BRAND GUIDELINES

BALLSAPP

Our Logo

Our logo is our brand's most important element. It is a unique and bold signifier of the BallsApp brand.

BALLSAPP

Logo Color

The BALLSAPP logo is the most important element of our brand. It's unique, bold, and instantly recognizable.

The dynamic shapes in the logo reflect energy, motion, and team spirit—core values of BALLSAPP. The solid, capital letterforms stand for stability and reliability.

- If the background is light (e.g., white), use the black logo.

- If the background is dark (e.g., black, blue, gradient), use the white logo.

- When used over photography or colored backgrounds, the white logo is allowed—but make sure it remains clear and legible.

- Never use the logo in any other colors or with effects that reduce its clarity.
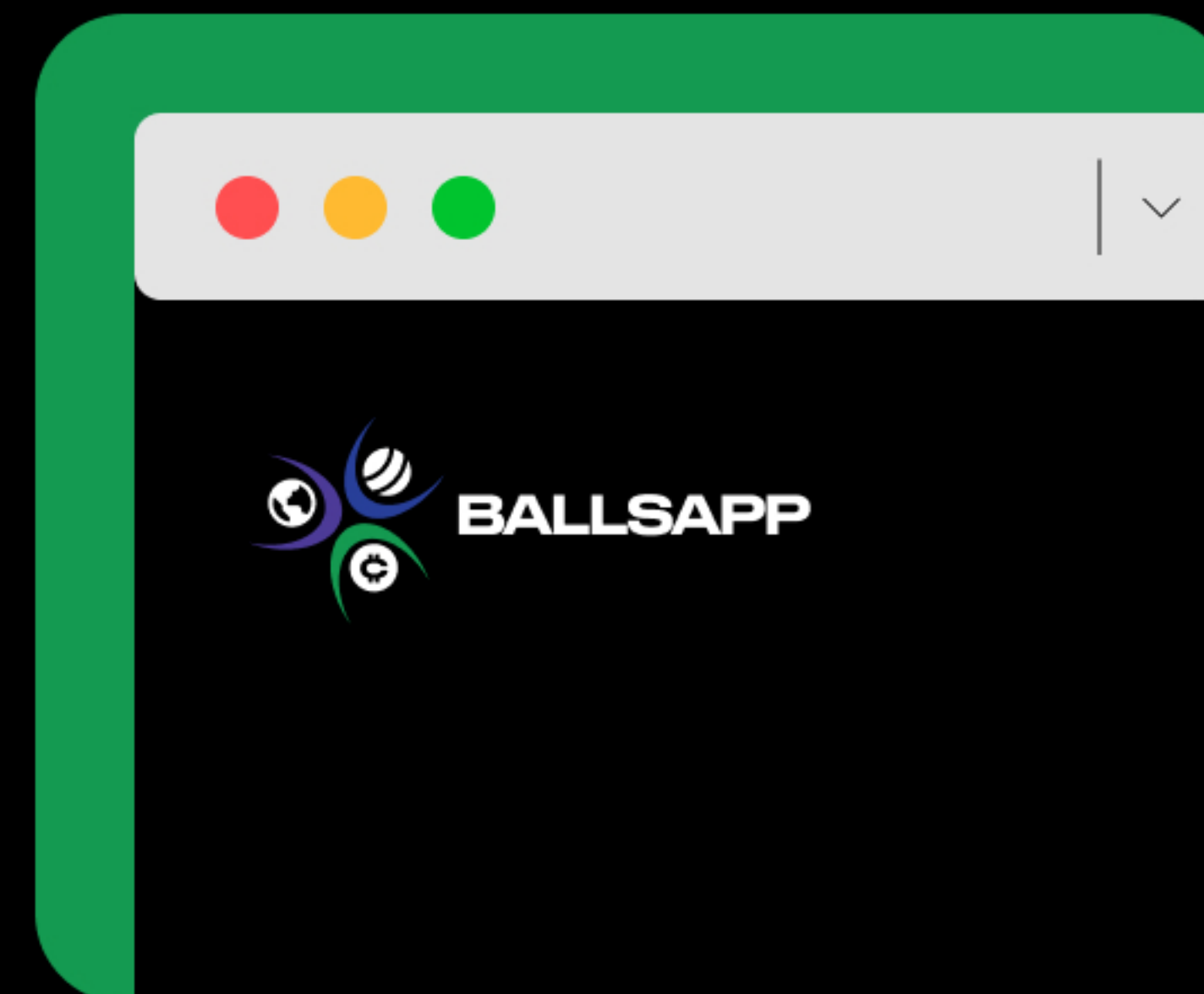
BALLSAPP

