

# Brand Identity Guidelines

# Introduction

This document contains the SpotBasket Brand Identity Guidelines. It defines how our brand should look, sound and feel across all touchpoints – from the basketball court and printed materials to the website, social media, digital products and any communication online or offline.

Consistent use of these guidelines helps us build a recognizable environment where young players grow, work hard and take their first steps toward becoming basketball stars. Here you will find clear rules and practical examples for using our logo, colors, typography, imagery and tone of voice so that every message reflects discipline, progress and the idea that basketball starts here.

## Download Brand-kit

<https://spotbasket.com/brand-kit>

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# 1 The Brand



# Who we are?

SpotBasket is a basketball-focused sports tech company. We combine the experience of top coaches from different countries with a strong product and engineering team to support academies and players at every stage of their development.

Under the SpotBasket brand we develop an international franchise of basketball academies, the SpotBasket OS ERP system for managing academies, a knowledge base and courses for coaches and players, a self-training mobile app used by hundreds of thousands of users, as well as merchandise and basketball equipment. If something is needed to train, manage or grow in basketball, it most likely exists inside SpotBasket.

# Brand Values

## 1. Total Quality

We put the player and the family at the center of every decision. From training sessions to software features, we design and improve our services so that every experience with SpotBasket meets clear standards of quality, clarity and usefulness.

## 2. Culture of Effort

We value work ethic above shortcuts and quick wins. Our programs, tools and communication are built to reward discipline, consistency and daily progress, so that players learn that effort is the main path to growth.

## 3. Player-First Development

We focus on long-term development, not only on short-term results. Training content, data and feedback are used to help each player understand where they are, what they need to improve and how to advance safely and responsibly.

## 4. Teamwork & Community

We believe that basketball grows through collaboration. SpotBasket connects academies, coaches, players and families, encouraging the sharing of knowledge, good practices and support so that no one moves forward alone.

## 5. Responsibility & Fair Play

We operate with respect, transparency and fairness on and off the court. This means safe training environments, honest communication, responsible use of data and equal opportunities for every player who joins our ecosystem.

## 6. Continuous Improvement & Innovation

We constantly measure, learn and refine everything we do. Feedback from courts, apps and partners drives the evolution of SpotBasket OS, our academies and our content, ensuring that the whole system gets a little better every season.

# Personality

SpotBasket behaves like a good coach: demanding in the details, calm under pressure and focused on steady progress rather than show. We are serious about structure and quality, but always stay accessible to players, parents and coaches.

Our tone of voice is clear, direct and encouraging. We explain things просто and avoid jargon where it не нужен, маркетинговый шум и пустые обещания. We talk about effort, discipline, teamwork and long-term development, not about shortcuts or "magic" solutions.

In everything we design — from academies and SpotBasket OS to content and social media — we prefer clean structure, functional design and honest stories from real courts. The brand is international but respectful of local culture: inclusive, down-to-earth and always guided by respect for the game.

# Voice & Tone

## Our Tone

Our tone is calm, supportive and confident. We motivate without shouting and explain without jargon. Even when we talk about data or complex tools, we sound human, friendly and focused on what helps players, parents and coaches make better decisions.

## Our Voice

Our voice is that of a knowledgeable coach and product team working together. We are direct, honest and practical. We prefer simple sentences, concrete examples and clear calls to action over slogans and clichés. When in doubt, we choose clarity over cleverness.

**“The SpotBasket voice is clear, calm and demanding in the right moments.  
We speak like a good coach – respectful, encouraging and focused on effort and progress.”**

# 2 The Logo

# On White

spotbasket

# On White

**spotbasket**

## On Orange

**spotbasket**



## Brandmark

The SpotBasket brandmark combines a bold wordmark with an orange dot replacing the letter “o”. The dot acts both as a basketball and as a “spot” – the focus point on the court and in our products. The minimal construction makes the mark clear and recognizable at any size.

## Logotype

The logotype is set in a rounded, geometric lowercase typeface (Poppins), giving SpotBasket a friendly, contemporary and sports tech look while staying strong and confident. The logotype is always used in a single colour, with the dot as the only accent element.

