



Brand Guidelines | 2018

01 Brand Overview

04 Introduction

05 Who We Are

02 A3 Brands

06 Our Brands

03 Logos

07 Approved Usage A3

08 Approved Apparel Usage A3

09 Approved Usage A3 Kids

10 Approved Usage NOVA

11 Approved Usage BODIMAX

12 Approved Usage VICI

03 Logos

13 Approved Usage Legend

14 Approved Usage Stealth

04 Swatches

15 General Palette

16 A3 Kids Palette

17 A3 Combinations

18 A3 Kids Combinations

19 NOVA Combinations

20 BODIMAX Combinations

21 VICI Combinations

22 Legend Combinations

23 Stealth Combinations

05 Typography

24 Primary

25 Primary Treatment

26 Secondary

06 Guidelines

27 Social Media

06 Associations

28 Swim Associations

Mission

A3 Performance is an independently-owned, performance swimwear company built on a passion for swimming, athletes, and athletic performance. We encourage swimmers to swim better and faster at all ages and levels, from beginners to Olympians. Driven by a genuine leader and devoted staff that are passionate about swimming and service, A3 Performance strives to inspire and enrich the sport of swimming with innovative and impactful products that motivate swimmers to be their very best – an A3 Performer.

All customers are met with exceptional service. Customers and staff are loyal partners because working with A3 Performance is always a positive experience.

Vision

To become the most sought after performance swimwear brand in the world and to inspire and enrich the sport of competitive swimming with innovative and impactful products that motivate swimmers of all levels to be their very best.

Who is an A3 Performer

- One who goes to extraordinary means to be their very best – performing at their highest level.
- Use #a3performer on social media to call out your incredible accomplishments!

Brand History

A3 Performance was founded by Dan and Amy Meinholz in 2004 as a proprietary brand of All-American Aquatics, a nationally recognized swim team dealer. A3 Performance quickly became known for developing some of the top swimming goggles and training equipment in the sport of swimming. As demand for A3 Performance product grew, so did A3's product offering. Today, A3 Performance is proud to offer a full line of competitive swimwear including training suits, swim caps, goggles, training equipment, BODIMAX Sleeves, and elite technical racing suits.

Motivated to better serve customers and to improve swimmers' training and racing, Dan and Amy are dedicated to developing products that enhance athletic performance.

As former national champions, Big Ten champions, and collegiate swimmers for the University of Wisconsin-Madison, Dan and Amy have a thorough understanding of the culture and demands of the sport of swimming. Their experience and expertise facilitates the development of innovative products. A3 products have become the choice of National Champions, American Record Holders, NCAA Champions, World Record Holders, and Olympic Gold Medalists.

The drive and effort of Dan and Amy has not changed in their transition from athletes to business owners. Dan and Amy are driven to be their best with a goal to become the best. A3 Performance is dedicated to bringing innovative swimwear and products that allow you to train better, swim faster, and be your best.



VICI

BODIMAX™

Legend®

STEALTH®



03

A. LOGO

This is our **primary logo**. It should be the first option when deciding which version to use. Always include the A3, Performance text, ™, and ® mark.

B. LOGO + TAGLINE

This is our **secondary logo**. When this option is used... Do not scale, move, or re-arrange the placement of *The Performance Swimwear Company*.

C. HORIZONTAL LOGO

This is an alternative rendition of our primary logo, in horizontal format. This option is ideal to use as a signature or in digital horizontal ad spaces.

D. HORIZONTAL LOGO + TAGLINE

This is an alternative rendition of the secondary logo, in horizontal format. Do not scale, move, or re-arrange the placement of *The Performance Swimwear Company*. This option is ideal to use as a signature or in digital horizontal ad spaces.



