



Ecosystem & Brand Architecture

Brand Guidelines

Version 1.2 WIP

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MASTERBRAND



Understanding our brand

Who we are

Our purpose

What we do

Brand pyramid

Brand architecture

Brand ecosystem

Who we are:

IMG Academy is a purpose-driven brand that supports and empowers all student-athletes to reach their full potential to achieve success.

Our purpose:

To empower student-athletes to win their future.

What we do:

We are the world leader in student-athlete holistic development, education, college recruiting and placement, with an inter-connected suite of in-person and digital products and services proven over decades to maximize potential.

At our core, we believe sport is a platform and vehicle for learning some of life's most important lessons. Our unique, holistic developmental approach draws upon the combined benefits of academic and sport excellence for instilling skills and habits of success for today, tomorrow and beyond. We offer trusted skill development, education, expert guidance and mentorship to student-athletes throughout their journey.

We believe winning means forever striving, always reaching and never being satisfied in the pursuit of continuous learning to maximize one's potential.

MASTERBRAND PYRAMID

This is the IMG Academy brand pyramid.

It is a strategic summary and north star that encapsulates how we differentiate our brand, encompasses what we stand for and demonstrates what we provide to the consumer. This should set the tone for a distinctive identity in the marketplace.



IMG Academy is made up of a suite of on-campus and digital products and services.

In 2021, IMG Academy acquired NCSA and launched IMG Academy+ — and with that, decided to refresh the brand architecture of IMG Academy as a masterbrand.

The following sections of this guide aim to clearly articulate the product, sub-brand and endorsed brand positioning.

IMG ACADEMY ECOSYSTEM

This is our IMG Academy ecosystem.

This is not a visual representation of how these will come to life, but shows the IMG Academy ecosystem as a whole. Our brand architecture — a branded house — includes our complete set of offerings for the elite and aspiring student athlete.



CORE SUB-BRANDS



SECONDARY SUB-BRANDS



PRODUCT CATEGORIES

Sport Camps

Adult Camps

Groups & Events

Pro & College Training

Online Coaching

College Recruiting Services

**Future of brand currently being explored*



Core sub-brands

IMG Academy (Boarding School)

IMG Academy+

NCSA



CORE SUB-BRANDS

BRAND



IS

The world's most prestigious academic, athletic and personal development preparatory academy

FOR

Student-athletes ages 12-19 and their families

THAT

Provides the foundation for student athletes to maximize their potential

BECAUSE

IMG Academy has everything a student-athlete needs for growth and development on one campus

REASONS TO BELIEVE

A holistic approach to development backed by 40+ years of proven experience

Expert instruction across all forms of education

A diverse community of like-minded student-athletes that motivate and support each other

Professional-grade training facilities

CORE SUB-BRANDS

BRAND



IS

The digital extension to
IMG Academy offering
online coaching

FOR

Student-athletes ages 8-18 and
their families

THAT

Allows more student-athletes
around the world to access IMG
Academy's renowned coaching
and training programs

BECAUSE

Of its ease of access anywhere
in the world

REASONS TO BELIEVE

Customizable and
personalized delivery

Expert instruction

Approach to development
modeled after the proven
success of IMG Academy

CORE SUB-BRANDS

BRAND



IS

The college recruiting service

FOR

Parents of student-athletes (and student-athletes) ages 14-18

THAT

Gives ultimate confidence their student athlete will have the best chance of a successful recruiting journey

BECAUSE

NCSA has the network, tools and experience to identify and connect each student-athlete with right-fit schools

REASONS TO BELIEVE

#1 recruiting platform with the widest exposure to college coaches, democratizing access to coaches

Best-fit matching recommendations

Personalized coaching to guide student-athletes through the recruiting process



Secondary sub-brands

IMG Institute

Legacy Hotel at IMG Academy

IMG Academy Golf Club

NCSA Team Edition

NCSA Coach Packet



SECONDARY SUB-BRANDS

BRAND



IS

An industry leader in
human and organizational
performance

FOR

Business executives, professionals
and corporate retreat planners

THAT

Utilizes the same core approach
to development proven to work for
athletes at IMG Academy and shaped
for the modern business world

BECAUSE

It provides a more impactful
and dynamic alternative to other
corporate training and retreat
venues and services

