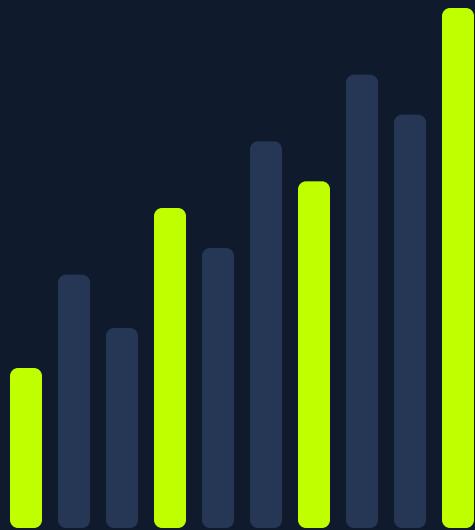


SnapStats

Brand Guidelines

Version 1.0 | February 2026

snapstats.app



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Brand Overview

SnapStats is a multi-sport SaaS platform for game stat tracking. Coaches, parent volunteers, and athletic staff use it to log every play during games in real time or after the fact from recorded video. Stats sync with game film for review, enabling analytics, player profiles, and season-over-season progression tracking.

WHO WE SERVE

Youth club sports, middle school, high school, and college programs across 15+ sports. The buyer is a head coach or athletic director. The daily users are assistant coaches, parent volunteer stat trackers, and players reviewing their own performance.

WHAT MAKES US DIFFERENT

- Every sport, one platform. Competitors are usually single-sport.
- Film sync. Stats are timestamped to video. Jump to any play.
- Track live at the game or later from recorded video. Your schedule.
- Self-service. Sign up and start tracking in minutes. No sales call.
- Mobile-first tracking UI designed for courtside and fieldside use.
- Affordable for youth clubs, not enterprise pricing.

POSITIONING STATEMENT

For coaches and athletic programs who need game stats without the complexity or cost of enterprise tools, SnapStats is the all-sport analytics platform that lets any team track every play, live or from recorded video, and sync it all to game film. Unlike Hudl or GameChanger, SnapStats covers 15+ sports on one platform, requires no sales call, and costs what a youth club can actually afford.

Logo and Wordmark

PRIMARY WORDMARK (DARK BACKGROUND)



SnapStats

WORDMARK (LIGHT BACKGROUND)



SnapStats

WORDMARK RULES

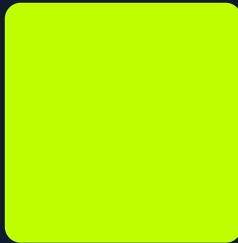
- Always written as one word: SnapStats (capital S, capital S)
- "Snap" in Electric Lime, "Stats" in White on dark backgrounds
- "Snap" in Deep Navy, "Stats" in Cool Slate on light backgrounds
- Minimum size: 24px font height for legibility
- Clear space: minimum 1x the cap height of "S" on all sides
- Never stretch, rotate, add effects, or alter the wordmark colors

APP ICON DIRECTION

The app icon should be a simple geometric mark (abstract upward-trending pulse line or stat bar chart) in Electric Lime on a Deep Navy background. No text in the app icon as it will not be legible at small sizes. The icon must work at both 1024px and 16px.

Color Palette

PRIMARY COLORS



Deep Navy

#0F1B2D

Primary BG

Electric Lime

#BFFF00

Accent / CTA



Cool Slate

#64748B

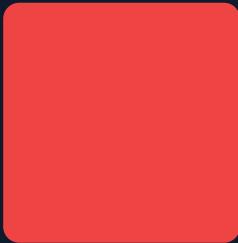
Secondary text



Off-White

#F8FAFC

Light surfaces



Signal Red

#EF4444

Live / Errors

EXTENDED PALETTE



Navy 800

#1A2942

Elevated dark



Navy 700

#253754

Hover states



Lime Dark

#99CC00

Accent hover



Green

#22C55E

Success



Amber

#F59E0B

Warning



Slate 900

#0F172A

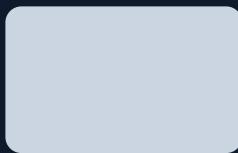
Dark surface



Slate 100

#F1F5F9

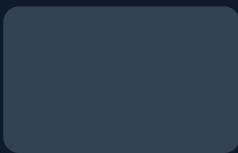
Alt rows



Slate 200

#E2E8F0

Light borders



Slate 700

#334155

Dark mode text

Color Usage Rules

DARK MODE (APP DEFAULT)

