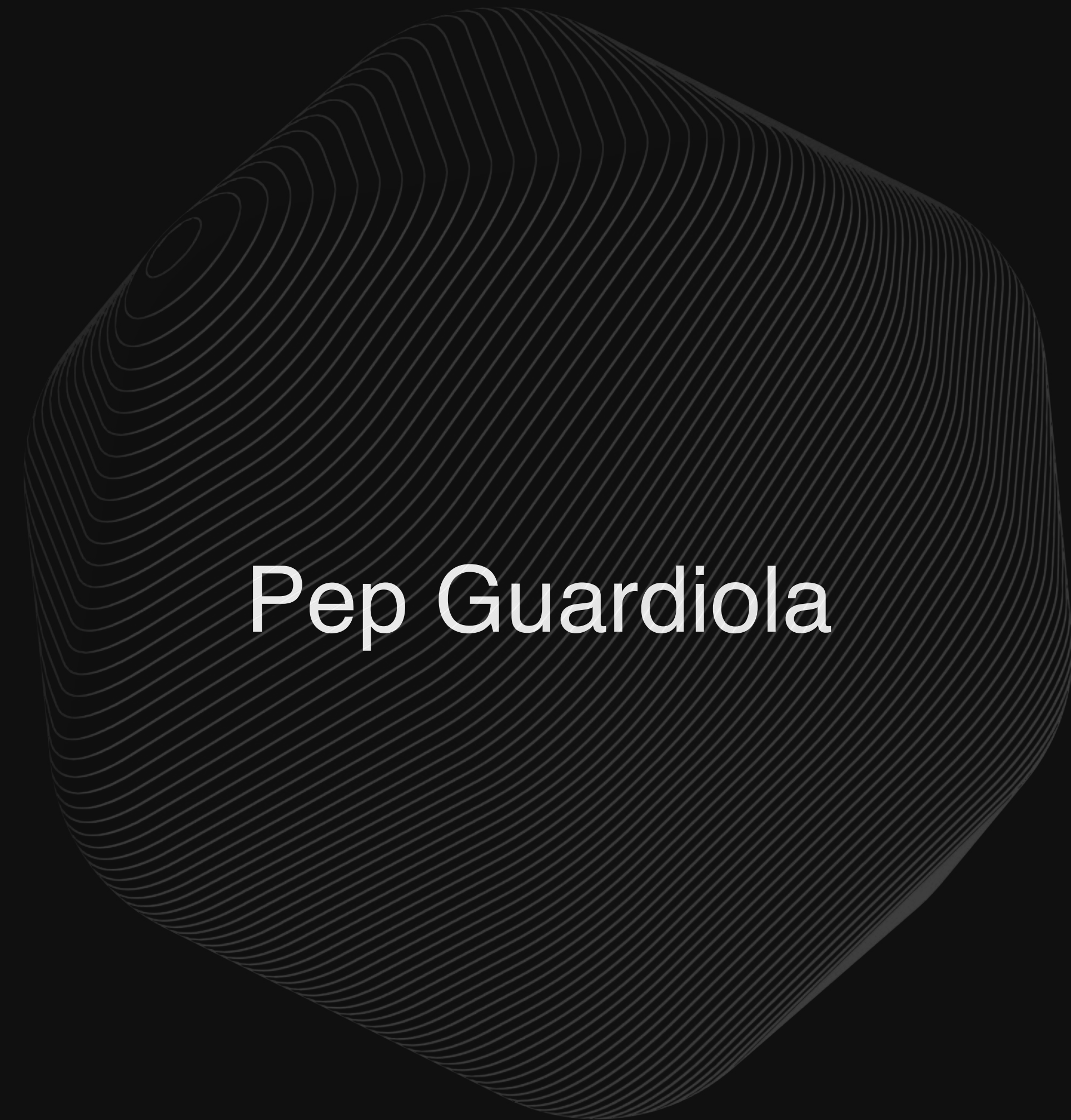




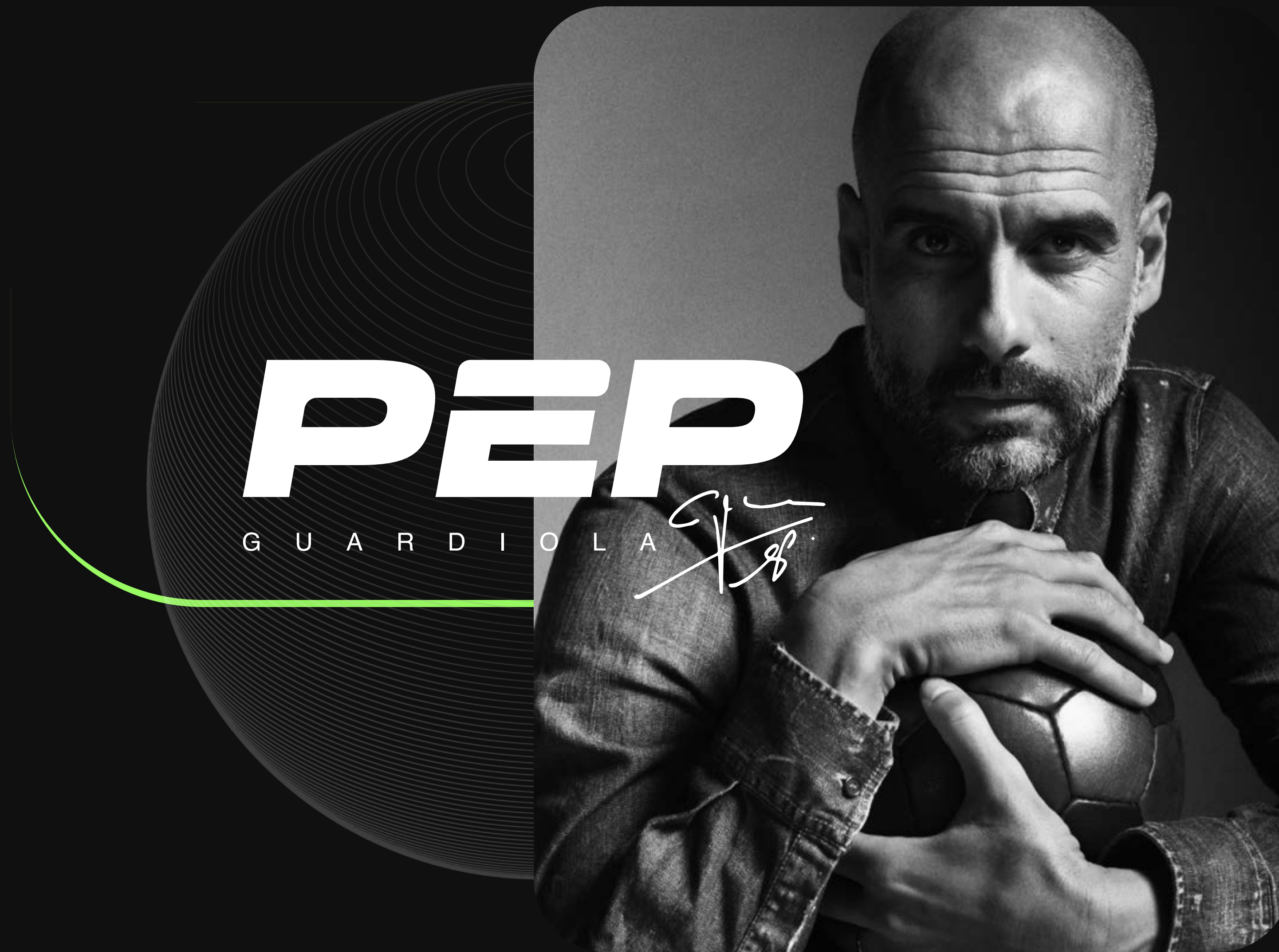
Pep Guardiola

Brand concept  
of a fan platform

Pep is one of the most successful and innovative football managers of his generation. He is a source of knowledge and inspiration for his legion of over 10M fans, who crave a closer connection to their idol. Worth USD 40M, Pep's clout and legacy represents a lucrative and untapped opportunity for a fan platform.

- |             |        |                      |
|-------------|--------|----------------------|
| • Winning   | —————→ | • Bold/High contrast |
| • Knowledge | —————→ | • Black and white    |
| • Fandom    | —————→ | • Focus on Pep       |

