



Brand Style Guide.

Everything that makes Bandwagon look, sound and feel like Bandwagon, for the app, the web, documents, partners and everything we make next.



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Every seat. Every moment. One crowd.

Bandwagon is the live social network for the people inside the arena, with SeatBid: a way to win, gift or bid on better seats for exactly as long as you want them.

What we are

A fan-first social app that comes alive at the game: a live arena feed, game chat, challenges that win seats, and time-based seat auctions.

Who it's for

- Fans in the building and at home
- Season ticket holders
- Local businesses & sponsors
- Teams & venues

Why it's different

- Only the people in this arena, right now
- Posts that win seats
- Seats by the minute (SeatBid)
- Your team's colours, your app

Positioning line

Hop on. The best seat in the house shouldn't sit empty, and the best moment in the crowd shouldn't disappear into someone else's feed.

Six rules behind every decision.

1. Feels familiar from day one

Every part of Bandwagon behaves like the app fans already know for that job: profiles like Instagram, clips like TikTok, auctions like Whatnot, maps like Gametime.

2. Your team, your app

The fan's home team themes the app: icon, accents, headers. Bandwagon is the neutral frame; the team brings the colour.

3. Every sport, every arena

We start in the OHL, but nothing is hard-coded to the Knights or to hockey. Sports, leagues, venues and teams plug in as configuration.

4. The crowd is the content

Real moments from real fans beat polished marketing. We celebrate the crowd, not ourselves.

5. Safe for every fan

Teens get a sandbox, adults get trust tools, everyone gets one-tap reporting. Safety is part of the design, not an add-on.

6. Sponsors belong, not intrude

Every screen has a planned place for partners: clear, labelled and never louder than the game.

We sound like the best fan in your section.

Energetic, warm, quick and a little cheeky, never corporate, never mean. We talk like fans, explain money and safety plainly, and keep it short.

Voice traits

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

Say it like this

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

Don't: "Transaction #4821 successfully completed."

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

Don't: "A pre-authorization hold has been placed."

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

Don't: "Submit a dispute ticket."

Tone shifts

- **Game night:** louder, faster, emoji OK (🔥🇺🇸🔪)
- **Money & refunds:** calm, precise, reassuring
- **Safety & kids:** warm, clear, never scary
- **Partners:** confident and professional

One letter. One dot. Everything live.

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.



Anatomy

Part	Spec
Tile	Rounded rectangle, 52 × 60 units, corner radius 14 (≈27%). On iOS the system applies its own icon mask.
Letter	Lowercase “b”, DM Sans ExtraBold (800), optically centred, slightly left of centre to balance the dot.
Dot	Circle, diameter ≈ ⅓ of the b’s bowl, top-right, aligned to the ascender. Neutral: Signal orange. Team: team secondary.
Meaning	The dot = the ball, and the live moment / you / your seat. It is the ball that drops in when the app opens, and it can become each sport’s ball (puck, basketball, football...; see Bandwagon-Ball-Dot-Mockups.pdf). It pulses when a game is live (see O8 · The live dot).

Origin

Chosen from 42 explorations (LG22 → BLO2 + BLO9). It reads like a modern social app on the home screen, by design.

Mark, wordmark, lockup.

Use the mark on its own where space is tight or the brand is already known; use the lockup when introducing Bandwagon.



App icon · team

Default home-screen icon once the team is set



App icon · neutral

No team set / no nearby team



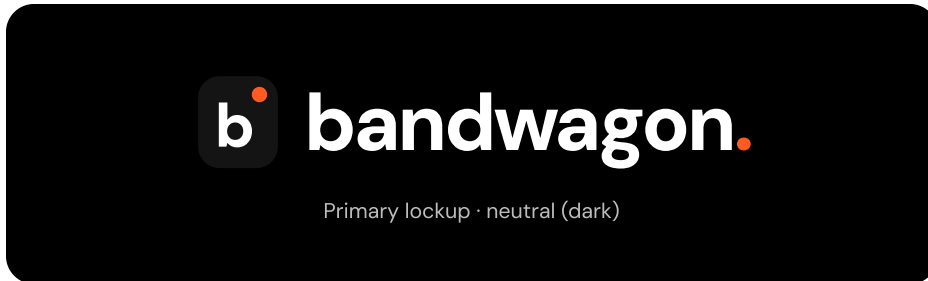
Mark · light

On light backgrounds (with 1px #E6E6E6 edge if needed)

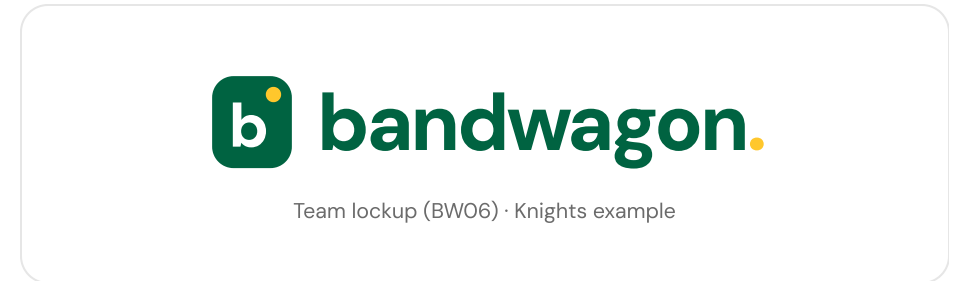


Mark · mono

Single-colour print, embossing, stamps only



Primary lockup · neutral (dark)



Team lockup (BW06) · Knights example

Wordmark: “bandwagon.”, lowercase, DM Sans ExtraBold, tracking -4%, the full stop is the dot and takes the dot colour.

Give it room.

Clear space around the mark equals the height of the dot × 2 (the “dot unit”). Nothing (text, edges, sponsor logos) enters this zone.



dashed line = minimum clear space (2 dot units)

Minimum sizes

Asset	Digital	Print
Mark	20 px / 20 pt	8 mm
Lockup	96 px wide	30 mm wide
Wordmark alone	72 px wide	22 mm wide

App icon sizes

Ship the iOS icon set from a 1024 × 1024 master per team (alternate icons bundled in the app). Never let iOS upscale a small asset.

Placement

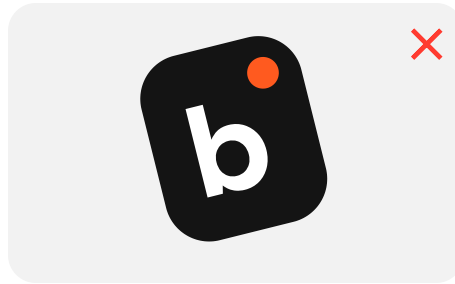
- Top-left in app headers and documents
- Centred on splash, covers and merch
- Bottom-left in document footers (wordmark)

Please don't.

