



TPH BRAND STANDARDS



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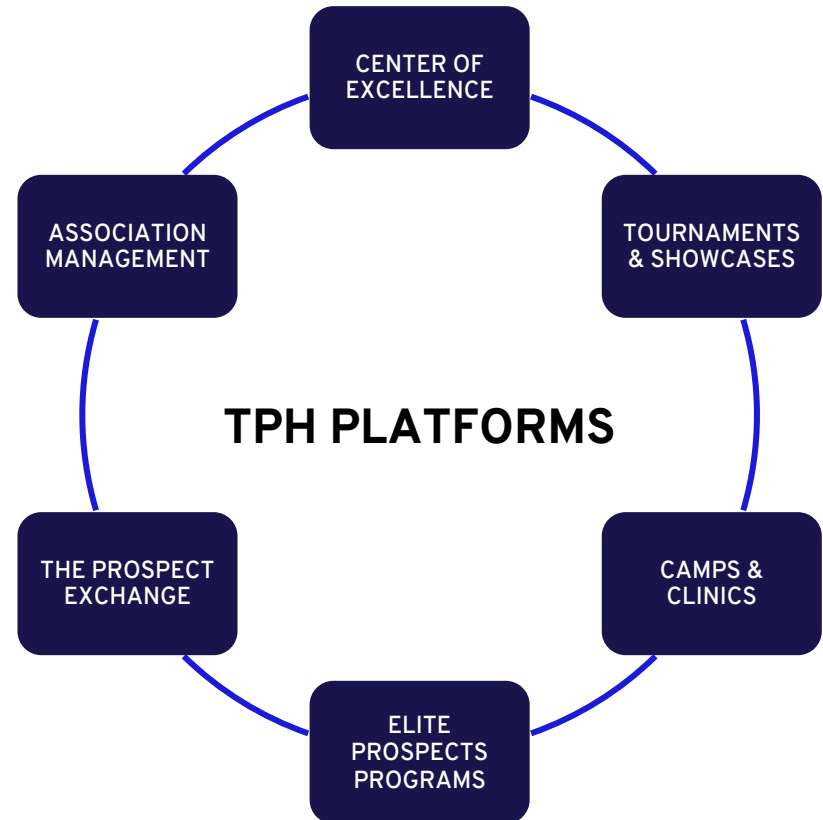
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OUR STORY

Founded in 2001, it is TPH's vision to become the world leader in positively impacting the lives of student-athletes. TPH prides itself on operating at a standard that exceeds expectations of student-athletes, families, coaches, teachers, advisors and all other entities within both athletic and academic circles.

While sport, specifically hockey, has been TPH's primary vehicle for positively impacting the lives of our student-athletes, our company prides itself on taking a holistic approach, one that emphasizes the development of the individual in four ways: (1) as a player within a team setting, (2) as an athlete, dedicated to reaching his/her physical potential, (3) as a student, working to achieve his/her academic goals, and most importantly, (4) as a person, striving to win the ultimate game, and that's the game of life.





LOGO

LOGO

Our logo is an evolution of our brand throughout the years. The first thing you'll notice is the bold and sharp-cut lettering. Wrapped in the colors of the nation TPH operates in. With three transparent stripes that signify the *Study, Train, Play* model and four solid stripes that represent the four components of development that our model emphasized: (1) as a player within a team setting, (2) as an athlete, dedicated to reaching his/her physical potential, (3) as a student, working to achieve his/her academic goals, and most importantly, (4) as a person, striving to win the ultimate game, and that's the game of life.

