

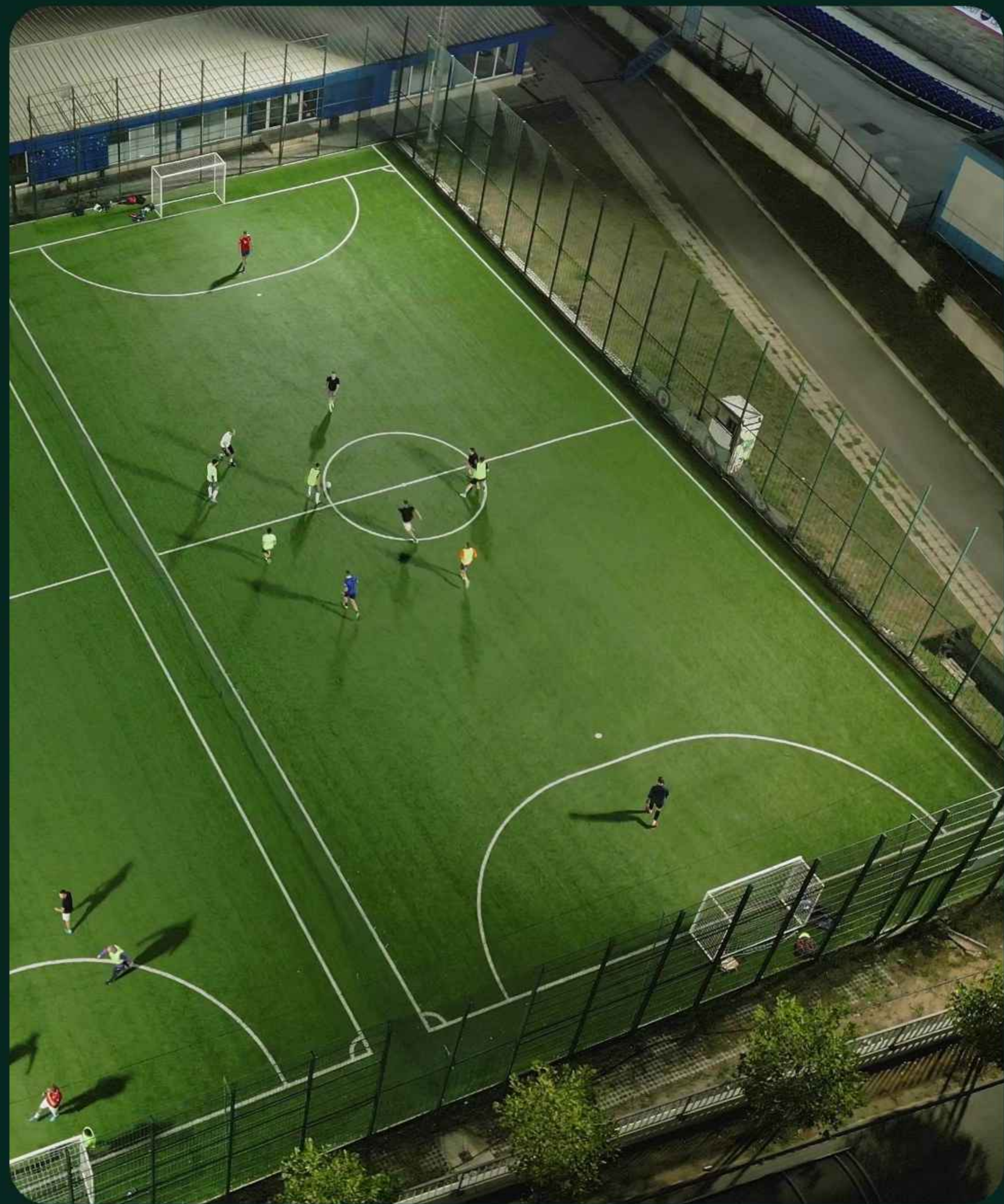


V01

Brand Guide

PLEI.COM

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Welcome

Since you are holding this guide and reading these words, we're trusting you with our very identity: our brand.

We aren't interested in all of the buzzwords and catchphrases and marketing jargon surrounding the word brand. But we do care about what people think about us. We care about our reputation. We care about building great relationships.

We also care about growing our business. But, for us, it's not all about revenue and sales. We are passionate about being a centering force in people's lives. We hope to become a healthy ritual for playing the beautiful game of soccer.

