



# H O N O U R

T H E   H O N O U R   B O X I N G   L E A G U E

*Every corner counts.*

# In this book

|    |                        |
|----|------------------------|
| 03 | The Idea               |
| 04 | Name, Motto & Voice    |
| 05 | The Season             |
| 06 | Scoring & Standings    |
| 07 | Championships & Awards |
| 08 | The Crest              |
| 09 | Logo System            |
| 10 | Colour                 |
| 11 | Typography             |
| 12 | The Teams              |
| 13 | The Kit                |
| 14 | The Corner             |
| 15 | Belts & Trophies       |
| 16 | Broadcast & Data       |
| 17 | The Royal Box          |
| 18 | Closing                |



# Boxing, run like Formula One.

In boxing the fighter takes the glory and the corner takes the bill. HONOUR turns that around: a league of ten sponsored teams, a calendar of Grand Prix weekends, and a championship that is won by the boxer and the people who build him.

## THE PROBLEM

Professional boxing is fragmented: four sanctioning bodies, champions who never meet, fight dates that move for months, and no story between fights. The coaches, cutmen and seconds who decide fights stay invisible.

## THE ANSWER

One league, one calendar, one table. Teams with budgets, liveries and title sponsors. Every weekend somebody fights, every result moves the standings, and every role in the corner can win something.

## THE F1 MODEL

## IN HONOUR

|                            |                                      |
|----------------------------|--------------------------------------|
| Formula 1                  | HONOUR                               |
| Driver                     | Boxer                                |
| Constructor                | Team                                 |
| Race engineer              | Head coach                           |
| Pit crew                   | Seconds & cutman                     |
| Grand Prix weekend         | Grand Prix weekend, Fri – Sun        |
| Drivers' Championship      | Fighters' Championship — 9 belts     |
| Constructors' Championship | Teams' Championship — the Honour Cup |
| Paddock Club               | The Royal Box                        |

10 · 9 · 18

Ten teams. Nine weight divisions. Eighteen Grand Prix weekends a season — so boxers fight on a sane schedule, while the league has a show every single weekend.

# Honour is the only title that can't be bought.

**HONOUR** — British spelling, on purpose: the league nods to the Marquess of Queensberry rules and to the old clubs where boxing was a gentleman's sport and a working man's way out at the same time. Honour is what a team earns together: in the corner, between rounds, when it's going wrong.

**The Honour Boxing League** is the full name; **HONOUR** is how everyone says it. Teams carry it on their kit, champions on their belts. The motto under the crest is Latin and short: *Honor ante gloriam* — honour before glory.

## TAGLINE

*Every corner counts.*

## MOTTO

**HONOR ANTE GLORIAM**

## VOICE

### Noble, not posh

Respect for the craft and the opponent. We speak about the corner as much as the champion.

### Precise

Numbers, rounds, points. Like a timing screen: clear, factual, never shouted.

### Dramatic in images, calm in words

The pictures carry the blood and gold. The copy stays short.

### Old rules, new money

Queensberry heritage meets paddock glamour. Black tie at ringside, chalk on the canvas.

# A show every weekend. A fight every nine weeks.

The season runs March to November: **18 Grand Prix weekends** in 18 cities. Each weekend stages three divisions — one per night — so every division fights every third weekend. Each team holds a **lead and a reserve boxer** in every division and alternates them, which gives every boxer three fights a season and at least eight weeks between bouts.

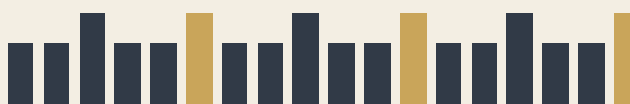
|               | FRIDAY                | SATURDAY      | SUNDAY            |
|---------------|-----------------------|---------------|-------------------|
| WK 1, 4, 7... | Women's Featherweight | Featherweight | Middleweight      |
| WK 2, 5, 8... | Women's Lightweight   | Lightweight   | Light Heavyweight |
| WK 3, 6, 9... | Women's Welterweight  | Welterweight  | Heavyweight       |

Friday opens with a women's division, Saturday is the lighter men's card, Sunday the main event. Every night: 5 bouts, all 10 teams in the ring.