	PRIMARY LOGO	WORDMARK
FULL COLOR		
ONE COLOR - BLUE		
ONE COLOR - RED		
ONE COLOR - WHITE		

LOGO



DISTORT



CROP



ENSURE ADEQUATE
CONTRAST



ALTER SIZE ELEMENTS



CHANGE COLOR



ENSURE LOGO FIDELITY



ENSURE FULL OPACITY



USE PUCK OR WORDING
LOGO

DIGITAL COLOR PALETTE

PRIMARY COLORS

HEX: 19154c
RGB: 25/21/76
CMYK: 100/100/34/41

HEX: b11f24
RGB: 177/31/36
CMYK: 21/100/99/13

HEX: 9f9f9f
RGB: 159/159/159
CMYK: 40/33/33/1

HEX: ffffff
RGB: 255/255/255
CMYK: 0/0/0/0

SECONDARY COLORS

HEX: 1a1ad8
RGB: 26/26/216
CMYK: 89/82/0/0

HEX: ff0000
RGB: 255/0/0
CMYK: 0/84/94/1

HEX: 3f3f3f
RGB: 63/63/63
CMYK: 40/33/33/1

HEX: 630000
RGB: 255/255/255
CMYK: 0/0/0/0



TYPOGRAPHY

TYPOGRAPHY

OVERPASS

Overpass Regular
Overpass Italic
Overpass Semi-Bold
Overpass Extra-Bold
Overpass Black
Overpass Black Italic

HELVETICA NEUE

Helvetica Neue Regular
Helvetica Neue Bold
Helvetica Neue Condensed Bold
Helvetica Neue Condensed Black

FJALLA ONE

Fjalla One

KENSMARK*

KENSMARK BOLD
KENSMARK SLANT

*Primary use is for Nashville Jr Predators, TPH Prospect Program Teams and Tri-State Spartans

DIGITAL TYPOGRAPHY

HEADING 1

Overpass Black
Overpass Black Italic
Fjalla One
Helvetica Neue Condensed Black
KENSMARK BOLD*
KENSMARK SLANT*

HEADING 2-6


Overpass Regular
Overpass Italic
Overpass Semi-Bold
Overpass Extra-Bold
Helvetica Neue Regular
Helvetica Neue Bold
Helvetica Neue Condensed Bold
KENSMARK BOLD*
KENSMARK SLANT*

PARAGRAPHS

Overpass Regular
Overpass Italic
Overpass Semi-Bold
Overpass Extra-Bold

Helvetica Neue Regular
Helvetica Neue Bold
Helvetica Neue Condensed Bold

*Primary use is for Nashville Jr Predators, TPH Prospect Program Teams and Tri-State Spartans



SOCIAL MEDIA

SOCIAL MEDIA COPY & BRANDING

DO:

- Always tag Total Package Hockey and/or TPH Center of Excellence.
- Keep copy short and concise when possible.
- Use a shortened link when possible.
- Begin with a “.” on Twitter if starting with @NAME.
- Tag partners/sponsors when applicable.
- Use athlete name in a post and either tag photo or insert the social handle in parenthesis.
- Tag student-athletes, guest speakers, coaches and staff.
- Include photo, link or video in every post.
- Add context to retweets.

DON'T:

- Make assumptions.
- Use false data or inaccurate numbers.
- Post in bulk.
- Only retweet/repost content.
- Release confidential information.
- Break news that has not been released to the public.
- Post photos showing inside locker rooms, training rooms, rehab or PT.
- Use outdated logos, old program names, or former employees.

SOCIAL MEDIA LANGUAGE

DO:

- Always use correct grammar and case.
- Speak in full sentences when applicable.
- Promote student-athletes, programs, staff, and partners in a positive light.
- Use proper terminology - TPH Center of Excellence Atlanta, TPH CoE, CoE.
- Use TPH Center of Excellence hashtags.
- Always use primary hashtags on Twitter and Instagram.
- Use the first comment on Instagram for additional hashtags.

DON'T:

- Overuse hashtags (limit to 10 or less).
- Use negative language or profanity.
- Engage in conversations rooted in politics, trash-talking, controversial issues, religion.
- Preach or have opinions that do not align with TPH values or fall outside our industry.
- Use abbreviations (i.e., Thx, U, 2day, Ppl, etc.).
- Hashtag posts on Facebook and LinkedIn

SOCIAL MEDIA PILLARS

ACADEMICS

TARGET: Parents and Student-Athletes

FREQUENCY: 3-4x / Month

VOICE: Professional / Flexible / Informative

EXAMPLES:

- Student Spotlight
- Learning Environment Focus
- Unique Courses/Programming
- Comparison to Traditional Education
- Testimonial

