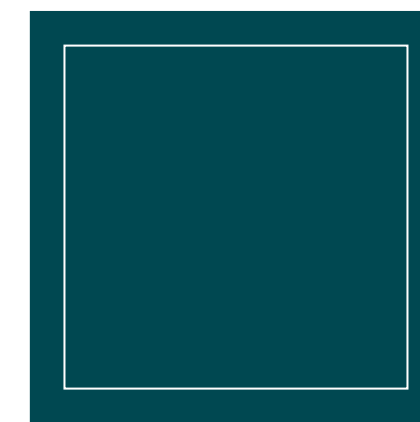
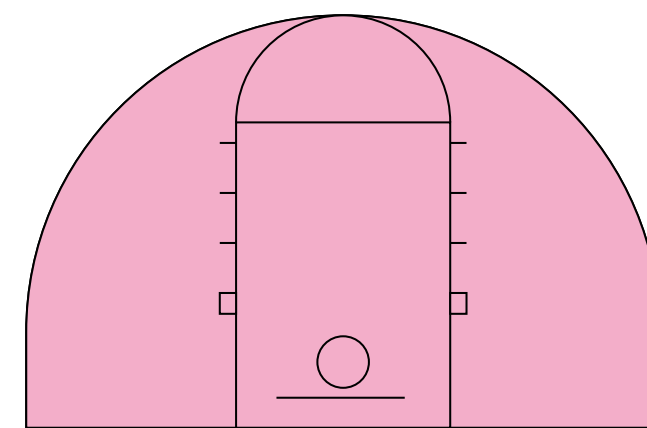
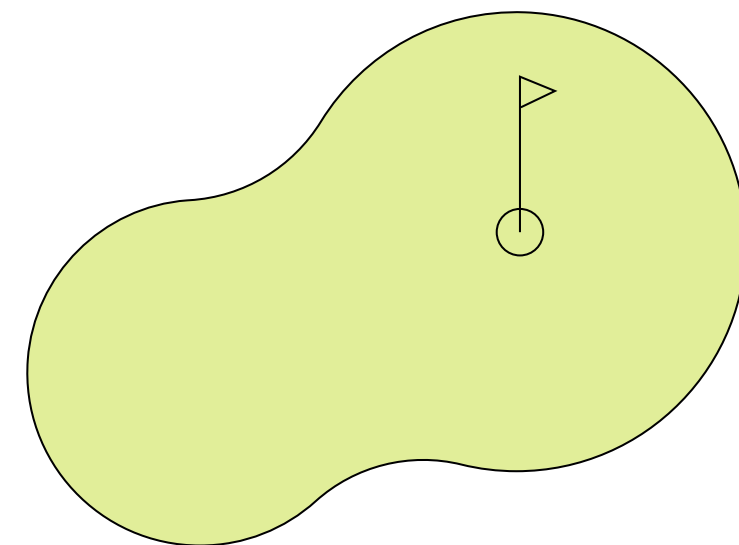
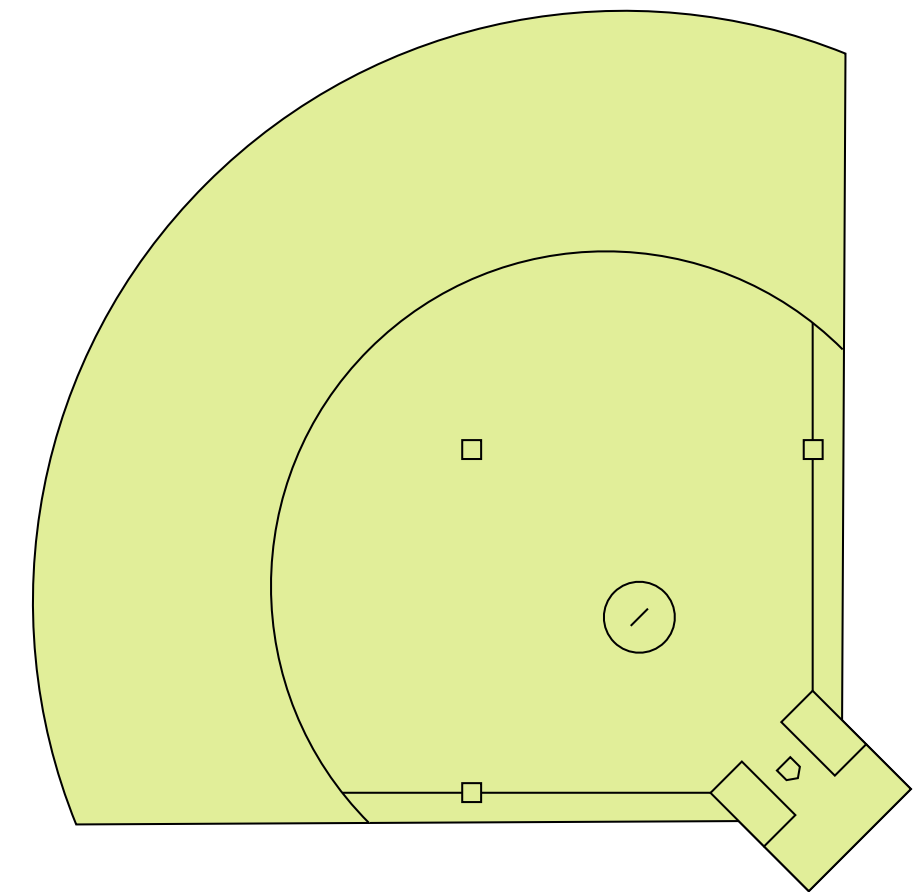
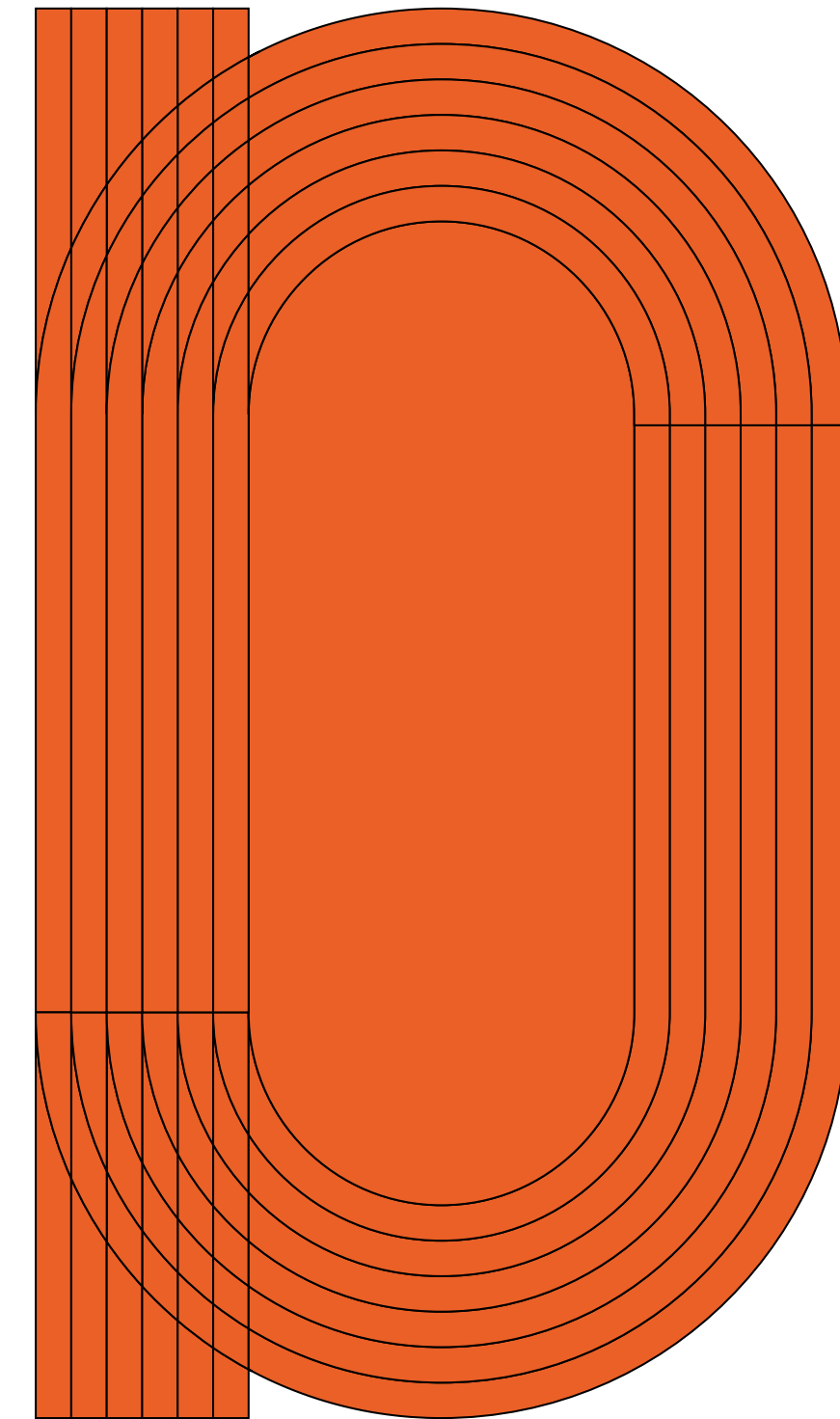


**FLY:**  
**FWD**  
BY OPERATION WARM



## 0.1 INTRODUCTION

This document is intended for those who are creating marketing materials for FLY:FWD by Operation Warm. Following these guidelines will maintain consistency, but they are not intended to restrict expression. They are meant to inspire and clarify, to unify and define, as we bring this brand to life. This is a living document, meaning that elements outlined here are subject to change.

Please use good judgment in all creative executions and strive to use the brand effectively, using this guide as a tool.

### TOOLKIT

To ensure an iconic and recognizable brand, as well as ease of use for all who might work on it, we have developed a brand toolkit as an extension of this guide.

# 01

## The Brand

- The Name
- Brand Moodboard
- Logo Variations
- Space and Size
- Color
- Founding Partner Lockup
- Franchise Partner Lockups

# 02

## Typography

- Standard Fonts
- Display Font

# 03

## Color

- Primaries
- Secondaries
- Color Pairings
- Team Up Colors

# 04

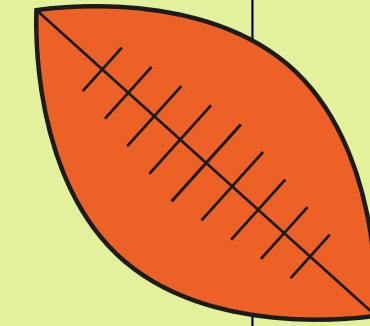
## Graphics

- Play Drawings
- Fields, Rinks, Courts and Lanes
- Equipment Illustrations

# 05

## Brand in Use

- Examples



01

# THE BRAND

**We know only one direction:  
forward. And only one way  
to do it: together. With our  
sights set ahead, we fly  
above every limitation to  
transformative new heights.**

---

This is the founding rationale that the FLY:FWD name was created under.

It is creative expression inspired by the project, and embraces the spirit and passion of our community.

---

### **Name Nomenclature**

The key to ensuring brand recognition, especially with a name as abstract as FLY:FWD, is consistency. Follow these guidelines:

#### **1ST APPEARANCE**

FLY:FWD by Operation Warm

#### **CASUAL**

FLY:FWD

# Brand Moodboard

Please note that photography featured here is pulled for inspiration. FLY:FWD does not own these assets.



## Horizontal Logo

The primary logo lockup is the Horizontal Logo, and should be used in most cases. Follow the guidelines outlined throughout the section to ensure proper legibility.

Use only the provided files of the logo.

FLY:FWD

BY OPERATION WARM

MINIMUM WIDTH: 1.5 INCHES | 150 PX

---

FLY:FWD  
BY OPERATION WARM

SMALL-SCALE VERSION

---

FLY:FWD

NO BYLINE VARIATION

## Stacked Logo

The secondary logo is the Stacked Logo, and provides flexibility when size or ratio is an important factor.

Use only the provided files of the logo.



