



2021-2022 PARTNER STYLE GUIDE

Your comprehensive guide to advertising and promoting your sports programming to best connect with your community.



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Welcome to our Partner Guidelines!

We want to make it easy for you to connect with your community and promote your league by utilizing the Upward Sports brand most effectively.

These guidelines are a continuation of our commitment to strengthening our partnership and building on the success we have together and will help you set the foundation for your program by correctly positioning the Upward Sports Experience and why that makes your program different from the rest. Having a consistent approach to marketing plays a vital role here. As our partner, you are authorized to use the Upward Sports logo(s) for your communications. This clearly sets you apart from the competition, reinforcing to your community that you are a trusted partner.



Upward Sports programming focuses on building a healthy competitive spirit as well as encouraging & inspiring players to look ahead to their own personal journey with excitement and energy. Recreation athletes discover their skills and love of the game, and work to fully understand how sports help them develop the vital skills they'll need to succeed in whatever they do.



The Brand

The purpose of these guidelines is to enable our Partners to use the brand appropriately and with the proper color palette.

We are very proud of what our brand represents and by following these guidelines as closely as possible, you can be sure the logo will always support your mission in the most professional and complementary way. Our logo is the combination of a simple and modern logotype with an integrated star icon.

Corporate Brand Mark

The Corporate Brand Mark is the visual centerpiece of the Upward Sports identity. It consists of the stylized design mark with the star icon. The design mark should never exist without the icon.



The “star” icon in the logo is typically shown in white, as it denotes Christlikeness, and is representative of the main objective behind the Upward Sports Experience for everyone involved. The examples shown throughout these guidelines are given to you as our best recommendation, but we want you to feel empowered to incorporate our logo and brand as it bests fits your own.

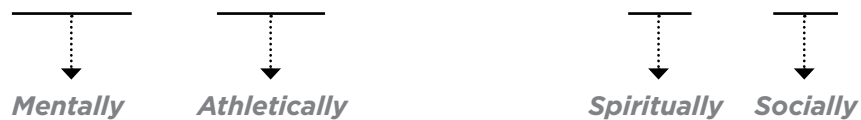
Competitive Advantage

Promoting the Upward Sports' competitive advantage in your conversations and on social media will help your program offering stand apart from others and increase your effectiveness in the community.

While other youth programs may offer some of the same products and services that we do, one thing that is unique to Upward Sports is training the whole athlete, which encourages athletes to excel both on and off the court/field. The Upward Sports Experience grows as you grow, with an increasing emphasis on exemplifying the spirit of sport and of Christ. Our comprehensive approach is never without purpose, helping young athletes discover and develop the skills they need to perform at the highest level.

LUKE 2:52

And Jesus grew in wisdom and stature, and in favor with God and man.



Mentally

Make wise decisions



Spiritually

Embrace life's purpose



Athletically

Improve physical abilities



Socially

Foster healthy relationships

Sport Logos

Promote your programming in the community by using the sport specific logos that more clearly identify the recreation program(s) your church is offering.



Basketball



Flag Football



Soccer



Cheerleading



Volleyball



Baseball **COMING 2022**



Softball **COMING 2022**

Church Logos

Because it is nationally recognized, our brand can be very helpful in attracting participants. Your church/organization name, city name or sports name can be centered underneath the Upward Sports logo and stacked (if necessary for readability) in a sans serif font - showing the partnership you have with us.

“Red Rock Community Church” to the right is shown in the font Eurostile and looks great with our logo. If not available, a similar font would work just as well!



Boilerplate Copy

This description can be used on communication such as press releases and official communication that require a corporate description of the organization as your share about your sports ministry to the community.

Founded in 1995 out of a church in Spartanburg, South Carolina, founder Caz McCaslin had a passion for sports and a deep desire to reach his community. He created a sports experience, that met the unmet needs of children and their families, focused on the sports experience and sharing the love of Jesus Christ. This vision for one community quickly grew into a team of individuals committed to supporting churches everywhere to maximize their unique resources and personalities to serve and meet the needs of their communities.

