

# My Hockey Recruiting Brand Font Stack & Color System

## Purpose

This document defines the official typography and color system for My Hockey Recruiting. These guidelines ensure visual consistency, credibility, and clarity across web, mobile, and print applications.

## Brand Font Stack

### Primary Display / Wordmark Font

Used for logo wordmark inspiration, hero headlines, and emphasis moments.

**Google Font Recommendation:** Lobster

Fallbacks: Pacifico, cursive

### Primary UI & Headline Font

Used for headings, buttons, navigation, and section titles.

**Google Font Recommendation:** Montserrat (SemiBold / Bold)

Fallbacks: Gotham, Proxima Nova, Arial

### Body & Supporting Text

Used for paragraphs, descriptions, form labels, and long-form content.

**Google Font Recommendation:** Inter (Regular / Medium)

Fallbacks: Helvetica Neue, Arial

## Brand Color System

**Primary Blue** — #0D4FA3

Primary actions, banners, emphasis

**Deep Navy** — #0A3F86

Secondary accents, hover states

**Black** — #000000

Primary text, icons

**White** — #FFFFFF

Backgrounds, negative space

**Light Gray** — #F4F6F8

UI backgrounds, cards

**Mid Gray** — #9AA3AE  
Secondary text, borders

## **Accessibility & Usage Notes**

- Maintain high contrast between text and background for readability.
- Blue should represent trust, verification, and action—not decoration.
- Avoid using script fonts for body text or dense UI elements.
- Consistency matters more than variation.