

A dynamic photograph of a shirtless man with tattoos on his arms and back, wearing a dark baseball cap and dark shorts. He is performing a trick on a light-colored concrete ramp, with one foot on a skateboard and his body leaning into the turn. His right arm is extended forward, and his left arm is bent behind his head. The background shows the curved ramp and some shadows.

Connecting fans and athletes across the world.

YOURsports

// Brand Guidelines //

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IDENTITY ELEMENTS



YourSports Logo

YOURSports

The YourSports logo is the most immediate representation of our company, our people, and our brand to the world. It is a valuable asset that must be used consistently in the approved forms.

The YourSports logo is appropriate to use in these instances:

1. Internal and external corporate materials
2. Promotional materials
3. By third parties, under license only



Logo Usage

The following are examples of acceptable ways of reproducing the YourSports logo.

YOURSports

YOURSports

YOURSports

YourSports Tagline

Connecting fans and athletes across the world.

YOURSports

The YourSports tagline is to be used in conjunction with the YourSports logo. The tagline font size is not to be smaller than 12pt.



Tagline Usage

The following are examples of acceptable ways of reproducing the YourSports tagline.

Connecting fans and athletes across the world.

YOURSports

Minimum font size use for tagline is 12pt. Logo should be adjusted proportionately.

Connecting fans and athletes across the world.

YOURSports

When used with color logo tagline is to remain YS Gray

YS Stamp



The YS Stamp should be used for web and mobile applications only, or in conjunction with the YourSports Logo. The YS Stamp is to be used in YS gray or white only, with an opacity of 80% and a drop shadow of 40% when layered over photography.



Stamp Usage

The following are examples of acceptable ways of reproducing the YS Stamp.



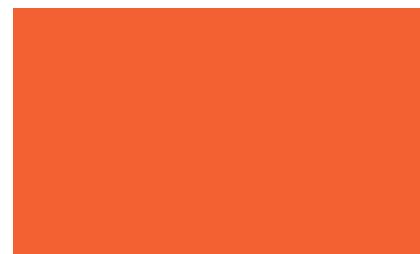
Color Palette



YS Blue

CMYK 99 73 34 20

RGB 7 71 109



YS Red

CMYK 0 77 89 0

RGB 242 97 50



YS Yellow

CMYK 0 22 100 0

RGB 255 199 9



YS Green

CMYK 60 0 100 0

RGB 114 191 69



YS Gray

CMYK 68 63 55 43

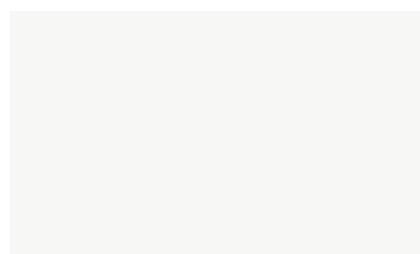
RGB 68 66 71



YS Light Gray

CMYK 46 38 35 2

RGB 144 144 149



YS Background

CMYK 2 1 2 0

RGB 247 248 246

Fonts

Logo typeface - Eurostile

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 0
= ~ ! @ # \$ % ^ & * () + [] \ { } ; : " < > ? , . /

Eurostile should be used for the YourSports logo, YS stamp. Eurostile Regular may be used occasionally for short headlines, subheads, and labels.

Eurostile Regular

Eurostile Bold

Copy typeface - Arial

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 0
= ~ ! @ # \$ % ^ & * () + [] \ { } ; : " < > ? , . /

Arial Regular should be used primarily for all copy where Eurostile is not used. Avoid using font size smaller than 9pt.