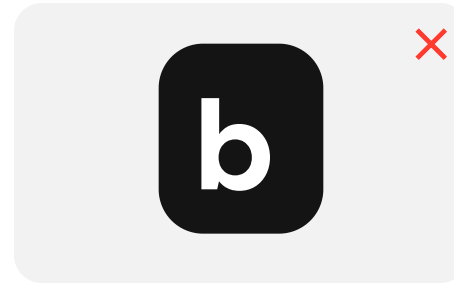
The mark only works if it stays consistent. These are the common mistakes.



Don't stretch or squash



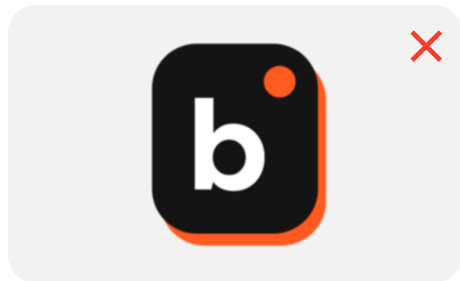
Don't rotate



Don't match dot to tile



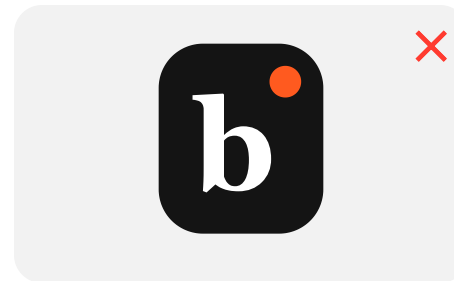
Don't use black-only as the app icon



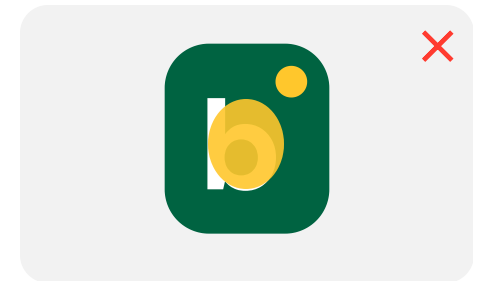
Don't add effects



Don't outline the b



Don't swap the font



Don't use team logos in the mark

Note on black-only: a plain black tile + white letter + white dot sits too close to other social app icons (e.g. BeReal). The app icon is always team-coloured or uses the Signal dot.

It pulses when it's game time.

The dot is our signature motion. When a game is live (or you have a live bid or slot), it pulses. It is the one animated piece of the identity.



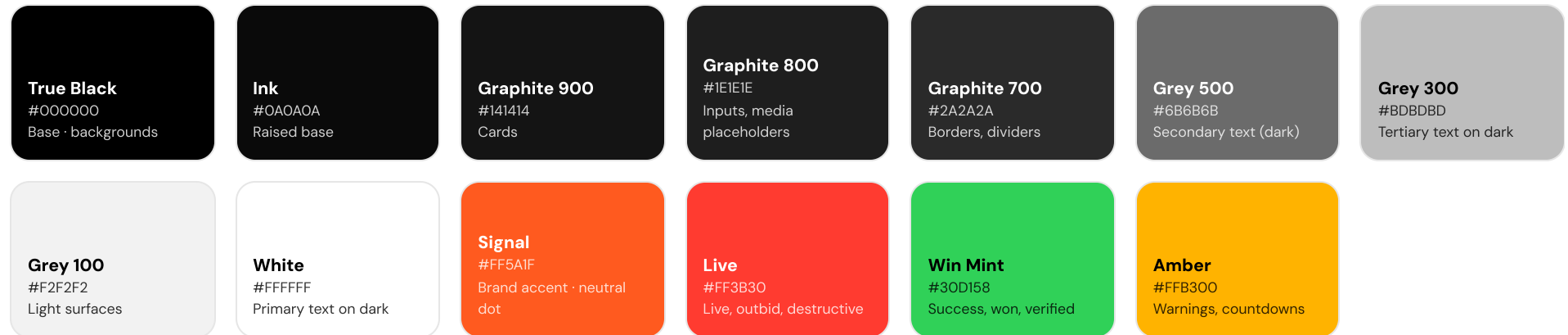
State	Dot	Motion
Idle	Signal / team secondary	Static
Game live	Same colour	Ring pulse, scale 1 → 1.9, opacity .55 → 0, 1.6 s loop, ease-out
You have a live bid / slot	Live red #FF3B30	Faster pulse, 1.0 s
Reduced motion on	Same colour	No pulse; show a “LIVE” label instead

Where it appears

- App header mark, live games row, scoreboard bar
- Splash animation (dot drops in, b settles)
- Website hero
- Documents and print: static, as the full stop that ends every title

Neutral frame, signal accents.

Bandwagon's own palette is deliberately neutral (true black, graphite and white) so any team's colours can sit on top. Signal orange is our one brand accent; Live, Mint and Amber are functional.



The app is light for everyday use and dark at games (see 11 · Theme styles). Light uses Grey 100/White surfaces; dark uses True Black. Functional colours never change per team.

Your team brings the colour.

Every team is a theme record (data, not code). When a fan's home team is set (automatically from their location at download, changeable in Settings), the app icon and accents switch to that team.

Theme tokens (per team)

Token	Use
team.primary	Header band, app icon tile, full-takeover backgrounds
team.secondary	Primary buttons, chips, the dot, tab "+"
team.onPrimary	Text/icons on primary (auto: black or white by contrast)
team.onSecondary	Text on secondary
team.short	3–4 letter code on scoreboards
team.iconSet	Pre-rendered alternate app icon

Rules

- Team colours come from each team's official brand guide (verify before launch)
- Never use team logos without a licence; colours only
- Functional colours (Live, Mint, Amber) never change per team
- If a team colour fails contrast, the system darkens/lightens it automatically (see 14)