ALUMNI

TARGET: Players and Families External of TPH

FREQUENCY: 2 minimum / Month

VOICE: Proud / Supportive / Happy

EXAMPLES:

- Advancement Data
- Alumni Spotlight
- Testimonial

ACHIEVEMENT/ADVANCEMENT

TARGET: Youth Players and Parents

FREQUENCY: as needed

VOICE: Innovative / Passionate / Motivational

EXAMPLES:

- Committed/Drafted/Signed/Tendered/Selected
- Draft Pre/Post Article
- Championships
- Off-Ice Accomplishments

ATHLETICS/TRAINING

TARGET: Student-Athletes

FREQUENCY: 6-8x / Month

VOICE: Innovative / Passionate / Motivational

EXAMPLES:

- Athlete/Highlight Spotlight
- Athletic Data
- Testimonial
- Practice Clips
- Camps/Clinics/Leagues/Progression Programs

SOCIAL MEDIA PILLARS

CENTER OF EXCELLENCE

TARGET: Parents and Student-Athletes

FREQUENCY: 3-4x / Month

VOICE: Excited / Supportive / Happy

EXAMPLES:

- Upcoming Visit Opportunities
- Draft Pre/Post Article

GENERAL CALENDAR

TARGET: Varies

FREQUENCY: As Needed

VOICE: Varies

EXAMPLES:

- Partner/Staff Spotlight
- Holidays
- Job Posting

FACILITY & STAFF

TARGET: Parents

FREQUENCY: 2 minimum / Month

VOICE: Excited / Supportive / Happy

EXAMPLES:

- Campus/Staff Spotlight
- Testimonial

PROSPECTS PROGRAMS

TARGET: Elite Hockey Players and Parents

FREQUENCY: As Needed

VOICE: Professional / Supportive / Fun

EXAMPLES:

- Tryout/Application Announcement
- Roster Announcement
- Game Results
- Alumni Achievement

SOCIAL MEDIA FOLLOWING

ACCOUNTS TO FOLLOW

- Total Package Hockey
- TPH Center of Excellence
- All TPH Division Accounts
- Edmentum
- The Prospect Exchange
- Bauer Hockey
- Steelcase
- Kinduct
- LeagueApps
- SportTesting
- USA Hockey
- USNDTP
- USHL
- NAHL
- USPHL
- OHL
- NCAA
- NGHL
- T1EHL
- NAPHL
- HPHL
- Local NHL Teams
- Home Facility Account
- Local Youth Teams
- Local Hockey Blogs
- Local TPH Staff
- Nationwide Staff
- Your Student-Athletes
- Local Partners

SOCIAL MEDIA HASHTAGS

TOTAL PACKAGE HOCKEY

PRIMARY

- #StudyTrainPlay
- #TPHProspects

SECONDARY

- #YouthHockey
- #AAAhockey
- #Tournament
- #Champs
- #Elite
- #Training

TPH CENTER OF EXCELLENCE

PRIMARY

- #StudyTrainPlay
- #InTheCoE

SECONDARY

- #Academics
- #Mentorship
- #StudentAthlete
- #Elite
- #Training

NASHVILLE JR PREDATORS

PRIMARY

- #Together4Gold
- #NJP
- #JrPreds
- #NJPalumni

SECONDARY

- #T1EHL
- #YouthHockey
- #Advancement
- #Nashville
- #Smashville
- #Preds
- #AAAhockey

TRI-STATE SPARTANS

PRIMARY

- #MarchOn
- #TSS
- #TSSAlumni

SECONDARY

- #NAPHL
- #YouthHockey
- #Advancement
- #AAAhockey

SOCIAL MEDIA VISUALS

DO:

- Post crisp, clear imagery.
- Retouch images for exposure, contrast and saturation where necessary.
- Experiment with posting multiple photos per post.
- Shoot videos in landscape.
- Make student-athletes the focus of the content.
- Give photo/video credit where applicable.
- Diversify who you are photographing.

DON'T:

- Post blurry, low-res, pixelated images or videos.
- Post pictures of TVs/computer screens.
- Post far away video.
- Use popular music for overlays in video.
- Post anything that may have profanity or obscene gestures.
- Use low-res images.
- Create photo collages.
- Use borders in black, white or color.

