

CORAJE

By Carlos Alcaraz

About Carlos Alcaraz

Carlos Alcaraz Garfia is a Spanish professional tennis player.

During his junior career, Alcaraz achieved a remarkable world No. 22 ranking and secured two titles on the ITF Junior Circuit. His ascent continued in September 2022 when he clinched his inaugural major singles title by defeating Casper Ruud in the US Open final. In May 2023, Alcaraz's rapid rise was acknowledged with the prestigious Laureus World Breakthrough of the Year award. July 2023 witnessed another remarkable triumph as Alcaraz secured his second major singles title at Wimbledon, defeating the seven-time defending champion, Novak Djokovic, in a thrilling final.

The following words encapsulate his vibe:

CREATIVE

STRONG

YOUNG

BRAVE

KIND

ENERGETIC

ELECTRIC

SINCERE

AGILE



Why coraje?

The choice of the brand name "Coraje" is a testament to the deep alignment with Carlos Alcaraz's dynamic personality and distinctive qualities. **Rooted in Spanish, "coraje" translates to "courage" in English**, perfectly capturing the vibe that defines both Alcaraz and his clothing brand. Just as Carlos fearlessly takes on the challenges of the tennis court, "Coraje" symbolizes the courage to pursue greatness and the strength to conquer obstacles.

This name proudly celebrates his roots and also symbolizes the spirit of unwavering determination and authenticity that he embodies. "Coraje" serves as a powerful reflection of his journey, inspiring all who wear the brand to embrace their own courage and individuality with pride and style.

coraje (Spanish)

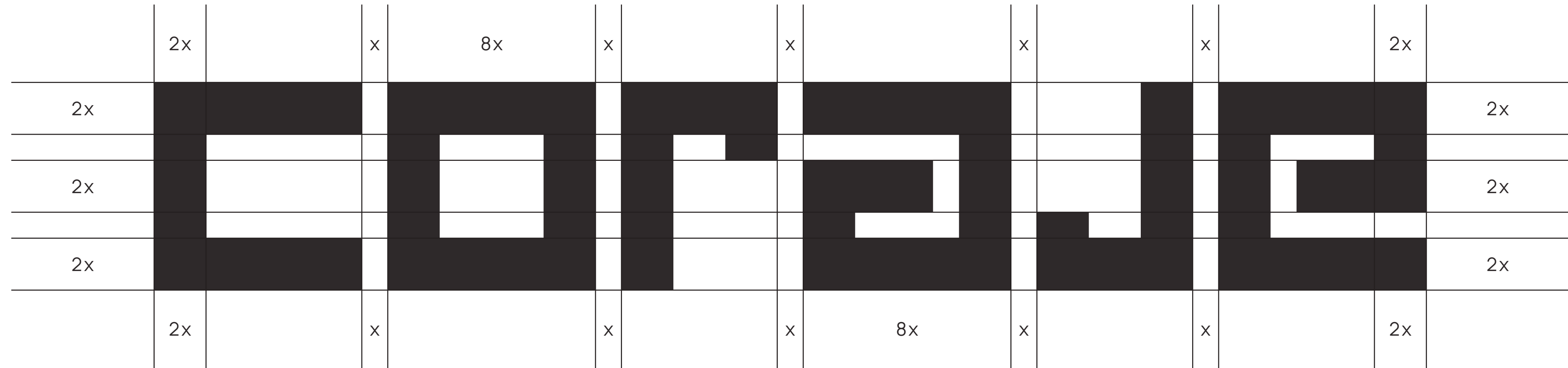


koh - rah - he

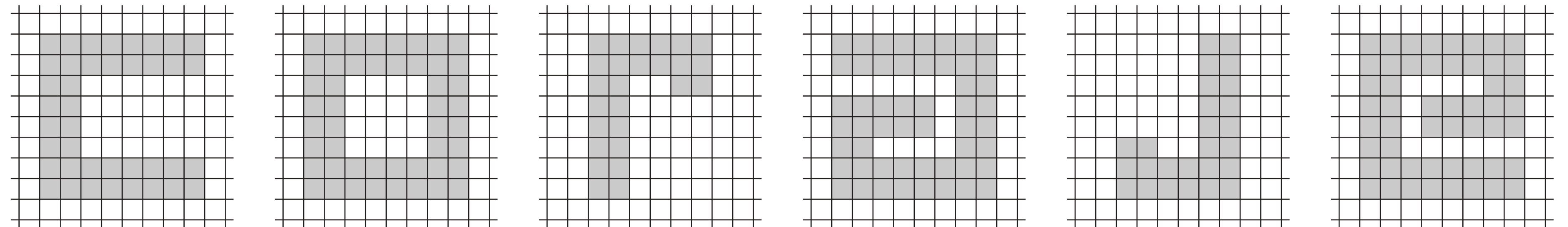
courage (English)

Wordmark

This wordmark is designed using the grid that's formed in a tennis racket. The aim is to keep it modern, geometric and true to the brand's personality.