Setting the home team

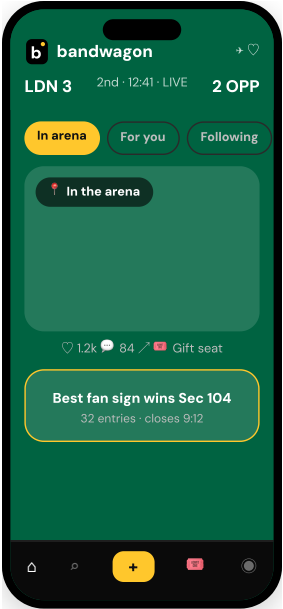
- **At download:** location picks the nearest team (London → Knights)
- **Only on first launch:** travelling to an away game never flips your team
- **Changeable** any time in Settings
- **No nearby team:** neutral theme (black + Signal) until chosen

Adding a new team

1. Collect official colours + short code
2. Create theme record + 1024px icon
3. Auto contrast check
4. Ship icon in the next app update

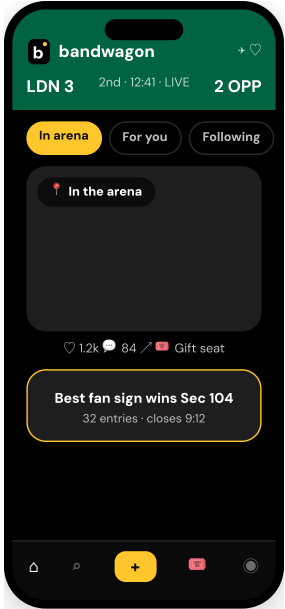
Four styles, each with a job.

The app picks the style from where you are and what’s happening (location + live game schedule). Nobody has to configure anything.



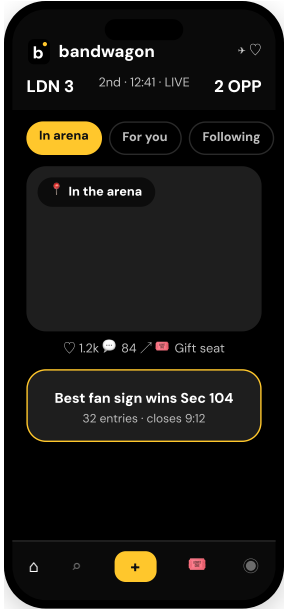
Full takeover

You’re at the game and it’s live: the whole app wears the team.



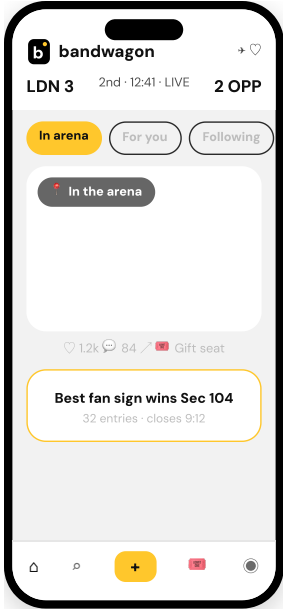
Team header band

You’re in the stadium (before, between or after play).



Accent only

You’re watching from home: dark, calm, team accents.



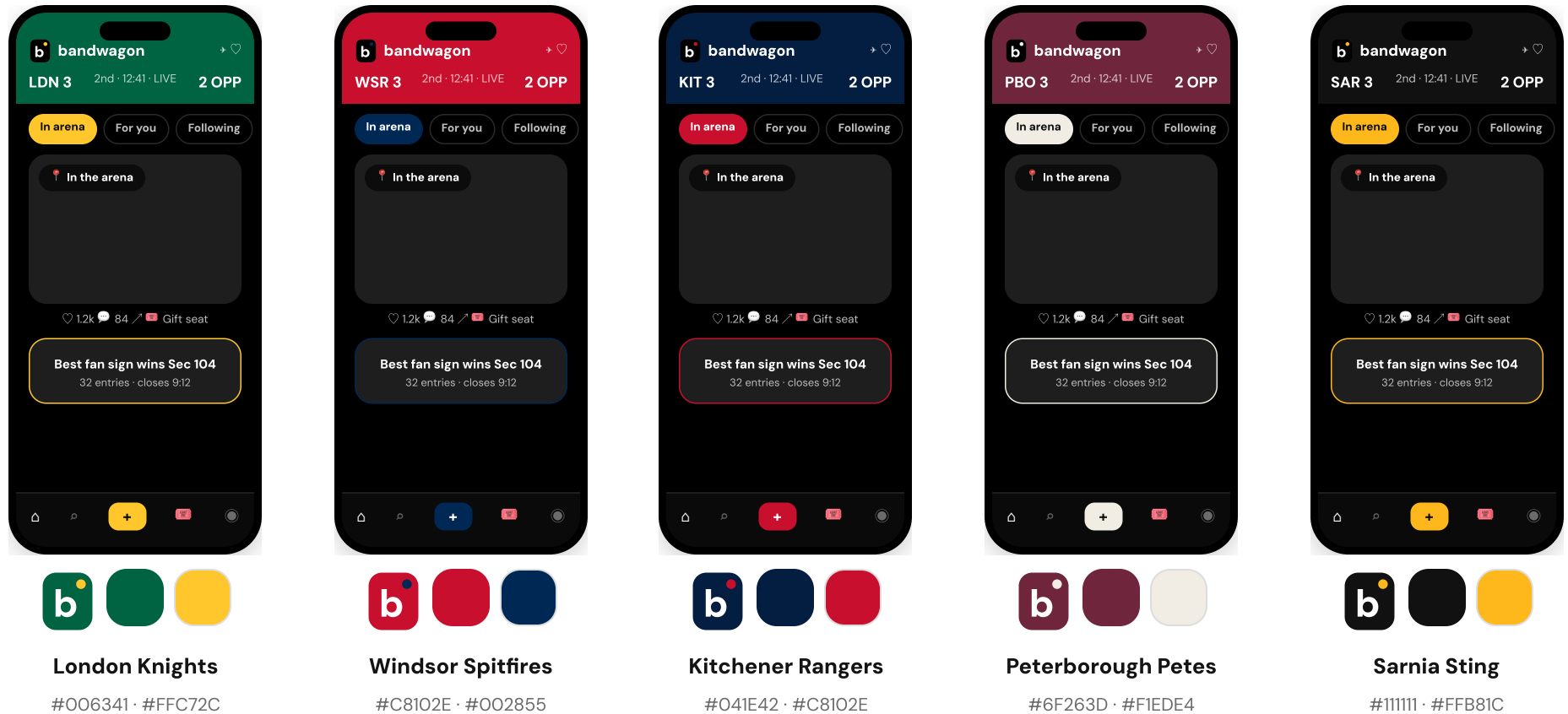
Light + team

Everyday use: light app, team colour accents.

