



LEAGUEUNION BRAND KIT

Football league and tournament management, connected from team entry to the final table. This kit holds the name, the mark, the palette, the type and every element the site draws, in the formats you need to use them.

THE NAME

One word, two capitals: **LeagueUnion**.

DO

- Write it LeagueUnion in body copy, headlines and legal text.
- Use the mark on its own once the name is already on the page.
- Say “LeagueUnion runs ...”, not “The LeagueUnion platform runs ...”.

DON'T

- League Union, Leagueunion, LEAGUE UNION or LU as a name in copy.
 - Possessive forms of the mark (“the LU’s”) or plurals.
 - Translating or abbreviating the name in other languages.
-

THE MARK

An L and a U cut from one shape and split on a halfway line, with a football above the short arm. The L has a square heel; the U sweeps out of it.



PRIMARY
MARK.SVG



ONE COLOUR
MARK-INK.SVG



ON PITCH
MARK-CHALK.SVG



ON ACTION
MARK-INK.SVG



SMALL SIZES
MARK-SMALL.SVG



THE BALL
BALL.SVG

SIZE DECIDES THE BALL

- Above 64px: the full seam network (`mark.svg`).
- 20–64px: one panel (`mark-small.svg`). This is what the site header uses.
- Below 20px: the panel closes up — use the tile icon (`favicon.svg`, `app-icon.svg`).

CLEAR SPACE AND MISUSE

- Keep clear space equal to the width of the ball on every side.
- Two colours or one, never three. On any surface that isn't ink, use a single-colour file.
- Don't outline it, add a shadow, rotate it, recolour the U to orange, or rebuild the lockup by hand.

03

THE LOCKUP

Mark plus wordmark, for slides, decks and anyone outside the site. The site itself renders the mark plus live HTML text, so the name stays selectable and indexable.



COLOUR

Two halves of one world: night match by default, daylight when a visitor asks for it. Each swatch shows daylight on the left, night on the right. **-lime** and **-orange** are surfaces and always carry **-on-accent** text; **-accent-ink** and **-orange-ink** are the same signals used as a mark, and they deepen in daylight so a mark on paper keeps the contrast a mark on ink already had.

SURFACES

The planes the product sits on.



-ink

The page itself

#f4f7ef

daylight

#06131d

night



-ink-raised

Raised controls, form fields, the phases band

#e9efe0

daylight

#091c26

night



-pitch

The operational green plane: boards, step rails, bands

#dfe9d6

daylight

#0b3327

night



-pitch-deep

The recessed tone inside a pitch plane

#d2e0c7

daylight

#082920

night

CONTENT

Text and the rules that structure it.



-chalk

Primary text, and the inverse surface

#08161e

daylight

#f0f3e9

night



-chalk-muted

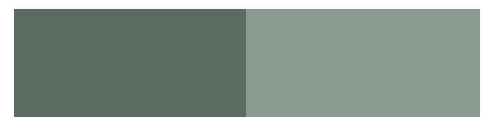
Secondary copy and navigation at rest

#42534a

daylight

#b8c7bd

night



-chalk-dim

Metadata and annotations

#5b6b61

daylight

#8a9b92

night





-line

Dividers, field markings, container edges
rgba(8, 22, 30, 0.2) daylight
rgba(224, 239, 225, 0.24) night



-line-strong

The boundary of an operational panel
rgba(8, 22, 30, 0.45) daylight
rgba(240, 243, 233, 0.55) night

SIGNALS

Action, outcome, and failure. Never decoration.



-lime

The action surface: buttons, active chips
#c8f23a daylight
#c8f23a night



-lime-hover

That surface, hovered
#b7e51f daylight
#dcff5d night



-accent-ink

The same signal used as a mark: links, icons, focus, routes
#3d5b07 daylight
#c8f23a night



-on-accent

Text on an action or result surface
#06131d daylight
#06131d night



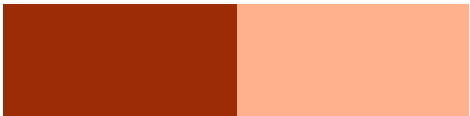
-orange

The scored-outcome surface
#ff8a3d daylight
#ff8a3d night



-orange-ink

A scored outcome or material warning, as a mark
#a3430a daylight
#ff8a3d night



-error

Form failure text
#9c2c06 daylight
#ffb18b night

ON THE INVERSE SURFACE

For the featured plan and the dark/light flip.



-on-chalk-muted



-on-chalk-link



-on-chalk-line

Secondary copy on the inverse surface

#b8c7bd

daylight

#4a5a53

night

A link on the inverse surface

#c8f23a

daylight

#3d5700

night

A rule on the inverse surface

rgba(240, 243, 233, 0.26)

daylight

rgba(6, 19, 29, 0.2)

night



-disabled-surface

An unavailable action

#d3dbcf

daylight

#60725e

night

-disabled-text

Its label

#4f5f55

daylight

#d5ddd2

night



TYPOGRAPHY

Barlow Condensed commands; Manrope explains. Both are open source and available from Google Fonts. Sizes are fluid: the value below is the live clamp.