Construction of individual letters



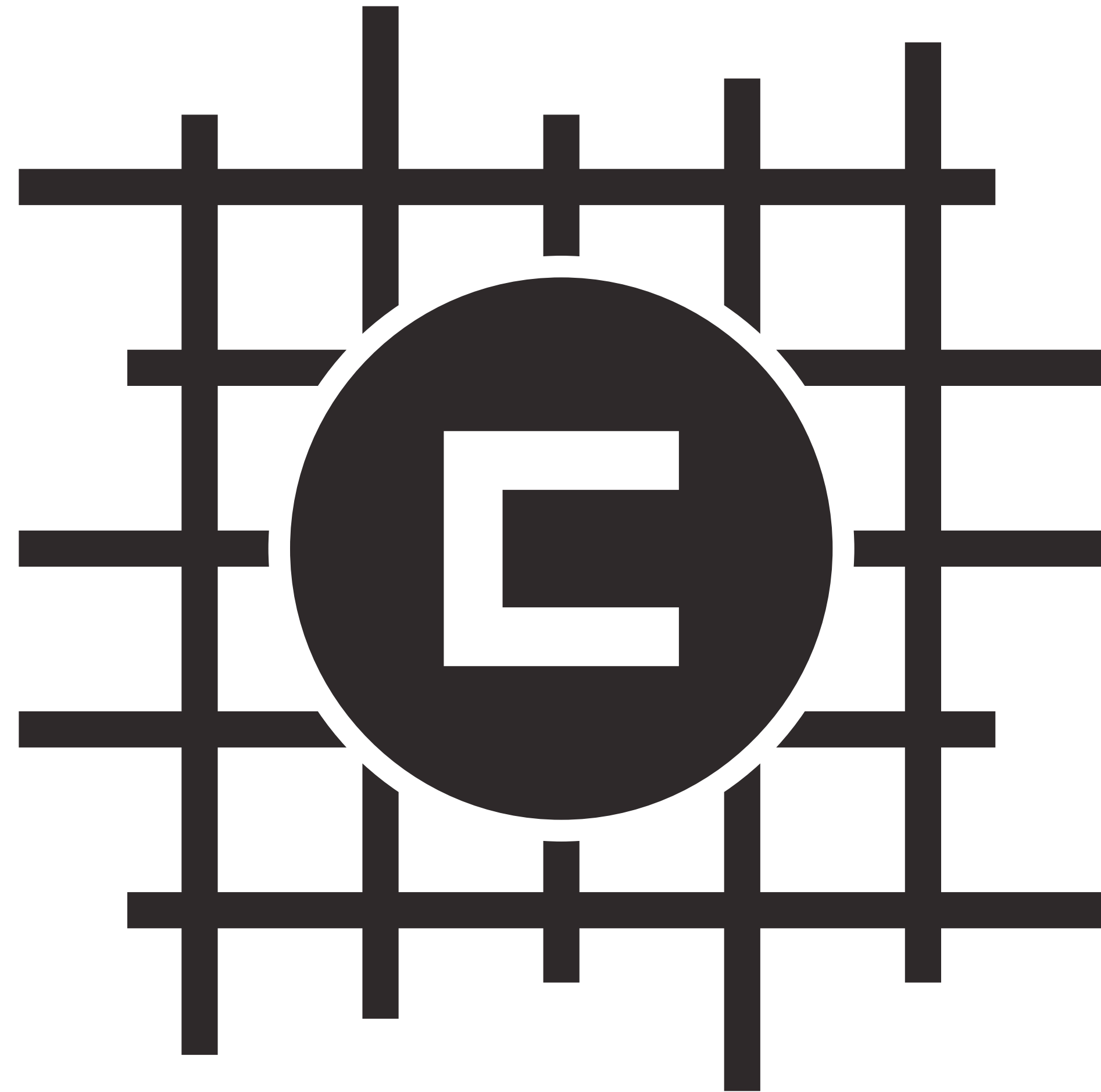
Symbol

The symbol depicts a net in a tennis raquet with circle that represents a tennis ball. As Carlos Alcaraz's life has always been about tennis, this visualization best represents him and his brand's personality. This will be used in spaces where placing the wordmark isn't possible.

