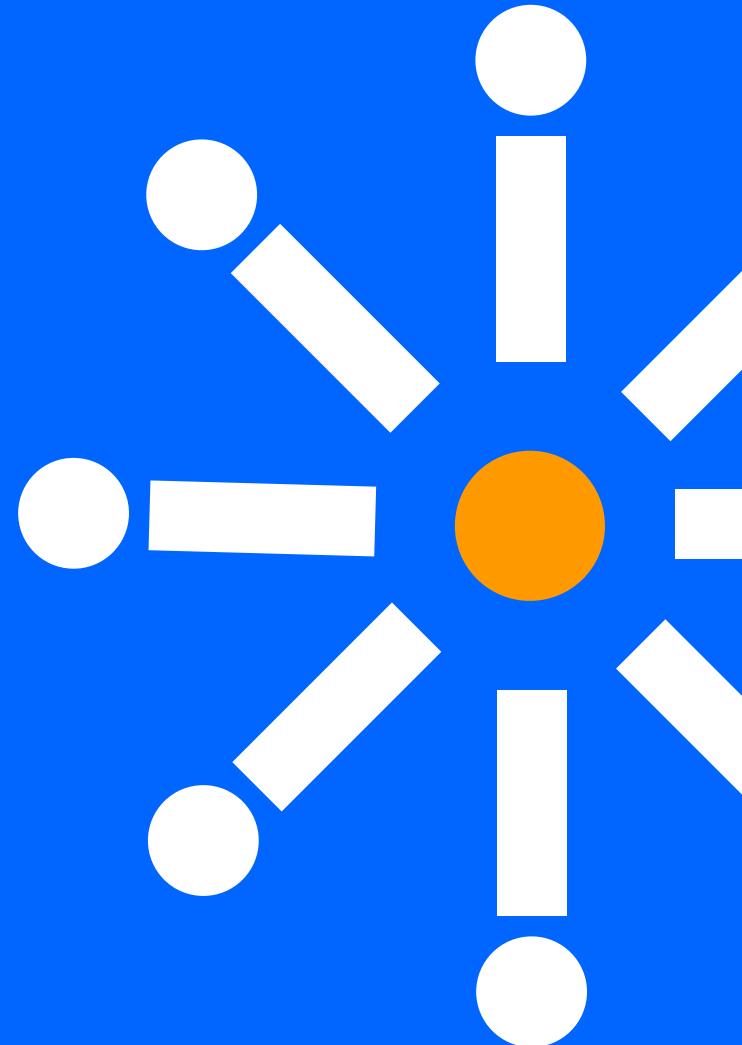


Brand guideline



Tables of contents

This brand guide shows all elements of Inertia brand

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1.0 About the brand

An Overview

Welcome to Inertia's brand guidelines. This guide is our brand's playbook. It outlines who we are, what we stand for, and how our brand looks and feels. It's an essential tool to keep our brand consistent across all our communications. We invite you to use it as a reference to understand our identity and tell our story effectively."

Inertia's Mission

Key objectives:

01

Empowerment

We aim to empower individuals and sports venues by providing a platform that fosters connections and engagement.

02

Sports community

We are dedicated to building a vibrant community where users can easily organize and participate in sports activities.

03

Facilitating Venues

We strive to assist venues in managing reservations effectively and expanding their reach.

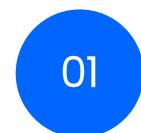
04

Accessibility

Our goal is to make sports more accessible, enjoyable, and social for everyone.

2.0 Logo
(more soon)

We use this logo as a prototype. This are some of the advantages:



Round shape – which subconsciously means community and friendship



The Olympics uses round shapes as a sports community



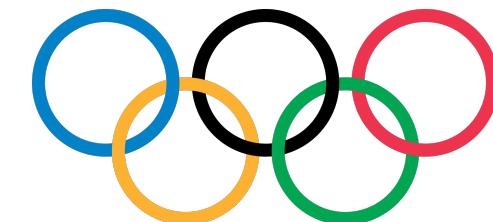
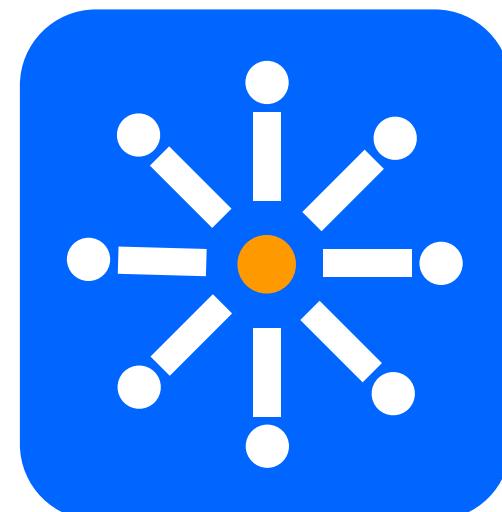
The logo motto is “One for all, all for one”



This logo shows the team reaching for the ball



Aesthetics and modernity. This logo is great for clean and simplicity



3.0 Typography

We use Poppins font, because of its:

01

High legibility across various digital platforms

02

Flexibility through a wide range of weights and styles

03

Modern appearance aligns well with our brand's

04

Reflecting our brand's commitment to clarity and quality.

