

BRAND GUIDE

VOLUME 1.16

KNOCKOUT®
★★ PICKS ★★



The Knockout Picks branding style is dynamic, flexible and will succeed through careful understanding and consistent implementation. Everyone charged with implementing the brand, including internal marketing or creative teams, external agencies and vendors must understand and follow these brand guidelines.

LOGO USAGE

The updated logo removes the shield, sports silhouettes and uses the standard Knockout mark, set with type underneath. This standardizes the logo with other Knockout brands, improves legibility, gives more flexibility in design and increases brand recognition.

Old logo - do not use.



New logo



A clear area around the Knockout Picks logo will ensure that it always has maximum visibility and impact on every communication. Avoid crowding the logo with other graphic elements such as typography and imagery. As illustrated, the capital “K” of the word “Knockout” without the stroke is the standard unit of measurement for calculating the logo clear space.



Color background usage

The Knockout Picks one-color logo always appears in one of these palette colors: white or black. Ensure proper contrast when using the logo on backgrounds; black logos may only be used on lightly colored areas, white logo should be used for medium to dark backgrounds.



Image background usage

Correct usage of backgrounds will enhance the impact of the Knockout Picks logo. These guidelines provide standards for placing the logo on a background color or image. Always ensure that there is a strong contrast between the background color or image and the logo.



TYPOGRAPHY

Introducing our new, corporate typeface, Proxima Nova. We have five fonts: Bold, Semibold, Regular, Light and Thin. It offers a clean font for use in corporate and marketing communications with flexible font weights.

- Best practice**
Type is set flush left, rag right.
- Do not reverse out as text to avoid fill-in and the appearance of broken type.
- Italics in any weight is acceptable for the emphasis of a few words, and is never used within headlines.

Proxima Nova	Font	Font Characteristics
AaBbC 123	Bold	High impact, striking
AaBbC 123	Semibold	Bold, confident, assertive
AaBbC 123	Regular	Informative, used for body copy
AaBbC 123	Light	Light touch, nimble, soft sell
AaBbC 123	Thin	Elegant, quiet

Trade Gothic is the Knockout Picks branded font. We have five fonts: Bold No. 2, Bold, Medium, Regular and Light. It’s a bold font with roots in sports marketing for brands such as Nike.

Best practice
Type is set flush left, rag right.

Italics in any weight is acceptable for the emphasis of a few words, and is never used within headlines.

Trade Gothic LT STD	Font	Font Characteristics
AaBbC 123	Bold Condensed No. 20 (Black)	High impact, striking
AaBbC 123	Bold No. 2	High impact, striking
AaBbC 123	Bold	Bold, confident, assertive
AaBbC 123	Medium	Informative, used for contrast when coupled with light
AaBbC 123	Regular	Informative, used for body copy
AaBbC 123	Light	Light touch, nimble, soft sell

Our five weights for each font allow us to turn up or down the volume of a message, or create an informative or more emotive feeling. A message can be informative or celebratory, nurturing or directive; type style should reflect and support the message.

Emotive	◀.....	Informative	▶	Emotive	
Black	Bold	Medium	Regular	Light	Thin
Black or condensed bold is best used in advertising. Can convey wit, humor, punchiness	Best used in headlines and for emphasis. Makes a statement and conveys confidence.	Also knows as Semibold. Best used for emphasis when Bold creates too strong of a contrast.	Best used in body copy up to 14 pt.,and subheads, data and informational text.	Best used with informational text and body copy over 14 pt. (as in posters)	Best used with informational text and body copy over 14 pt. (as in posters)

Consistency across all of our collateral is crucial, type is one of the primary means of achieving it.

**ORGANIZED.
CLEAN.
FLUSH LEFT.
RAG RIGHT.**

Print type styles

Tracking is always set at least -20, and up to -50 in larger point sizes, as in headlines and large quotes. Never use the default setting. Set your kerning to optical in the character window.

Web type styles

Since type sizes are smaller in the online forum, tracking may be set at default (0), and at -10 for big headlines.

**-10
SET KERNING
TO OPTICAL**

Leading

Standard leading for body copy and marketing communications is usually set to auto.

Headline leading

Leading is kept tight and is approximately 80% of the font’s size for Trade Gothic STD headlines.

Subhead leading

Leading is kept tight and is approximately 90% of the font’s size for Proxima Nova subheads.

PICK.
PLAY.
WIN.

80%

Font size: 180pt
Leading: 144pt

90%

Font size: 48pt
Leading: 43pt

TRUE FANS DON'T
JUST WATCH

Fonts are flexible within our system, and can be combined to create interest or for message hierarchy. Weights are never mixed within the same line of text in headlines or quotes. Italics are okay when used for a few words within body copy. Please avoid using italics within headlines.



