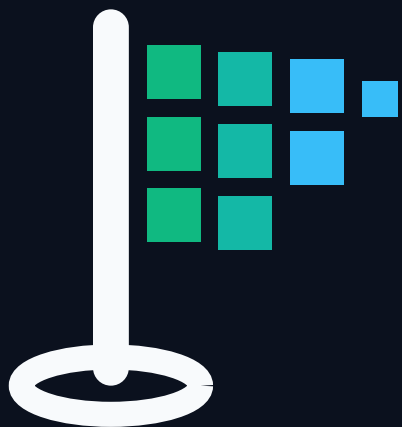




SIMLEAGUE HQ

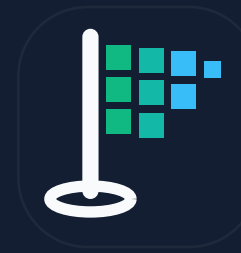
BRAND GUIDELINES • VERSION 1.0 • 2026

Logo, color, typography and voice standards for every SimLeague HQ touchpoint: web, app, bar TV, print and investor materials.

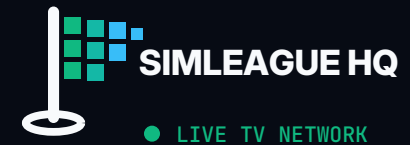
The Flagstick Mark



PRIMARY LOCKUP — MARK + WORDMARK + HQ PILL



APP ICON / FAVICON



LOUNGE TV BROADCAST

Construction: a white flagstick with a pixel flag that fades Fairway Green → Teal → Tracer Cyan, one detached cyan pixel suggesting motion, and a cup ring at the base.

Clear space: keep empty space equal to the height of the "HQ" pill on all sides. Minimum sizes: lockup 120 px wide; icon 16 px.

Don't

- ✗ Recolor the flag outside the green-to-cyan fade
- ✗ Stretch, rotate or add outlines / drop shadows
- ✗ Place the white lockup on light backgrounds
- ✗ Separate "HQ" from its pill or change its font
- ✗ Rebuild the wordmark in another typeface

Tour Performance Midnight



Midnight Base

#0B111E

Page background

Surface Slate

#131E32

Cards, panels

Border

#1E293B

Dividers, outlines

Text White

#F8FAFC

Headlines, body

Fairway Green

#10B981

Primary CTAs, revenue, success

Tracer Cyan

#38BDF8

Tech callouts, ball flight

Flagstick Amber

#F59E0B

Warnings, urgency

Gold Leaf

#FBBF24

1st place, skins

Crimson

#F43F5E

Over-par, errors

Broadcast Black

#070B14

Lounge TV screens

Flag Teal

#14B8A6

Logo gradient midpoint

Muted Text

#94A3B8

Captions, secondary

Ratio: roughly 80% midnight surfaces, 15% white text, 5% accent. Green is the only color for primary buttons. Dark mode only — never set the brand on white.



Inter + JetBrains Mono

PRIMARY — INTER

Aa Gg 18

The Off-Peak Profit Engine

Headlines: ExtraBold 800, tight tracking (-0.02em). Body: Regular 400, 16 px web / 11 pt print, 1.5 line height. Used for all copy, UI labels and buttons.

DATA — JETBRAINS MONO

-4 68

\$480 POT • 298.4 YDS

Every number: scores, money, yardages, versions, timestamps. Also eyebrow labels in UPPERCASE with wide tracking (0.2em). Never for paragraphs.

Scale

H1 — 48px

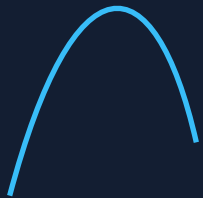
H2 — 36px

H3 — 20px

Body — 16px

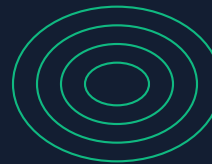
Caption — 12px

Golf Motifs & UI



Shot-Tracer Arcs

Thin cyan curves behind sections, suggesting ball flight.



Topographic Contours

Faint green contour lines as section backgrounds ($\leq 12\%$ opacity).



Scoring Marks

Birdie = thin circle, Eagle = double gold circle, Bogey = square.



Tee & Flag Bullets

Replace generic bullets in marketing lists.

Buttons: Fairway Green fill with midnight text and a soft green glow; secondary buttons are outlined in Border and turn cyan on hover.
Cards: Surface Slate, 1 px Border, 12–16 px radius.



How We Sound

We are

- Confident, tour-grade, precise
- Operator-first: revenue, bays, hours saved
- Plain-spoken about technology
- Golf-literate (skins, gimmies, net, CTP)

We avoid

- × Hype without numbers
- × Disclosing technical internals publicly
- × Hardware brand bashing
- × Casual slang in investor materials

Naming

Product: SimLeague HQ. Website & domain: PlaySimLeague.com. Footer / legal line: "PlaySimLeague.com (SimLeague HQ)". Always write "SimLeague" as one word with a capital L; "HQ" always in capitals.