Arial Regular

Arial Bold

Arial Italic

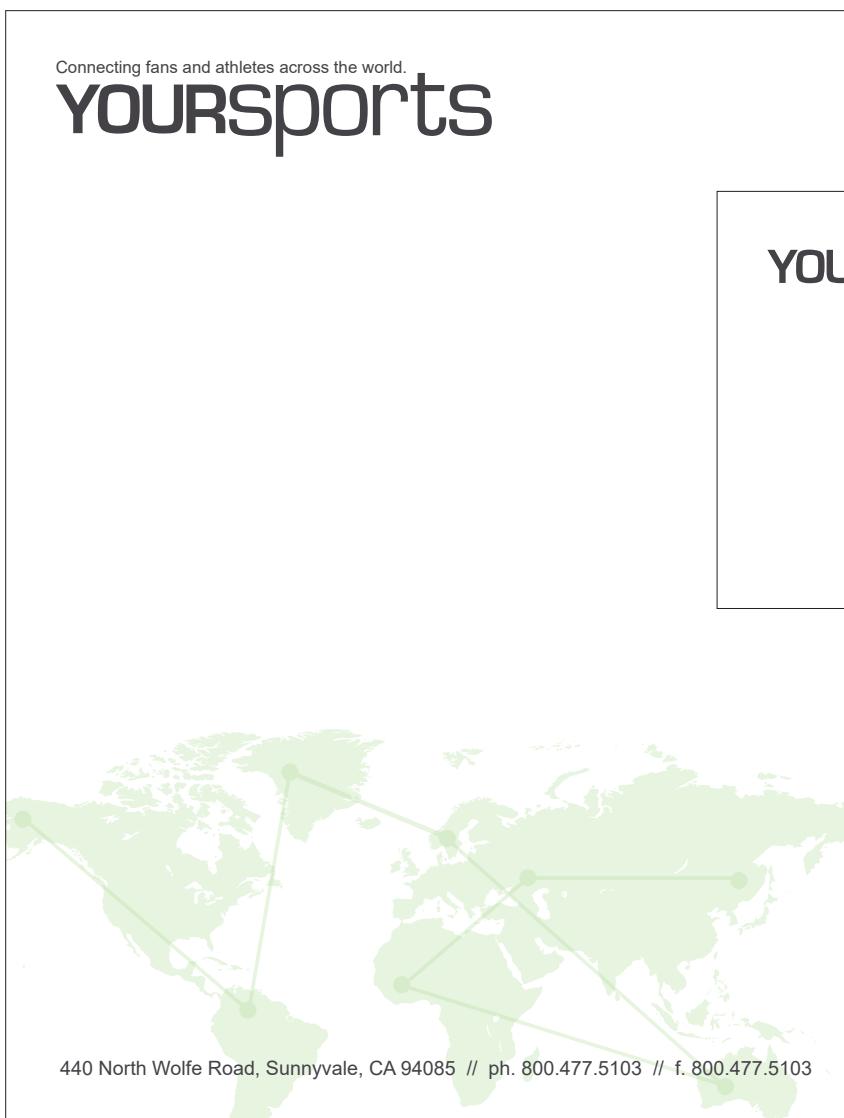
Imagery



Images should be sport focused with an off center focal point.
Images should show movement or action and with a slightly muted background and subjects saturated. Images should portray depth and elicit an emotional attachment to the sport.

When possible crop images to have a wide open space surrounding the subjects, that do not cut off the subjects extremities.

Stationary



Email Signature:

Chris McCoy // Founder and Fan

ph | 800.477.5103 x701
f | 800.477.5103

YourSports

UI KIT



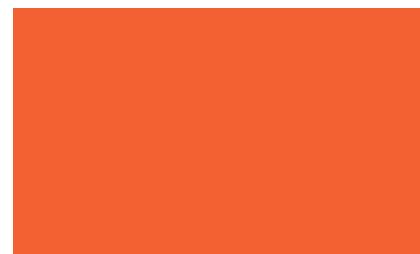
Color Palette



YS Blue Web

HEX #05476c

RGB 5 71 108



YS Red Web

HEX #f16135

RGB 241 97 53



YS Yellow Web

HEX #ffc809

RGB 255 200 9



YS Green Web

HEX #72bf44

RGB 114 191 68



YS Gray Web

HEX #444247

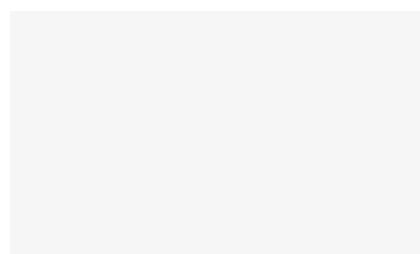
RGB 68 66 71



YS Light Gray Web

HEX #8f9095

RGB 143 144 149



YS Background Web

HEX #f6f6f6

RGB 246 246 246

Fonts

Header 1 {Arial 30pt / Color #444247}

HEADER 2 {Arial 25pt All Caps / Color #444247}

Header 3 {Arial 25pt / Color #444247}

This is body copy {Arial 20pt / Color #444247}: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse viverra feugiat magna, ac congue elit tempor dignissim. Vivamus ultrices auctor.

[This is an inline link](#) {Arial 20pt / Color #72bf44}

This is interaction text {Arial 15pt / Color #f16135}

This is secondary text {Arial 12pt / Color #8f9095}

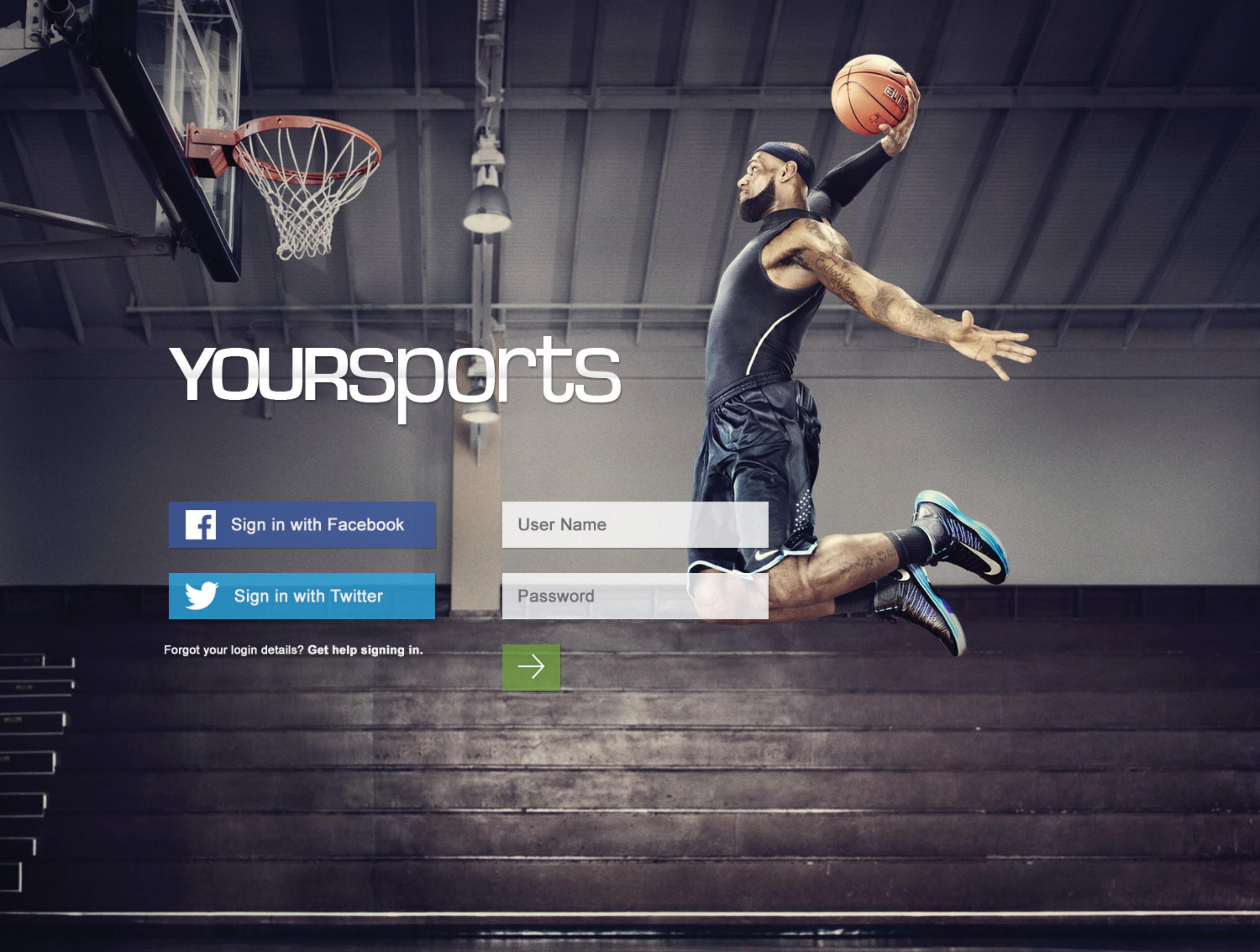
Yoursports.com is a social networking platform dedicated to connecting fans, athletes, and teams across the world. I worked as a UI designer with a team of designers and developers to create graphic elements, icons, high fidelity mock-ups, info-graphics, user flows, and brand identity.