## NINE DIVISIONS

|                       |         |
|-----------------------|---------|
| Women's Featherweight | 57 kg   |
| Women's Lightweight   | 61 kg   |
| Women's Welterweight  | 67 kg   |
| Featherweight         | 57 kg   |
| Lightweight           | 61 kg   |
| Welterweight          | 67 kg   |
| Middleweight          | 73 kg   |
| Light Heavyweight     | 80 kg   |
| Heavyweight           | 92 kg + |

## THE CALENDAR • 18 ROUNDS



Gold = summer break and season finale, the Grand Final in the capital.

## BOUT FORMAT

Men 8 × 3 min, women 8 × 2 min. Neutral HONOUR officials and one judging panel for the whole season. Fixtures rotate like a league: by the final weekend every team has met every other team in every division.

# Every bout moves the table.

## POINTS PER BOUT

|                                  |                |
|----------------------------------|----------------|
| Win by KO / TKO                  | <b>25</b>      |
| Win — unanimous decision         | <b>18</b>      |
| Win — split or majority decision | <b>15</b>      |
| Draw                             | <b>8 EACH</b>  |
| Loss on the scorecards           | <b>4</b>       |
| Loss by stoppage                 | <b>0</b>       |
| Knockdown scored (max 2)         | <b>+1 EACH</b> |
| Fight of the Night (both)        | <b>+3</b>      |
| Fastest stoppage of the weekend  | <b>+2</b>      |

A boxer's points count twice: for the **Fighters' Championship** of his division and for his team in the **Teams' Championship**. Losing on the cards still pays — a brave loss keeps the team in the hunt, so nobody fights for a safe decision.

Corner staff score through their boxers and a season jury: see Championships & Awards.

## TEAMS' CHAMPIONSHIP — EXAMPLE

| STANDINGS |                                                                                                | GP12/18 |
|-----------|------------------------------------------------------------------------------------------------|---------|
| 1         |  <b>RBB</b>   | 412     |
| 2         |  <b>MER</b>   | 388     |
| 3         |  <b>MCL</b>   | 351     |
| 4         |  <b>AMB</b>   | 322     |
| 5         |  <b>MON</b>   | 297     |
| 6         |  <b>EMI</b>   | 263     |
| 7         |  <b>BOS</b>  | 241     |
| 8         |  <b>HUB</b> | 199     |
| 9         |  <b>PUM</b> | 176     |
| 10        |  <b>DHL</b> | 140     |

Two livery stripes per team, three-letter code, points. The same tower runs in every broadcast.

# Champions on both sides of the ropes.

Prize money is split three ways: the boxers, the corner and the team. A season prize fund of €40M is paid out by final position in the Teams' Championship, with fixed bonuses for belts and corner awards — so a cutman can go home with a trophy and a cheque.

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## FIGHTERS' CHAMPIONSHIP

### The Honour Belt

Nine belts, one per division, for the boxer with the most points at the Grand Final.

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## EVERY WEEKEND

### Grand Prix Trophy

A raised gold glove for the team that scores most across Friday, Saturday and Sunday.

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## CUTMAN OF THE YEAR

### The Steady Hand

For the cutman who kept the most fights alive — voted by referees and ringside doctors.

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## S&C AND NUTRITION

### The Engine Room

For the team that made weight every time and finished strongest in rounds 7–8.

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## TEAMS' CHAMPIONSHIP

### The Honour Cup

The constructors' trophy. Name engraved on the plinth, kept by the team for a year.

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## HEAD COACH OF THE YEAR

### The Architect

For the coach whose game plans won the most points against expectation.

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## SECOND OF THE YEAR

### The Voice

For the best work between rounds: the minute that turns a fight.

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## FIRST-SEASON BOXER

### Rookie of the Year

For the best newcomer across all nine divisions.

# A crown, a shield and a belt.



## CROWN

The title — and the old idea of the 'noble art'. Five points for the five rounds of a corner team: coach, trainer, second, cutman, S&C.

