



**BSV**  
SPORTS VENTURES



## **BSV Sports Venture**

Brand Guide line - //2021

Logo design and brand identity for BSV Sports, A professional tournament organiser and sports equipment making brand created to inspire best in people. Providing their customer sports equipment and a platform to reshape their body and future. The aim was to design a professional brand identity with a modernity minimalist, and memorable look, targeting motivated who are eager to achieve and reach their fitness goals and live a healthy life.

## **Project Scope**

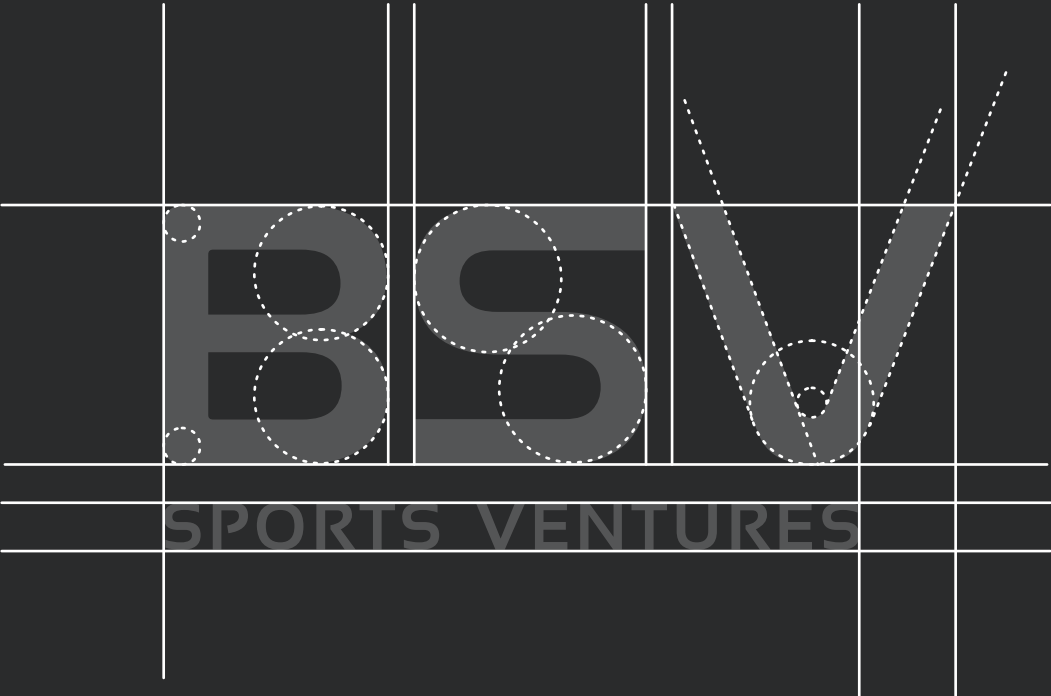
Logo Design - Brand Design

## **Industry**

Fitness and Sporting Goods

# Original Typeface

(Sharp & Edgy)



The above wireframe represents the golden ratio and alignment of the Logo

# Modification

(Smooth & Flawless)



By joining all the letters to make it flawless and smooth, letter 'S' started to symbolise the continuous laps of the field i.e. one stop solution for all **S**ports related events etc.

# typeface

Nasalization (for BSV)

**ABCD**

abcdefghijklmno  
pqrstuvwxyz

Sansation (for Sports Venture)

**ABCD**

abcdefghijklmno  
pqrstuvwxyz



# #f8623

## Primary Color

The color Peach has a blend of orange, yellow and white. The neutrality of the white softens the otherwise warm and bright yellow and orange of this color. Peach in designs feels comforting, evoking a sense of warmth, joy, and youthfulness.

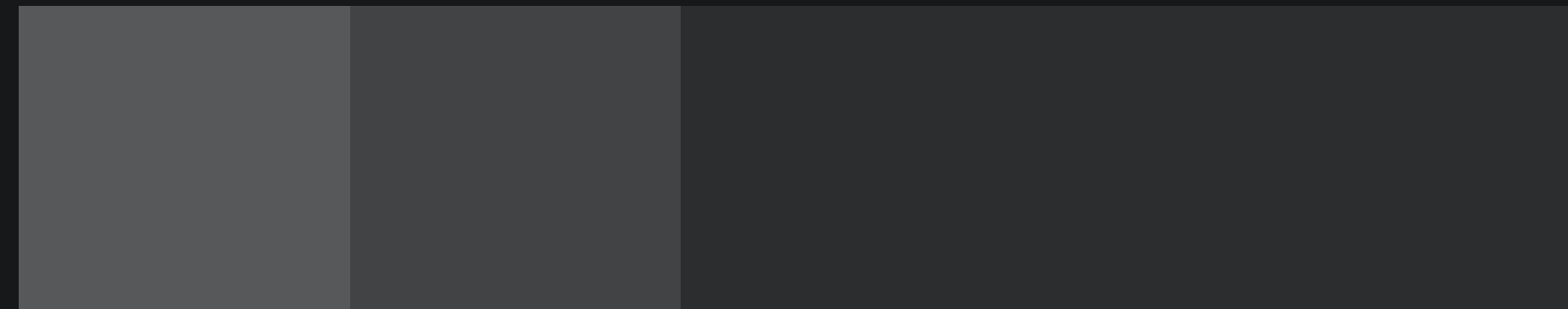
It also helps the brand to stand out in the competitive market



