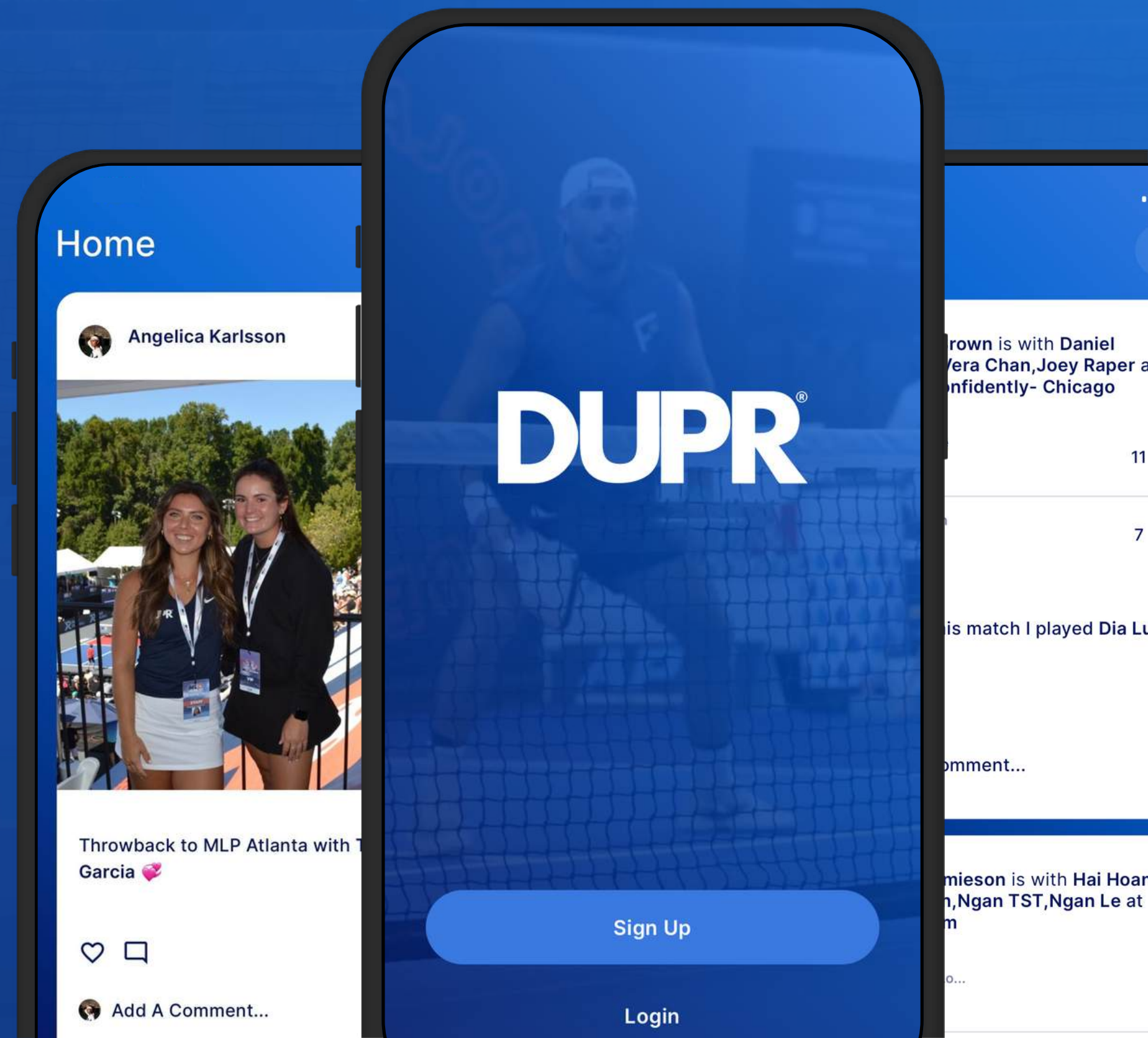