This re-design proposal is based off of current UI design trends and my assessment of beta testing data.

{Visit the current site here}

WEB



A dynamic photograph of a basketball player in mid-air, performing a powerful dunk. He is wearing a dark tank top and shorts, with visible tattoos on his arms and legs. The basketball is held firmly in his right hand. The background shows the polished wooden floor of an indoor basketball court and a hoop in the upper left corner.

YOURSports



Sign in with Facebook



Sign in with Twitter

User Name

Password

Forgot your login details? [Get help signing in.](#)



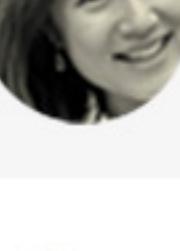
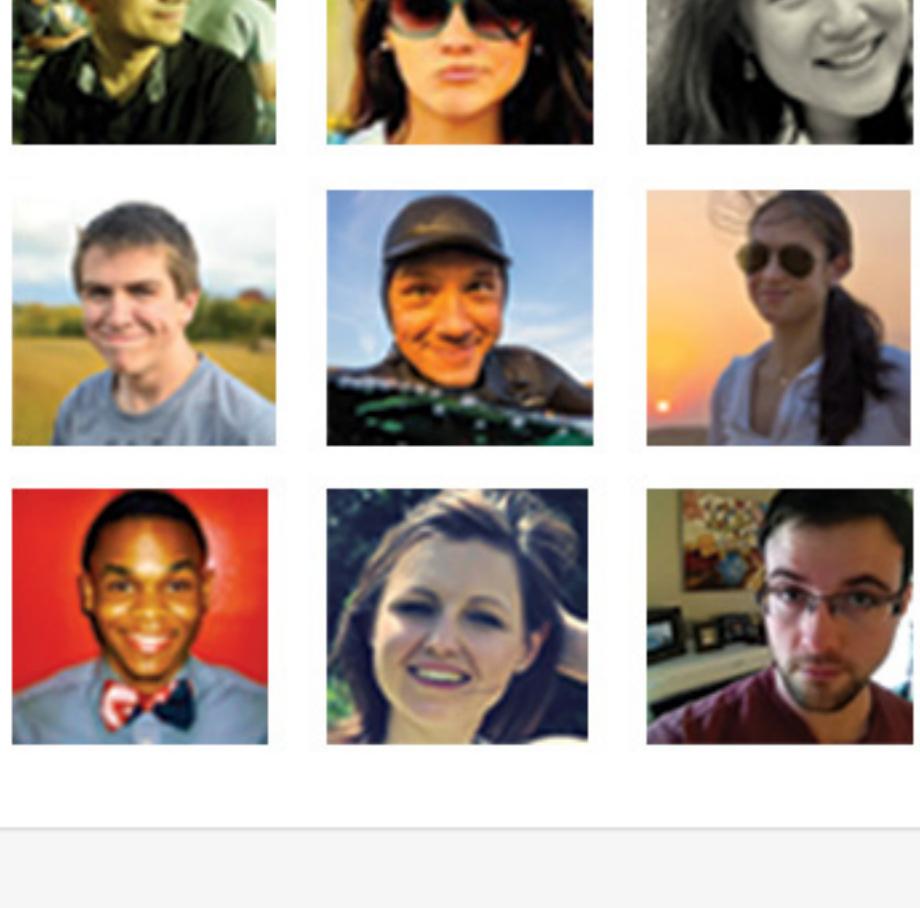


Chris McCoy

Chief Fan at YourSports.
Big believer that sports connect.

Fans

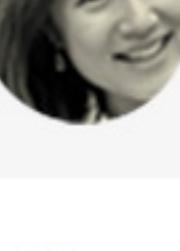
see more



Got Something to Say?

Cancel

Post



Frances Rios

1 hr · Portland, OR, USA

No snarkiness intended here: I wonder if any NFL teams gave Will Fuller a vision test?

Like · 12 likes | Comment | Share



Theresa Fenster

10 min · Santa Cruz, CA, USA

Should be a requirement of all teams, so is being snarky!

Like | Reply



Joseph McKenzie

5 min · Austin, TX, USA

If only I had a penny for every time you were snarky

Like | Reply



Maria Orange

Just Now · Portland, OR, USA

Should require the refs to have examines too!