# #575859

## Secondary Color

Black is a classic colour used to contrast and balance other elements. On its own, the colour black represents timeliness, luxury, and value. It is also a bold colour that many of the brands, including sports, use to convey **elegance and power**







**Sports Event  
Management**



**Venue  
Booking**



**Sports  
Coaching**



**Talent  
Management**



**Sports  
Goods**



**Sports  
Tourism**





# Product **MOCKUPS**

All Mockups are created for  
Visual Purposes only\*

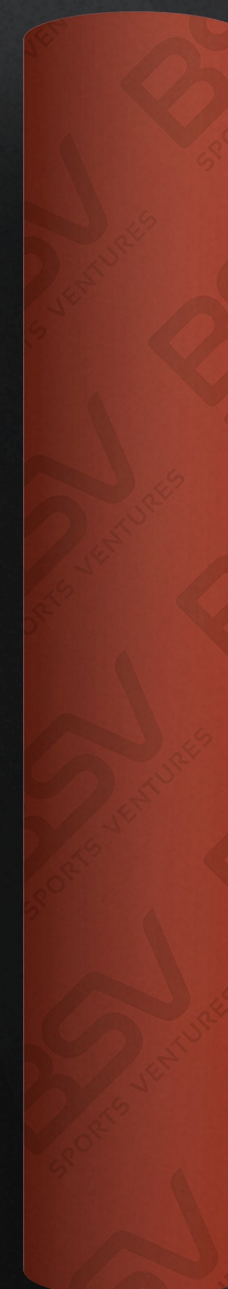
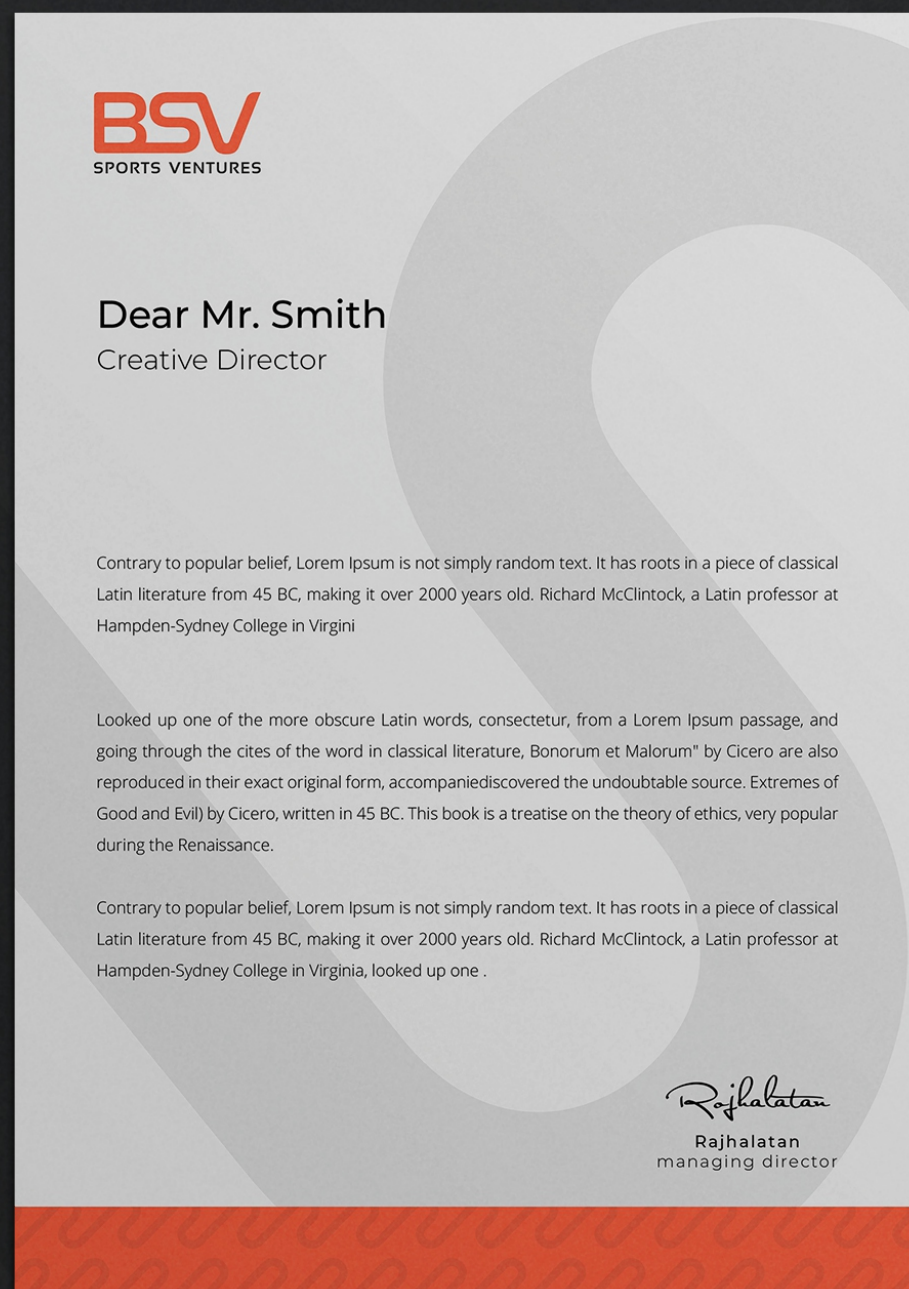




