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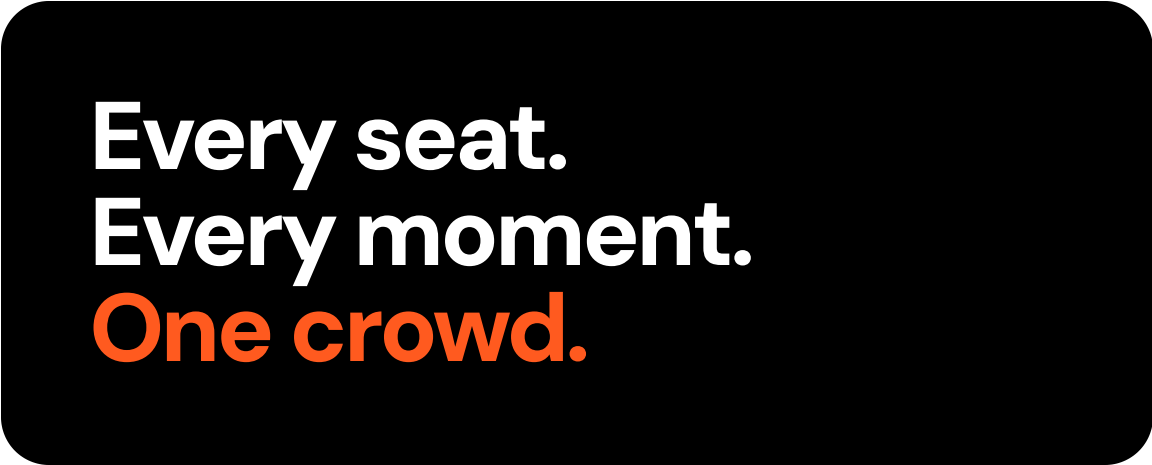
These guidelines aren't the only way to create Bandwagon materials. They can be bent, or broken entirely, in pursuit of creative endeavours.

Who are we?

1

Bandwagon is the live social network for the people inside the arena.

During a game, the feed is **only the people in that building**: their moments, their chat, their challenges. And with **SeatBid**, fans can win, gift or bid on better seats for exactly as long as they want them.



**Every seat.
Every moment.
One crowd.**

The need for Bandwagon

2

Nine thousand people pack an arena on game night, all filming, cheering and reacting on apps built for everyone, everywhere.

Meanwhile the best seats sit empty while their owners grab food or leave early, and the best moments in the crowd disappear into someone else's feed.

0

apps where the feed is only the people in your arena

~9,000

fans at a single London Knights game

15 min

an empty premium seat is worth more than nothing

1

tap to gift a seat to the fan who made the night

01

Familiar from day one

Every part of Bandwagon feels like the app fans already know for that job.

02

Your team, your app

The home team brings the colour; Bandwagon is the frame.

03

Every arena

Venues, sports and teams plug in as data, never rebuilt.

04

The crowd is the content

Real fan moments beat polished marketing.

05

Safe for every fan

Teens get a sandbox; everyone gets one-tap reporting.

06

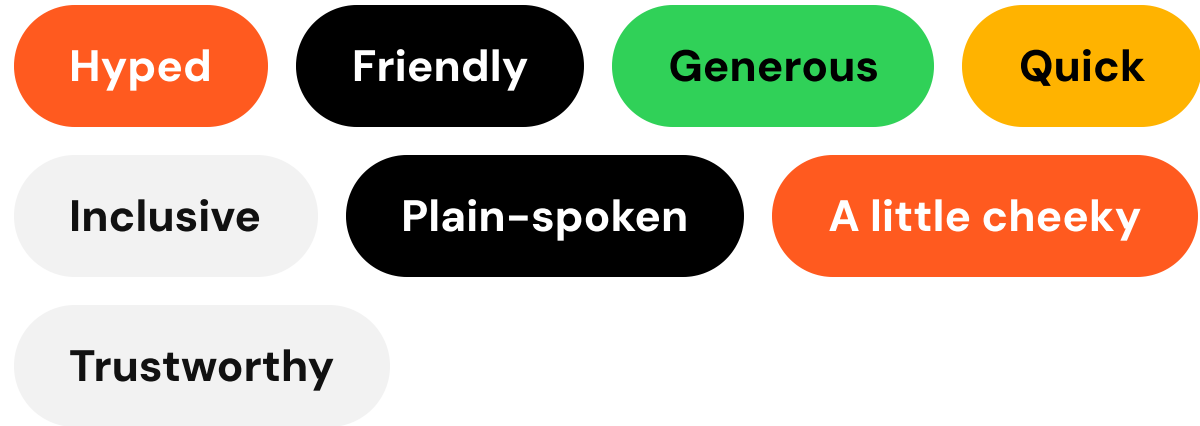
Sponsors belong

Partners get planned, labelled places, never louder than the game.

Persona & personality

4

If Bandwagon were a person, it would be **the best fan in your section**: the one who knows everyone, starts the wave, hands their seat to the kid with the best sign, and explains the rules without making anyone feel dumb.



We sound like the best fan in your section: energetic, warm and quick, never corporate and never mean.

