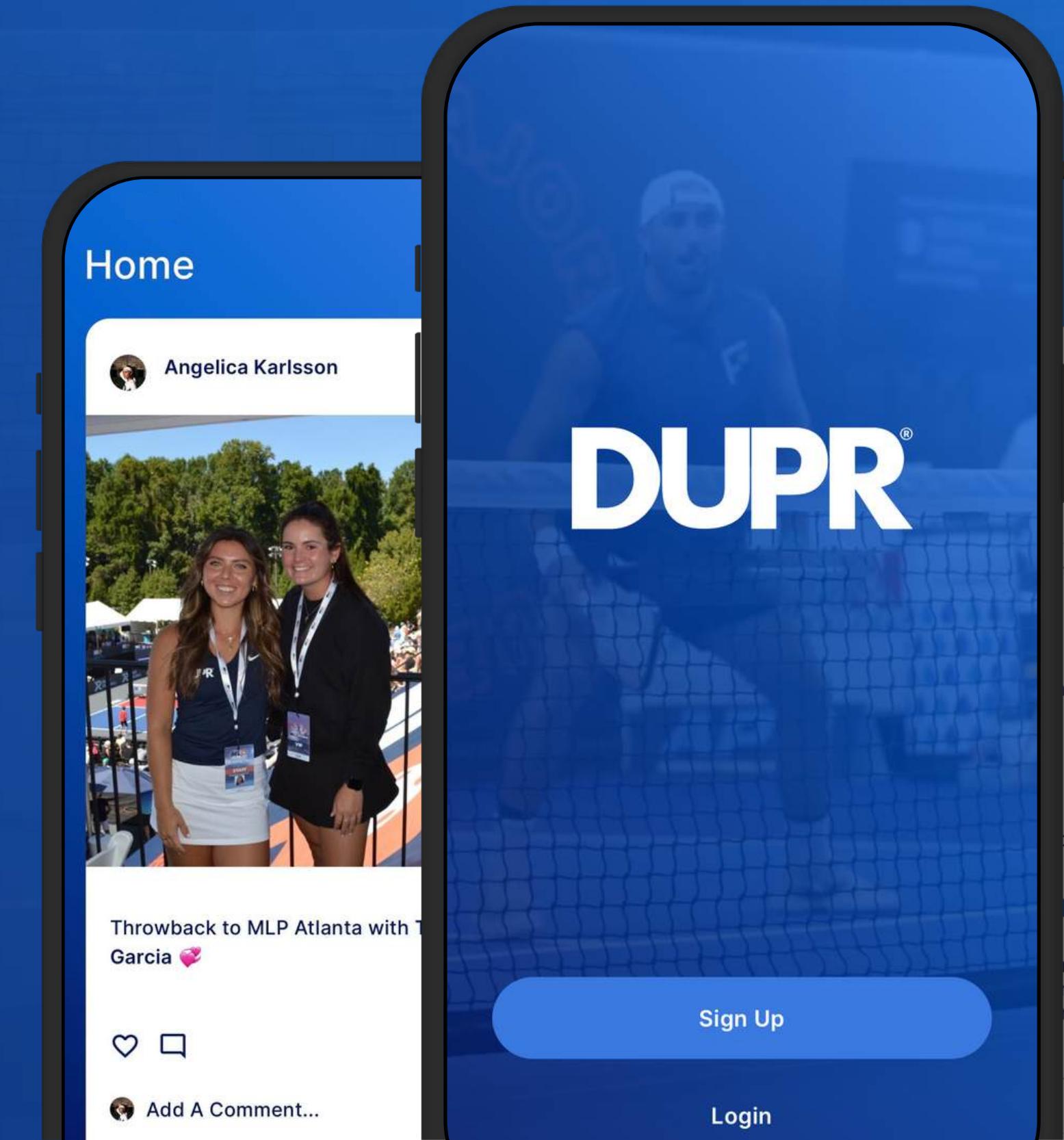


DUPR®

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.

The image shows the DUPR mobile application interface. At the top, there's a navigation bar with the DUPR logo and three options: Home, Performance, and New Match. Below this is a profile card for Bobbi Oshiro, a female player from Plantation, FL, US, aged 30, with 15 following and 93 followers. There are buttons for Following, Message, and a more menu. Below the profile is a section for Rating History showing Doubles at 5.858 and Singles at 5.737, with a Week/Month switch. To the right, another profile is shown for Tyson McGuffin, a male player from Rathdrum, ID, US, aged 35, with 100 following and 100 followers. There are buttons for Follow, Message, and Performance. A graph shows his rating history from July 11 to July 17, with a peak at 6.822 and a low at 6.801.

