

Brand Guidelines

Sports Data Visualization

Typography • Colours • HUD Designs • Style Frames

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1.0 Logo

The typography system is inspired by industrial signage and railway lettering, reflecting strength, structure, and utility. Paired with clean, modern forms, the type choices support clear communication while grounding the brand in its rail-driven heritage.

Primary Logo



Logo Symbol



2.0 Typography

The typography system is inspired by industrial signage and railway lettering, reflecting strength, structure, and utility. Paired with clean, modern forms, the type choices support clear communication while grounding the brand in its rail-driven heritage.

Typeface

Oswald

**A B C D E F G H
I J K L M N O P
Q R S T U V W
X Y Z**

Typeface

Open Sans

**A B C D E F G H
I J K L M N O P
Q R S T U V W
X Y Z**

H1, H2, Sub Headers

OSWALD

Body Text

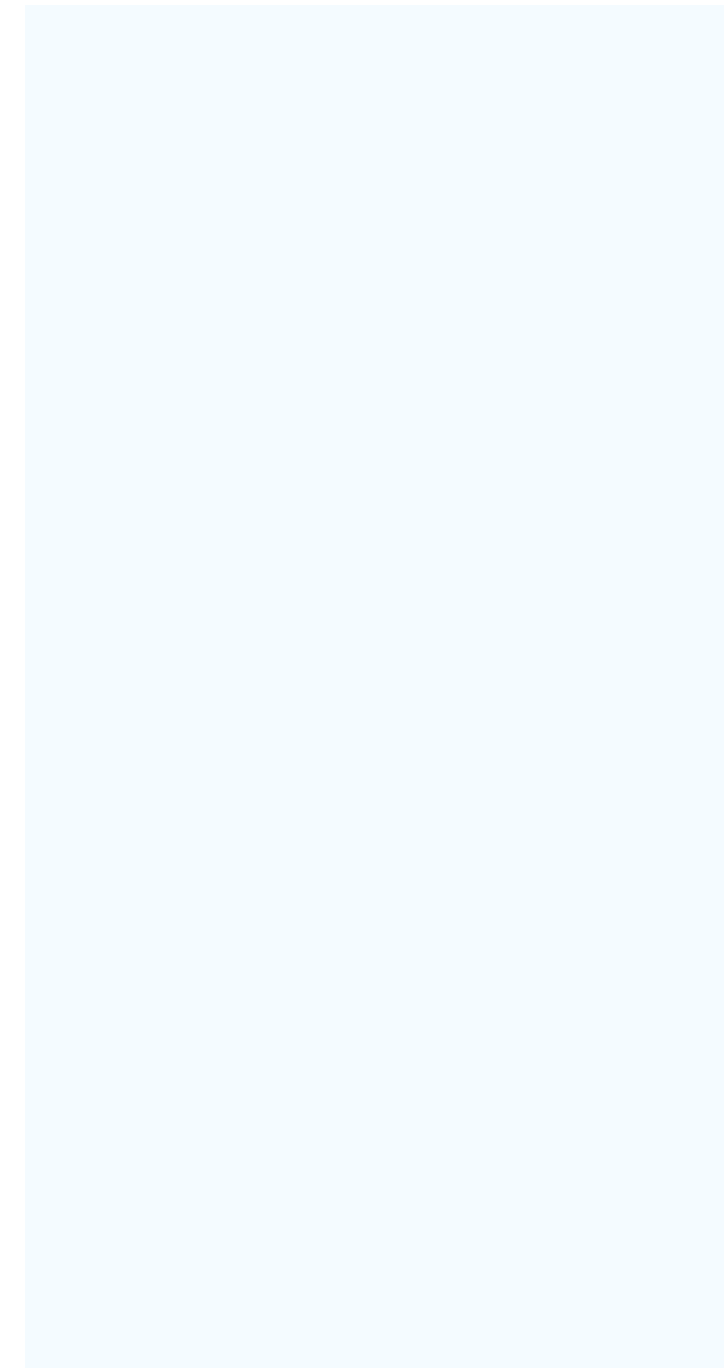
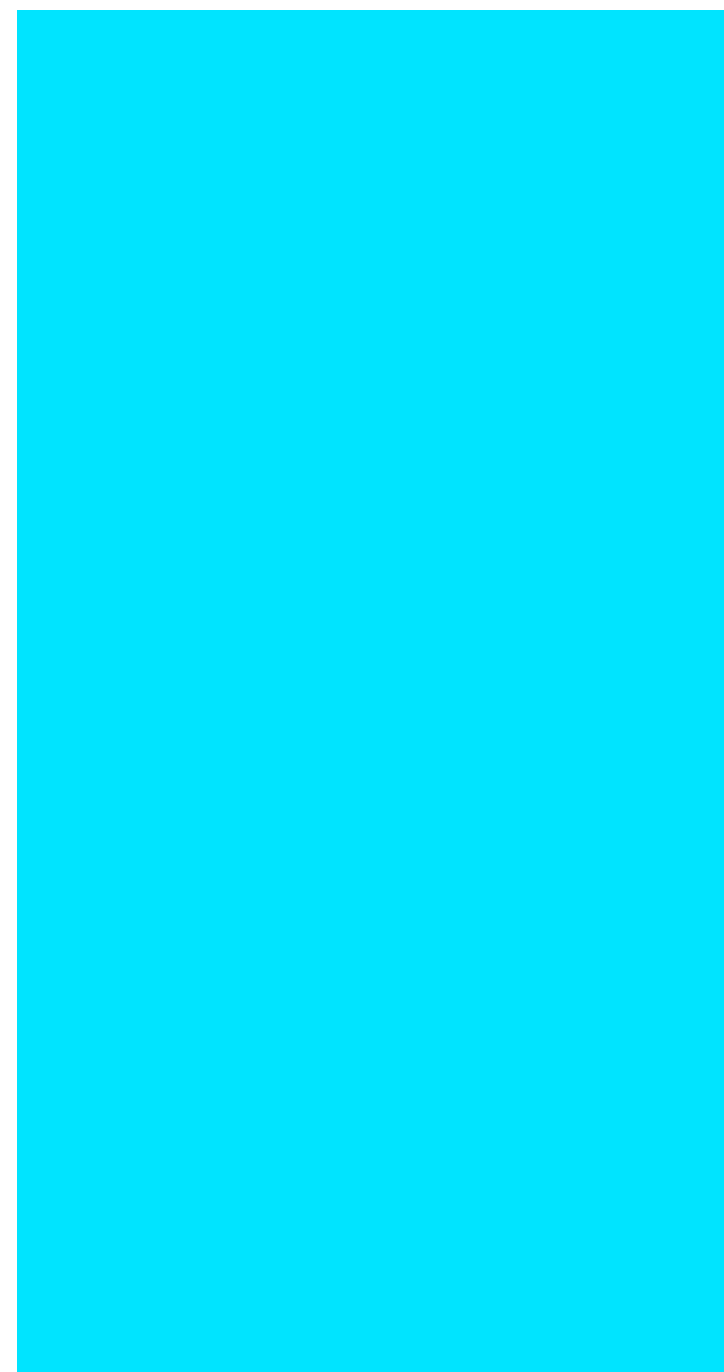
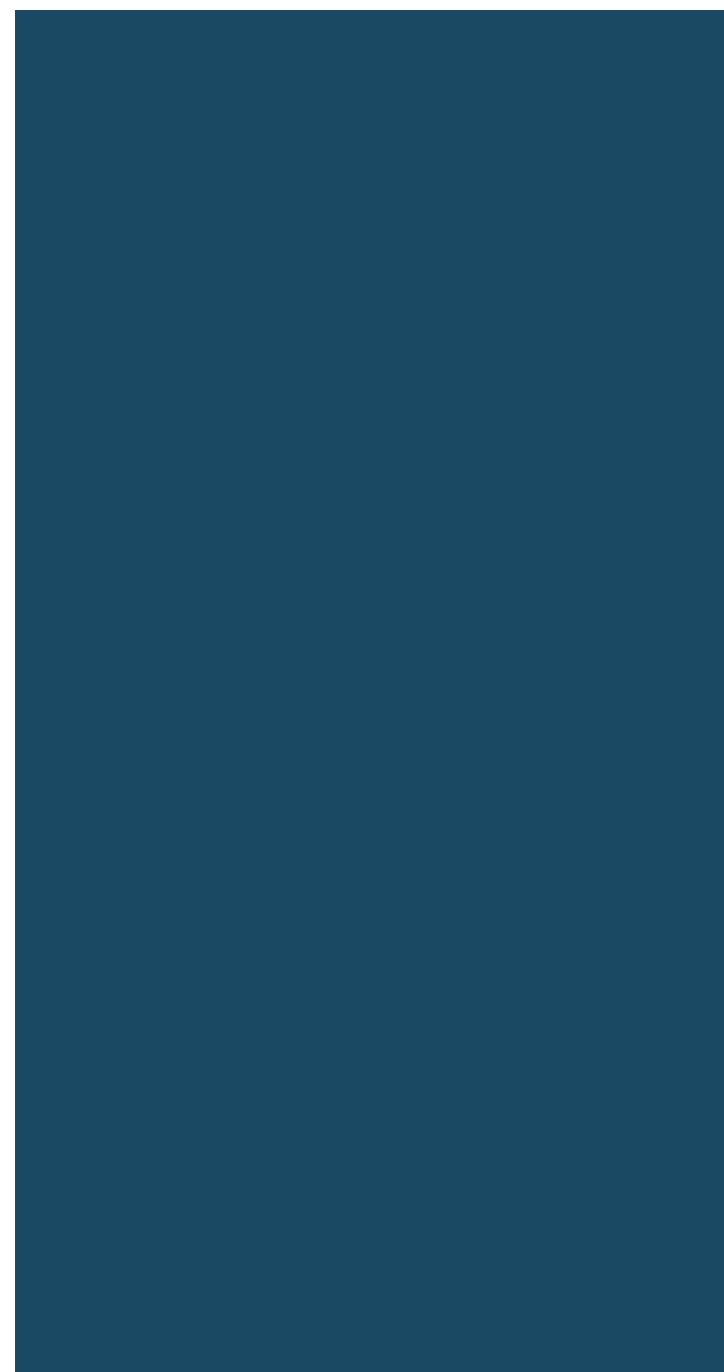
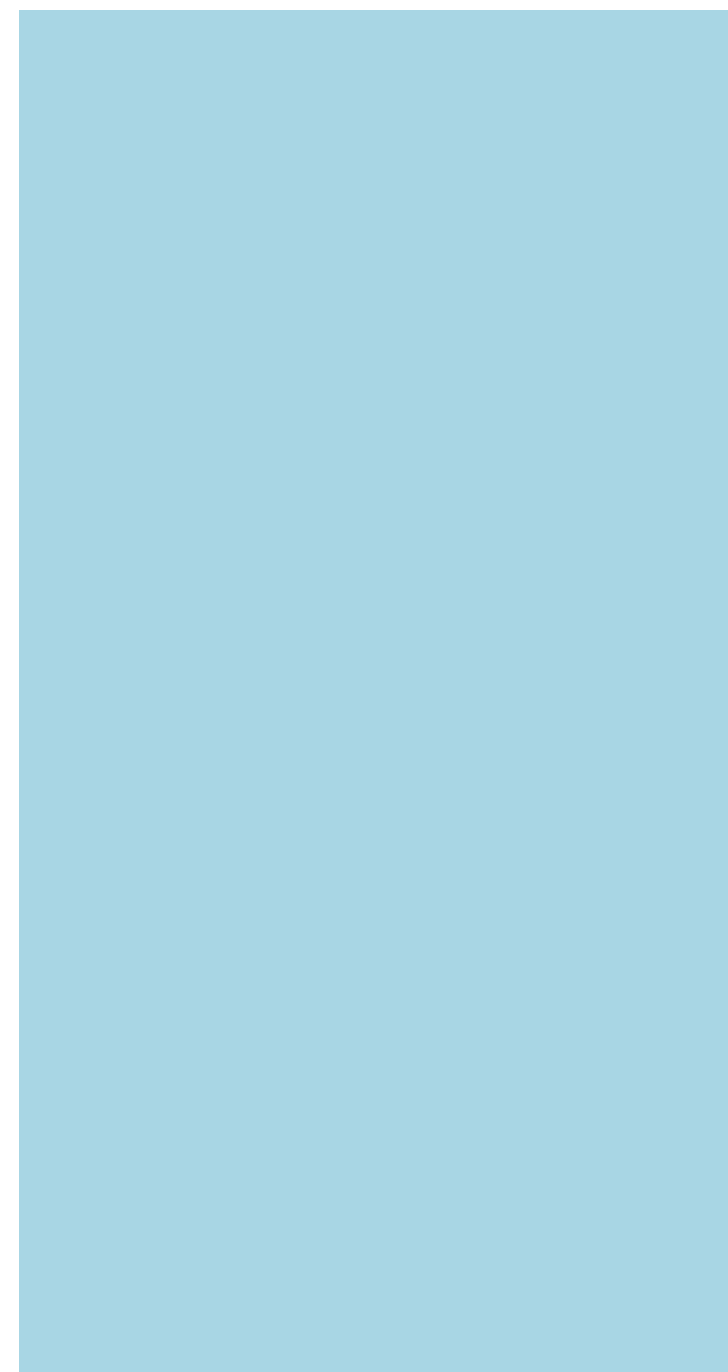
Open Sans