We talk like fans, explain money and safety plainly, and keep it short.

We are	We are not
Hyped	Shouty or spammy
Friendly	Fake-chummy
Plain about money & safety	Legalese
Quick	Clever at the cost of clarity
For every fanbase	Trash-talking teams

Voice and tone: say it like this

6

Do

"You won Sec 104 for the 3rd period! Head over, then tap I'm in my seat."

Do

"\$25 reserved, not charged. Released right away if you're outbid."

Do

"Something wrong at the seat? We'll refund you."

Don't

"Transaction #4821 successfully completed."

Don't

"A pre-authorization hold has been placed."

Don't

"Submit a dispute ticket."

Voice and tone: tone shifts

7

Game night

Louder, faster, emoji OK.

**"Libro Seat is LIVE 🔥
Best sign wins."**

Money & refunds

Calm, precise, reassuring.

**"Refunded to your
card. 2–5 days."**

Safety & kids

Warm, clear, never scary.

**"Only friends your
age can message
you."**

Partners

Confident, professional.

**"Every branded slot
filled, every game."**

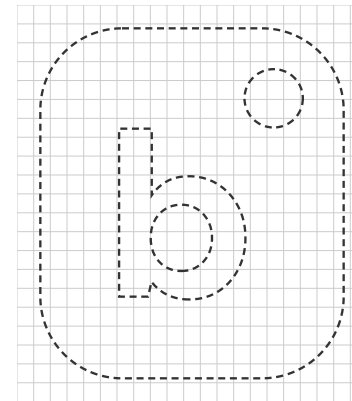
The Mark

A bold lowercase b with a dot, sitting on a rounded tile. Together the shapes read as the letter 'b' and a fan in the crowd.

The b is for bandwagon. The dot is the live moment: the seat you're in, the person in the crowd. The mark is the brand's unique identifier and is usually used in a single tile colour.

The Construction

The mark is developed on a 21 × 21 grid that sets the tile, the letter and the dot.



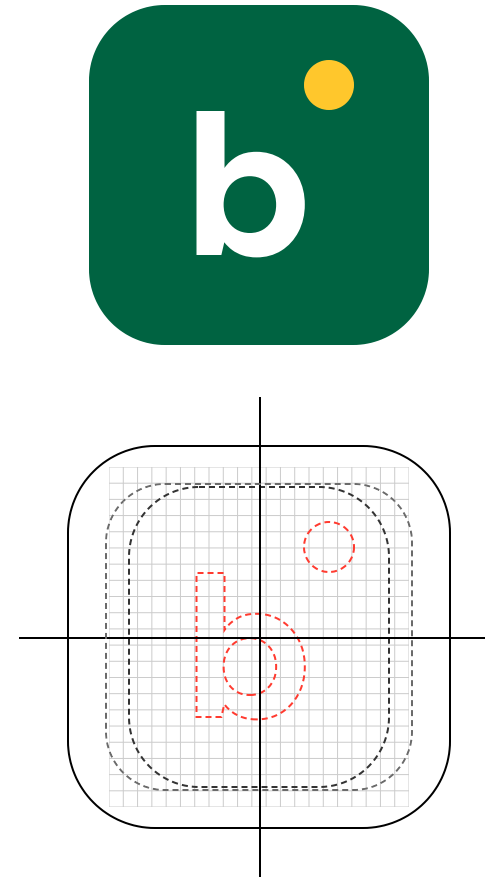
The App icon use.

For the app icon, the original mark fills a full-bleed square in the home team's colours: the tile takes the team primary, the dot the team secondary. iOS applies the rounded corners.

The Construction

The b sits on the icon's vertical centre with a slight optical offset to the left; the dot sits on the top-right keyline. The safe area is the inner 80% of the square, so nothing is clipped by the corner mask on any device.

The team colours are set from the user's location at download.



The mark

10

The mark is a bold lowercase **b** with a dot in the upper right, on a rounded tile.

The b is for bandwagon. The dot is the live moment, the seat you're in, the person in the crowd. It pulses when a game is live.