## Trifold Brochure







## Letterhead with File Folder





## Round Corner Visiting Card

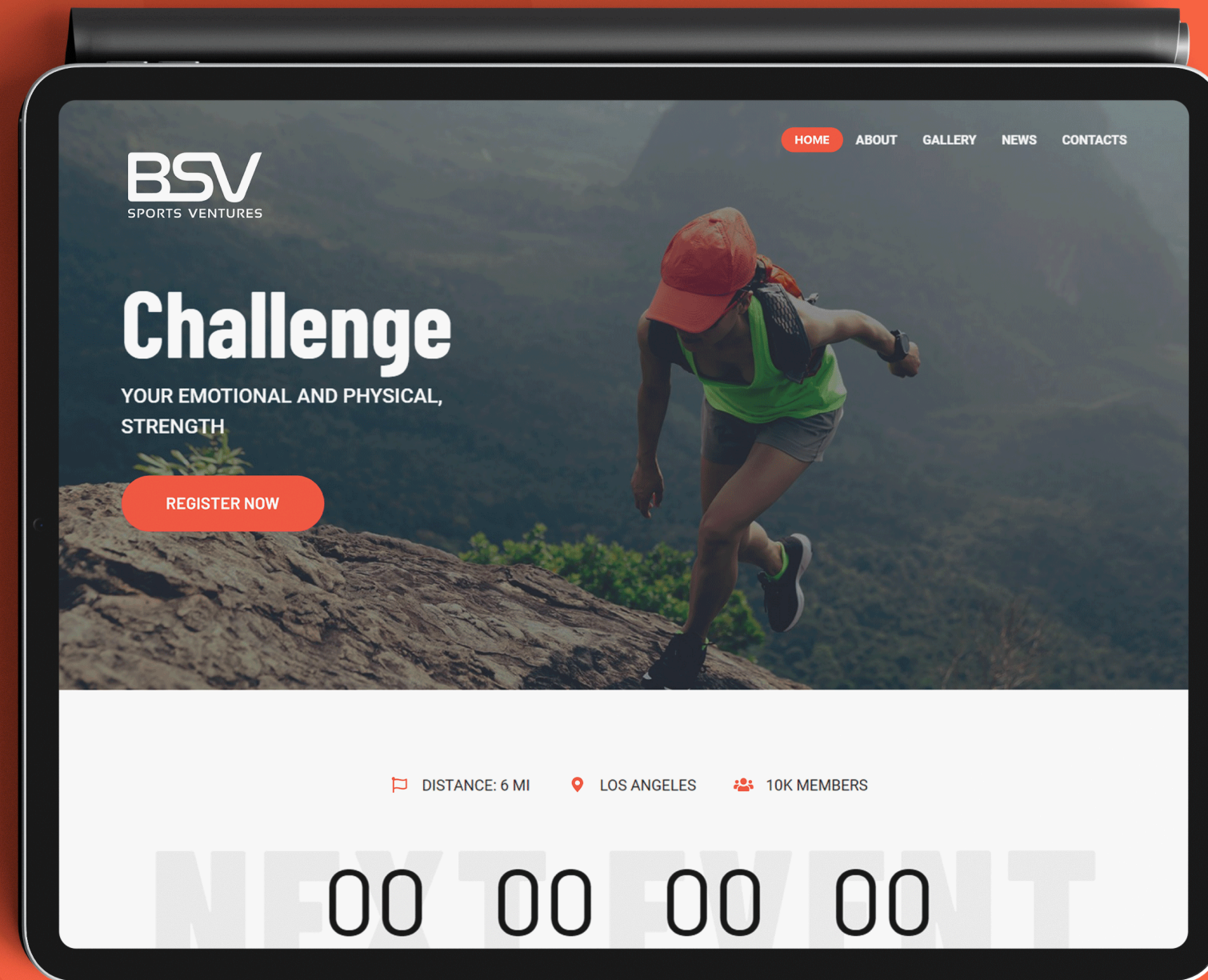


# Journal with Envelope





# Demo Website with User Interface





# Brand Guideline as a