SnapStats defaults to dark mode. The app is used courtside, on fields, and in gyms with varying lighting. Dark mode reduces glare, saves battery on OLED screens, and gives the interface a scoreboard feel.



Dark mode (app)



Light mode (marketing)

CRITICAL RULES

- Never place Electric Lime text on white or light backgrounds. It fails accessibility contrast requirements.
- For CTAs on light backgrounds, use a Deep Navy button with white text, not lime.
- The lime accent should feel like a flash, not a flood. Use it for the single element you want someone to focus on.
- Signal Red is reserved for live game indicators, errors, and fouls. Never use red for branding or decoration.
- When sport-specific colors are needed (team colors, sport icons), overlay them on the navy base. Never let team colors replace the SnapStats palette.
- Dark mode uses background color shifts for elevation. A lighter navy on base navy communicates depth without heavy shadows.

Typography

FONT STACK

ROLE	FONT	WEIGHTS	USAGE
Headlines	Inter	700, 800	Titles, headers, hero text
Body	Inter	400, 500	Paragraphs, labels, UI text
Data / Stats	JetBrains Mono	400, 500, 700	Scores, timestamps, tables

WHY THESE FONTS

Inter is optimized for screens, free, widely supported, and has tabular figures built in. It reads cleanly at small sizes on mobile, critical for courtside use. JetBrains Mono gives stat displays consistent character widths and that live scoreboard feel.

TYPE SCALE (REM, BASE 16PX)

TOKEN	SIZE	LINE HT	WEIGHT	USAGE
text-xs	12px	1rem	400	Captions, timestamps
text-sm	14px	1.25rem	400, 500	Labels, table cells
text-base	16px	1.5rem	400, 500	Body, inputs, buttons
text-lg	18px	1.75rem	500	Card titles
text-xl	20px	1.75rem	600	Subheaders
text-2xl	24px	2rem	700	Section headers
text-3xl	30px	2.25rem	700	Page titles
text-4xl	36px	2.5rem	800	Hero headlines
text-5xl	48px	1	800	Marketing hero, big stats
text-stat	60px	1	700	Large stat display

TYPOGRAPHY RULES

- Headlines can be uppercase for short phrases (3 words or less). Title case for longer.
- Never use italic for emphasis in the UI. Use weight (Medium or Bold) instead.
- Stat numbers always use JetBrains Mono regardless of context.
- Max line length for body text: 65 characters.

Voice and Tone

The sideline assistant who just gets it.

Not a tech company talking to coaches. Not a sports brand pretending to be software. SnapStats sounds like the most organized assistant coach on staff. Fast, clear, no ego, always ready.

BRAND PERSONALITY

BE THIS

Quick and direct
Confident
Inclusive
Sporty and energetic
Helpful

NOT THIS

Wordy or corporate
Salesy or hype-y
Gatekeepy or jargon-heavy
Bro-y or gender-skewed
Pushy

VOICE EXAMPLES

YES

"Track every play. Sync it to film. See what you missed."
"Your stats, timestamped to the second. Scrub to any moment."
"Record the game. Log the stats whenever you want. We'll handle the rest."

NO

"Revolutionary AI-powered analytics platform disrupting youth sports."
"The ultimate game-changing solution for coaches everywhere!"