3.0 Colours

The colour palette reflects the industrial heritage of Ingersoll Rails Brew House, balancing strength and warmth. Each colour plays a specific role within the brand system, ensuring clarity, consistency, and visual cohesion across all touchpoints.

Primary

Secondary



Glacier Mist
#A9D6E5

Arctic Depth
#1B4965

Ice Pulse
#00E5FF

Axel Red
#FF3B3B

Ice Sheet
#F4FBFF

Midnight Rink
#0A1A2F

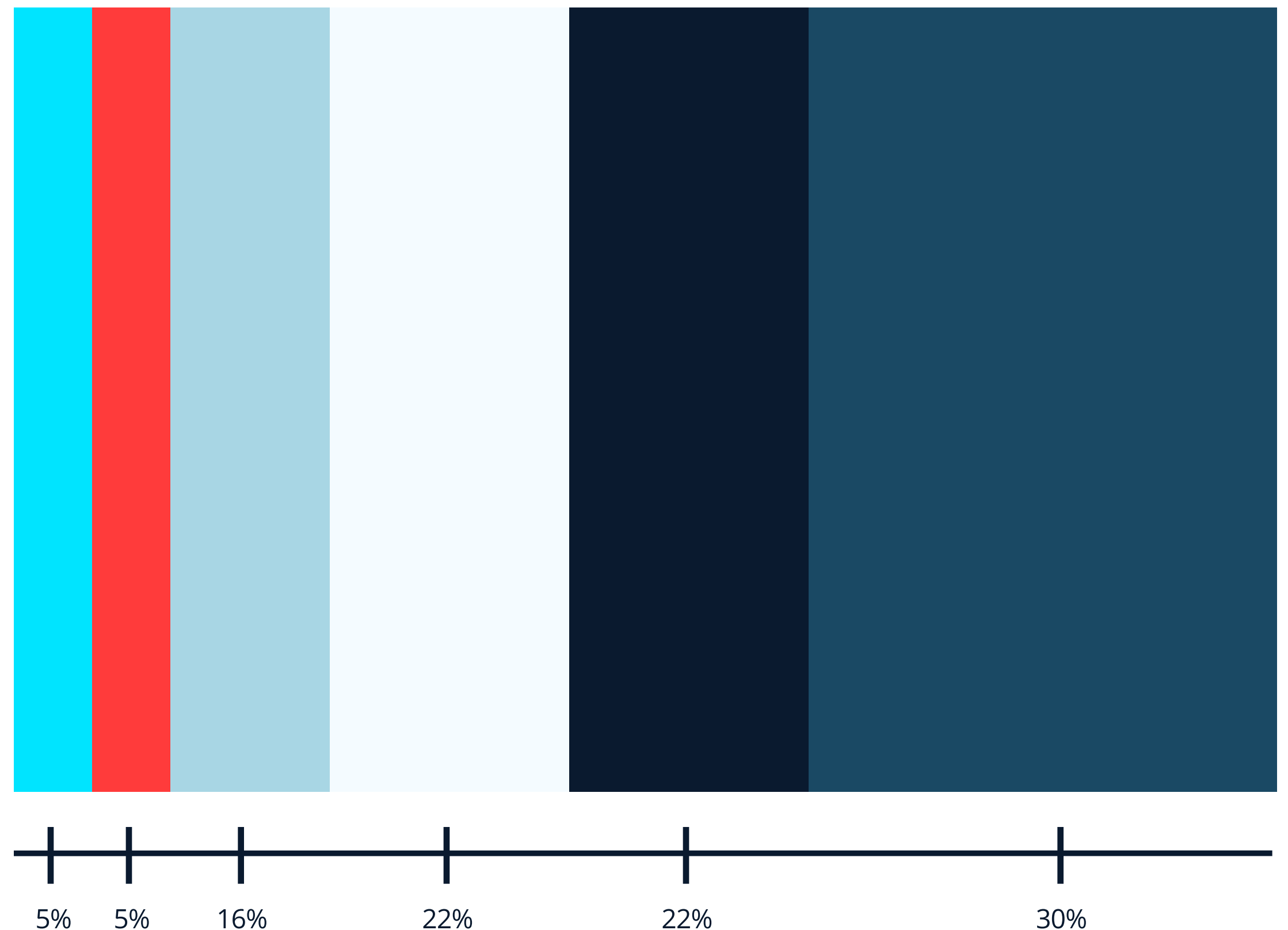
Colour Usage

Foundry Rust is used as the primary accent colour across Ingersoll Rails Brewery branding. It adds warmth and character while reinforcing the brewery's industrial roots and handcrafted approach.

Coal is primarily used for typography and strong graphic elements. Its deep charcoal tone provides high contrast and legibility while grounding the brand.

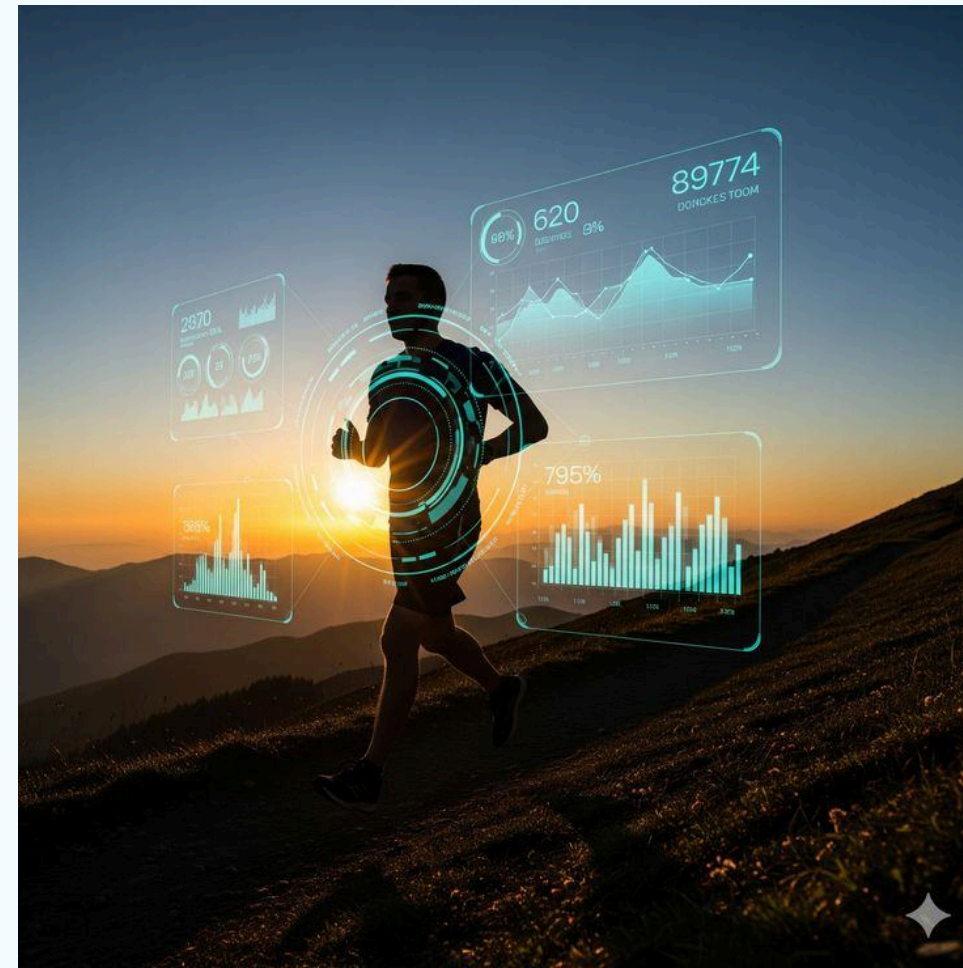
Cream Foam functions as the neutral base colour and is used extensively for backgrounds and negative space. Its warm off-white tone keeps layouts clean and readable while softening the heavier, industrial colours and maintaining an inviting, approachable feel.

