

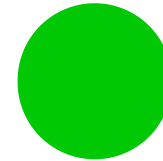
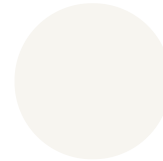
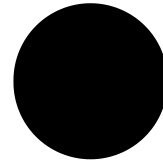
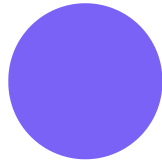
Kickoff

BRAND BOOK

01 Brand Overview

Kickoff is a proximity-based prediction market for football that rewards users for accuracy rather than binary outcomes. Operating on the Robinhood Chain using USDC, it allows participants to stake on scorelines and player performance, splitting prize pools based on how close their predictions land to the final results.

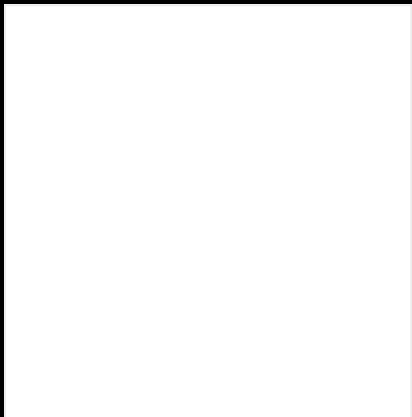
"Beat the pack,
keep the stack."



02. Brand Logo



Variants



Logo Clear Space



Always maintain clear space around the logo to keep the logo clean and legible.

5 px on each side

Minimum Size



Below this size, clarity is lost. Always honor the minimum.

0.83 inch / 80 px width



03 Typography

Typefaces are the way your brand communicates its voice and tone. These fonts are meant to balance hierarchy and readability to ensure your brand remains recognizable and cohesive across all mediums and touchpoints.

PRIMARY TYPEFACE

Fraunces

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#\$%

SECONDARY TYPEFACE

clash display

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#\$%

04. Color Palette

Colors are the way your brand communicates its personality and character. These colors are meant to balance functionality with intentionality and deliver on your brand's mission and promise.



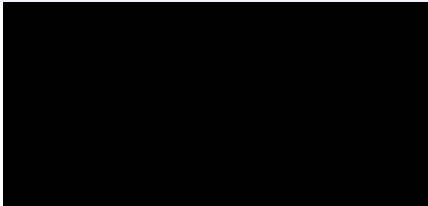
Hyacinth Blue

Hex #7B62F6
RGB 123, 98, 246
CMYK 50%, 60%, 0%, 4%
HSL 250, 89%, 67%



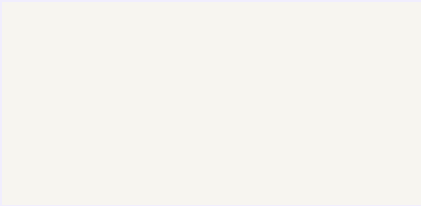
Pure White

Hex #FFFFFF
RGB 255, 255, 255
CMYK 0%, 0%, 0%, 0%
HSL 0, 0%, 100%



Jet Black

Hex #000000
RGB 0, 0, 0
CMYK 0%, 0%, 0%, 100%
HSL 0, 0%, 0%



Chalk White

Hex #F7F5F0
RGB 247, 245, 240
CMYK 0%, 1%, 3%, 3%
HSL 43, 30%, 95%



Neon Green

Hex #00C805
RGB 0, 200, 5
CMYK 100%, 0%, 98%, 22%
HSL 121, 100%, 39%

05. Imagery



VALUES

"Transparency, Precision, Fairness, Technical Integrity"

AESTHETIC

editorial sportswear
vibrant tech-minimalism
digital pitch logic
high-stakes sophistication
data-driven energy

VOICE OF BRAND

Competitive
Technical
Direct
Confident