WRITING RULES

- Short sentences. Active voice. Lead with the verb: Track. Sync. Review. Export.
- Use sport language naturally (courtside, film room, game day), not tech jargon.
- Address users as "you" and "your team." Never "our users" or "customers."
- Button labels: 1-2 words preferred. "Start Tracking" not "Click here to begin."
- Error messages: Say what happened and what to do next.
- Empty states: Encouraging, not blank. "No games yet. Create your first game."

Photography and Media

PHOTOGRAPHY STYLE

Real game moments. Candid courtside shots. Coaches on tablets. Not stock photo perfection. The imagery should feel gritty, authentic, and in-the-moment. Show the reality of game day, not a polished version of it.

USE

- Action shots during games
- Coaches using devices courtside
- Parent volunteers in the stands
- Real locker room / bench moments

AVOID

- Posed team photos
- Overly polished studio shots
- Corporate stock imagery
- Generic sports silhouettes

SCREENSHOTS

Use dark mode app screenshots as the default for all marketing materials. They look better and match the brand identity. Always show real data in screenshots, not placeholder text.

VIDEO

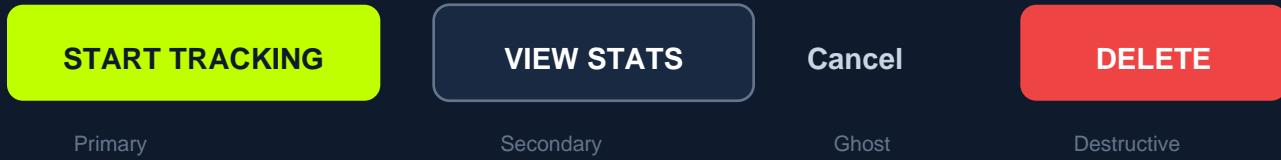
Short, punchy demo clips. Show the tap-to-track flow in real time. 15 to 30 seconds max for social clips. Let the product speed speak for itself.

ILLUSTRATIONS

Minimal. If needed, use simple geometric line illustrations in lime on navy. Not cartoon-style. Think data visualization aesthetics, not mascots.

UI Component Patterns

BUTTONS



Primary buttons: Electric Lime background with Deep Navy text (dark mode) or Deep Navy background with white text (light mode). Minimum padding: 12px vertical, 24px horizontal. Border radius 8px. Uppercase for short labels (1-2 words), sentence case for longer labels.

CARDS

Dark mode: #1A2942 background with #334155 border (1px), 12px radius, subtle shadow. Light mode: white background with #E2E8F0 border (1px), 12px radius, medium shadow. Standard padding: 24px. Always maintain clear hierarchy: title, meta, body, actions.

FORMS AND INPUTS

Minimum height 44px for touch targets. Focus state: Electric Lime 2px border with subtle glow. Error state: Signal Red border with red error text below. Border radius 8px.

DATA TABLES

All numeric data in JetBrains Mono. Alternating row backgrounds (base navy and navy-800). Bold uppercase header row with wider letter spacing. Horizontal dividers only, no vertical cell borders. 12px vertical and 16px horizontal cell padding.

STAT TRACKING BUTTONS (COURTSIDE UI)

The most critical interactive elements in the entire app. Minimum touch target 48px (prefer 56-64px). Clear visual distinction between stat types. Immediate press feedback. Undo always accessible and prominent. Minimum 8px gap between buttons to prevent mis-taps. Group related stats visually.

LIVE GAME INDICATORS

Pulsing red dot (Signal Red) with 2-second CSS animation for live games. "LIVE" badge: Signal Red background, white uppercase text, small radius. Pulse scales from 1 to 1.15 and back.

Iconography and Spacing

ICON SYSTEM

Use Lucide icons (lucide.dev) as the primary icon set. Clean, consistent, open source, and optimized for small sizes. Default size 20px, small 16px, large 24px. Stroke width 2px. Color inherits from text color.

For sport-specific icons (basketball, soccer ball, etc.), create a custom set using simple filled geometric shapes on the navy/lime palette. Keep them minimal and recognizable at small sizes.

