

sportsday

One place for every game

BRAND IDENTITY SYSTEM · FORMERLY LEAGUECENTRIC

■ NAME CANDIDATES — DECIDE THIS FIRST

Six names, shown at identical size in the same system so they can be compared directly. All six still require trademark clearance before any is final.

 **sportsday**

The day everything happens. Every game, practice and tournament pulled into one calendar. Already associated with Sports Day in major Countries (U.S. CAN, AUS) etc. Definition a school, workplace, or community event featuring competitive physical games, track and field races, and fun team activities.

RECOMMENDED

 **kickoff**

The moment action begins. Mark territory: the center circle, shared by soccer, basketball, hockey and wrestling. Often in Basketball courts as well, but could be perceived as slightly too soccer centric/exclusive

 **baseline**

The foundation, and a real line on every court. Mark territory: the line itself, extremely minimal. Maybe too minimal, but a fundamental option

 **matchday**

The day two sides meet. Mark territory: two forms converging. (However name may be confused for a dating app)

 **clutch**

Delivering under pressure. Mark territory: held tension, a form under load. (May be confused for a gaming service)

 **lyga**

From Latin ligare, to bind together, the root of "league." Mark territory: the chalked corner of a court. (Soccer fans already have familiarity from La Liga, however can be mispronounced Lie-Guh)

AS 60PX APP ICONS

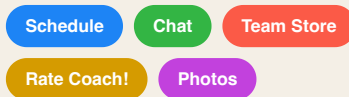


Every competitor in this category follows the same outdated standard.

Playful, cluttered, tacky, outdated.

TeamSnap, SportsEngine, Spond, are all built for the same job. However they all fall short: rounded mascot icons, primary-color buttons, a dozen competing calls to action on one screen. None of them look like software an adult would trust with something they care about, and nothing about the design feels premium. That gap is the opportunity. Wealthsimple did this to consumer finance: the tools underneath were driven by the branding, focusing on youth, representing themselves as the new premium player. Nobody has done it yet for youth and amateur sports.

COLOUR CATEGORIZATION



Rounded chips, mixed primary colors, representing categorization without overbearing visual weight -- can be substituted for sharp edges for a more sports focused look

EXAMPLE CALENDAR BLOCK (PREMIUM AESTHETIC)

Saturday, 10:00 AM

U12 Thunder vs. Riverside — Field 3

—

Boldness, minimalism, over loud eccentric shapes (Can be changed to have colour for more pop)

Not another sports management tool. The place the sports experience lives.

The goal is the same shift as taxi to Uber: people stop thinking "I need the schedule" and start thinking "I'll check Sportsday." That only works if the brand feels inevitable, not incidental. The goal is to rebrand as premium and unique to where people don't consider another option, while not losing the identity of a sports app.

"One place for every game."



Movement, Connectivity, Unification

The "S - Mass" logo follows all brand identifiers, while still being a lettermark logo. It is identifiably an S, giving Sportsday the same advantage a company like Wealthsimple has. However it is also focuses on movement, a chainlink inspired shape with the familiarity of a loop, representing everything in one place. Finally it also features the signature colour, maximum recognizability without sacrificing the clean aesthetic



S Mass

A solid, movement-based S built as one continuous tapered stroke rather than a drawn letter.

LARGE



60PX



16PX



REVERSED



RECOMMENDED

TWO-TONE S MASS — COLOR SELECTION

The mark splits into two tonal halves. The lower curve carries the accent color and the upper curve stays in ink — the preferred direction, since the mark should still read as ink first. The inversion is shown alongside it for comparison.

PREFERRED — ACCENT BELOW

INVERSION — ACCENT ABOVE



Ink — neutral (baseline)

#1A1714

LARGE

60PX

REVERSED



 HOLDS SPLIT AT 16PX

Established accent

#E4E01A

LARGE

60PX

REVERSED



 HOLDS SPLIT AT 16PX

Electric cyan

#00E1FF

LARGE

60PX

REVERSED



 HOLDS SPLIT AT 16PX

Acid lemon yellow

#F2FF3D

LARGE

60PX

REVERSED



 HOLDS SPLIT AT 16PX

Electric violet

#7A1FFF

LARGE

60PX

REVERSED



 HOLDS SPLIT AT 16PX

Signal red — vermillion

#FF3B1F

LARGE

60PX

REVERSED



 HOLDS SPLIT AT 16PX

Acid lime

#C6FF3D

LARGE

60PX

REVERSED



 HOLDS SPLIT AT 16PX

Cobalt blue

#1E3FCC

LARGE

60PX

REVERSED



 SPLIT SOFTENS AT 16PX

Hot pink

#FF2E7E

LARGE

60PX

REVERSED



 HOLDS SPLIT AT 16PX

Excluded: orange (TeamSnap's territory) and true magenta (a Deutsche Telekom trademark, enforced aggressively).