The following pages are full of guidelines, rules, and handy tips that we hope will help you communicate our values, realize our vision, and reinforce our brand.

It is impossible to predict every situation, brand execution, or implementation, but this guide will help refine your approach.

Whether you are a new employee, an outsourced designer, or one of our amazing partners, thank you for helping us achieve our goals and pursue our mission.

Sincerely, welcome to the Plei family.

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Photography

Intent of this guide

Updated: March 2025
Created By: Plei UX
Questions: jonathan@plei.com

This style guide is a reference for our internal design team, vendors, and others who are authorized to work with the Plei brand.

The standards, guidelines, and references within this document are grounded in research, experimentation, and brand executions that have preceded our new brand look and feel.

Our intent with this guide is not to restrict creativity and innovation: far from it. We believe in the creative spirit, and innovation is one of our core values.

What we strive for is a coordinated, consistent, and effective brand presence in everything we create. If we make something, we want to make sure that people know where it came from.

While some of our brand executions and graphics have been appeared to the public—like kits, banners, and social posts—

these are not intended as the final direction for this guide. Each one of our execution templates will have internal documentation that is easier to update, follow and implement in today's digital environment.

The focus of this guide is to empower you, the creative, with the elements you need to create. By utilizing these tools, resources, and adhering to the guidelines within, you'll make things that look like the Plei brand, every time.

Please refer back to this guide often. We believe that our style guide is a living document. It should evolve over time, just as our brand inevitably will.

If you have any questions concerning the content of this guide, please don't hesitate to reach out to our Design Team at jonathan@plei.com.

Using our brand materials

For legal, copyright, or usage questions relating to our brand visuals, please reach out to Alejandro Duque, at a@plei.com.

We are reasonable people—and open to most things—but when it comes to our brand, our reputation, we maintain strict control. We hold ourselves to incredibly high standards, and we expect the same wherever our brand is represented.

You must have specific permission and authorization to use any of our brand materials, including any resources, graphics, or visual elements found within this guide and its accompanying files. Simply being in possession of these materials does not imply or imbue permission in any way.

The approval process for materials and implementations of our brand will vary. Please contact an authorized Plei representative (usually your point of contact) with questions.

We reserve the right to disapprove or deny any use or uses of our logo, our brand visuals, or other brand elements at any time, for any reason.



01 Introduction

Play anywhere,
anytime!

Over the past few years, Plei has grown from a pickup soccer app to a global soccer community of over 500,000 players, expanding to 26 regions across the United States.

Welcome the new
era of Plei.

We've teamed up with legendary soccer brands like LALIGA, Copa 90, Saturdays Football, and more.

Together, we are making soccer more accessible and building connections that transcend the beautiful game.

INSIDE:

—Our Vision

Our Vision

At Plei, we envision a world where the beautiful game of soccer unites communities and fosters connections across the globe.

We are committed to leveraging technology to make soccer accessible to everyone, ensuring that community and camaraderie are within reach for all.

Our passion drives us to create a platform synonymous with play, where every match brings people closer together. We believe that by providing better access to soccer, we can cultivate a stronger, more connected world.

Our motto, “**Building Connection Through the Beautiful Game,**” embodies our unwavering commitment to this vision.

02 About the brand

Commitment,
Community, &
Camaraderie.

Plei is more than just a pick-up soccer app. We serve as a daily reminder of community, connections, experience and camaraderie.

Within this section, you will learn who we are, what we stand for, and where we came from.

We are the sum of the things we've done, the community we cherish, and the places we've been. After this section, we hope you'll come to know us a little bit more as we connect the world through the beautiful game.

INSIDE:

- About us
- Our history
- Our values

At plei, we envision a world where the beautiful game of soccer unites communities and fosters connections across the globe.

OUR PROPOSITION

Our passion drives us to create a platform synonymous with play, where every match brings people closer together. We believe that by providing better access to soccer, we can cultivate a stronger, more connected world.

OUR PURPOSE

Our purpose is to create a platform where soccer enthusiasts can easily find and participate in games, building a stronger, more connected community through shared passion for the sport.

OUR MISSION

Our mission is to connect the world through the beautiful game of soccer, using technology to make community and play accessible to everyone, everywhere.

People first. Always. Create moments that matter. Turn every game into an experience worth returning for.

