

EDITION
v1.0

ISSUED
2026

OWNER
MTI Brand Team

USA BOXING SANCTIONED · LAS VEGAS · 501(C)(3)

BRAND GUIDELINES.

The visual & verbal identity for Mike Tyson Invitational — the platform that builds the next generation of champions.

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01 — BRAND PHILOSOPHY

MORE THAN AN EVENT. A PLATFORM.

OUR MISSION

Mike Tyson Invitational is a 501(c)(3) organization built to give young fighters a world-class stage. Each Class is hand-selected by Mike Tyson and treated like professionals — with the production, the storytelling, and the resources usually reserved for elite athletes.

WHAT WE BELIEVE

Talent is everywhere. Platforms are not. Every fighter deserves to be seen at their best — by the country, by sponsors, and by themselves. MTI builds that mirror.

BRAND PILLARS

PROVING GROUND
The platform where future champions are made — not promised.

HAND-SELECTED
Every fighter is personally chosen by Mike. No filler. No politics.

DOCUMENTARY-GRADE
The Road to MTI tells real stories with cinematic production.

MISSION-DRIVEN
501(c)(3) charitable. Donations fund travel, training, opportunity.

02 — VOICE & TONE

WE TALK LIKE A FIGHT POSTER.

CONFIDENT
We declare. We don't ask permission.

DIRECT
Short sentences. Periods over commas.

CINEMATIC
Words you'd see on a billboard.

MISSION-LED
Always tied to the fighter — never ego.

SIGNATURE LINES — USE THESE, ECHO THESE

FUTURE CHAMPIONS.

CHAMPIONS ARE MADE.

MORE THAN AN EVENT.

BACKED BY THE BEST.

DON'T MISS A ROUND.

INVEST IN A FIGHTER.

DO Speak in declaratives. Capitalize headlines. Treat fighters like the pros they're becoming.

DON'T Use corporate hedging. Marketing-speak. Diminutives. Pity-framing. Casino glamor.

03 — LOGO SYSTEM

THE MARK. ITS RULES.

PRIMARY MARK · ON DARK



PRIMARY MARK · ON LIGHT



USAGE RULES

CLEAR SPACE

Maintain at least the height of the spiral element on every side.

MINIMUM SIZE

Digital: 32 px tall. Print: 0.5 in tall. Below this, use the icon only.

BACKGROUNDS

Always preserve the red + blue colorway. Never recolor or invert.

LOCKUP

On dark: pair with white wordmark. On light: pair with black wordmark.

04 — COLOR PALETTE

RED. BLUE. BLACK & WHITE.

MTI RED

HEX #E8192C
RGB rgb(232, 25, 44)
CMYK cmyk(0, 89, 81, 9)

Primary brand. CTAs, accents, highlights, energy.

MTI BLUE

HEX #2B3990
RGB rgb(43, 57, 144)
CMYK cmyk(70, 60, 0, 44)

Secondary. Reserved for the logo mark and rare contrast.

FIGHT BLACK

HEX #0A0A0A
RGB rgb(10, 10, 10)
CMYK cmyk(0, 0, 0, 96)

Primary surface. Always the canvas — never pure #000.

PURE WHITE

HEX #FFFFFF
RGB rgb(255, 255, 255)
CMYK cmyk(0, 0, 0, 0)

Type on dark. Used at 100, 75, 55, 35% opacity for hierarchy.

SUPPORTING NEUTRALS — UI SURFACES

SURFACE #0d0d0d
CARD #111111
BORDER #1a1a1a
MUTE TEXT #555555
GRAY #888888
RED HOVER #c0121f

05 — TYPOGRAPHY

THREE FONTS. ONE STACK.

DISPLAY · BEBAS NEUE · 400

FUTURE CHAMPIONS

Use for headlines, hero titles, big numbers. ALL CAPS.
Tracking 1–4 px · Leading 0.9–1.0 · Free, open-source.

UI / LABELS · BARLOW CONDENSED · 400 / 600 / 700 / 900

EYEBROW LABEL · 700 · TRACKING 4 PX

BUTTON TEXT · 700 · TRACKING 3 PX

Tags, meta, nav. ALL CAPS. Heavy letter-spacing.

