

**Kempa**

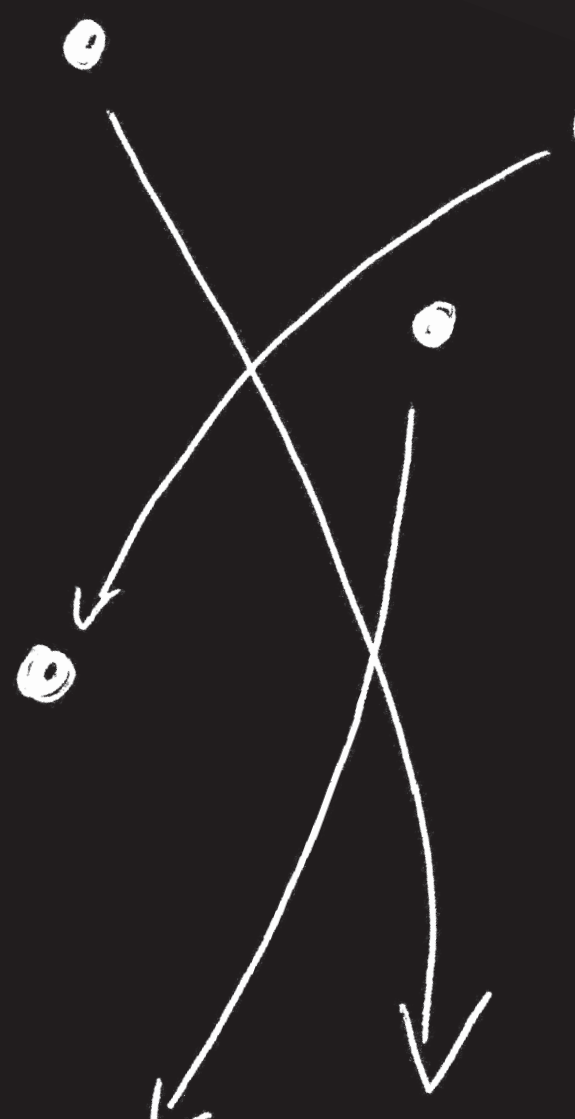
# **Kempa style guide**

## **BRAND IDENTITY**

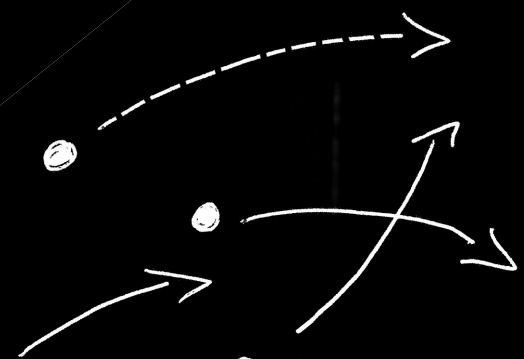
# Kempa style guide BRAND IDENTITY

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# Handball.



# 2002



In 2002, uhlsport GmbH launched **Kempa** and set new standards in handball. **Kempa** is the antithesis of what was popular in handball in the 80s/90s. Not adjusted and conventional, rather different and progressive.



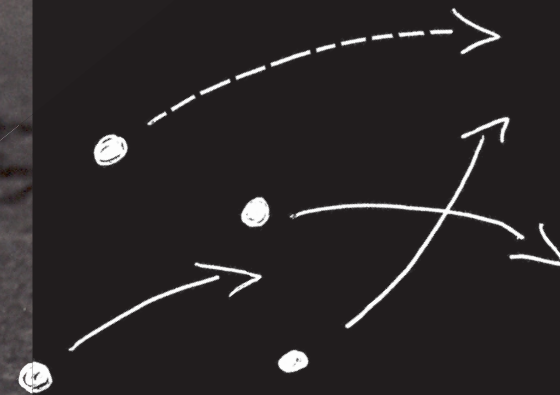


# Brand name.

The so-called „**Kempa** Trick“ describes one of the most spectacular moves in handball in Germany. The ball is passed in the direction of the goal to a jumping player who catches the ball in the air and throws it directly towards the goal, before he touches the ground. In the 50s, the move was discovered during training with FRISCH AUF! Göppingen by Bernhard **Kempa** and officially presented to the public for the first time in Karlsruhe in 1954, at an unofficial international match between the German team against Sweden.