05

Aesthetics. This font is great for clean and simplicity

Poppins
Aa

ABCDEFGHIJKLMNPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Font used for Inertia: Poppins

Headlines:

Headline 1

Weight	Size	Spacing	Line height
Semi-Bold	32 px	0 %	48

Headline 2

Weight	Size	Spacing	Line height
Semi-bold	24 px	0 %	36

Headline 3

Weight	Size	Spacing	Line height
Semi-bold	20 px	0 %	30

Subheading

Weight	Size	Spacing	Line height
Regular	18 px	0 %	27

Other text:

Body Text

Weight	Size	Spacing	Line height
Regular	16 px	0 %	24

Navigation Links

Weight	Size	Spacing	Line height
Medium	16 px	2 %	22.4

Caption Text

Weight	Size	Spacing	Line height
Regular	12 px	2 %	16.8

Button

Weight	Size	Spacing	Line height
Medium	14 px	0 %	27

Small text

Weight	Size	Spacing	Line height
Regular	10 px	2 %	16.8

Headings and titles

Example

Heading 1

- Use for main titles on pages or sections.
- Font: Poppins, Bold, 32px.
- Use case: Page titles, blog post titles.

Example

Heading 2

- Use for subtitles or secondary headings.
- Font: Poppins, Semi-bold, 24px.
- Use case: Subsections, category titles.

Example

Heading 3:

- Use for tertiary headings or important labels.
- Font: Poppins, Semi-bold, 20px.
- Use case: Form labels, side-section titles.

Example

Subheading

- Use for introductory paragraphs or highlighted text.
- Font: Poppins, Regular, 18px.
- Use case: Introductions, pull quotes.

Content text

Example

Body text

- Use for regular content text.
- Font: Poppins, Regular, 16px.
- Use case: Paragraphs, list items, content text.

Example

Caption text

- Use for small notes, annotations, or less important text.
- Font: Poppins, Regular, 12px.
- Use case: Image captions, footnotes, legal text.

Example

Small text

- For very small text that doesn't fit into the above categories.
- Font: Poppins, Regular, 10px.
- Line height: 16.8px.
- Use case: Legal disclaimers, copyright notices, very small annotations.

Links

Example

Button Text

- Use for text within buttons.
- Font: Poppins, Medium, 14px.
- Use case: Call-to-action buttons, form buttons.

Example

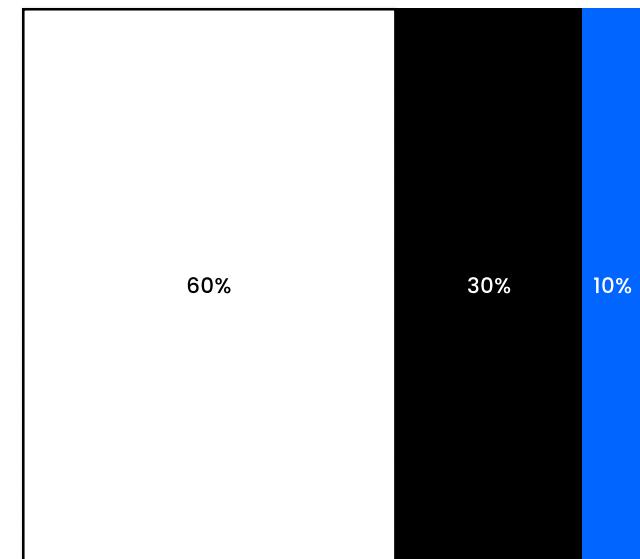
Navigation Links:

- Use for text in the navigation menu.
- Font: Poppins, Medium, 16px.
- Use case: Menu items, breadcrumb links.