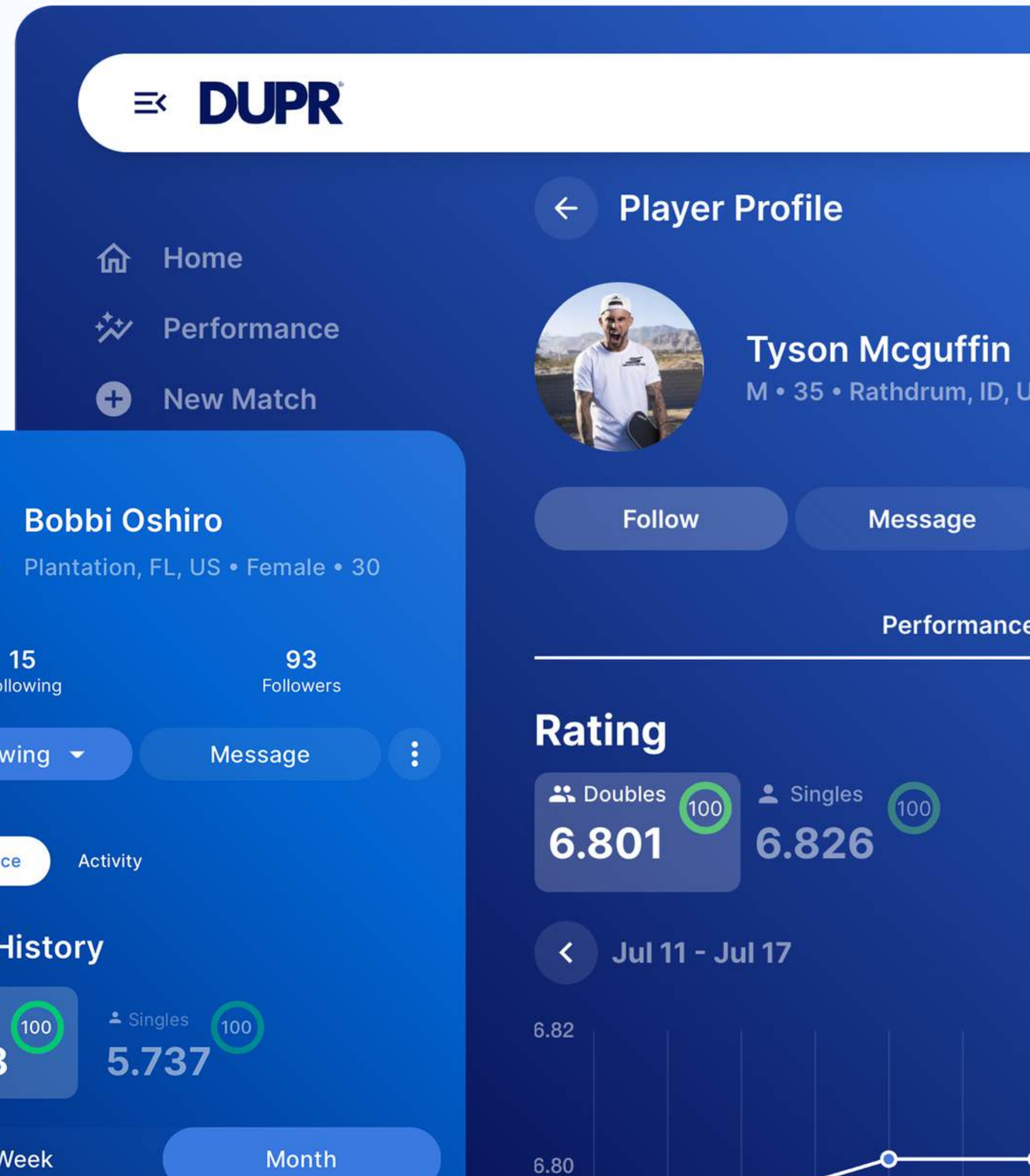# DUPR®