REASONS TO BELIEVE

Fully customizable
programming options

Tangible and actionable
outcomes and results

An inspiring and
motivating venue

Knowledgeable and
engaging instructors

SECONDARY SUB-BRANDS

BRAND

LEGACYHOTEL
AT IMG ACADEMY

IS

A contemporary boutique
lifestyle hotel

FOR

Campus and area visitors

THAT

Offers modern luxury
without pretentiousness

BECAUSE

The hotel sits adjacent to
the IMG Academy campus,
offering the ultimate
convenience for visitors

REASONS TO BELIEVE

Premier services and
amenities, including the Icon
Eatery & Bar

Steps away from IMG
Academy campus

Minutes away from some of
the nation's top beaches

SECONDARY SUB-BRANDS

BRAND



GOLF CLUB

IS

A championship-level 18-hole course and clubhouse

FOR

Local golfers ages 35+

THAT

Offers options for memberships, transient golfers and groups / events

BECAUSE

Of the volume of golfers in the local area, region and state

REASONS TO BELIEVE

Adjacent to IMG Academy campus and with views of Sarasota Bay

The home course of IMG Academy student-athletes

**Future of brand currently being explored*

SECONDARY SUB-BRANDS

BRAND



IS

The recruiting platform

FOR

Youth Coaches (Club, High school)

THAT

Makes helping your team navigate the college recruiting process convenient and easy

BECAUSE

NCSA has the best visibility capabilities and largest network of college coaches

REASONS TO BELIEVE

#1 recruiting platform with the widest exposure to college coaches, democratizing access to coaches

Best-fit matching recommendations

Personalized coaching to guide student-athletes through the recruiting process

SECONDARY SUB-BRANDS

BRAND



IS

The live event recruiting app

FOR

College Coaches

THAT

Enables college coaches to find the best possible recruits for their roster

BECAUSE

Coach Packet by NCSA is the most convenient and trusted resource available

REASONS TO BELIEVE

20+ years of helping college coaches fill their roster

White-labeled University Athlete product

Largest network of recruits in the world

Digital platform that enables college coaches to scout and connect with recruits at events and from their office

State-of-the-art matching algorithm, player insights, etc.

Hundreds of former college coaches on staff



Product categories & positioning

- Youth Camps
- Adult Camps
- Teams & Events
- Pro Training
- Online Coaching



YOUTH CAMPS

ARE

The industry's best youth sport training and development programs and camps

FOR

Student-athletes ages 8-18 and their families

THAT

Offer customizable programming impactful to all skill levels

BECAUSE

Youth athletes still need to hone their skills and not just compete year-round to get better

REASONS TO BELIEVE

Holistic instruction methodology pulled from the success of our boarding school program that addresses skill, mind and body

Multiple training options and specializations available to match individual goals and needs

Professional-grade facilities

Availability throughout the year to help accommodate schedules

ADULT CAMPS

ARE

Focused on training and improvement

FOR

Active adults ages 35-65

THAT

Focus on skill development

BECAUSE

Many adult athletes still compete at the local and regional level and want to continue improving their game

REASONS TO BELIEVE

Training on the same campus that has produced some of the world's top athletes

Comprehensive and proven training model

All-inclusive campus offers both training and premier accommodations through the Legacy Hotel at IMG Academy

TEAMS & EVENTS

IS

A turnkey training and event venue

FOR

High school, college, professional and NGB coaches and administrators

THAT

Appeals to organizers and event operators

BECAUSE

We offer everything they need (training, accommodations, food) without having to worry about other logistics

REASONS TO BELIEVE

Professional-grade fields and courts

Ideal outdoor training environment/weather

On-campus housing and meal delivery

Meeting spaces and locker rooms

Staffing support

PRO & COLLEGE TRAINING

IS

A training and recovery venue

FOR

Current college and professional athletes

THAT

Delivers coaching, training, injury prevention and rehab services

BECAUSE

We offer everything they need (sport training, athletic therapy, accommodations, etc.) without having to worry about other logistics

REASONS TO BELIEVE

Professional-grade fields and courts

Ideal outdoor training environment/weather

On-campus housing and meal delivery

Proven history of success in developing athletes

ONLINE MENTAL PERFORMANCE COACHING

IS

Mindset coaching for
student-athletes

FOR

Student-athletes ages 8-18 and
their families

THAT

Defines specific performance
objectives and devise tailored,
science-based training plans that
will deliver the desired results