Tennis Racquet

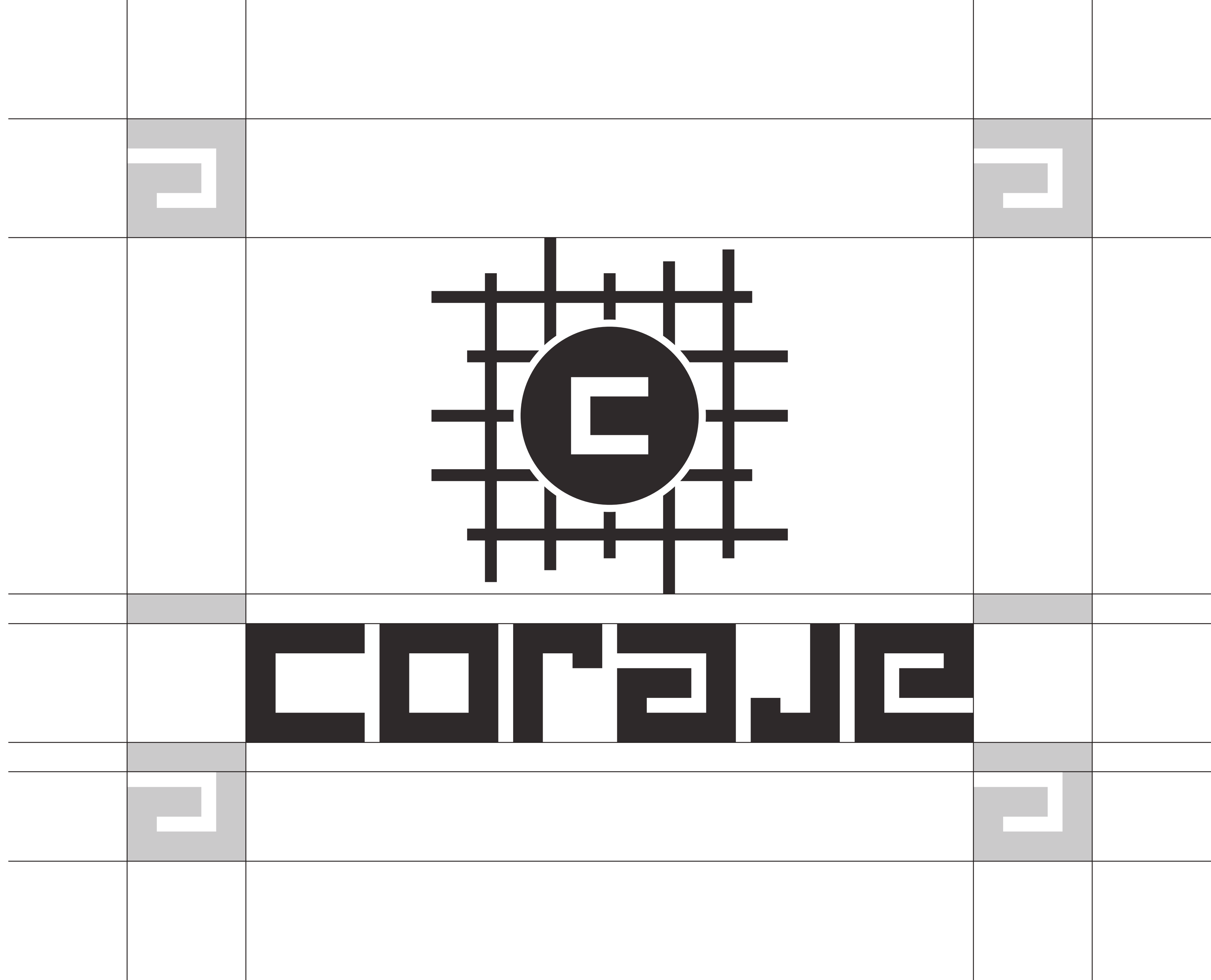
Tennis Ball

Carlos Alcaraz



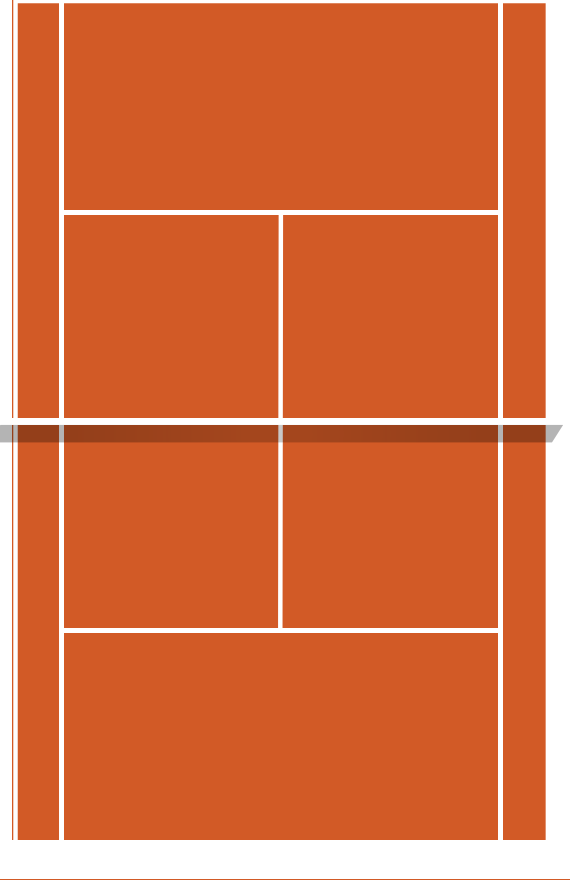
Safe Space Logo

This space should be used like a margin whenever the logo is placed near a corner or if there are a lot of elements around it.



Colour Palette

Inspired by the playing surfaces of tennis grand slams this colour palette has a balance of warm and cool hues.