Today, there are over 2,800 Upward sports experiences across the U.S. serving hundreds of thousands of young athletes playing basketball, soccer, cheerleading, volleyball and flag football. What began as a local, recreational basketball league focused on reaching the surrounding community with the message of Jesus Christ has grown into a nationwide movement helping churches use sports to engage their local communities with the gospel.

Color

When placing the Upward Sports logo on an image, color or pattern, it is important to consider if there is enough contrast between the logo and the background. The logo should not be placed on backgrounds that distract from or compete with the logo.

The examples below demonstrate the suggested use of the logo on various backgrounds that best maintain its readability. Color may be important, but without being able to read the logo, it means nothing. Please take care that each part of the logo is visible.



Theme

Every year, we refresh our sports programming material in order to provide our partners (you!) with a new and exciting visual experience to reach your community in the most engaging way. These help provide energy and excitement for your program.

Depending on when your sports ministry began, the following is a brief overview of each theme available and how it can support you across multiple platforms.

2021-2022 Theme:

Red grunge with black edge tear;
b/w background imagery with high
contrast hero images.

Main Color



Accent Color

Fonts

When used consistently, fonts unify messaging and create familiarity. These fonts change as we refresh the theme to implement current and modern design trends. This helps keep your sports offering new and fresh each year in your community.

DIN 1451 Std

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

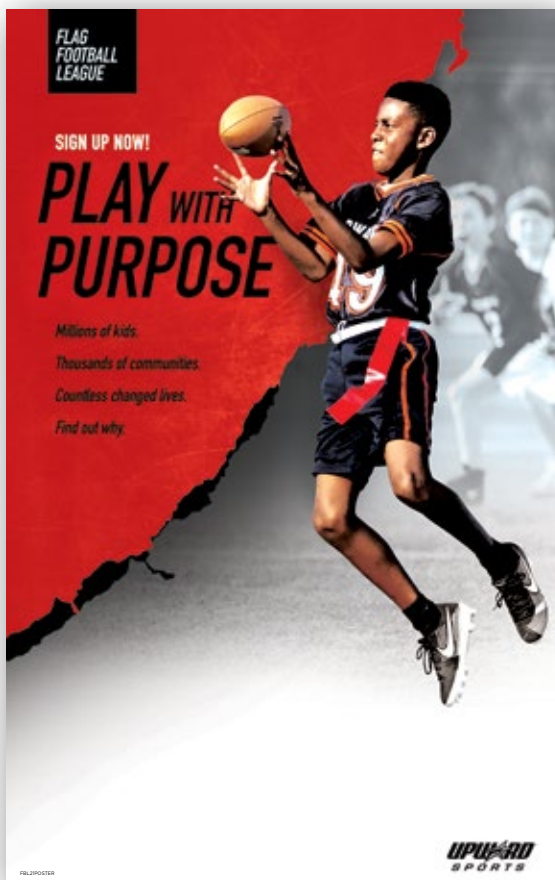
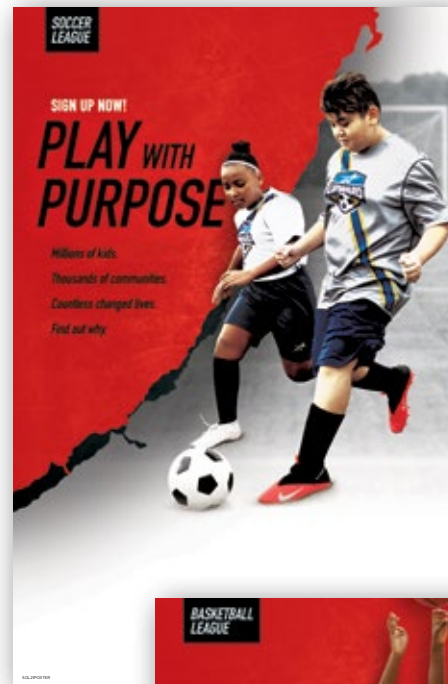
OPEN SANS

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz

Advertising materials

available on MyUpward.org:

- » Posters
- » Promo Cards
- » Postcards
- » Flyers
- » and more!





JOIN YOUR LOCAL
FLAG FOOTBALL LEAGUE!

Enjoy organized practices, learning skills, and game day with healthy competition and fun!

DATE	First Last Name
ADDRESS	Address Line 1
WEBSITE	Address Line 2