Typical Trade Gothic headline, aligned right with tight leading.



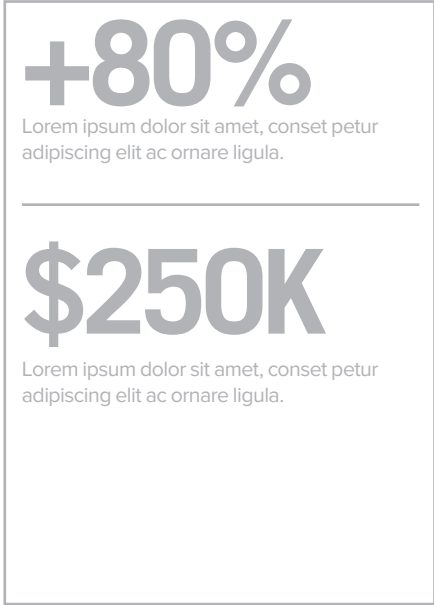
Trade Gothic headline with Proxima Nova Light subhead.



Type size and weight are flexible. Typical headline with body copy and body header.



Italics may be used to emphasize a few words within body copy only. Avoid using italics in headlines and subheads.



Type may be used expressively to emphasize facts and statistics.



In very limited instances, type may be used as shown above when statements are short (2-5 words), and when the message is aspirational.

ICONOGRAPHY

1. Color

The Knockout Picks icons can be used in any of the brand colors or tints of the brand colors. They can only be used as a solid color. A single icon should never have multiple colors. The icons should never be filled in - they must remain outlined.

2. Size & Placement

The icons are designed to be legible at small sizes as well as large. Please use your best judgment when determining size and placement of the icons, since this will vary based on the application.

3. Multiple and complex icons

When multiple icons are used together, there should be adequate space left between the icons. Icons can be combined for a more complex topic, but should be treated like a single icon and still follow the icon anatomy rules.



PHOTOGRAPHY

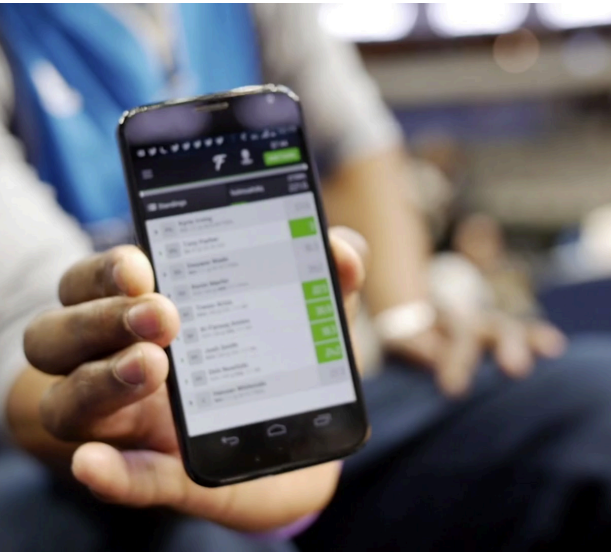
Recommended photos

Imagery, voice and tone should be game and fan centric using lighter colors and lifestyle imagery to capture fan and fantasy culture instead of typical dark colors and sports imagery.

Fans and fantasy players



Fantasy culture



Organic and high impact



Do not use

DO NOT USE stock photography that is overly staged, obviously fake and where the subjects are looking at the camera. Do not to use, computer generated images or sports imagery that has saturated the market by competitors.



COLORS & TEXTURES

Game inspired colors

Monetize the audience’s passion for the sport and visually connect the creative the each individual game. This gives depth to design without having to use stadium and field images that have saturated the market

