

**Benoit Maindrault –
Graphic Designer**

Selected Works



[Instagram](#)

[LinkedIn](#)

**Benoit Maindrault is a
graphic designer playing
at the intersection of
sports and culture.**

Profile

Benoit Maindrault is a french designer helping sports professionals cultivate long term value by developing visual identities and digital contents that launch and grow brands.

Clients include visual & sensory skill training companies, youth & professional players development companies, medias professionals and professional athletes (Meyend Sports, Kentucky Basketball Commission, Leading Athletics, Camp One, Darius Miller Foundtation, Patryk Janiszewski, G2 Athletics, Aaron Poole Images, Chris Elise, Cooper Neill, and more).

Services

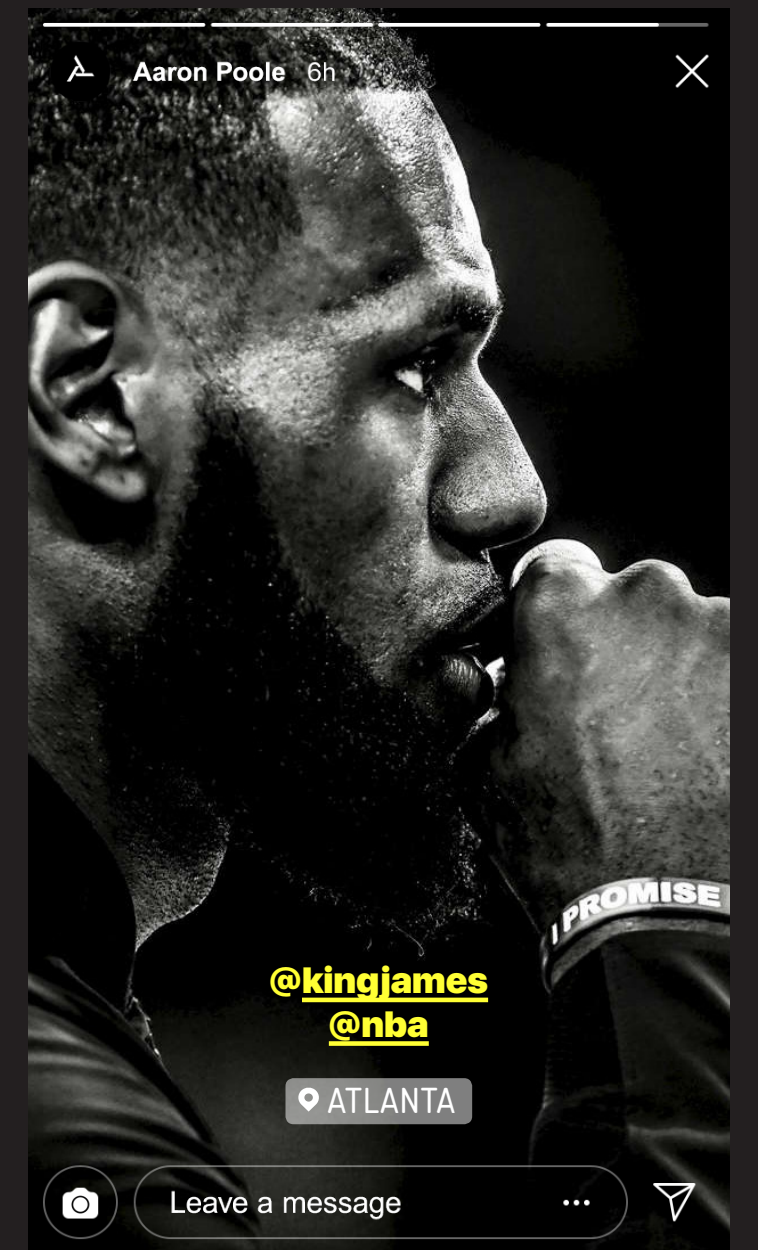
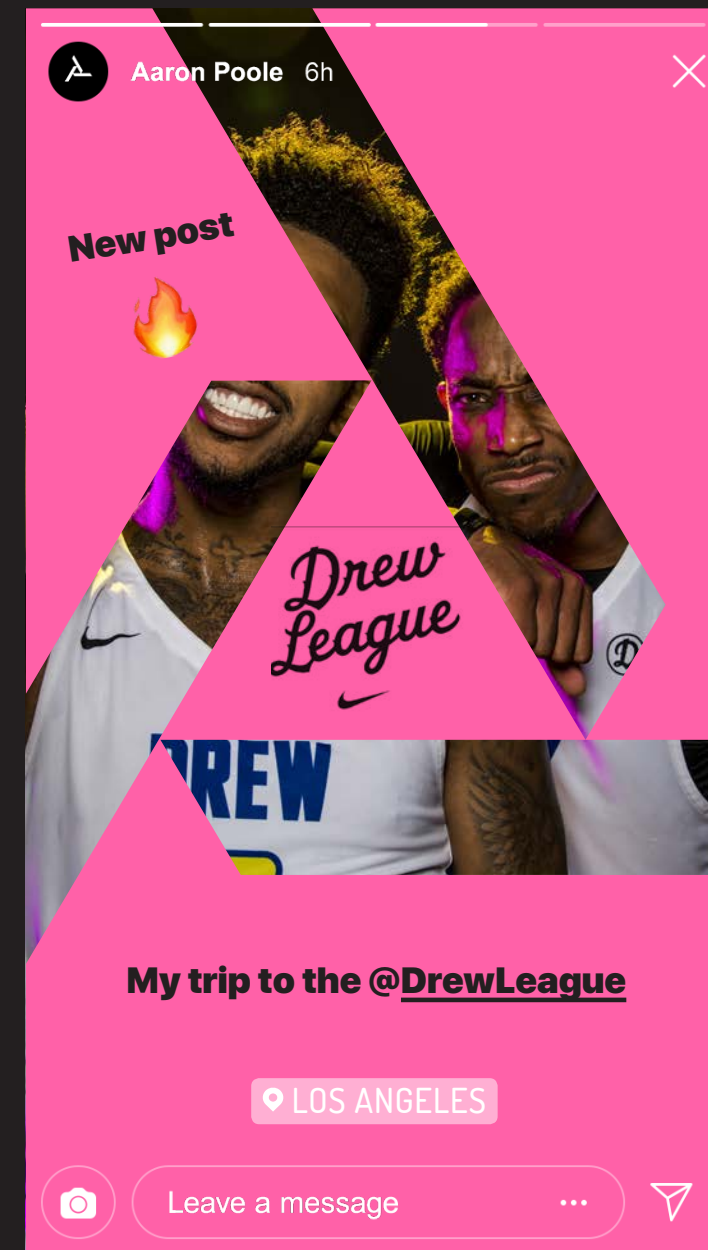
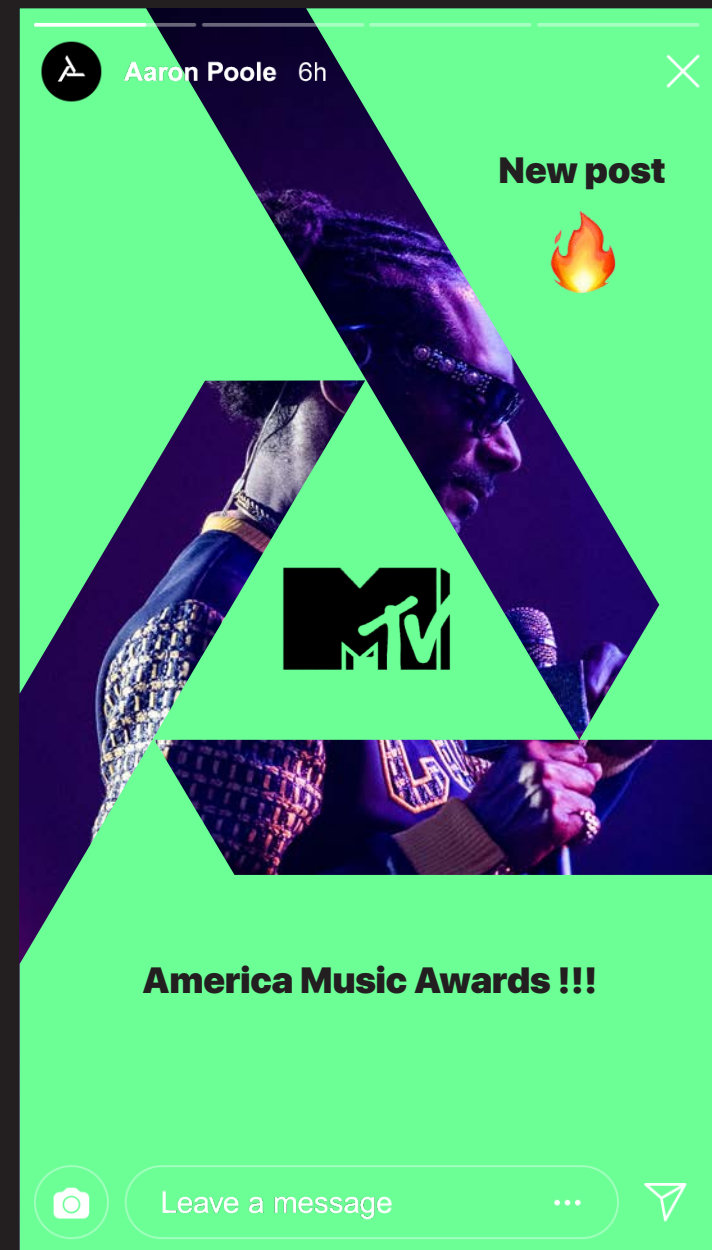
- Visual brand identity design
- Brand consultation
- Logo design
- Website design
- Naming



