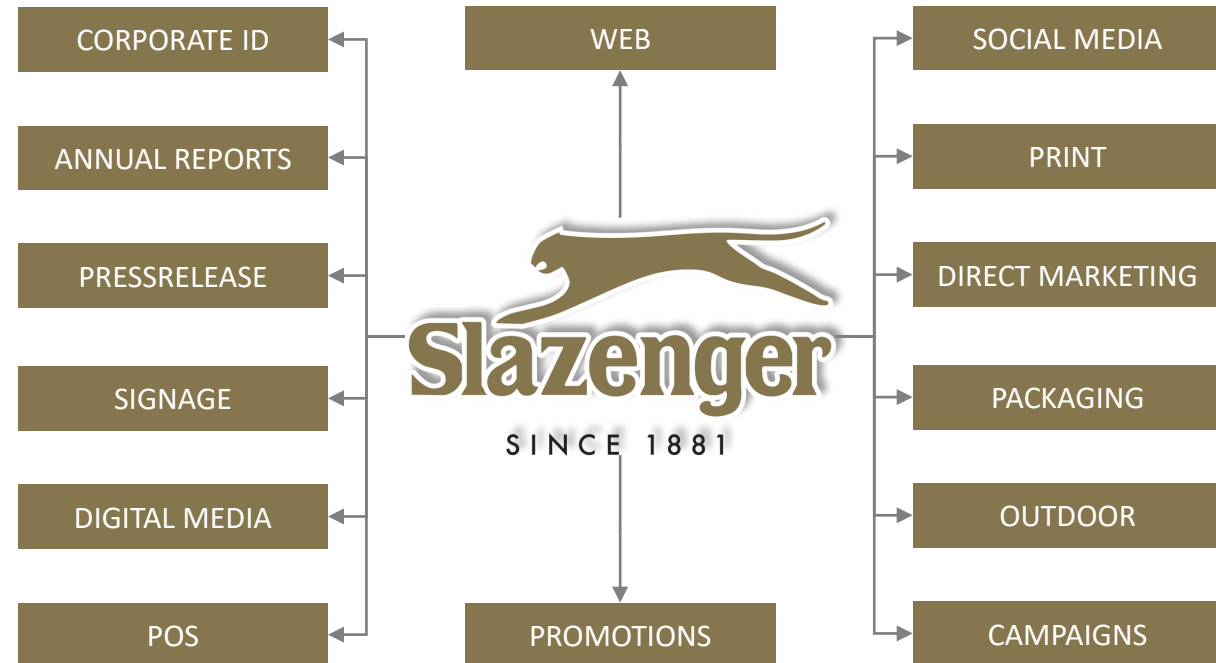
2:3 - BRAND PERSONALLITY



BRAND STRATEGY

2:2 TOUCHPOINTS

In order to be efficient and powerful in our brand, we need to communicate in a clear, consistent manner through all of our touchpoints.

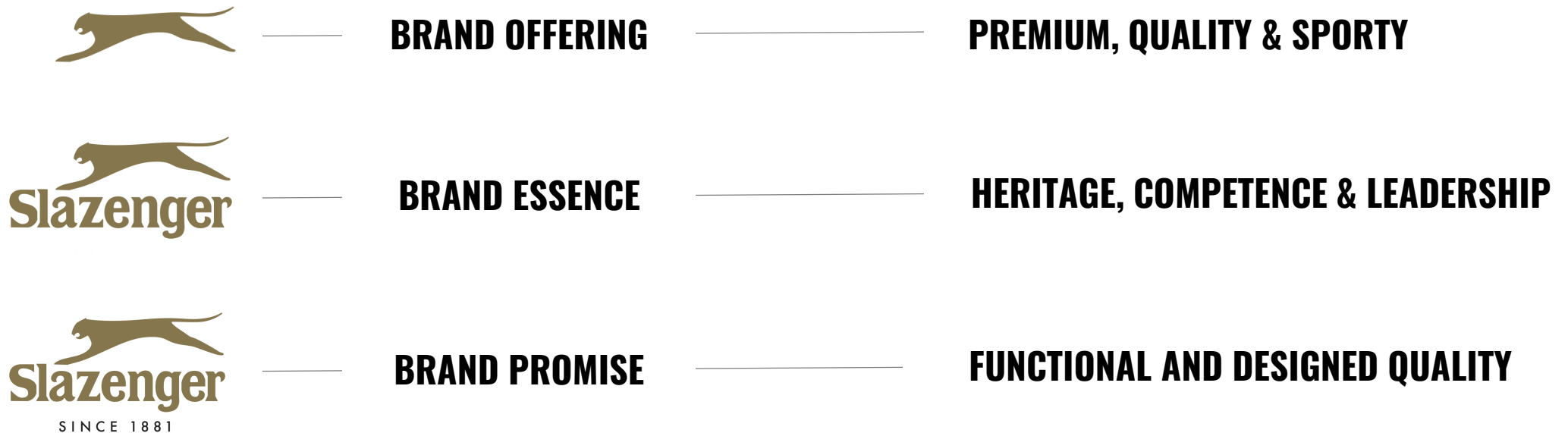




BRAND STRATEGY

2:2 BRAND PROMISE

Slazenger 1881 offer our customers unparalleled service backed by generations of industry leadership. We deliver this through our commitment to performance and quality and an emphasis on strong company values. We promise “Functional and designed quality”.