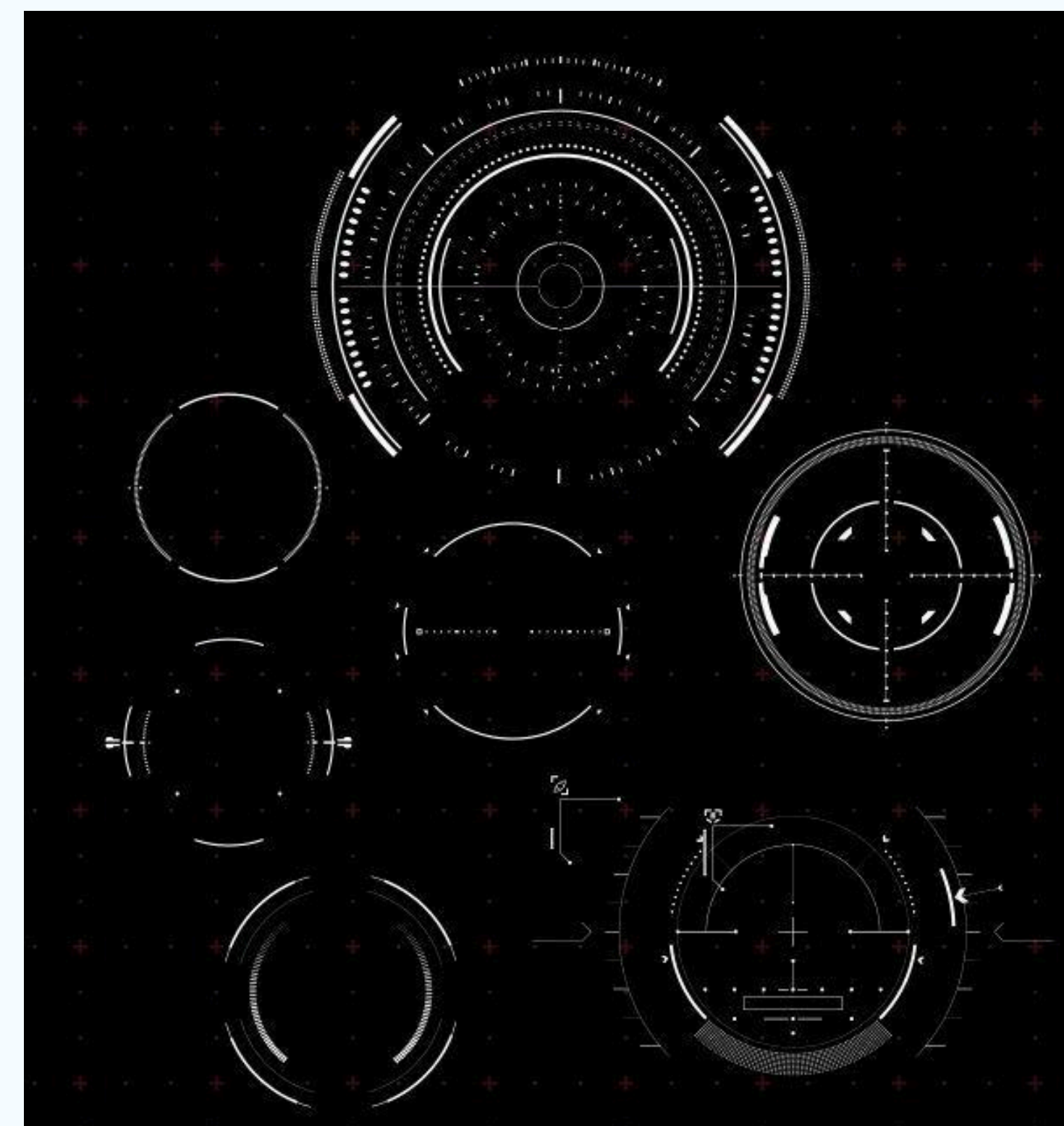
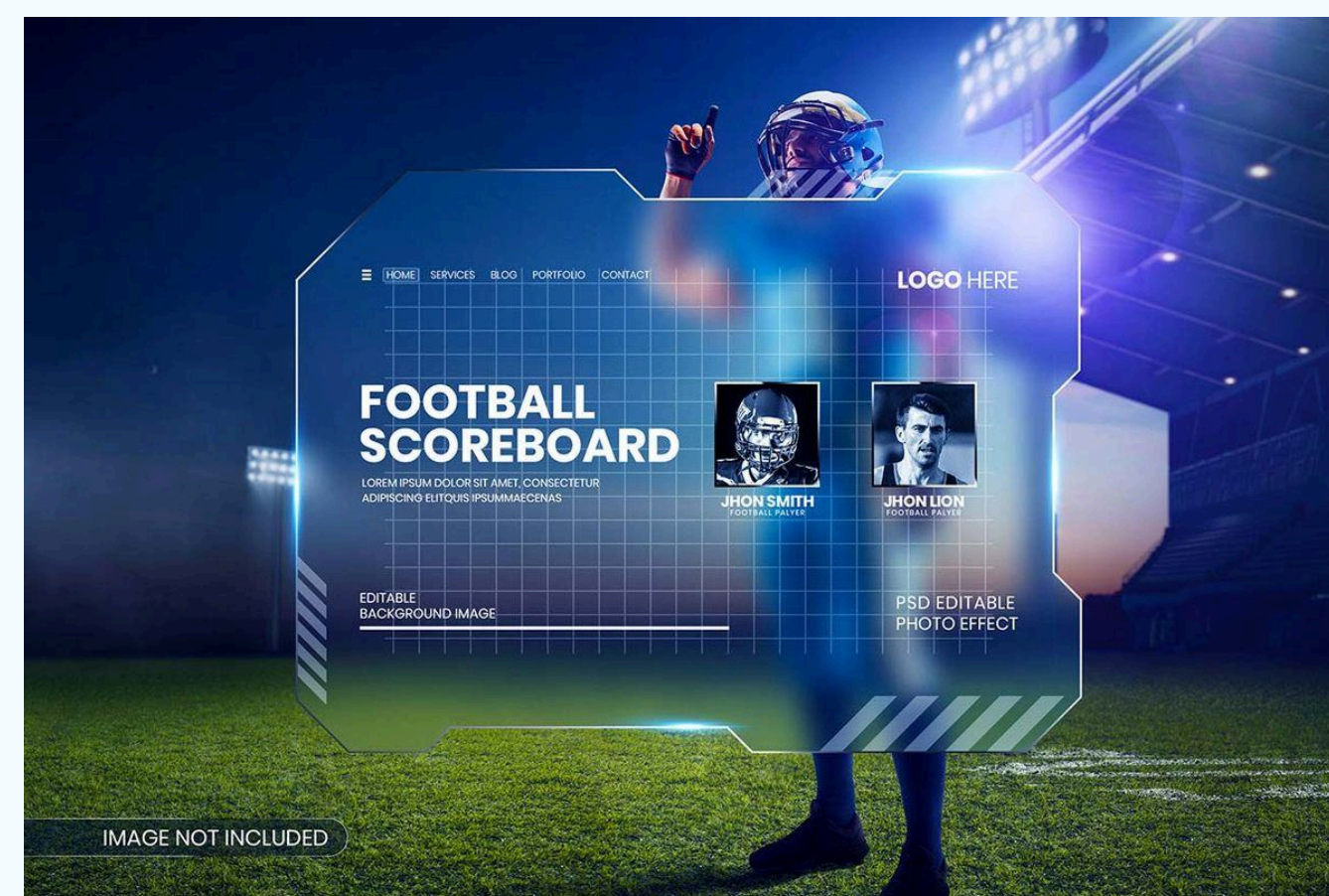
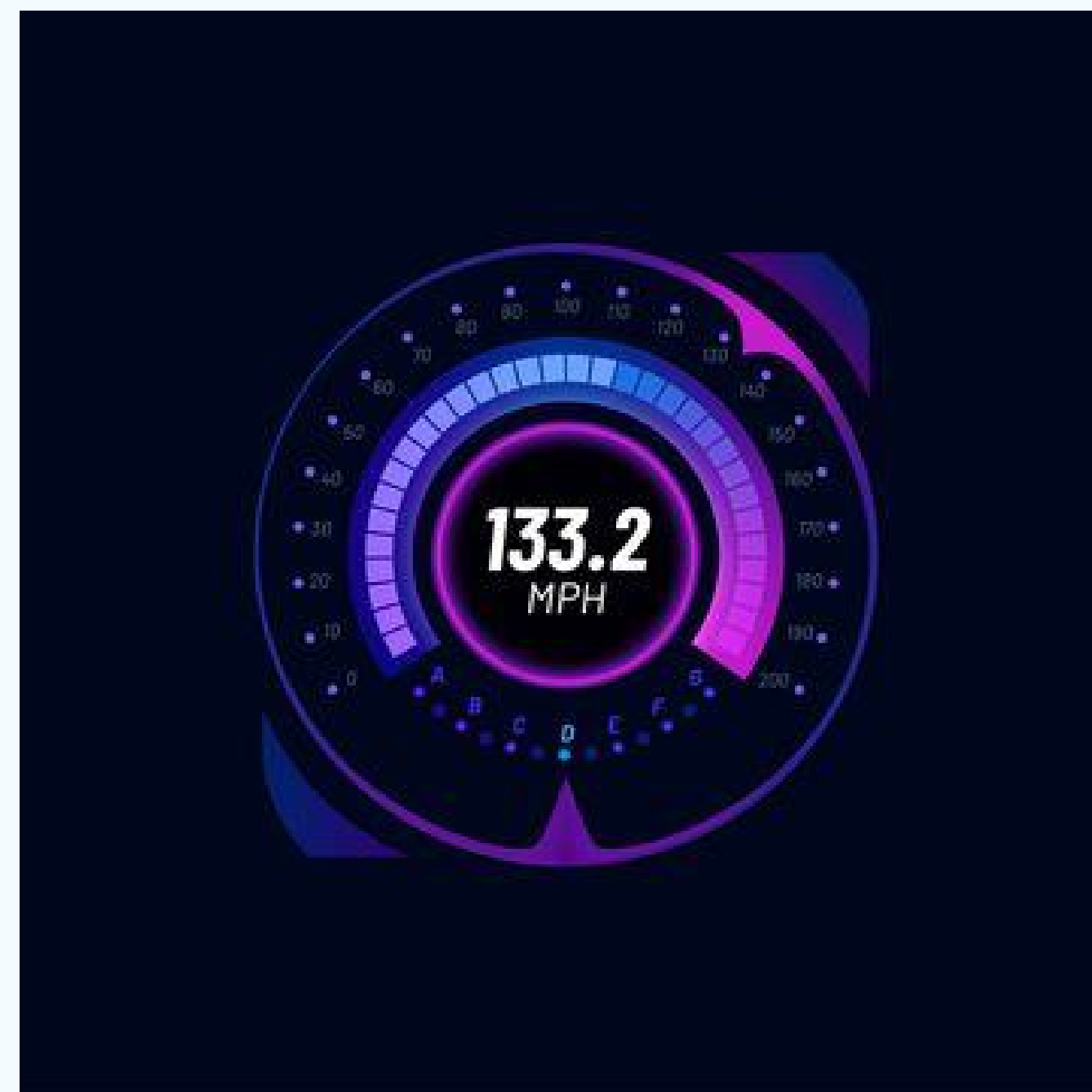