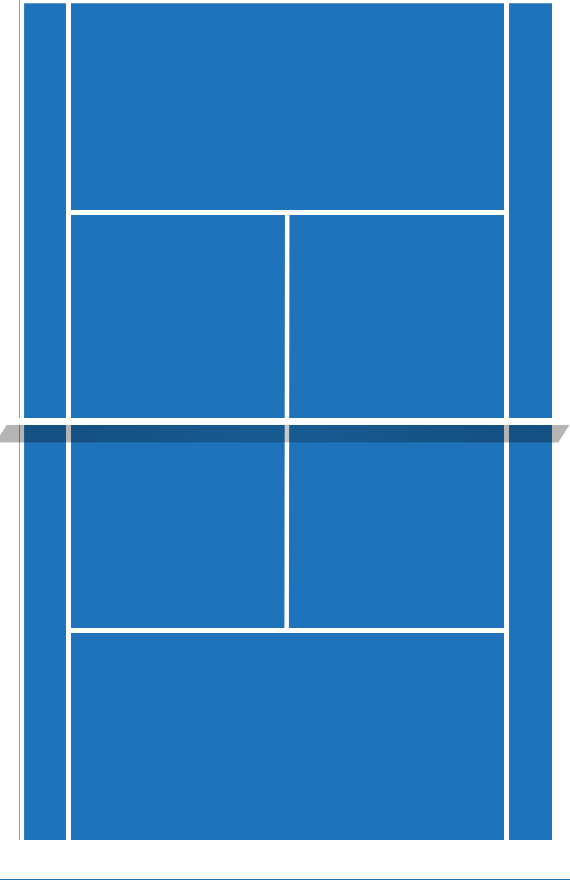


CMYK %
15 | 78 | 100 | 04

RGB
203 | 87 | 39

HEX
#cb5727

Spanish
Orange

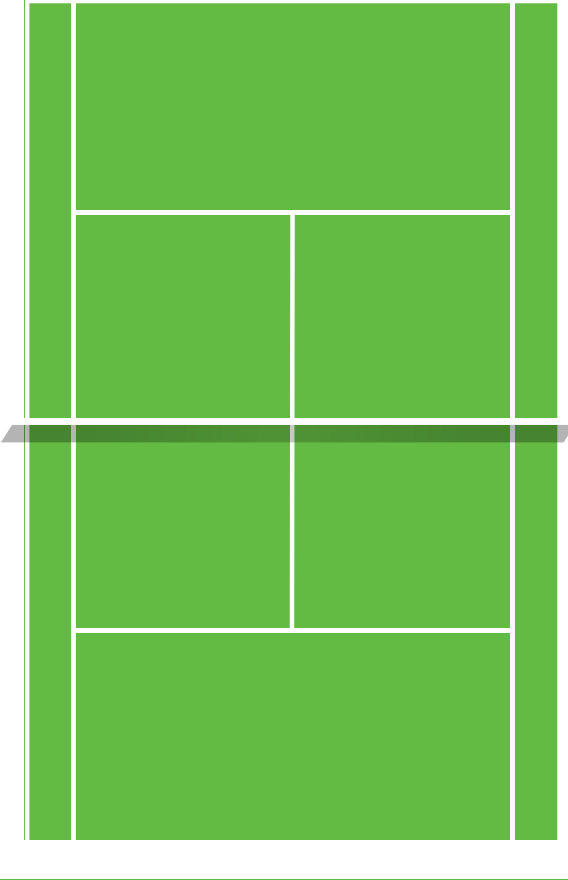


CMYK %
87 | 53 | 00 | 00

RGB
17 | 113 | 185

HEX
#1171b9

American
Blue

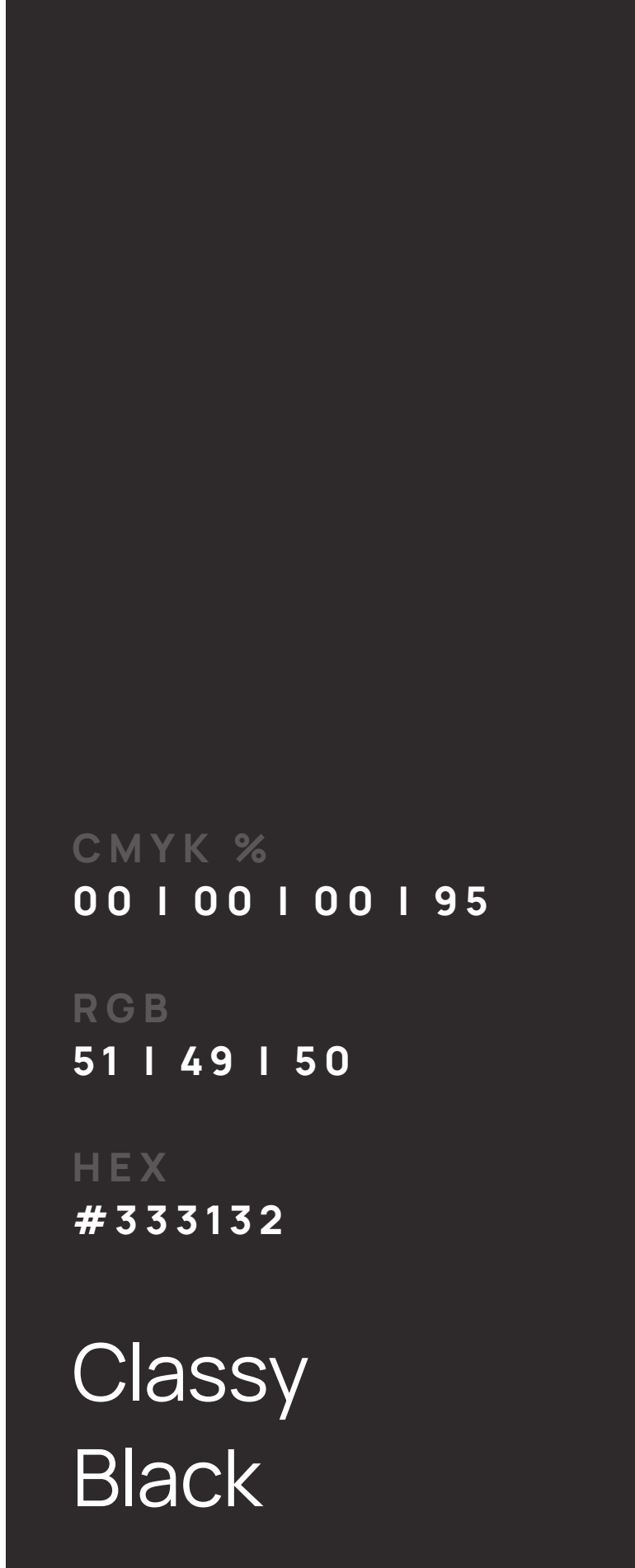


CMYK %
64 | 03 | 100 | 00

RGB
102 | 182 | 69

HEX
#66b645

English
Green

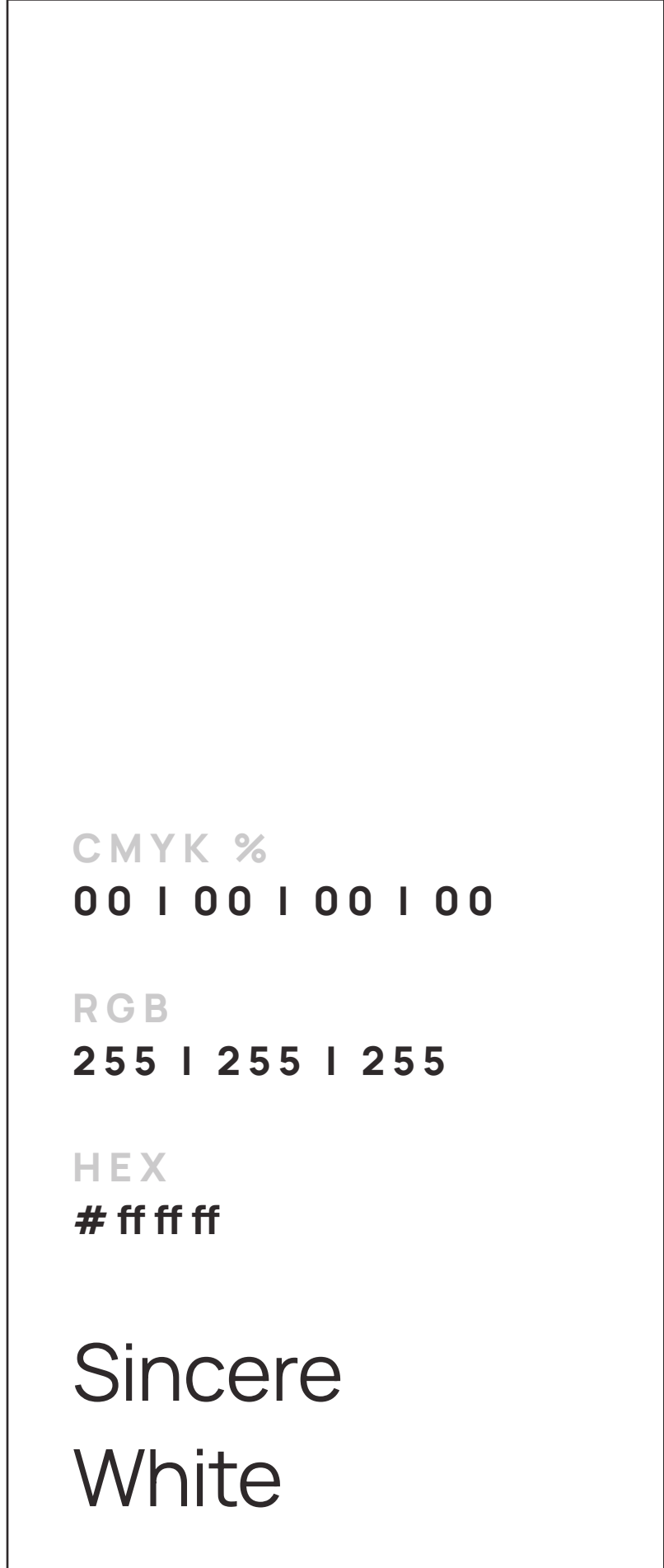


CMYK %
00 | 00 | 00 | 95

RGB
51 | 49 | 50

HEX
#333132

Classy
Black



CMYK %
00 | 00 | 00 | 00

RGB
255 | 255 | 255

HEX
#ffffff

Sincere
White

Typography

The choice of this typeface is done considering the brand's personality and its possible application across various platforms online and offline.

Manrope

Extra-Light | Light | Regular | Medium | Extra-Bold

Manrope is an open-source modern sans-serif font family, designed by Mikhail Sharanda in 2018. In 2019, Mirko Velimirovic worked with Mikhail Sharanda to convert Manrope into a variable font.

This font is a crossover of different font types: it is semi-condensed, semi-rounded, semi-geometric, semi-din, semi-grotesque. It employs minimal stroke thickness variations and a semi-closed aperture. It also has wide language support, covering most Latin and Cyrillic languages.

Manrope font has not only alternative glyphs for uppercase styles, but is also context-sensitive. Digits in Manrope font are perfect for interface design and numeric data, such as phone numbers, card numbers, watch faces, etc.

