**SON Darts Championship – Digital Style Guide**

*Version 1.0 – Last updated {{date}}*

**1. Brand Essence**

**Voice & Personality** – Competitive, energetic, and inclusive. We celebrate the thrill of darts while welcoming new and seasoned players alike.

**Tag‑line** – “NEW OPEN — Where Every Throw Counts.”

**2. Logo Usage**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Variant** | **When to use** | **Backgrounds** | **Clear‑space** | **Minimum size** |
| **Primary Full‑Colour** (shield + dartboard) | All digital applications (header, hero, social) | Navy (#001026) or white | Padding ≥ height of yellow outline | 120 px width |
| **Mono White** | Over photography or dark colour blocks | Photos, gradients | Same as above | 90 px |
| **Icon‑Only** (dartboard in shield) | Favicons, mobile tab bar | Any | ½ shield width | 32 px |

**Don’t:** squash, rotate, add effects, change colours, or place on busy backgrounds without at least 70 % opacity overlay.

**3. Colour Palette**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Role | Name | Hex | RGB | Usage |
| **Primary** | Navy | #001026 | 0 16 38 | Core backgrounds, large text |
| **Accent A** | Championship Yellow | #FACA07 | 250 202 7 | Buttons, highlights, dividers |
| **Accent B** | Flight Blue | #2B76E1 | 43 118 225 | Links, focus states |
| **Accent C** | Winner Red | #F70001 | 247 0 1 | Alerts, victories, CTAs hover |
| **Accent D** | Bull Green | #00874A | 0 135 74 | Success, positive stats |
| **Neutral 1** | Light Grey | #B3B2B4 | 179 178 180 | Borders, disabled |
| **Base** | White | #FFFFFF | 255 255 255 | Backgrounds, text |

**Dark Mode Tweaks**

* Navy becomes #0A1A31
* Grey shifts to #6B6B6C

**4. Typography**

|  |  |  |  |
| --- | --- | --- | --- |
| Use‑case | Font | Weight | Size / Tracking |
| Display / H1 | **Cinzel ExtraBold** | 800 | 56 px, ‑1 % |
| H2 – H3 | Cinzel Bold | 700 | 40 / 32 px |
| Navigation / Buttons | **Roboto Condensed Bold** (all caps) | 700 | 14 px / 120 % |
| Body copy | Roboto | 400 | 16 px / 150 % |
| Captions | Roboto Italic | 400 | 14 px / 140 % |

*Fallback stacks*

font-family: "Cinzel", "Trajan Pro", Georgia, serif;

font-family: "Roboto Condensed", "Helvetica Neue", Arial, sans-serif;

**5. Iconography & Shapes**

* **Stroke:** 2 px, rounded joins.
* **Motifs:** Dart flight arrowheads, shield silhouettes, 4° angled ribbons echo the logo’s wings.
* **Do:** keep icons solid white on Navy or single‑colour line icons on light backgrounds.

**6. UI Components**

**Buttons**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| State | Background | Text | Border | Shadow |
| Primary | #FACA07 | #001026 | none | 0 2px 4px rgba(0,0,0,0.2) |
| Hover | darken 8 % | white | none | translateY(-1 px) |
| Secondary | transparent | #FACA07 | 2px solid #FACA07 | none |

**Cards**

* Background: Navy or White
* Top border: 4 px Championship Yellow.
* Radius: 8 px
* Padding: 24 px

**Form Elements**

* Border: 1 px Grey; focus: 2 px Flight Blue glow.
* Error: underline Winner Red.

**7. Layout & Grid**

**Grid:** 12‑column, 72 px max content width, 24 px gutters (16 px on ≤768 px).

* **Section spacing:** 96 px desktop / 48 px mobile.
* **Slanted separators:** 4° upward angle left→right, colour Championship Yellow over Navy.

**8. Motion Guidelines**

* **Duration:** 150 – 250 ms ease‑out.
* **Interactions:** Button hover scale 1.03; card elevation shadow grow.
* **Page transitions:** Slide‑up & fade referencing upward dart flight.

**9. Accessibility Checklist**

* Contrast ≥ 4.5:1 (WCAG AA) for all text vs background.
* Provide alt text: “SON Darts Championship logo” for brand mark.
* Ensure focus states are keyboard‑visible (Flight Blue outline).

**CSS Brand Tokens (snippet)**

:root {

--son‑navy: #001026;

--son‑yellow: #FACA07;

--son‑blue: #2B76E1;

--son‑red: #F70001;

--son‑green: #00874A;

--son‑grey: #B3B2B4;

--son‑radius: 8px;

--son‑shadow: 0 2px 4px rgba(0,0,0,0.2);

}

Need tweaks or additional components? Let me know and we’ll expand the guide!