Clearspace

Minimum Size

For clarity across digital and print applications our logo should never be reproduced at any size below the adjacent guidance.

Clear Space

To look its best, our logo needs space to stand out. We have defined parameters to make sure no other elements encroach on this clear space.

BALLSAPP

Don't(s)

Our logo is our most sacred asset. Please treat it with the utmost respect. Thank you.

Don't stretch it.

Don't angle it.

Don't switch places.

Do not use colored fill.

Our icon

To accompany our logo, we also utilize a brand icon.

The BALLSAPP icon is composed of three dynamic arcs, each holding a symbol representing global connection, digital assets, and sport. Together, they form a unified mark that reflects the brand's energy, versatility, and mission to connect worlds through motion and innovation.
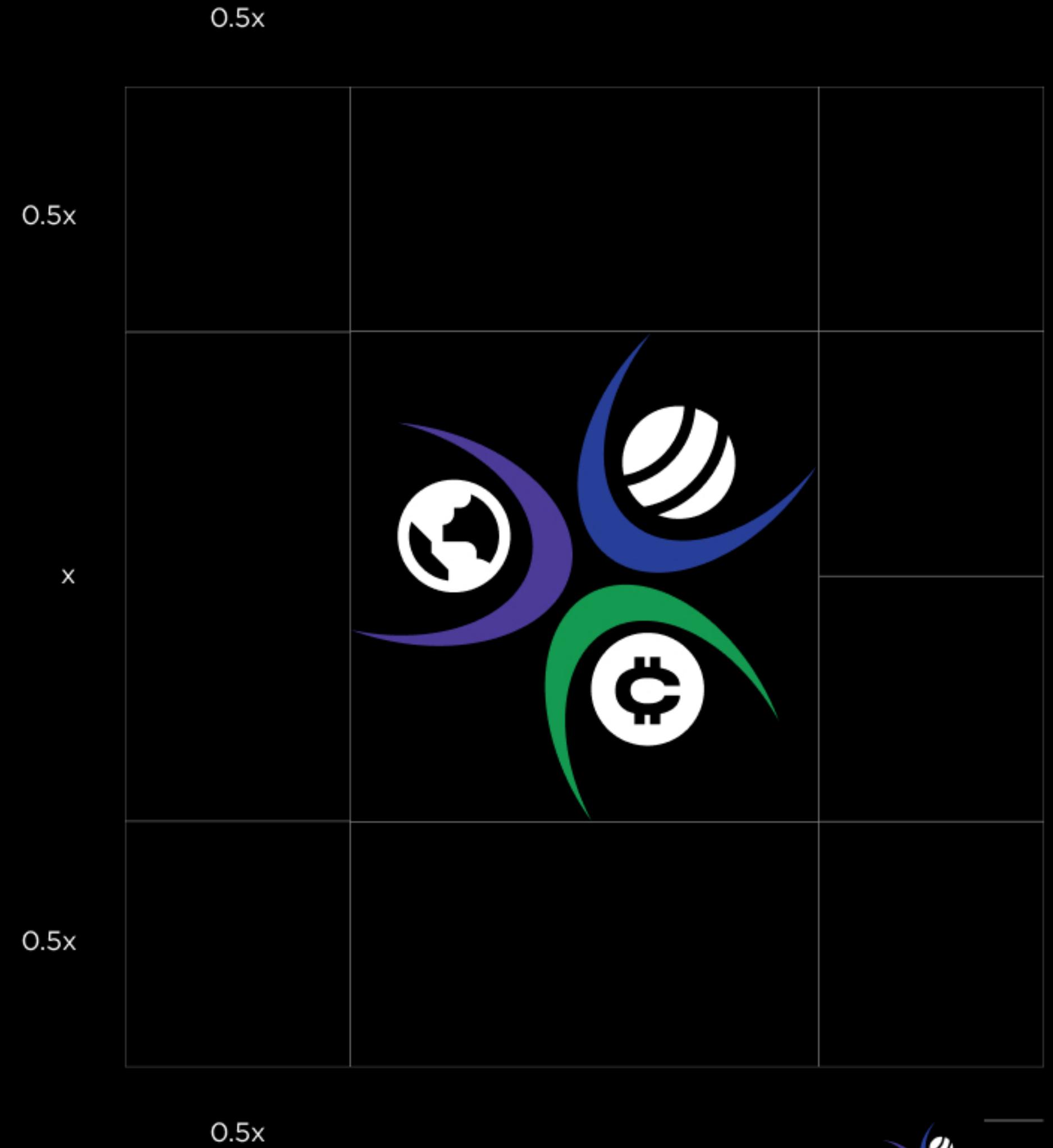
Icon size + spacing