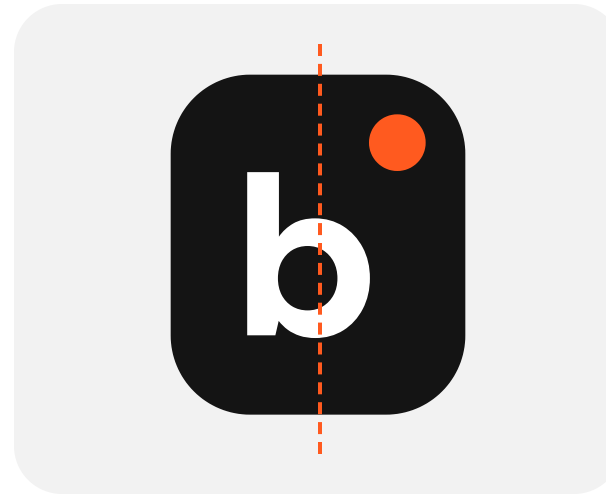


Visually centred, not mathematically centred

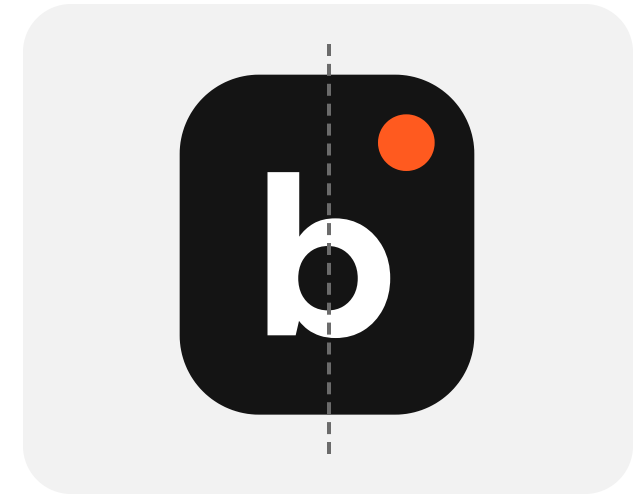
11

The b is nudged slightly left of the tile's mathematical centre so the letter and the dot balance optically.

Always use the master artwork; never re-centre the letter by its bounding box.



New (visually centred)



Old (mathematically centred by
bounding box)

Logo with text

12

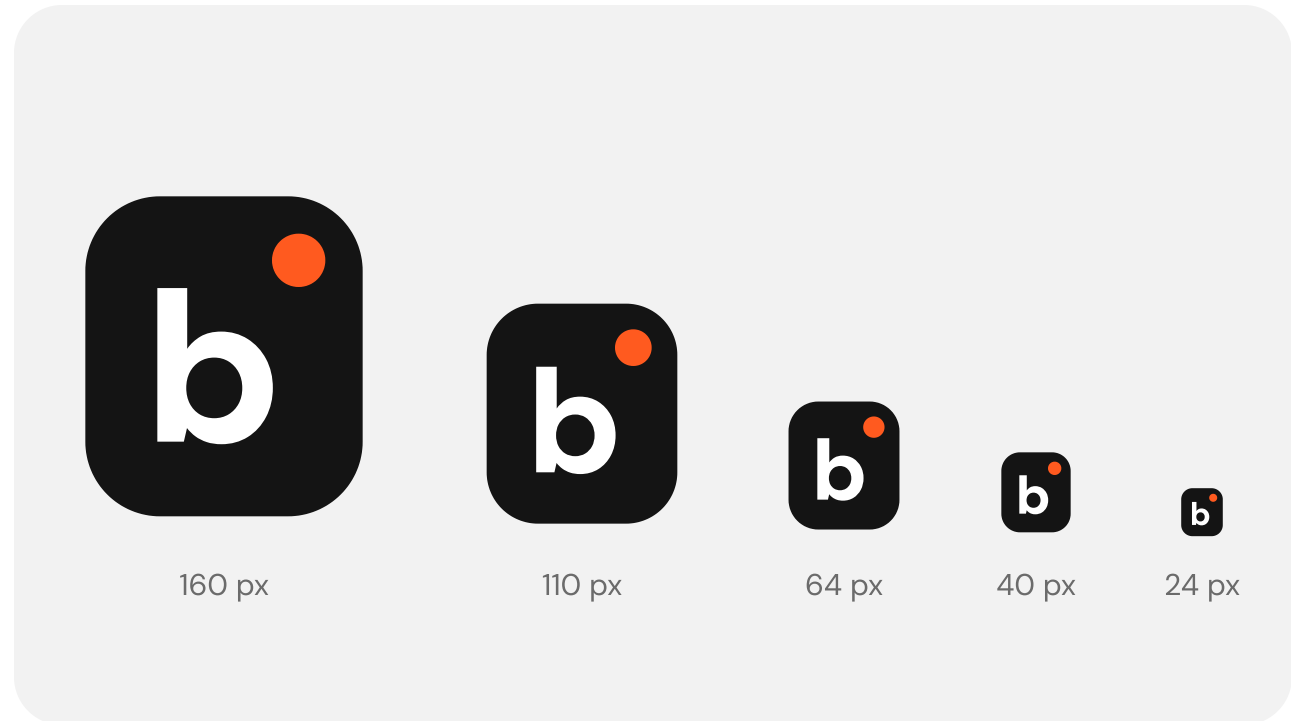
The primary lockup pairs the b• mark with the lowercase wordmark “bandwagon.”, in DM Sans ExtraBold. The wordmark’s full stop takes the dot colour.



Logo for small use

13

Below 96 px wide, drop the wordmark and use the mark alone. Minimum size: 20 px / 20 pt on screen, 8 mm in print.



Stacked logo

14

For square spaces (social avatars, merch, splash screens) stack the wordmark under the mark, centred.



The logo on coloured backgrounds

15

On team colours, the tile takes the team's primary colour and the dot its secondary; the b stays white.

On light colours (e.g. gold) the b and wordmark switch to near-black.



Logo in one colour

16

For single-colour print, embossing and stamps only: all-black on light, all-white on dark. Never use the mono version as the app icon.



b bandwagon.



b bandwagon.