BECAUSE

Of its ease of access anywhere
in the world

REASONS TO BELIEVE

Customizable and
personalized delivery

Expert instruction

Approach to development
modeled after the proven
success of IMG Academy

ONLINE NUTRITION COACHING

IS

Nutrition coaching for
student-athletes and
their families

FOR

Student-athletes ages 8-18 and
their families

THAT

Equips student-athletes and their
families with the knowledge,
resources, support and motivation
to fuel themselves

BECAUSE

Of its ease of access anywhere
in the world

REASONS TO BELIEVE

Customizable and
personalized delivery

Expert instruction

Approach to development
modeled after the proven
success of IMG Academy



Creative expression of our brand

- Logo usage
- Color palette
- Typography
- Digital
- Photography





Logo

LOGO USAGE

Logo Orientation

The logo has two orientations of the logo lockup. Usage should be determined on a case-by-case basis. The monogram, Ascender mark and simplified logo (which is the vertical logo without the Ascender) are used on campus and / or in context with the masterbrand. Examples include uniforms, hats, apparel, digital and signage uses.

The Ascender

The Monogram



Vertical logo

Horizontal logo

With the new brand architecture, we made a slight update to our IMG Academy primary vertical logo. The word "Academy" is now slightly larger - and we are no longer using the old stacked logo moving forward.

LOGO USAGE

Logo Spacing

The space around the logo should be the same as the height of the Ascender on all sides.



Vertical logo spacing guide



Horizontal logo spacing guide

Logo Minimum Size Restrictions

The logo should never appear smaller than the sizes described.

Use the inch measurements for print and the pixel (px) for screen.



0.4" or 50px



Actual minimum size



1" or 121px



Actual minimum size

LOGO USAGE

Logo Application Don'ts

Under no circumstances should you use the logo in the following ways.



DO NOT DISTORT



DO NOT CROP WORDMARK



DO NOT CHANGE COLOR



ENSURE LOGO FIDELITY



ENSURE ADEQUATE CONTRAST



ENSURE FULL OPACITY

LOGO USAGE

APPROVED USE



APPROVED USE



NCSA should always have the Ascender mark

LOGO USAGE

Product Logo Lock-ups

Ascender mark sizing is the consistent constant when locking up primary and secondary product logos.



LOGO USAGE

When our primary marks are used together in layout, make sure they are of equal visual prominence with the Ascender mark appearing at a consistent size in each of the logos. Additionally, adhere to the logo spacing (page 32) convention so that each logo has room to “breathe”.



COLOR PALETTE

PRIMARY PALETTE

Our colors are an integral part of our heritage. They give us our personality. We're bold, competitive, calm, intelligent and confident.

Different hues of blues are the base starting point. Our base starting point is IMG blue. Blue represents consciousness and intellect—the main attributes of a total athlete.

| | | |
|---|---|--|
| Pantone® 2935 C C 100 R 0 M 52 G 85 Y 0 B 184 K 0 HEX 0057B8 | C 0 R 255 M 0 G 255 Y 0 B 255 K 0 HEX FFFFFFFF | C 40 R 0 M 30 G 0 Y 20 B 0 K 100 HEX 000000 |
|---|---|--|

SECONDARY PALETTE

To add more variety, supplement primary colors and broaden the range of possibilities when establishing visual tone.

| | |
|---|---|
| Pantone® 656 C C 12 R 220 M 7 G 227 Y 3 B 235 K 0 HEX DCE3EB | Pantone® 433 C C 80 R 29 M 69 G 37 Y 58 B 44 K 67 HEX 1D252C |
|---|---|

TERTIARY PALETTE

An additional green is added as an accent color. It should only be used for IMG Academy Youth Sport Camps.

| | |
|---|---|
| C 25 R 203 M 0 G 219 Y 100 B 42 K 0 HEX CBDB2A | C 86 R 6 M 49 G 83 Y 0 B 136 K 35 HEX 065388 |
| C 86 R 0 M 49 G 45 Y 0 B 84 K 70 HEX 002D54 | C 10 R 207 M 10 G 202 Y 10 B 200 K 10 HEX CECAC8 |

COLOR PALETTE

Applying Color to Primary Products

The chart gives an approximation of how much each color should appear in the primary IMG Academy, NCSA, and IMG Academy+ visual identity.