SPACING SCALE (BASE 4PX)

TOKEN	VALUE	USAGE
1	4px	Tight inline gaps
2	8px	Icon padding
3	12px	Compact list items
4	16px	Default component padding
6	24px	Card padding, mobile sections
8	32px	Section gaps
12	48px	Large section breaks
16	64px	Desktop section padding
20	80px	Hero section padding

BORDER RADIUS

radius-sm	4px	Chips, tags, badges
radius-md	8px	Buttons, inputs, small cards
radius-lg	12px	Cards, panels, modals
radius-xl	16px	Large cards, hero sections
radius-full	9999px	Avatars, pills, circular buttons

BREAKPOINTS

sm	640px	Large phones landscape
md	768px	Tablets portrait
lg	1024px	Tablets landscape, small laptops
xl	1280px	Desktops
2xl	1536px	Large desktops

Mobile-first always. Design for the phone, then scale up. The stat tracking interface is built for phones and tablets first. Dashboards and analytics can prioritize larger screens.

Motion and Animation

Keep it fast and functional. This is a sports app, not a portfolio site.

DURATION GUIDE

PROPERTY	DURATION	EASING
Hover states	150ms	ease-out
Panel transitions	200ms	ease-in-out
Modal open/close	250ms	ease-out
Page transitions	300ms	ease-in-out
Loading skeletons	1.5s loop	ease-in-out
Live pulse	2s loop	ease-in-out

RULES

- No animation should exceed 300ms except looping indicators.
- Respect prefers-reduced-motion media query for all animations.
- Stat tracking UI must feel instant. Zero transition delays on tap-to-track buttons.
- Use skeleton screens for loading states, not spinners, wherever possible.
- Prioritize functional feedback over decorative motion.

ACCESSIBILITY (SECTION 11)

- All text meets WCAG 2.1 AA contrast ratios (4.5:1 normal, 3:1 large text).
- Electric Lime on Deep Navy passes AA for large text. Verify all combinations.
- Never use color alone to convey meaning. Pair with icons, labels, or patterns.
- All interactive elements need visible focus states (lime outline).
- Touch targets: 44px minimum, 48px recommended.
- Support prefers-reduced-motion and prefers-color-scheme.
- Alt text on all images. Aria labels on icon-only buttons.
- Full keyboard navigation for every action.

Do and Don't

DO

- ✓ Default to dark mode in the app
- ✓ Use lime sparingly as an accent flash
- ✓ Make tap targets huge on tracking UI
- ✓ Show all stats in monospace
- ✓ Keep the UI fast and minimal
- ✓ Support undo everywhere in tracking
- ✓ Write like a coach talks
- ✓ Test on phones in bright sunlight
- ✓ Use real game data in mockups
- ✓ Prioritize mobile-first design
- ✓ Use skeleton loading states
- ✓ Keep button labels to 1-2 words

DON'T

- ✗ Use serif or decorative fonts
- ✗ Use red for anything except live/errors
- ✗ Add animations that slow tracking
- ✗ Put lime text on light backgrounds
- ✗ Use "revolutionary" or "disruptive"
- ✗ Make volunteers feel intimidated
- ✗ Forget outdoor/sunlight usage
- ✗ Use vertical lines in data tables
- ✗ Use stock photography
- ✗ Put spinners where skeletons work
- ✗ Exceed 300ms on UI animations
- ✗ Let team colors replace the palette

TAGLINE OPTIONS

PRIMARY	Every sport. Every stat. Every play.
FLEXIBILITY	Track it live. Or track it later. Your call.
AUDIENCE	Built for the bench, not the boardroom.
FILM SYNC	Where game film meets game data.
SIMPLICITY	Sign up. Set up. Start tracking.
INSIGHT	See what the scoreboard can't tell you.

SnapStats

snapstats.app

@snapstatsapp

hello@snapstats.app