Situation	Detected by	Style
In the arena, game live	Geofence + game clock running	Full takeover
In the arena, not live (pre-game, intermission, post-game)	Geofence, clock stopped	Team header band
Your team is live, you’re not there	Schedule/score feed, outside geofence	Accent only (dark)
No live game	Default	Light + team

Five teams, one system.

The same screens themed for five OHL teams (colours approximate, to be verified).



Built for every sport.

We start in the OHL because that's where our connections are and the season is on. Nothing in the brand or the app is hockey-only: any arena or stadium sport plugs in as configuration.

Hockey

Launch

OHL first · CHL · AHL · NHL

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

Ready

NBL Canada · CEBL · NBA · NCAA

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

Ready

IBL · minor leagues · MLB

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

Ready

U Sports · CFL · NFL

WES 21 – 14 OTT · Q2 8:30

Venue: Field**Game:** 4 quarters**Clock:** Counts down**Starts:** Kickoff · **Break:** Halftime**Icon:** football

Soccer

Ready

CPL · MLS · Premier League

FOR 1 – 0 YRK · 63'

Venue: Pitch**Game:** 2 halves**Clock:** Counts up + stoppage**Starts:** Kickoff · **Break:** Halftime**Icon:** soccerball

Lacrosse & more

Ready

NLL · volleyball · rugby

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

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

- **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

- **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

Readable for every fan, in every arena.

Arenas are dark, bright and loud. Contrast and size rules keep Bandwagon readable everywhere.

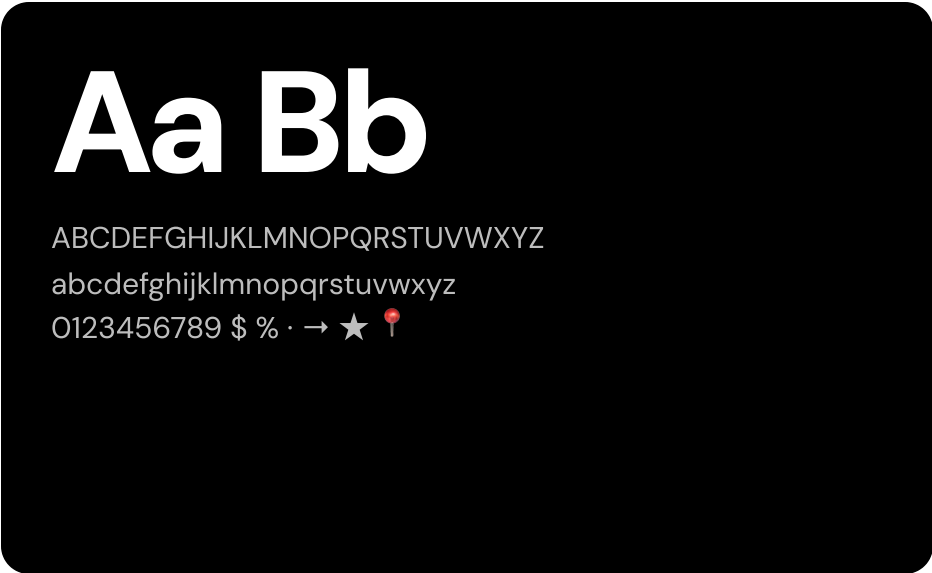
Rule	Target
Body text	≥ 4.5:1 contrast (WCAG AA)
Large text (≥ 20pt bold)	≥ 3:1
Buttons & chips	Label ≥ 4.5:1 against fill
Tap targets	≥ 44 × 44 pt
Colour alone	Never the only signal (add icon/label:  , LIVE, ✓)

Automatic team-colour fixes

- onPrimary / onSecondary picked automatically (black or white) by contrast
- If a team secondary fails on true black, use a lightened tint for text and keep the original for fills
- Yellow/gold secondaries (Knights, Sting) always carry black labels
- Respect Dynamic Type, Bold Text, Reduce Motion and Increase Contrast settings

DM Sans, everywhere.

One family, many weights. DM Sans is geometric, friendly and highly legible at small sizes; it matches the b• mark exactly.



Weight	Use
ExtraBold · 800	Logo, titles, scores, prices
Bold · 700	Buttons, chips, labels
SemiBold · 600	Headlines, usernames
Regular · 400	Body, captions

Rules

- Tabular (fixed-width) numerals for scores, clocks, prices and countdowns
- Tight tracking on big titles (–2 to –4%); default tracking for body
- Sentence case for UI; never all-caps paragraphs
- Fallback: SF Pro (iOS), Inter (web)

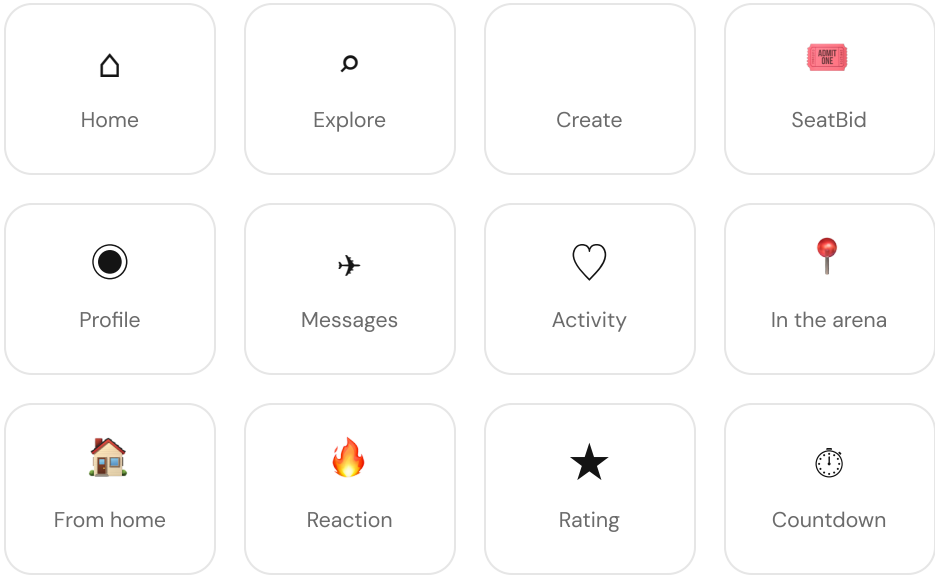
Mapped to Apple's Dynamic Type sizes.

Sizes in points at the default text size; all scale with the user's Dynamic Type setting.

