





Gliders is a modern ice skating destination created to bring people together through movement, energy and fun. Centred around a state-of-the-art synthetic skating rink, Gliders delivers a fresh take on the classic skating experience with a vibrant, accessible environment designed for all ages. Families, friends, kids and teens can skate, connect and enjoy the atmosphere together. From Little Gliders stepping onto the rink for the first time to teens skating under lights and music with friends, every detail has been designed to feel social, playful and full of energy.

From Little Gliders to unforgettable family moments, welcome to the glide side.

LOGO - PRIMARY

The Gliders logo pairs the vibrancy of a deep neon glow with a curved typeface, and a sparkling star icon. This energetic combination create a fun, exciting brand identity.



LOGO - VARIATIONS

The primary logo features the star on the left side. This is our preferred and recommended option for use.

Primary (Star on left side)



Secondary (Star on right side)



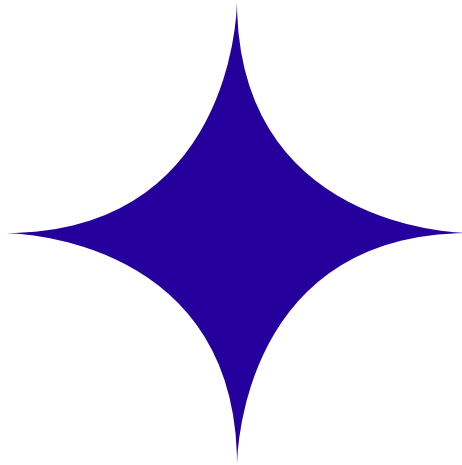
Wordmark



ICONOGRAPHY

The star icon, and the G icon, can both be used to represent Gliders in a symbolic manner.

These icons can also be used as supporting graphic elements.



CLEAR SPACE

Clear space around the logo allows for it to stand apart from other images, text and page/ screen edges.

This enhances legibility and visual impact. Always surround logo with clear space, using the star as a guide for the minimum amount of clear space.



LOGO USE

It is important that the appearance of our logo remains consistent and impactful.

✗ Do not stretch the logo



✗ Do not change ratios within the logo
(e.g. making the icon larger than the wordmark)



✗ Do not position the logo on a background that makes it difficult to see



✗ Do not modify the colours within the logo



TYPEFACE

Typography allows our brand to have a consistent presence across all our messaging.

For our headings, we use Geardive, a futuristic sporty display font which is closely aligned with our wordmark.

For our body copy, we use Inter, a clean carefully crafted font, to aid in readability and clarity.

Headings – Geardive Regular

GEARDIVE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

!@#\$%^&*()_+<>?,

Body – Inter Light

Inter Light

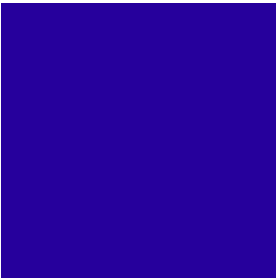
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