NFL team colors

Arizona Cardinals

Atlanta Falcons

Baltimore Ravens

Buffalo Bills

Miami Dolphins

Minnesota Vikings

New England Patriots

New Orleans Saints

Carolina Panthers

Chicago Bears

Cincinnati Bengals

Cleveland Browns

Dallas Cowboys

Denver Broncos

Detroit Lions

Green Bay Packers

Houston Texans

Indianapolis Colts

Jacksonville Jaguars

Kansas City Chiefs

New York Giants

New York Jets

Oakland Raiders

Philadelphia Eagles

Pittsburgh Steelers

San Diego Chargers

San Francisco 49ers

Seattle Seahawks

St. Louis Rams

Tampa Bay Buccaneers

Tennessee Titans

Washington Redskins

MLB team colors

Reds, Astros, Diamondbacks

Giants, Orioles, Mets

Astros, Diamondbacks

Pirates

old Devil Rays

Marlins, old Diamondbacks

Blue Jays

Mets, blue Jays, old Royals

Rockies, old Devil Rays, old Diamondbacks

White Sox, Rockies, Marlins

Angels, Braves, Cardinals, Indians, Nationals, Red Sox, Twins, old White Sox

Tigers, old Astros, old Padres

Brewers, Padres, old Astros

Mariners

Padres, Rays

Padres, Tigers, Yankees, almost every team pre-1950

Cubs, Dodgers, Phillies, Rangers, old Blue Jays, old Expos

Mets

Royals

old Brewers, old Pilots, old Mariners

Royals, old Blue Jays

Dodgers, Royals, old Blue Jays

Astros, Diamondbacks

Cardinals, Phillies, Reds

old Padres

old Padres

old Padres

Marlins, kind of

Athletics

Athletics, old Devil Rays

old Athletics

old Devil Rays

old Athletics

old Padres

old Diamondbacks

old Phillies

old Phillies

Game inspired materials, patterns and textures

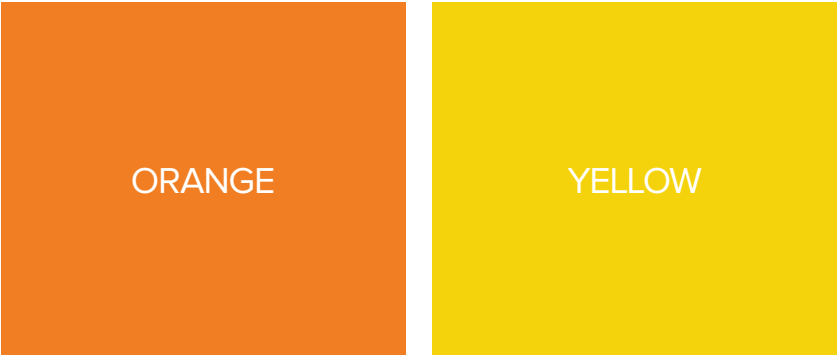
Monetize the audience’s passion for the sport and visually connect the creative the each individual game. This gives depth to design without having to use stadium and field images that have saturated the market

Corporate brand colors



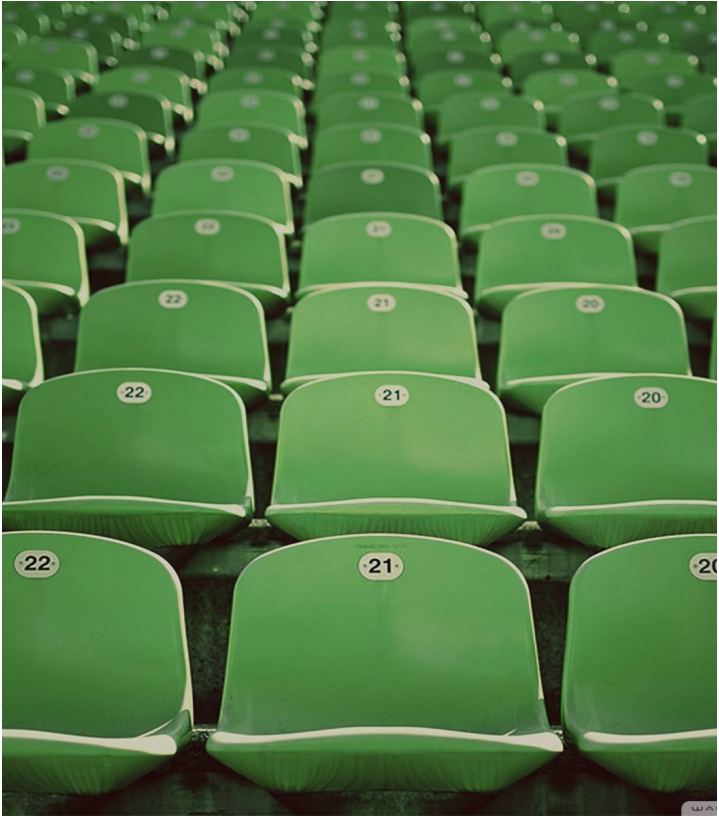
Picks brand colors

These colors are for use in specific campaign materials. Corporate brand colors will be used on all other marketing materials.