BRAND STRATEGY

2:3 BRAND PERSONALLITY

Our brand personality defines our voice and image.

The brand is described in human terms because the personality needs to resonate with the people delivering the brand, as well as those experiencing it

ENERGETIC PROFESSIONAL STRONG PREMIUM CARING
FAST POWERFUL EFFICIENT FUN
DRIVEN ORGANIZED FLEXIBLE
STYLISH CELEBRATING SPORTY FASHION
-ABLE COMPETATIVE
TRUSTED EXPANDING
EXPERIENCED ADAPTABLE LEANING FORWARD

BRAND TONE

3

BRAND TONE

Communication is a very important aspect of any brand.

The way we communicate sets the tone for how our audience feels about us.

Not only will customers have a clear idea of what Slazenger 1881 stands for, but they will also be able to easily connect to our brand.

3:1- EXPRESSING THE MESSAGE

3:2 - NAME AND TAGLINE



BRAND TONE

3:1 EXPRESSING THE MESSAGE

Our tone consists of both messaging and voice.

These two communication aspects come together to create an effective strategy when speaking to our customers and fans.

We have a goal to create clear and consistent messaging that reflects our brand personality

What is our tone?

Our tone is what makes our personality stand out.
The tone that we use to express our message should be:

DIRECT

STRONG

CLEAR

ENGAGING

PROFESSIONAL

ENTHUSIASTIC

POSITIV

RESPECTFUL

CONSISTENT

FOCUSED

POWERFUL

MODERN



BRAND TONE

3:2 BRAND NAME AND TAGLINE

OUR NAME

SLAZENGER 1881 is an extension of the parent brand SLAZENGER. The extension 1881 is a celebration to the birth of the company.

This tribute is an essential ingredient in all we do, including everything from fabrics to business cards and everything in between.

OUR TAGLINE

“CELEBRATING THE FUTURE WITH RESPECT FOR THE PAST”

We don't use a regular payoff due to the complexity of the logotype, with already 3 elements.

But sometimes it can be useful to add the tagline to make it extra clear. Typically used when there is no, or limited, space for description copy.



BRAND VISUALS

4 BRAND VISUALS

Now that we understand the essence of the Slazenger 1881 brand, we must also understand the specifics that build the base for it.

Without the specifications that follow, we would not be able to create a modern and powerful brand

4:1 - LOGO

4:2- LOGO VARIABLES

4:3 - LOGO DONT'S

4:4- FONTS

4:5 - COLORS

4:6- USING PHOTOS





BRAND VISUALS

4:1

LOGO

MAIN LOGO 1

The logo is the embodiment of decades of tradition, coupled with celebration to the heritage of a magnificent sport legacy. It should be used consistently to foster brand awareness.

Main logo 1 to be used on white or bright backgrounds
(shadow effect to visualize white border)

MAIN LOGO 2

To be used on black or dark backgrounds





BRAND VISUALS

4:2 LOGO VARIABLES

If possible, use the 2 main logos (top row) for all occasions. If needed there are variables to support the need for unique use.

Use of variables must be checked and validated with representative from Slazenger AB prior to use

Whether it's on a sweater, a bag, merchandise, online, or in other media the Slazenger 1881 logo is adaptable to any situation.

These are the logo variables.





BRAND VISUALS

4:3 LOGO DONT'S

The Slazenger 1881 logo should always be used in its approved format. It should never be modified. Altering the logo weakens the integrity and consistency of the brand.

Here are examples of what not to do with the logo. Needless to say; never alter colors/fonts or wording.

If you have any concern regarding usage please consult with a representative from Slazenger AB.



Do not squeeze



Do not stretch



Do not overlap anything over logo



Heritage and history

Do not use as part of sentence



Do not skew



Do not crop any part of the logo



BRAND VISUALS

4:4

FONTS

The Slazenger 1881 fonts should be used at all times if possible.

Slazenger 1881 use OSWALD BOLD in uppercase as headline font. And LATO REGULAR normal case as body text font.

It should be used in all materials to maintain consistency in our messaging and branding.

When not possible; Headline font is replaced with ARIAL BLACK and body text with CALIBRI.