OUR VALUES

- People come first, soccer follows.
- Friendliness and compassion are in our DNA.
- Innovation keeps us moving.
- We make the most of every play.
- We chase excellence, knowing the game is never over.
- We are not a family. We are a great team. And that's plenty.
- We take our time to think, then move with purpose.
- We design necessary experiences that go beyond the pitch.



It all started with love for the game.

- 2016** The love for the beautiful game manifested into an idea.
- 2019** We grew in popularity in the local regions of South Florida.
- 2022** Hired more people, built teams to support our expansion nationally.
- 2025** In nine short years, we partnered with big names like Laliga and adidas, with over 500K user-base



Our fearless leader Sebastian Duque working on the Plei app.

Energetic**Friendly****Inclusive****Confident****Human****Inspiring****Forward Thinking**

Our brand personality

FRIENDLY.**INCLUSIVE.****INSPIRING.****FORWARD THINKING.**

Think of that one friend who's always down for a game—no planning, no hassle, just pure love for the sport. They bring the energy, the community, and the feeling that every match is more than just a game—it's a tradition. Whether you're lacing up for the first time or you've been playing for years, they make sure you always have a place on the field.

You might go weeks without a match, but when you're back, it's like you never left. With them, every play feels effortless, every moment feels electric, and no matter the score, you walk off the pitch wanting more. That's us. Or at least, that's who we strive to be.

03 Voice & style

We speak friendly with a dab of witty & confidence. We keep it clear and simple.

Our users and our team members are the reason we're here. They are our everything. Our purpose.

The way we speak to them should reflect how important they are. We should strive to ensure that every brand execution communicates this tone of voice.

In this section, you will find guidance on how to communicate in our brand voice and style.

INSIDE:

- Tone & Voice
- Taglines
- Master Style List



Our writing tone & voice

We speak the language of the game — energized, welcoming, and always in motion. Inclusive language always. Make everyone feel welcome — all skills levels, all backgrounds. We speak with our community not at them. Our tone is friendly but never forced, confident but never cocky, and witty without trying too hard. We're here to make soccer more accessible, more fun, and more connected, and that energy comes through in everything we say.

We keep it real—genuine, transparent, and always human. No fluff, no gimmicks, no

over-promising. Our words should feel like an invitation, not a pitch. We don't need to sell soccer; the game sells itself. We just make it easier to play.

We use contractions because no one talks like a rulebook. Our voice is natural, conversational, and effortless—like chatting with a teammate before kickoff. We throw in moments of delight. Where appropriate we hype someone up, include a playful phrase, and a spark of excitement. Soccer is fun. Talking about it should be too.

**Play soccer anytime, anywhere.
Where passion meets the pitch.
Connecting players, one game at a time.
Your game. Your community. Anytime.
Building connection through the beautiful game.**

Our taglines, which are not professionally written, is a representation of our brand value and overall mission.

Nor are you limited to these by any means.

The purpose of our brand tagline(s) are to capture and summarize our brand promise, brand values, and product experience.

Tagline(s) may be used in any marketing materials, advertising, or brand execution where we see to communicate our personality, mission, or brand values.

Each tagline may be used in combination with the brand logo and brand images as a standalone brand marketing campaign. The brand taglines should not be combined with campaign-specific taglines or phrases.

Avoid rewriting, rewording, or editing existing tagline(s) in any way. But feel free to come up with your own twist.

Master style list

This is a guide to the grey areas in grammar, spelling, and commonly confused styles. This list is not comprehensive. When in doubt, refer to your good judgment and common sense.

Headlines

Headlines should be short, clear, and “hook” the user into wanting to see more

Use “&” instead of “and”

Use Sentence case, Not Title Case

Use periods ONLY when writing in sentences

Formatting

Capitalize the first word in a sentence

Capitalize nouns

No hyphen when using the term ‘pickup’ game

Punctuation

Use consistent punctuation

Do not use spaces around the em-dash

Do not end bulleted or numbered lists in periods, unless the list item contains multiple sentences

04 Brand logo

The heart, soul,
and center of our
brand identity.

Our logo is more than a mark—it's a symbol of the game, the community, and the experience we stand for. It sets us apart in a crowded industry, representing quality, consistency, and the passion that brings players together.

As such, it is vital that our logo is presented correctly in every execution. This section covers these guidelines in detail.

Any use of our brand logo outside of or conflicting with the contents of this section will be considered unauthorized.

INSIDE:

—Primary Logo

—Alternate Lockups

—Sizing & Spacing

—Placement

—Common Errors





Dribble action

+



Legacy

+



"P" for Plei

=



What our icon stands for.