Game inspired materials, patterns and textures

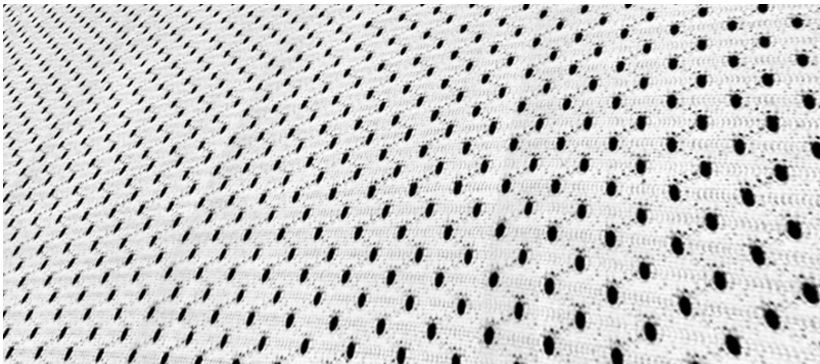
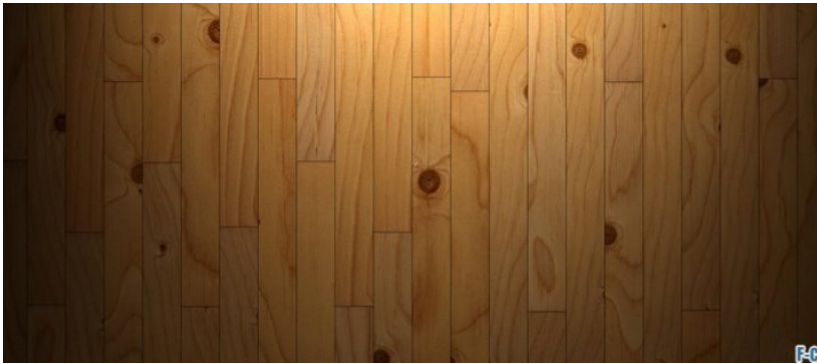
Monetize the audience’s passion for the sport and visually connect the creative the each individual game. This gives depth to design without having to use stadium and field images that have saturated the market



Game inspired materials, patterns and textures

Monetize the audience’s passion for the sport and visually connect the creative the each individual game. This gives depth to design without having to use stadium and field images that have saturated the market.

Patterns & Textures



Examples

This example is simple but effective. The colors mixed with patterns/textures that can be used throughout all creative to connect the brand visually.



GRAPHICS

The chevron

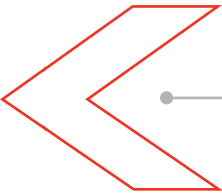
The chevron is the primary graphic element that binds the brand visually. The angle, shape and visual form when used repeatedly will bring consistency and brand recognition to the audience. The angle from the “K” is created by cropping it with an overlapping duplicate.



Angle integrity

The chevron is formed using the right legs of the K. In order to retain the integrity of the angle an duplicate K creates the point

Variants



Outline

The shape can be used as an outline to create interesting effects, masks and crops.



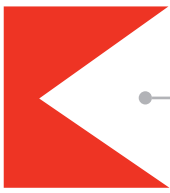
Multiples

Adding multiple shapes can used to add visual weight. Multiples can also be used for masks.



Layered

Layer the shape on top of each other for visual impact, you can add effects, textures and masks.