03

A. BRAND STANDARD

On polo shirts, parkas, zip-ups, 1/4 zip shirts, and other like apparel, A3 Performance embroiders or prints the primary A3 logo on the left chest at 1 1/4 in. tall (32 mm)

A3 DISTRIBUTORS

A3 Performance Distributors are required to follow brand standards above. Other apparel, such as t-shirts, long-sleeve shirts, or tanks, do not have mandatory requirements except the following:

- A3 Performance logo must be visible somewhere on the apparel item
- The word performance will NOT be removed from the logo
- ® and ™ MUST be included on apparel. (Letter may be too small for reproduction. If this occurs, please contact A3 Performance for approval to remove).

A3 TEAMS

A3 Performance teams who choose to decorate their own apparel are encouraged to follow the brand standards for relevant apparel (ie. polos, parkas, etc.). A3 Teams have no other requirements for apparel other than the following:

- A3 Performance logo must be visible somewhere on the apparel item
- The word performance will NOT be removed from the logo
- ® and ™ MUST be included on apparel. (Letter may be too small for reproduction. If this occurs, please contact A3 Performance for approval to remove).

A.

1 1/4 in.



03

A3 Performance is committed to helping all swimmers be the best they can be. We have developed a fun line of products designed to help even the littlest of swimmers have a great experience in the water.

A. LOGO

This is our **primary logo**. It is the only option to use.

A.



03

A3 Performance's entry-level racing suit.

A. LOGO

This is our **primary logo**. It should be the first option when deciding which version to use. Always include NOVA and the ™ mark.

B. LOGO + TAGLINE

This is our **secondary logo**. When this option is used...Do not scale, move, or re-arrange the placement of *Rise Above*.



BODIMAX Sleeves are the first-ever intelligent compression wear used in sport. Originally developed for swimming and aquatic sports, the benefits of BODIMAX go far beyond the pool. Engineered with BODIMAX Technology, an intelligent fabric technology, BODIMAX Sleeves use body heat to stimulate circulation in the muscles, oxygenate the blood, and reduce the accumulation of lactic acid and other waste materials in the body. BODIMAX Sleeves should be a part of any training regime to maintain a healthier, stronger muscle and to facilitate more frequent, high-intensity training.

A. LOGO

This is our **primary logo**. It should be the first option when deciding which version to use. Always include BODIMAX, and ™ mark.

B. LOGO + TAGLINE

This is our **secondary logo**. When this option is used... Do not scale, move, or re-arrange the placement of *Train Better Longer. Get Better Faster.*

A. **BODIMAX™**

B. **BODIMAX™**

Train Better Longer. Get Better Faster.

03

Introducing VICI (*pronounced vee-chee*) the world's most technologically-advanced, FINA approved racing suit – scientifically tested to go farther faster than any other racing suit. VICI is A3's third generation of technical racing swimwear.

A. LOGO

This is our **primary logo**. It should be the first option when deciding which version to use.

B. LOGO + TAGLINE

This is our **secondary logo**. When this option is used... Do not scale, move, or re-arrange the placement of *It's Time to Conquer*.

A.
VICI

B.
VICI
IT'S TIME TO CONQUER.

03

The LEGEND begins with A3 Performance's second generation of technical racing. This tech suit is famous for its tribal print and lining.

A. LOGO

This is our primary logo. It is the only option to use. Always include LEGEND and ® mark.



03

A3 Performance's first-ever technical racing suit. Within three months of the Stealth's unveiling it had three American Records and four NCAA Champions to its name.

A. LOGO

This is our **primary logo**. It is the only option to use. Always include STEALTH and ® mark.

A. 

Six solid colors are approved for use in all A3 assets and brands. These are considered primary colors because values are used throughout company branding and help establish a base palette. Swatches are mainly used for background and font colors.

Navy: The shade of navy is our primary company swatch, but must be used sparingly in the design realm. Usage of the swatch is most successful when it's used to compliment a design and provide "pops" of color. Avoid creating compositions that consume >50% of the Navy swatch – it will quickly become visually overwhelming.