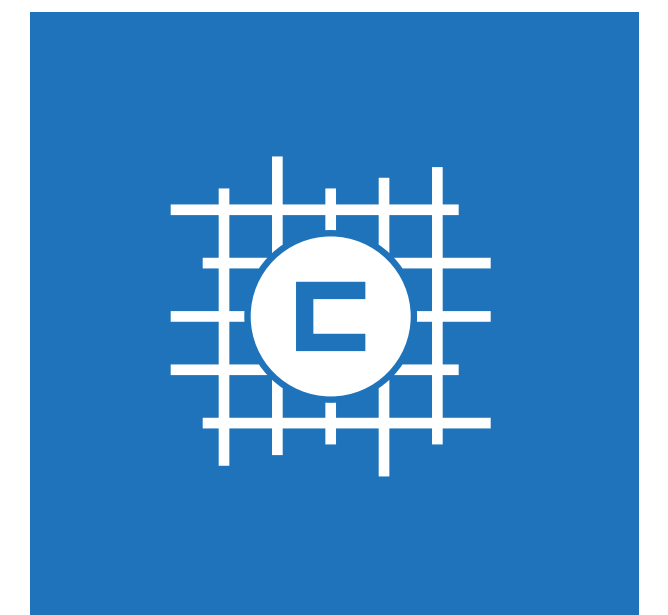
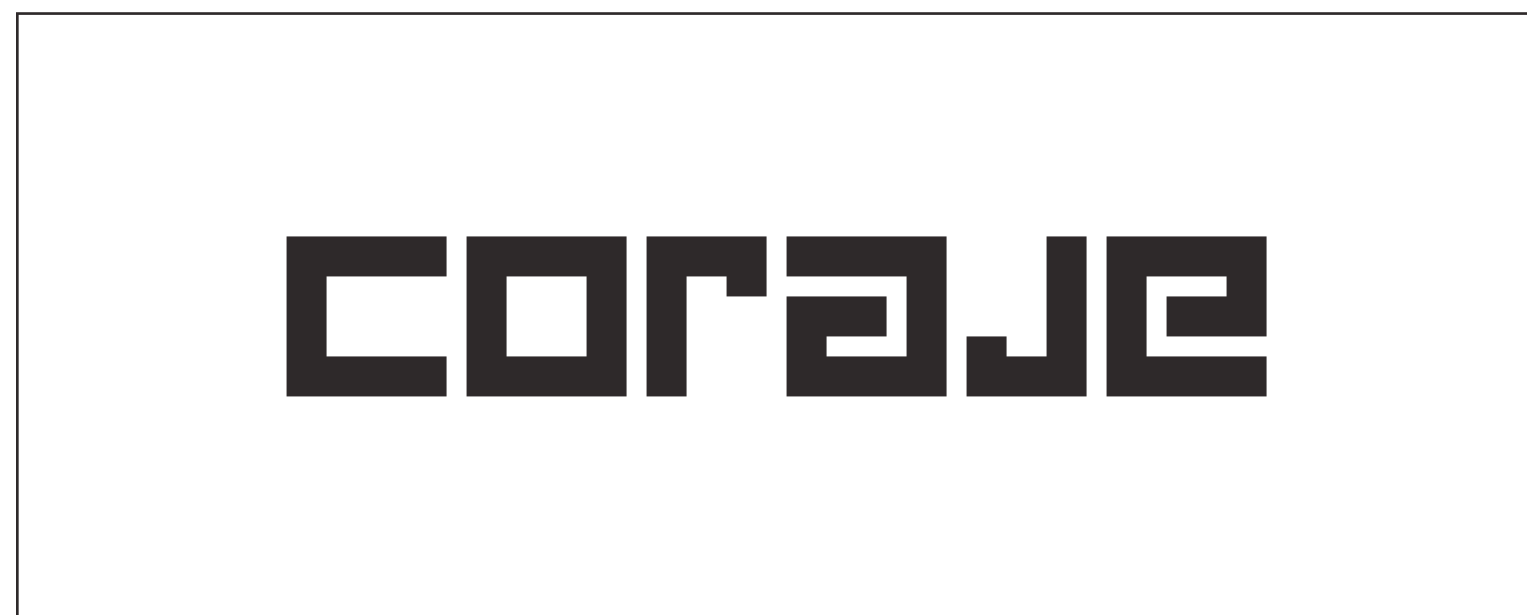
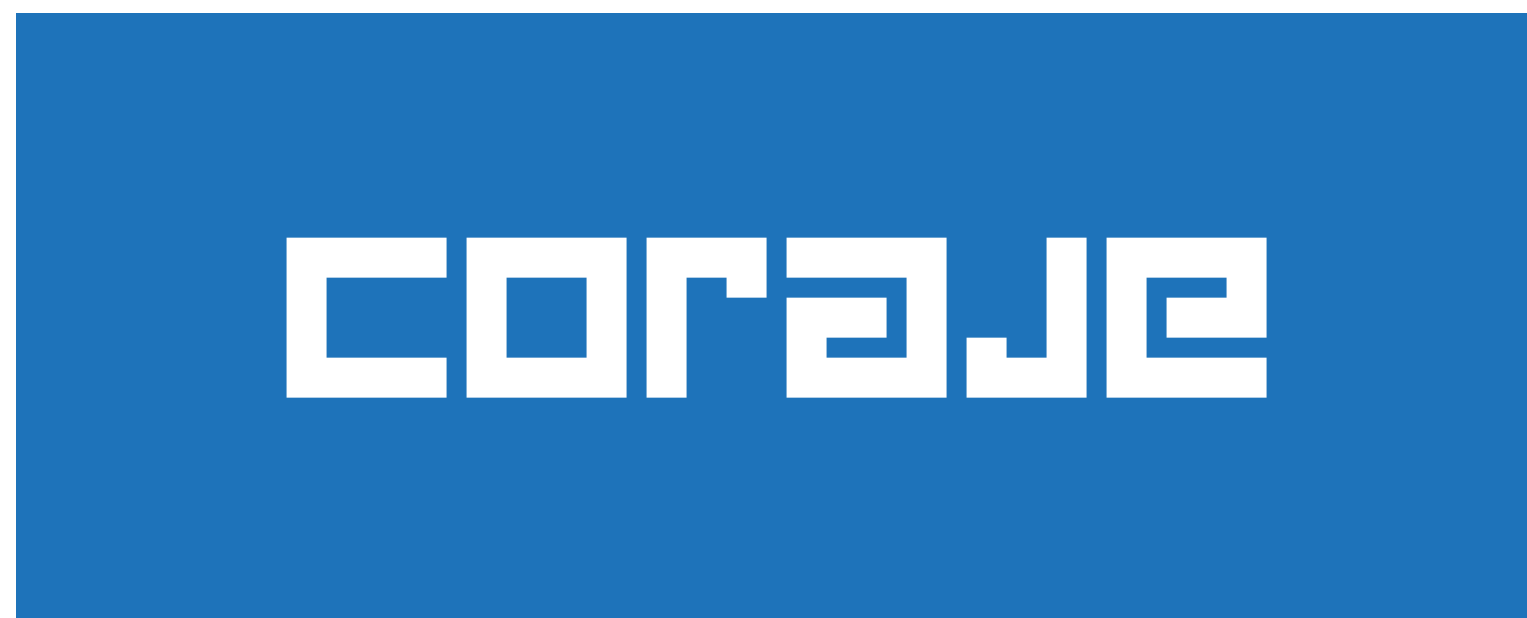