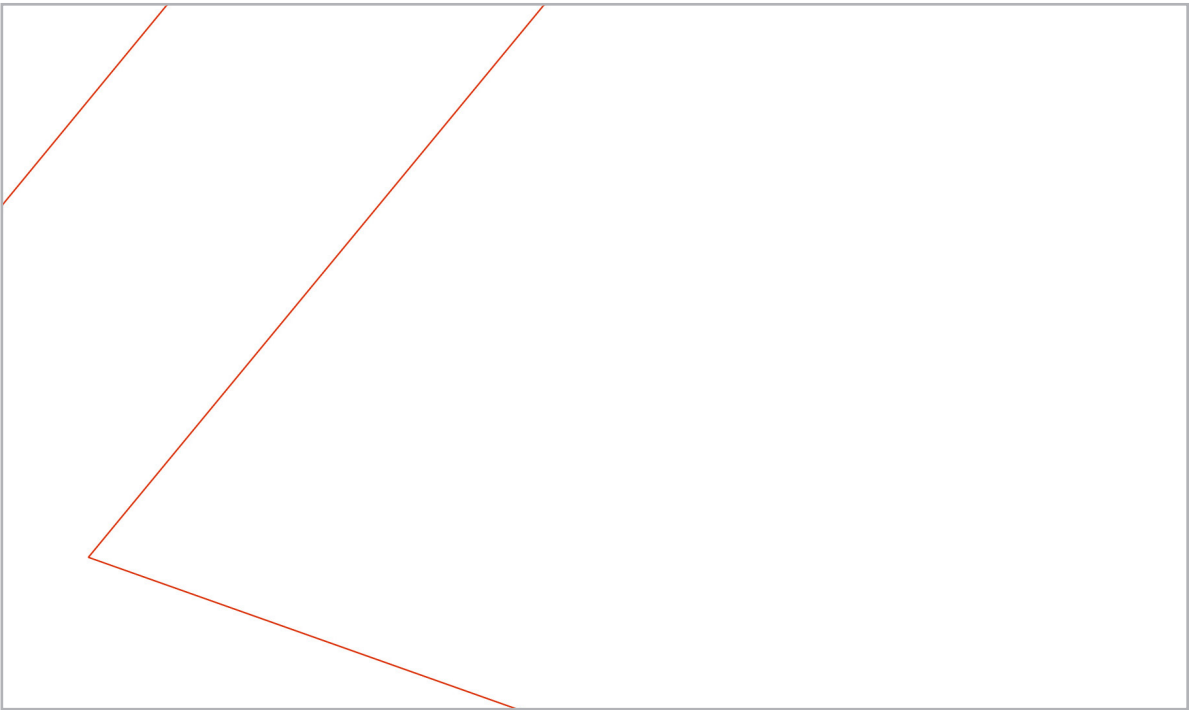


Reversed

Formed by deleting the left legs of the K and can also be used for masks. Ideal for use in display and social.

Angles of the chevron

To provide flexibility, the chevron can be used to create visually appealing shapes, masks and overlays. These examples show how angles can be used.



The Line

The line element derives from the chevron and can be used to separate visual elements as a stroke or to create masks and overlays. The line must tilt at a 54.5 degree angle and lean to the right.

Angle integrity

The line is formed using the top portion of the Chevron to preserve the angle. It can be used in different widths, outline, layered to create visual effects.



54.5°

VOICE

Our brand voice is:

Personal

We speak directly to our audience, on a one-to-one basis.

Clear

We communicate simply, directly, factually.

Authentic

We use factual communications grounded in the heritage of individual sports and fan culture.

Bold, Edgy

We are passionate about sports, fantasy, and eager to share that passion and excitement with our audience.

Humorous

We entertain and use edgy humor. The game should be fun, we don’t take ourselves or fantasy overly serious.

Our brand tone is:

Conversational

Straightforward

Honest

Confident

Our brand tone is not:

Cliché

Corporate

Stuffy

Overt

Empathetic

Our brand voice is:

This brand guide contains creative examples with variations of the final tagline and headlines below. All creative is limited to using the approved copy below and cannot edit or change it.

Alternate creative copy can be used as headlines after proper approval but must be paired strategically with the “Pick. Play. Win.” tagline or “Small pools. Large payouts.”

Pick. Play. Win.

The official tagline of Knockout picks. This is used as a main headline or as a subhead after one of the approved headlines below.

Small pools. Large payouts.

Currently our key differentiator, this headline is paired with creative related to winning in regards to fantasy.

True fans don’t just watch.

Used to activate passion for sports and fantasy sports, this headline is used on any creative and paired with the “Pick. Play. Win.” tagline.

No balls. No glory.

Male centric, used selectively when targeting male demographics.

