S-D-Sports Brand Style Guide

SPRINGER-DIGITAL SPORTS - BRAND STYLE GUIDE

1. Brand Identity

S-D-Sports is a high-discipline, commissioner-grade fantasy sports institution. The brand must communicate authority, structure, prestige, competitive excellence, and tradition.

2. Logo System

Primary Logo Concept: Old English "S-D-Sports" with gold accents and a shield emblem.

Secondary Logo Concept: Circular Commissioner Seal with crossed bats and "Established 2026."

Monogram: Stylized "SD" badge for small applications.

3. Color Palette

Primary: Black (#000000)

Primary Accent: Gold (#D4AF37)

Secondary: Deep Red (#8B0000)

Highlight: Bright Red (#E10600)

Neutral: White (#FFFFFF)

Background: Charcoal (#1A1A1A)

4. Typography

Primary Header Font: Old English Text MT or UnifrakturCook

Secondary Header Font: Montserrat Bold

Body Font: Roboto Regular

5. Tone & Voice

Direct, authoritative, professional, competitive.

6. PDF Header System

Header: SPRINGER-DIGITAL SPORTS (S-D-SPORTS) - [Document Title] - Established 2026 - Commissioner: Jasper Springer

Footer: S-D-Sports - Official League Document - www.example.com

7. Social Media Banners

Banner 1: Prestige - Black background, gold Old English logo, tagline "Where Owners Become Franchises."

Banner 2: Recruitment - Charcoal background, gold seal, text "Join the Waitlist - Limited Spots."

Banner 3: Hall of Champions - Black background, gold wreath.