If you have any concern or questions regarding fonts, please contact a representative at Slazenger AB

FONTS

OSWALD BOLD
OSWALD BOLD
OSWALD BOLD
1234567890

Lato regular
Lato regular
Lato regular
1234567890

REPLACEMENT FONTS

ARIAL BLACK
ARIAL BLACK
ARIAL BLACK
1234567890

Calibri
Calibri
Calibri
1234567890



BRAND VISUALS

4:5 COLORS

Consistent use of the Slazenger 1881 brand colors will ensure consistency of the brand across all mediums. The brand colors should be utilized across all messaging mediums without exceptions. Secondary colors only used as accent

PRIMARY COLORS

BLACKISH.
#222222
RGB: 34, 34, 34
CMYK: 74, 64, 60, 78

WHITE.

EMERALD GOLD.
#86764e
RGB: 134, 118, 78
CMYK: 41, 40, 68, 28

SECONDARY COLORS

WIMBLEDON GREEN.
#006633
RGB: 0, 112, 51
CMYK: 90, 30, 95, 30

BURGUNDY.
#692929
RGB: 105, 41, 41
CMYK: 36, 85, 68, 53

BRAND VISUALS

4:6 PHOTOS AND PICTURES

Our photos and images should convey the history and a premium feeling for which Slazenger 1881 has become well known. Our images should reflect our long commitment to sports and the strong relationship with top athletes.

Attention: All image pictures used needs to carry the correct user rights for the occasion

IMAGE PICTURES (BLACK & WHITE)



PRODUCT PICTURES (COLOR OR B/W)



BRAND EXECUTION

5 BRAND VISUALS

Establishing a strong and consistent first impression is very important in reflecting a premium brand.

In this section we will explore how our brand is executed throughout our Products, Sales material, POS, Advertising and Online