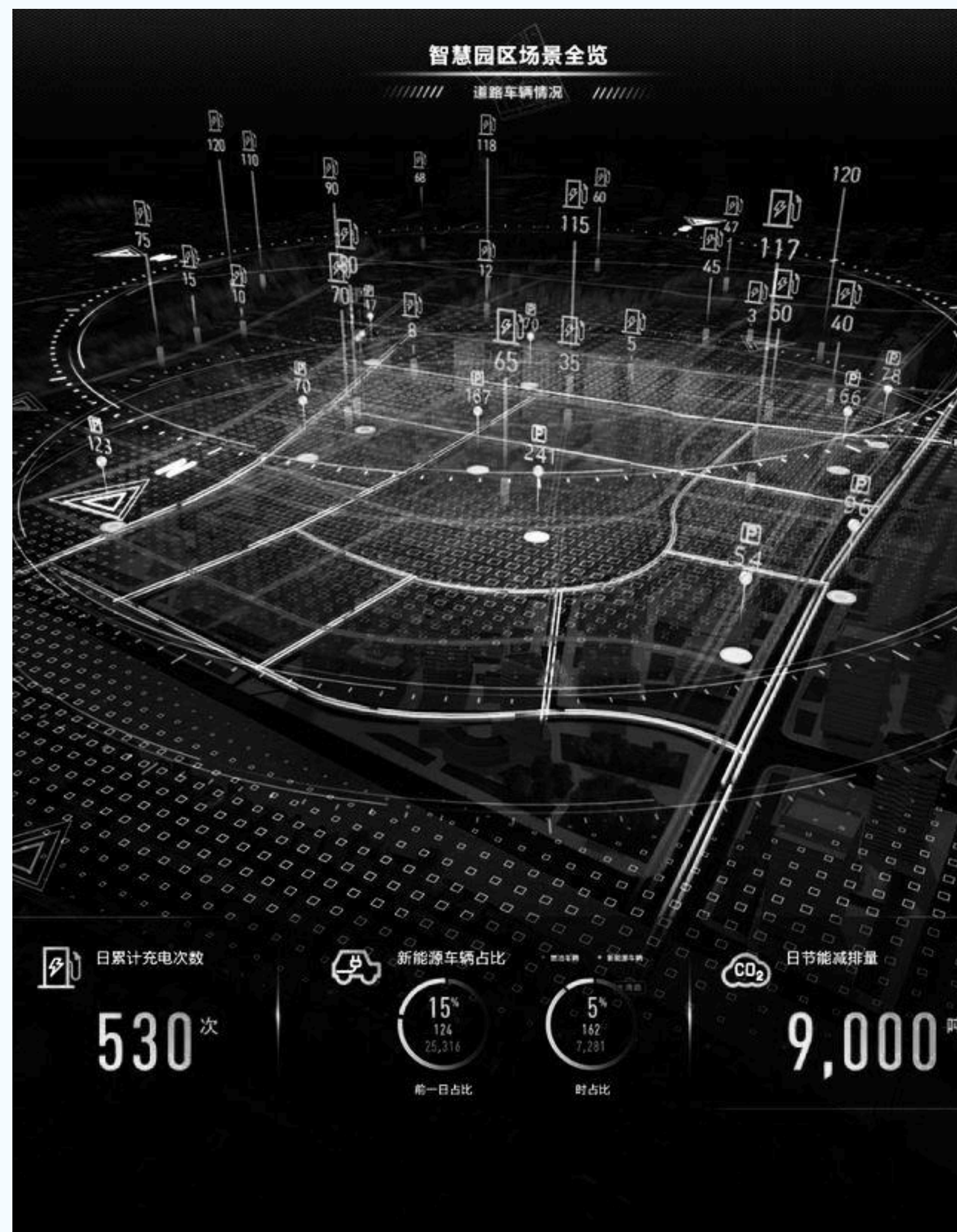
Depot Blue is often employed in secondary applications, including backgrounds, supporting graphics, and promotional materials. Inspired by workwear and railway signage, this colour introduces a sense of heritage and balance.