Like | Reply



Nathan Radford

2 hr · Santa Cruz, CA, USA



Burnside: After years of breaking bad, Ribeiro trying to do right

John Russell/NHL/Getty Image Mike Ribeiro has had a season to celebrate in Nashville, for more than one reason. Nashville, Tenn. --- We talk often about "fit." Does a player fit with his... [Read More](#)

Like · 40 likes | Comment | Share



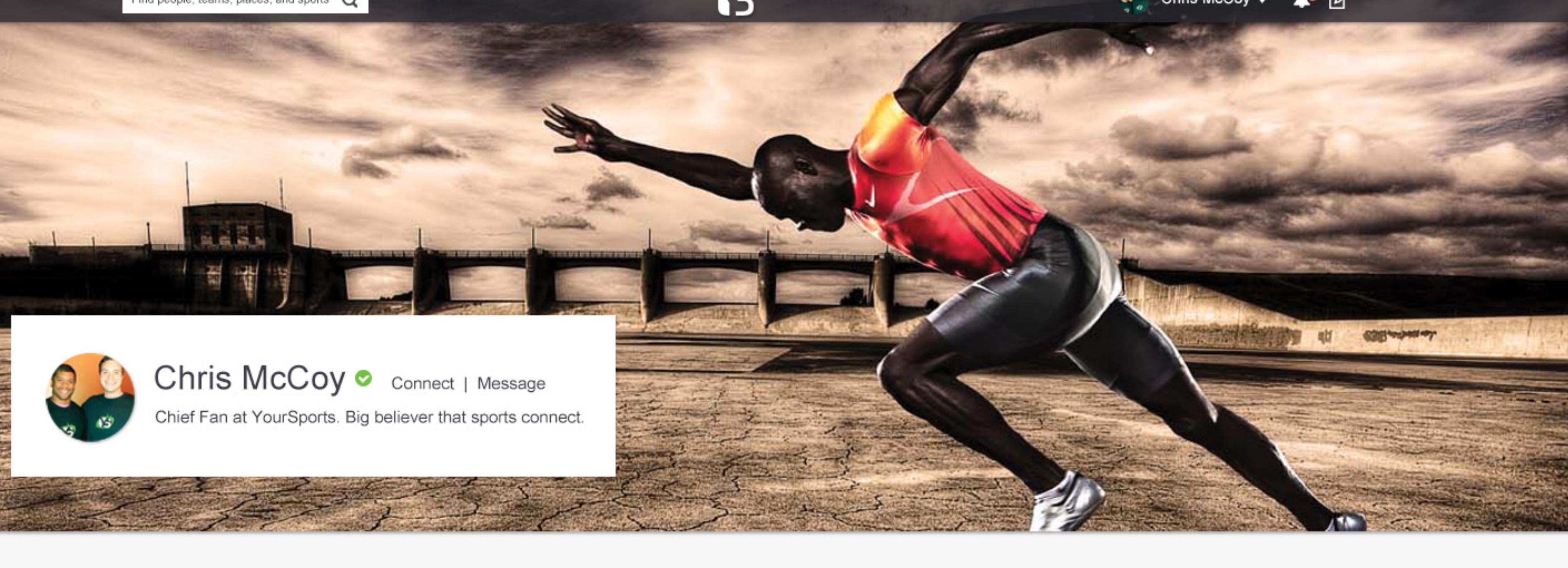
Elsa Owens

1 week ago · San Mateo, CA, USA

Went to see my Ducks this week, they always put on a good show! Even when we lose we still have the best time!



Like · 10 likes | Comment | Share



Chris McCoy Connect | Message

Chief Fan at YourSports. Big believer that sports connect.

About

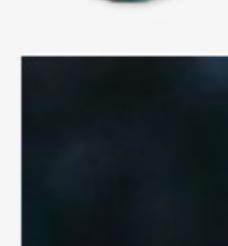
History: 2014 fantasy baseball champ...
Started YS in my dorm room 7+ years ago
because growing up sports connected my
hometown, my family, and my closest friends. I
thought if authentically connected online, then all
sorts of really cool things could happen.

From Seattle, WA

Played Soccer, Baseball, and Track

Favorite Team Seattle Sea Hawks

NEWS TEAMS STATS MORE ▾



Chris McCoy shared ESPN's video

1 hr · San Mateo, CA, USA

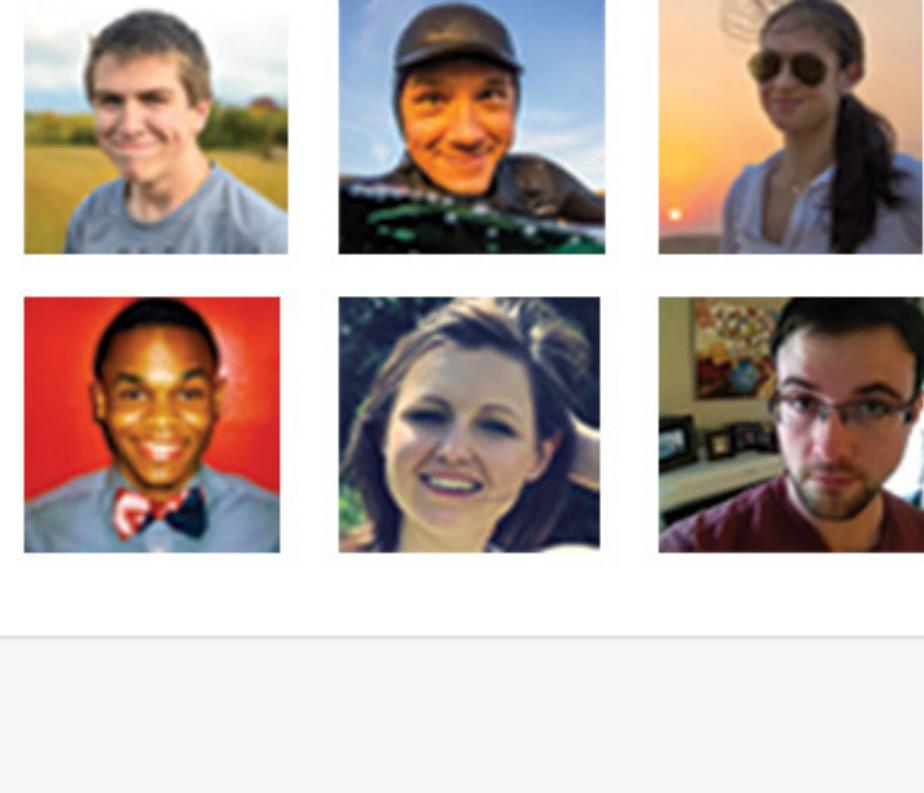


Carlisle: Patchwork defense dooms U.S.