Brandmark

The diagram shows the SpotBasket brandmark and logotype. The brandmark is the word "spotbasket" in a bold, lowercase, rounded sans-serif font, with an orange dot replacing the letter "o". A line from the "Brandmark" label points to the orange dot. The logotype is the same wordmark, but the orange dot is replaced by a white space. A line from the "Logotype" label points to the white space where the dot would be.

spotbasket

Logotype

# Brand Mark

The SpotBasket brand mark is a simple orange circle that can live on its own, without the logotype. It represents a basketball, a spot on the court and the starting point in our digital products.

The brand mark is always a perfect circle and always uses the primary SpotBasket orange. It may be scaled, repeated or used as a container for imagery, but its proportion and colour must never be changed.

Whether used alone or together with the logotype, the dot is a flexible brand signal across courts, apparel, equipment, the website and the SpotBasket OS interface, creating a clear and memorable visual anchor.



# Brand Logotype

The SpotBasket logotype is a custom wordmark set in bold lowercase type with the orange dot integrated as the “o”. It should never be re-typed or recreated manually – always use the official logo files to keep proportions, spacing and shapes consistent. There are two primary configurations: the horizontal logotype, used as the main signature for most applications, and a stacked version for compact spaces such as social media avatars, labels or narrow formats. Both versions share the same construction and clear space rules.

The logotype can appear in light or dark versions depending on the background, with the orange dot as the only colour accent. No outlines, shadows, gradients or additional effects are allowed. Correct use of the logotype ensures a clear, strong and unified presence of SpotBasket across all media.

# Safezone

## Safezone

To protect the legibility and impact of the SpotBasket logotype, always keep clear space around it. The safezone is defined by the height of the orange dot (X) on all sides of the logo. No text, images, lines or other logos may enter this area.

## Height

To remain readable, the logotype should never appear smaller than 24 px in height in digital use and 8 mm in print. When a smaller mark is required, use the brand mark (orange dot) or other approved shorthand signatures instead of scaling the full logo below this size.





# Usage

When using the SpotBasket logo, there are a few essential rules to follow. Always use the official logo files and never redraw or stretch the logo in any way. Keep enough contrast between the logo and the background so that it is always clear and readable.

- ✓ Use the logo in its original colours – white wordmark with orange dot on dark backgrounds, or black wordmark with orange dot on light or orange backgrounds.
- ✗ Do not modify the logo in any way: do not change its colours, font, proportions, add outlines, shadows or effects, and do not place it on backgrounds where the logo loses contrast or becomes hard to read.

The SpotBasket logo is displayed in white with an orange dot on a dark navy blue background.The SpotBasket logo is displayed in black with an orange dot on a solid orange background.The SpotBasket logo is displayed in black with an orange dot on a solid white background.

The positioning of the SpotBasket logo is key to keeping it clear and professional. Use the horizontal version as the default in most applications. The vertical version may be used only when the layout requires a tall, narrow format or when the logo is placed on the side of an element, such as a banner or jersey.

The logo may appear either horizontally or rotated exactly 90° for the vertical version. Any other angle, slant or upside-down placement is not allowed, as it weakens legibility and makes the brand look inconsistent.

The SpotBasket logo in its standard horizontal orientation, with the word "spot" in white and "basket" in white, separated by an orange dot.The SpotBasket logo rotated 180 degrees, appearing upside down.The SpotBasket logo rotated 90 degrees counter-clockwise, oriented vertically.The SpotBasket logo rotated at an angle other than 90 degrees, appearing slanted.

✓ Horizontal or rotated exactly 90° is correct.

✗ Do not use any other angle of the logo, slanted or upside down.

# 3 The Typography

# Typography

Inter Tight

Aa Bb Cc Dd



# Typography

## Inter Tight

Inter Tight is the primary typeface for the SpotBasket identity. It is a modern sans-serif with compact letterforms and tight spacing that reflect the fast, focused character of our sports tech brand. Its clean geometry works equally well in digital interfaces and printed materials.

The wide range of weights, from Regular to Extra Bold, allows us to build clear hierarchy: bold headlines, medium subheads and comfortable, readable body copy.

Consistent use of Inter Tight across all communications creates a unified and recognisable SpotBasket look.

AaBbCcDdEeFfGg

HhIiJjKkLlMmNn

OoPpQqRrSsTtUu

VvWwXxYyZz

0123456789

!@#\$%?()

# Weights

Regular, Medium, SemiBold,  
**Bold, ExtraBold, Black**

Inter Tight is generally used for headings and body.

