



BRAND GUIDELINES

JANUARY 2026

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

C55 M0 Y0 K15

#50b2d6



SportsPay Cyan Light

C55 M0 Y0 K15

#a5d8e9



SportsPay Light Blue Background

C3 M2 Y2 K0

#F7FCFF

Using shades of these colours is acceptable

TERTIARY COLOURS



SportsPay Purple

C90 M99 Y0 K8

#330072



SportsPay Dark Berry

C26 M99 Y12 K50

#7C2855



SportsPay Dark Pink

C18 M100 Y0 K8

#7299AF



SportsPay Red

C0 M95 Y100 K0

#DA291C



SportsPay Dark Red

C9 M100 Y54 K43

#8A1538



SportsPay Aqua

C94 M0 Y48 K0

#00A499

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](#) >