✦ ATHLETES · CREATORS · CLUBS ✦

BRAND COLOR & LOGO STARTER GUIDE

Pick colors, fonts and a simple mark that look consistent everywhere you post.

STEP 1 · CHOOSE A TINY PALETTE

- [ ] One primary color you want people to remember
- [ ] One accent color for buttons, highlights and graphics
- [ ] One dark and one light neutral for text and backgrounds
- [ ] Test contrast: text must be easy to read on your background (aim for dark text on light, or the reverse)
- [ ] Write down the HEX codes so every graphic matches

STEP 2 · PICK TWO FONTS

One bold font for headlines and one simple font for body text is enough. Use the same two on graphics, your media kit and your website.

STEP 3 · CHOOSE A SIMPLE MARK

Mark type	What it is	Works best for
Wordmark	Your name set in your headline font	Media kits, websites, banners
Monogram	Your initials, stacked or joined	Profile photos, merch, watermarks
Number mark	Your jersey number in a shape	Fan graphics, game-day posts

Tip · Don't use your school's, team's or league's logos, colors or trademarks as your personal brand without written permission. Make your mark clearly your own.

STEP 4 · EXPORT THE FILES YOU'LL NEED

- [ ] Transparent PNG of your mark (light and dark versions)
- [ ] SVG or high-resolution master file
- [ ] Square version for profile photos
- [ ] Wide version for banners and email signatures
- [ ] A simple watermark version for photos and video

YOUR BRAND SHEET

Role	Color name	HEX code
Primary		
Accent		
Dark neutral		
Light neutral		

Headline font _____ **Body font** _____

Mark style _____ **Where my master files are saved** _____

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