Style	Size	Weight	Sample	Use
Large Title	34 pt	800	Hop on the bandwagon	Profile names, empty states
Title 1	28 pt	800	Hop on the bandwagon	Screen titles
Title 2	22 pt	800	Hop on the bandwagon	Section titles
Headline	17 pt	600	Hop on the bandwagon	Card titles, usernames
Body	17 pt	400	Hop on the bandwagon	Posts, descriptions
Callout	16 pt	400	Hop on the bandwagon	Helper text
Subheadline	15 pt	600	Hop on the bandwagon	Chips, list labels
Footnote	13 pt	400	Hop on the bandwagon	Meta (time, entries)
Caption	12 pt	400	Hop on the bandwagon	Badges, tab labels
Score	32 pt	800	LDN 3 – 2 WSR	Scoreboards (tabular)
Price	28 pt	800	\$24	Bid amounts (tabular)

SF Symbols first, custom only where needed.

On iOS we use Apple’s SF Symbols for consistency and accessibility. Custom icons (seat, ticket stub, and one ball or puck per sport) follow the same rounded, 2pt-stroke style.



Context	Size	Weight
Tab bar	24 pt	Regular (Filled when active)
Top bar	22 pt	Regular
Inline / chips	15 pt	Medium
Feature callouts	32 pt	Semibold

Rules

- Outline when inactive, filled when active
- Icons inherit text colour; accent only for primary actions
- Always pair with a label in tab bars and important buttons
- Emoji are for user content and badges (📍 🏠), not UI chrome

A 4-point grid on iPhone 17 & 13.

Everything sits on a 4pt grid. One layout serves iPhone 17 (393 pt) and iPhone 13 (390 pt); respect safe areas around the Dynamic Island/notch and home indicator.

Token	Value	Use
space.xs	4	Icon-label gaps
space.sm	8	Chip gaps
space.md	12	Card padding (tight)
space.lg	16	Screen margins, card padding
space.xl	24	Section gaps
space.2xl	32	Hero spacing

Radius	Value	Use
radius.sm	8	Inputs, small tiles
radius.md	14	Cards, media
radius.lg	20	Sheets, bid card
radius.pill	999	Chips, primary buttons

Screen anatomy

- Top bar 48 pt · scoreboard bar 36 pt
- Tab bar 49 pt + home indicator (34 pt)
- Live activity strip 44 pt above tabs
- Side margins 16 pt; feed media full-bleed

The everyday parts.

Buttons

Primary · Bid \$25

Secondary · Message

Tertiary · Not now

Destructive · Report

Team primary · Knights

Height 50 pt (44 min) · pill radius · Bold 17 pt · one primary per screen

Chips

In arena

For you

15 min

Rest of game

Badges



In the arena



From home



LIVE



Verified

Youth

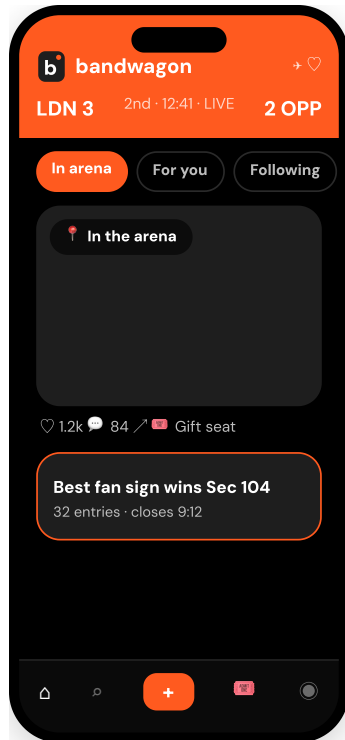
Sponsored

Won

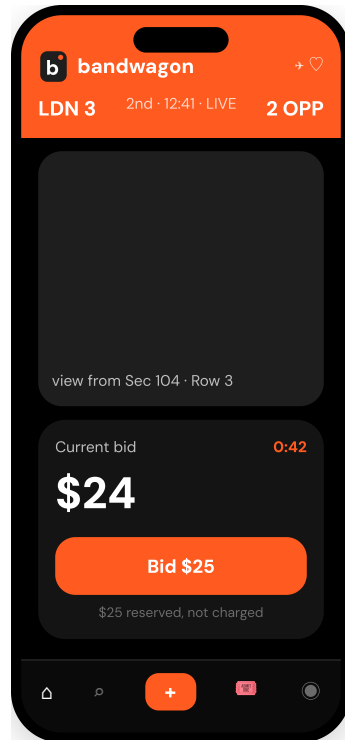
0:42

Chips 32 pt high · badges 22 pt · labels never colour-only

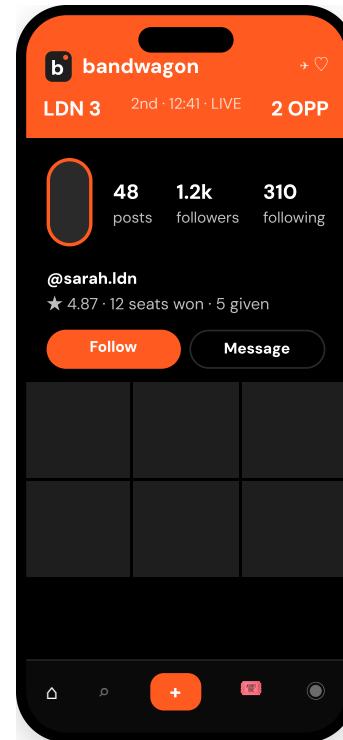
Feed, challenge, listing, bid.



Post card + challenge card



Bid card (Whatnot pattern)



Profile header (Instagram pattern)

Bars

- **Top bar:** mark (or arena pill) · messages · activity
- **Scoreboard bar:** team codes, score, period, clock, LIVE dot
- **Tab bar:** 5 tabs; game mode swaps to Feed · Chat · + · Seats · Challenges
- **Live activity strip:** your bid / check-in / slot timer

Cards

- Radius 14 · Graphite 900 · 1px Graphite 700 border on dark
- Challenge cards use a team-secondary outline
- Sponsor cards carry a "Sponsored" badge

Fast, physical, celebratory.

Motion makes the app feel live. Keep it quick (≤ 300 ms for UI), save big moments for wins.

Moment	Motion	Haptic
Tap / press	Scale .97, 120 ms	Light
Bid placed	Bid card pulse + count-up	Medium
Outbid	Red flash 200 ms + shake 2×	Error
You won!	Confetti in team colours + dot burst, 1.2 s	Success
Live dot	Ring pulse 1.6 s loop	None
Check-in	Slide-to-confirm track	Rigid on complete
Sheet open	Spring, 280 ms	None
Gift a seat	Ticket flies to recipient	Success

Principles

- Motion confirms actions; it never decorates idle screens
- Celebrate in the team's colours
- Reduce Motion: replace with fades and static labels
- No motion on money confirmations beyond a gentle check

Sound

Off by default. Optional "goal horn" sound on wins (user setting).