← Player Profile

Home

Performance

New Match

Bobbi Oshiro
Plantation, FL, US • Female • 30
15 Following 93 Followers
Following Message :
Performance Activity

Rating History
Doubles 100 5.858 Singles 100 5.737
Week Month

← Jul 11 - Jul 17
6.822 6.801

Tyson McGuffin
M • 35 • Rathdrum, ID, U
100 Following 100 Followers
Follow Message Performance

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



Alternative Logo



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

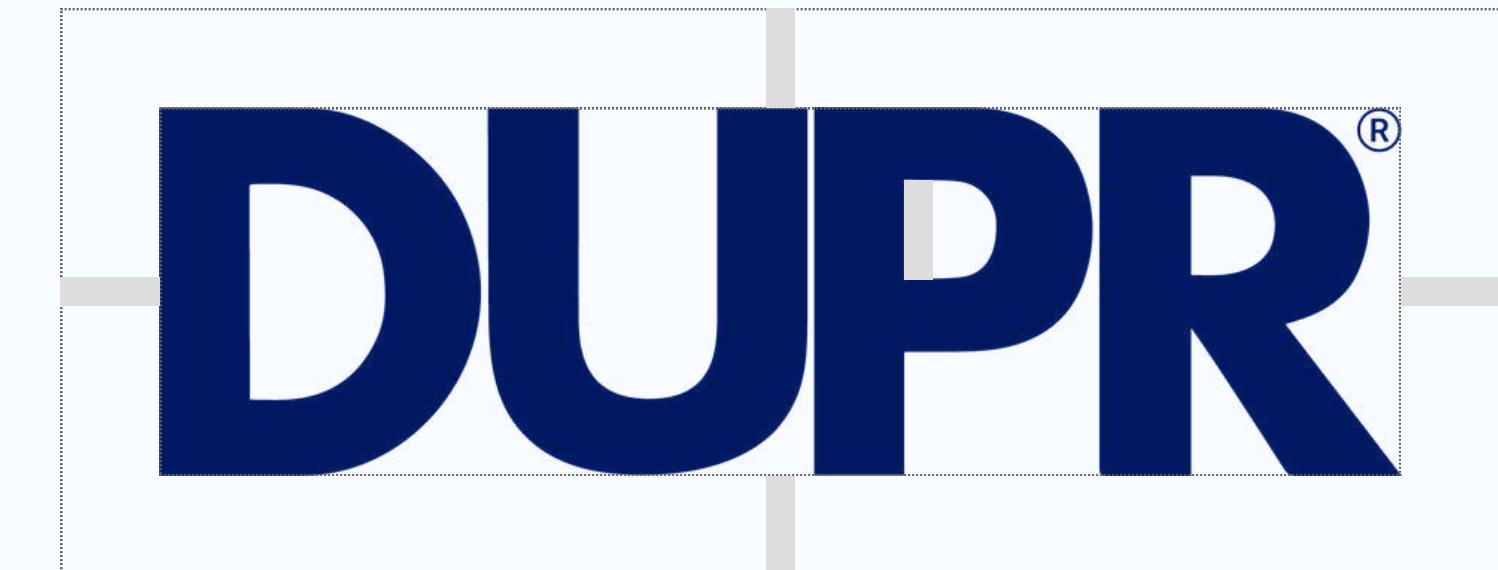


CLEAR SPACE

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.

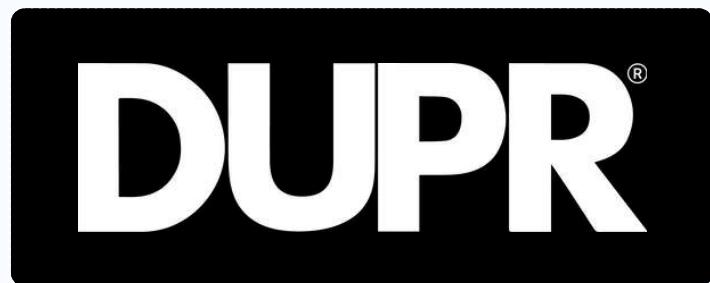
[Link to download our logos](#)



Use approved colors



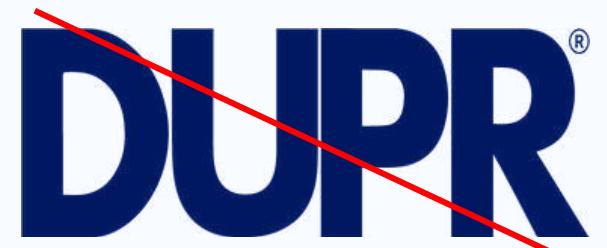
Use white logo on dark, low contrast backgrounds



Do not outline the logo



Do not adjust the proportions



Do not alter the colors



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.

A large, bold, dark blue letter 'A' followed by a smaller, regular weight dark blue letter 'a', both in the Bebas Neue font.

Bebas Neue

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
1 2 3 4 5 6 7 8 9 0

A large, bold, dark blue letter 'A' followed by a smaller, regular weight dark blue letter 'a', both in the Montserrat font.

Montserrat

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

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.

Aa

Inter - Bold

**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**

Aa

Inter - Regular

**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**

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

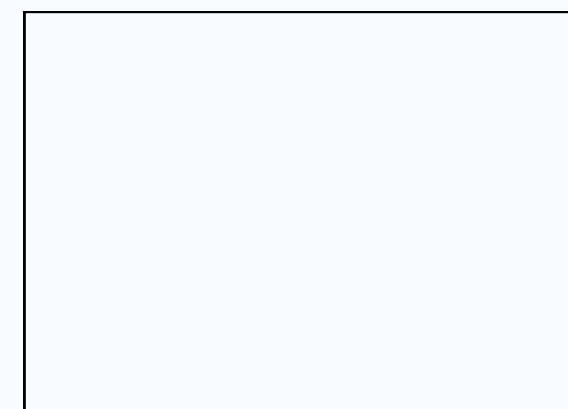


HEX: #187ae8

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