Red: The shade of red is our primary company swatch, but must be used sparingly in the design realm. Usage of the swatch is most successful when it's used to compliment a design and provide sparse "pops" of color.

Gold: Considered a secondary swatch that's used to compliment a composition with a pleasant contrast primarily used for text and callouts.

Cyan: Considered a secondary swatch that's used to compliment a composition with a pleasant contrast primarily used for text and composition background colors.

Black: Tertiary swatch used primarily for text and composition background colors.

White: Tertiary swatch used primarily for text and composition background colors.



Navy Pantone 295C and Red Pantone 200C are the official colors for the A3 corporate logo.

This color palette is mean to be used for A3 Performance and all subsequent brands including: BODIMAX, NOVA, VICI, STEALTH, and LEGEND.

*A3 Kids has a separate palette. See next page.

Seven solid colors are approved for use in all the A3 Kids assets and brand. These are considered primary colors because values are used throughout the branding and help establish a base palette. Swatches are mainly used for background and font colors.

Lime: The shade of lime is our primary company swatch, but must be used sparingly in the design realm. Usage of the swatch is most successful when it's used to compliment a design and provide "pops" of color.

Yellow: The shade of yellow is our primary brand swatch, but must be used sparingly in the design realm. Usage of the swatch is most successful when it's used to compliment a design and provide "pops" of color.

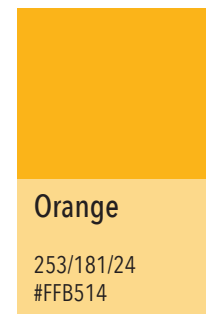
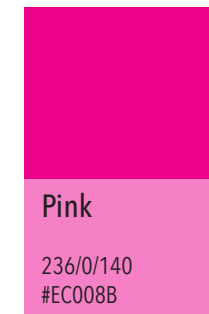
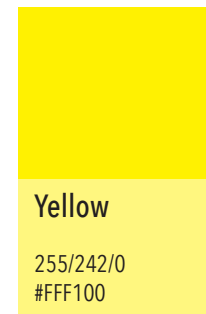
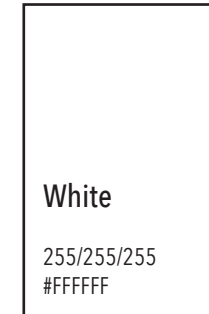
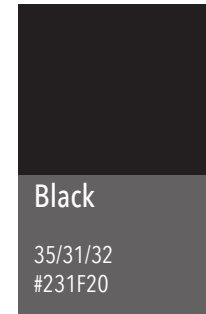
Pink: Considered a secondary swatch that's used to compliment a composition with a pleasant contrast primarily used for text and callouts.

Purple: Considered a secondary swatch that's used to compliment a composition with a pleasant contrast primarily used for text and callouts.

Orange: Considered a secondary swatch that's used to compliment a composition with a pleasant contrast primarily used for text and composition background colors.

Black: Tertiary swatch used primarily for text and composition background colors.

White: Tertiary swatch used primarily for text and composition background colors.



This color palette is meant to be bright and vibrant in sparse uses.

When creating a composition with heavier background color usage, a less saturated version of the color is acceptable with company approval.

04

LOGO COLOR

When deciding which version to use, please use your best judgement based on the background color. We recommend our Black or White logo for most uses, to provide ample contrast. Please refrain from using the full color logo except on white or very light backgrounds.

The examples below indicate the approved (✓) and unapproved (✗) color combinations for A3 logos and printed collateral.

If collateral will require remote printing, please ensure that the design uses compliant with approved swatches and color combinations. If there are questions about the design that you'd like to have confirmed prior to printing, please email our Marketing Director at elle@performance.com and someone from our marketing team will respond.



04

LOGO COLOR

When deciding which version to use, please use your best judgement based on the background color. A3 Kids should always remain Black or White...do not change the color of the splash.