sportsday

Suggested choice lies in Archivo at an expanded width, extra-bold weight, and tight negative letterspacing.

The combination that gives a bold athletic presence without resorting to stretched condensed caps.

Lowercase throughout: it is what makes "sportsday" feel warm and said rather than distant and overly minimal, the same instinct behind "uber" and "linear."

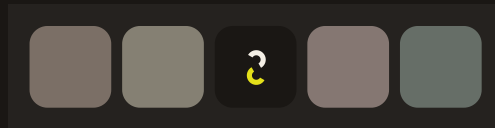
The compound reads as one continuous shape rather than two words stitched together. The tall ascending of the **d** and the descender of the **y** anchor the word at both ends, the same balance that made "lyga" work.

TWO-TONE WORDMARK — SANCTIONED EXCEPTION



The system otherwise reserves the accent for fills and never sets type in it. This split is permitted only at large display sizes, where the accent carries enough weight to hold. On the chalk ground the contrast is low, so the ink ground version above is the preferred use. Or if it's used in a transition in app

■ 05 — MONOGRAM & APP ICON



shown at true 60 x 60 — home screen scale, beside Instagram

DISPLAY — ARCHIVO, EXPANDED, EXTRA-BOLD

Gameday

Headlines, the wordmark, section titles. Never for long paragraphs.

TEXT — INSTRUMENT SANS

Your next match is Saturday at 10.

Body copy, UI labels, navigation. Quiet and legible at small sizes.

TYPE SCALE

Aa 64 / display

Aa 36 / heading

Aa 20 / subhead

Aa 16 / body

NUMERALS — FOR SCORES, CLOCKS, STANDINGS

0

1

2

3

4

5

6

7

8

9

Archivo at its narrowest width and heaviest weight. Tabular, condensed, built for a scoreboard rather than a paragraph. Reserved for scores, game clocks, titles, and standings; never used for running text.

24 31 the accent marks the leading figure only — never both scores, never a whole scoreboard

Premium and composed, but genuinely excited about the games.

The posture behind every message is a good coach's: a professional, gentle reminder with a supportive edge. Warm without chasing slang that will date. Speaks to a younger audience without speaking down.

Short, confident sentences

No run-ons, no filler. Say the one thing that matters.

Anticipation, not urgency

Build toward the game rather than pressuring the reader to act.

No stacking, no shouting

No exclamation stacking, emoji clutter, all-caps, or slang with a shelf life.

The reader cares about the game

Every message assumes real investment, not indifference that needs winning over.

PLAYER — ANTICIPATION AND READINESS

"You're on the lineup Saturday. Kickoff's at 10."

"Saturday's game moved to 2 PM. Same field."

"Final: 2–1. Don't miss the highlights."

PARENT — CLARITY AND LOGISTICS

"Saturday, 10 AM — Field 3. Bring the light kit."

"Practice is cancelled tonight. Next one's Thursday."

"Thunder won 2–1. Next game: Saturday vs. Riverside."

COACH — STATUS AND CONTROL

"12 of 14 confirmed for Saturday. Two pending."

"Field 3 is unavailable Saturday. Choose a new time."

"Result logged: 2–1. Standings updated."

REFEREE — RESPECTFUL AND PRECISE

"Assigned: Saturday, 10 AM, Field 3."

"Saturday's match is rescheduled to 2 PM, same field."

"Match closed. Result submitted: 2–1."

SPORTSDAY

🏀 Saturday, 10 AM — Field 3. Lets go!"

TYPICAL YOUTH-SPORTS APP

🏀🔥 GAME DAY!!! Don't miss it!! See you there!! 🙌🙌"

By surface: push notifications are the shortest and most anticipatory. In-app copy is plain and functional. Marketing copy carries the most energy, but never abandons the register above.