Forward Motion. Legacy. Connection. Play. Our icon embodies these values at the heart of Plei.

Inspired by the fluid motion of the game, our symbol represents the art of dribbling—where every touch, turn, and movement connects players to the sport they love. Its form evolves from our original brand, maintaining our roots while embracing the energy of progress.

At its core, the shape subtly forms the letter "P" for Plei, a nod to the platform that brings players together. More than just a mark, our icon is a reminder: Soccer is always in motion. And so are we.

Primary lockup

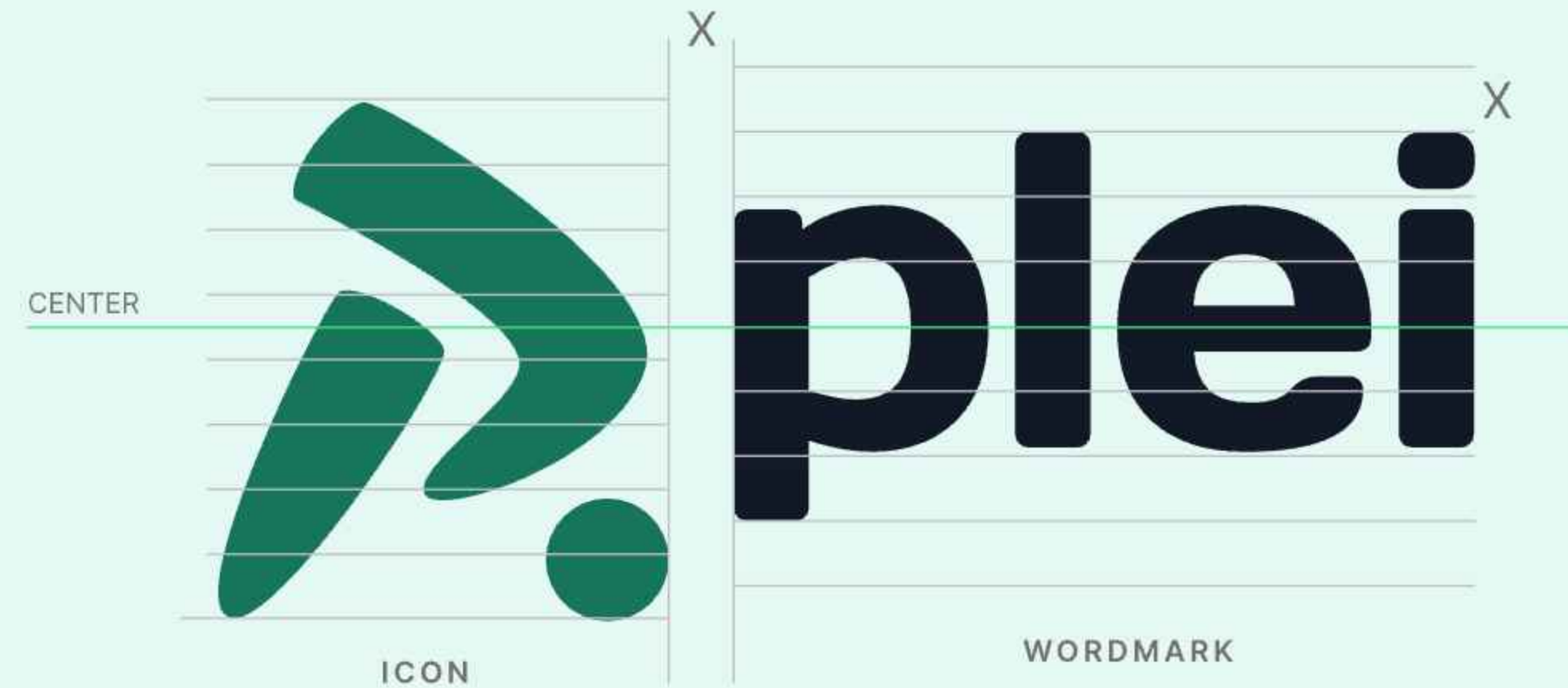
The Plei logo lockup is the ultimate mark of our brand—bold, confident, and unmistakable. It represents everything we stand for: accessibility, community, and the love of the game.

Designed to be versatile yet instantly recognizable, this logo is used across all touchpoints, from digital experiences to physical spaces, merchandise, and beyond. It's a carefully crafted piece of brand identity that should always remain consistent—never stretched, modified, or altered.