The examples below indicate the approved (✓) and unapproved (✗) color combinations for A3 Kids logo and printed collateral.

If collateral will require remote printing, please ensure that the design uses complies with approved swatches and color combinations. If there are questions about the design that you'd like to have confirmed prior to printing, please email our Marketing Director at elle@performance.com and someone from our marketing team will respond.



04

LOGO COLOR

When deciding which version to use, please use your best judgement based on the background color. We recommend our Full Color Logo for use on most backgrounds and using the Black or White logo for more simplified uses or when the background is exceptionally busy.

The examples below indicate the approved (✓) and unapproved (✗) color combinations for NOVA logo and printed collateral.

If collateral will require remote printing, please ensure that the design uses compliant with approved swatches and color combinations. If there are questions about the design that you'd like to have confirmed prior to printing, please email our Marketing Director at elle@performance.com and someone from our marketing team will respond.



04

LOGO COLOR

Can be displayed in Black, White, or Gold. When deciding which version to use, please use your best judgement based on the background color.

The examples below indicate the approved (✓) and unapproved (✗) color combinations for BODIMAX logo and printed collateral.

If collateral will require remote printing, please ensure that the design uses complies with approved swatches and color combinations. If there are questions about the design that you'd like to have confirmed prior to printing, please email our Marketing Director at elle@performance.com and someone from our marketing team will respond.



04

LOGO COLOR

When deciding which version to use, please use your best judgement based on the background color. We recommend our Full Color Logo for use on most backgrounds and using the Black or White logo for more simplified uses or when the background is exceptionally busy.

The examples below indicate the approved (✓) and unapproved (✗) color combinations for VICI logo and printed collateral.

If collateral will require remote printing, please ensure that the design uses complies with approved swatches and color combinations. If there are questions about the design that you'd like to have confirmed prior to printing, please email our Marketing Director at elle@performance.com and someone from our marketing team will respond.



