



reStrike

Brand Standards

VISUAL IDENTITY GUIDELINES • 2026

THE TAEKWONDO BROADCAST STACK • RE-STRIKE.NET

Real cameras decide real points.

reStrike is a taekwondo broadcast stack — frame-accurate instant replay native to OBS, broadcast graphics that paint themselves, and one-link clip delivery. The brand is confident, technical and broadcast-grade: short declarative sentences, concrete over hype.

POSITIONING

Broadcast cinema for taekwondo — genuine Sony Alpha cameras at true 4K60, not surveillance-grade IP cameras.

SIGNATURE LINES

- "The taekwondo broadcast stack."
- "Three systems. One broadcast."
- "Frame-accurate instant replay, native to OBS."
- "Every clip, every court, one link."

The wordmark



reStrike

DO

- Keep clear space $\geq$ the height of the "r".
- Use on the dark base or over a darkened photo.
- White / near-white (#EAF0FF) only.

DON'T

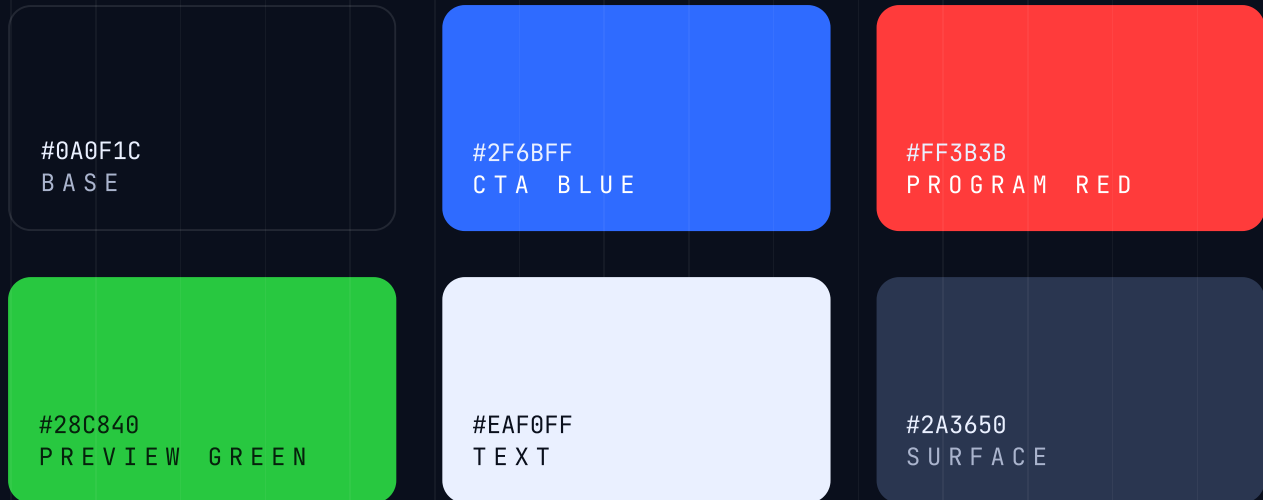
- Recolor, stretch, rotate or add effects.
- Place on a busy/low-contrast background.
- Recreate the type — use the asset.

Blue + red program / preview

The paired blue+red dashes echo the ATEM switcher's program (red) / preview (green→here red) language — a compact, ownable mark used top-left on every asset.



Palette



Base + one dominant accent (blue) carry the system; red marks "live/program", green marks "go/preview". Accents repeat across every asset. Maintain WCAG AA (4.5:1) text contrast.

DISPLAY • HEADLINES • WORDMARK

Michroma

BODY • TAGLINES • 300-800

Saira — broadcast-grade body

LABELS • KICKERS • CHIPS (UPPERCASE)

JetBrains Mono

Headlines read like premium statements — short, tight tracking, high scale contrast. Kicker labels are mono, uppercase, letter-spaced. Never substitute system fonts in generated imagery.