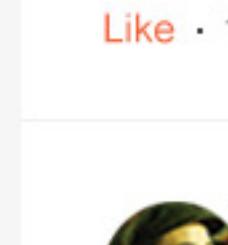
Friday's World Cup qualifying defeat to Guatemala was arguably the U.S.'s worst loss under Jurgen Klinsmann, and it makes Tuesday's rematch a must-win.

[Like](#) · 40 likes | [Comment](#) | [Share](#)

Fans



see more



Chris McCoy

Yesterday · San Mateo, CA, USA

Well yes, half the teams make the playoffs, Joe. So it's not quite as big of a deal.

[Like](#) · 12 likes | [Comment](#) | [Share](#)

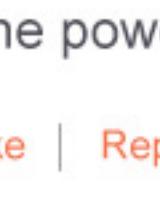


Jack Silbernegal

12 hr · San Mateo, CA, USA

It's not a big deal till your team makes the playoffs. GO SHARKS!

[Like](#) | [Reply](#)



Chris McCoy

30 min · San Mateo, CA, USA

Playoffs or not, your still going to need a miracle to win it all

[Like](#) | [Reply](#)

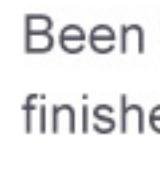


Dave Palmer

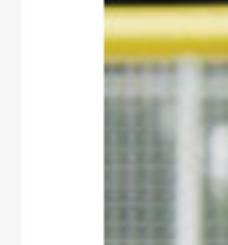
14 hr · San Mateo, CA, USA

The power of positivity, keep livin the dream man!

[Like](#) | [Reply](#)



[Comment](#)



Chris McCoy added 14 new photos

1 week ago · San Mateo, CA,

Been working with this team for the past two years and they have given their all. We just finished the season and I am super proud of them, 3rd in the league!!



[Like](#) · 10 likes | [Comment](#) | [Share](#)



Chris McCoy Connect | Message

Chief Fan at YourSports. Big believer that sports connect.

About

History: 2014 fantasy baseball champ...
 Started YS in my dorm room 7+ years ago
 because growing up sports connected my
 hometown, my family, and my closest friends. I
 thought if authentically connected online, then all
 sorts of really cool things could happen.