# Bernhard Kempa.



Up until the end of his career in 1957, the back-court player for FRISCH AUF! Göppingen won the German handball championship 11 times, in 1954 both on the field and in the court. Furthermore, he became a two time world champion with the field handball national team. After his career, „Monsieur Handball“ became a trainer at his home club, Frisch Auf Göppingen.

In 2002 we approached Bernhard **Kempa** and asked him for permission to use his name for our handball brand. He agreed and the Kempa story unfolded.

# The brand.

With a brand awareness of almost 100% among active handball players\*, **Kempa** made a brilliant entrance into the world of handball. After being on the market for one decade, **Kempa** already became an established handball brand in all core handball markets\*.

\*Representative questionnaire 2012 (investigator uhlsport GmbH)

# Mission statement.

**Handball is an attitude towards life. Everything we do is a conscious commitment to handball. We always want to be accessible and close for all people that consider handball to be an integral part of their lives.**



# Target group.



The target group includes the active handball players as well as the people that have a special fondness towards the sport.

Here, we differentiate between the handball players as individual buyers as well as the clubs/teams as the team sport buyer. Within the target group, we particularly address the youth and young adults as our core target group.

**Kempa represents handball.  
This serves as the guideline  
of all product developments  
and each communicative  
measure.**

# MARKETING MIX Product.

**Product.**

A **Kempa** product must pursue the target to pick up active handball players. On the one hand, in its desire for performance, with regards to the items which are obtained in a clearly performance oriented manner for active use in sport. On the other hand, also in its desire for trendy sport textiles beyond its active sport.

Our product categories: shoes, jerseys, shorts, socks, shirts, balls, bags, bandages and accessories.



**MARKETING MIX**

**Price.**

**Price.**

With our range of goods, we cover all price categories. The best price/performance ratio per price level is our constant objective target.

**MARKETING MIX**

**Place.**

**Distribution.**

We distribute our products across all accessible channels in specialist sports trade or sporting goods trade.





# MARKETING MIX Promotion.

**Communication.**

Our communicative measures are directed towards the handball player as a holistic person. We understand our target group to be active athletes, who are also pupils, students, professionals, meet up with friends, carry out other types of sport and continue to view themselves as handball players.

Our sponsoring activities address the active handball players. This is the reason as to why we only sponsor activities which are directly linked to handball. We are partners of handball clubs and handball players in all important handball markets and support the next generation projects in the field of handball. The focus placed on the active sport of handball is unmistakable and unshakable.





# BRAND VALUES

# Handball.



**Kempa** encompasses all those characteristics implied in the name: exclusively handball. And no compromises are made in this respect. Our passion for the sport is optimally reflected in the products which have been tailored to needs of the handball player. The highest premise is to support and improve the performance of the handball player through qualitative and innovative products.

**BRAND VALUES**

**Progressive.**

**Kempa** is a young handball brand with special attention placed on the present and the future.

With future-oriented designs, benefit-oriented materials and technologies. Therefore we consciously rely on the knowledge and resources of our cooperation partners.



A handball player with long hair and a beard is captured in a dynamic, mid-air pose, jumping in front of a goal net. He is wearing a blue and white Kempa uniform with a headband and colorful sneakers. The background is a white wall with a large blue and yellow logo on the left. The text 'BRAND VALUES' is in a white box, and 'Young and loud.' is in a larger white box below it.

# BRAND VALUES

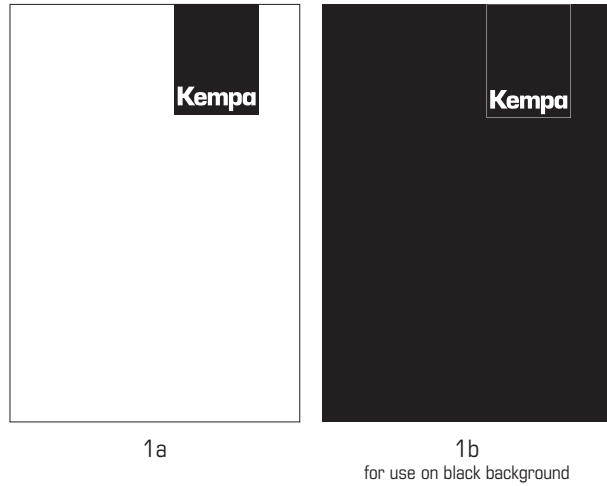
# Young and loud.