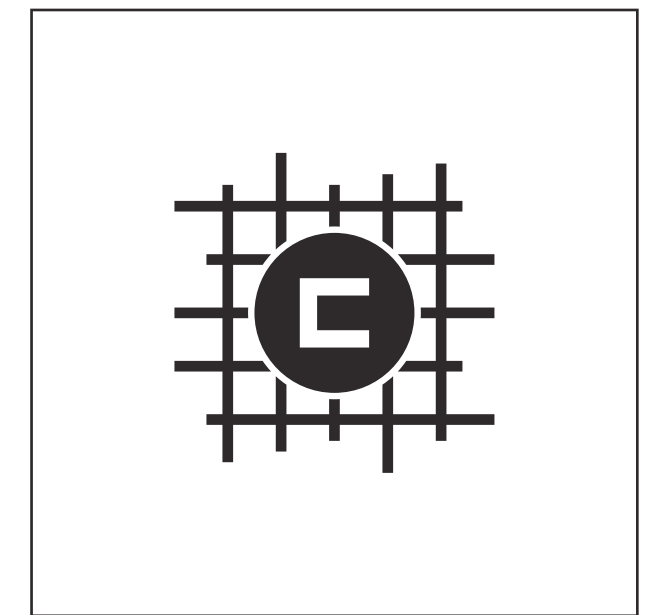
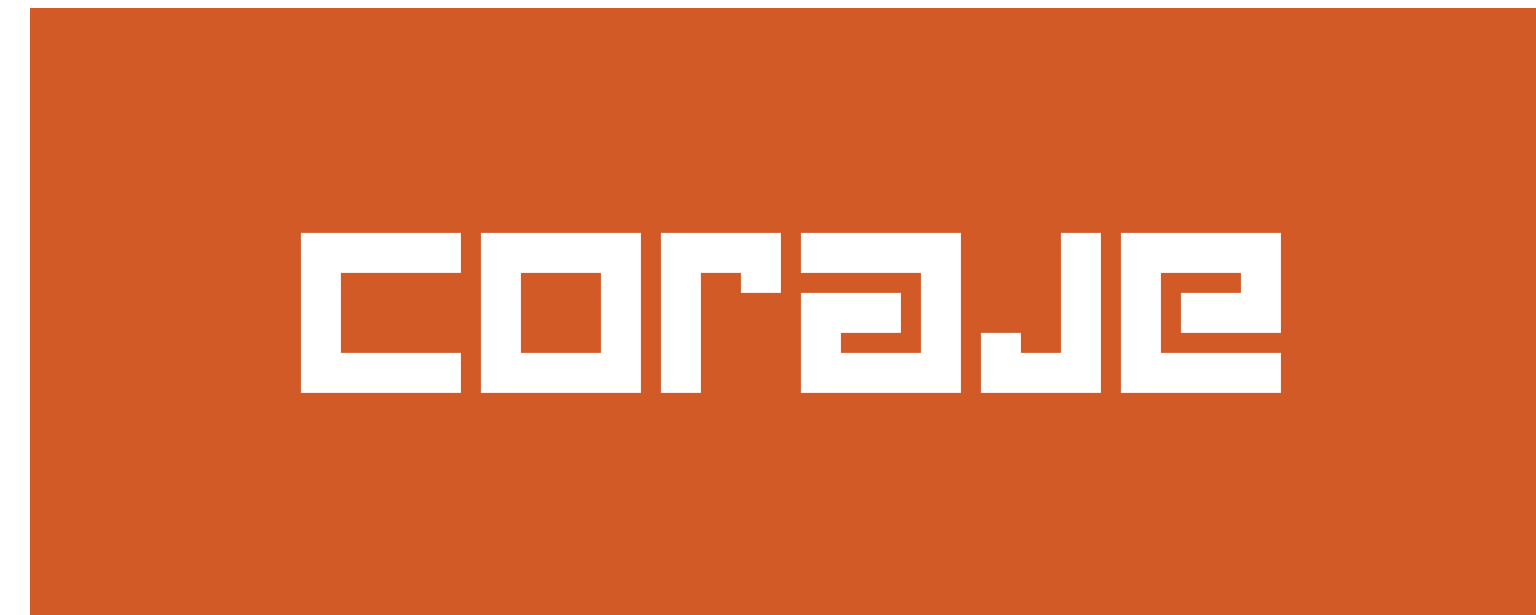
Aa