Real crowds, real moments.

Our imagery is user-generated and in-the-moment: phones up, signs high, mustard on shirts. Never glossy stock.

Crowd shots

Team-colour overlays

Seat views

Do

Fans, signs, celebrations, the view from real seats

Natural arena light; slight grain is fine

Team-colour gradient overlays for headers

Don't

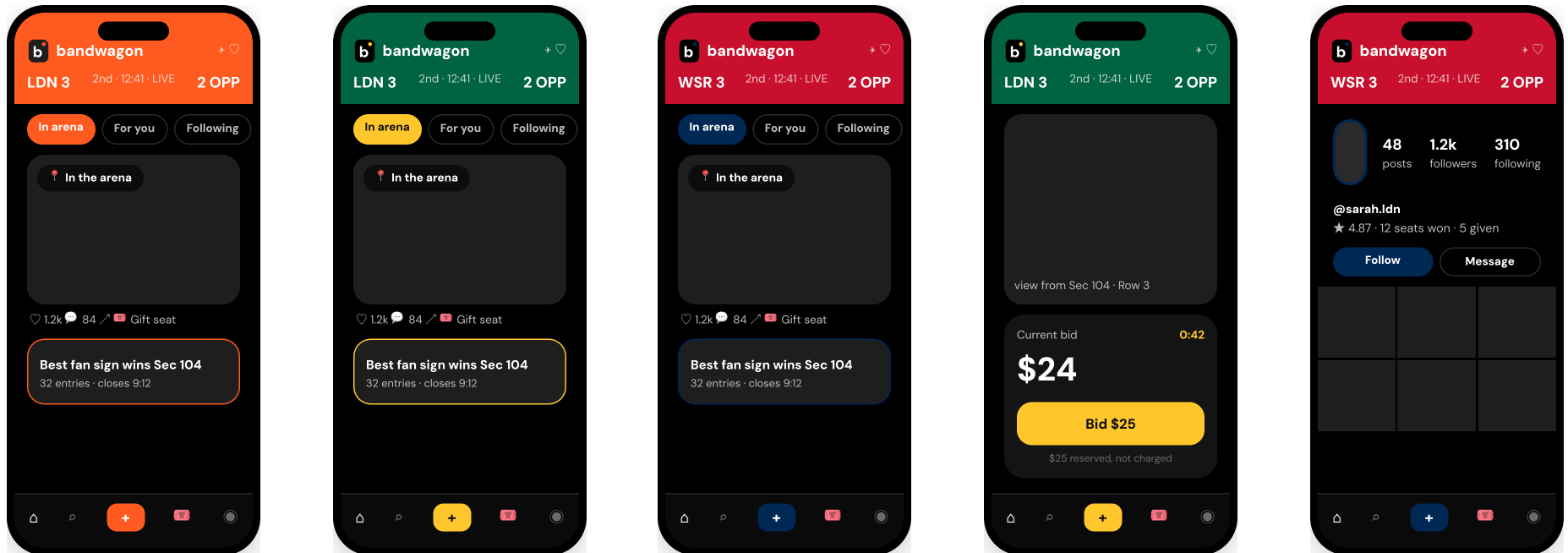
Stock photos of "diverse people smiling at phones"

Team logos/jerseys as hero art without a licence

Identifiable minors in marketing without consent

Neutral vs. themed.

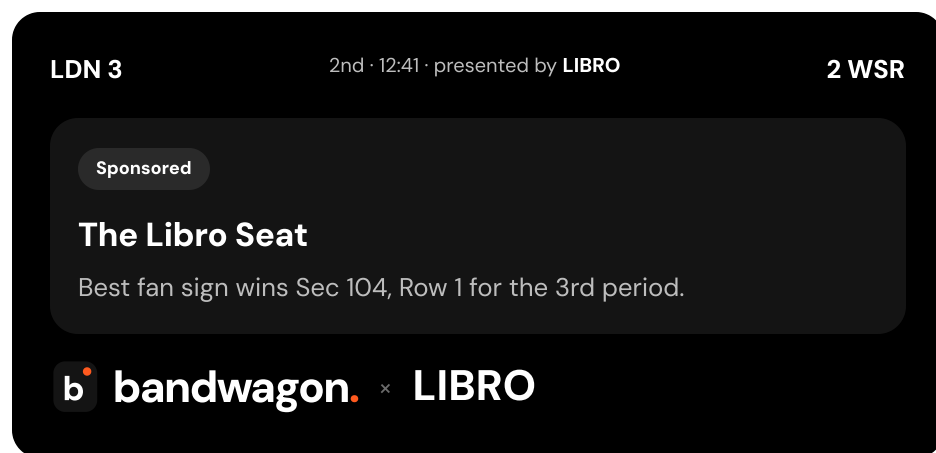
The same screens with no team set (neutral) and themed for the Knights and Spitfires.



Neutral home · Knights home · Spitfires home · Knights SeatBid · Spitfires profile

Partners belong, never intrude.

Sponsors appear in planned slots: branded seats, challenges, the scoreboard “presented by” line and feed banners.

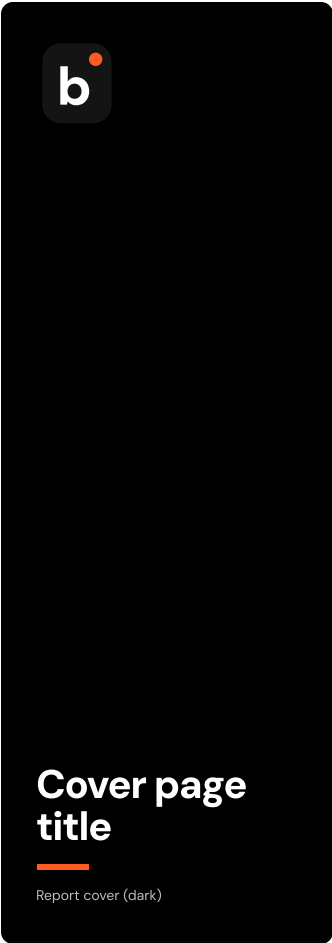


Rules

- Always labelled “Sponsored” or “presented by”
- Sponsor logo never larger than the b• mark in co-branded lockups
- Co-brand lockup: Bandwagon lockup × sponsor, separated by a thin ×, equal clear space
- Sponsors never recolour Bandwagon UI; they get their slot, the team keeps the theme
- No sponsored content in Bandwagon Kids
- Max one sponsor slot per screen fold

White paper, black type, one orange line.