In 2002, **Kempa** started with flashy shoe designs and mismatching colour schemes.

**Kempa** has made its mark, since the beginning. This is what we would like to continue to do in all brand areas. We want to attract and surprise and be different.

As a young handball brand we want to respond to the lifestyles of our target group.

## The Logo



## The Logo

### Variations

There are two variations of the logo. Wherever possible, the logo in the big box with writing below it is used (1a). Only one colour variant is used: white writing on a black background. Clear, simple and straightforward. The logo stands for it self, calm and it does not distract. The logo with a white outline zone is only used on black backgrounds.

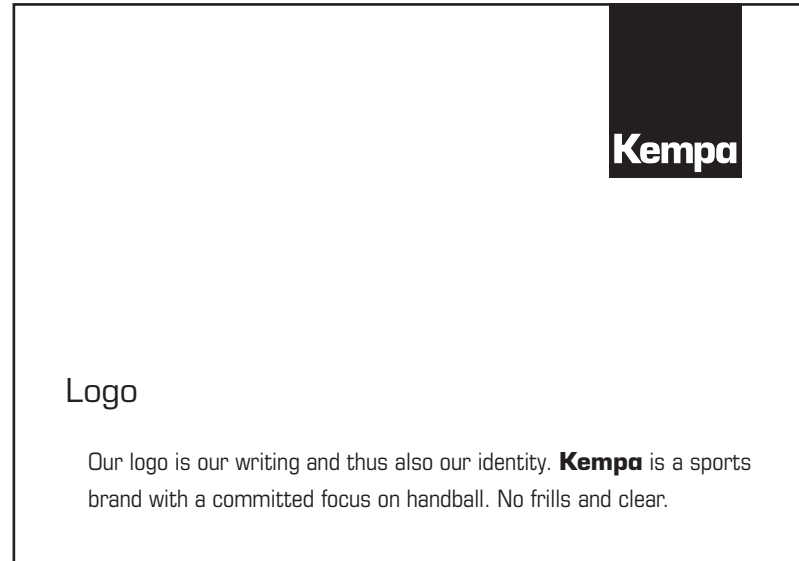
Two exceptions are allowed in special cases. If it is not possible to place the above-mentioned logo (animated advertisement banner, on textiles, etc.), then the second version in a smaller black box must be used (2a). The logo with a white outline zone is also used for black backgrounds (2b).

If the variant is not allowed to be used, for example on glass doors, then the Kempa writing (positive or negative) can be placed on its own.

In all special cases, please always consult the marketing/graphics department in order to be able to guarantee a fluent, uniform brand image.



## The Logo

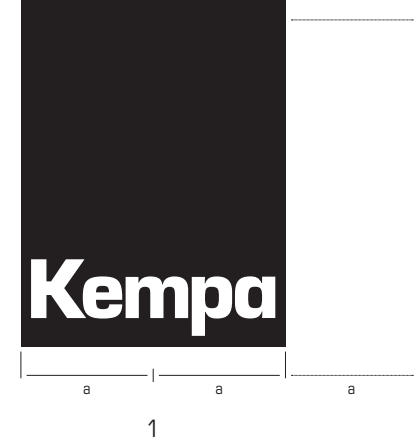


**Kempa**

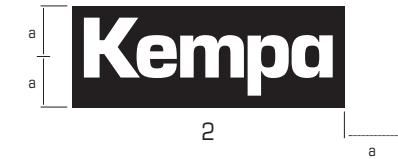
## Position

Big variant (01): the logo is exclusively placed on the top right hand side. Half the width of the logo is equal to the distance from the edge on the right .

The width of the logo results from a sixth of the width of the surface on which the logo is placed.



Small variant (02): According to possibility, the logo is placed on the top right hand side, half the height of the logo is equal to the distance on the edge of the upper and right hand side. The width of the logo also results from a sixth of the width of the surface on which the logo is placed. Exceptions can be animated advertisement banner, where the distances cannot be maintained. With these, please always consult the marketing/graphics department.