BODY · BARLOW · 300 / 400 / 500

Mike Tyson Invitational was created as a space for young fighters to showcase themselves on a world-class stage — all hand-selected by Mike Tyson.

Sentence case. Leading 1.6–1.8. Source: fonts.google.com/specimen/Barlow.

TYPE SCALE

HERO	72–140 PT	BEBAS NEUE
H2	48–80 PT	BEBAS NEUE
H3	32–36 PT	BEBAS NEUE
EYEBROW	11–16 PT	BARLOW COND. 700
BUTTON	13–15 PT	BARLOW COND. 700
BODY	15–22 PT	BARLOW 300/400
CAPTION	9–12 PT	BARLOW 400

Specimens above are rendered with system substitutes for layout preview only. Always set production assets in Bebas Neue, Barlow Condensed, and Barlow as named.

06 — PHOTOGRAPHY

DOCUMENTARY. NEVER STAGED.







FIGHTER PORTRAITS

Group + individual portraits. Direct gaze. Shot in branded apparel. Real lighting, real sweat.

FIGHT NIGHT

Ring-side action. Low angles. High contrast. The audience as backdrop.

CLASS PHOTOS

The roster as one. Collective, communal — every face matters. The Class of YYYY framing.

TREATMENT

- Crops favor faces and hands. Always.
- Layered black gradient overlay (top transparent 100% bottom) when copy sits on imagery.
- Color grading: contrast +. Saturation neutral. Slight warmth in skin tones.
- No stock. No shutterstock fighters. No casino glam shots.

07 — LAYOUT & UI

BUILT FROM FOUR PATTERNS.

SECTION LABEL

EYEBROW + TITLE BLOCK

Opens every section. Red dash + label, then a Bebas Neue display title — often with the final word in red.

BUTTONS

REGISTER HERE

MORE INFO

Primary: solid red, white text, 700, tracking 3 px.
Secondary: 1.5 px white border at 30% opacity. No fill.

JULY 25 EVENT DATE 2026 LAS VEGAS SAHARA HOTEL USA BOXING SANCTIONED 501(C)(3) CHARITABLE MISSION

STAT STRIP — used between sections. Red ground, white display numbers, condensed labels. Loops as a marquee on the live site.

$25	$100	$250	$500
CONTENDER	CHAMPION	LEGEND	KNOCKOUT

TIER / CARD GRID — solid #111 surface, 2 px gutters. Hover state adds 3 px red bottom border.

08 — DO / DON'T

KEEP IT SHARP. NO ROUNDED EDGES.

DO

- ✓ Use red as a punctuation color — for emphasis words, CTAs, accents.
- ✓ Set headlines in ALL CAPS Bebas Neue with tight 0.9–1.0 leading.
- ✓ Pair a red dash + uppercase label as the section opener — every time.
- ✓ Layer photos with a black gradient when copy sits on top.
- ✓ Use 2 px gutters between cards/grids — tight, like a fight poster grid.
- ✓ Treat fighters' first names with capital weight in copy.

DON'T

- ✕ Don't use rounded corners. The brand is sharp, not soft.
- ✕ Don't introduce a third primary color. Red, blue, black — that's the system.
- ✕ Don't set body copy in ALL CAPS. Caps are for display + UI labels only.
- ✕ Don't use stock fight imagery, casino glamour, or ring-girl tropes.
- ✕ Don't pair Bebas Neue with serifs. The system is monolithic sans.
- ✕ Don't dilute the mission language. MTI is a platform, not just an event.

09 — APPLICATIONS

BRAND IN THE WILD.



MTI 2 · LAS VEGAS

FUTURE CHAMPIONS.

07.25.26

INSTAGRAM · 1080×1080

GENERAL ADMISSION · ROW 12

MTI 2

JULY 25, 2026 · 6:00 PM

Sahara Las Vegas · Las Vegas, NV

MTI

07.25.26

ROW 12

EVENT TICKET

[PARTNER LOGO]

SPONSOR LOGO SLOT · 200×120

MIKE TYSON INVITATIONAL
The Proving Ground · MTI 2 · July 25, 2026 · Sahara Las Vegas

MIKETYSONINVITATIONAL.COM



WHERE CHAMPIONS ARE MADE.

BRAND CONTACT

MTI BRAND TEAM

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501(c)(3) charitable organization.
USA Boxing sanctioned event.