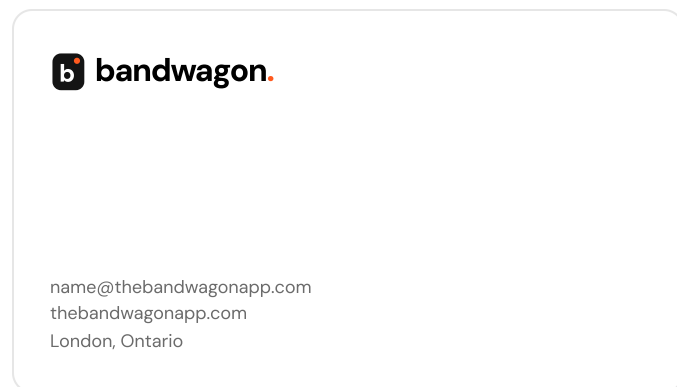
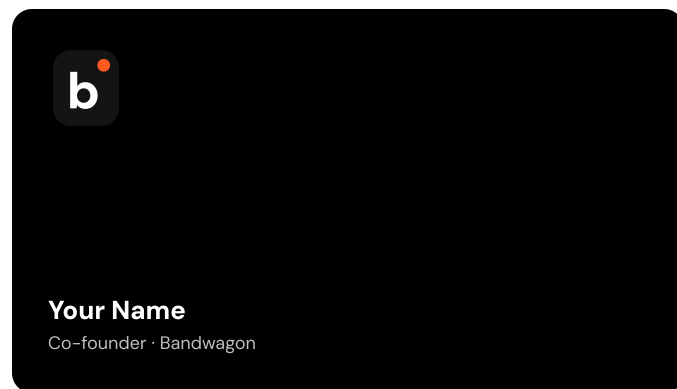
Documents are clean and light so they print well. The lockup top-left, a short Signal rule, generous margins, and a quiet footer.



Element	Spec
Page	Letter (8.5 × 11), margins 0.75 in
Header	Lockup 0.9 in wide, top-left · website top-right in Grey 500
Accent	Signal rule, 30 × 3 pt, under the header
Title dot	Every title ends in the Signal dot (it replaces the full stop; none after ? or !)
Titles	DM Sans ExtraBold 22 pt, -3% tracking
Body	DM Sans Regular 10.5 pt / 1.5
Footer	“bandwagon.” bold left · location + Confidential + page number right
Covers	True black, white title, Signal rule, b• mark
Mobile PDFs	390 × 844 pages, single column, 14 pt body

Replaces the navy/orange letterhead used in early planning docs.

Small formats.



Email signature

Your Name · Co-founder

Bandwagon · Every seat. Every moment. One crowd.

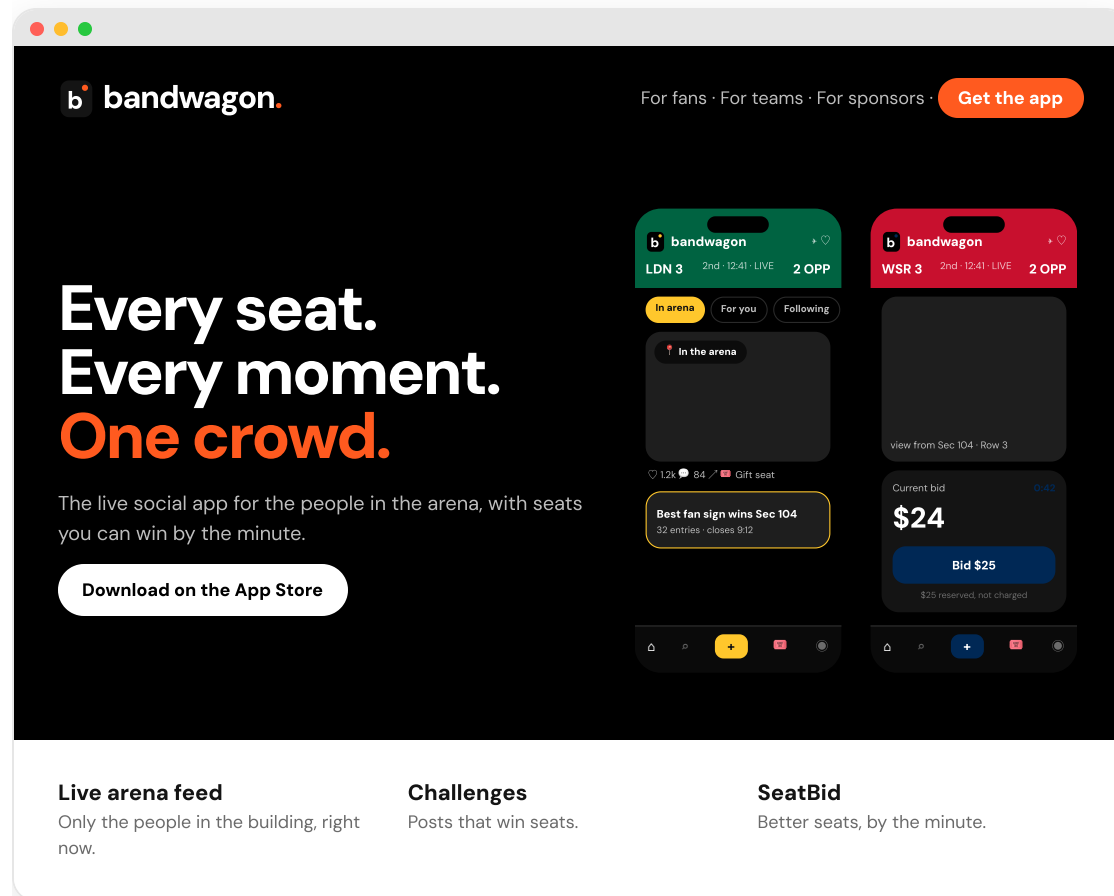
thebandwagonapp.com

Rules

- Plain text + lockup image (max 160 px wide)
- No quotes, banners or social icon walls
- Cards: 3.5 × 2 in, dark front (mark), light back (details)

thebandwagonapp.com.

The website is dark, bold and simple: one hero, the app front and centre, clear paths for fans, teams and sponsors.