# Image colour.

**C 100 | M 34 | Y 0 | K 2**

**Pantone 3005 C**

Image colour is „**Kempa** blue“ It is used as a fill and signal colour. Areas of application are, for example, packagings, print and web publications.

„**Kempa** blue“ in the textiles sector is also used as the colour of the jersey or shirt.

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**Eurostile Bold**

**It is used for headers and slogans.**

**Eurostile**

Our corporate font is Eurostile. The font Condensed is used for running text.

*Kempa Note*

*is used as a font for images and quotations.*

**Arial**

This font constitutes the fallback font exclusively for electronic data which is sent to third parties, e.g. website and e-mail. It must never be used as a font within print media.

# PHOTOGRAPHY

## Images

Stated below are concepts out of which the direction in which photography and picture language will be developed in the future.

Technically, Industrial, loud and progressive.

It is important to follow the imagery for several years and to create each advertisement according to these guidelines. A changing image or a colour that is constantly changed makes it difficult to keep target groups interested.

Product photography remains unchanged.



**Kempa**

1

Slogan/catchphrase

2


3

www.facebook.de/kempa.de

www.kempa-handball.de

**Kempa**

**ATTACK ONE**



Ab April 2015 bei deinem Sportfachhändler erhältlich.

Auch als Frauenmodell verfügbar.

www.facebook.com/kempa.de

powered by **MICHELIN**

kempa-handball.de/attackone

**Kempa**


1

Slogan/catchphrase

2

**Kempa**

**ATTACK ONE**



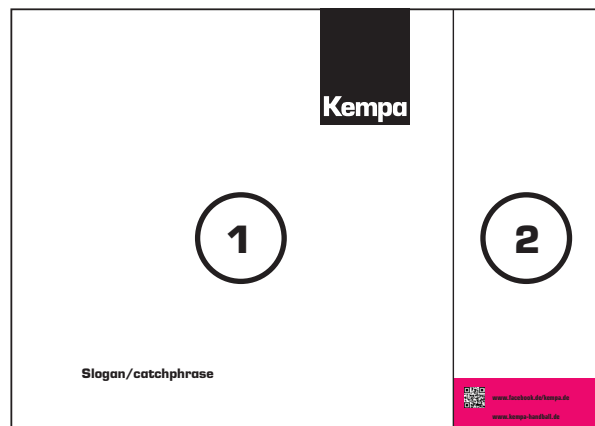
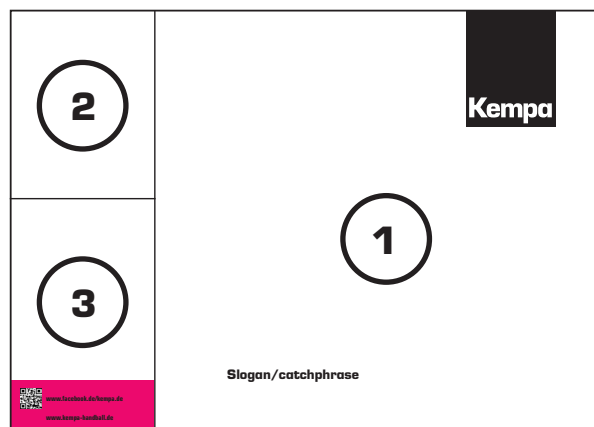
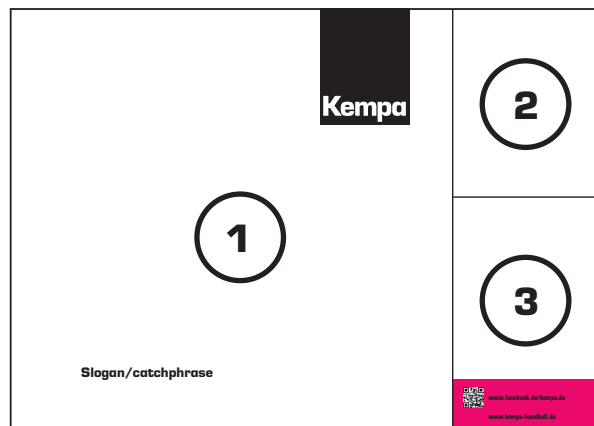
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www.facebook.com/kempa.de

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kempa-handball.de/attackone



## Principle

We are aiming for a uniform brand image. The target group must be able to recognise that it involves a **Kempa** product, a website, an advertisement or a campaign at first glance.