MINIMUM WIDTH: 1.5 INCHES | 150 PX



SMALL-SCALE VERSION



NO BYLINE VARIATION

## Initial Mark

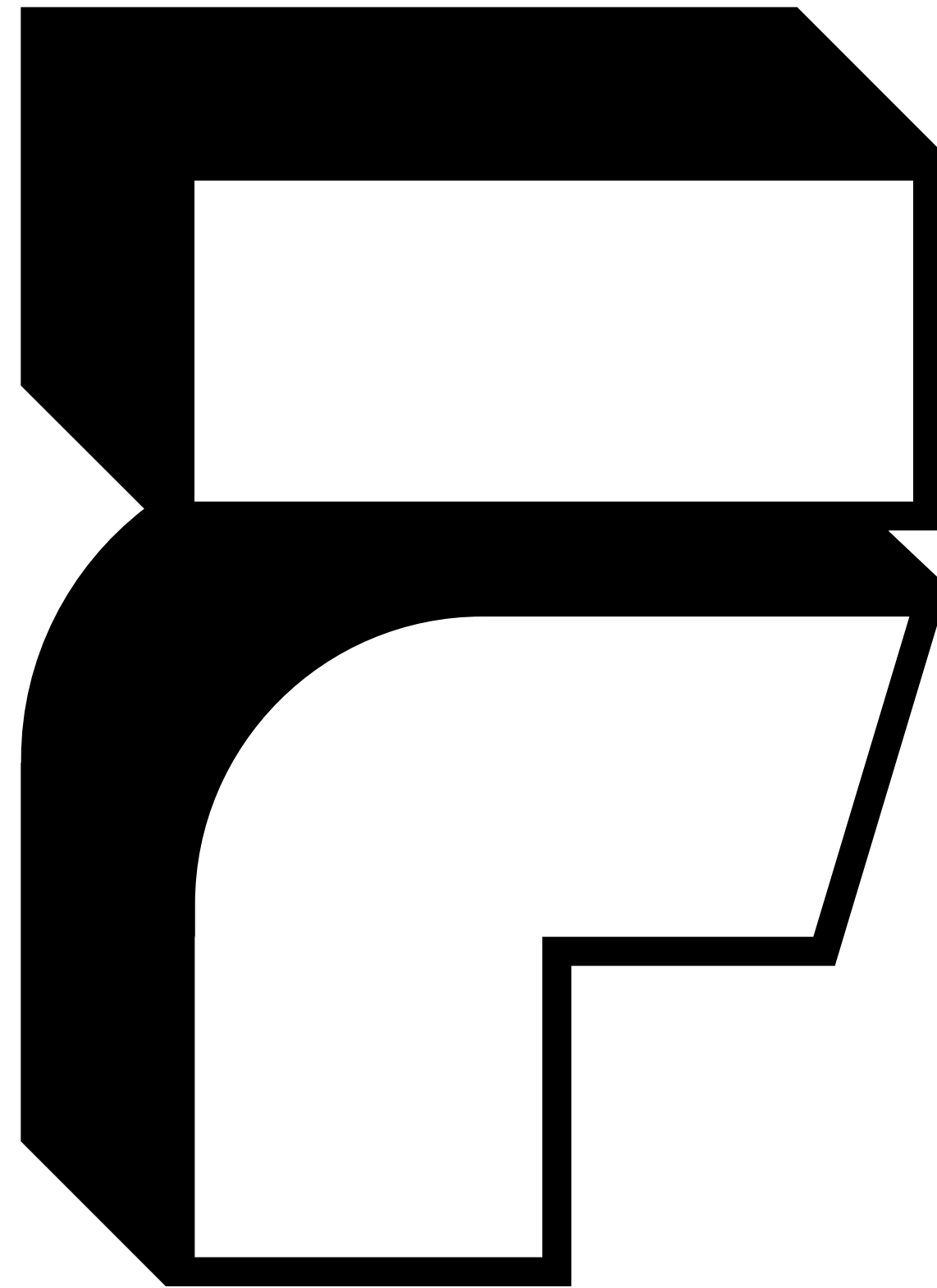
The Initial Mark can be used in place of the FLY:FWD logo in moments where the brand is well-known or as a graphic element to supplement the brand.

While we prefer the use of the Horizontal and Stacked Logo variations, the Initial Mark can provide additional flexibility to the Identity System.

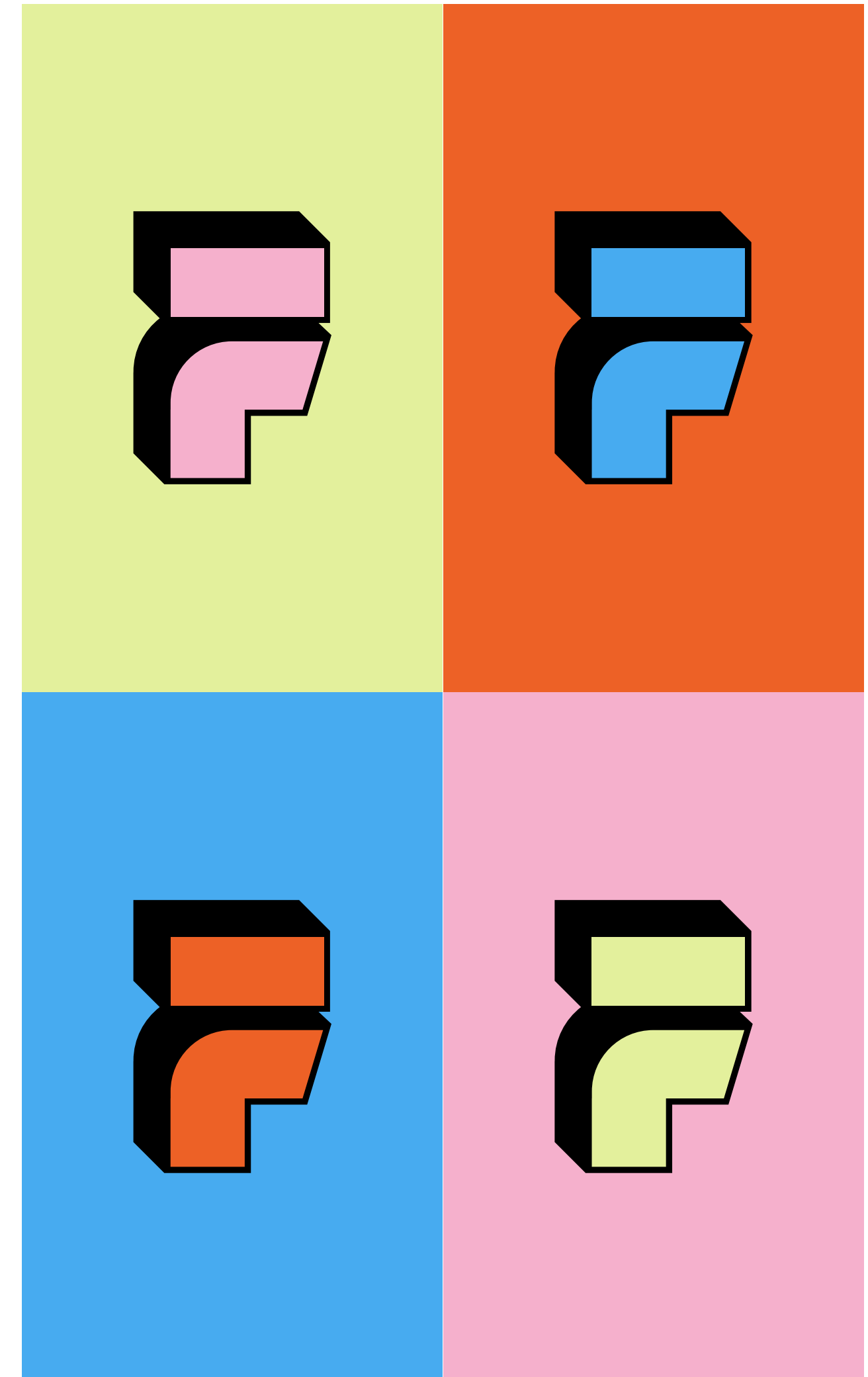
**Use only the provided files of the logo.**

### COLORS

Unlike the Horizontal and Stacked Logos, the Initial Mark can be more playful in its color ways; however, the shadow should always be Umpire Black. Do not use Home Team Green as a fill on the letter "F" as it does not have enough contrast with Umpire Black.



MINIMUM WIDTH: .25 INCHES | 50 PX





## Space & Size

Always ensure the logo has room to breathe. Follow the minimum width guidelines to make sure the integrity and legibility of the wordmark, no matter the variation, are maintained.

### CLEARSPACE

No graphic should impede on the clearspace that is created by the width of the "F" in "FLY:FWD" on all sides of the logo.

### SIZE

To ensure legibility, the logo should not be produced in a size where the "F" in "FLY:FWD" is smaller than .2" tall.



## 1.7 THE BRAND

### Color Variations

To ensure logo flexibility\*, two color variations can be used for the FLY:FWD logo: Umpire Black and Referee White. Select a color variation based on the contrast between the background color or image and the logo. These color variations are applicable to any layout variation.

#### \*EXCEPTION

The one exception for this color variation rule is if a team partner requests that the FLY:FWD logo takes on their team's color. This is acceptable; however, the whole logo must be one single color. Two color logos are not allowed.

**FLY:**  
**FWD**  
**BY OPERATION WARM**



## 1.8 THE BRAND

### Founding Partner Lockup

In 2023, the Philadelphia Eagles partnered with Operation Warm to create FLY:FWD with the purpose of ensuring all youth athletes have all the equipment needed to continue playing the sports they love.

To honor this founding partnership, FLY:FWD has a special byline logo lockup featuring the "Philadelphia Eagles" name that can be used with permission of FLY:FWD and the Eagles.

The logo consists of the word "FLY" in a bold, sans-serif font, followed by a colon, and then "FWD" in a similar bold, sans-serif font. The letters are black and have a slightly irregular, hand-drawn feel.

**OPERATION WARM × PHILADELPHIA EAGLES**

BYLINE HORIZONTAL

The logo is stacked vertically, with "FLY:" on the top line and "FWD" on the bottom line. The font is the same bold, sans-serif style as in the horizontal version.

**OPERATION WARM ×  
PHILADELPHIA EAGLES**

BYLINE STACKED

## Franchise Partner Lockups

Franchise Partner Lockups should only be made using the horizontal variations of the FLY:FWD logo. For lockups using a partner's logo, we prefer a one-color variation of the partner logo. The colors of FLY:FWD's logo and the partner organization should be the same, in most cases.

The two logos should be divided by a thin stroke line that is equal in height to the FLY:FWD logo plus the height of the "W" in the byline. The space on either side of the dividing line should be equal to the width of the "F" in "FLY:FWD."

The top of the partner logo should align with the top of the dividing stroke, while, for optical balance, the bottom of the partner logo should align with the bottom of the FLY:FWD logo.

**Please note:** As of June 2023, the Philadelphia Phillies are not an official franchise partner with FLY:FWD. Their logo featured here is used as an example.



TEAM LOGO LOCKUP



DETAILS

**03**

# **TYPOGRAPHY**

## Standard Type

Inter is a friendly sans-serif typeface that retains accessibility standards at all sizes. It can be used in all typographic hierarchy, including headlines and body copy. The cleanliness of Inter provides the ability for FLY:FWD's branding to sit nicely against any potential partner's branding or identity without creating brand confusion.

Inter is available for download via [Google Fonts](#).

Inter Thin  
Inter ExtraLight  
Inter Light  
Inter Regular  
Inter Medium  
Inter SemiBold  
Inter Bold  
Inter ExtraBold  
Inter Black

**AaBbCcDdEeFfGg**  
**HhIiJjKkLlMmNn**  
**OoPpQqRrSsTtUu**  
**VvWwXxYyZz**  
**1234567890!**  
**@#\$%&\*()?.,"**

## Display Type

Erica One is an energetic display type that, when paired with Inter, creates a brand that is playful, yet powerful.

Erica One should only be used in large display settings due to the size of the counters in the letter forms, and should only be used in All Caps with the exception of using a lowercase "i." **Only use Erica One at font sizes 72 pt or bigger.**

Erica One is available for download via Google Fonts.

### ERICA ONE REGULAR

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  
1 2 3 4 5 6 7 8 9 0 !  
@ # \$ % & \* ( ) ? , . , "



No uppercase "I"

# 03

# COLOR



### 3.1 COLOR

## Primaries

With a key factor of FLY:FWD's brand being about the collaboration and partnership with other teams, primary colors that work with any other color on the spectrum are key.

### UMPIRE BLACK

RGB: 27,28,30  
HEX: #1B1C1E

CMYK: 40,20,30,100  
PMS BLACK 3

### REFEREE WHITE

RGB: 255,255,255  
HEX: #FFFFFF

CMYK: 0,0,0,0



UMPIRE BLACK



REFEREE WHITE

### 3.2 COLOR

## Secondaries

FLY:FWD's secondary colors introduce a palette that is fun and playful, while balancing the line of gender neutrality. Colors are highly saturated, matching the passion and energy of our athletes.