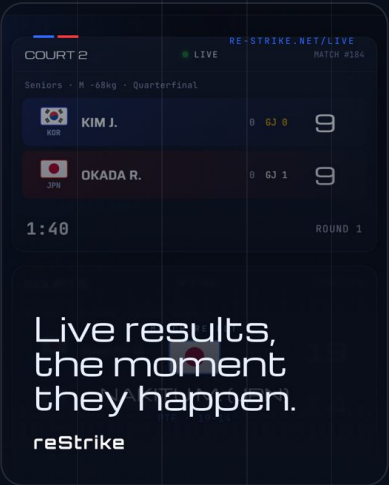
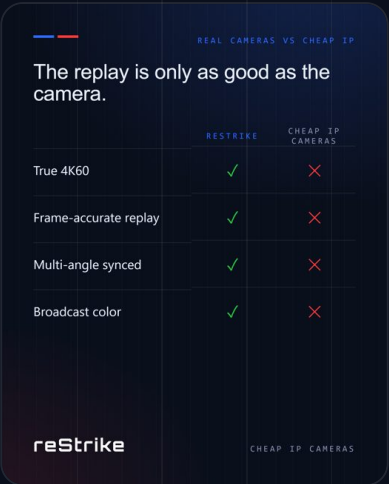
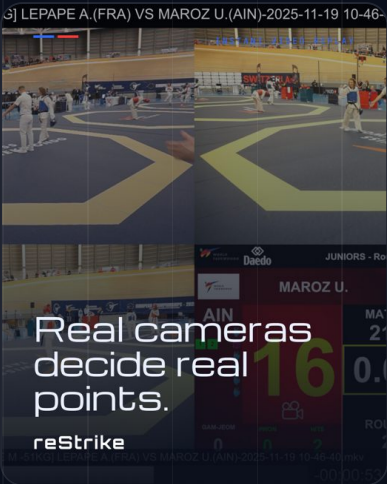
Owl · Kitsune · Badger



Three distinctive mascots give the brand warmth and recognizability on social. Use as accent characters, not as the primary mark — the wordmark always leads.

One engine, many formats

Every post carries a designed 4:5 card rendered from these tokens. Templates: hero (photo/atmosphere), comparison, stat, sensor, schema, and live-scoreboard.



How reStrike speaks

DO

- Lead with our strengths, stated plainly.
- Be concrete: 4K60, frame-accurate, 4 synced angles.
- Short declarative sentences. Broadcast confidence.

DON'T

- Name or disparage a competitor — ever.
- Generic hype ("revolutionary", "seamless").
- Overclaim beyond what's defensible.

CLAIMS GUARDRAIL

Contrast the category confidently and factually — "broadcast cinema cameras, not cheap IP cameras" — generically. Never name a brand. Every claim must be defensible.



reStrike

SINGLE SOURCE OF TRUTH: RE-STRIKE.NET
BOOK A DEMO: INFO@RE-STRIKE.NET

RESTRIKE D.O.O. — ZAGREB, CROATIA · THREE SYSTEMS. ONE
BROADCAST.

A1 / PRIMARY WORDMARK

reStrike

white - use on navy / dark / imagery

A2 / REVERSED (DARK ON LIGHT)

reStrike

navy - use on light / print

B / SQUARE MARK (re + dashes)



white / on dark



dark / on light



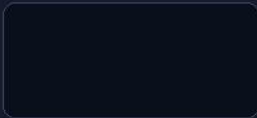
avatar / blue-red bg

C / DASH CONSTRUCTION

ratio 58 : 7 (8.286 : 1)
gap 10 / 58 (17.2% of width)
colors #2F6BFF / #FF3B3B
place centered over the re



PALETTE



#0A0F1C



#2F6BFF



#FF3B3B



#EAF0FF

D / SOCIAL MEDIA PACK - FB - IG - YT - TIKTOK - LINKEDIN



PROFILE 1080 (all)



FB COVER 1640x624



YT BANNER 2560x1440



LINKEDIN 1128x191

+ OG 1200x630
+ square post 1080