BRANDING STYLE GUIDE

ABOUT DUPR

DUPR (Dynamic Universal Pickleball Rating) is a free rating system for pickleball players, available to everyone regardless of age, gender, and location.

With DUPR, your rating provides a real-time assessment of your pickleball skill level based on your match results. Every match counts toward your rating, even if you are playing against someone who is unrated or new to DUPR.

The DUPR rating is a vital tool in helping players understand their skill level, ensuring fair and fun play against opponents of similar ability. It also offers valuable insights into current standings, helping players identify areas for growth and development. Through DUPR, players can easily connect with other players, follow their progress, and find events.

LOGO

Primary Logo: Our primary logo is a distinctive mark that embodies the abbreviation of our full name. It serves as the visual representation of our brand identity.

Alternative Logo: Our primary logo is complemented by an alternative version, where the abbreviation is spelled out beneath it. This version provides clarity on the meaning behind our logo, reinforcing our brand identity and message.

Link to download our logos

Primary Logo

DUPR®

Alternative Logo

DUPR®
DYNAMIC UNIVERSAL PICKLEBALL RATING

LOGO COLOR VARIATION

Our logo offers three color variations to suit diverse branding needs, maintaining brand consistency and enabling dynamic visual expression across platforms.

- The primary version features a deep navy blue *(#001762)*.

- A secondary blue option is also available *(#0f4299)*.

- Additionally, a white variation *(#ffffff)* ensures visibility on darker backgrounds.

Link to download our logos

Primary Blue (DUPR Navy)

Primary Blue (DUPR Navy)

Secondary Blue (DUPR Blue)

Secondary Blue (DUPR Blue)

White

White

CLEAR SPACE

To ensure the prominence and legibility of the logo, always surround it with a field of clear space.

We use the vertical height of the enclosed space within the letter *'P'* as a reference for the spacing around the logo.

Link to download our logos

LOGO USAGE

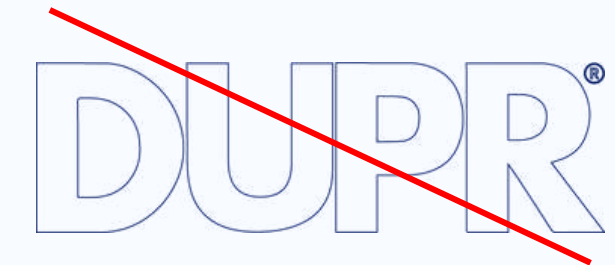Use only the approved, unmodified logo that is provided.

Use approved colors

DUPR®

DUPR®

Use white logo on dark, low contrast backgrounds

DUPR®

Do not outline the logo

DUPR®

Do not adjust the proportions

DUPR®

Do not alter the colors

DUPR®

DUPR®

Link to download our logos

BRAND TYPOGRAPHY

Our brand's typography plays a crucial role in conveying our identity and message. With **Bebas Neue** as our primary typeface, we aim to make bold statements and capture attention in headers and titles.

Primary Typeface - Bebas Neue
- Usage : Headers, Title, and Prominent Texts

Alternative Typeface - Montserrat
- **Montserrat - Bold :** Ideal for headers, titles, and emphasizing key points.

- **Montserrat - Regular :** Suitable for body text, paragraph subtitles, and maintaining readability in longer passages.

Bebas Neue

AA

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Montserrat

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890

WEB AND EMAIL TYPOGRAPHY

Inter will be used for all body text and interface elements on our website and in our email newsletters. It ensures that our text is accessible and legible on a variety of screen sizes and resolutions.

Inter - Bold

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

Inter - Regular

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

COLOR PALETTE

These colors are integral to our brand's visual identity and provide versatility and cohesion across all branding materials.

Primary Blue

HEX: #001762
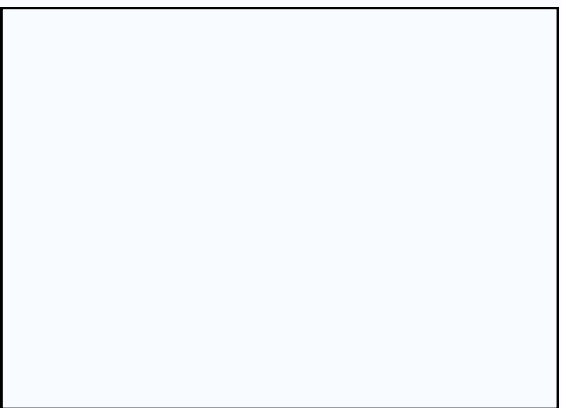**RGB:** 0, 23, 98
CMYK: 100, 95, 27, 30

Secondary Blue

HEX: #0f4299
RGB: 15, 66, 153
CMYK: 100, 85, 6, 0

Accent Blue

HEX: #187ae8
RGB: 0, 23, 98
CMYK: 78, 52, 0, 0

White

HEX: #ffffff
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0

Grey

HEX: #767891
RGB: 46, 47, 57
CMYK: 19, 17, 0, 43

VISUAL APPLICATION

Presented here is an example showcasing the seamless integration of our logos, fonts, and color palette.

Proper use of logo: White variation for dark backgrounds with clear space around it

Proper use of primary typeface (Bebas Neue) for titles/headers

Use of our brand colors (#187ae8 to #001762) aS gradient for backgrounds and foregrounds

Proper use of our alternative typeface (Montserrat - Regular) for subtitles