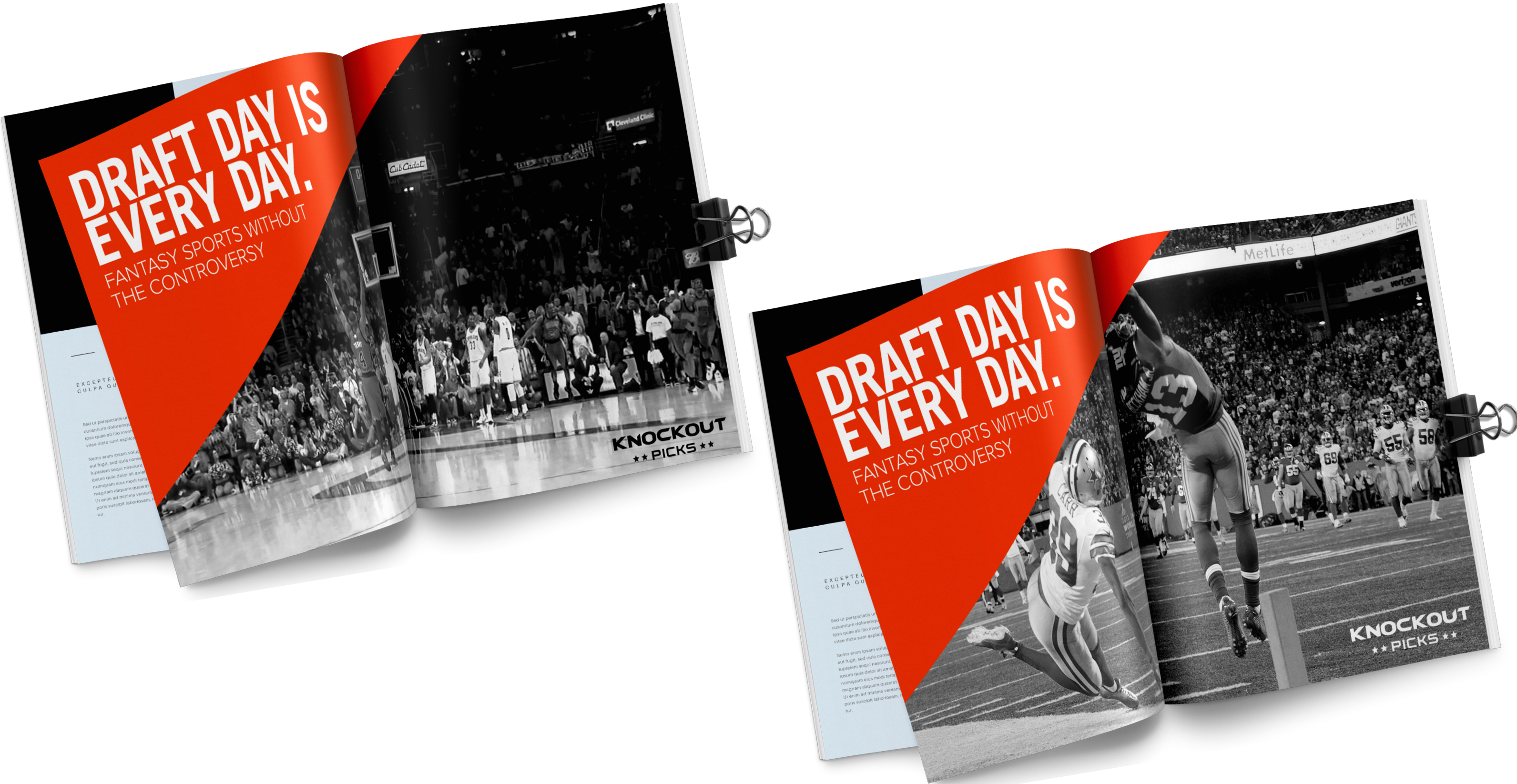
IDENTITY

A close-up, high-angle shot of a baseball field's infield. The reddish-brown dirt is textured with small clumps and cracks. A white chalk line, likely for a base path, runs diagonally from the bottom right towards the center. The text is overlaid on the left side of the image.

BE AUTHENTIC

CREATIVITY IS ALWAYS FROM
WITHIN THE GAME

Creativity with headlines, designs and campaigns are game inspired, using visuals, language, slang and terms that derive from their respected sports. We want consumers to know we understand the sports they are passionate about and play in fantasy.



**CHAMPIONS AREN'T BORN.
THEY'RE BUILT.**
PICK. PLAY. WIN.



KNOCKOUT
★★ PICKS ★★

KNOCKOUTPICKS.COM



BE EMOTIVE & BOLD

BE EXPRESSIVE AND
HAVE PERSONALITY



To maximize the existing brand equity in all sports marketing we utilize the same bold, emotional and disruptive visuals, voice and tone. We cut through the clutter, are not always politically correct and push the boundaries at all times with our creative.





NO BALLS, NO GLORY.

BIGGER PAYOUTS.
SMALLER FANTASY POOLS.

KNOCKOUT
★★ PICKS ★★

KNOCKOUTPICKS.COM

**PICK.
PLAY.
WIN.**

FANTASY FOOTBALL
WITHOUT SHENANIGANS

KNOCKOUTPICKS.COM

The billboard features a large smartphone on the left displaying the app's interface. In the top right corner is a stylized football icon. The background is a solid red color with a subtle pattern of football helmets.

KAY
JEWELERS

KAY
JEWELERS

JOVanni's
Steak
American G.I. Plant

Oliver's
Dining Pavilion
Restrooms
The Gym

Maia's
Guest Services (1st)
Dick's Sporting Goods
Cravella Experience

IN PROGRESS

Please visit our new Dining Pavilion

FLORIDA MALL
A MALL BY MALL

BVLGARI
LYCEA

The advertisement shows a close-up of a BVLGARI LYCEA watch with a gold-toned case and a light-colored dial with a metal link bracelet.

A large, tilted red billboard is suspended in the upper part of a mall atrium. It features a white smartphone on the left displaying the Knockout Picks app interface. The text "PICK. PLAY. WIN." is prominently displayed in white and yellow. Below it, the text "REAL BASEBALL FANS PLAY HERE" is written in white. The website "KNOCKOUTPICKS.COM" is at the bottom right. A white circular logo is in the top right corner. The background of the billboard shows a faint crowd of people.

**PICK.
PLAY.
WIN.**

REAL BASEBALL FANS
PLAY HERE

KNOCKOUTPICKS.COM

**KAY
JEWELERS**

**KAY
JEWELERS**

← JCPenney
Sears
American G.I. Plant

→ Diamond
Dining Pavilion
Restrooms
The 5th

→ Macy's
Guest Services (1st)
Dick's Sporting Goods
Cravella Experience

IN PROGRESS

Please visit our new Dining Pavilion

FLORIDA MALL
A MALL BY DESIGN

A vertical advertisement for BVLGARI L'VECA featuring a close-up of a gold and diamond watch with a white dial.