Magazine Print





# Social Media Carousel AD

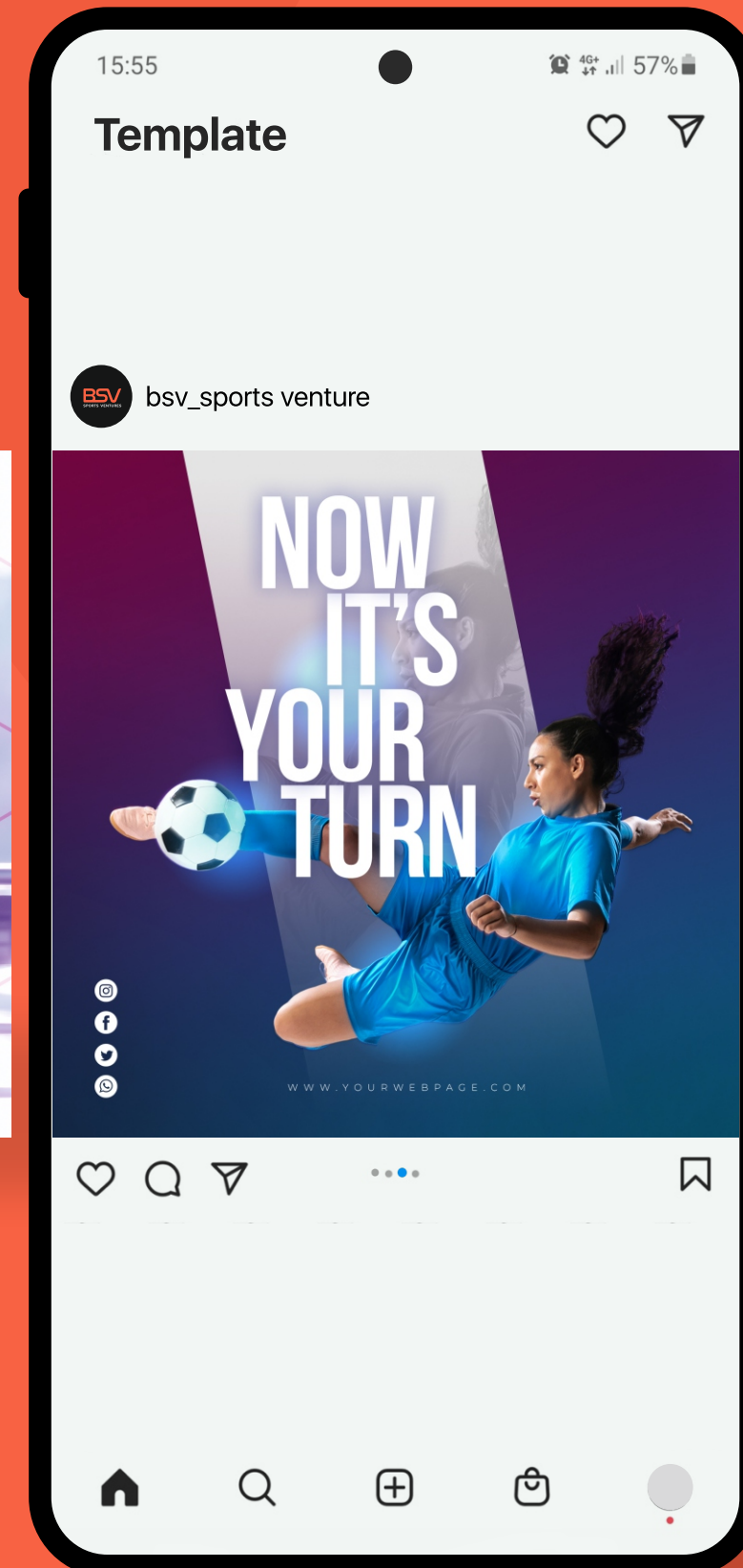
O1



O2



O4





## Realistic Bill Board for Marathon AD







**Realistic Billboard**  
with File Folder





**T Shirt**  
for Participants