Logo misuse

17



Don't crop the logo.



Don't distort the logo.



Don't change the opacity of the logo.



Don't add shadows or effects.



Don't use off-brand colours for the logo.



Don't outline the b.

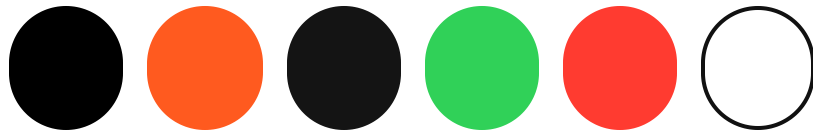


Don't use black-only as the app icon.

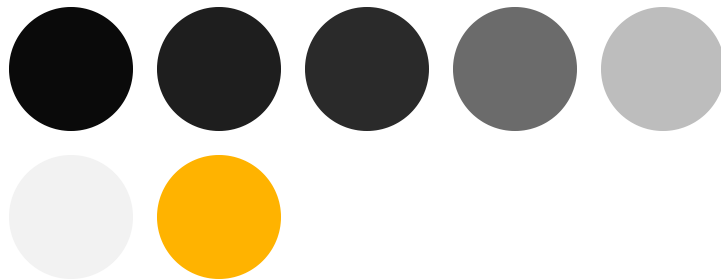


Don't rotate any part of the logo.

Core colours



Neutrals & functional



True Black

HEX: #000000
RGB: 0, 0, 0

Signal

HEX: #FF5A1F
RGB: 255, 90, 31

Graphite

HEX: #141414
RGB: 20, 20, 20

Win Mint

HEX: #30D158
RGB: 48, 209, 88

Live Red

HEX: #FF3B30
RGB: 255, 59, 48

White

HEX: #FFFFFF
RGB: 255, 255, 255

Team colours

19

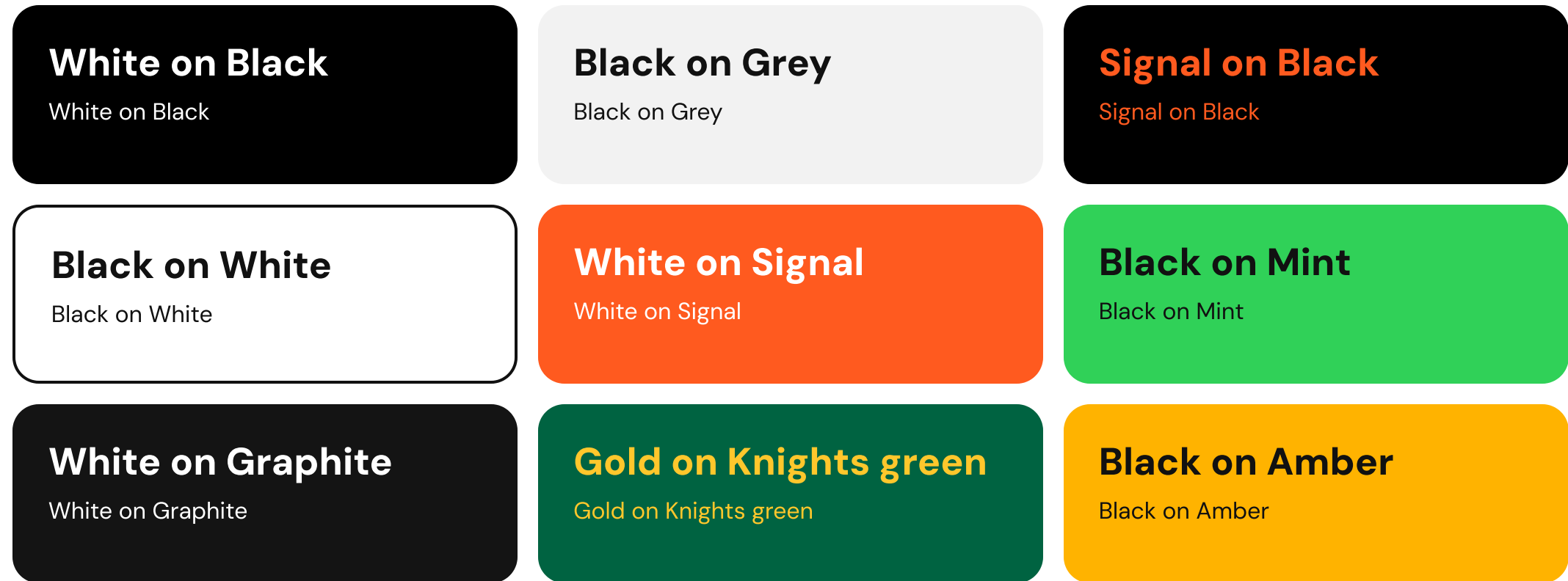
The fan's home team themes the app: icon tile, accents and headers. Bandwagon's own palette stays neutral so any team can sit on top.

Set automatically from location at download; changeable in Settings. Colours approximate, to be verified with each team.



Accessible colour combinations

20



A single font is used everywhere: headings, UI, scores, advertising and documents.