Brand values



Branding touch & feel



Logo reveal

Fast & Bold



**PEP**

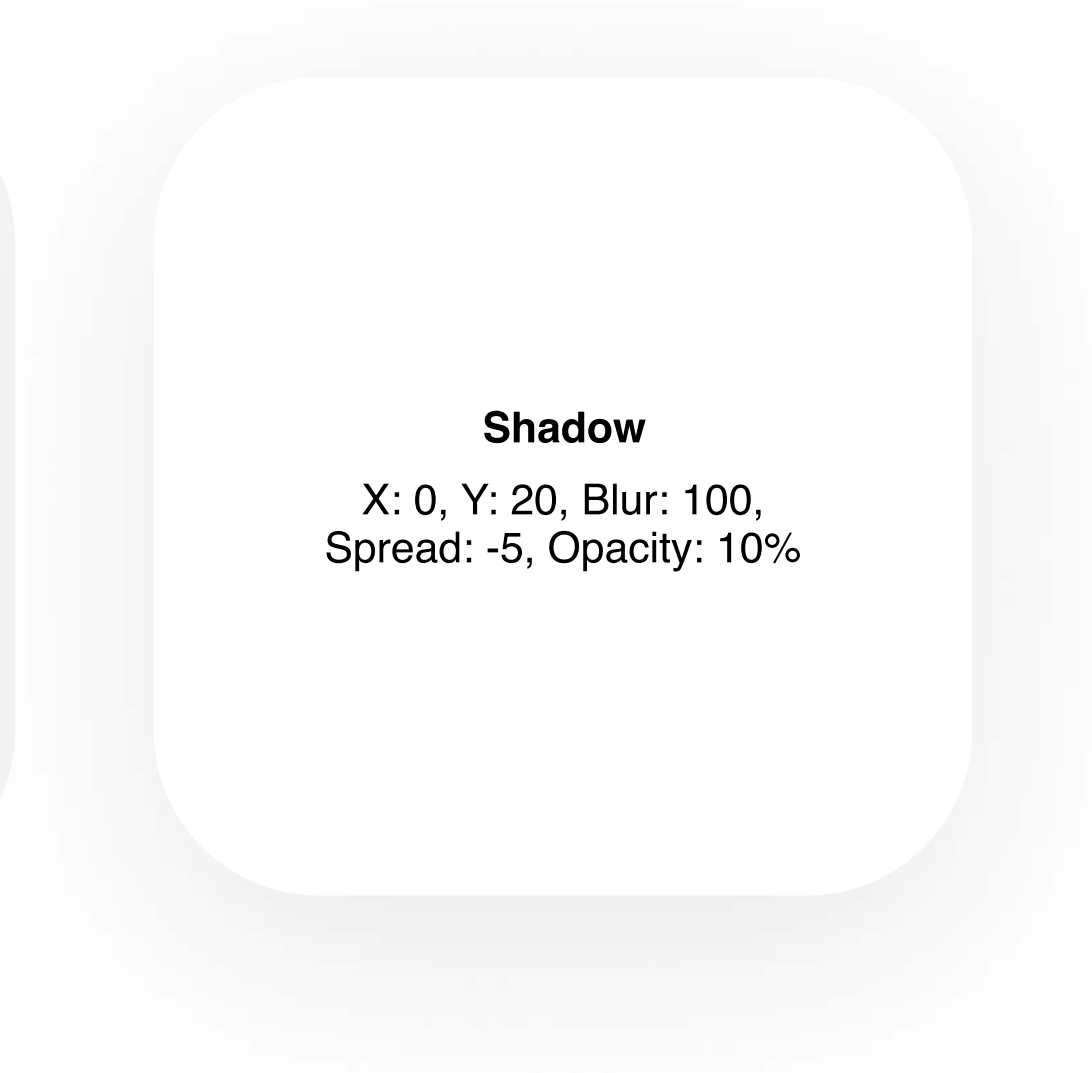
G U A R D I O L A



A signature that matters

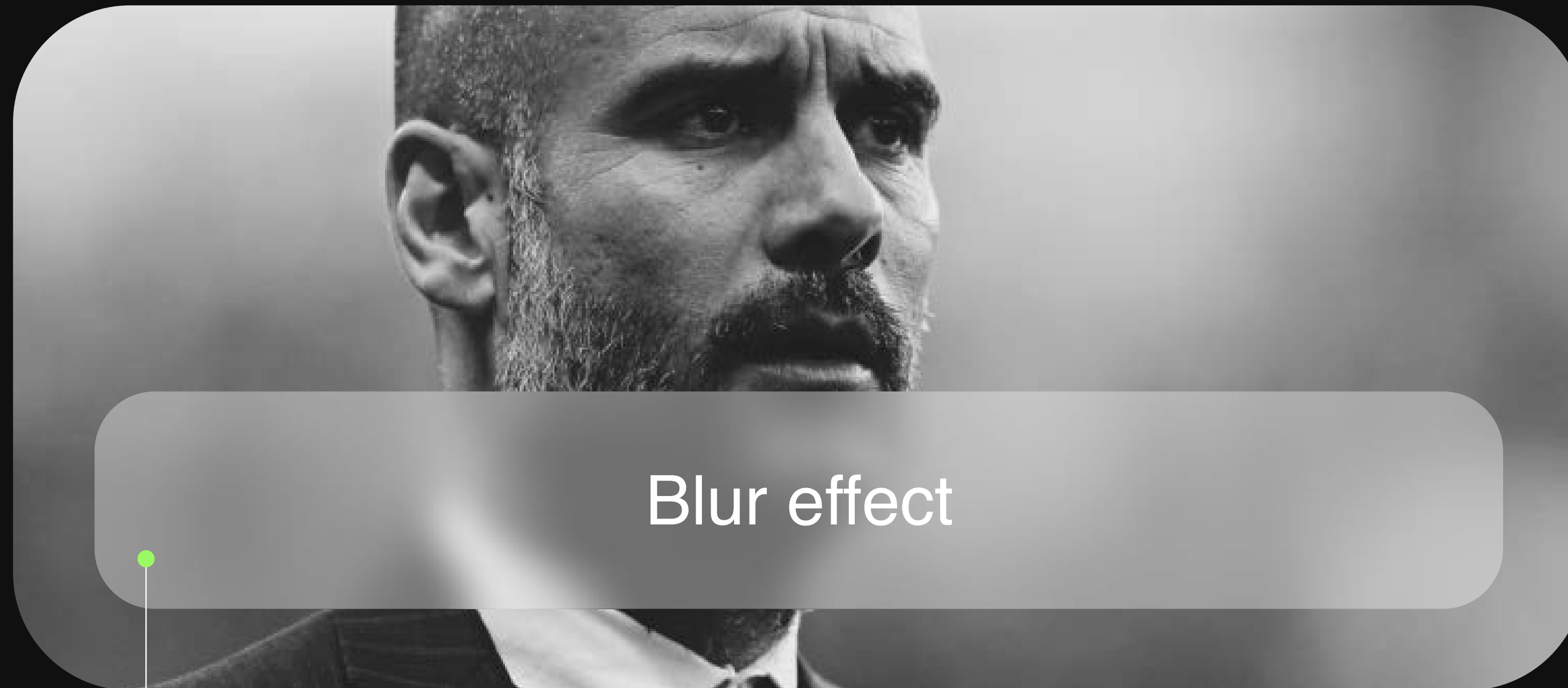
Classic & Professional





Color scheme

Dinstinctive Border radius



Blur effect

Blur on overlay

Design theme

**HEADER ONE** → Transducer Extended Black Italic (CAPS)

**Header two** → Transducer Extended Black Italic

Header three → Helvetica Regular

Ut saepe cupiditate veritatis quae dignissimos sequi. Quam vitae alias voluptatem dolores maxime. Qui laborum natus quia quod. Quidem qui accusamus consecetur expedita repudiandae possimus consequatur. Quis officia qui et sapiente. Voluptatem dolor ea repudiandae laudantium asperiores. Est aperiam culpa neque. Voluptatibus id atque. Sunt eos totam dolores quia at blanditiis qui natus. Doloribus inventore mollitia voluptatum. Consequatur culpa placeat rem consequuntur dicta quis molestiae ad. Eum est cumque consecetur at suscipit cupiditate praesentium vel. Et quisquam sit asperiores quam provident. Tempore eius quos.