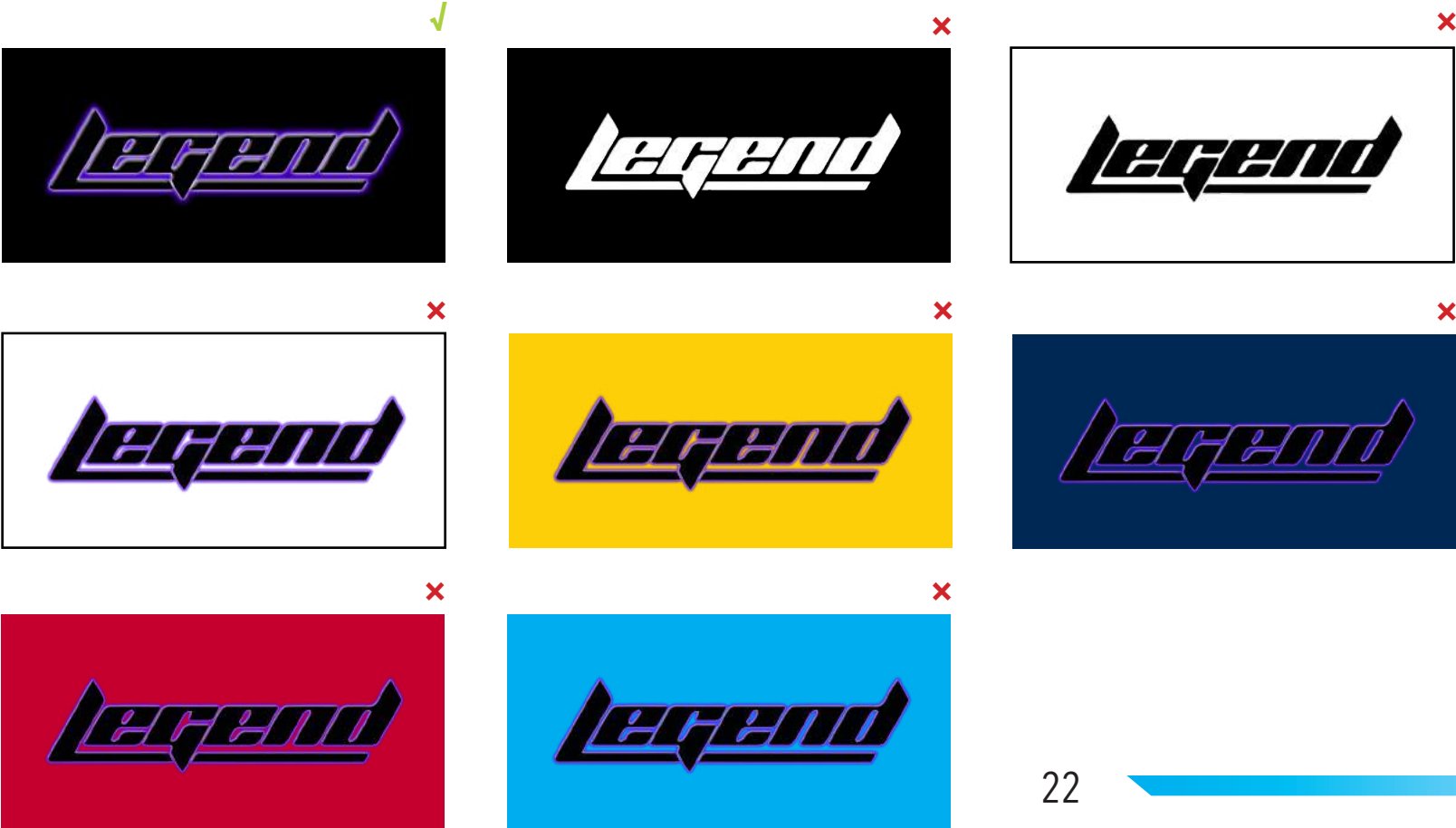
04

LOGO COLOR

The Legend logo color cannot be changed from its standard purple. It is only meant to be displayed on black or very dark gray backgrounds. Please refrain from using the logo on white or light backgrounds.

The examples below indicate the approved (✓) and unapproved (✗) color combinations for Legend logo and printed collateral.

If collateral will require remote printing, please ensure that the design uses complies with approved swatches and color combinations. If there are questions about the design that you'd like to have confirmed prior to printing, please email our Marketing Director at elle@performance.com and someone from our marketing team will respond.



04

LOGO COLOR

Logo color cannot be changed and must only be displayed in its Full Color. The Stealth logo is only meant to be displayed on black or medium to dark backgrounds. Please refrain from using the logo on white or light backgrounds.

The examples below indicate the approved (✓) and unapproved (✗) color combinations for NOVA logo and printed collateral.

If collateral will require remote printing, please ensure that the design uses complies with approved swatches and color combinations. If there are questions about the design that you'd like to have confirmed prior to printing, please email our Marketing Director at elle@performance.com and someone from our marketing team will respond



Clear communication is an essential part of A3's Visual Identity, and consistent typography plays a significant role in achieving this goal. Avenir Next Condensed is our primary corporate typeface that is used for all print material and, when available, for any web based material.

Avenir Next Condensed
Ultra Light

aA

abcdefghijklm
nopqrstuvwxyz
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
0123456789

Avenir Next Condensed
Ultra Light Italic

aA

abcdefghijklm
nopqrstuvwxyz
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
0123456789

Avenir Next Condensed
Regular

aA

abcdefghijklm
nopqrstuvwxyz
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
0123456789

Avenir Next Condensed
Italic

aA

abcdefghijklm
nopqrstuvwxyz
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
0123456789

Avenir Next Condensed
Medium

aA

abcdefghijklm
nopqrstuvwxyz
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
0123456789

Avenir Next Condensed
Medium Italic

aA

abcdefghijklm
nopqrstuvwxyz
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
0123456789

