Wilson Speed Academy

Full Design System

1. Brand Personality

Wilson Speed Academy embodies energy, discipline, and high performance. The brand is tailored for youth athletes, competitive runners, and individuals focused on speed development. It is bold, modern, reliable, and driven by results. The tone is motivational and energetic, conveying trust and momentum through visual and written communication.

2. Color Palette

Core branding colors with accessibility and dual-mode usage.

HEX: #151515   RGB: (21, 21, 21)   CMYK: (0, 0, 0, 92)

HEX: #5da5c8   RGB: (93, 165, 200)   CMYK: (54, 17, 0, 22)

HEX: #fefefe   RGB: (254, 254, 254)   CMYK: (0, 0, 0, 0)

3. Typography System

Headlines: Montserrat Bold - All caps for H1-H3 (Letter spacing: 1.2px, Line height: 120%)

Subheadlines: Montserrat Medium - Title case (Letter spacing: 0.8px, Line height: 130%)

Body Text: Open Sans Regular - Sentence case (Line height: 150%)

UI Labels: Open Sans SemiBold - All caps (Letter spacing: 1px)

Web Font Stack:

- Montserrat, 'Segoe UI', sans-serif

- Open Sans, Arial, sans-serif

Print Font Guidance:

Use Montserrat for headlines and Open Sans or Roboto for body.

4. Logo Usage

Minimum size: 1 inch diameter (print), 48px (web).

Clear space: Leave a margin equal to half the lightning bolt's height around all sides.

Acceptable Uses:

- Full color on white or black

- Monochrome (black or white)

Avoid:

- Stretching or skewing

- Altering colors

- Overlaying busy backgrounds without contrast layer

5. Iconography Style

Icon Grid: 24x24px for standard UI icons.

Stroke Width: 2px (outline icons), or filled when conveying emphasis.

Animation: Simple bounce or slide in for mobile UI onboarding.

Style: Geometric, clean, sharp corners where applicable (matching the bolt aesthetic).

6. Component Library

Buttons:

- Primary: Blue background, white text, rounded corners

- Secondary: Outline style

Inputs: Clean white field, 2px border, focus blue outline

Cards: Drop shadows, bold headers, modular

CTAs: Large font, centered, lightning bolt icon optional

Navigation: Sticky top bar, minimal on scroll

Dropdowns/Sliders: Bold labels, responsive spacing

7. Layout System

Grid: 12-column responsive (1140px max-width)

Mobile: Stack columns, 8-pt spacing units

Section Blocks: Hero > Value Prop > Testimonial > CTA

Margins: 32px desktop, 16px mobile

Ensure content stays vertically aligned to aid motion and clarity.

8. Social Asset Templates

Instagram: Bold stat overlays, athlete shots, energy lines.

Reels: 9:16 safe zones, use logo watermark bottom right

YouTube Thumbnails: High contrast, lightning effect frames

TikTok Overlays: Animated text in sync with beats, white/blue palette

Facebook Ads: Punchy messaging, track imagery, CTA-driven

9. Branded Imagery Style

Subjects: Youth runners, sprint drills, dynamic shots

Lighting: Natural with soft shadows, directional lighting

Angles: Low angles, side-trailing shots to emphasize speed

Overlays: Use semi-transparent black/blue for text contrast

10. Motion Design Rules

Transitions: Slide, zoom-in on section enter

Microinteractions: Button ripple, toggle animations

Loading States: Pulsing bolt or circular blue progress bar

Hover Effects: Shadow lift and color tint (blue gradient)

Use these rules in web UI and mobile app dashboards

11. Audio Branding (Optional)

Sound Identity: Percussive intro beats (90-110 BPM), swooshes symbolizing acceleration.

Voiceover: Confident, young male/female tone.

Use: Intros for YouTube, social reels, and app notifications.

12. Dark Mode Guidelines

Background: #121212

Text: White (#FEFEFE), contrast ratio 4.5:1 or better

Accent: Lightning Blue stays the same, secondary white or gray

Buttons: White border, filled on hover

Icons: White or blue stroke, no filled icons unless critical