# Hierarchy

The smart way to  
manage everything.

It's simple to start

It's simple to start

Typography hierarchy is crucial in design as it establishes a clear visual structure and helps

**Header 1**

Inter Tight - Bold  
Size: 84pt  
Letter Spacing: -5%

**Header 2**

Inter Tight - SemiBold  
Size: 64pt  
Letter Spacing: -5%

**Header 3**

Inter Tight - SemiBold  
Size: 48pt  
Letter Spacing: -5%

**Body**

Inter Tight - SemiBold  
Size: 24pt



# Type usage

Inter Tight is used across all SpotBasket communications, from product UI and website to print and social media. Headlines are usually set in Inter Tight Bold or Extra Bold, subheadings in Medium, and body copy in Regular for comfortable reading.

Use sentence case for most headings and avoid excessive letter-spacing or decorative effects. Keep line spacing generous on longer texts and maintain a clear hierarchy between headings, subheadings and body copy. Consistent use of Inter Tight in this way keeps all SpotBasket materials clean, readable and clearly connected to the brand.



## Share Your Unique Dreams

Whether flying over majestic landscapes or wandering through unfamiliar buildings, your dreams go beyond mere fantasy. They represent your subconscious

# 4 Color Palette



# Color Values

## Orange



#F36307



#000000



#FFFFFF

# Color Explanation

## Orange

SpotBasket orange is the primary brand colour. It represents energy, focus and the moment of action on the court. Orange is used for key accents: the logo dot, primary buttons, highlights in graphs and important calls to action.

## Black

Black is our main background and support colour. It gives the brand a serious, sports tech look and creates strong contrast for orange and white elements. Use black for surfaces, headers, navigation and areas where we want content to feel concentrated and confident.

## White

White provides space, clarity and balance. It is used for text on dark backgrounds, for light UI surfaces and for clean layouts where readability is the priority. White helps the orange accents stand out and keeps the overall identity simple and easy to read.

# Color Usage Examples

## Share Your Dreams

Whether flying over majestic  
landscapes or wandering  
through unfamiliar buildings,  
your dreams go beyond

## Share Your Dreams

Whether flying over majestic  
landscapes or wandering  
through unfamiliar buildings,  
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## Share Your Dreams

Whether flying over majestic  
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# Color Usage Logo Examples

spotbasket



sp tbasket

spotbasket

# 5 Graphic Elements



# Photography

We use only high-quality photography — professional shoots or premium paid stock — with clean composition, good lighting and a modern sports look that fits the SpotBasket brand.





# Pattern

Our brand patterns are built from enlarged fragments of the orange dot, used as simple geometric shapes to frame content and add controlled movement to layouts.



# Pattern



# Pattern





# Brand in use Applications



# Posters



## Share Your Dreams

Whether flying over majestic  
landscapes or wandering  
through unfamiliar buildings.