→ Helvetica Regular



Logo versions



100 px

200 px

## Logo proportions

Breathing space to be kept around Logotype



**Design** elements

Green logo lines



G U A R D I O L A

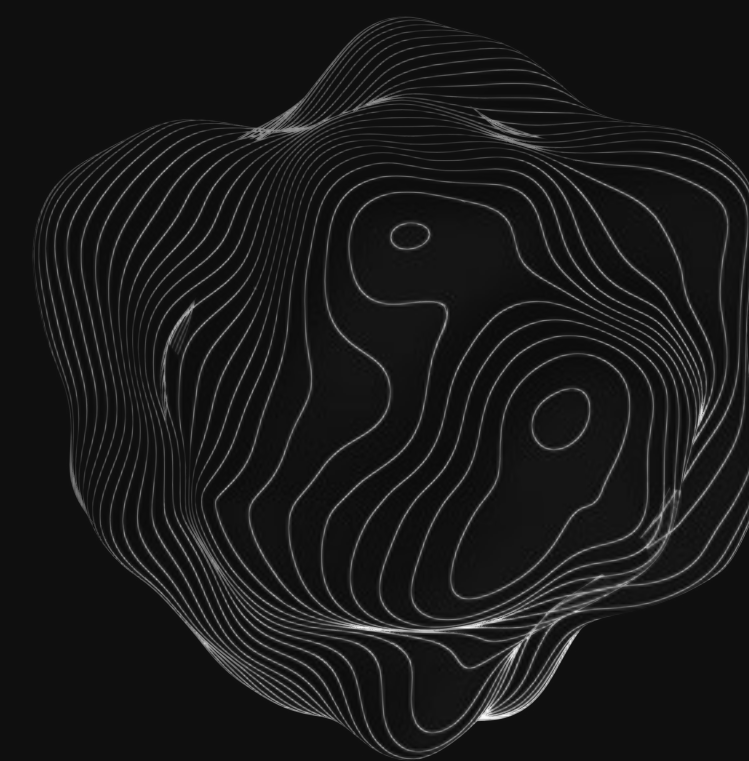
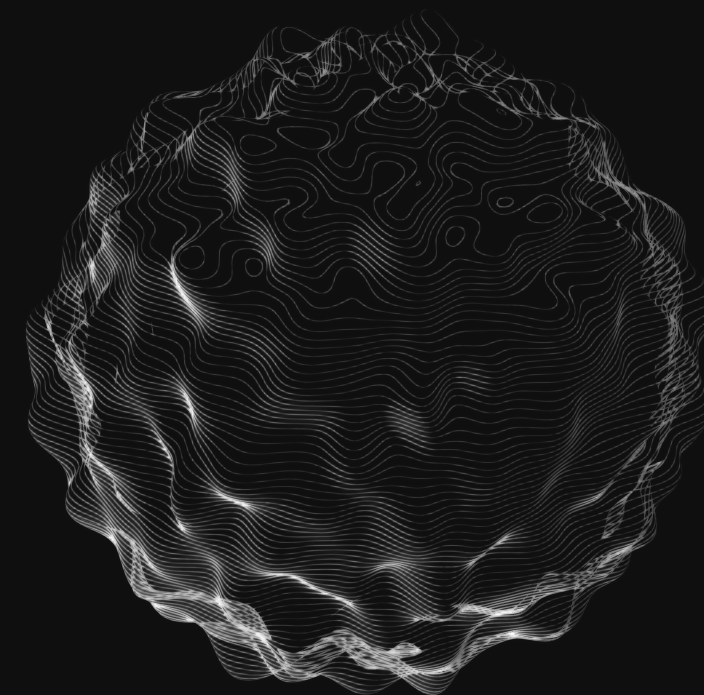
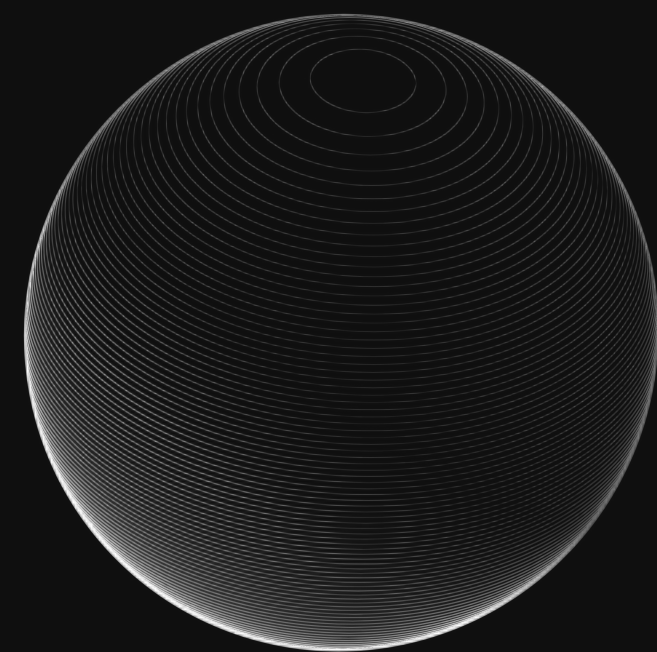
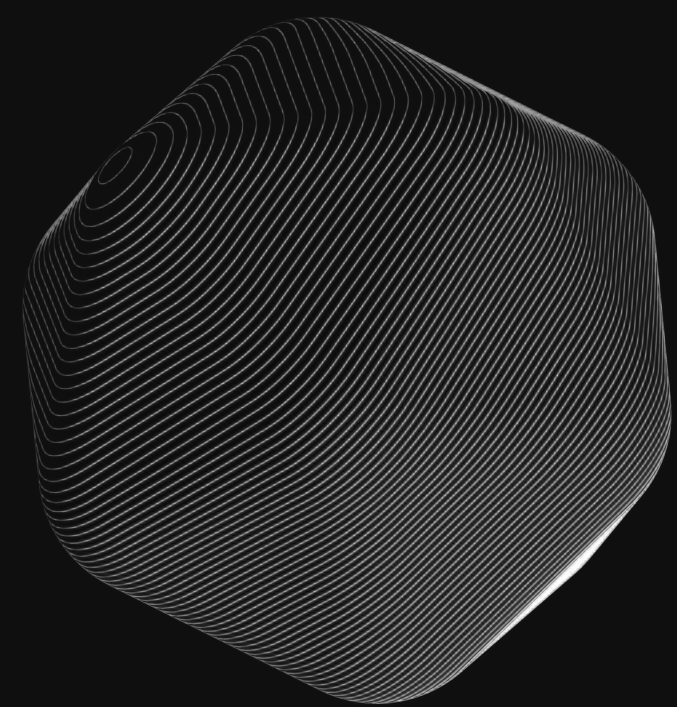
G U A R D I O L A G U A R D I O L A  
G U A R D I O L A G U A R D I O L A