#### HOME TEAM GREEN

RGB: 0, 72, 81  
HEX: #004851

CMYK: 97, 21, 33, 73  
PMS: 316

#### SOFTBALL GREEN

RGB: 227, 240, 156  
HEX: #E3F09C

CMYK: 10, 0, 55, 0  
PMS: 2295

#### FREESTYLE BLUE

RGB: 44, 157, 222  
HEX: #2C9DDE

CMYK: 85, 2, 0, 0  
PMS: 2995

#### O.W. ORANGE

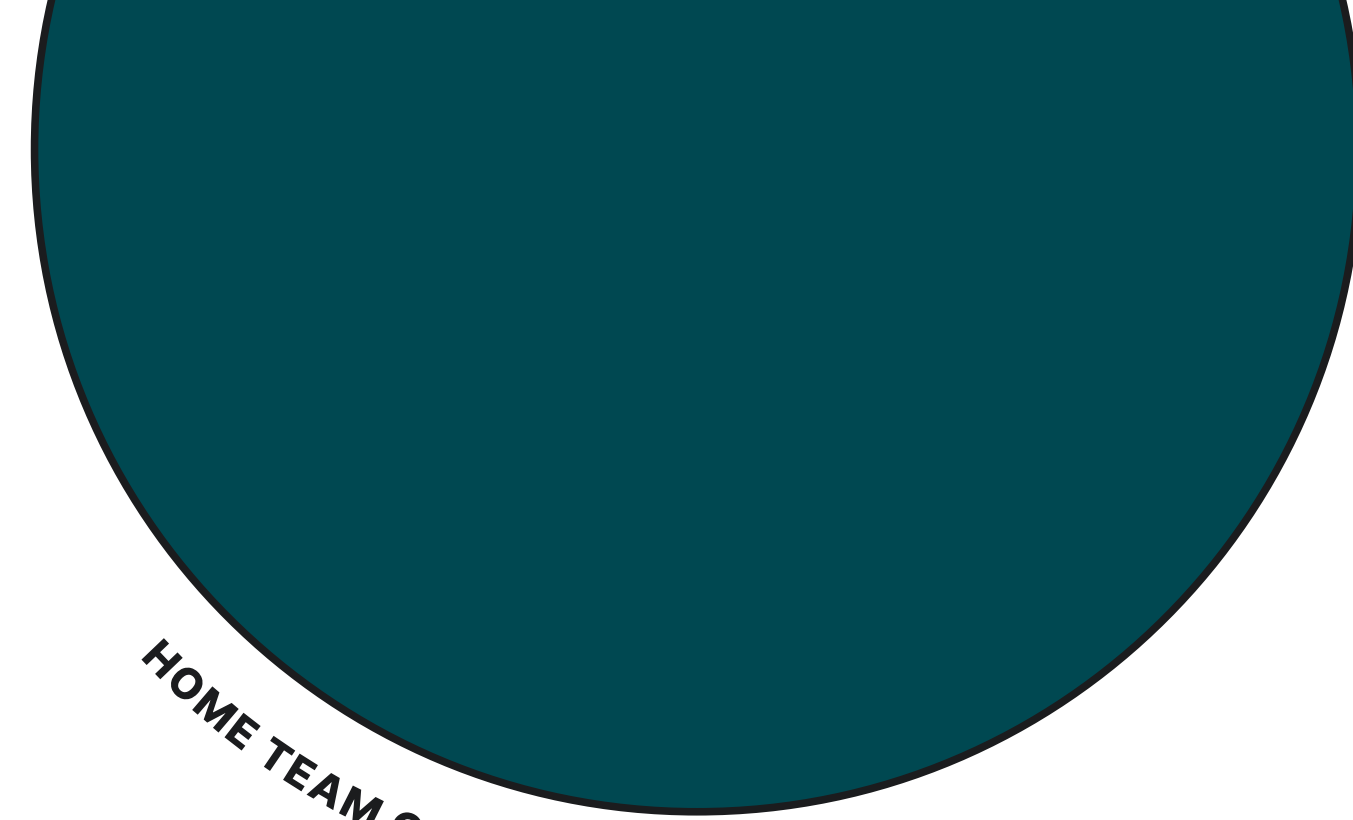
RGB: 236, 96, 39  
HEX: #ED6126

CMYK: 0, 64, 100, 0  
PMS: 158

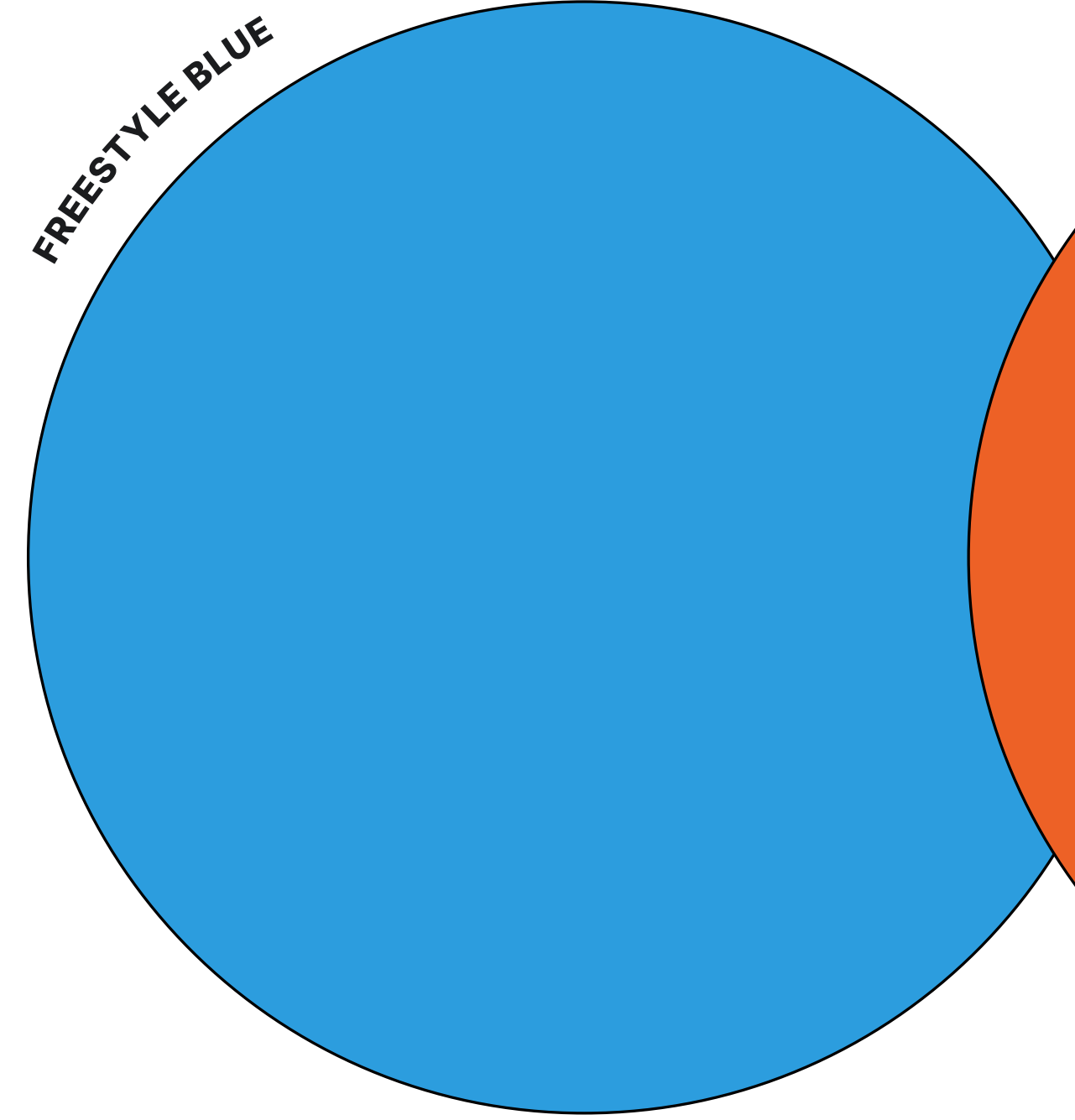
#### COURAGE PINK

RGB: 245, 176, 204  
HEX: #F5B0CC

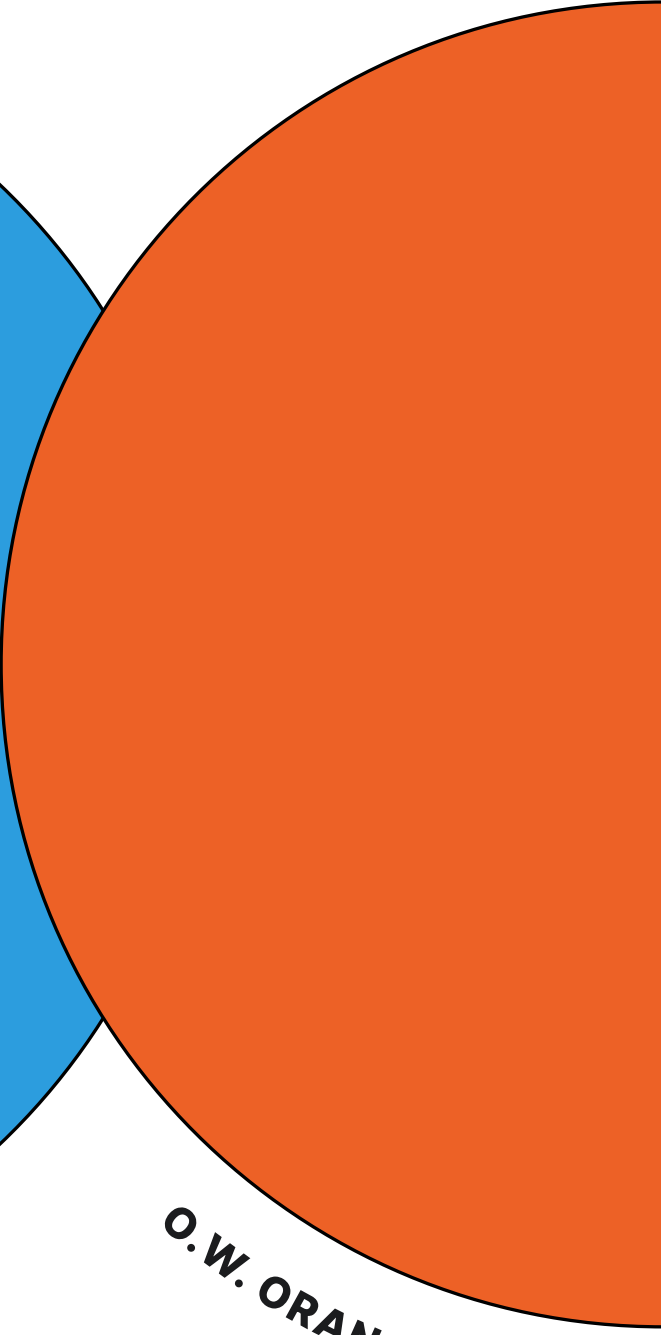
CMYK: 0, 31, 10, 0  
PMS: 1895



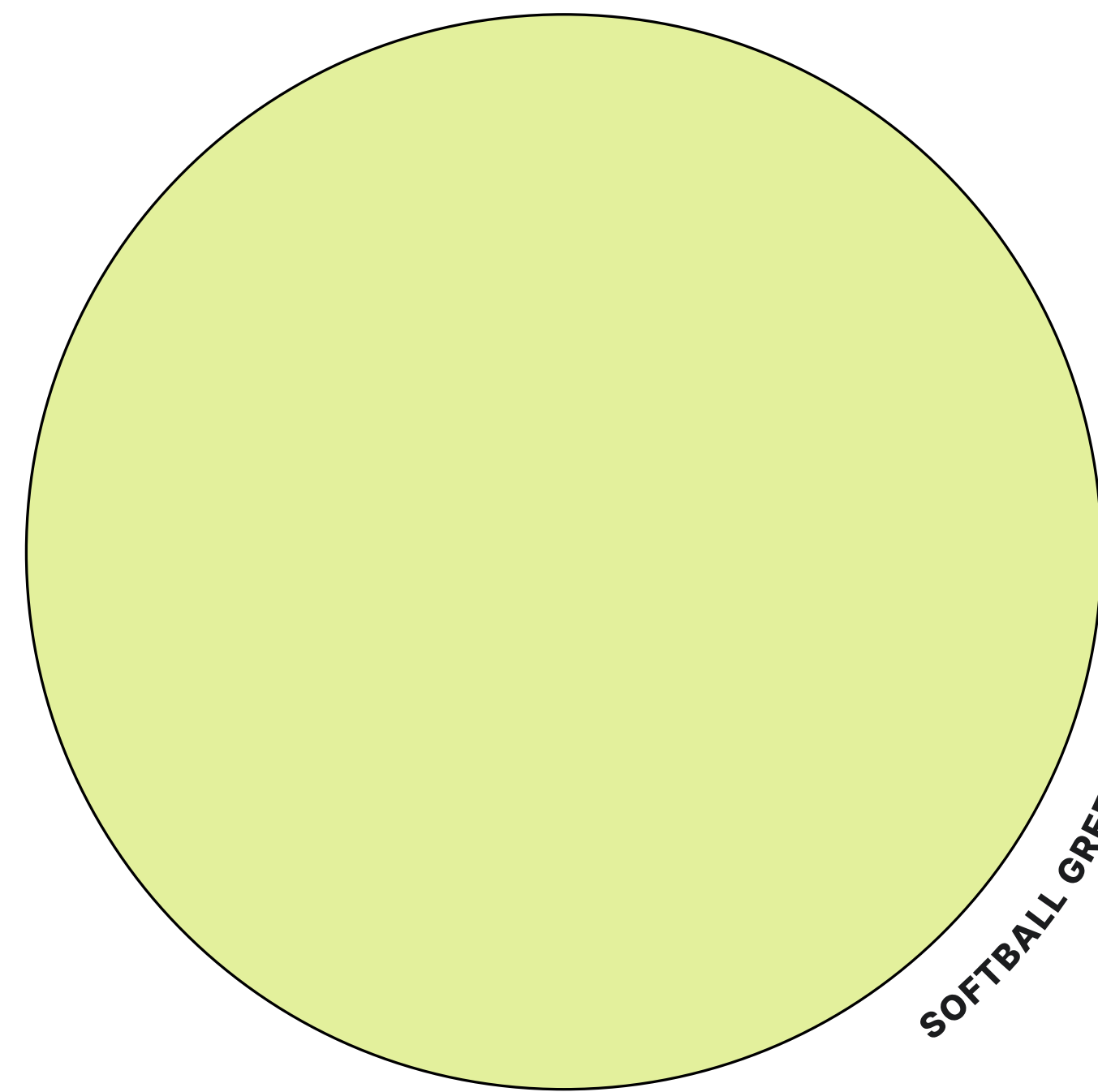
HOME TEAM GREEN



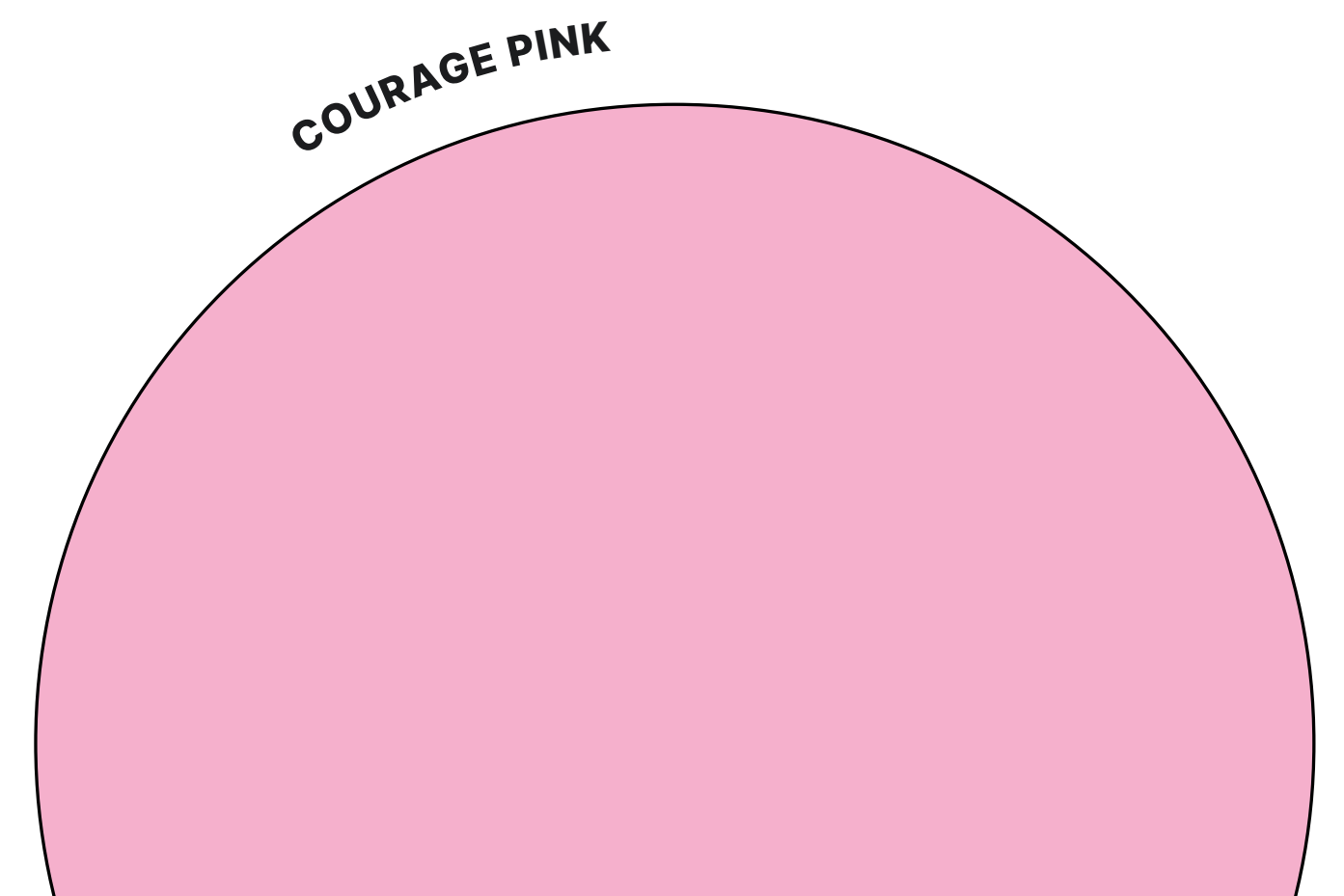
FREESTYLE BLUE



O.W. ORANGE



SOFTBALL GREEN



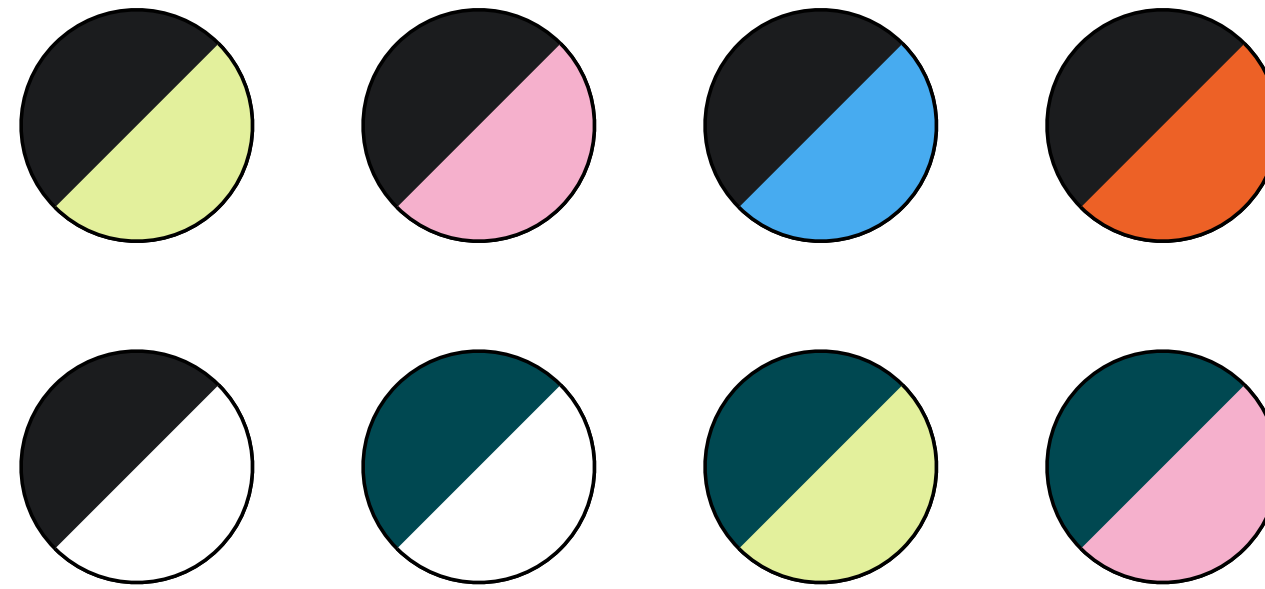
COURAGE PINK

