



# Ecosystem & Brand Architecture

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**Brand Guidelines**

Version 1.2 WIP

September 2023



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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

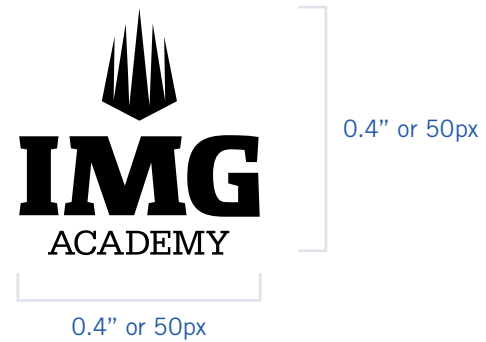


Horizontal logo spacing guide

### 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.



Actual minimum size



 **IMG ACADEMY**

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



**IMG ACADEMY+**



**IMG+**

### APPROVED USE



**NCSA**  
COLLEGE RECRUITING



**NCSA**

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.

<b>Pantone® 2935 C</b> 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 FFFFFF	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.

<b>Pantone® 656 C</b> C 12 R 220 M 7 G 227 Y 3 B 235 K 0 HEX DCE3EB	<b>Pantone® 433 C</b> 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 IMGA 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	Primary Variant	Primary Variant	Note  Variants used only as needed when UI requires shades
rgb(0,87,184) #0057B8	rgb(0,75,159) #004B9F	rgb(0,99,210) #0063D2	
Background	Background Alternative	Background Alternative	Background Alternative
rgb(255,255,255) #FFFFFF	rgb(221,227,235) #DDE3EB	rgb(245,245,245) #F5F5F5	rgb(0,87,184) #0057B8
Text	Text Alternative	Text Alternative	Note  Use text color that provides highest contrast ratio
rgb(66,66,66) #424242	rgb(255,255,255) #FFFFFF	rgb(0,87,184) #0057B8	

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

## DIGITAL

### Passing Accessibility Contrast

<b>Black on Blue</b> <b>FAIL</b>	<b>Blue on White</b> <b>PASS</b>	<b>Blue on Black</b> <b>FAIL</b>	<b>Blue on Gray</b> <b>PASS</b>
<b>White on Blue</b> <b>PASS</b>	<b>Black on White</b> <b>PASS</b>	<b>White on Black</b> <b>PASS</b>	<b>Black on Gray</b> <b>PASS</b>
<b>Gray on Blue</b> <b>PASS</b>	<b>Gray on White</b> <b>FAIL</b>	<b>Gray on Black</b> <b>PASS</b>	<b>White on Gray</b> <b>FAIL</b>

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

## BOARDING SCHOOL

No school in the world can match IMG Academy for its programming and expertise that intentionally prepare student-athletes for college success and life beyond

[Learn More](#)

[Take a Virtual Tour >](#)  
[Request Consultation >](#)  
[Apply Now >](#)

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

## 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 accomodate 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





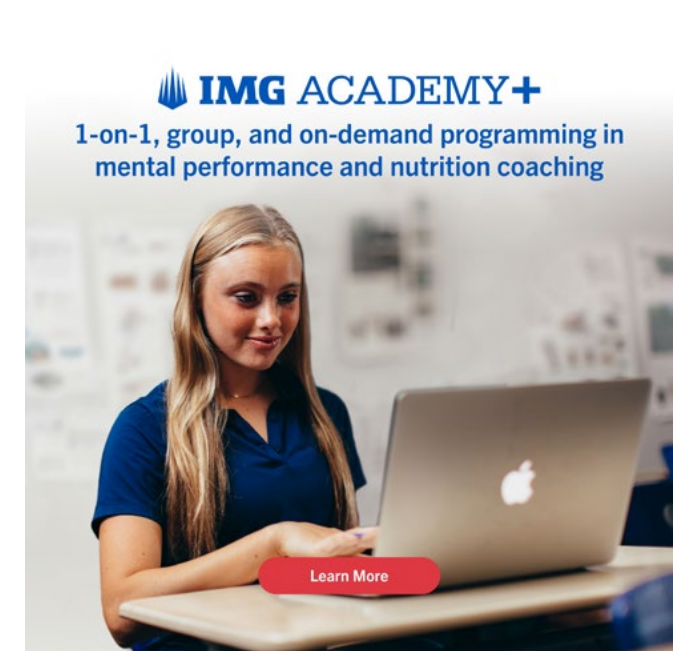
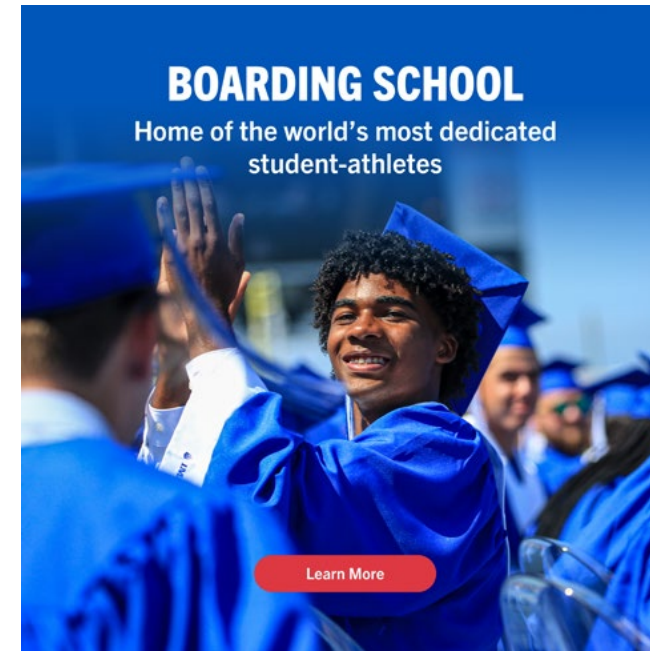


Email

## DIGITAL

### EMAIL

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





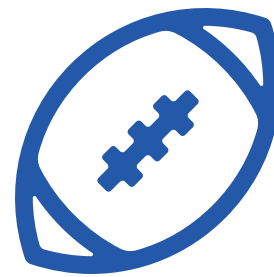
# Iconography



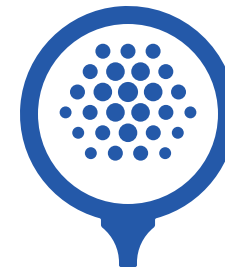
**BASEBALL**



**BASKETBALL**



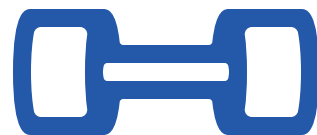
**FOOTBALL**



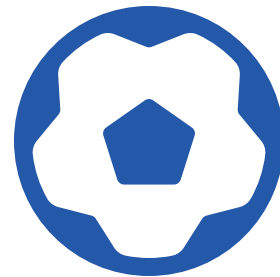
**GOLF**



**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.*

### 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](mailto:ty.sanderson@img.com)

414.801.2493

[imgacademy.com](http://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.