BVLGARI
L'VECA

SMOKING IN MALLS
IS PROHIBITED BY LAW
CALL 1-800-4-NO-TOBACCO

KAY

Colaris

All stores
open during
construction

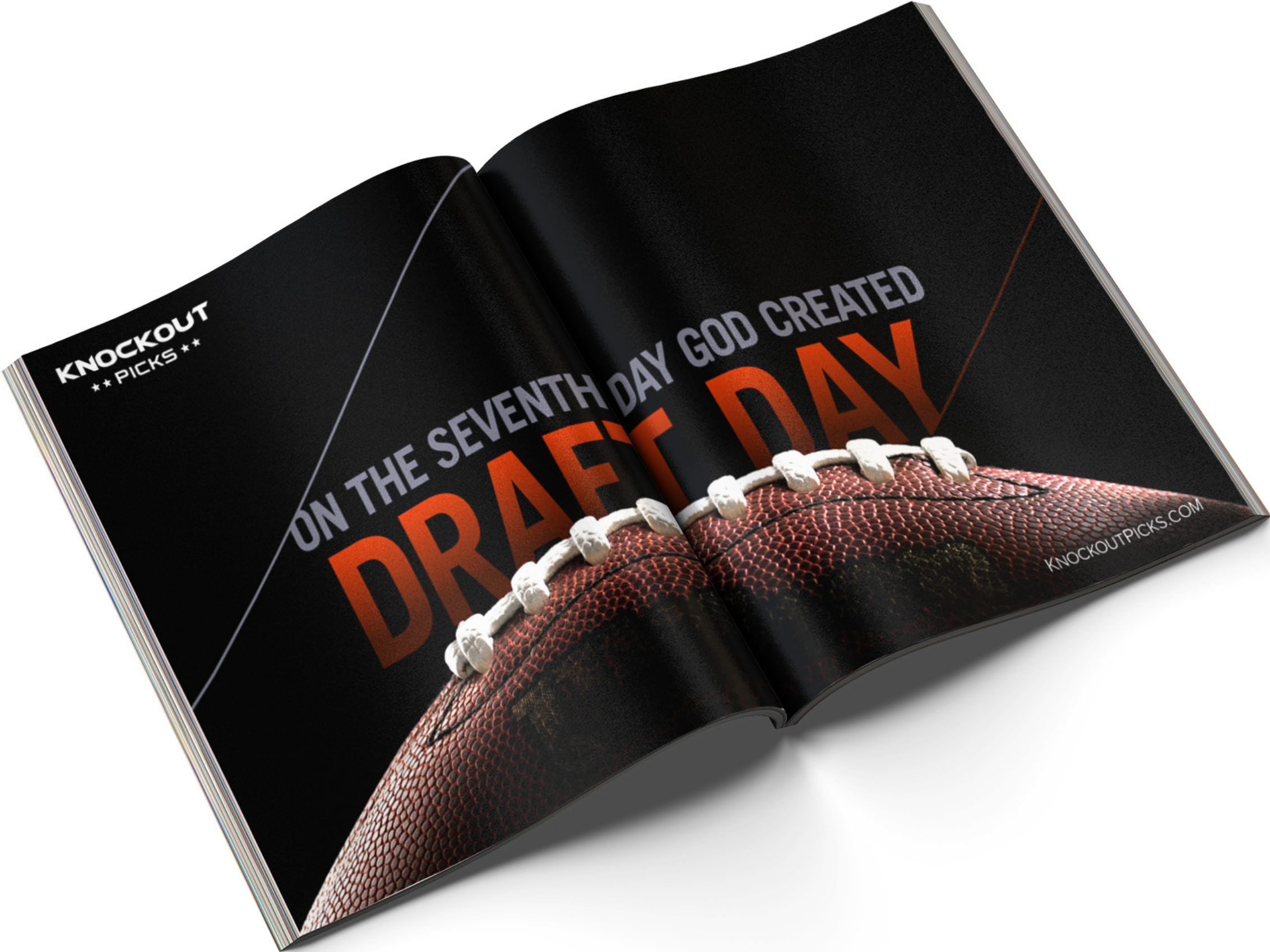
With Your
Jewelry
Agent
Colaris
Visit Us Online
Visit Colaris.com



BE PREMIUM

HIGH QUALITY DESIGN, CONCEPTS,
PHOTOS AND COPY

There is no competition. We are sleeker, higher quality, cleaner and edgier with carefully thought out creative which captures attention and cuts through the competitive landscape.