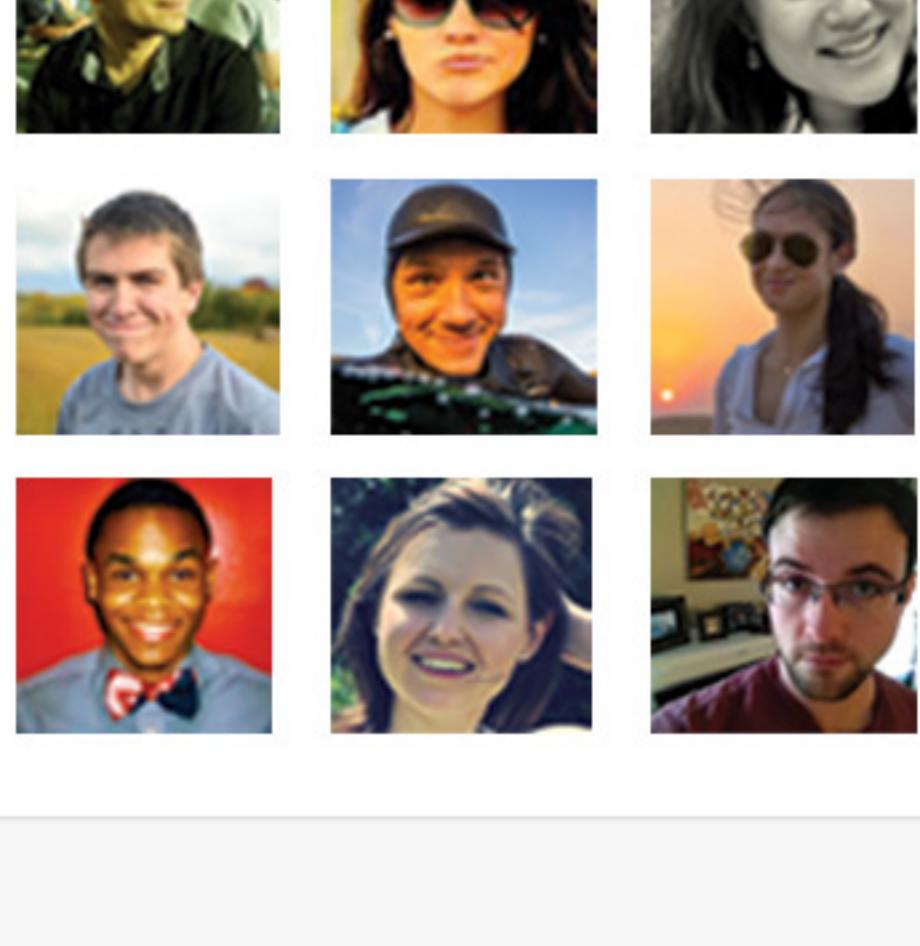
From Seattle, WA

Played Soccer, Baseball, and Track

Favorite Team Seattle Sea Hawks

Fans

see more



NEWS TEAMS STATS MORE ▾

NHL ▾

TEAM

VANCOUVER CANUKS

GOALS SHOTS HITS

3 28 24

POWER PLAY GOALS

0

MOST GOALS BY PLAYER

PLAYER NAME HORVAT

TEAM

ANAHEIM DUCKS

GOALS SHOTS HITS

2 36 30

POWER PLAY GOALS

1

MOST GOALS BY PLAYER

PLAYER NAME THOMPSON

TEAM

WASHINGTON CAPITALS

GOALS SHOTS HITS

4 47 22

POWER PLAY GOALS

1

MOST GOALS BY PLAYER

PLAYER NAME OSHIE

TEAM

COLORADO AVALANCHE

GOALS SHOTS HITS

2 19 10

POWER PLAY GOALS

1

MOST GOALS BY PLAYER

PLAYER NAME LADESKOG

TEAM

CHICAGO BLACKHAWKS

GOALS SHOTS HITS

5 27 13

POWER PLAY GOALS

1

MOST GOALS BY PLAYER

PLAYER NAME PANARIN

TEAM

BOSTON BRUINS

GOALS SHOTS HITS

6 28 29

POWER PLAY GOALS

2

MOST GOALS BY PLAYER

PLAYER NAME KREJCI

TEAM

WINNIPEG JETS

GOALS SHOTS HITS

4 32 23

POWER PLAY GOALS

0

MOST GOALS BY PLAYER

PLAYER NAME WHEELER

TEAM

ST. LOUIS BLUES

GOALS SHOTS HITS

5 30 21

POWER PLAY GOALS

0

MOST GOALS BY PLAYER

PLAYER NAME SCHWARTZ

TEAM

DETROIT RED WINGS

GOALS SHOTS HITS

3 29 18

POWER PLAY GOALS

1

MOST GOALS BY PLAYER

PLAYER NAME SHEAHAN

TEAM

MINNESOTA WILD

GOALS SHOTS HITS

2 22 22

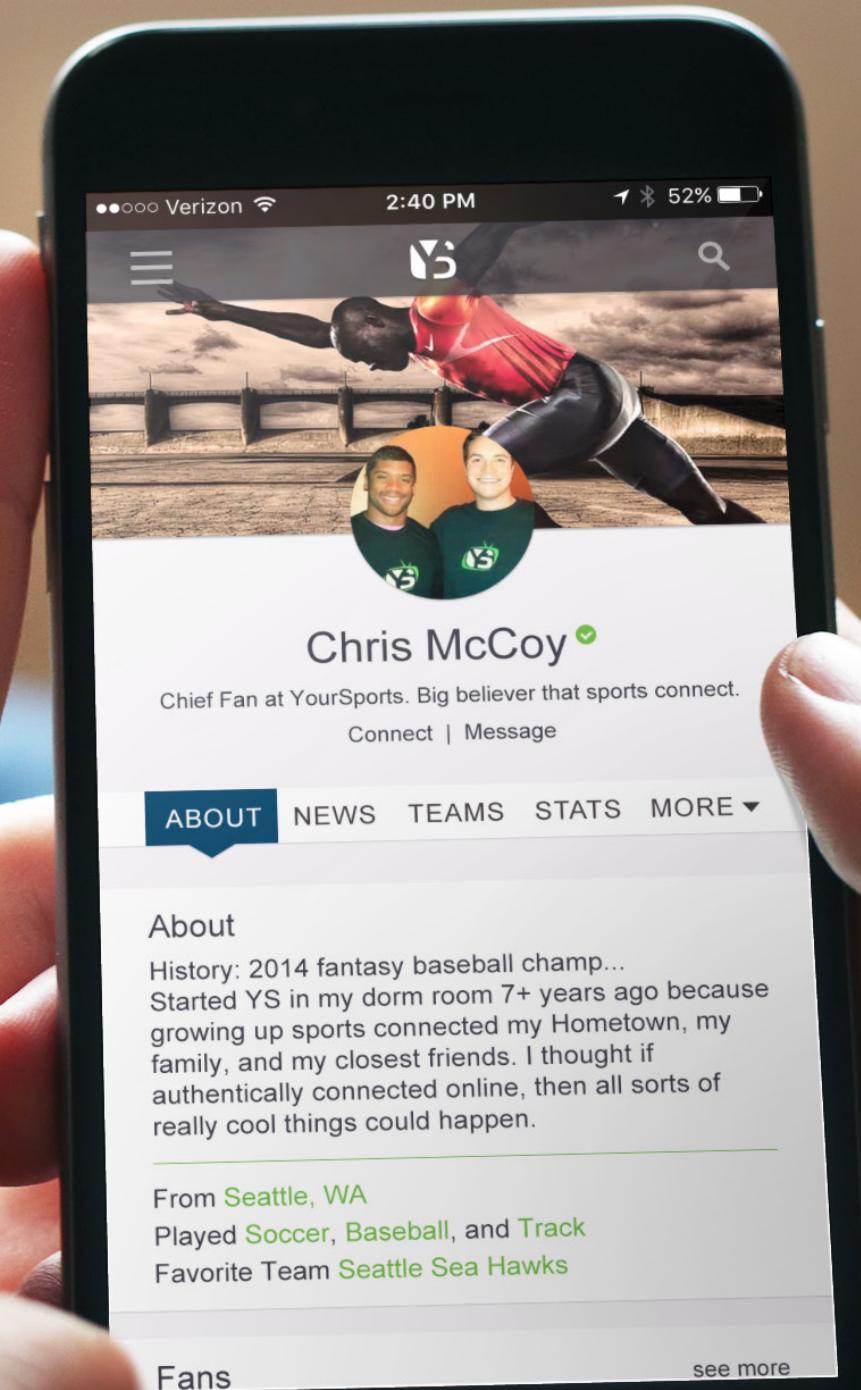
POWER PLAY GOALS

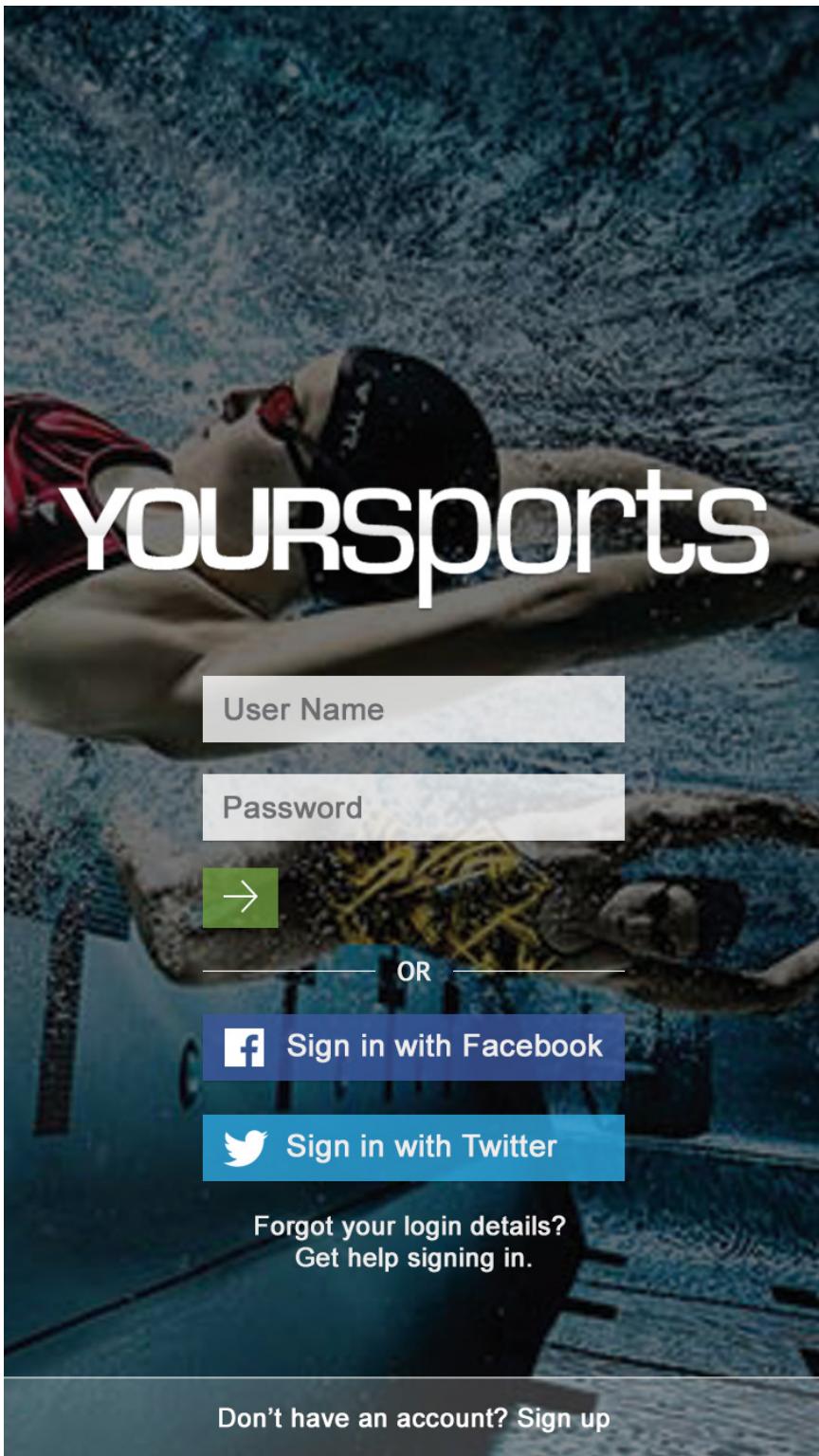
0

MOST GOALS BY PLAYER

PLAYER NAME GRANLUND

MOBILE