## Color Pairings

Color combinations are essential in communicating a successful and consistent story, especially when used with type and illustration. Color pairings are chosen to support accessibility standards, general legibility and color theory.

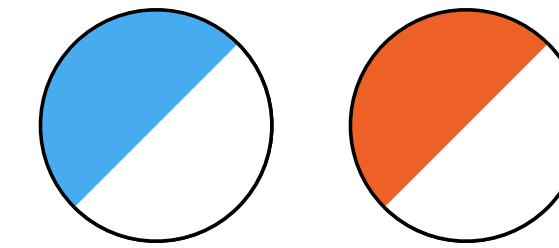
---

### ACCEPTABLE COLOR COMBINATIONS FOR TEXT AT ALL SIZES



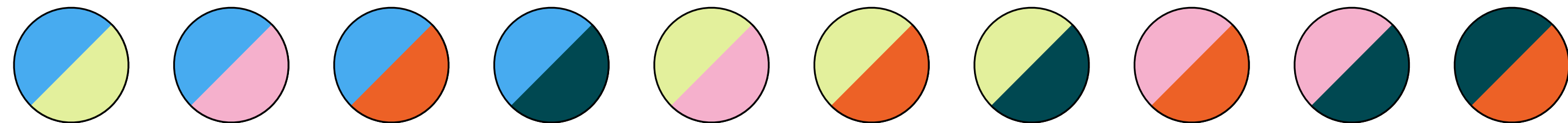
---

### ACCEPTABLE COLOR COMBINATIONS FOR TEXT AT 18PT REGULAR OR 14PT BOLD



---

### OUR FAVORITE COLOR PAIRINGS FOR ILLUSTRATIONS



### 3.4 COLOR

## Team Up Colors

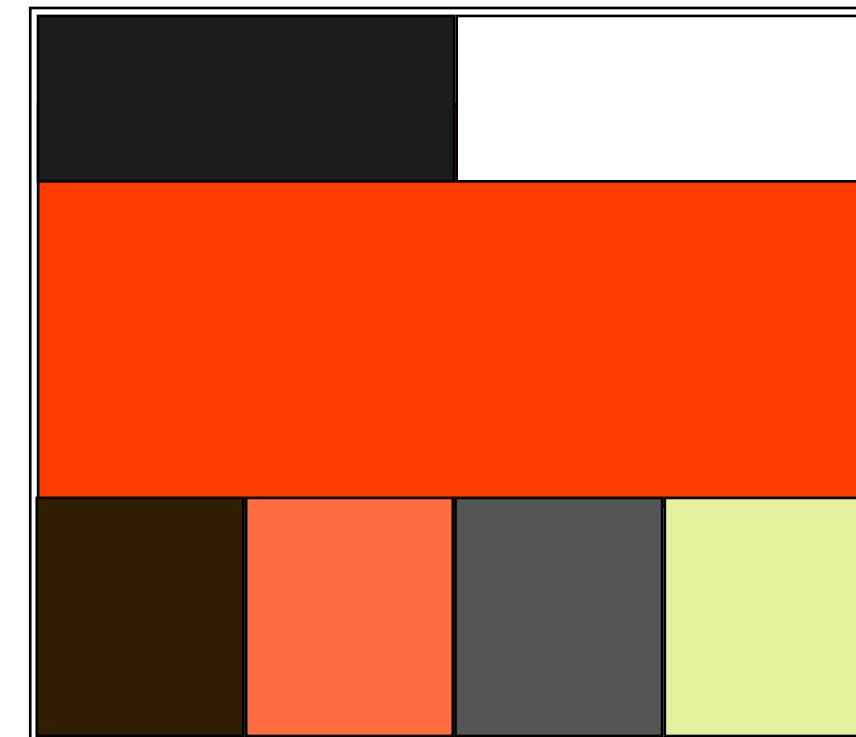
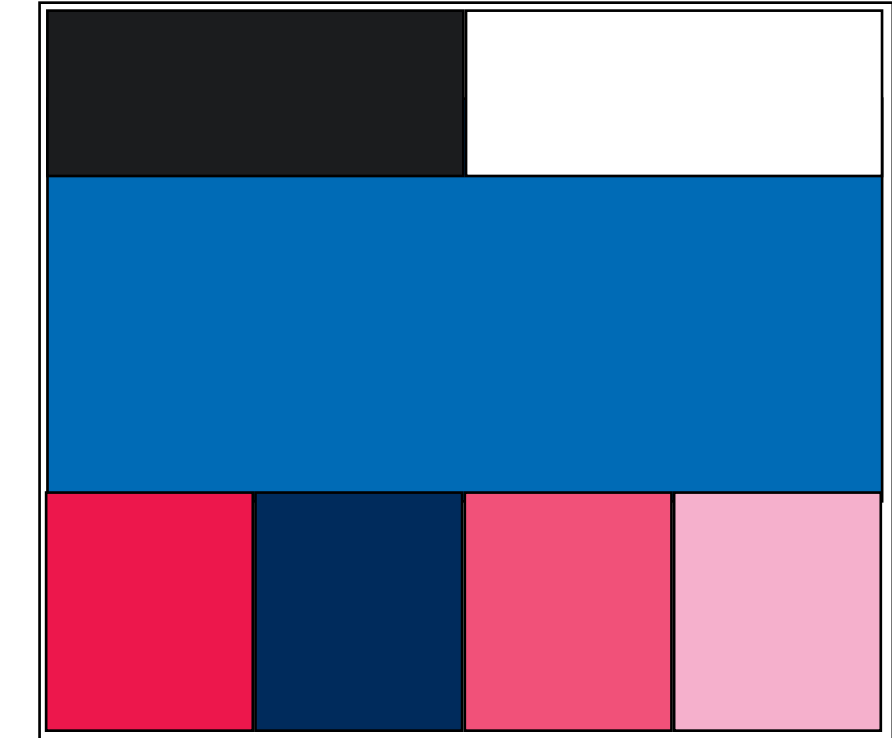
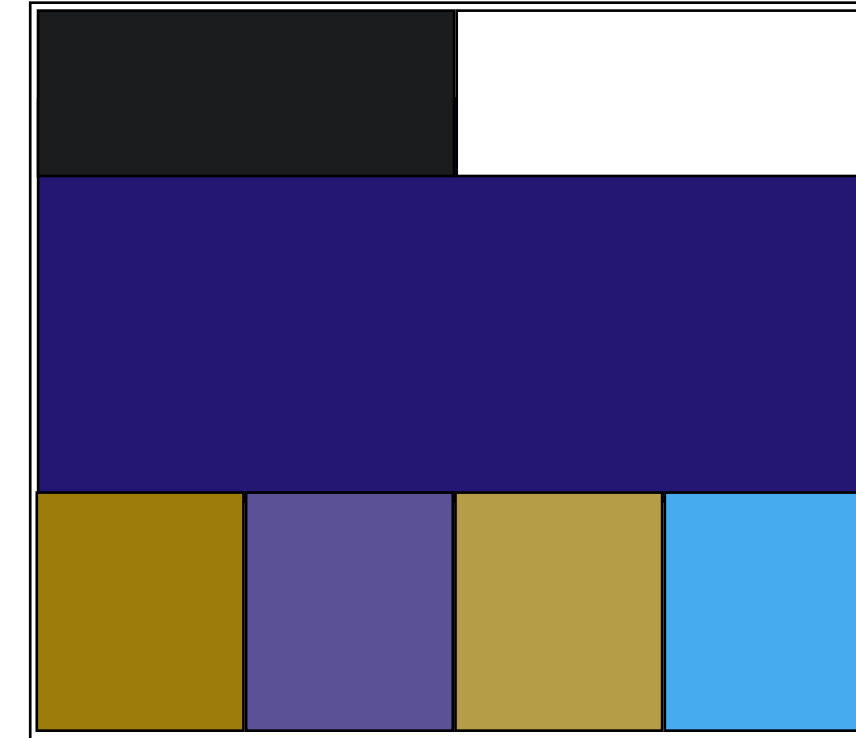
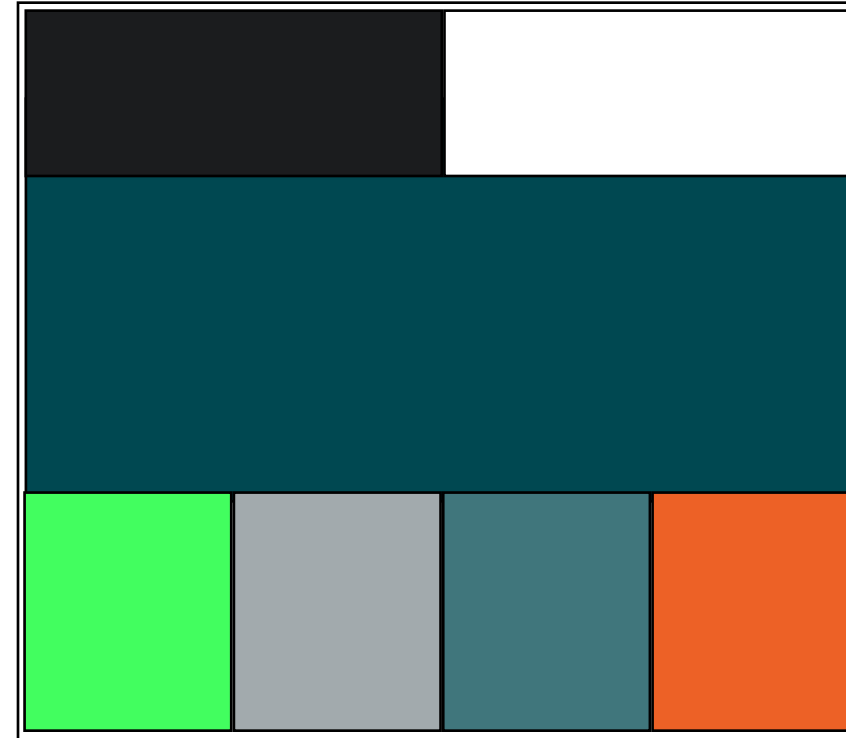
The FLY:FWD brand adapts to embrace the iconic colors and personality of our partner's visual identity. This flexibility in the color system allows FLY:FWD to speak more directly to that team's community.