UP TO **\$1,000**
DEPOSIT BONUS

KNOCKOUT
★★ PICKS ★★

SPORTS

CONTESTS

HELP

LOGIN

SIGN UP

KNOCKOUT PICKS

PICK. PLAY. WIN

YOUR FANTASY SPORTS STARTS HERE

PLAY NOW

20-Man Double-Up

6-Man Standard

ENTER A CONTEST

RANK #45

\$10,500

VS

RANK #12

\$18,200

PICK YOUR LINEUP

WIN LIKE A CHAMP

LET'S DO IT

WHY KNOCKOUT PICKS?

WHY KNOCKOUT PICKS?

SMALL POOLS, BIG MONEY.

We make it easier for everyone to win and be part of the most hype fantasy sports.

YOUR GAME, ANYTIME, ANYWHERE.

PICK. PLAY. WIN

YOUR FANTASY SPORTS STARTS HERE

PLAY NOW

HOW TO PLAY

PICK. PLAY. WIN

YOUR FANTASY SPORTS STARTS HERE

PLAY NOW

AN INDUSTRY LEADER

Knockout Picks is a leading provider of daily fantasy sports

MORE WINNINGS

More than \$1 Billion guaranteed cash & prizes this year

THOUSANDS OF LEAGUES

More than 20,000+ leagues to choose from every day — that means more options & more winners

GET YOUR PICKS READY, TIME TO PLAY.

START PLAYING

Lobby

Contact Us

My Leagues

My Lineups

How to Play

Rules

NFL

MLB

f

t

i



BE FAN CENTRIC

CAPTURE FAN &
FANTASY CULTURE

Whether our consumers are fans of the sport, specific teams or fantasy in general our brand caters to their passion, sports culture, fan culture and fantasy sports culture. Each represents a specific segment in our primary and secondary markets and we relate with them emotionally and psychologically.



KNOCKOUT
** PICKS **

VS

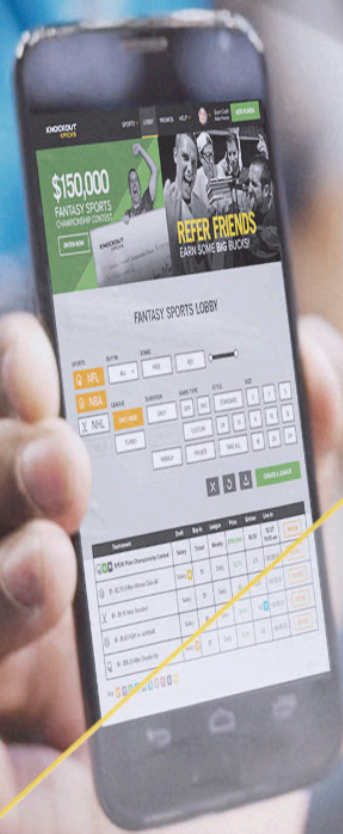
**IT'S ANYBODY'S
CHAMPIONSHIP**
PICK. PLAY. WIN.

BE A PLAYER

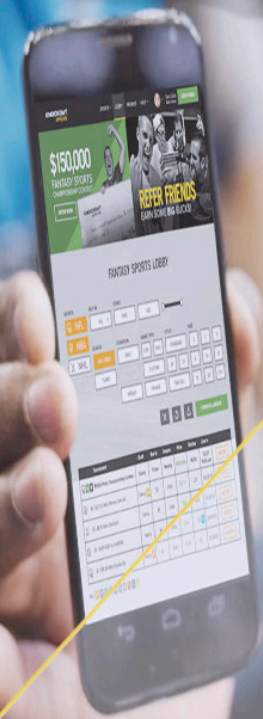
PICK. PLAY. WIN.



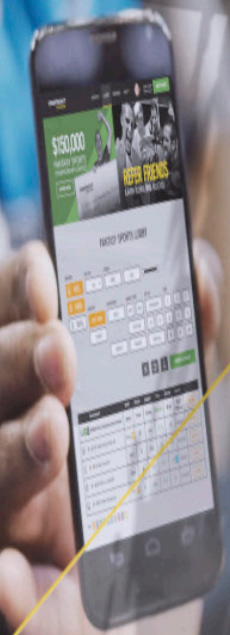
KNOCKOUT
★★ PICKS ★★



TRUE FANS
DON'T JUST WATCH
PICK. PLAY. WIN.



TRUE FANS
DON'T JUST WATCH
PICK. PLAY. WIN.



TRUE FANS
DON'T JUST WATCH
PICK. PLAY. WIN.



We are all stewards of our brand guidelines. All implementations of brand must meet the quality of the work that is shown in this guide. Own the space.

KNOCKOUT®
★★ PICKS ★★