DM Sans is used mostly in sentence case. Large titles use -3% letter spacing; body copy uses default spacing and a 1.5 line height. Scores, clocks and prices use tabular figures.

DM Sans

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2
3 4 5 6 7 8 9 0**

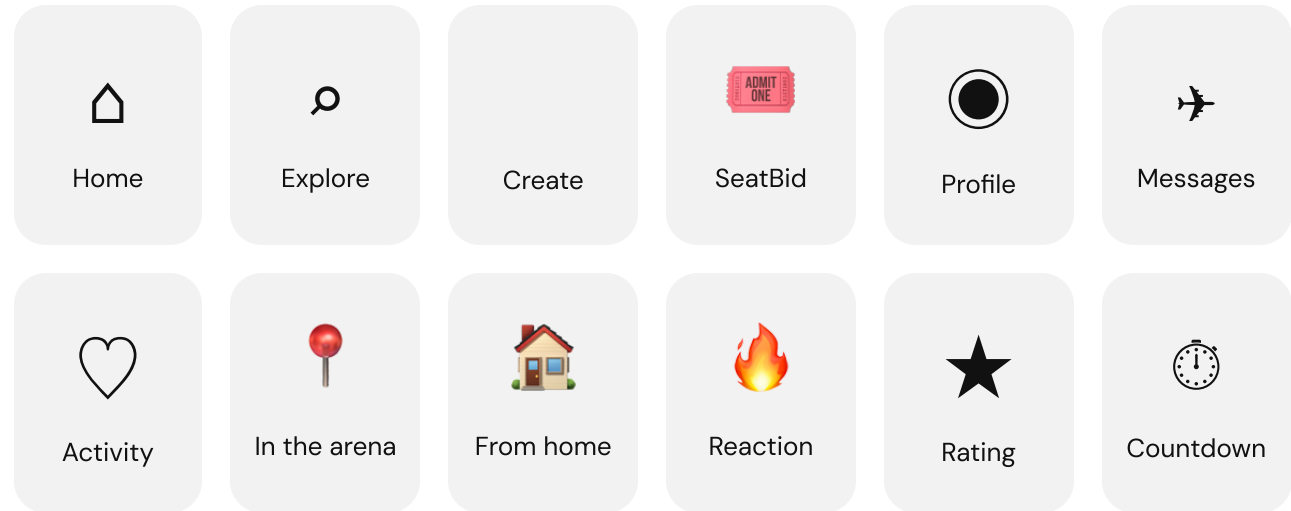
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

Hop on the bandwagon, the best seat is open.

Hop on the bandwagon, the best seat is open.

Large Title	34 pt · 800	Hop on the bandwagon
Title	28 pt · 800	Hop on the bandwagon
Headline	17 pt · 600	Hop on the bandwagon
Body	17 pt · 400	Hop on the bandwagon
Subheadline	15 pt · 600	Hop on the bandwagon
Footnote	13 pt · 400	Hop on the bandwagon
Caption	12 pt · 400	Hop on the bandwagon
Score	32 pt · 800	LDN 3–2 WSR

On iOS we use Apple's SF Symbols: outline when inactive, filled when active, always with a label in tab bars. Custom icons (seat, ticket, and one ball or puck per sport) follow the same rounded 2 pt stroke.