The secondary color palette should be used sparingly, as an accent or section background color.

Avoid overusing gradients in primary branding—only when needed for legibility.



COLOR PALETTE

Applying Color to Sport Camps

The chart gives an approximation of how much each color should appear in the Sport Camps' visual identity.





Typography

TYPOGRAPHY

PRIMARY FONT

Trade Gothic Next LT Pro

A sans-serif font which features a large x-height. Trade Gothic is classic, bold, confident, and modern. The typesetting and characters have humanist features that pair well with the slab serif font used in the IMG Academy branding. Trade Gothic provides great legibility in a range of styles and sizes—perfect for every application, large and small. It should always be used for body copy.

Primary Styles

- Regular
- Bold No. 2
- Condensed Bold No. 2

Please do not substitute any other font for the approved IMG Academy typeface.

- Light, Light Italic*
- Regular, *Italic*
- **Bold, *Bold Italic***
- Heavy, Heavy Italic***
- Condensed, Condensed Italic*
- **Bold Condensed, *Bold Condensed Italic***
- **Heavy Condensed, *Heavy Condensed Italic***

TYPOGRAPHY

ALTERNATIVE PRIMARY FONT

Trade Gothic

A sans-serif font which features a large x-height. Trade Gothic is classic, bold, confident, and modern. The typesetting and characters have humanist features that pair well with the slab serif font used in the IMG Academy branding. Trade Gothic provides great legibility in a range of styles and sizes—perfect for every application, large and small. It should always be used for body copy.

Primary Styles

- Regular
- Bold No. 2
- Condensed Bold No. 2

Please do not substitute any other font for the approved IMG Academy typeface.

Light
Light Oblique

- Regular

Oblique

- **Bold No. 2**

Bold No. 2 Oblique

Condensed No. 18

- **Condensed Bold No. 20**

Extended

Bold Extended

TYPOGRAPHY

SECONDARY FONT

Serifa

A slab serif font, this typeface is used to unify our branding and communications. Serifa has a timeless quality which gives it a long shelf life. It's blocky form makes it difficult to read in text, but makes it a solid font for display applications like subheads, signage, identifiers, and directional—specifically on-campus.

Primary Styles

- 55 Roman
- 65 Bold

Please do not substitute any other font for the approved IMG Academy typeface.

45 Light

46 Light Italic

- 55 Roman

56 Italic

- 65 Bold

75 Black

TYPOGRAPHY

ALTERNATE FONT

Helvetica

A sans-serif font that should be used as a substitute when Trade Gothic is unavailable.

Primary Styles

- Regular
- Bold

Please do not substitute any other font for the approved IMG Academy typeface.

Light
Light Oblique

- Regular

Oblique

- Bold

Bold Oblique



Digital

DIGITAL COLOR PALETTE

Our colors are an integral part of our heritage. They give us our personality. We're bold, competitive, calm, intelligent and confident.

Different hues of blues are the base starting point. Our base starting point is IMG blue. Blue represents consciousness and intellect—the main attributes of a total athlete.

| | | | |
|--|--|--|---|
| Primary rgb(0,87,184) #0057B8 | Primary Variant rgb(0,75,159) #004B9F | Primary Variant rgb(0,99,210) #0063D2 | Note Variants used only as needed when UI requires shades |
| Background rgb(255,255,255) #FFFFFF | Background Alternative rgb(221,227,235) #DDE3EB | Background Alternative rgb(245,245,245) #F5F5F5 | Background Alternative rgb(0,87,184) #0057B8 |
| Text rgb(66,66,66) #424242 | Text Alternative rgb(255,255,255) #FFFFFF | Text Alternative rgb(0,87,184) #0057B8 | Note Use text color that provides highest contrast ratio |