Aaron Poole Images

Visual brand identity for Aaron Poole, photographer having a front row seat to some of the most iconic moments in sports and entertainment history, based in Los Angeles.

We develop a visual identity allowing him being recognizable and autonomous to communicate fast on major events through social media.





Darius Miller

Logo and branding collaterals for Darius Miller,
NBA player at New Orleans Pelicans.
The logo is used for his foundation and his
AAU team.







Athlete Brand Agency

Athlete Brand Agency (ABA) is a full-service brand development creative agency based in Orlando, FL. Understanding the needs of professional athletes in today's game of web, social, and content creation, ABA is dedicated to ensuring their image is empowered with the best available tools for authentic, genuine story telling.

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MISSION

THE ABA MISSION

Athlete Brand Agency (ABA) is a full-service brand development creative agency based in Orlando, FL. Understanding the needs of professional athletes in today's game of web, social, and content creation, ABA is dedicated to ensuring their image is empowered with the best available tools for authentic, genuine story telling. Professional athletes have a unique and limited opportunity to create bridges of communication with their fan base, potential sponsors, and partners. Our mantra is simple and direct «MORE THAN ATHLETES». We believe that athletes have more to offer and by investing in their brand they limit the influence others have on their name and dictate the narrative in today's 24/7 news cycle.



LOGO

PRIMARY LOGO

This version is used as the primary ABA logo, for outside audiences where the baseline adds additional information. The ABA logo is the primary logo to use over marketing materials and contents. It is also used when the communications would benefit from a more formal approach.

LOGO

WORDMARK

Use the ABA wordmark only in cases that require clarification based on the audience or application.

SHORT LOGO

This version is used in case the primary logo size is too large, such as in small digital applications and large outdoor flag applications.

CLEAR SPACE

CLEAR SPACE

The minimum clear space is defined as x, measured by the eight of the logo. The minimum clear space of x should always be applied. Try to maximize clear space whenever possible.