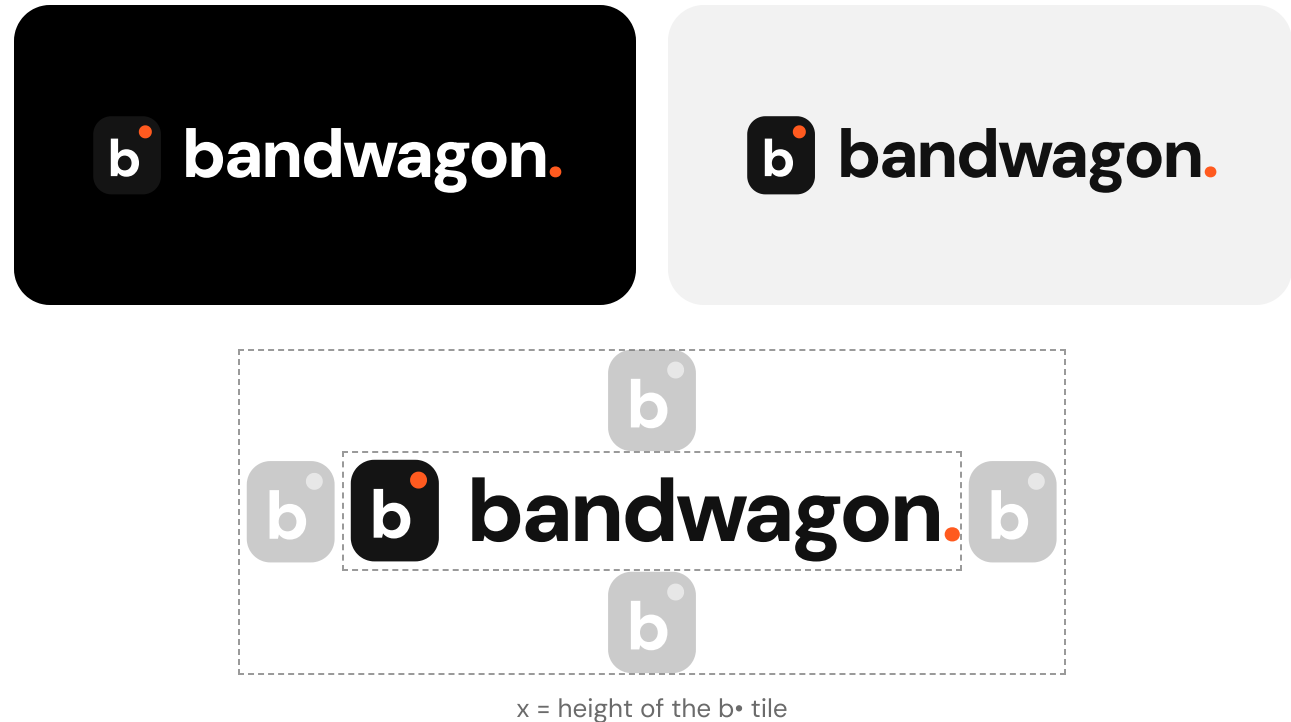
Primary lockup

24

Mark + wordmark, side by side. Use when introducing Bandwagon: website header, documents, decks.

Clear space: keep at least one b• tile (x) of empty space on every side. The logo is its own ruler, so spacing stays consistent at any size.

The wordmark's height is set by the tile: the gap between mark and wordmark is $\frac{1}{4}x$.



Secondary lockup: team

25

The team lockup: the mark in team colours and the wordmark in the team's primary colour. Used on team-specific screens, social posts and game-day graphics.

Same clear space as the primary lockup: one b• tile (x) on every side.



x = height of the b• tile

Partnership lockup

26

Bandwagon × partner. The gap between the two logos is one b• tile (x), with a thin × centred in it, and the whole lockup keeps one x of clear space on every side.

The partner logo is never taller than the b• tile. Always labelled “presented by” or “Sponsored” in the app.

A solid black rounded rectangle containing the partnership lockup. It features the Bandwagon logo (a black square with a white 'b' and an orange dot) followed by the word 'bandwagon.' in white lowercase letters, then a small white '×' symbol, and finally the word 'LIBRO' in white uppercase letters.

b bandwagon. × LIBRO



x = height of the b• tile

Built for every sport

27

OHL first, because of our connections and because the season is on. Any arena or stadium sport plugs in as configuration; concerts come later.

Hockey

OHL first · CHL · AHL · NHL

Launch

LDN 3 – 2 WSR · P2 12:41

Venue: Rink

Game: 3 periods (+ OT, shootout)

Clock: Counts down

Starts: Puck drop · **Break:** Intermission

Icon: hockey.puck

Basketball

NBL Canada · CEBL · NBA · NCAA

Ready

LON 88 – 84 KW · Q3 4:12

Venue: Court

Game: 4 quarters (+ OT)

Clock: Counts down + shot clock

Starts: Tip-off · **Break:** Halftime

Icon: basketball

Baseball

IBL · minor leagues · MLB

Ready

LDN 4 – 2 BRA · ▲7 · 1 out

Venue: Diamond

Game: 9 innings

Clock: No clock: outs + inning

Starts: First pitch · **Break:** Between innings

Icon: baseball

Football

U Sports · CFL · NFL

Ready

WES 21 – 14 OTT · Q2 8:30

Venue: Field

Game: 4 quarters

Clock: Counts down

Starts: Kickoff · **Break:** Halftime

Icon: football

Soccer

CPL · MLS · Premier League

Ready

FOR 1 – 0 YRK · 63'

Venue: Pitch

Game: 2 halves

Clock: Counts up + stoppage

Starts: Kickoff · **Break:** Halftime

Icon: soccerball

Lacrosse & more

NLL · volleyball · rugby

Ready

Configured per sport

Venue: Floor / field

Game: From the sport config

Clock: From the sport config

Starts: From config · **Break:** From config

Icon: figure.run

In the UI

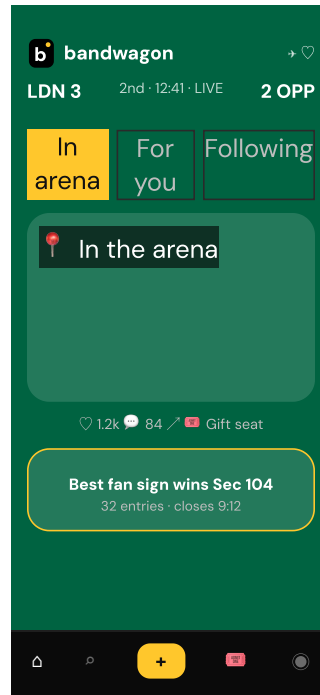
- **Sport chips** (All · Hockey · Basketball · Baseball · Football · Soccer) on the team picker, Explore, Schedule and Scores; only sports with live leagues show
- **Scoreboard bar** adapts to the sport: periods, quarters, innings or halves; countdown, count-up or no clock
- **Seat map** comes from the venue template: rink, court, diamond, field or pitch
- **Words come from the sport config**: “puck drop” vs “first pitch”, “intermission” vs “halftime”
- **Team theming works the same** for every sport: the home team brings the colour