4.0 Colors

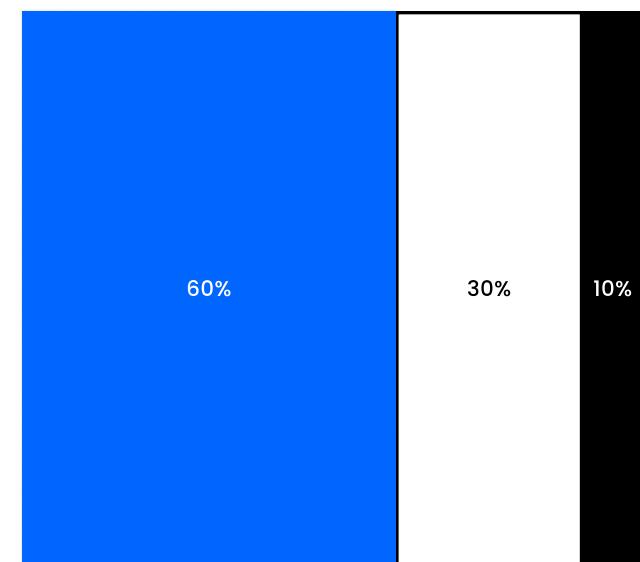
The 60/30/10 rule:

- Our brand follows the 60/30/10 rule for balanced color use.
- 60% - Dominant color (White): Creates a clean, open backdrop.
- 30% - Secondary color (Black): Provides contrast and depth.
- 10% - Accent color (Blue): Highlights key elements and adds a lively touch.



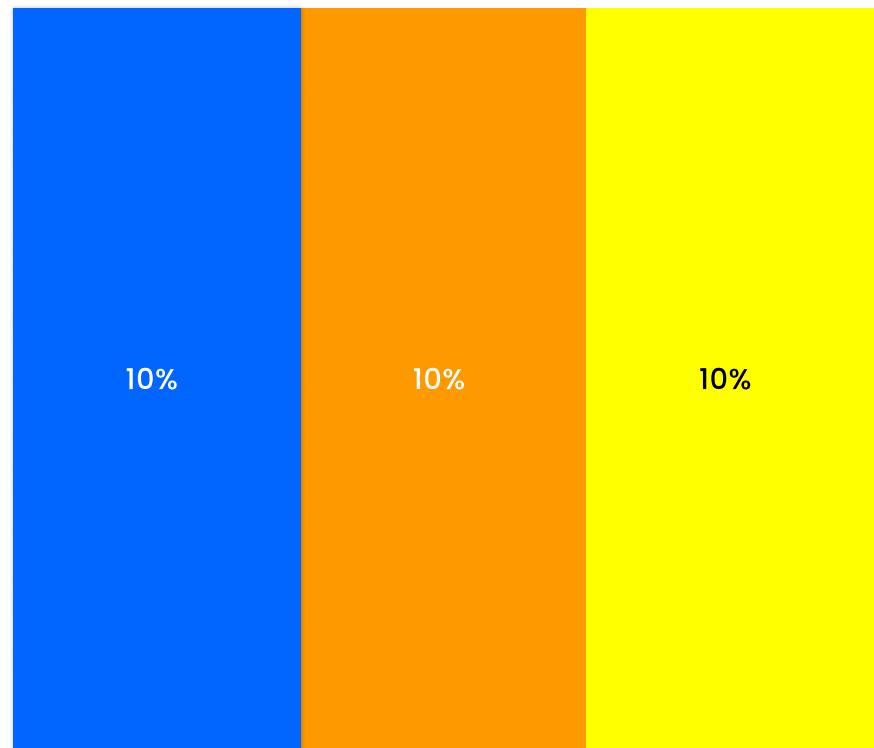
Changing colors:

- These proportions may vary depending on the context, to best suit the design needs
- Colors can be switched, but the proportions should be around 60%/30%/10%.
- For instance 60% blue, 30% white, 10% black



About accent colors:

- Besides the blue color, we can also use secondary colors: Orange and eventually Yellow
- A big bonus is that those colors are perfect to use with each other in contrast
- These colors provide additional flexibility, allowing us to adapt to various contexts and maintain visual interest.



About contrast:

These examples illustrate how to effectively use contrast with Inertia's color palette. Each square represents a background color, with font colors ranked from 1 to 3:

1. Primary: Best color choice.
2. Secondary: Good alternative.
3. Last resort: Least preferred due to less contrast.

Black:

1. White
2. Yellow
3. Orange

White:

1. Black
2. Blue
3. Orange

Blue:

1. Yellow
2. White
3. Orange

Orange

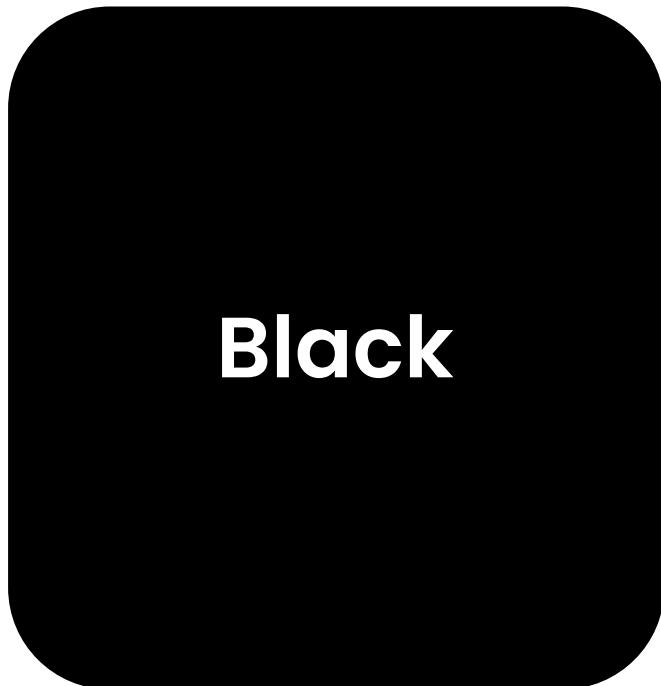
1. Black
2. Blue
3. White



White

When to use?

- **Backgrounds:** Use white for clean, uncluttered backgrounds on websites, mobile apps, and printed materials.
- **Text:** Use white text on darker backgrounds for readability and contrast.
- **Spacing:** Utilize white spaces in design to create balance and allow elements to breathe.



When to use?

- **Headings and Text:** Use black for headings and body text on white or light backgrounds.
- **Icons and Illustrations:** Employ black for icons and illustrations to provide a sophisticated and professional appearance.
- **Overlay:** Apply black as an overlay on images or colored backgrounds to increase text readability.



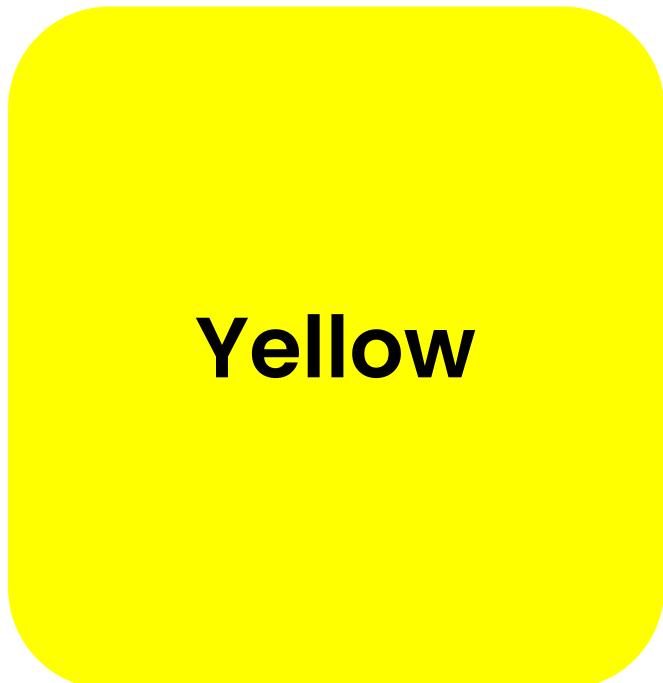
When to use?

- **Trust and Professionalism:** Use blue to evoke trust and professionalism, especially in app icons or branding elements.
- **Interactive Elements (CTA):** Use blue for call-to-action buttons, links or interactive elements that require a sense of trust and reliability. Blue conveys a sense of security and calm. It is ideal for CTA's like "Log In", "Sign Up", or "Learn More".
- **Visual Highlights:** Utilize blue for highlights, graphs, or infographic elements to add visual interest without overwhelming the design.



When to use?

- **Call to Action:** Use orange for call-to-action buttons when you want to create a sense of urgency or enthusiasm. Orange is vibrant and energetic, making it great for buttons like "Buy Now", "Get Started", or "Join Now".
- **Promotions or Sales:** Implement orange for promotions, discounts, or special events to attract attention.
- **Energizing Elements:** Employ orange to evoke a sense of energy and excitement, such as in sports-related content or achievements.



When to use?

- **Highlighting Important Information:** Use yellow to highlight key pieces of information or to bring attention to certain elements.
- **Positive Visual Elements:** Apply yellow in visuals that require a sense of positivity, happiness, or optimism (like social media posts or images)
- **Attention-Grabbing Promotions:** Use yellow for attention-grabbing headers or banners, especially for limited-time offers or crucial announcements.