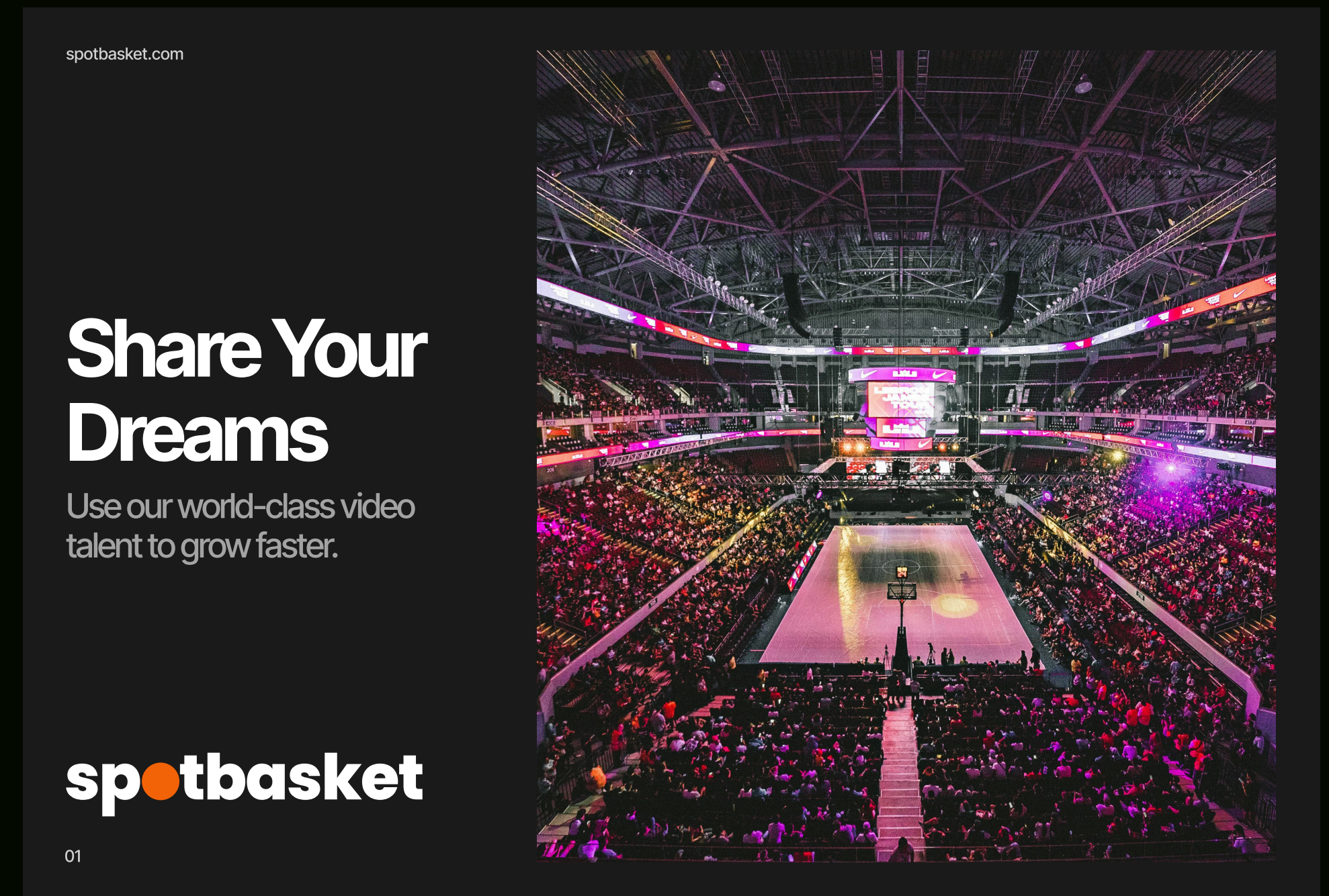
## Share Your Dreams

Whether flying over majestic  
landscapes or wandering  
through unfamiliar buildings.



