

# SPORTAI Brand Style Guide

## Logo Concept

The SPORTAI logo combines geometric motion with an abstract AI or circuit design. It should communicate speed, intelligence, and modernity.

## Fonts

Headings: Montserrat (Bold, Uppercase)

Body: Lato (Regular)

Use bold styles for calls to action, and light or regular for body text.

## Color Palette

Primary Teal (#008080)

Accent Gold (#FFCC00)

Charcoal Background (#1B1F23)

Light Gray (#F4F4F4)



## Usage Guidelines

- Maintain ample spacing around the logo.
- Use primary teal for backgrounds or accents.
- Gold should be used for callouts, highlights, or energy effects.
- Avoid crowding the logo with text or using on complex image backgrounds.