## SHIELD

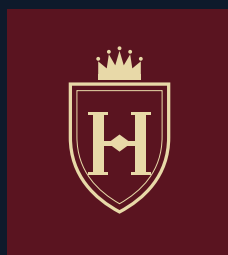
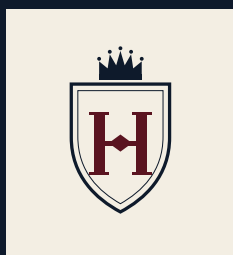
A heater shield: protection, the guard, the team standing behind the fighter.

## THE BELT-H

The H of Honour, with a championship plate as its crossbar. Two uprights = two corners, held together by what they fight for.

## LAUREL

Victory, but grown slowly: one leaf per Grand Prix. Used only on the full crest, never on kits.



Shield-only version for kits, gloves, broadcast bugs and small sizes (below 20 mm). Gold on navy is the default; navy with an oxblood H on ivory; pale gold on oxblood.

# Crest, wordmark, seal.



## PRIMARY — STACKED

Crest with laurels over the wordmark. Covers, belts, posters, venue entrance.

## HORIZONTAL

Shield + wordmark with a hairline divider. Web header, letterheads, team kits' back neck.

## THE SEAL

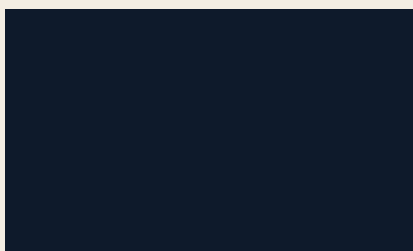
For trophies, certificates, the ring canvas centre and anything that needs a stamp of authority.



**Clear space** = the height of the crown (x) on every side. **Minimum size:** full crest 24 mm / 120 px; shield-only 8 mm / 32 px. Never recolour the crest in sponsor colours, never stretch it, never place it on a busy photo without the navy plate.

# Midnight, gold and oxblood.

The league owns three colours and lends the rest. Sponsor colours belong to the teams — on kits, team wear and garages. Everything the league itself makes stays in Midnight, Gold and Oxblood, so a team livery always sits inside an HONOUR frame.



## Royal Midnight

#0E1A2B · RGB 14 26 43

Primary ground. Arena, kits' base, broadcast.



## Honour Gold

#C9A55A · RGB 201 165 90

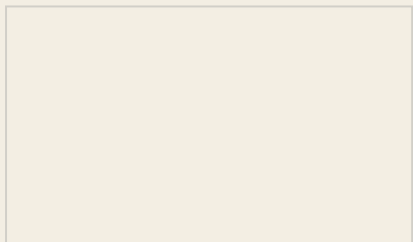
Crest, belts, trophies, highlights.



## Oxblood

#5A1420 · RGB 90 20 32

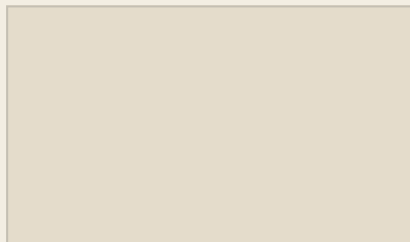
Secondary. Champions, the Royal Box, gloves.



## Ivory

#F3EEE3 · RGB 243 238 227

Paper, tickets, invitations, menus.



## Ring Canvas

#E4DCCB · RGB 228 220 203

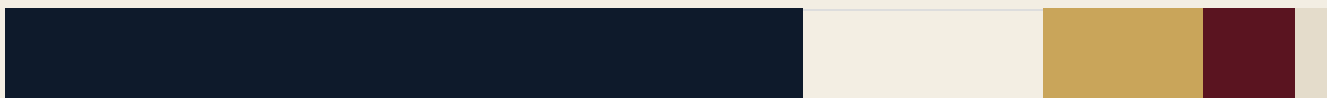
The ring, neutral backgrounds.



## Antique Gold

#8C6B2E · RGB 140 107 46

Gold on light grounds, small text.



Proportion: 60 midnight · 18 ivory · 12 gold · 7 oxblood · 3 canvas. Gold is metal — on screen use it flat; in print use foil.

# Engraved and on the clock.

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## DISPLAY

Bodoni Moda

# The Grand Final

HONOR ANTE GLORIAM · MIDDLEWEIGHT

Headlines, names, belts, invitations. High contrast, engraved feel. Caps with wide tracking for titles; italic for taglines.