| | | | |
|--|---|--|---|
| Button rgb(255,255,255) #FFFFFF | Button Hover brightness(98%) or rgb(250,250,250) #FAFAFA | Note Use button color that provides highest contrast ratio | |
| Button Alternative rgb(0,87,184) #0057B8 | Button Alternative Hover brightness(98%) or rgb(33,84,174) #2154AE | | |
| Button Alternative rgb(221,227,235) #DDE3EB | Button Alternative Hover brightness(98%) or rgb(218,222,229) #DADEE5 | | |
| Button Alternative rgb(66,66,66) #424242 | Button Alternative Hover brightness(98%) or rgb(65,65,65) #414141 | | |
| Button Alternative rgb(222,57,66) #DE3942 | Button Alternative Hover brightness(98%) or rgb(201,70,71) #C94647 | | Note Marketing or Ecommerce conversion CTA only |
| UI On Success rgb(100,184,106) #64B86A | UI On Error rgb(222,57,66) #DE3942 | | UI On Disabled rgb(221,227,235) #DDE3EB |
| UI Form Input rgb(221,227,235) #DDE3EB | | | |

DIGITAL

Passing Accessibility Contrast

| | | | |
|-------------------------------------|--------------------------------------|--------------------------------------|-------------------------------------|
| Black on Blue FAIL | Blue on White PASS | Blue on Black FAIL | Blue on Gray PASS |
| White on Blue PASS | Black on White PASS | White on Black PASS | Black on Gray PASS |
| Gray on Blue PASS | Gray on White FAIL | Gray on Black PASS | White on Gray FAIL |

Evolutionary section as we learn how our products come to life in a digital format

A

Trade Gothic Bold Condensed

All caps

B

Trade Gothic Next LT Pro
Heavy Condensed

All caps

C, E, F

Trade Gothic Regular

Sentence case

Underline links

D

Trade Gothic Bold

Sentence case

Paragraph is left aligned or
centered

Depending on use, there's
flexibility with the headline
font style and size

A **EYEBROW**

B **HEADLINE**

C Subhead

D **Paragraph title**

E Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum a ultricies enim. Etiam porta rhoncus nisl sollicitudin aliquet. Duis magna tellus, faucibus vitae elementum eu, auctor ornare magna. Proin cursus, nulla nec dignissim posuere, nibh lorem condimentum nisl, at elementum ex risus id tortor. Nullam ac justo quis eros imperdiet vehicula. Morbi in commodo lorem.

F [Text link goes here >](#)

THE WORLD LEADER IN SPORTS EDUCATION

Across IMG Academy's available programs and services, our student-athletes fill approximately 25% of all college freshman roster spots annually. Through world-class on-campus and online experiences, IMG helps student-athletes win their future, preparing them for college and beyond.

