



BRAND GUIDELINES

FEBRUARY 2025

SPORTSPAY LOGO



Standard logo



Reversed logo for mid backgrounds



White logo for dark backgrounds

SPORTSPAY LOGO WITH TAGLINE



FOR EVERYONE IN EVERY SPORT

Capital letters, centred tag line in SportsPay Grey

Figtree Semi Bold Font

Letterspaced to visually look correct

PRIMARY COLOURS



SportsPay Cyan

Pantone 637C
C65 M7 Y0 K20
#409EC7



SportsPay Dark Blue

Pantone 540C
C100 M60 Y40 K40
#004158



SportsPay Grey

877C
C0 M0 Y0 K50
#9d9d9c



SportsPay Burnt Orange

Pantone 166C
C0 M82 Y100 K4
#E1470E

Using shades of these colours is acceptable

SECONDARY COLOURS



SportsPay Extra Dark Blue

C100 M60 Y40 K60

#00354B



SportsPay Accent

#41D3E6



SportsPay Blue Gray

C40 M0 Y0 K35

#7299AF



SportsPay Cyan Mid

C38 M0 Y6 K0

#62d9d9



SportsPay Cyan Light

C55 M0 Y0 K15

#a5d8e9



SportsPay Light Blue Background

C3 M2 Y2 K0

#F7FCFF

Using shades of these colours is acceptable

Headings

Montserrat Bold
95% width (where possible)
Reduced letter spacing (where possible)

Subheads

Figtree Semi Bold

Body copy

Figtree regular, medium or light
(make emphasis look visually correct)

Figtree Font family is available on Google to download [here](#) >

Montserrat Bold is available on Google to download [here](#) >