The image shows Chris McCoy's profile page on YourSports. At the top, there is a banner featuring a person in a red athletic outfit performing a high jump over a bridge. Below the banner is a circular profile picture of Chris McCoy and another person. The main title is "Chris McCoy" with a green checkmark. Below the title is the bio: "Chief Fan at YourSports. Big believer that sports connect." With "Connect" and "Message" buttons underneath. A navigation bar below the bio includes "ABOUT" (which is highlighted in dark blue), "NEWS", "TEAMS", "STATS", and "MORE ▾". The "About" section contains a history: "History: 2014 fantasy baseball champ... Started YS in my dorm room 7+ years ago because growing up sports connected my Hometown, my family, and my closest friends. I thought if authentically connected online, then all sorts of really cool things could happen." It also lists "From Seattle, WA", "Played Soccer, Baseball, and Track", and "Favorite Team Seattle Sea Hawks". The "Fans" section shows a "see more" link and a row of small profile pictures.

The image shows a screenshot of the YourSports mobile application. At the top, there is a navigation bar with a menu icon, the YourSports logo, and a search icon. Below the navigation bar, there is a placeholder for a user's profile picture with the text "Got Something to Say?". Underneath this, there is a horizontal menu with tabs for "NEWS" (which is highlighted in blue), "TEAMS", "STATS", and "MORE ▾".

The main content area displays a post by "Frances Rios" from 1 hr ago in Portland, OR, USA. The post reads: "No snarkiness intended here: I wonder if any NFL teams gave Will Fuller a vision test?". Below the post are interaction buttons for "Like" (12 likes), "Comment", and "Share", followed by a link to "4 comments".