5:1 - PRODUCTS

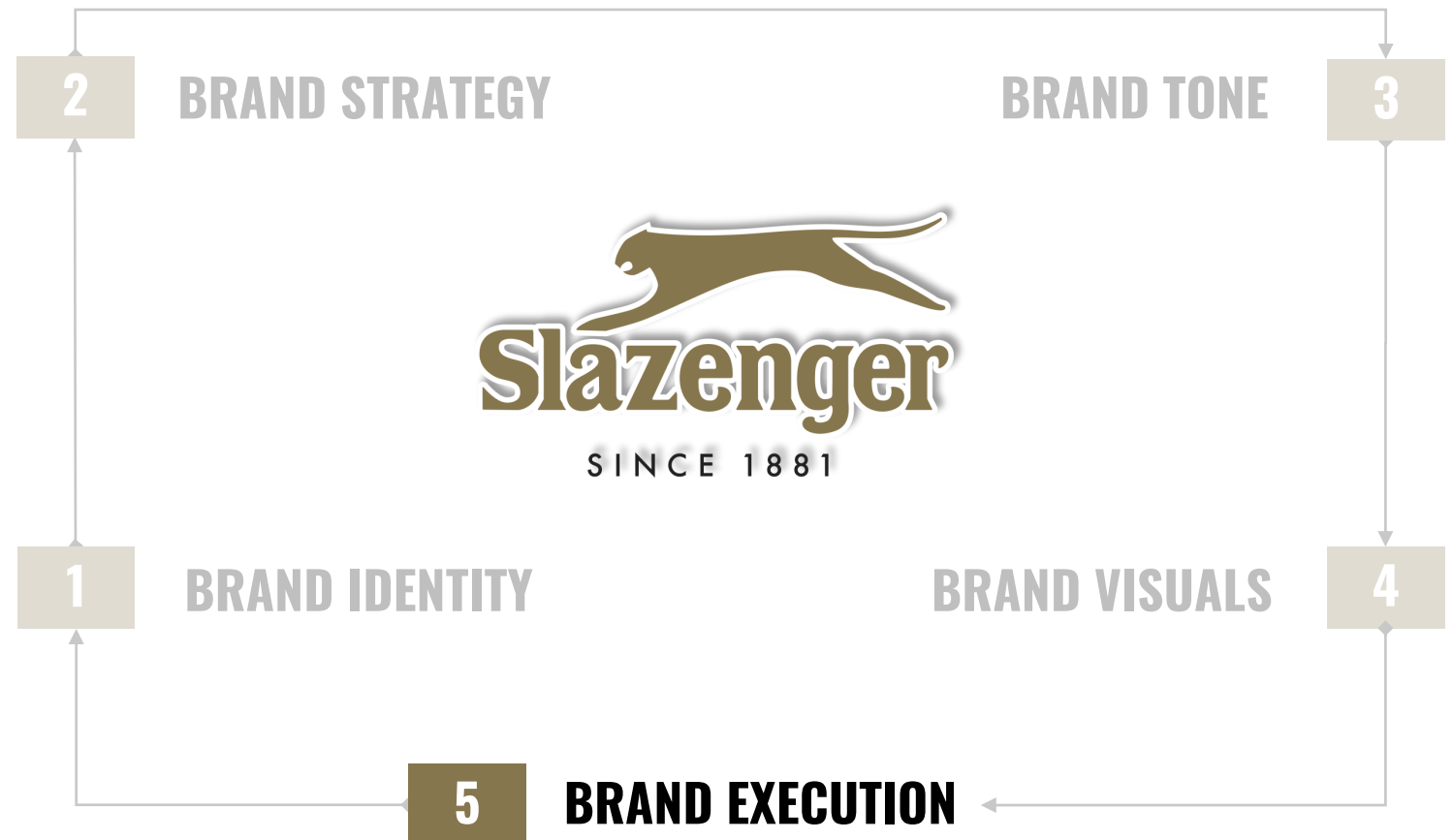
5:2 - SALES MATERIAL

5:3 - POS

5:4 - ADVERTISING

5:5 - SOCIAL MEDIA

5:6 - WEB



BRAND VISUALS

5:1 **PRODUCTS**




BRAND VISUALS

5:2 SALES MATERIAL - WORKBOOKS



GREYSON V-NECK

SLAZENGER 1881 / FW2020 / LIFESTYLE, GOLF



SEK 999


CLASSIC V-NECK SWEATER IN 100% MERINO WOOL

Composition: 100% Merino Wool
Category: Lifestyle, Golf
Sizes: Mens: S, M, L, XL
Delivery: 15 AUG 2020

AVAILABLE COLORS:


- Dark Navy
- Burgundy
- Black
- Grey Melange

SLAZENGER 1881 FALL / WINTER COLLECTION 2020



JACK COTTON POLO

SLAZENGER 1881 / FW2020 / LIFESTYLE, GOLF



SEK 699


CLASSIC COTTON PIQUE IN 100% COTTON - FANTASTIC FIT

Composition: 100% Eco Cotton
Category: Lifestyle, Golf
Sizes: Mens: S, M, L, XL
Delivery: 15 AUG 2020

AVAILABLE COLORS:

- White
- Black
- Burgundy
- Navy
- Army Green

SLAZENGER 1881 FALL / WINTER COLLECTION 2020





BRAND VISUALS

5:3

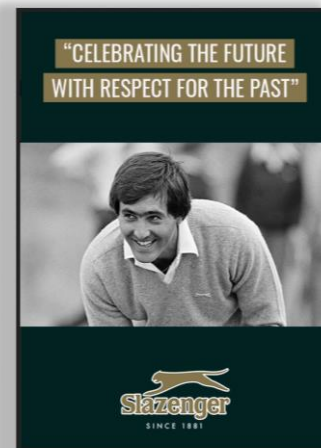
POS



ROLL-UP



POSTERS

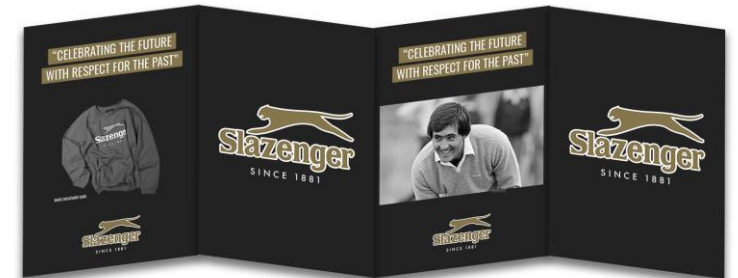


BEACHFLAG

STICKERS



BOX



C5 FOLDER/STANDEE

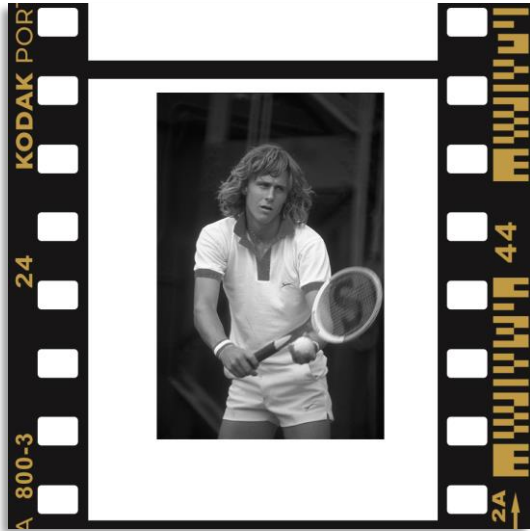
BRAND VISUALS

5:4 ADVERTISING



BRAND VISUALS

5:5 SOCIAL MEDIA



BRAND VISUALS

5:6

WEB