### COLOR SYSTEM

When communicating via a partner, FLY:FWD's palette shifts to embrace team colors, while adding a FLY:FWD edge to the palette. Not including the primary Black and White, the secondary palette should consist of 5 colors.

Follow this equation in most instances to discover the FLY:FWD palette for each new partner:

**Team Color #1 +  
Team Color #2 +  
Team Color #3 (or 75% Tint of Team Color #1) +  
Team Color #4 (or 75% Tint of Team Color #2) +  
One FLY:FWD Secondary Color**



# 04

# GRAPHICS

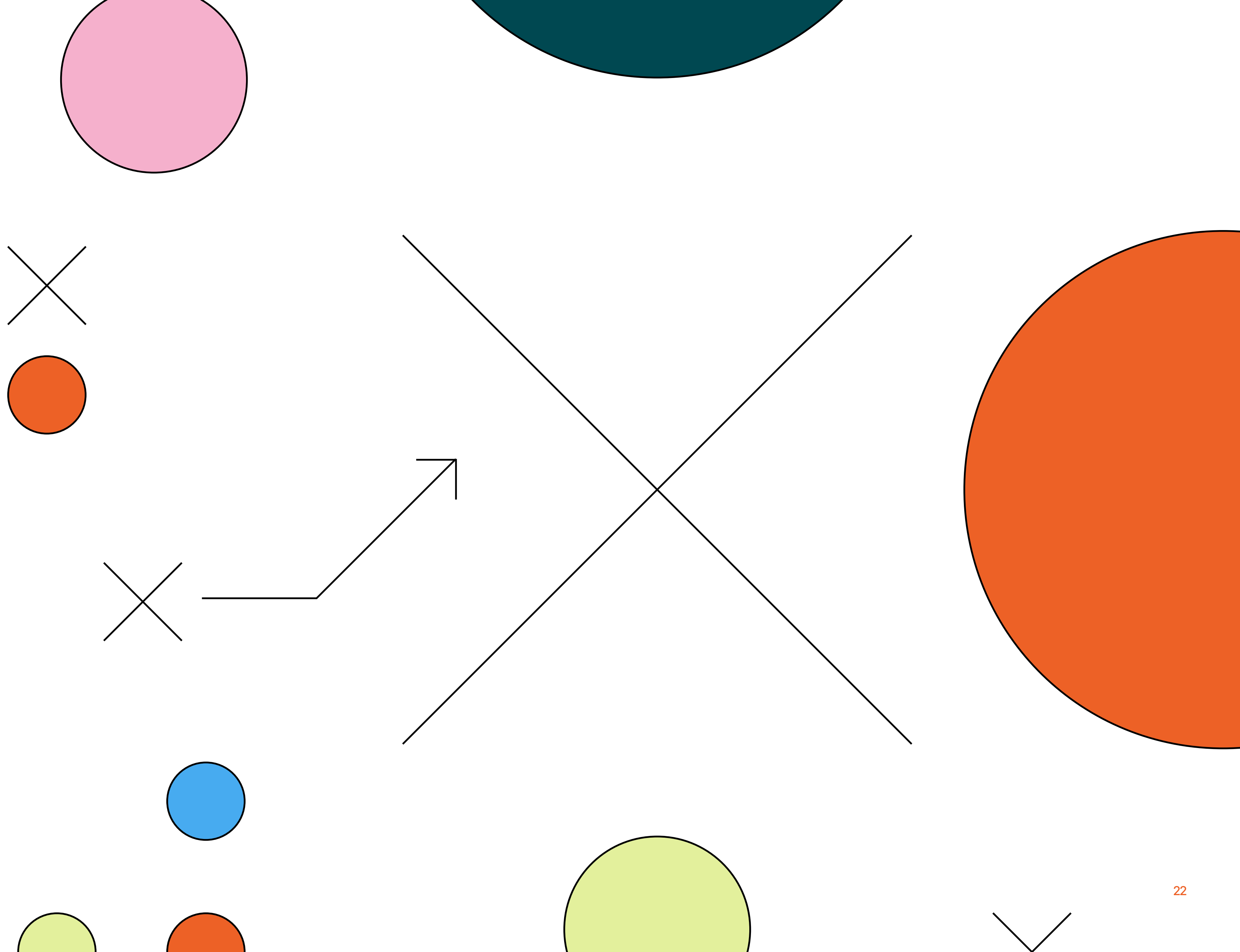
4.1 GRAPHICS

## Play Drawings

Play Drawings are inspired by the locker room sketches drawn by coaches in team sports. They show the team mentality, while showing iconic positions and plays that only athletes will recognize.

Play Drawing can either be abstract, like the ones shown on this page, or show direct defensive layouts or plays for a variety of team sports.

When using Play Drawings, embrace scale and cropping to introduce variety. Play Drawings can be used either in the FLY:FWD color way in Team Up Colors.



