



**Brand
Guide**

Look

Tech

Athletic

Modern

Clean

Professional

Photos

Locker rooms

Uniforms

Helmets

Players engaged in sport

Textures

Ball textures & patterns

Uniform fabrics & materials

Mesh

Voice

Intuitive / Easy

Time & cost saving

Reports & record keeping

Modern and up-to-date

Fonts

Headings - Montserrat SemiBold - Brand Color

Body, Charts & Tables - Lato Regular - Neutral Color

Fonts available at

fonts.google.com/specimen/Montserrat

fonts.google.com/specimen/Roboto

Aliquam accumsan ligula ut nisl varius.

Donec rutrum venenatis ipsum, quis elementum metus fringilla at. Maecenas at varius ipsum. Maecenas ut eleifend mi, sit amet condimentum lectus. Phasellus at cursus lorem. Maecenas vel risus ac felis eleifend cursus sed sed libero. Curabitur dapibus velit ex, sit amet tincidunt nunc iaculis eu. Vestibulum quis felis nulla. Maecenas eu orci viverra nunc tempor pharetra. Phasellus cursus euismod dui, vel lobortis quam imperdiet nec.

Colors

Primary
Dark



PMS 302C

RGB..... 0 59 92
HEX/HTML.....003B5C
CMYK..... 100 48 12 58

Medium



PMS 300C

RGB..... 0 94 184
HEX/HTML.....005EB8
CMYK..... 99 50 0 0

Secondary



PMS 299C

RGB..... 0 163 224
HEX/HTML.....00A3E0
CMYK..... 86 8 0 0

Secondary
Lighter



PMS 298C

RGB..... 65 182 30
HEX/HTML.....41B6E6
CMYK..... 67 2 0 0

Accent /
Call-to-action



PMS 389C

RGB..... 208 223 0
HEX/HTML.....D0DF00
CMYK..... 21 0 85 0

Gradients

Gradients should be presented at a 45° angle for an organic and modern feel.

300C -> 298C



302C -> 299C



Buttons

Buttons should be displayed with a 2px rounded corners for an approachable but professional look.

Default



Call-to-action



Highlighted



Alternate



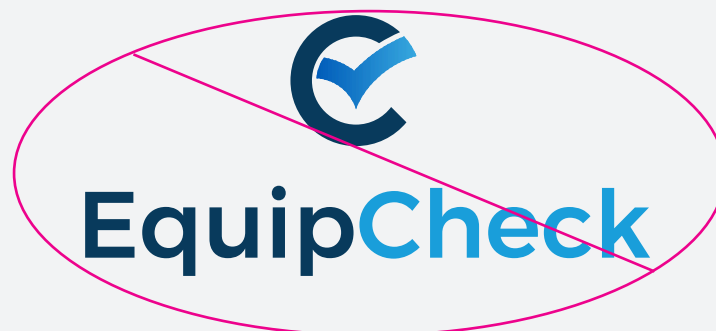
Logo



Whitespace



Restrictions



Icon



Whitespace



Whitespace is determined by a circle with the same thickness as the "c" scales to fit just outside of the "c".

Restrictions





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