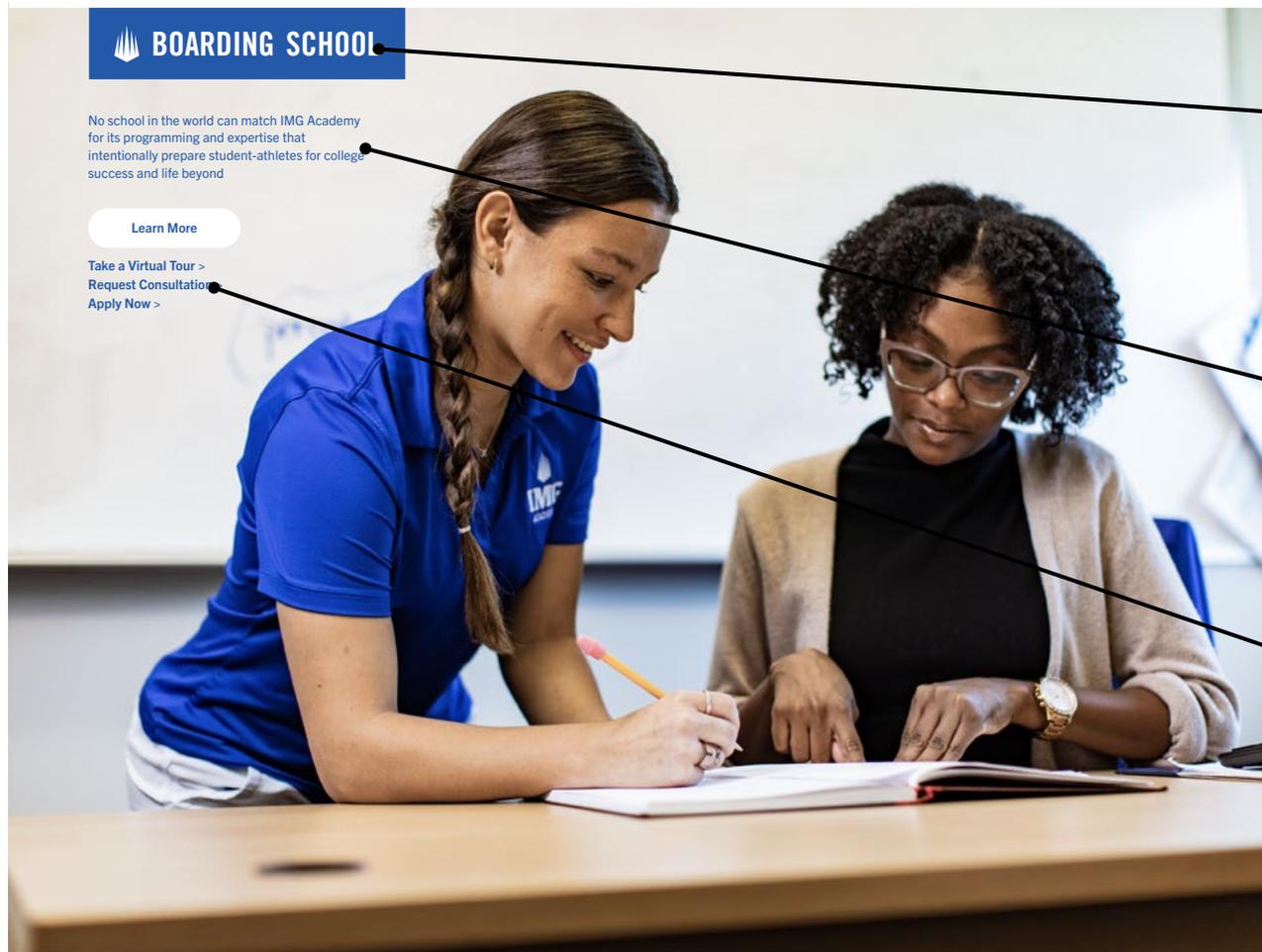
- Boarding School
- Sport Camps
- NCSA College Recruiting
- IMG+ Online Coaching

Trade Gothic Next LT Pro Heavy Condensed

Font Size 125 pt
Leading 120 pt (95%)
Kerning 0 pt

Trade Gothic Next LT Pro Regular

Font Size 30 pt
Leading 36 pt (120%)
Kerning 0 pt



Trade Gothic Next LT Pro Bold Condensed

Font Size 50 pt
Leading 50 pt (100%)
Kerning 0 pt

Trade Gothic Next LT Pro Regular

Font Size 20 pt
Leading 25 pt (125%)
Kerning 0 pt

Trade Gothic Next LT Pro Bold

Font Size 20 pt
Leading 25 pt (125%)
Kerning 0 pt

DIGITAL

BUTTONS

The buttons are pill shaped with title case CTA's. The copy should always stay on one line and the button should increase in width to accommodate longer CTA's.

Red buttons should only be used for lead-driving CTA's.

Pill shaped buttons

288 px Min. Width

72 px Height

36 px Min. Padding

24 pt Font

Title Case



Suggested uses, there's flexibility with the button style and color

Header / Top Navigation

About Us | ShopIMG | Legacy Hotel | Resources

 **On Campus** ▾ **Online Services** ▾ **Contact Us** 

Footer




Contact
West Entrance (Main)
5650 Bollettieri Blvd.
Bradenton, FL 34210
East Entrance
5500 34th St. W
Bradenton, FL 34210
1-833-979-0181
info@imgacademy.com

Links
About us
Careers
Media & brand
Resources
Contact us
ShopIMG
Travel & planning
News
Sponsors
Terms of service

Mobile Apps

IMG Academy+
Mental Performance & Nutrition


NCSA
Athletic Recruiting





Email

DIGITAL

EMAIL

Gradient overlays should be used over imagery to allow the copy to be legible.

IMG ACADEMY

THE WORLD'S MOST DEDICATED STUDENT-ATHLETES

Achieve your full potential at IMG Academy.