4.2 GRAPHICS

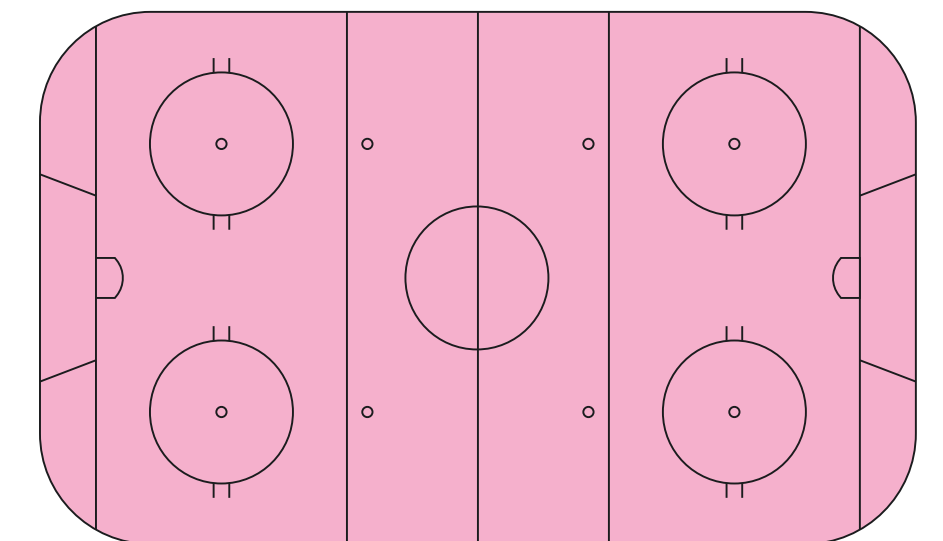
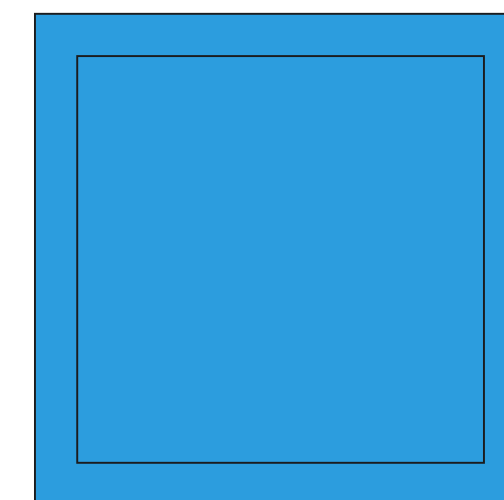
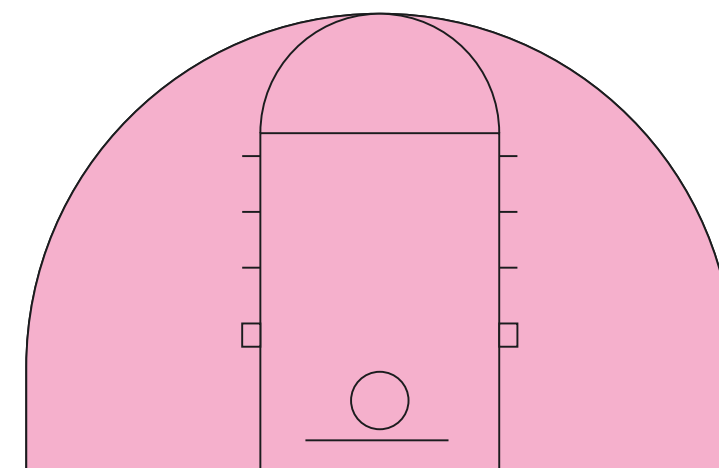
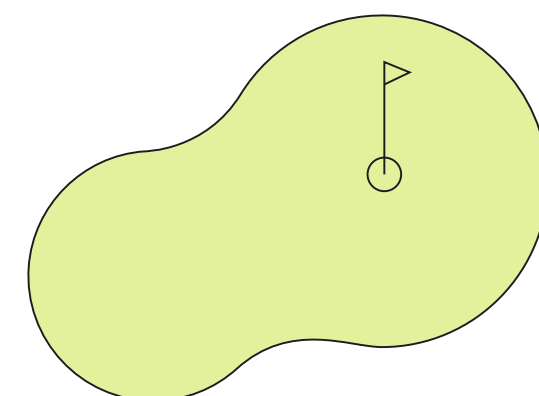
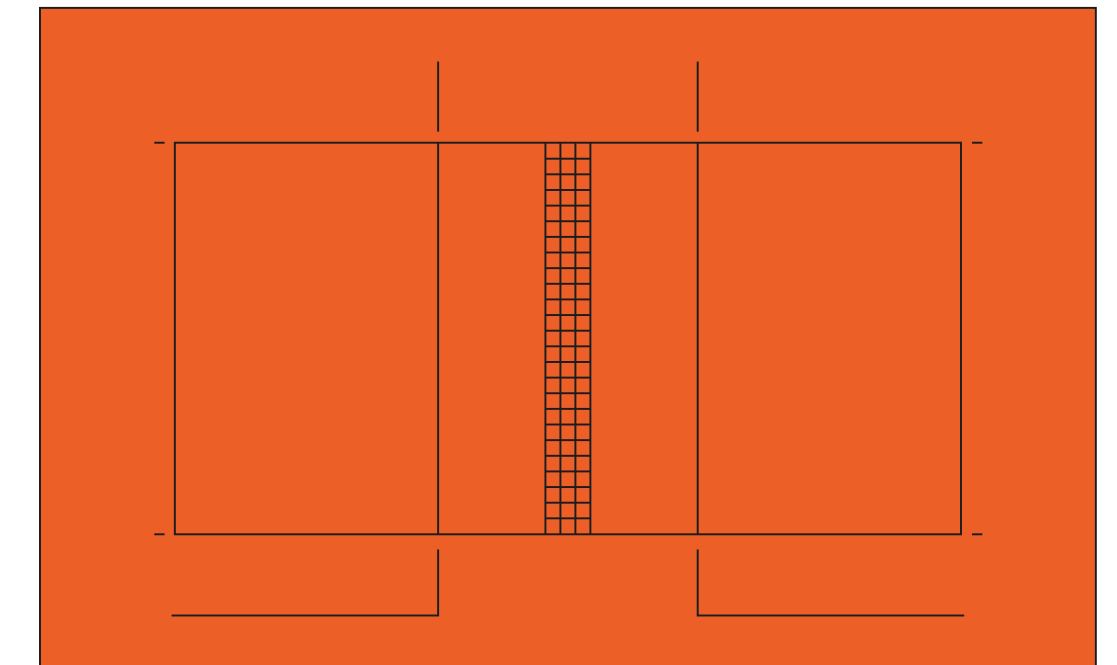
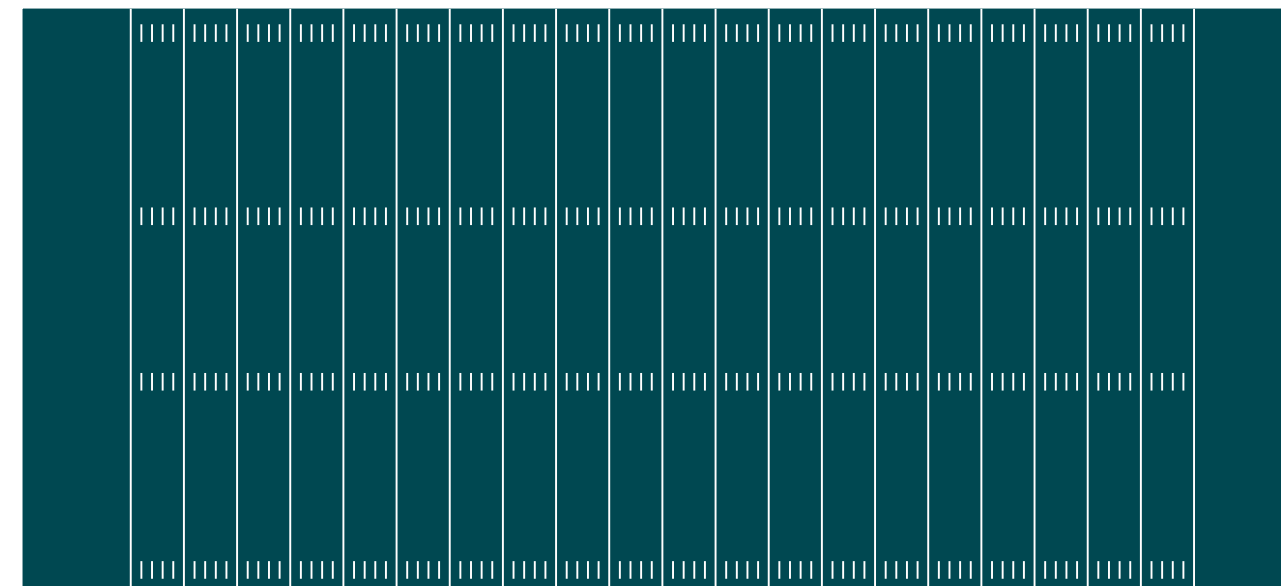
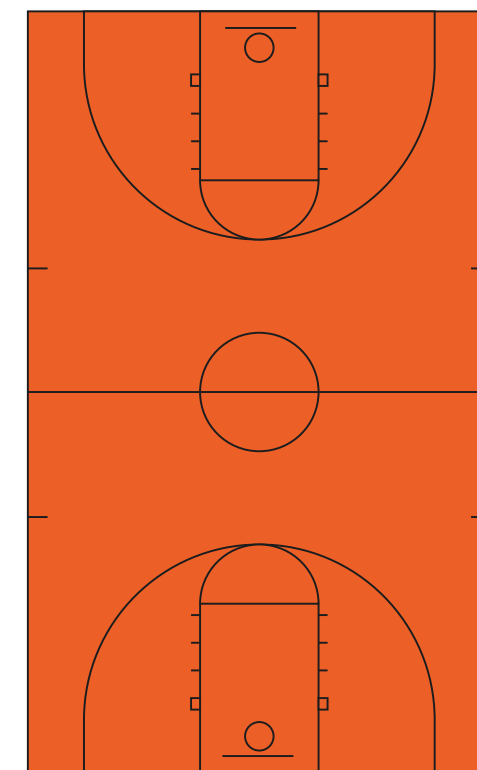
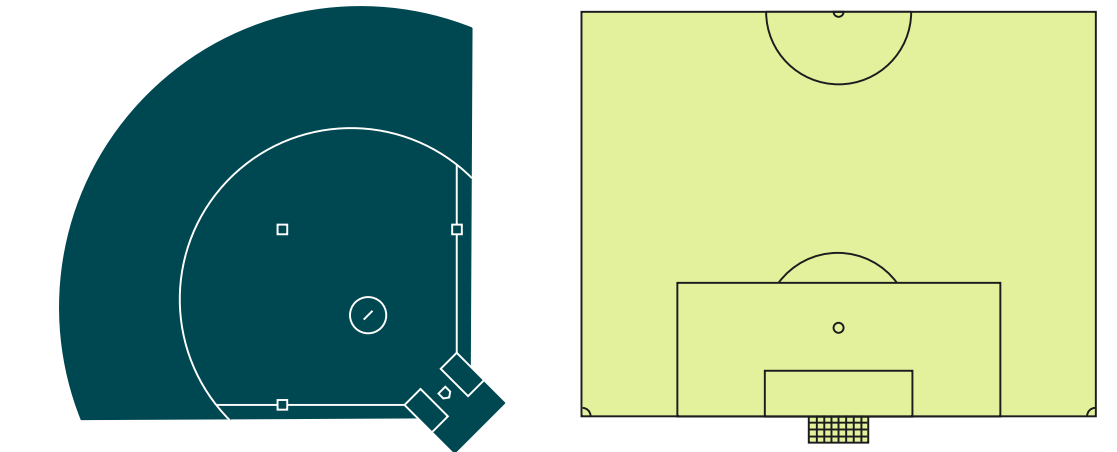
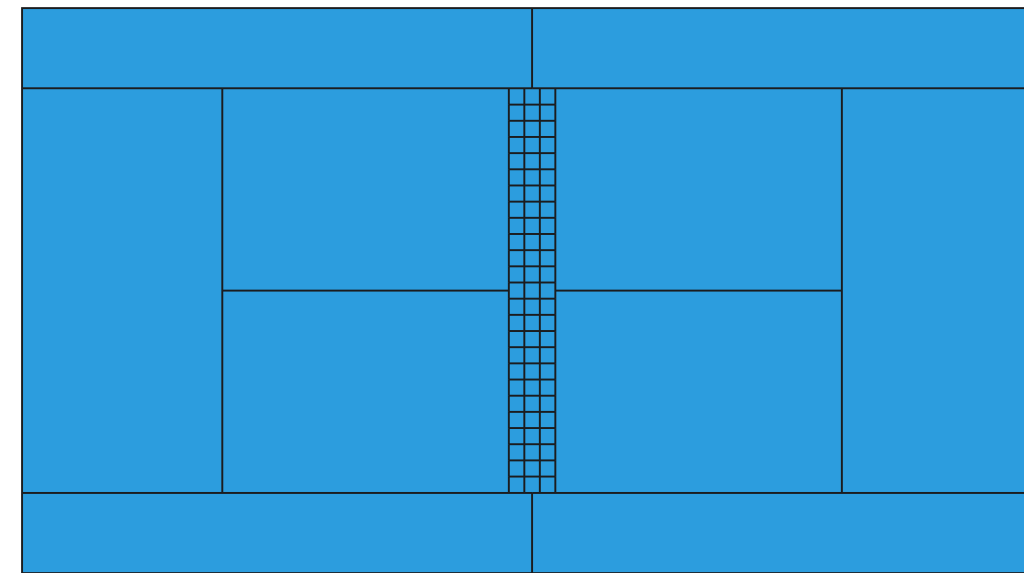
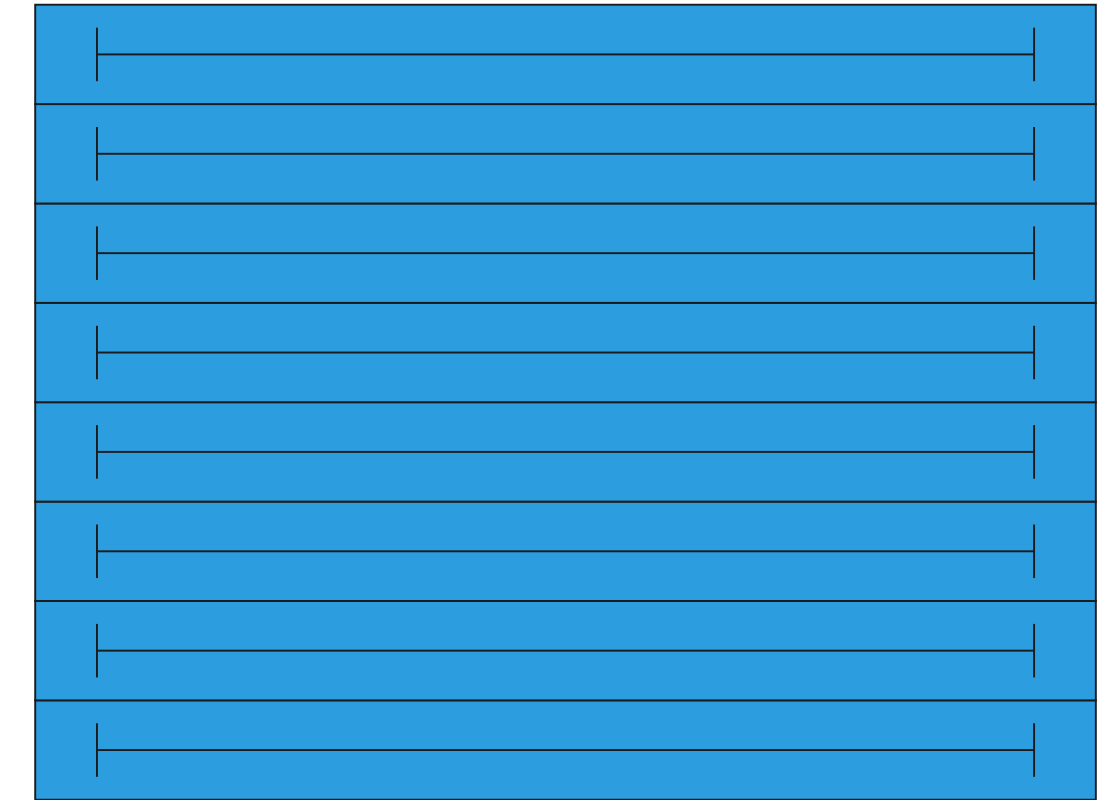
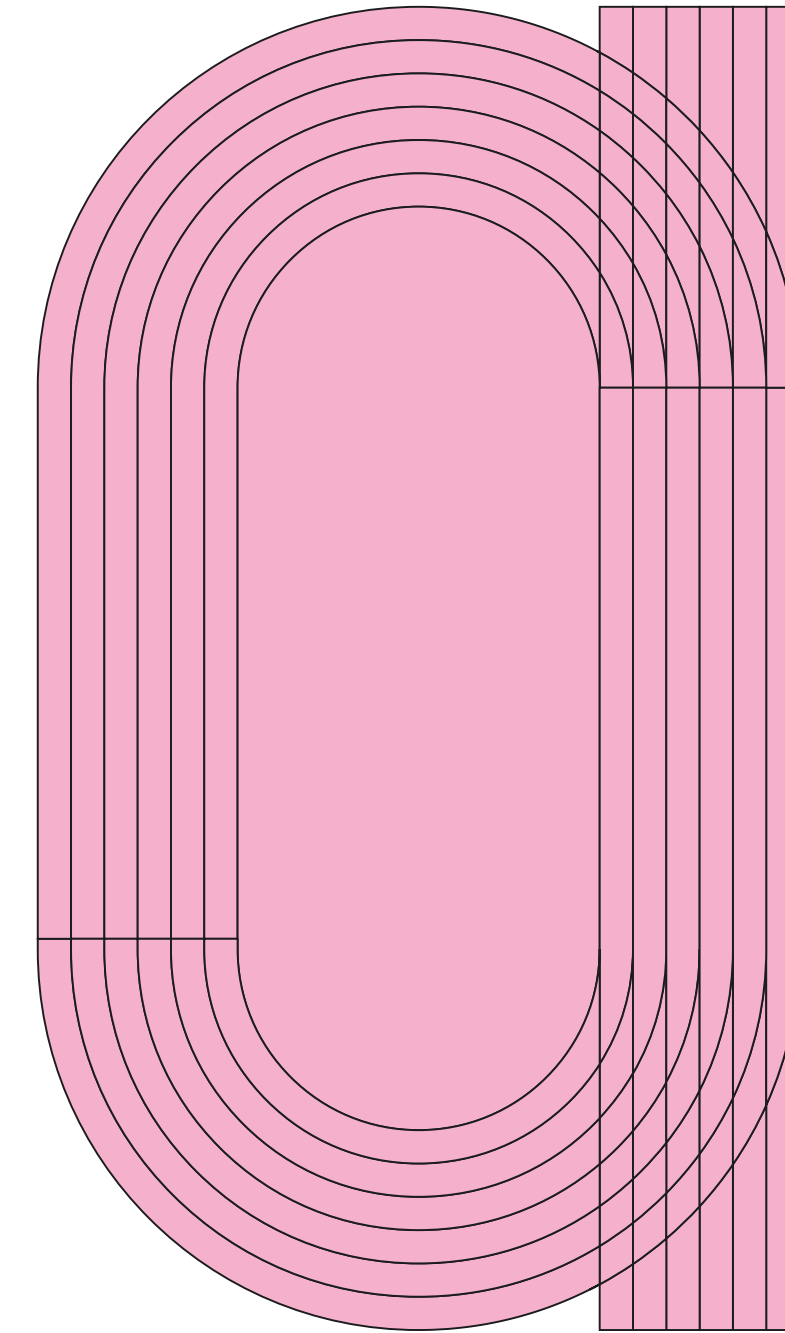
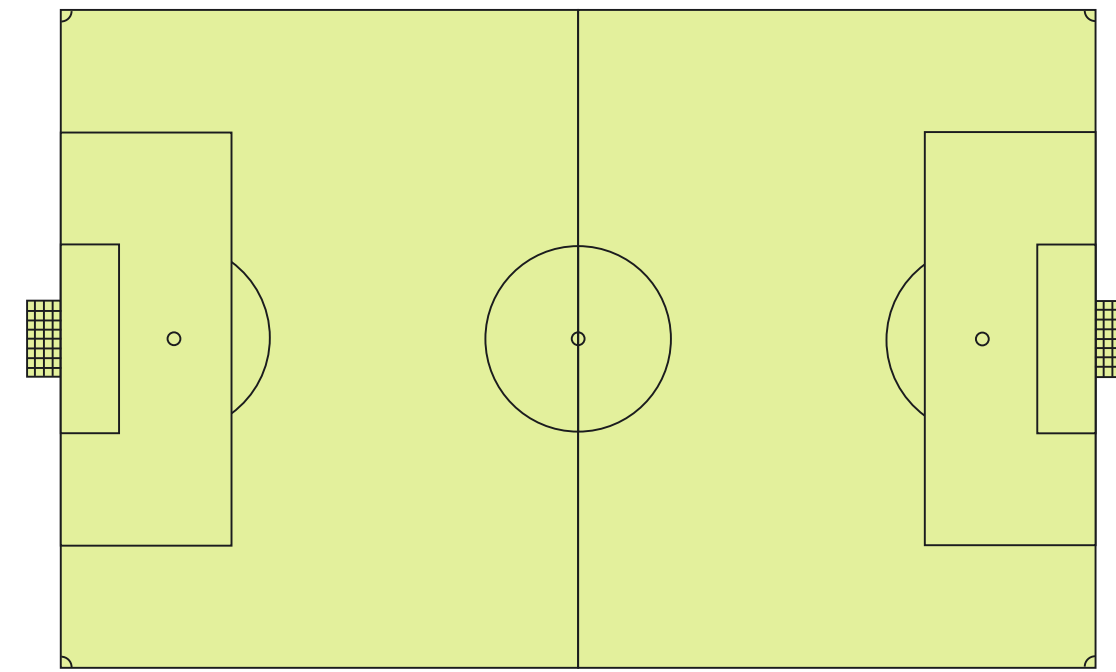
# Fields, Rinks, Courts and Lanes

