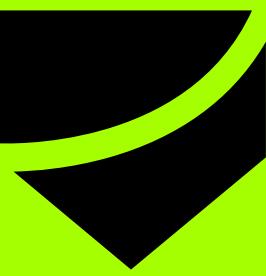


# CURVE MINI BRAND GUIDE



## LOGO USE

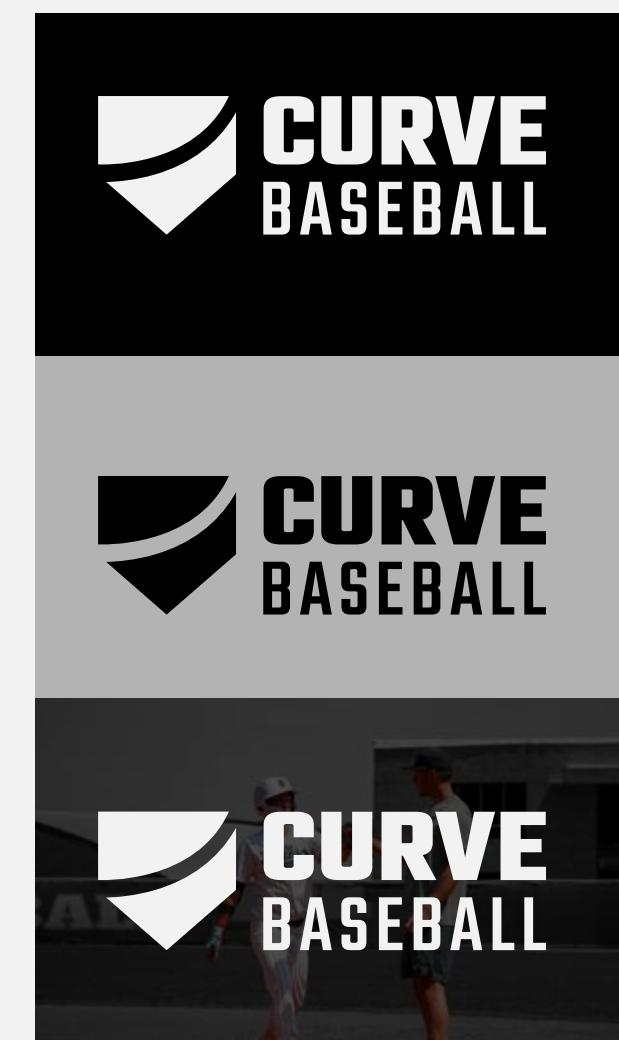
PRIMARY LOGO



VERTICAL LOCKUP



ALTERNATIVE USE



## TYPOGRAPHY

### TEKO® BOLD

SELECTED FOR LOGO

### TEKO® MEDIUM

SELECTED FOR TAGLINE

### HALVAR MITTESCHRIFT®

Hero Titles: Halvar Mittelschrift Black / ExtraBold

Primary Titles: Halvar Mittelschrift Bold

Secondary Titles: Halvar Mittelschrift Medium / Semibold

Body Text/Paragraphs: Halvar Mittelschrift Regular

Captions/Footnotes: Mittelschrift Regular / Italic

## COLOR

RGB: 166, 255, 0  
CMYK: 38, 0, 100, 0  
HEX: A6FF00

RGB: 0, 0, 0  
CMYK: 75, 68, 67, 90  
HEX: 000000

RGB: 242, 242, 242  
CMYK: 4, 2, 2, 0  
HEX: f2f2f2



## CURVE BASEBALL

THE CLUB & FACILITY GROWTH PLATFORM

CURVE is the only platform purpose-built to grow elite youth baseball organizations and training facilities. We unify best-in-class tools, services, and strategies into one powerful platform—so you can streamline operations, create better outcomes for players, and drive sustainable, profitable growth.



## IMAGE STYLE

The Curve image style is defined by bold, impactful compositions that blend a youthful, modern aesthetic with the spirit of sport. Players and teams are highlighted in vivid color, while backgrounds remain neutral — often in black, white, or textured black-and-white — creating a strong visual contrast. This approach ensures the athletes stand out as the focal point, giving energy and identity to every design while maintaining a cohesive and timeless brand look.