MEDIAS

OVER IMAGES

The ABA logo is placed in a box to help us ensure the best visual impact of this logo. Regardless of communication size or dimension, the eight of the ABA logo should be exactly 10% of the height of the content. It must be stuck to the left or the right.

MEDIAS

The best place and color will be used according to each image's atmosphere. Never fill the letters in any other color: it should always be represented in black, white or gold.

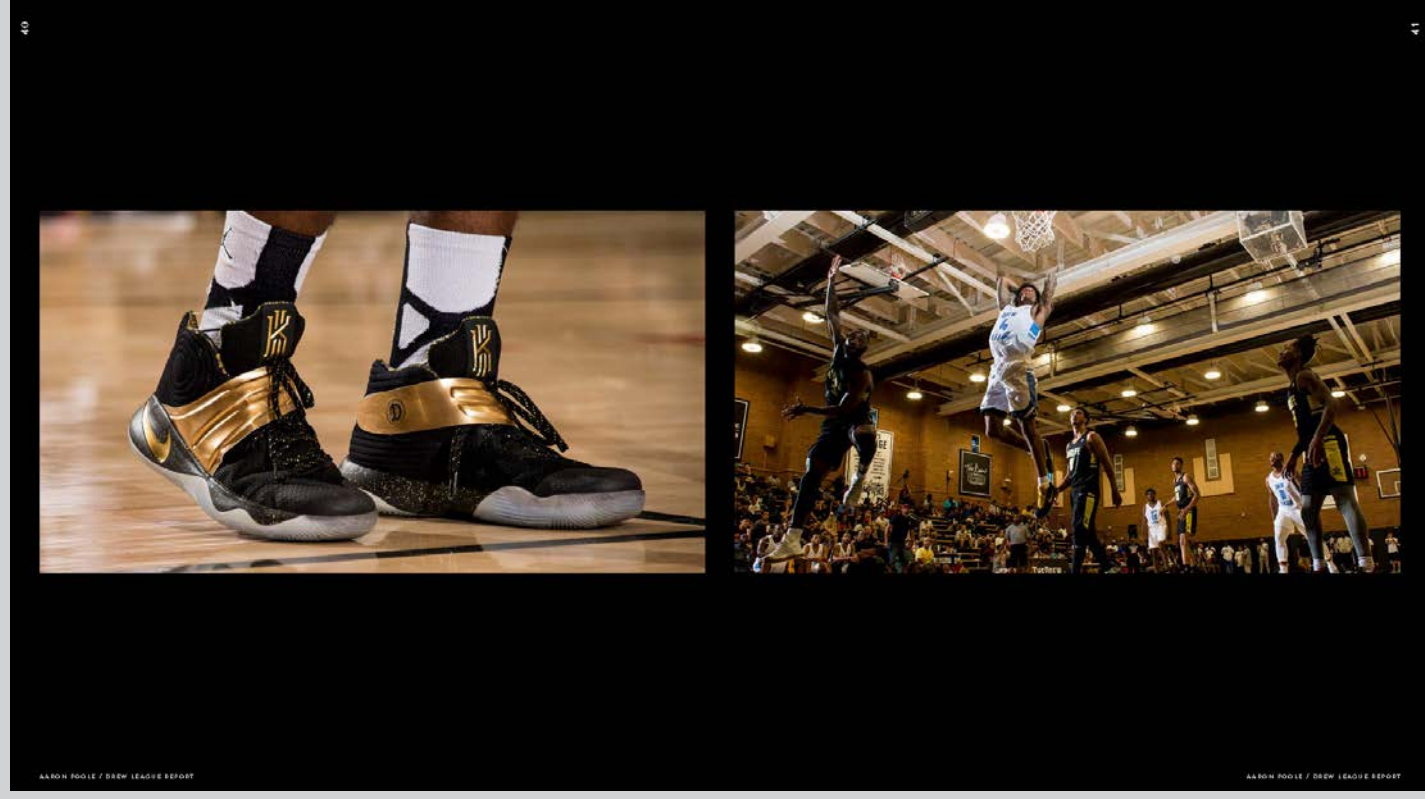
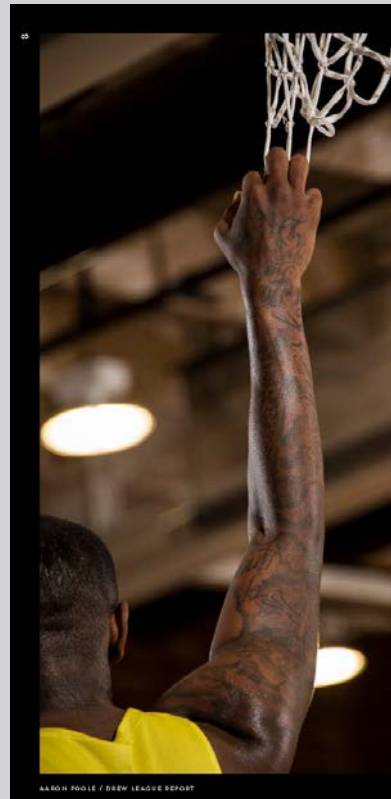
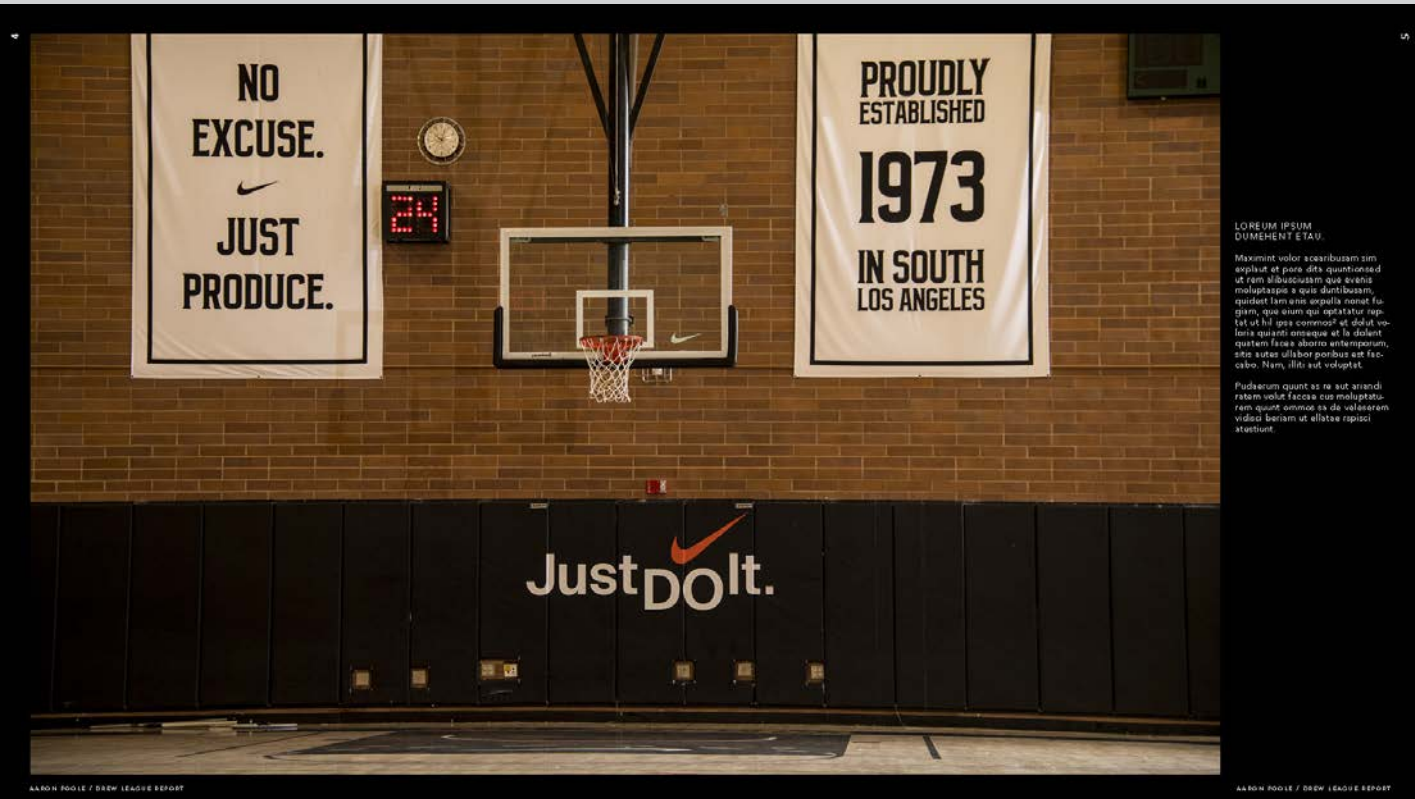