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789!@#%&

Logo Colour Variations



Brand Language

Visual language is vital for this brand as it creates a dynamic experience when communicating with the audience.

Simple yet creatively executed brand imagery can do wonders to cut through the noise or amplify your brand message. Make sure that the imagery used isn't very staged and fake, it should be people having a good time while being in their element.

Use of colours should be limited to one per communication piece to maintain a clean and premium feel across all the touchpoints.

Modern

Retro

Trend Follower

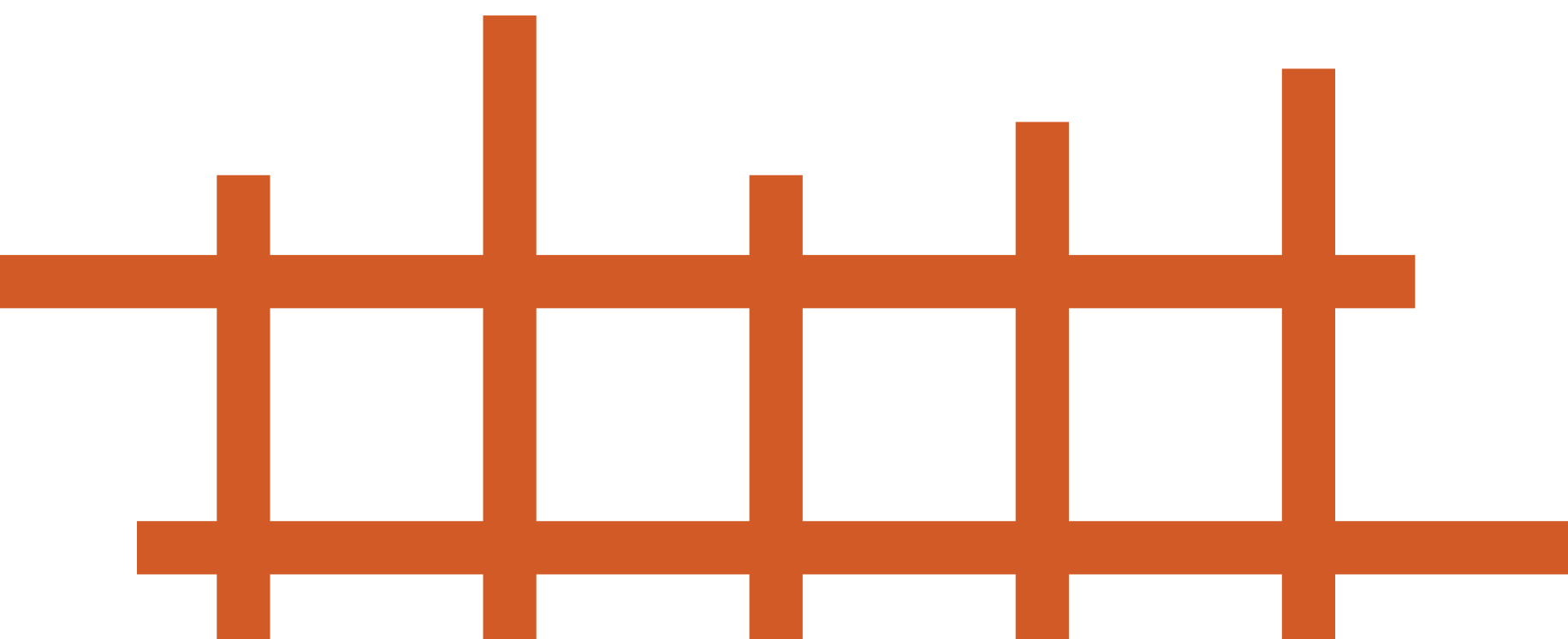
Opinionated

Playful

Serious

Exclusive

Inclusive



Application Mockups

Following will be some mock-ups of the coraje identity applied thoughtfully across **physical and digital spaces**. This is to give an idea about the look n feel of the brand at real consumer touchpoints.