To do so, it is important to strictly comply with the positioning of the logo and to follow a uniform imagery which is defined for several years.

## Layout

A variable, three-part layout is intended.

1: Image picture, 2: Product image, 3: Product image/text area.

Area 1 is intended for a big image. Areas 2 and 3 each include a product image, although area 3 can also be used as an optional text field for further information. In special cases, areas 2 and 3 can be compiled to create just one area with an additional image. More than 3 individual areas have not been provided. The footer includes links to Facebook, internet pages and the QR code.

**Kempa**

**Hurricane**

Minimales Gewicht in Kombination mit hervorragender Fixierung und Tragekomfort.

powered by **MICHELIN** Performance

[www.facebook.com/kempa.de](http://www.facebook.com/kempa.de) [www.kempa-handball.de](http://www.kempa-handball.de)

## Typography in adverts

The following dimensions are to be regarded as specifications for an A4 advert and serve as a guideline for other advert sizes. The font size is correspondingly enlarged or shrunk depending on the size of the advert.

### Slogan

Font: Eurostile, bold, 22 Pt

### Product text

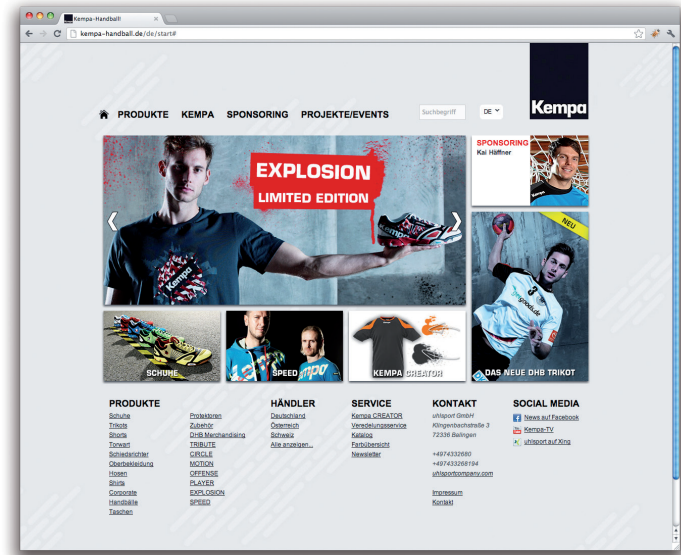
Font: Eurostile, condensed, 10 pt

### Protection zone

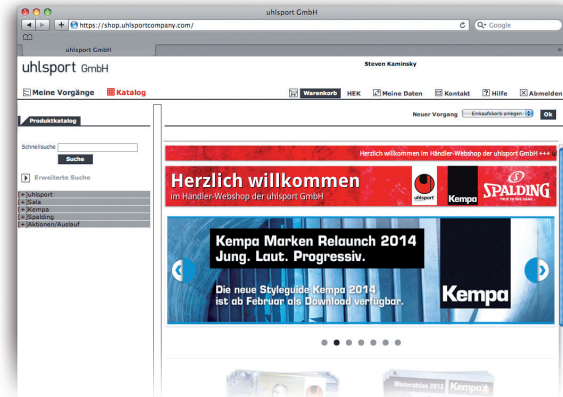
Font: Eurostile, bold condensed, 10 pt

Distance from edge: 9mm left, right and below.





All specifications described are also applicable without exception to the Internet.



# Brand identity

The creation of brand identity and brand design guidelines are not an end in themselves. By appearing in uniform in all media, products and actions they strengthen the **Kempa** brand. This is why the brand appearance must enjoy the highest protection. This means that we must proceed consistently against disregard in order to protect the overall image of the **Kempa** appearance on the global level.

**Questions?**  
**[graphics@kempa-handball.com](mailto:graphics@kempa-handball.com)**

**[www.kempa-handball.com](http://www.kempa-handball.com)**