Sportsday should focus on driving the information along with energy, not just the energy. (Information in the notification)

■ 08 — COLOR SYSTEM

Ink #1A1714 Primary — text, the mark, dark grounds	Chalk #F4EFE6 Primary — the default page ground	Signal #E4E01A Accent — one fill per screen, never text	Navy #1E2A4A Secondary — optional alternate dark surface only
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Ink and chalk are the brand. Yellow is used once per composition, as a fill or a block shape only used as the center point of the mark, a highlighted score, a single call to action. It will never be used as text and never as a thin rule on a light ground. Navy is optional: a second dark surface for variety, never the lead colour, never load-bearing for the accent. Colours are reminiscent of all high level sports teams, in league soccer, in volleyball, on backboards, on the ice. The same way a field is highlighted by lines is the same way colour is used with Sportsday.

Sport already lives in colour and with highlight. Team colours, league branding, the flash of a jersey under lights. Pretending otherwise would make Sportsday feel cold rather than premium. The restraint is what separates the two: one accent, used once, in one place, reads as confident. The same color used everywhere, the way most youth sports apps use it, reads as loud rather than serious. Premium brands earn their colour by rationing it, if we overuse it, it becomes another loud brand rather than premium.

■ 09 — CONTRAST & ACCESSIBILITY

Body text must meet a contrast ratio of at least 4.5:1 against its background. Large display text must meet at least 3:1. Measured against this sheet's own colors:

15.6:1 Ink on chalk / passes	15.6:1 Chalk on ink / passes	1.2:1 Accent on chalk / fails as text	12.7:1 Accent on ink / passes
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The accent's failure against chalk is exactly why it is never used as text or as a thin rule on a light background. This rule is a measured requirement, not a stylistic preference. As a large fill or block, or on dark grounds, the accent is compliant.

■ 10 — SPORT PICTOGRAMS

Twelve sports, one geometric grid, one consistent weight — line drawings of each ball, puck or object, drawn at a uniform stroke weight rather than as filled silhouettes.



SOCCER



BASKETBALL



BASEBALL



TENNIS



VOLLEYBALL



TRACK



SWIMMING



FOOTBALL



GOLF



CYCLING



WRESTLING

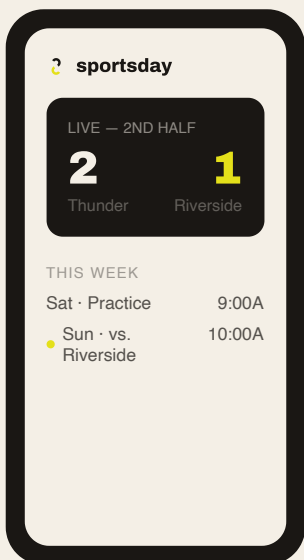


ULTIMATE

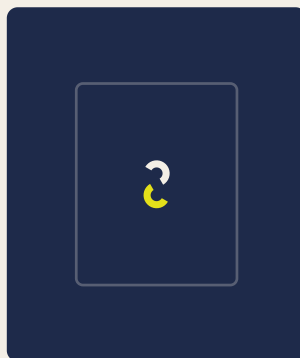
OPTIONAL — SINGLE ACCENT VARIANT. NEUTRAL ABOVE REMAINS THE DEFAULT.



■ 11 — APPLICATIONS



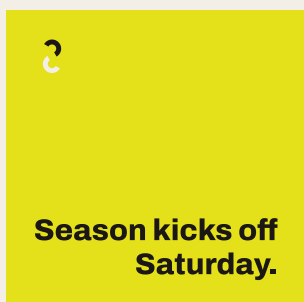
App — live score & schedule



Logo mock for jerseys / Intro for app / Multipurpose

FINAL		
Thunder		28
Riverside		24

Broadcast lower-third



Social post (AD)



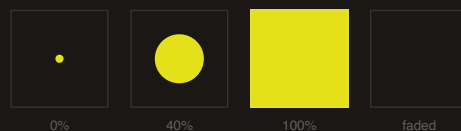
Printed tournament poster

Motion is the cheapest, most powerful premium signal available.

Cheap products animate fast, bouncy, and springy. Expensive products animate slowly, with eased curves and small travel distances. This is a requirement for engineering, not a finishing touch.