4.0 HUD Designs

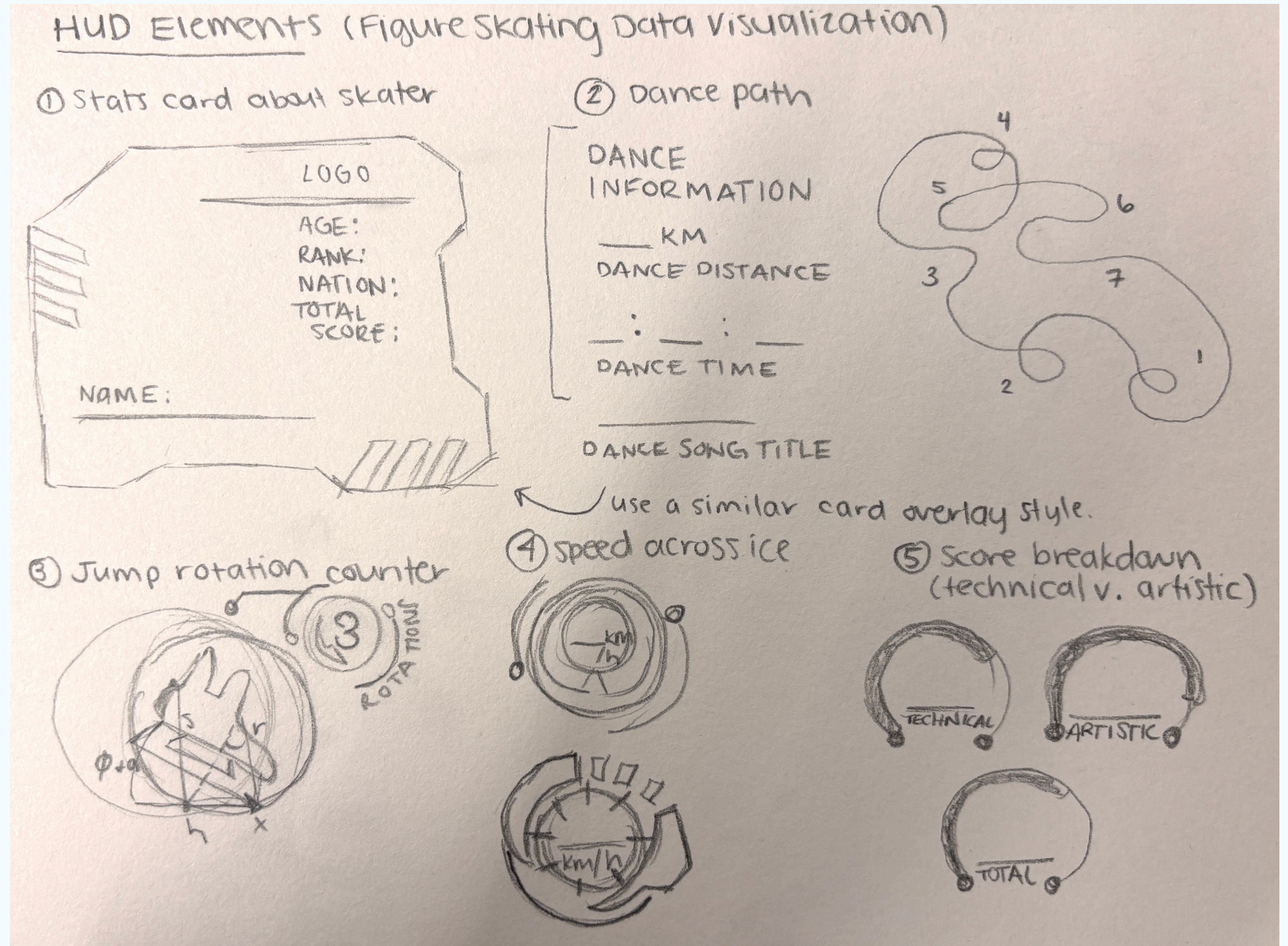
The marketing strategy for Ingersoll Rails Brew House is rooted in storytelling, community connection, and consistency. It focuses on highlighting the brew house's craftsmanship, local heritage, and welcoming atmosphere to create meaningful connections that invite guests to return, share, and become part of the story.





HUD Elements for Figure Skating :

1. Statistics info card about the skater
2. Trajectory path on ice (dancing path)
3. Skate angle and jump rotation counter
4. Speed dial across ice
5. Score breakdown (technical vs artistic & total scores)



5.0 Style Frames

The Application page demonstrates how the Ingersoll Rails Brew House brand comes to life across products, packaging, merchandise, and environmental graphics. It illustrates consistent use of the logo, colour palette, typography, and visual elements to ensure every touchpoint reinforces the brand's identity and tells a cohesive story.