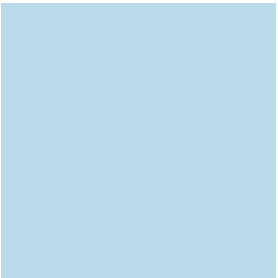
!@#\$%^&*()_+<>?,

COLOUR PALETTE



Deep Blue

HEX **#25009C**
RGB **37, 0, 156**
HSB **254, 100%, 61%**
CMYK **100, 92, 11, 1**



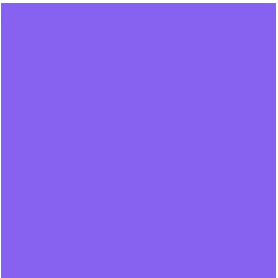
Ice Blue

HEX **#B9DBEB**
RGB **185, 219, 235**
HSB **199, 21%, 92%**
CMYK **30, 5, 5, 0**



Celtic Blue

HEX **#0070BA**
RGB **0, 112, 186**
HSB **204, 100%, 73%**
CMYK **85, 51, 0, 0**



Medium Purple

HEX **#8661F0**
RGB **134, 97, 240**
HSB **256, 60%, 94%**
CMYK **71, 67, 0, 0**



Neon Pink

HEX **#E83D8D**
RGB **232, 61, 141**
HSB **332, 74%, 91%**
CMYK **8, 86, 0, 0**

GRADIENT BREAKDOWN



Deep Blue



Celtic Blue

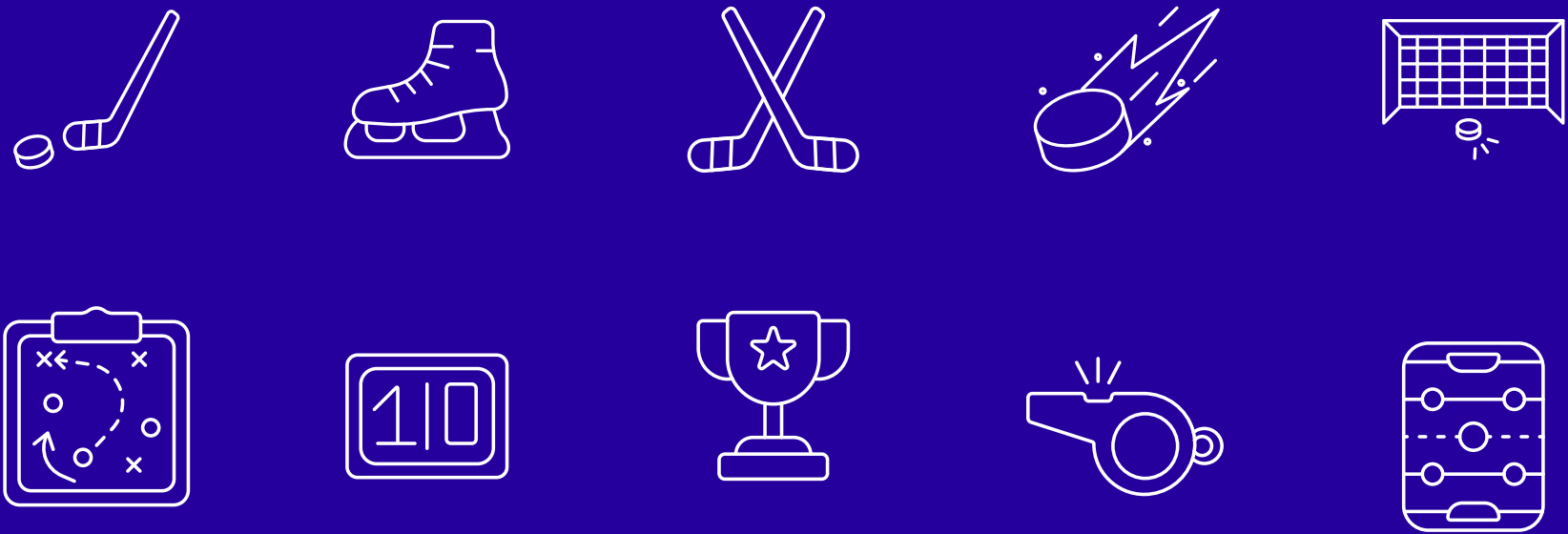


Medium
Purple



Neon Pink

SUPPORTING GRAPHICS – ICONS



SUPPORTING GRAPHICS – LIGHT STREAMS

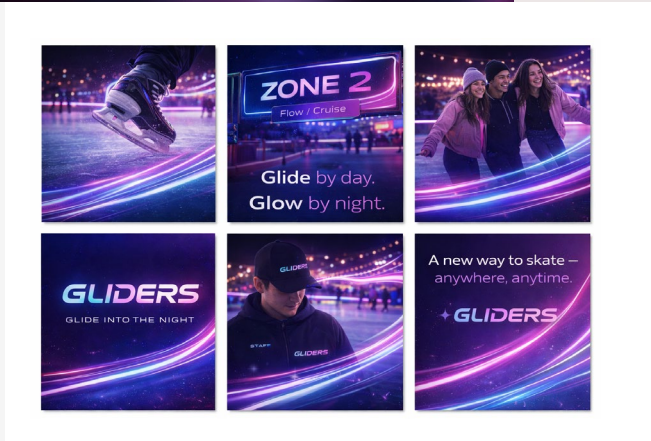
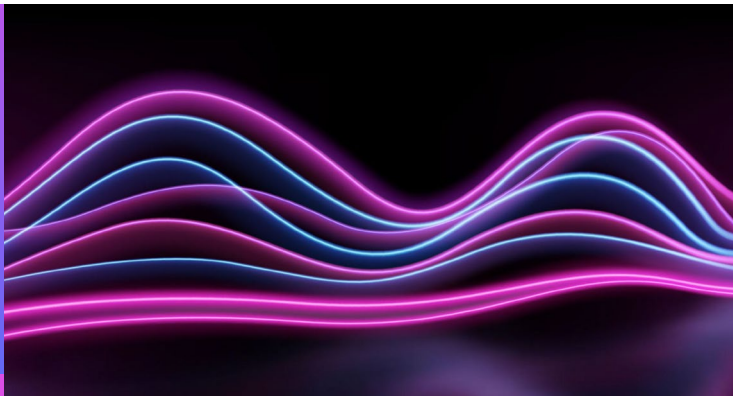


SUPPORTING GRAPHICS – PATTERN



MOOD BOARD

COMMUNITY | FUN | ZOOM | EXCITEMENT | FLOW | MOVEMENT | ENERGETIC



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