Durations 200ms for small state changes. 300–400ms for transitions and page changes. Up to 600ms for a hero transition. Nothing instant, nothing over 600ms.	Easing Ease-out entering, ease-in leaving, gentle ease-in-out moving within a screen. No spring, bounce, elastic, or overshoot.	Travel distance Roughly 8–24px for entrances and reveals. Long travel reads as cheap.	Momentum scrolling Natural inertia and deceleration throughout the site and app. No abrupt stops.
Staggering Offset grouped items by 40–60ms so they arrive in sequence, not all at once.	Restraint One primary motion per interaction. Never animate multiple elements competing for attention.	Accessibility Respect the OS reduce-motion preference. Fall back to a simple fade.	Reward moments Positive confirmations get one signature motion. A circle of accent colour opens from the centre of the trigger point and expands past the edges of the screen, then fades, revealing the updated state underneath. Roughly 400ms to expand with ease-out, 200ms to fade. Used for genuine milestones only: accepting a team invite, a roster confirming, a result posting, a season wrapping. Never for routine taps or saves, or it stops meaning anything.

REWARD MOMENT — EXPANSION SEQUENCE



LOADING & LAUNCH SEQUENCE

A full dark ground, in ink or in the signature accent. Centered, the sport pictograms cycle through one at a time at a slow, even, confident cadence, each holding briefly before the next replaces it, demonstrating the platform's multi-sport range in a few seconds. This resolves into the Sportsday mark: the gap in the S travels through the form and settles into its resting position, a slow float through and a pause where the gap normally sits. Smooth, unhurried, never looped aggressively.

The same easing and duration language applies consistently across the marketing site, the app, and any video, always one brand, moving as one system.

■ 13 — CLEAR SPACE & MINIMUM SIZE

The base unit, x , is the height of the wordmark's lowercase letters. A margin of $1x$ must stay clear on all four sides of the mark and the full lockup, no type, image edge, other logo, or interface element may enter it. For the standalone S Mass alone, the margin is half the mark's height on all sides.

CLEAR SPACE — THE MARK

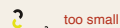


CLEAR SPACE — THE LOCKUP



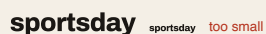
S Mass

Minimum 16px on screen, 6mm in print



Wordmark

Minimum 80px wide on screen, 20mm in print



Wordmark + tagline

Minimum 140px wide on screen, 35mm in print. Below that, use the wordmark alone.

Placement over imagery: the mark must sit in a calm area of the image with sufficient contrast. Where the background is busy, use a solid or scrimmed panel behind it rather than placing it directly on detail.

sportsday



No accent, no second colour one boldness carrying the whole mark. Built to survive a rubber stamp, a single-thread embroidery on a jersey chest, or a photocopied schedule.

HARD RULES, NEVER BROKEN



Never blur, glow, or add a drop shadow to the mark



Never rotate, mirror, or reorient the mark

sportsday

Never italicize the wordmark

s p o r t s d a y

Never letterspace the wordmark widely, or set it uppercase, or redraw its letterforms

Also never: reportion the letterforms, or place the mark on a background without adequate contrast.

PERMITTED EXCEPTIONS, WITH CONDITIONS

A system with no exceptions gets ignored the first time someone meets a real edge case. These are sanctioned, not improvised.

Full accent color

Permitted where single-color reproduction is required and ink would disappear — a black-and-white photo, dark interface chrome, a one-color platform.

Condition: the mark must be the only accent element in the composition.

Merchandise & apparel

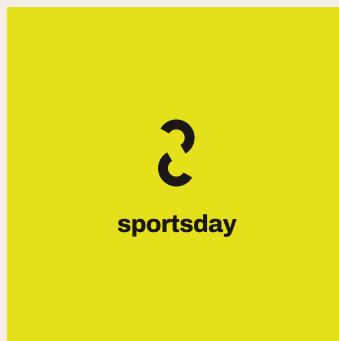
A single team or partner color, or the accent alone, since printing and embroidery often allow only one color. Condition: proportions and letterforms stay untouched.