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## DATA

Archivo Condensed  
ExtraBold

# RBB 412 · RD 7 · 2:14

Everything on the clock: standings, round timers, punch stats, kit numbers, team codes. Condensed so long sponsor names fit a tower.

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## TEXT

Inter

Each team holds a lead and a reserve boxer in every division and alternates them, so every boxer gets eight weeks between fights.

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## LABELS

IBM Plex Mono

GRAND PRIX 12 · MONACO · SATURDAY · LIGHTWEIGHT

Kickers, captions, tickets, credentials — the small print of the paddock.

# Ten teams. Ten liveries.

Like a Formula 1 constructor, every team is named after its title sponsor and races in that sponsor's colours. The league fixes the cut of the kit, the HONOUR waistband and the crest on the chest; the team owns everything else. The ten teams below are a **speculative example grid** using real brands to show the idea — none of them is affiliated with HONOUR.



Red Bull Boxing

Mercedes-AMG  
Boxing

McLaren Boxing

Aston Martin  
BoxingMonster Energy  
Boxing

Emirates Boxing



BOSS Boxing



Hublot Boxing



Puma Boxing



DHL Boxing

## TITLE SPONSOR

Names the team, owns the chest and the livery colours.

## TEAM PARTNERS

Up to six: shoulder, leg panels, team wear, corner stool and towel.

## LEAGUE PARTNERS

Same on every team: official timekeeper, glove supplier, logistics.

# From the 2021 sketch to the grid.



2021 — THE ORIGINAL CONCEPT KIT

Black with red-and-white claw lines and HONOUR across the chest. The cut and the idea stay; the sharp lines become a chevron and the colours become a system.



2026 — LEAGUE TEMPLATE, SPONSOR ZONES

The chevron points down to the waistband: everything on the kit leads to HONOUR. Dashed zones are sold by the team.

## CUT

Sleeveless tank in competition mesh + long trunks; no shirt in the ring for men's bouts, tank stays for walk-out and weigh-in.

## FIXED BY HONOUR

Gold waistband with HONOUR in Bodoni; shield crest centre chest; oxblood hem on the trunks; position numbers.

## TEAM ZONE

Chest panel (title sponsor), shoulders, leg panels, hem. Livery colours replace navy and gold except the waistband.

## SENSORS

Thin chest pod under the tank collects heart rate and punch output for the broadcast — the boxer's 'telemetry'.

# One team, six uniforms.

The corner is the pit crew. Each role has its own uniform so a viewer can read who does what in the sixty seconds between rounds — all in the team's livery, all carrying the title sponsor.



## Boxer

Livery tank and trunks; satin walk-out robe in team colours with name on the back.

## Head Coach

Tailored team jacket, black trousers; the only one in the corner allowed a headset to the analyst.

## Trainer

Technical polo and training pants; pads and gloves in livery.

## Second

Short-sleeve corner shirt with the number 2 on the back; towel and bucket in team colours.

## Cutman

Fitted dark tunic, apron pocket for tools, white gloves; 'CUT' arm band in league gold.

## Team Principal

Suit and team pin. Sits ringside, does the post-fight interview like an F1 boss.

# What they fight for.

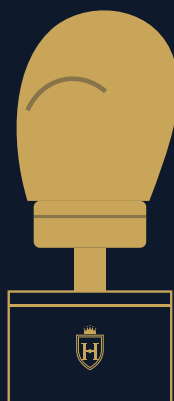


**The Honour Belt.** Oxblood leather, a crowned gold centre plate with the shield crest, four side plates set with garnets — one for each Grand Prix the champion won. The division is engraved under the wordmark. Nine are made every season; they never travel back to the league.



## THE HONOUR CUP

Teams' Championship.  
Engraved plinth with every winning team.



## GRAND PRIX TROPHY

A raised gold glove for the best team of each weekend.

## CORNER AWARDS

The Architect, The Steady Hand, The Voice and The Engine Room are cast as the tools of each trade in gold: a whistle, a swab-and-enswell, a towel, a kettlebell — each on a navy plinth with the seal.