Where we start, where we go

- **Now**: OHL hockey, starting with the London Knights at Canada Life Place (our connections, and the season is on)
- **Next**: any arena or stadium sport that reaches out: basketball, baseball, football, soccer, lacrosse
- **Later**: concerts and other stadium events, same app, same SeatBid; for now the app speaks sports
- **Never** write hockey-only copy in shared UI; examples may use the Knights

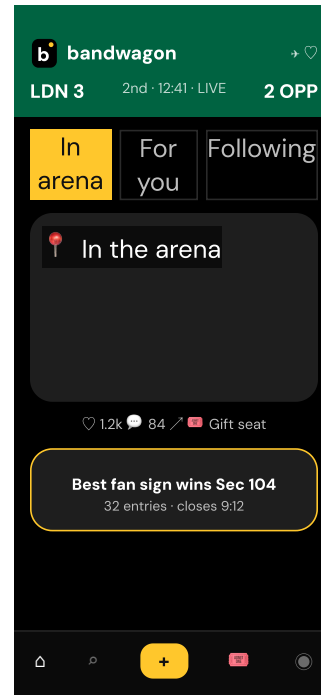
Four theme styles, each with a job

29



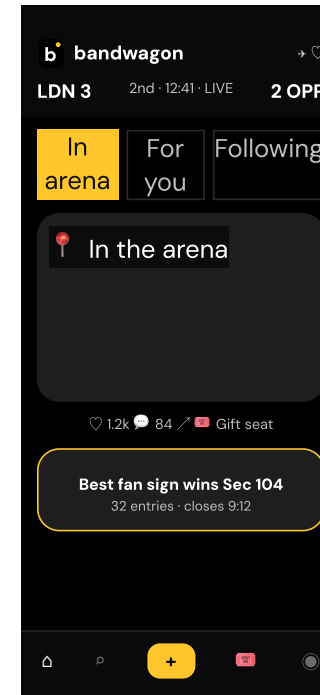
Full takeover

Live at the game



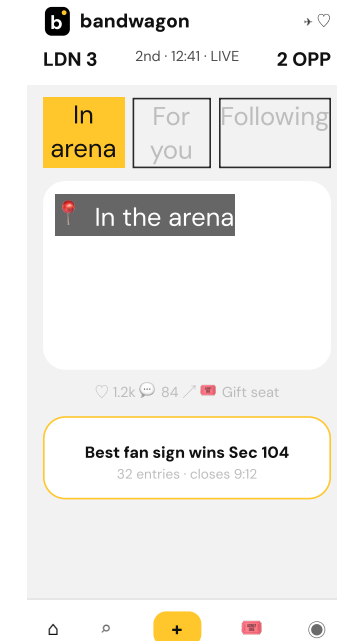
Team header band

In the stadium



Accent only

Watching from home

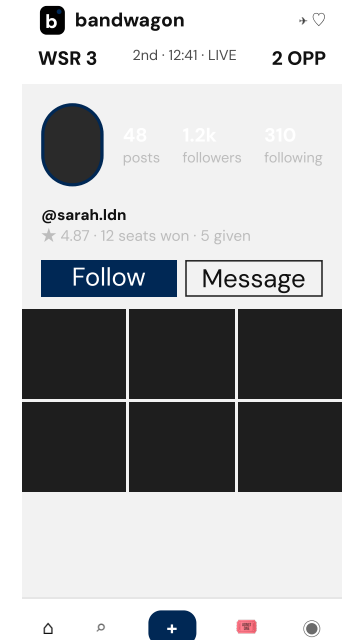
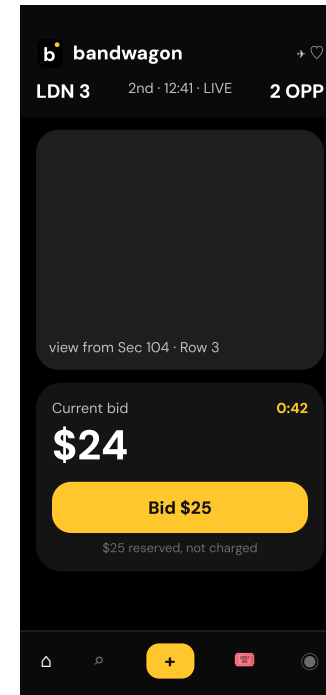
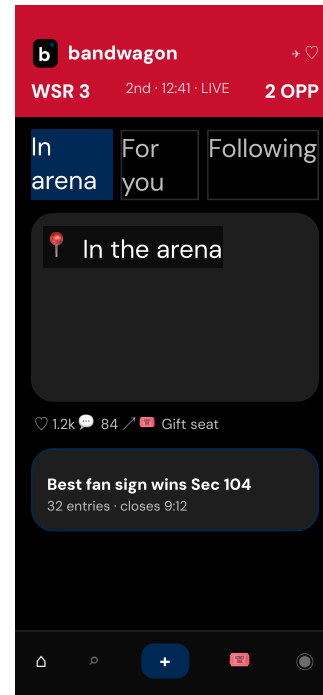
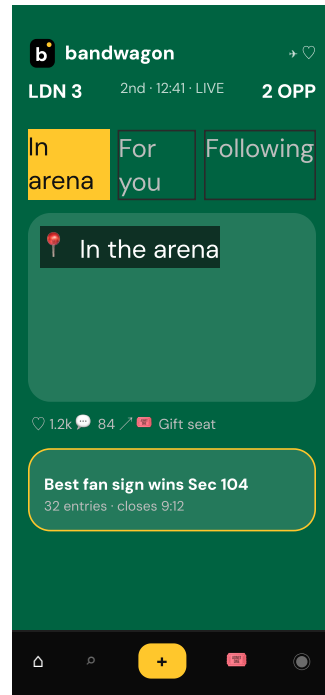
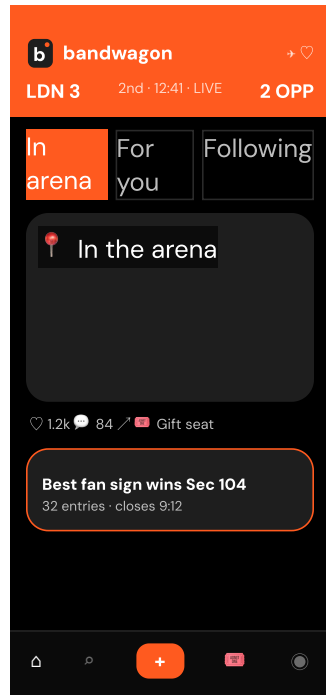