DISPLAY

Barlow Condensed · 700 · clamp(76px, 9vw, 144px) · line-height 0.8
Hero command only

EVERY MATCH. ONE SYSTEM.

PAGE

Barlow Condensed · 700 · clamp(52px, 6.6vw, 100px) · line-height 0.86
Page titles

EVERY MATCH. ONE SYSTEM.

HEADLINE

Barlow Condensed · 600 · clamp(40px, 4.6vw, 68px) · line-height 0.95
Section propositions

EVERY MATCH. ONE SYSTEM.

TITLE

Barlow Condensed · 600 · clamp(28px, 2.6vw, 38px) · line-height 1
Capability rows and panels

EVERY MATCH. ONE SYSTEM.

SUBTITLE

Barlow Condensed · 700 · 22px · line-height 1
Plan names, small commands

EVERY MATCH. ONE SYSTEM.

LEDE
Manrope · 400 · 20px · line-height 1.55
Section openers

Fixtures, availability, referees, results and standings, connected.

BODY
Manrope · 400 · 17px · line-height 1.6
Explanatory copy

Fixtures, availability, referees, results and standings, connected.

SMALL
Manrope · 400 · 14px · line-height 1.45
Supporting and operational text

Fixtures, availability, referees, results and standings, connected.

LABEL
Manrope · 700 · 12px · line-height 1.55
Form labels and metadata

Fixtures, availability, referees, results and standings, connected.

