

CatchBarrels Branding Assets Guide

Asset Structure

All branding assets for the CatchBarrels PWA should be placed in the following directory structure:

```
/public/branding/
└── logo-primary-dark.png      (Horizontal logo for dark backgrounds)
└── logo-primary-light.png    (Horizontal logo for light backgrounds - optional)
└── logo-mark-icon.png        (Square icon/app icon - 512x512px)
└── logo-horizontal.png       (Wide lockup for headers - 240x60px)
└── social-card-default.png   (Social media OG image - 1200x630px)
└── favicon.ico              (Browser favicon - 32x32px)
```

Asset Specifications

1. logo-horizontal.png

Purpose: Main header logo across desktop views

Dimensions: 240px × 60px (recommended)

Format: PNG with transparent background

Used in:

- /components/layout/BarrelsHeader.tsx (desktop navigation)
- /app/auth/login (login page header)
- /app/dashboard (dashboard header)

Design Notes:

- Should include “CatchBarrels” wordmark
- Optimized for dark backgrounds (#000000)
- Gold accent color: #E8B14E

2. logo-mark-icon.png

Purpose: Square app icon for mobile, PWA, and small spaces

Dimensions: 512px × 512px (master), also generate 192px × 192px

Format: PNG with transparent or solid background

Used in:

- /public/manifest.json (PWA icons)
- /components/layout/BarrelsHeader.tsx (mobile header)
- /app/layout.tsx (Apple touch icon)
- Favicon generation

Design Notes:

- Icon-only version (no text)
- Should work at small sizes (32px)
- Consistent with brand identity

3. logo-primary-dark.png

Purpose: Full logo for dark background contexts

Dimensions: Flexible (typically 300px wide)

Format: PNG with transparent background

Used in:

- /app/auth/login (hero section)
- /app/welcome (onboarding)
- Splash screens

Design Notes:

- Full lockup with icon + wordmark

- Optimized for black backgrounds

- High contrast for readability

4. logo-primary-light.png (Optional)

Purpose: Full logo for light background contexts

Dimensions: Flexible (typically 300px wide)

Format: PNG with transparent background

Used in:

- Email templates
- Print materials
- External integrations

Design Notes:

- Alternative colorway for light backgrounds

- Maintain brand consistency

5. social-card-default.png

Purpose: Default Open Graph image for social sharing

Dimensions: 1200px × 630px (required by Facebook/Twitter)

Format: PNG or JPG

Used in:

- /app/layout.tsx (OpenGraph metadata)
- Default for all pages without custom OG images
- Link previews on social media

Design Notes:

- Include CatchBarrels logo
 - Tagline: "Track your momentum, not just your stats."
 - Safe area: avoid text in outer 100px on all sides
 - File size: < 5MB
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6. favicon.ico

Purpose: Browser tab icon

Dimensions: 32px × 32px (multi-resolution ICO file)

Format: ICO (contains 16x16, 32x32, 48x48)

Used in:

- `/app/layout.tsx` (favicon link)
- Browser tabs
- Bookmarks

Design Notes:

- Simplified version of logo mark
 - High contrast for visibility at small size
 - Should be recognizable at 16px
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🔗 Where Each Asset Is Used

Header Navigation

- **Desktop:** `logo-horizontal.png` (240×60px)
- **Mobile:** `logo-mark-icon.png` (40×40px)
- **Component:** `/components/layout/BarrelsHeader.tsx`

Authentication Pages

- **Login Header:** `logo-horizontal.png`
- **Hero Section:** `logo-primary-dark.png`
- **Component:** `/app/auth/login/login-client.tsx`

Dashboard

- **Header:** `logo-horizontal.png` (via BarrelsHeader)
- **Hero Badge:** `logo-mark-icon.png` (optional, ghosted)
- **Component:** `/app/dashboard/dashboard-client.tsx`

PWA Manifest

- **Icons:** `logo-mark-icon.png` (192×192, 512×512)
- **File:** `/public/manifest.json`

Browser Metadata

- **Favicon:** `favicon.ico` (32×32)
- **Apple Touch Icon:** `logo-mark-icon.png` (192×192)
- **File:** `/app/layout.tsx`

Social Sharing

- **Default OG Image:** `social-card-default.png` (1200×630)
 - **Twitter Card:** Same as OG image
 - **File:** `/app/layout.tsx` metadata
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Upload Instructions

For Coach Rick:

1. **Export from NanoBanana Pro** at the specified dimensions above
 2. **Rename files** to match the exact names in this document:
 - logo-horizontal.png
 - logo-mark-icon.png
 - logo-primary-dark.png
 - social-card-default.png
 - favicon.ico
 3. **Upload to:** /public/branding/ directory in the project
 4. **Verify:**
 - All files use the exact names above
 - PNG files have transparent backgrounds
 - Dimensions match specifications
 - File sizes are reasonable (< 500KB each, except social card < 5MB)
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Brand Color Reference

For consistency with existing theme:

Color	Hex	Usage
Electric Gold	#E8B14E	Primary brand color, CTAs, accents
Gold Light	#F5C978	Gradients, hover states
Pure Black	#000000	Backgrounds, header
Black Light	#1A1A1A	Cards, panels
Neutral Gray	#A0A0A0	Secondary text

Logo colors should align with this palette.

Verification Checklist

After uploading assets, verify:

- [] Header logo appears on all pages
- [] Mobile header shows icon correctly
- [] Login page displays branded logo
- [] Dashboard hero includes branding

- [] Browser tab shows new favicon
 - [] PWA install uses new icons
 - [] Shared links show new OG image
 - [] All images load without 404 errors
 - [] No old logo references remain
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Future Asset Additions

The following assets may be added later:

- `logo-vertical.png` - Stacked lockup for tall spaces
 - `logo-white.png` - Monochrome white version
 - `logo-black.png` - Monochrome black version
 - `splash-screen.png` - PWA splash screen (2048×2732)
 - Custom OG images for specific pages (video detail, assessments, etc.)
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Support

If you encounter issues uploading or assets aren't displaying correctly:

1. Check file names match **exactly** (case-sensitive)
 2. Verify files are in `/public/branding/` directory
 3. Clear browser cache and hard refresh (Cmd+Shift+R / Ctrl+Shift+R)
 4. Check browser console for 404 errors
 5. Rebuild app: `yarn build`
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Last Updated: November 26, 2025

Version: 1.0

Status: Ready for Asset Upload

Next Step: Upload NanoBanana exports to `/public/branding/`