Structure

- **Nav:** lockup · For fans · For teams · For sponsors · Get the app (Signal pill)
- **Hero:** “Every seat. Every moment. One crowd.” + App Store badge + two themed phones
- **Feature trio:** Live feed · Challenges · SeatBid
- **Team strip:** “Your team, your app” with 5 themed icons
- **Partners:** sponsor & venue value, contact form
- **Footer:** wordmark, legal, privacy, contest rules, socials

Specs

- Max content width 1200 px; 24 px gutters
- Hero title 64–72 px ExtraBold, –4% tracking
- Dark sections (#000) alternate with white sections
- Responsive: phones stack below the hero text under 768 px

Reusable web parts.

Buttons

Get the app

For teams →

Contact us

Feature card



SeatBid

Bid on, win or gift better seats, by the minute.

[Learn more →](#)

Partner form

Name

Business or team

Email

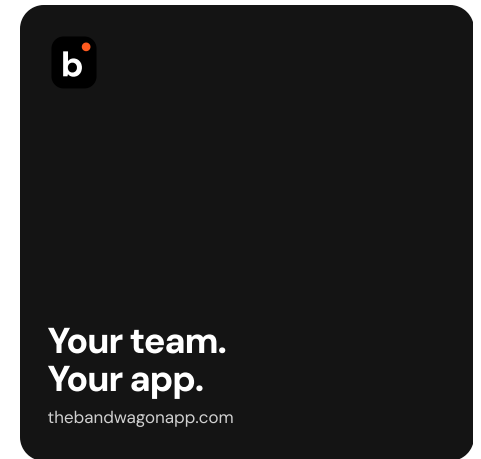
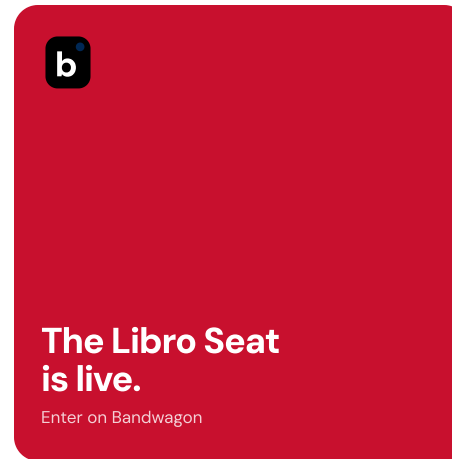
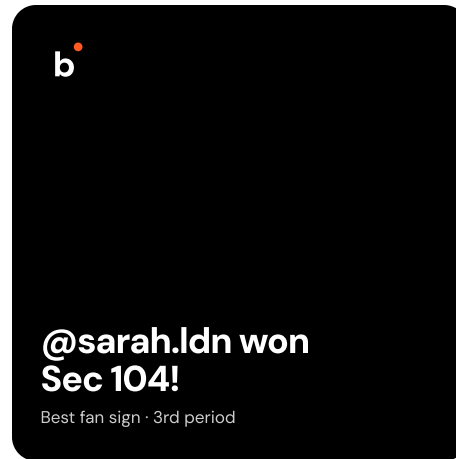
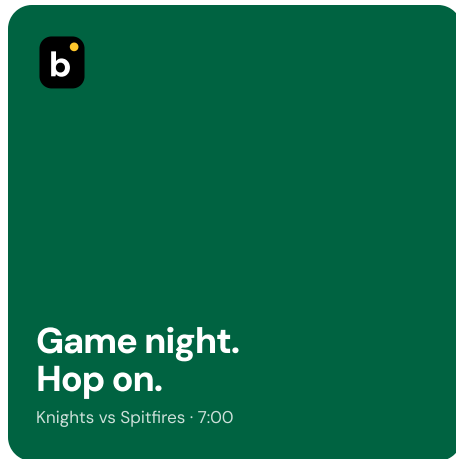
What are you interested in?

Send

Web uses the same tokens as the app (colour, radius, spacing) exported from one design-token file, so the site and app never drift.

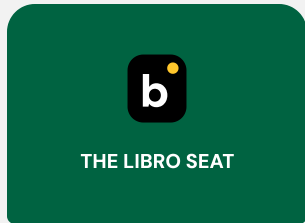
Game-day templates.

Square and story templates in the home team's colours. Big type, one message, the b• in the corner.



- Profile picture: team-neutral b• (black tile, Signal dot)
- Handles: @thebandwagonapp everywhere
- Celebrate fans by name only with consent; never minors
- Hashtag: #HopOn + team tag

Branded seats, stickers, swag.



Branded seat cover

Team colour + b• + sponsor name; venue approval required.



Stickers

Die-cut b• (neutral + team), "HOP ON" wordmark sticker.



Apparel

Wordmark on black or white; never alongside unlicensed team marks.

How we write our names and things.

Term	Write it as
The company / app	Bandwagon (title case in sentences); “bandwagon.” only as the logo
Seat auctions	SeatBid (one word, capital S and B)
The icon	the b• mark
Arena badge	 In the arena ·  From home
Account types	Fan, Youth, Parent, Team Member, Business
Time slots	8:30–9:00 pm (en dash, lowercase am/pm)
Money	\$25 (no .00), CAD by default, “reserved, not charged” for holds
Scores	LDN 3–2 WSR
Titles	End in the Signal dot, the ball: “Competitor analysis.”

Microcopy patterns

- Buttons are verbs: “Bid \$25”, “Do this challenge”, “I’m in my seat”
- Errors say what happened and what to do next
- Empty states invite action: “No seats live yet. Leave yours?”
- Notifications lead with the outcome: “You won Sec 104!”

Never

- “Users”: say fans
- Gambling words (bet, odds, wager)
- Team trash talk in official copy

Where everything lives.

Asset	Format	Naming
b• mark	SVG, PDF, PNG (1024)	bw-mark-{neutral light mono}.svg
Lockup	SVG, PDF	bw-lockup-{dark light}.svg
Team icons	PNG 1024 + iOS icon set	bw-icon-{team-code}.png
Design tokens	JSON (app + web)	tokens/base.json, tokens/teams/{code}.json
Fonts	DM Sans (Google Fonts, OFL)	fonts/DMSans-*.ttf
Templates	Figma / HTML	letterhead, deck, social-{square story}
This guide	PDF	Bandwagon-Brand-Style-Guide-v1.0.pdf

Version & ownership

v1.0 · October 2026. Changes to the mark, colours or type are versioned here first. Team colours are verified with each team before public use.



bandwagon.

Hop on.