Our icon is vital to our identity, so we always protect it from infringing elements.

We maintain a distance of 0.5x clear space around our icon at all times. 'x' is defined by the height of the icon.

Our icon is designed to be used small, but please avoid using it any smaller than 90px in height.

0.5x

0.5x

x

0.5x

0.5x

90pt

BALLSAPP

Primary colors

Our main set of colors includes the bold and timeless Core Black, the energetic Sport Blue, the trustworthy Trust Blue, and the imaginative Deep Violet. Complemented by the vibrant Fresh Green and Global Purple, these colors reflect the dynamic, diverse nature of the BALLSAPP brand.

Together, they're used across all brand communications — from product to promotion — creating a cohesive and powerful visual identity.

Sport Blue

HEX: #283F99
RGB: 40, 63, 153
CMYK: 74, 59, 0, 40

Global Purple

HEX: #4D3B98
RGB: 77, 59, 152
CMYK: 49, 61, 0, 40

Crypto Green

HEX: #159A51
RGB: 21, 154, 81
CMYK: 86, 0, 47, 40

Core Black

HEX: #080808
RGB: 8, 8, 8
CMYK: 0, 0, 0, 97

Gradient 1

Gradient 2

8

BALLSAPP

Primary Type

We use two primary typefaces across all of our communications: Druk Text Wide and Gotham Pro.

Druk Text Wide, bold and condensed, is reserved for headlines. With its powerful presence and tight letterforms, it brings confidence and energy to our key messages.

Gotham Pro is our go-to for body copy and supporting text. Available in Medium and Regular weights, it offers clean geometry, excellent readability, and a modern, versatile tone that balances the boldness of Druk.

Druk Text Wide

AaBbCc

Practice. Compete. Win.

Gotham Pro Medium

abcdefghijklmnopqr
stuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890!@#$%^&*

Gotham Pro Regular

abcdefghijklmnopqr
stuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890!@#$%^&*

BALLSAPP

Stylistics

The BALLSAPP visual language combines dynamic energy with premium clarity. Our use of dark backgrounds paired with vibrant lighting effects creates a high-impact, immersive look that reflects the intensity of sport and the precision of technology.

Typography is bold and commanding — led by strong, wide-set fonts like Druk Text Wide — while key words and phrases are emphasized through contrast, color, or motion.

Imagery features dramatic lighting, motion blur, and cinematic depth to highlight action and emotion. Accents like data visualizations, glows, and reflections reinforce our brand's foundation in performance, analytics, and growth.

PRACTICE
COMPETE
WIN

BallsApp

PRACTICE
COMPETE
WIN

Leaderboard

BallsApp

AI CRICKET
COACHING

Hear the voices of cricket legends give you real-time tips and advice as you practice.

BallsApp

TRACK YOUR
PROGRESS

Watch your averages improve over time. Be rewarded for practicing often.