[LEARN MORE](#)

BOARDING SCHOOL

Home of the world's most dedicated student-athletes

[Learn More](#)

SPORT CAMPS

The industry's best training and development camp

[Learn More](#)

NCSA
COLLEGE RECRUITING

The nation's largest and most experienced college recruiting network

[Learn More](#)

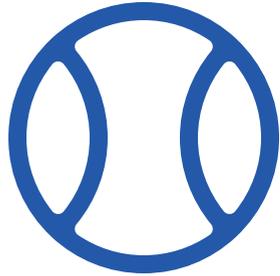
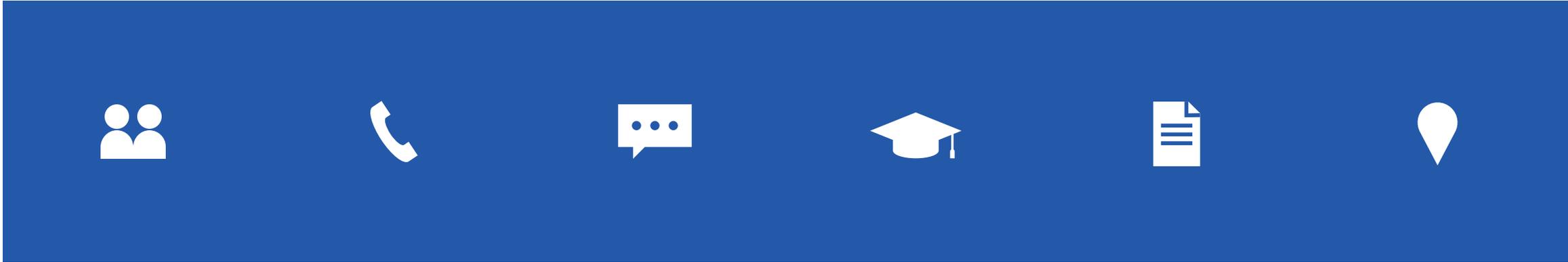
IMG ACADEMY+

1-on-1, group, and on-demand programming in mental performance and nutrition coaching

[Learn More](#)



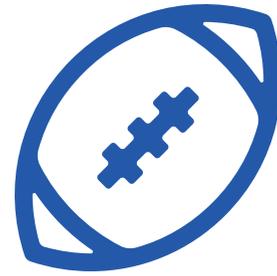
Iconography



BASEBALL



BASKETBALL



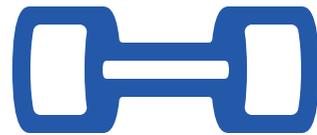
FOOTBALL



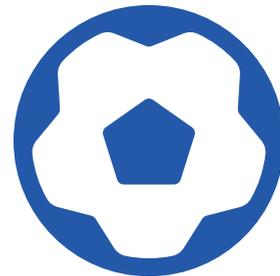
GOLF



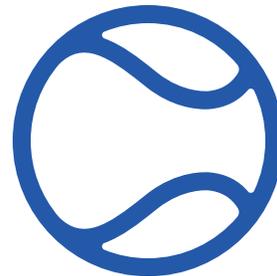
LACROSSE



PERFORMANCE



SOCCER



TENNIS



TRACK & FIELD



VOLLEYBALL



Photography

PHOTOGRAPHY

Action Shots

Aside from showcasing our community, action shots provide an opportunity to highlight teamwork, competitiveness and the focus we're accustomed to. Use wide shots to broaden the perspective and show more surroundings. When possible, use lighting to create drama and intensity of expressions and gestures. When framing a composition, consider lower angles to capture action and intimacy. Coaches, environment, equipment, all can be captured in addition to people in the photo to create a mood.



Any IMG-branded uniform or polo shirt represents the boarding school.

Any IMG-branded training gear and apparel can represent both the boarding school and camp.

NOTE: Be mindful of sponsors. Any sponsor conflict / competition should be cropped or scrubbed from the image.

PHOTOGRAPHY

Face Crops

Use close-ups to dial up the feeling of a moment. When you get close enough to see eyes, facial expressions, beads of sweat, it only adds to the emotion of the photo.



PHOTOGRAPHY

Academic face crops

Use close-ups to dial up the feeling of a moment. When you get close enough to see eyes and facial expressions it only adds to the emotion of the photo.





Ty Sanderson

Creative Services Team Lead

Marketing Dept.

ty.sanderson@img.com

414.801.2493

imgacademy.com

These guidelines are a living, breathing document... If you have any questions about how to use the brand guidelines, where to find elements or any other concerns regarding IMG Academy's brand please contact us for further advice.