

GUARD UP

BRAND GUIDELINES · VERSION 1.0 · OCTOBER 2026

EVERY BUCKET EARNED.

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Guard Up is an original online basketball game for Windows PC where physics, timing and skill decide every play. Not canned animations. Not hidden dice. Not AI teammates. The brand says one thing: whatever you get on the court, you earned.

TAGLINE

EVERY BUCKET EARNED.

Alternates: Guard up. Game on.
No scripts. Just hoops.

01

Physics decides

Every catch, block and steal needs real contact with the ball. The brand shows the real thing, never a hype version.

02

Skill over scripts

No guaranteed ankle breakers or auto-greens. We talk about timing, footwork and reads.

03

Fair by design

Dedicated servers, no pay-to-win, every player human. Say it plainly and back it up.

ONE CHEVRON, EVERY LOGO



App mark

App icon, favicon, avatars, small brand moments.



Wordmark with arc

Hero placements 240 px wide and up: site hero, trailer, key art.



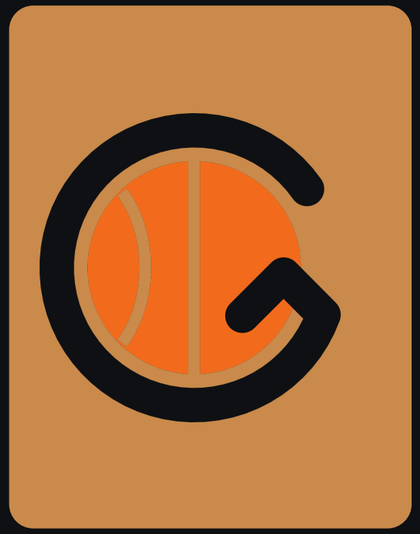
Horizontal lockup

Site header, store capsules, end cards.



Stacked lockup

Title screen, merch, square and tall formats.



G-ball

In game only: the center-court decal and floor graphics.

G. GUARD. UP. IN ONE LINE.



G

One continuous line draws the shield as a G: it opens at the upper right and its crossbar turns inward.

GUARD

The shield is the defender. Defense is half the game and half the brand.

UP

The crossbar becomes the orange chevron: the guard comes up. Every chevron in the brand has this rounded peak.

THE BALL

Breaks out of the top: defense first, then the bucket.



Bold cut: 48 px and below. No ball, heavier line.

GIVE IT ROOM



Clear space on every side = the height of the app mark's ball (about a third of the mark). Nothing else, including text, UI and edges, goes inside it.

MINIMUM SIZES

App mark Bold cut below 48 px	24 px · 8 mm
Wordmark (no arc)	80 px · 20 mm wide
Wordmark with arc Use the no-arc version smaller	240 px · 50 mm wide
Horizontal lockup	160 px · 35 mm wide
Stacked lockup	96 px · 25 mm tall

NIGHT COURT, ONE HOT ACCENT

Asphalt

#0E1013
RGB 14 16 19
CMYK~ 26 16 0 93

Ground. Backgrounds, dark UI, text on light.

Night Court

#1B1F27
RGB 27 31 39
CMYK~ 31 21 0 85

Surfaces: panels, cards, alternate sections.

Leather

#F26B1D
RGB 242 107 29
CMYK~ 0 56 88 5

Action. The chevron, the ball, buttons. Use sparingly.

Hardwood

#E8B36A
RGB 232 179 106
CMYK~ 0 23 54 9

Highlight. Rare: tips, secondary accents, the stinger edge.

Chalk

#F4F1EA
RGB 244 241 234
CMYK~ 0 1 4 4

Text and lines on dark. Light backgrounds for print.

Rough balance: 70% Asphalt and Night Court, 20% Chalk, 10% Leather, Hardwood only as a rare highlight. Leather buttons take Asphalt text, never white: white on Leather fails contrast.

LOUD HEADLINES, CALM BODY

DISPLAY · BIG SHOULDERS DISPLAY BLACK

RUN YOUR COURT

BODY · ARCHIVO 400 TO 700

Every catch, contest and release is resolved by the server from real positions and timing. If you get the stop, it’s yours.

LABELS AND STATS · IBM PLEX MONO SEMIBOLD

Q4 0:04 HOME 19 AWAY 21

THE PARK · 3V3 · WINNERS STAY

— Headlines: uppercase, tight line height (0.85 to 0.9).
— Body: sentence case, 16 px minimum on screen.
— Labels: uppercase mono with wide tracking.
— Never Inter, Roboto or Arial as a substitute in brand work.
— All three families are free (SIL OFL), included in the kit.

MATCH THE GROUND



dark-bg

On Asphalt / Night Court / photos with a dark area



light-bg

On Chalk / white / light photos



leather-bg

On Leather



mono-white

One colour: overlays, embroidery, engraving

KEEP IT CLEAN



Don't stretch or squash it.



Don't rotate or tilt it.



Don't recolour the chevron.



Don't add glows, shadows or bevels.



Don't use chalk on light, busy or low-contrast grounds.



Don't use the arc version small: drop the arc under 240 px.

COURT-SMART, CONFIDENT, HONEST

We are	Like a hooper at the park who knows the game: direct, a little swagger, never fake.
We are not	A hype reel. No “best basketball game ever”, no promises the game doesn’t keep.
Show the receipts	Lead with what the game really does: physics, fair servers, human teammates.
Say	earned, read, run, stop, skill, physics, fair, hot court
Avoid	OP, auto, guaranteed, magic, and any NBA, NBA 2K, player or team names or marks
Sounds like	“Get the stop and it counts.”
Doesn’t sound like	“INSANE new mechanics that change EVERYTHING!!!”

THE BRAND ON THE COURT



G-ball on center court. Asphalt ring on hardwood; Chalk ring on dark floors. Files: 05_In-Game, 4096 px.



Title screen: stacked lockup centred over faint court lines.



Chevron stinger: 240 ms in, 240 ms out, dead balls only, 150 ms crossfade with reduced motion.

FILES

01_Logos	Every logo as SVG + transparent PNG in 5 versions: dark-bg, light-bg, leather-bg, mono-white, mono-black.
02_App-Icons	Windows .ico (16 to 256), PNG 16 to 1024, Leather variant, and the web favicon set with manifest and HTML snippet.
03_Social	Avatars, X header, YouTube banner, Discord banner, Open Graph image, Instagram post and story.
04_Store-Steam	Steam capsule placeholders at the right sizes, plus a transparent library logo. Swap in key art when you have it.
05_In-Game	Center-court decal (4096 px), title screen (4K) and the stinger wall frame.
06_Colours-and-Fonts	Colour tokens (JSON, CSS, TXT) and the three font families with licences.
07_Brand-Guidelines	This document.
08_Media-Kit	Press kit PDF and copy-ready fact sheet and descriptions.