CONRAD









www.yourwebsite.com



CORAJE

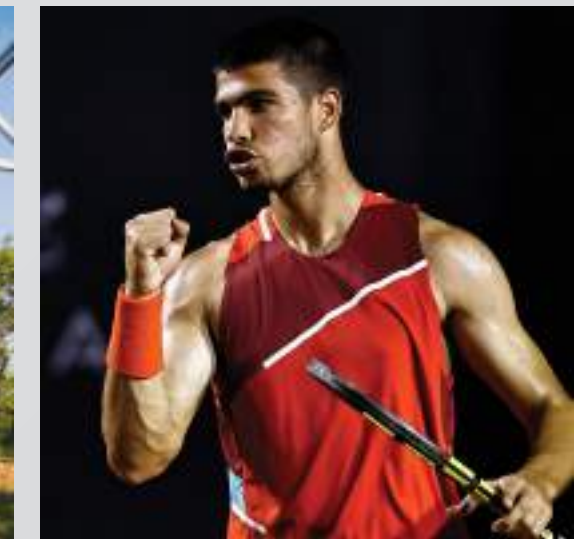
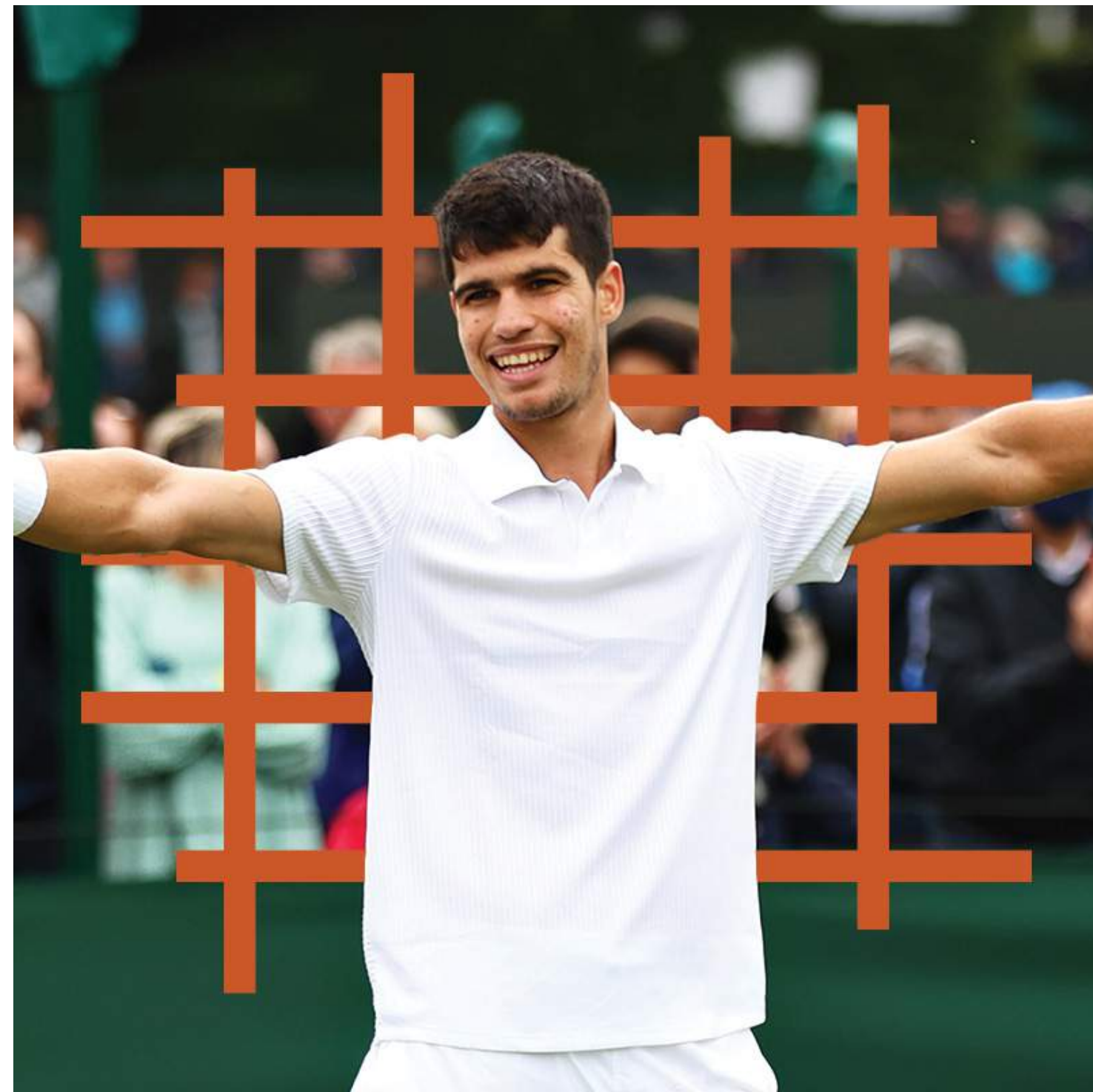
[MEN](#) [WOMEN](#) [KIDS](#) [COLLECTIONS](#)

A **courageous** step
out of your comfort zone





coraje



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