GUARDIOLA  
GUARDIOLA  
GUARDIOLA  
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GUARDIOLA

Design elements

Mosaic/Guardiola/Signature

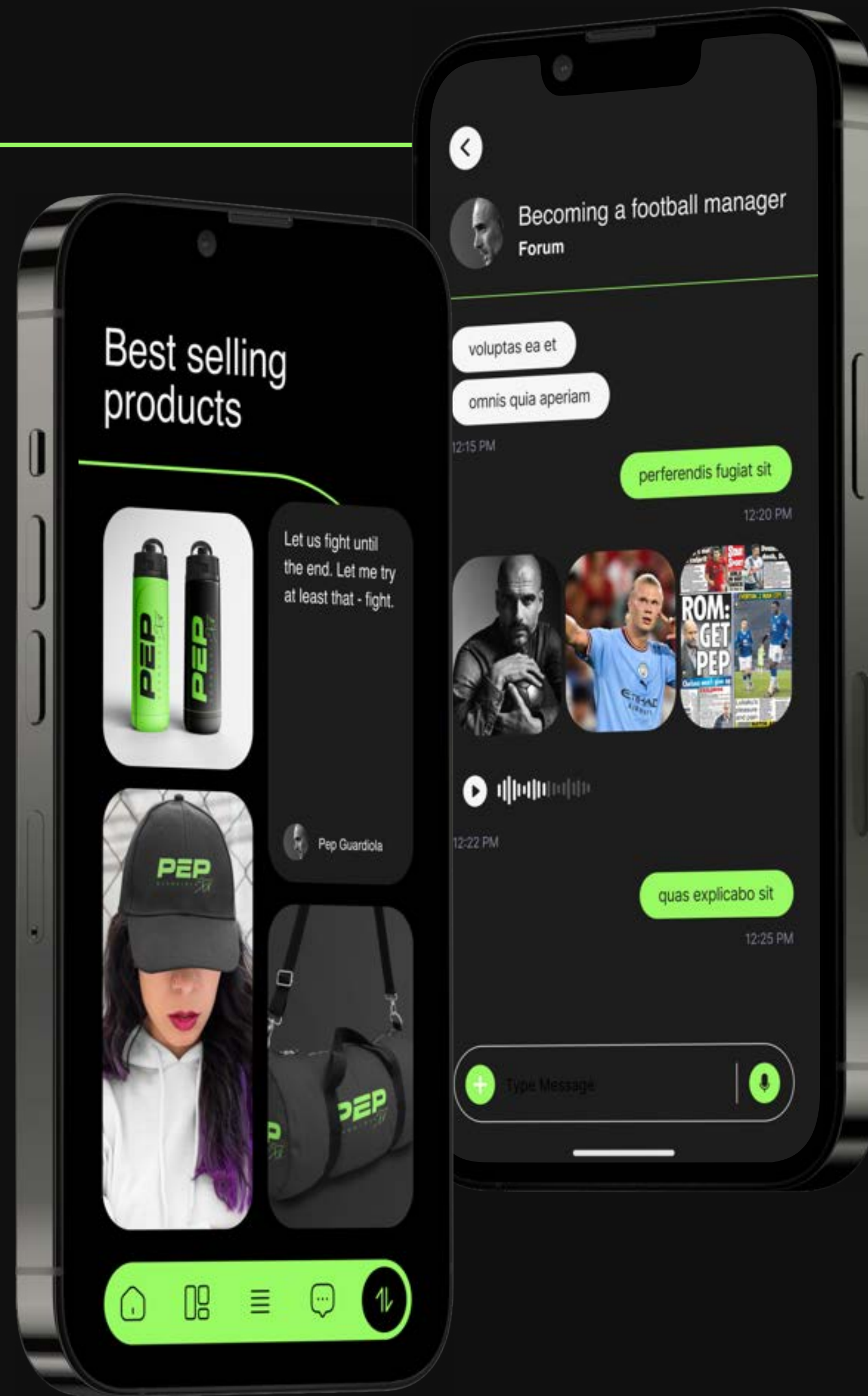


Design elements

3D simple dynamic elements







Handwritten signature or logo.



Collaterals



GUARDIOLA 



“Let us fight  
until the end.  
Let me try at  
least that -  
fight.”



Pep Guardiola





Advertising



2

Pep Guardiola

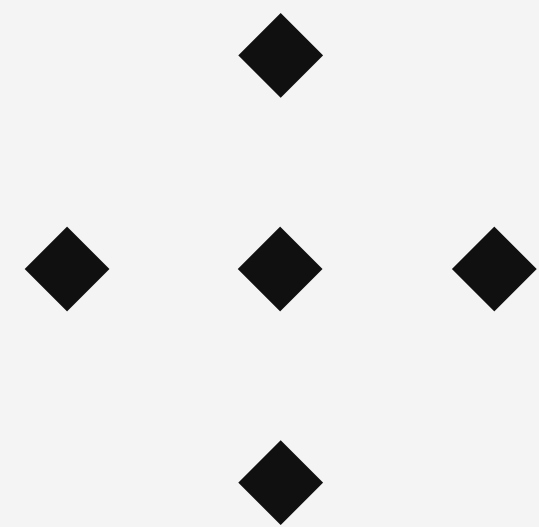
Brand concept  
of a fan platform

One of the most successful and innovative football managers of his generation, with a coaching philosophy that has influenced the sport in many ways.