POST
1200px x 630px



POST
1024px x 512px



POST
1080px x 1080px



COVER
851px x 315px



COVER
1500px x 500px



COVER
1128px x 191px



STORY
1080px x 1920px



VIDEO GUIDELINES

DO:

- Script out prior to recording.
- Save the script in a folder with content.
- Utilize multiple camera angles when possible.
- Use a wireless lav microphone when possible and hide the wiring.
- Record more than one cut.
- Get close for b-roll. This provides a more engaging experience.
- Make sure chest and up are in the frame for interviews and make sure not to cut off the tops of heads.
- Use proper lighting when possible.
- Pick a background that is clean, fitting and positively represents TPH's programming.
- Make sure on-camera talent is wearing appropriate attire and when possible TPH branded attire.
- Use a tripod, gimbal, or other stability devices when possible.

FORMATING
H.264
1080p HD
1920 x 1080 dimensions



FACILITY BRANDING

FACILITY BRANDING

TPH MARKETING:

- Utilize standard TPH base logo for all signage. Exceptions must be approved by marketing.
- Utilize the TPH colors for all paint and signage.
- Post designated TPH signage within the host facility, specifically banner stands, which are distributed prior to the CoE opening.
- Post designated TPH classroom signage within the CoE, which will be discussed with the Director of the division and then distributed prior to the start of the school year.



PAINT COLORS

TPH BLUE
RICH NAVY
50BB 08/171

TPH RED
RED ROSE BOUQUET
98RR 12/480

BASIC LIGHT GREY
FLAGSTONE GREY
50BG 22/030

**SECONDARY
DARK GREY**
GREY METAL
00NN 10/000

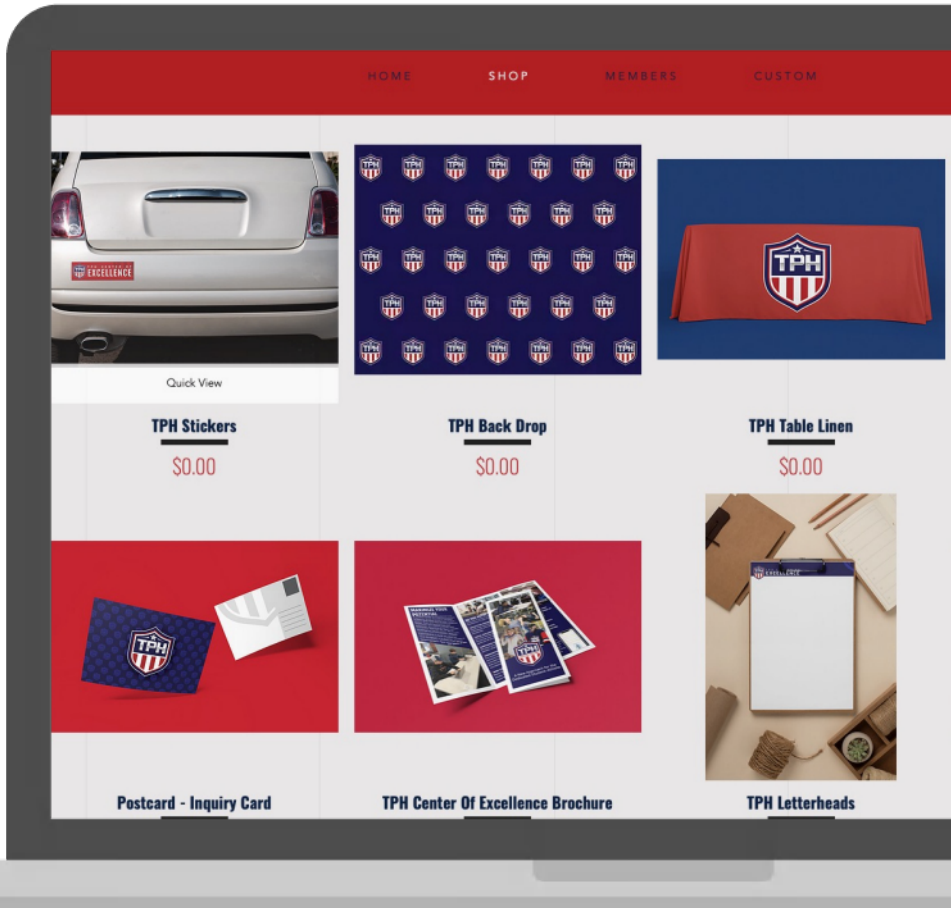
FACILITY BRANDING

BRAND PRESENCE:

We are fortunate to operate in many first-class facilities. It is imperative that we coordinate with facility operators to make sure there is TPH presence in the facility, not just the classroom space. Whether the need is digital signage, dasher board ads, or something more unique, TPH Marketing wants to help you make your facility a home.

TPHORDERS:

TPH Marketing works with The Print Stash to provide all locations meet their needs for their print needs. Items you can find at TPHOrders.com include everything from wall graphics, business cards recruiting materials, banners and more.



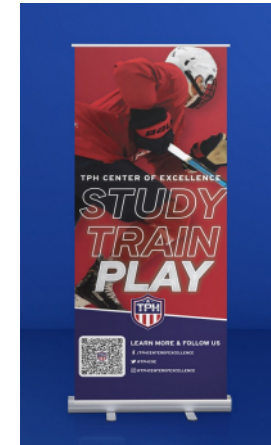
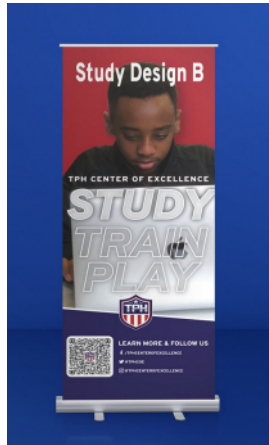
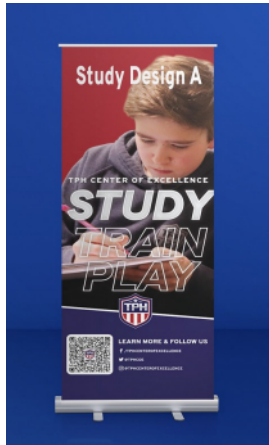
FACILITY BRANDING



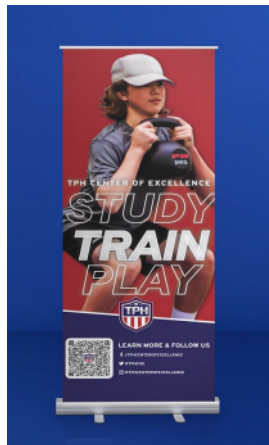
[WALL GRAPHICS]



FACILITY BRANDING



[BANNERS]



FACILITY BRANDING



[EXAMPLES]





GENERAL

MARKETING DUTIES

TPH MARKETING:

Areas of Support

- Social organic posting from national accounts, tagging and resharing content
- Tech support & troubleshooting

Resources

- Management of paid media & email marketing campaigns
- Website updates (events, articles, features, etc.)
- Digital and print media support
- Analytic reporting of your location (digital performance: website traffic, form submissions, social media growth)

TPH DIVISIONS:

- Manage division social media platforms, posting quality content, tagging the national accounts, and responding in a timely manner to consumer messages.
- Attend weekly workshops (min: 2x/month)
- Utilize marketing request form for needs when possible.
- Respond in a timely fashion to marketing initiatives.

ADDITIONAL SUPPORT

WEEKLY MEETINGS:

TPH Marketing offers weekly meeting times per week to meet in small groups. At this meeting, TPH Marketing will inform the attendees on what is new in marketing for TPH and will leave time to hear from the divisional representatives on how to best support their needs.

REQUEST FORM:

The primary method of any marketing request starts with the marketing request form. This will be the most efficient way for TPH Marketing to support each division. It is important that as much detail as possible is provided.

WORKDRIVE:

TPH Marketing tries to do its best to keep our Zoho Workdrive folder as organized and up to date as possible. Below is direct links to commonly requested folders.

- [Logos](#)
- [Images](#)
- [Video](#)
- [Social Media Profile Pictures](#)
- [Print Media](#)
- [Presentations and Templates](#)



CONTACT

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