Light + team

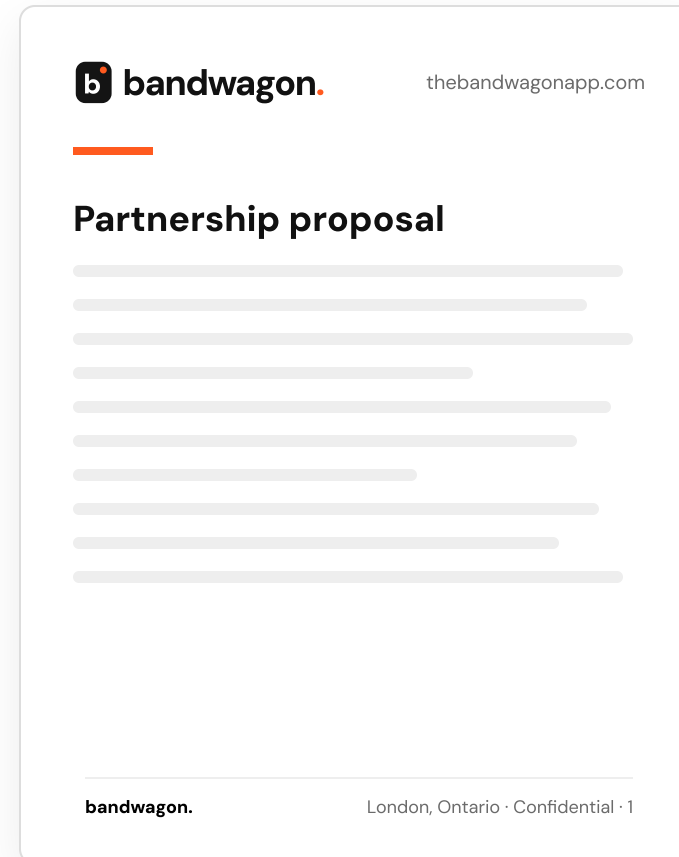
Everyday use

The app in practice

30



White paper, black type, one orange line: the lockup top-left, a short Signal rule, generous margins, and a quiet footer with “bandwagon.”, location and page number.



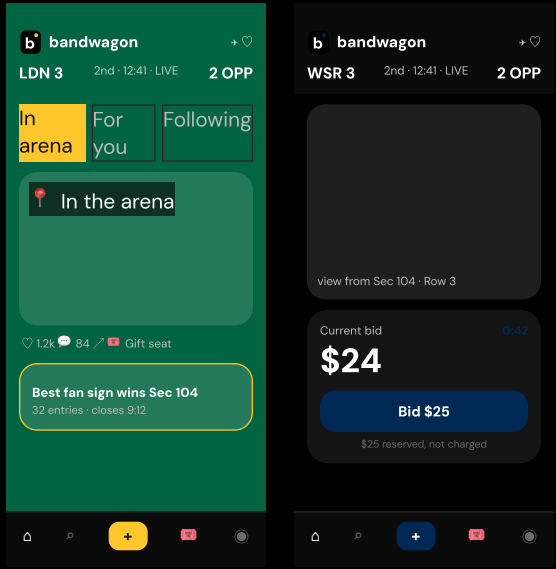


For fans · For teams · For sponsors

[Get the app](#)

Every seat. Every moment. One crowd.

The live social app for the people in the arena.





bandwagon.