- Tiki Taka
  - Possession
  - Man City

- Interconnection
  - Close
  - Blue

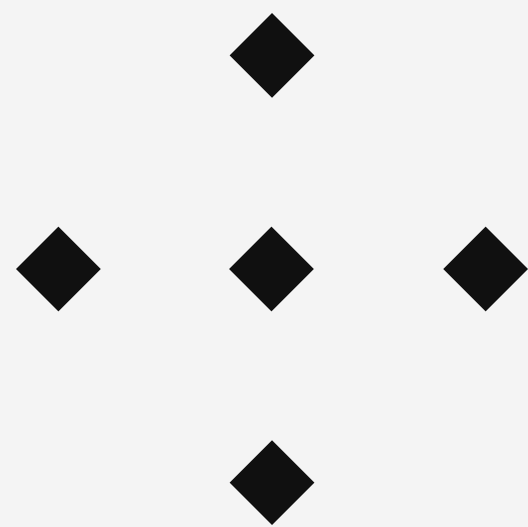




Minimal Tiki Taka  
representation

# GUARDIOLA

Clear Guardiola focus



Logo symbol



Logo symbol



Logo proportions

Colors



# HEADER ONE

## Header two

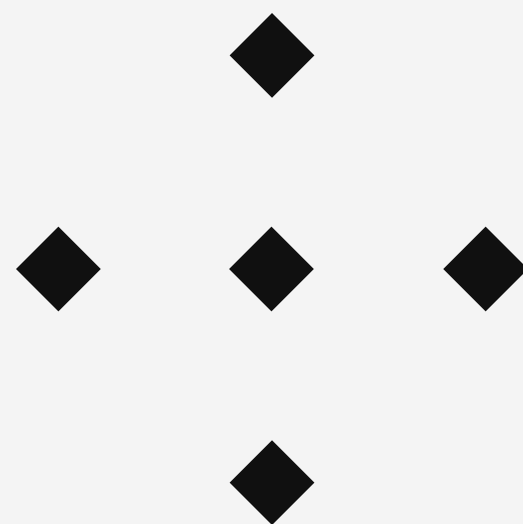
### Header three

(Man.City) 6CABDD

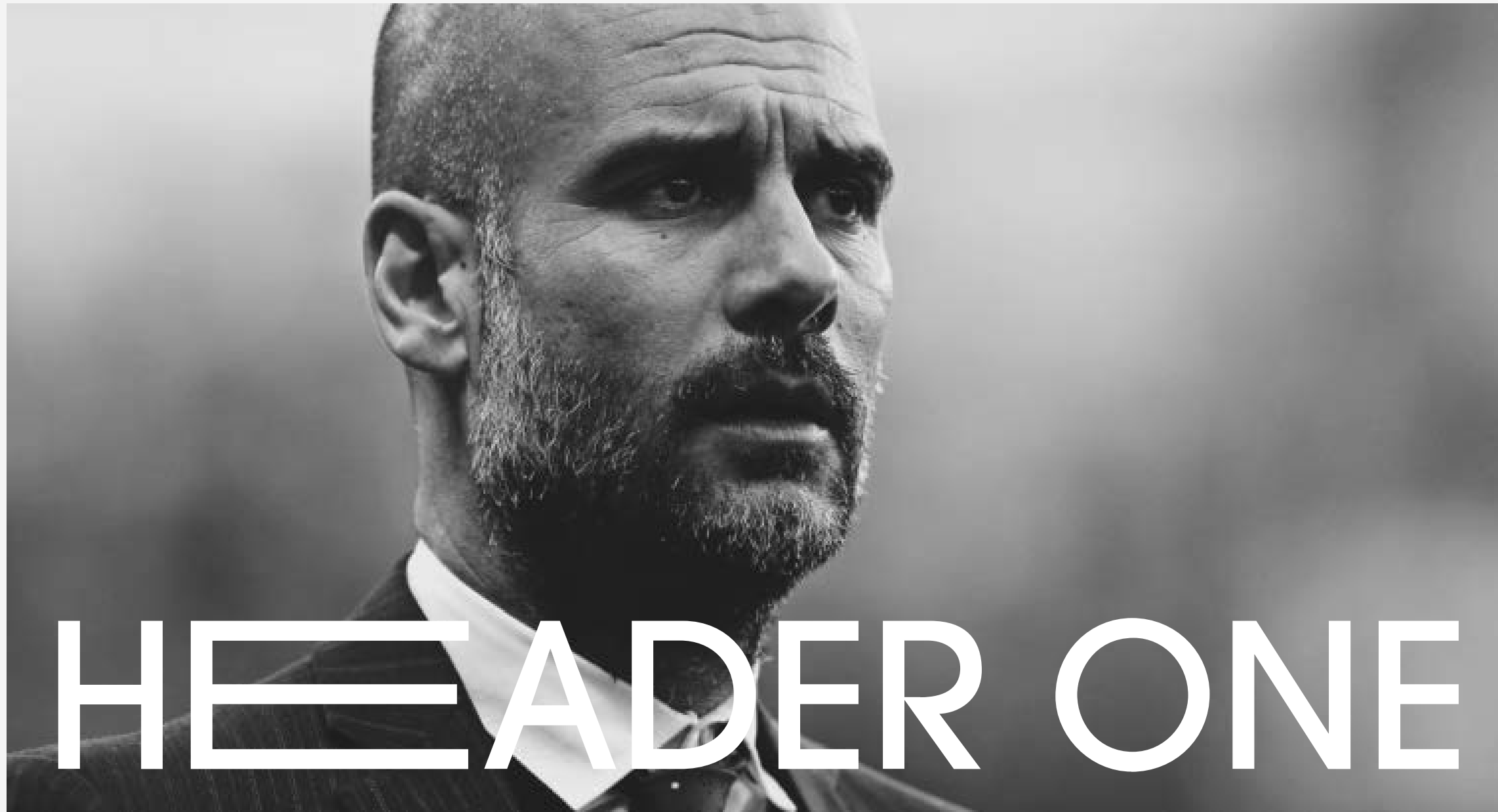
Iste reiciendis autem ex qui. Repudiandae cupiditate nesciunt et laboriosam maiores dolor et. Aut dolores nam  
Velit explicabo nam in et ut dignissimos voluptas reprehenderit. Quos et voluptates optio est sequi at dolores  
Ullam repudiandae eligendi unde recusandae delectus. Non occaecati et qui facere debitis voluptatem nem

# HEADER ONE

Design element/[lines](#)



Design element/[tiki taka](#)



## Header two ♦♦♦♦

Iste reiciendis autem ex qui. Repudiandae cupiditate nesciunt et laboriosam maiores dolor et. A  
Velit explicabo nam in et ut dignissimos voluptas reprehenderit. Quos et voluptates optio est se  
Ullam repudiandae eligendi unde recusandae delectus. Non occaecati et qui facere debitis volu