Drew League Report

Selection of photos and creation of a promotional e-book for Aaron Poole Images (Los Angeles) featuring his work during the 2018 Drew League.



Missionem vellemus...
Pudorem spiritus...
No Excuse. Just Produce.
PROUDLY ESTABLISHED 1973 IN SOUTH LOS ANGELES





G2 Athletics

G2 Athletics is a basketball players development company based in Vancouver, Canada.

The visual identity is modular in order to organize and hierarchize the messages of the brand.

The mark, wordmark and tagline can be displayed separately or together according to the needs.

Several weights of Eurostile font family have been picked up to ensure consistency.

Black & white are used for brand messaging and materials that are directly associated with the brand.

Orange is used as the accent color and makes the brand recognizable in events through materials such as uniforms and G2 gear.



LOGO USAGES

CLEAR SPACE

The minimum clear space is defined as x , measured by the width of the letter 'G'. The minimum clear space of x should always be applied. Try to maximize clear space whenever possible.



Beside is a guide to some basic typography used in advertising. Always refer to approved templates and specifications for full guidance.

1

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TAGLINE

Horizontal version

 **IMPROVE YOUR GAME.™**

Beside is a guide to some basic typography used in advertising. Always refer to approved templates and specifications for full guidance.

2

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TAGLINE

Horizontal version

**IMPROVE™
YOUR
GAME.**



Beside is a guide to some basic typography used in advertising. Always refer to approved templates and specifications for full guidance.

3

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BRAND COLORS



G2 BLACK
PANTONE BLACK C C 40% M 30% Y 30% K 100%



G2 ORANGE
PANTONE 166 C C 1% M 78% Y 100% K 0%



G2 SILVER
PANTONE 877 C C 44% M 35% Y 35% K 15%

4

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FONTS

FONT STRATEGY

Each font is chosen for its strength and its distinct appearance on a page that announces G2 Athletics's presence.

Eurostile is G2 Athletics's primary type family and should be used whenever possible to communicate key brand messages in headlines. It's available in multiple weights; please narrow your use to "Regular" through "Black" in most instances.

Eurostile Black Extended must be used for logos and its variations, and as headlines in advertising. Eurostile Bold Condensed must be used as headlines in advertising, when space is limited. Din Regular must be used for headline, display and body copy in all offline marketing materials.

EUROSTILE BLACK EXTENDED

Used for logos and its variations, typically in all caps.

EUROSTILE BOLD CONDENSED

Used as headlines in advertising, typically in all caps.

Din Regular

Used as body copy in advertising.

5

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**SKILL
ENHANCEMENT.
PLAYER
DEVELOPMENT.**



Logotypes and brand marks

Selection of brand marks and logotypes
I designed for various clients between 2016
and 2019.



Who's next? Let's talk about your brand.

I'd love to hear from you.
Email me at benoit.maindrault@gmail.com.

[Instagram](#)

[LinkedIn](#)