# Telemetry for the fight game.

HONOUR is built for screens. Every boxer wears a chest pod; every corner gets a tablet between rounds, like a pit wall. The broadcast shows what F1 fans are used to: a standings tower, live data, and the team behind the athlete. Fictional names below.

## LOWER THIRD

|                                                                                   |                                                               |                                   |
|-----------------------------------------------------------------------------------|---------------------------------------------------------------|-----------------------------------|
|  | <b>MARCUS DELANEY</b><br>RED BULL BOXING · LIGHTWEIGHT · LEAD | <b>43 PTS</b><br>P2 · LIGHTWEIGHT |
|-----------------------------------------------------------------------------------|---------------------------------------------------------------|-----------------------------------|

## LIVE TELEMETRY STRIP

|                              |                      |                          |                          |
|------------------------------|----------------------|--------------------------|--------------------------|
| PUNCHES THROWN<br><b>412</b> | LANDED<br><b>38%</b> | HEART RATE<br><b>176</b> | ROUND<br><b>7 · 1:48</b> |
|------------------------------|----------------------|--------------------------|--------------------------|

FIGHT CARD · GP 12 MONACO · SATURDAY

### Lightweight

|                       |    |                        |
|-----------------------|----|------------------------|
| <b>RBB · DELANEY</b>  | VS | <b>MER · OKAFOR</b>    |
| <b>MCL · RUIZ</b>     | VS | <b>AMB · HALVORSEN</b> |
| <b>MON · BRENNAN</b>  | VS | <b>EMI · AL-SAYED</b>  |
| <b>BOS · KOWALSKI</b> | VS | <b>HUB · MENSAH</b>    |
| <b>PUM · TANAKA</b>   | VS | <b>DHL · FERREIRA</b>  |

## RULES FOR GRAPHICS

Navy plate, gold hairlines, condensed numbers. Team identity appears only as the two livery stripes and the three-letter code — so ten brands never fight with the league's own look. Round clock is always top right, sponsored by the official timekeeper.

Motion: plates slide in from the corner the boxer fights from (red left, blue right), 8 frames, no bounce.

# Black tie at ringside.

The Paddock Club, rebuilt around a ring. Every Grand Prix has a hospitality deck one level above the first row: champagne, a chef's table and a glass wall onto the corners.

## The Corner Walk

Two hours before the main event, Royal Box guests walk past the ten team rooms — like a pit lane walk — and watch the hand-wraps go on.

## The venue

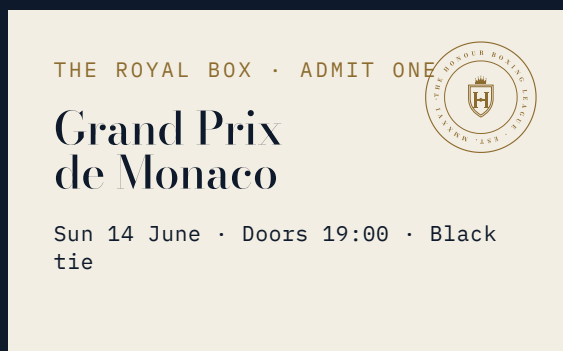
Midnight arena, a single gold light ring above the canvas, the seal printed in the centre of the ring. Iconic cities only: Monaco, London, Las Vegas, Riyadh, Tokyo, Madrid, Amsterdam...

## Dress code

Saturday: smart. Sunday main event and the Grand Final: black tie. Team colours welcome as a pocket square or a tie, never as a jersey.

## Invitations

Heavy ivory card, gold foil seal, guest's name in Bodoni italic. Credentials on a navy lanyard, colour-coded per team for corner access.



Ticket and invitation system: ivory stock, gold foil, one serif headline, mono details.



# Every corner counts.

HONOR ANTE GLORIAM

HONOUR – The Honour Boxing League is a speculative concept by YASSA (2021, updated 2026). Brand names such as Red Bull, Mercedes-AMG, McLaren, Aston Martin, Monster Energy, Emirates, BOSS, Hublot, Puma and DHL are used only to illustrate the sponsorship model; their trademarks belong to their owners and none of them is affiliated with or endorses this project. Boxer names are fictional.