

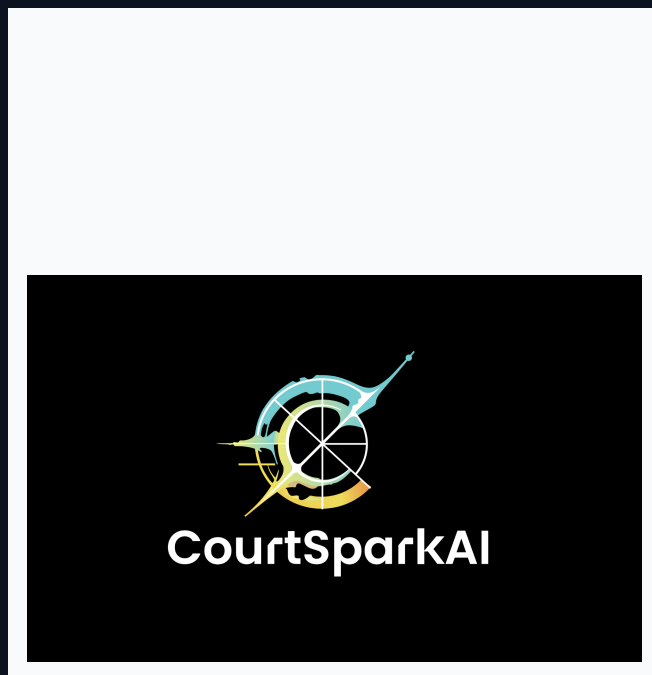


Brand Guidelines

Logo · Color · Typography · Voice · Downloads

Smart Courts. The Smart Way.

The mark and clear space.



Clear space

Reserve space equal to the C-mark height on every side.

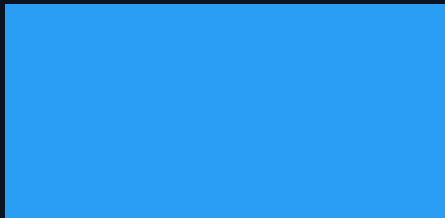
Minimum size

Digital: 32 px mark / 120 px lockup. Print: 0.5 in / 1.25 in.

Don't

- Recolor outside the palette
- Stretch, skew, or rotate
- Add drop shadows or outlines
- Place on low-contrast backgrounds

Court-blue-first, spark-green accent.



Court Blue

#2A9DF4 — Primary — CTAs, links

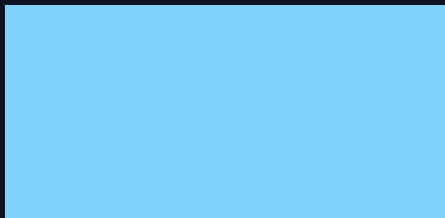


Spark Green

#6BFF9F — Accent — highlights

Deep Navy

#0B1220 — Background — dark surfaces



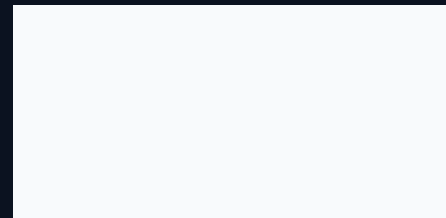
Signal Cyan

#7DD3FC — Support — eyebrows



Gold Ember

#F5C842 — Support — sparingly



Cloud

#F8FAFC — Neutral — light surfaces

03 · TYPOGRAPHY

Outfit for display. Inter for body.

Smart Courts. The Smart Way.

Display · Outfit 800 · H1 48–72 · H2 32–40 · H3 22–26

Body · Inter 400 · 16pt · Small 14 · Eyebrow 12 UPPERCASE 0.2em

04 · VOICE

Confident. Technical. Welcoming.

Do

- Lead with the outcome
- Short sentences, active voice
- Player and operator terms
- Name tech once, then value

Don't

- Buzzword stacks
- Hedging language
- Emojis in product copy
- Third-person recaps

05 · CONTACT

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