

Fourth Official

Brand Guideline

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Overview

01

Overview

Brand Vision

Fourth Official aims to revolutionize the football predictions space by seamlessly integrating the art of analysis with the science of artificial intelligence. At the core of our ethos is the blending of football culture and cutting-edge tech, creating a betting intelligence platform that not only informs but inspires and entertains. We strive to become the go-to football media hub where data-driven insights come alive with personality and precision, enabling tech-savvy fans across Africa and Europe to unlock real-time success and shared experiences. Through community engagement, transparency, and innovative insights, Fourth Official is positioned to elevate the thrill of football predictions, making intelligent betting accessible for passionate fans worldwide.

Brand Voice

Dynamic, clever, and engaging: Fourth Official speaks with the savvy assurance of a die-hard football fan who's also a tech whiz. Our voice is sharp yet approachable, welcoming spirited debate and witty banter while providing clear, intelligent insights guided by AI. We combine the passion of the ultimate football fan with the precision of data analytics, making sure our community feels both the adrenaline of the match and the cool confidence of well-informed predictions. Informed, relatable, and playful—the voice of Fourth Official is your buddy in the bleachers with a futurist's edge.

Logo

02

Logo



FourthOfficial

Primary

The primary logo is the main representation of the brand and should be used in most situations. It reflects the brand's full identity and should appear in prominent placements such as websites, presentations, and marketing materials.

Logo



FourthOfficial

Secondary

The secondary logo maintains the same design as the primary logo but is presented in an alternate color variation. It is used when the primary color does not suit the background or specific visual context.

Logo



FourthOfficial

Tertiary

The tertiary logo is another color variation of the primary logo, designed to provide additional flexibility across different backgrounds and applications while maintaining brand consistency.

Logo Mark

Here are the three logo mark variations, primary, secondary, and tertiary. Each shown in a different color to ensure versatility and consistency across various backgrounds and use cases.



Primary



Secondary



Tertiary

Logo Clearspace

The logo clear space is defined as one-quarter (1/4) of the logo's total height. This area must remain free of any text, graphics, or other visual elements to ensure the logo maintains its visual impact and legibility across all applications.



Logo Clearspace



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Colors

03

Colors

HEX

#FFFFFF

HEX

#101963

Primary Colors

The colors shown here are the primary colors of the brand and serve as the foundation for all visual communications. These hues should be used consistently across all print and digital materials to maintain a cohesive and recognizable brand identity.

HEX

#59C587 - #54A700

Colors

Grayscale Color - 01

Cloud

HEX
#EDEEFF

Grayscale Color - 02

Smoke

HEX
#D3D6E0

Grayscale Color - 03

Steel

HEX
#BCBFCC

Grayscale Color - 04

Space

HEX
#9DA2B3

Grayscale Color - 05

Graphite

HEX
#6E7180

Grayscale Color - 06

Arsenic

HEX
#40424D

Grayscale Color - 07

Phantom

HEX
#1E1E24

Grayscale Color - 08

Black

HEX
#000000

Secondary Colors

The colors shown here are the secondary colors of the brand. They are intended to complement the primary palette and can be used to add variety and flexibility across different design elements while still maintaining brand consistency.

Typography

O4

Typography

Poppins

Light

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 ° (! " # \$ % & ? @)

Regular

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 ° (! " # \$ % & ? @)

Medium

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 ° (! " # \$ % & ? @)

Semibold

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 ° (! " # \$ % & ? @)

Bold

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 ° (! " # \$ % & ? @)

ExtraBold

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 ° (! " # \$ % & ? @)

This font represents the brand's primary typography and should be used across all communications to ensure a consistent and professional visual identity.

Typography

Type Scaling

64 Px

Heading 1

48 Px

Heading 2

32 Px

Subheader 1

24 Px

Subheader 2

18 Px

Paragraph 1

16 Px

Paragraph 2

Typography scaling ensures a consistent and harmonious visual hierarchy across all brand materials. By applying proportional size relationships between headings, subheadings, body text, and captions, we maintain readability while reinforcing brand identity. This system allows type to adapt seamlessly across different formats and devices, ensuring clarity and cohesion in every application.

Applications

05

Applications

This section demonstrates how the brand's visual elements, logo, typography, color palette, and imagery are applied across various touchpoints.



Thank You