06

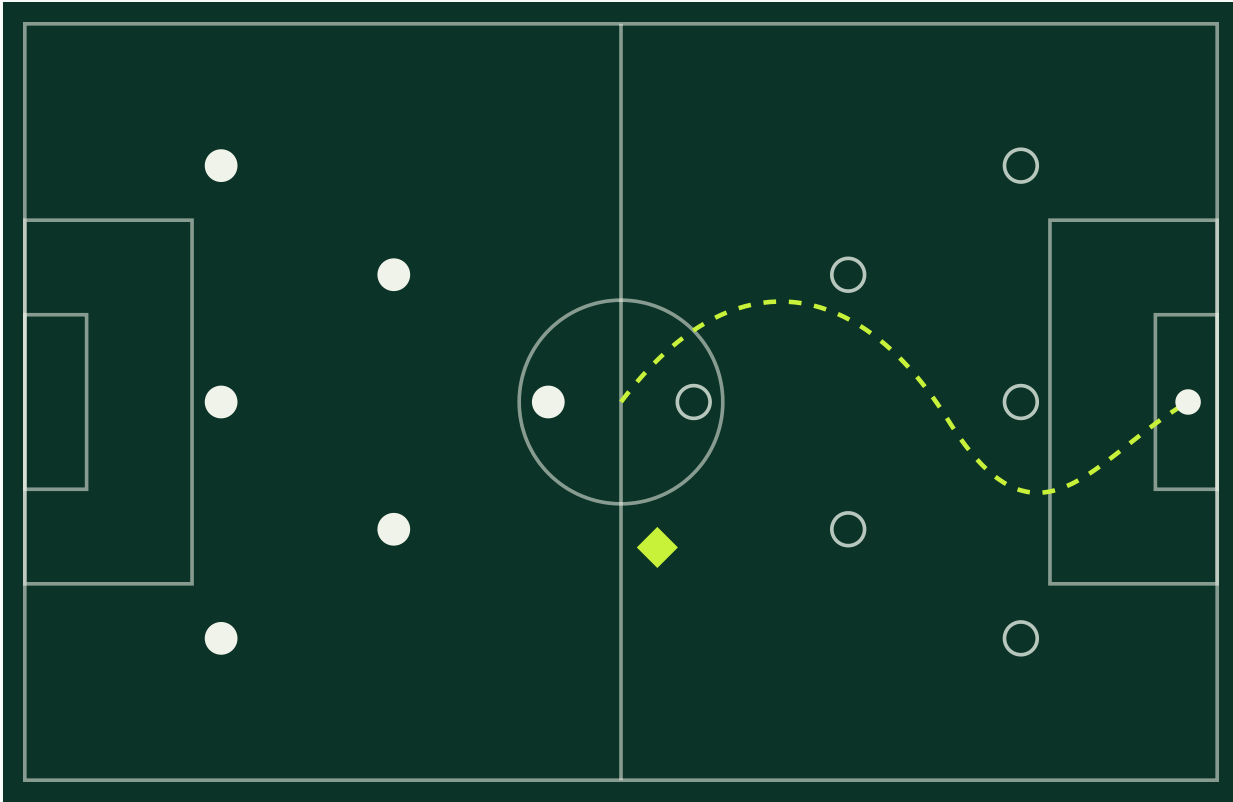
ICONS

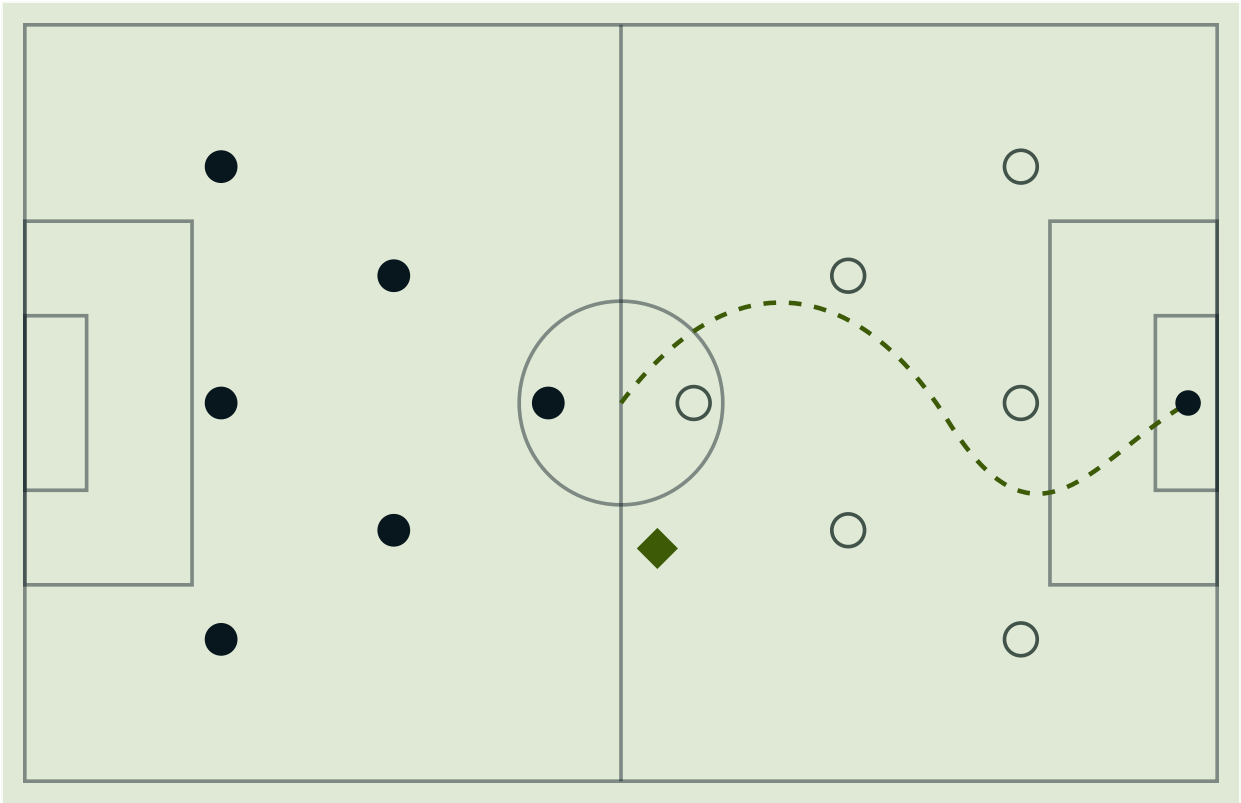
One family, 24px grid, 1.8px stroke, square ends, drawn in `currentColor` so they take the colour of the text around them.

 arrow.svg	 chevron.svg	 close.svg	 collapse.svg	 expand.svg	 menu.svg
 theme.svg	 tick.svg	 whistle.svg			

ELEMENTS

The operational graphics. The board is the signature: one fixture on a top-down pitch, with the ball's route and the referee's diamond.





WHAT'S IN THE KIT

FILE	USE
mark.svg	Primary mark, two colour, full seams. Above 64px.
mark-small.svg	Primary mark, one panel. 20–64px, including the site header.
mark-ink.svg · mark-ink-small.svg	One colour ink, for paper, chalk and chartreuse surfaces.
mark-chalk.svg · mark-chalk-small.svg	One colour chalk, for ink, pitch green, photography and print.
lockup.svg	Mark plus wordmark, for slides and third parties.
ball.svg · ball-ink.svg	The football on its own, as a supporting graphic.
app-icon.svg · favicon.svg	Tile icons: stores and PWA, browser tabs.
icons/*.svg	The interface icon set, on a 24px grid.
pitch-board.svg · pitch-board-light.svg	The match board element, both themes.
ticket-shape.svg	The clipped action silhouette, for redrawing buttons elsewhere.
palette.svg	The palette as one sheet, to drop into any design tool.
tokens.css · tokens.scss · tokens.json	The same colours, type ramp and spacing for code.
brand-guide.html · LeagueUnion-Brand-Guide.pdf	This document, on screen and for print.
README.md	The short version of these rules.