The shapes and forms of the places where we play sports are iconic and recognizable. They are a second home for many of our athletes, where all of their passions are at the forefront.

These illustrations can be used on their own or patched together to visually represent those athletes who play multiple sports.

Play with scale and color to create emphasis with different illustrations.

These illustrations are inclusive of the courts and fields for basketball, football, volleyball, softball, track & field, swimming, soccer, and gymnastics.

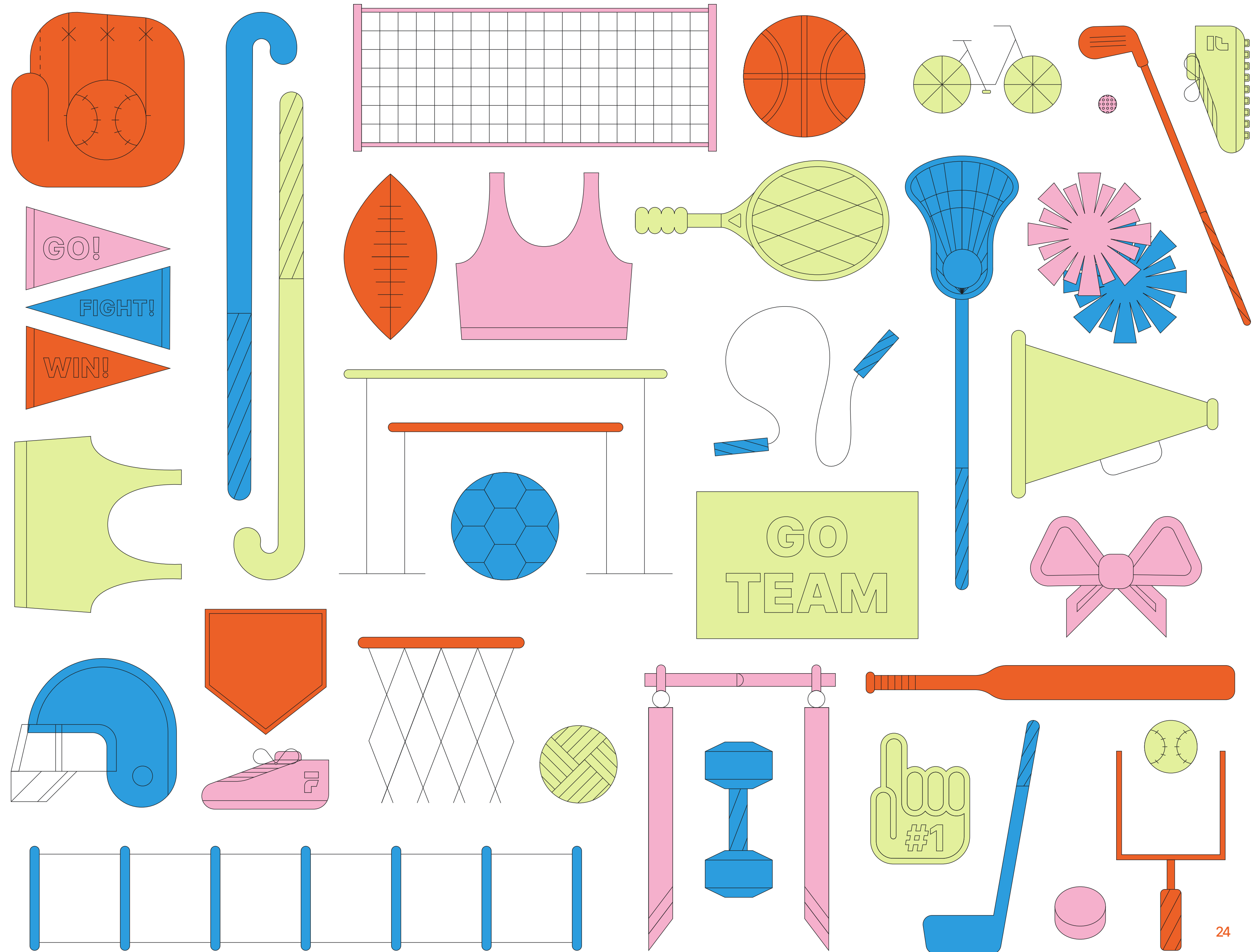


## Equipment Illustrations

FLY:FWD was founded on the passion to ensure that all athletes are always equipped to play the game they love.

Equipment Illustrations allow us to show the essential equipment to play a variety of sports, inclusive of the equipment donated by FLY:FWD.

Always ensure you have a sports bra featured in Equipment Illustrations, as it is the founding item of FLY:FWD's purpose.