Avenir Next Condensed
Demi Bold

aA

abcdefghijklm
nopqrstuvwxyz
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
0123456789

Avenir Next Condensed
Demi Bold Italic

aA

abcdefghijklm
nopqrstuvwxyz
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
0123456789

Avenir Next Condensed
Bold

aA

abcdefghijklm
nopqrstuvwxyz
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
0123456789

Avenir Next Condensed
Bold Italic

aA

abcdefghijklm
nopqrstuvwxyz
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
0123456789

Avenir Next Condensed
Heavy

aA

abcdefghijklm
nopqrstuvwxyz
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
0123456789

Avenir Next Condensed
Heavy Italic

aA

abcdefghijklm
nopqrstuvwxyz
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
0123456789

Avenir Next Condensed Demi Bold/Bold/Heavy

Avenir Next Condensed Demi Bold, Bold, or Heavy is used to indicate the main headers (H1) of documents, publications, or any other printed and/or web based material if available.

Avenir Next Condensed Medium

Avenir Next Condensed Medium is used to indicate the sub-headers (H2) of documents, publications, or any other printed and/or web based material if available.

Avenir Next Condensed Ultra Light/Regular

Avenir Next Condensed Ultra Light or Regular is for all main body text of documents, publications, or any other printed and/or web based material if available.

To appropriately use Avenir Next Condensed and keep the consistency of A3's visual identity, there is a standard hierarchy set to this typeface. This should be used as a reference for all printed, and when available, on any web based material.

Century Gothic, our secondary typeface, plays as a complimentary typeface along side Avenir Next Condensed. Though, commonly seen as the type for “The Performance Swimwear Company” paired with the A3 logo – Century Gothic is generally used as an accent type. It is mainly used in brief descriptions or on internal company material. Century Gothic should never be used for main body text in external ads.

Century Gothic
Regular

aA

abcdefghijklm
nopqrstuvwxyz
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
0123456789

Century Gothic
Italic

aA

abcdefghijklm
nopqrstuvwxyz
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
0123456789

Century Gothic
Bold

aA

abcdefghijklm
nopqrstuvwxyz
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
0123456789

Century Gothic
Bold Italic

aA

abcdefghijklm
nopqrstuvwxyz
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
0123456789

Delta Jaeger, our secondary typeface, plays as a complimentary typeface along side Avenir Next Condensed. Delta Jaeger is generally used as an accent type. It is mainly used in the A3 Kid’s market as headers and sub headers. Delta Jaeger should never be used for main body text or for any brand except A3 Kids.

**Delta Jaeger
Regular**

aA

**abcdefghijklm
nopqrstuvwxyz
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
0123456789**

**Delta Jaeger
*Italic***

aA

***abcdefghijklm
nopqrstuvwxyz
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
0123456789***

06

Please use the following information as a reference guide for all social media activity related to A3.

A3 SOCIAL PAGES

Visit any A3 Social page to explore, share and shop!

TAG US

Mention A3 in your content so we can return the favor.



@a3performance



@a3performance



@a3performance



A3 Performance



A3 Performance | Performance Swimwear



a3performance

#HASHTAG IT

Hashtags allow us to collect and display outside content on a3performance.com. For the best exposure, please make sure the content and hashtags align.

#a3performance - Any and all things A3

#a3performer - A3 Performance athlete and performance-based posts

#BODIMAX - Any and all things BODIMAX

#a3VICI | #VICI | #ITTC | #ItsTimeToConquer - Any and all things VICI

#a3LEGEND - Any and all things Legend

Feel free to send any specific questions regarding social media to elle@a3performance.com

A3 Performance is proud to partner with the following institutions: United States Swim Schools Association; University of Illinois – Chicago Flames Natatorium; Goldfish Swim School; LABS; and College Swimming & Diving Coaches Association of America. Promotion of these partnerships and/or usage of the logos listed below must be approved by A3 Performance prior to usage.