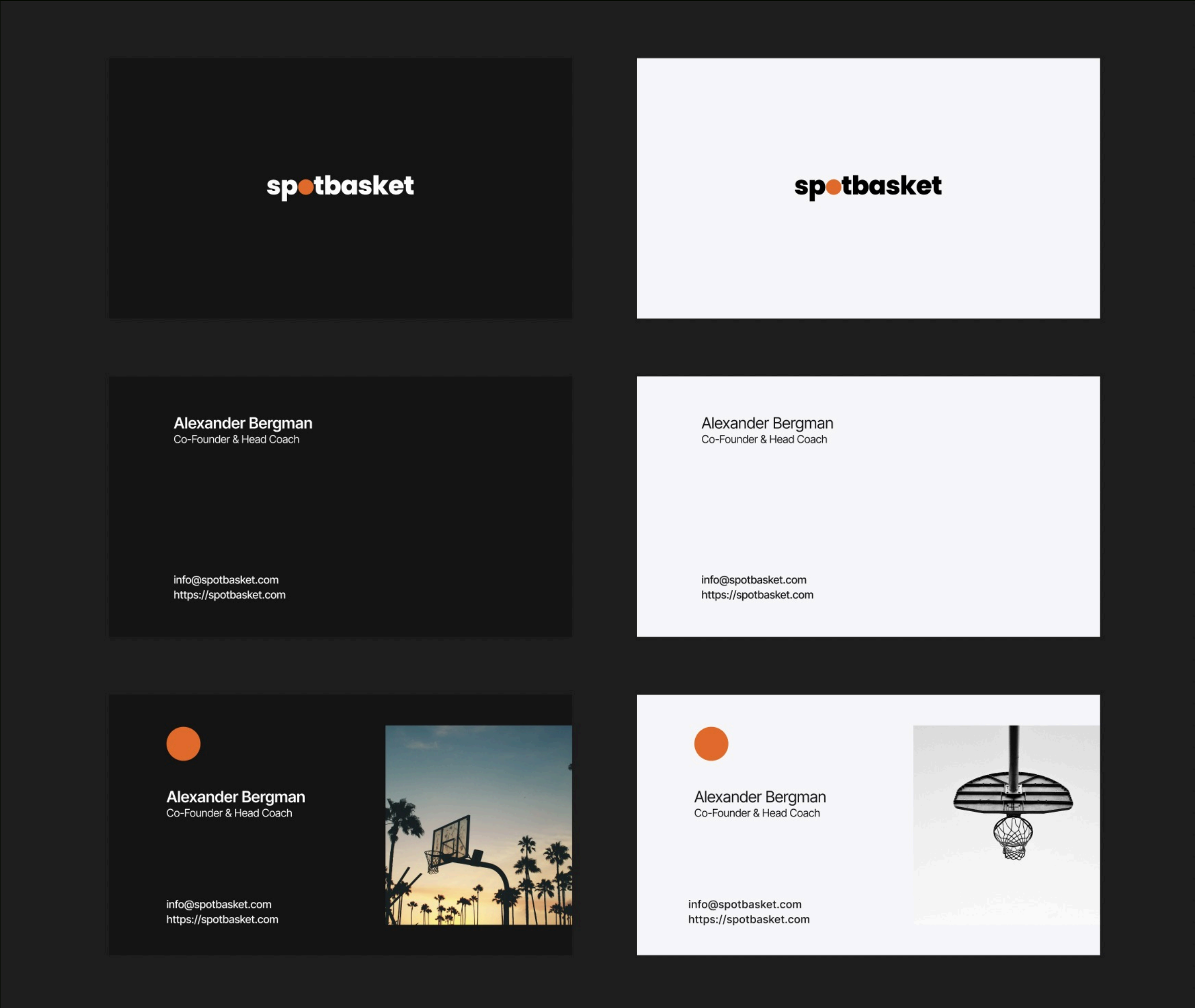
# Brochure

Brochures show how SpotBasket looks in print: bold Inter Tight headlines, clear hierarchy, strong use of orange and high-quality basketball photography. Layouts should be simple and focused, with plenty of space around the logo and key messages so that information is easy to scan at a glance.





# Business Cards



# Jersey

On game uniforms, the uniform supplier's logo appears small on one side of the chest, and the SpotBasket logotype is placed on the opposite side. The main front branding is a high-contrast "SPOTBASKET" wordmark set in a customised Playfair Display, arranged in a gentle lower arc; below it we add either the city name for franchise teams, the word "ACADEMY", or leave the line empty for the main club team.



# Jersey



# Jersey





# Shorts

On shorts, the uniform supplier's logo is placed near the hem of one leg, and a small SpotBasket logotype is placed at the same height on the opposite leg, in a high-contrast colour (white wordmark with orange dot on dark shorts or black wordmark with orange dot on light shorts).



# Shorts



# Shorts 2





# Backpack

On the backpack, the supplier's logo is placed at the top, and the SpotBasket logotype is centred on the main front panel. The logo is always used in a high-contrast version (white wordmark with orange dot on dark backpacks, or black wordmark with orange dot on light ones) with no additional elements or effects around it.



# T-Shirt

A classic black training tee with a small SpotBasket logo on the chest, used for everyday practices, workouts and staff uniforms where the branding should be discreet but consistent.





## T-Shirt 2

A black marketing tee with a large central SpotBasket logo, designed for maximum visibility and usually given away at camps, events and other promotional activities to boost brand awareness.



# Hoodie

A black zip-up hoodie with a small supplier logo on one side of the chest and a clean SpotBasket logotype on the other, used as everyday outerwear for players and coaches and as part of the academy's official merchandise.





# Thank you.

If you have any questions about SpotBasket brand guidelines, please  
contact us: [info@spotbasket.com](mailto:info@spotbasket.com)