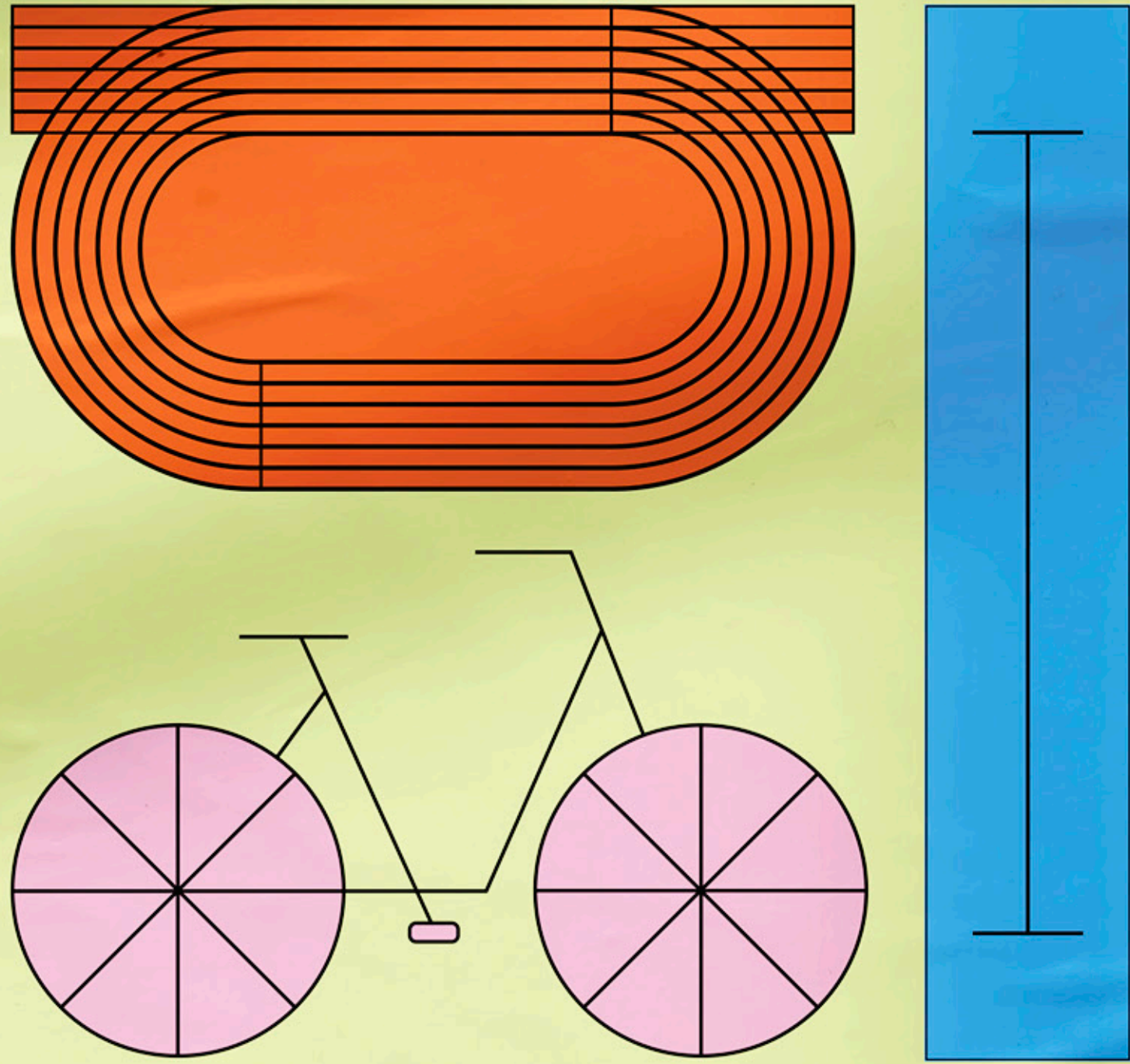




# 05

# BRAND IN USE

**FLY:FWD**  
BY OPERATION WARM



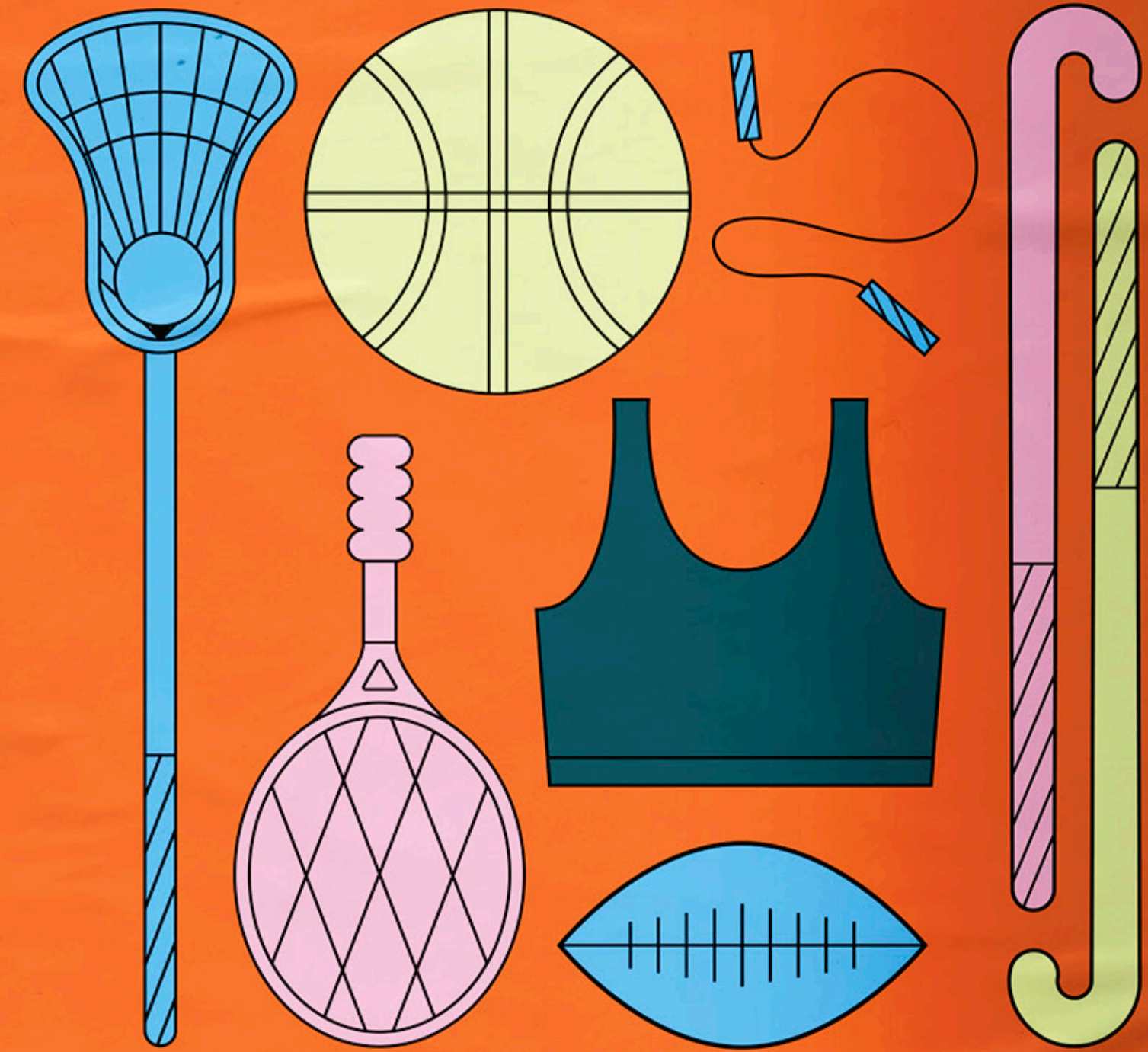
# Fly:Mini-Triathlon

Philadelphia, PA | August 24th, 2023 | Ages 12-18



**FLY:FWD**  
BY OPERATION WARM

**FLY:FWD**  
BY OPERATION WARM

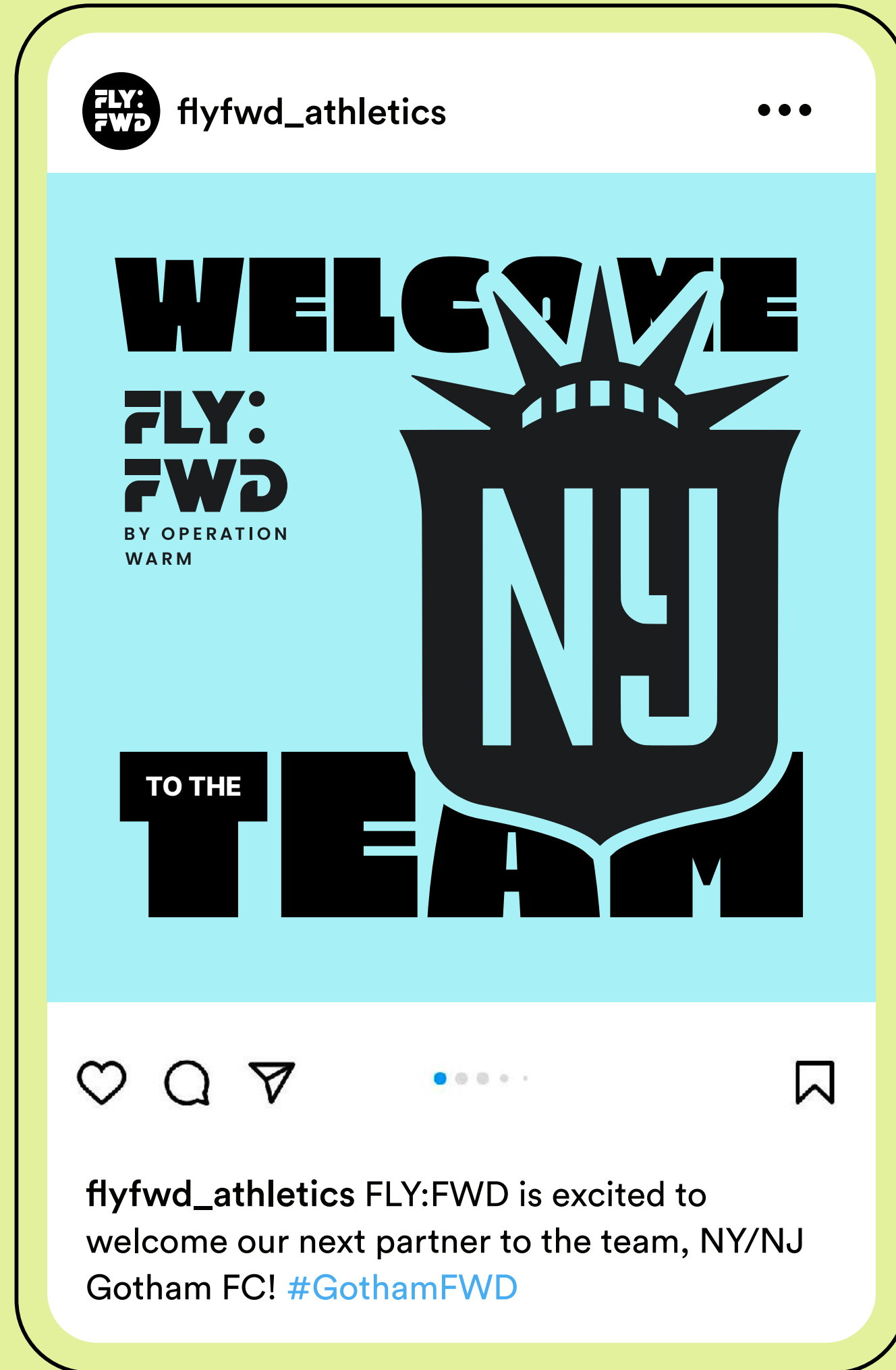
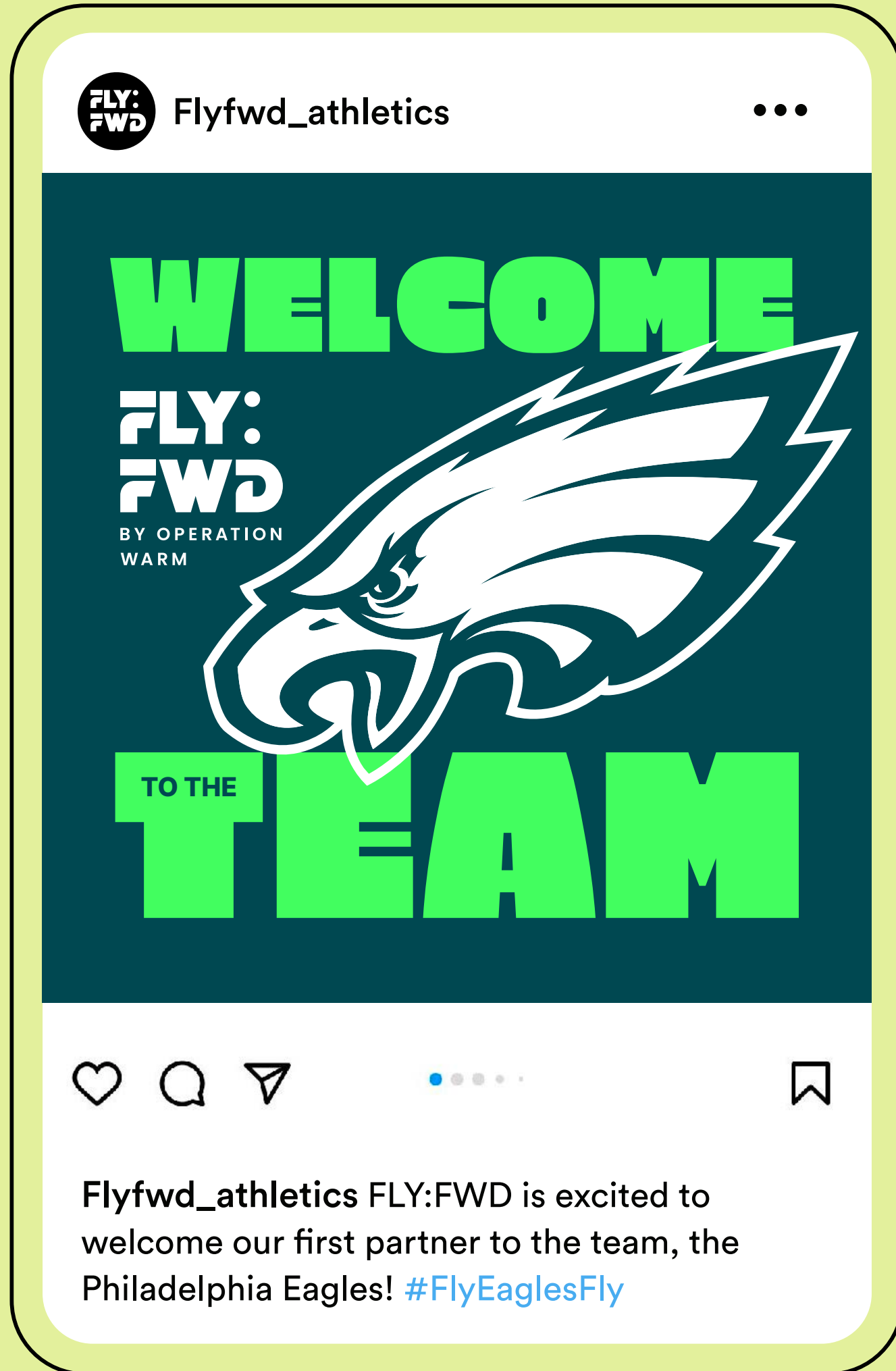
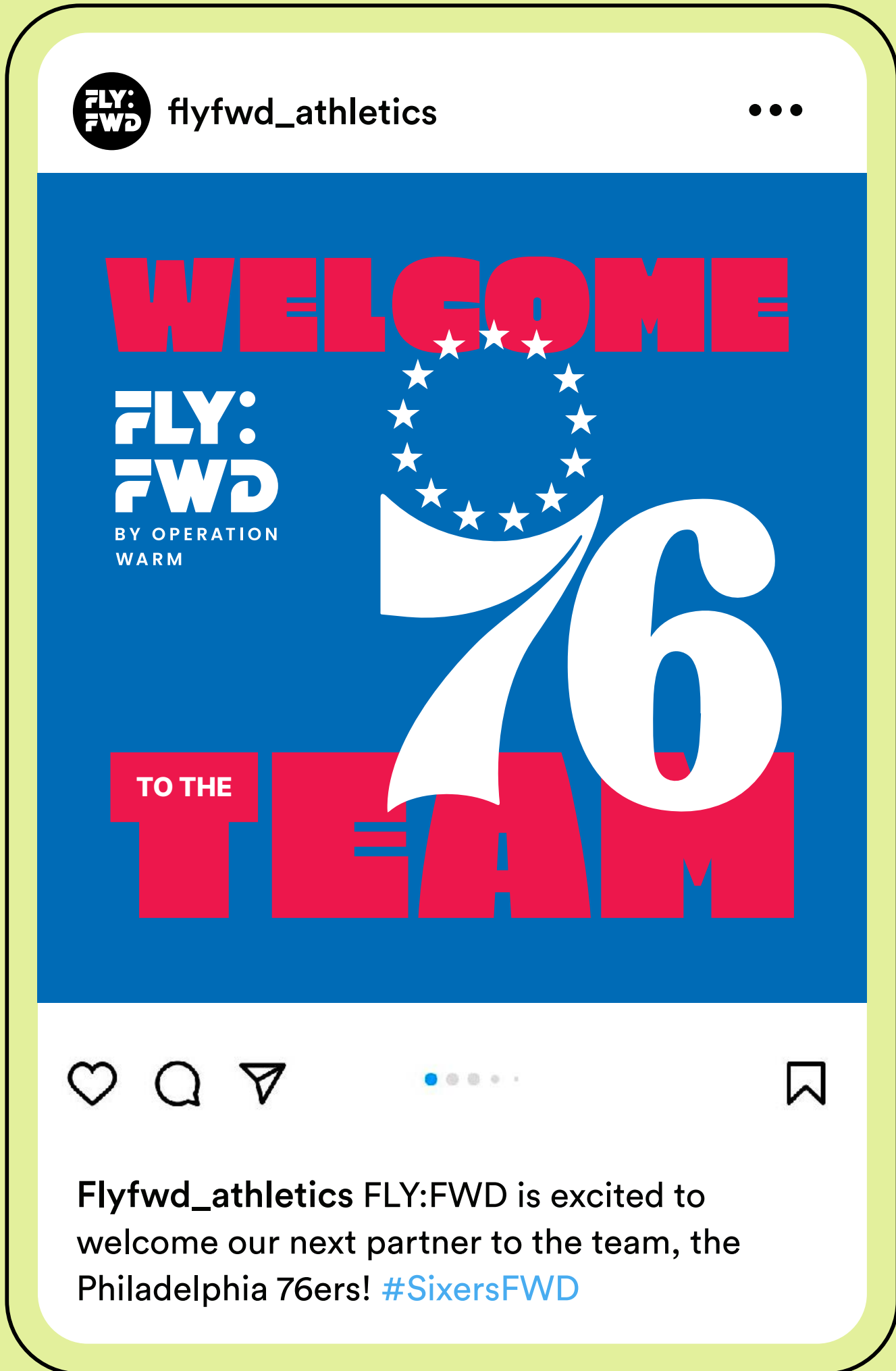


# Fly:Field Day

with the Philadelphia School District | May 5th, 2024 | Ages 8-14



FLY:FWD  
BY OPERATION WARM



With your help,

# WE BELIEVE

# WE WILL

provide any girl with the equipment to play the game she loves so she can

# win.



**Claire Stevens**  
Flemington, NJ, 16  
Wide Receiver  
Flemington Flames Flag Football

**Gloria Pena**  
North Philadelphia, 17  
Co-Captain & Quarterback,  
Archbishop Ryan Flag Football

**Gloria Pena**  
North Philadelphia, 17  
Co-Captain & Quarterback,  
Archbishop Ryan Flag Football

**FLY:FWD**  
BY OPERATION WARM

FLY:FWD BY OPERATION WARM  
BRAND PLAYBOOK  
VERSION 1.0 / JULY 2023