Below this post, there is another user profile for "Nathan Radford" from 2 hr ago in Santa Cruz, CA, USA. A large image of a man in a baseball cap speaking into microphones is displayed, with the caption "Burnside: After years of breaking bad, Ribeiro trying to do right".

The image shows a screenshot of the YourSports mobile application focusing on NHL statistics. At the top, there is a navigation bar with a menu icon, the YourSports logo, and a search icon. Below the navigation bar, there is a large image of a man in a red shirt performing a handstand on a wooden floor.

The main content area displays a user profile for "Chris McCoy" with the title "Chief Fan at YourSports. Big believer that sports connect.". Below the title are "Connect" and "Message" buttons. There is also a horizontal menu with tabs for "ABOUT", "NEWS", "TEAMS", "STATS" (which is highlighted in blue), and "MORE ▾".

The main content area is titled "NHL ▾" and displays a table of NHL team statistics. The table has columns for TEAM, GOALS, SHOTS, and HITS. The data is as follows:

TEAM	GOALS	SHOTS	HITS
VANCOUVER CANUKS	3	28	24
ANAHEIM DUCKS	2	36	30
DETROIT RED WINGS	3	29	18
MINNESOTA WILD	2	22	22

4



1

State Beach

DATE		
<input checked="" type="checkbox"/>	T	#
<input checked="" type="checkbox"/>	T	#

DRAFT		
<input checked="" type="checkbox"/>		#
Goals	Note	Rate
#	#	#
<input checked="" type="checkbox"/>		#
Goals	Note	Rate
#	#	#

Dante

	*	#
	*	#
<hr/>		
TEAM 1		TEAM 2
#	Goals	#
#	Shots	#
#	Pk's	#

+	<input checked="" type="checkbox"/>		

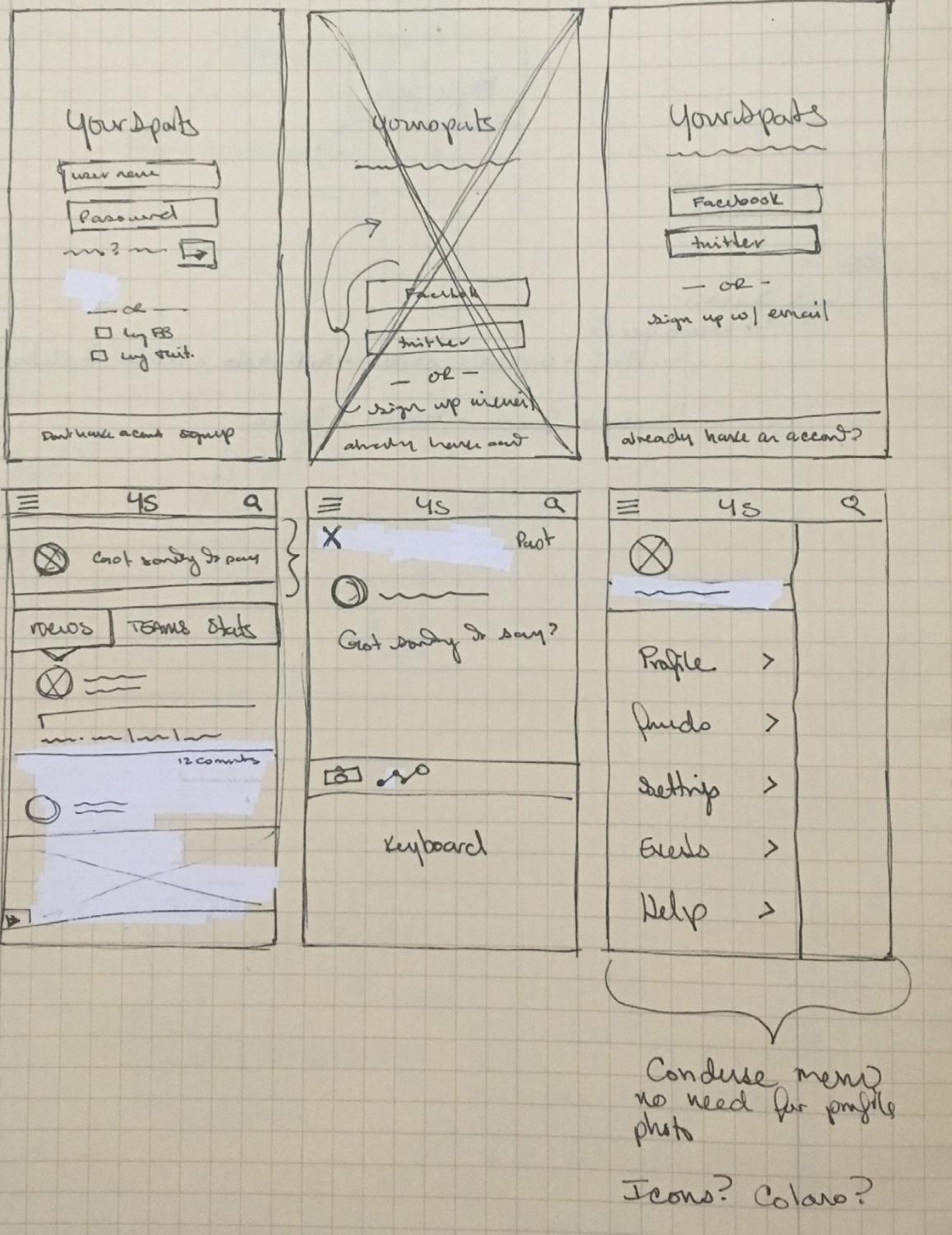
Gangs # # #

vertical layout

12

Yoursports.com // iPhone

Login Stream



13