Two-tone mark

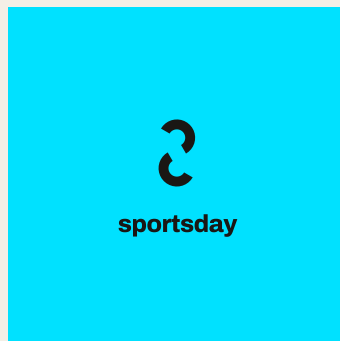
Permitted at sizes where the split still reads. Below that size, use the single-color mark instead.

The system is built on restraint. That does not mean it cannot go loud.

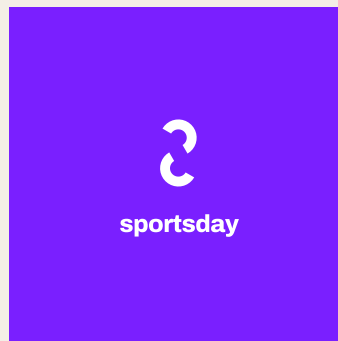
Ink, chalk, and a rationed accent are what make the system read as premium, and that stays the rule for the product interface. But sport lives in colour, and a campaign, a launch, a piece of merchandise, or a poster is a different context. Following Nike's approach to full bleed colour, a single saturated ground with the mark reversed out, calm and confident, and nothing else on the page, shows that range exists without abandoning the system.



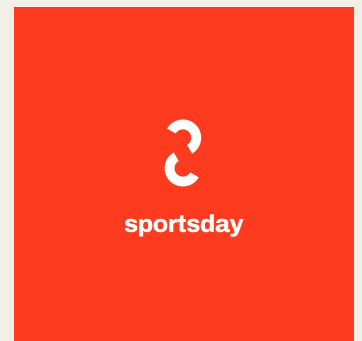
Established accent
#E4E01A
shown in ink, 1.4:1 contrast



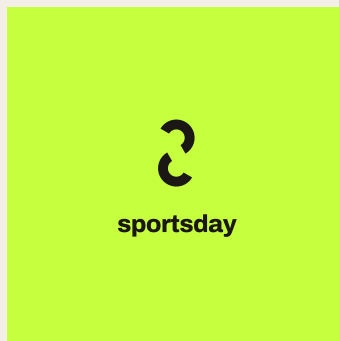
Electric cyan
#00E1FF
shown in ink, 1.6:1 contrast



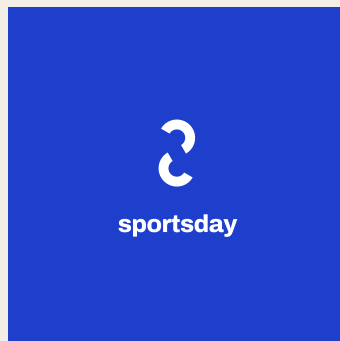
Electric violet
#7A1FFF
reversed in white, 6.1:1 contrast



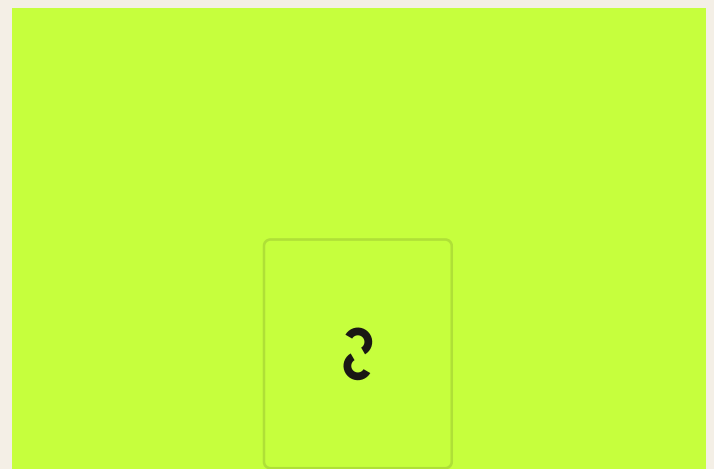
Signal red — vermillion
#FF3B1F
reversed in white, 3.6:1 contrast



Acid lime
#C6FF3D
shown in ink, 1.2:1 contrast



Cobalt blue
#1E3FCC
reversed in white, 8.0:1 contrast





The season starts Saturday.

Full bleed colour social post



Merchandise, jersey or tee in one accent colour

This treatment belongs in campaign work, launch moments, merchandise, and out of home. It does not belong in the product interface, where ink and chalk remain the system and the accent stays rationed to one fill per screen.