Wherever you see it, you know one thing: the game is here.



Lockup assembly



ICON HEIGHT

The height of the icon is slightly larger to wordmark, with a slight nudge to center the shape of the symbol with the center of the wordmark.

SEPARATION

The space between the icon and wordmark is equal to the X spacing between the line grid.

VERTICAL ALIGNMENT

The center of the P icon should align exactly with the vertical center of the wordmark.

When our icon and wordmark are assembled together, the height of our wordmark can be used to determine the ratio and relationship between the two elements.



MINIMUM SIZE

This version is not intended for extremely small sizes. The minimum height is .75" for print applications and 50px for digital applications.

Color variations

Each brand logo lockup has several color variations for use on different background types, tones, and colors.

When in doubt, use the most legible version of the logo for the available background.

For printed executions, special care should be given to ensure logo legibility on the final media or material used.

Two-Color, Dark



Icon: Pitchgreen
Wordmark: Neutral black

Two-Color, Light



Icon: Emerald
Wordmark: Mint white

Single Color, Dark



Icon: Deep green
Wordmark: Deep green

Single Color, Light



Icon: Emerald
Wordmark: Emerald



VERTICAL LOCKUP



PRIMARY LOCKUP



ICON-ONLY



WORDMARK

A scalable identity system

Trying to fit the same mark simultaneously on a large banner, kit, or website is a challenge. Our identity system is designed for flexibility, consistency, and brand recognition.

We have provided different logo lockups that should cover every space imaginable. Instead of trying to fit a logo into a space that is too small or crowded, simply use a different

version for maximum visual impact and clarity.

When using the icon-only mark, ensure that our brand name is visible near or in relationship with the icon. For example, a kit or jersey bearing the icon design on one side of the kit should have brand name legibly elsewhere. This will help reinforce our brand recognition across multiple touchpoints.

Vertical lockup

Designed specifically to be vertically efficient, the vertical lockup is a perfect fit for taller areas, and areas where a centered lockup would fit better.

While we generally prefer the full horizontal logo, there are no specific restrictions that would prevent this version from use.



LOCKUP ASSEMBLY

The icon and wordmark is horizontally centered and separated by the X line height. The icon height is equal to the Y width of the letter P.



Minimum Size

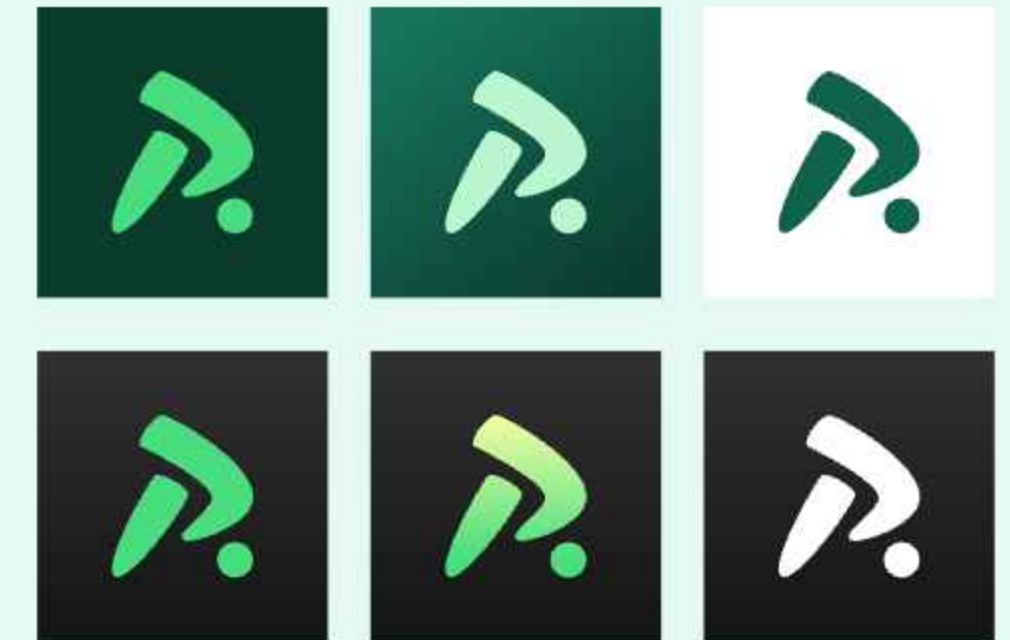
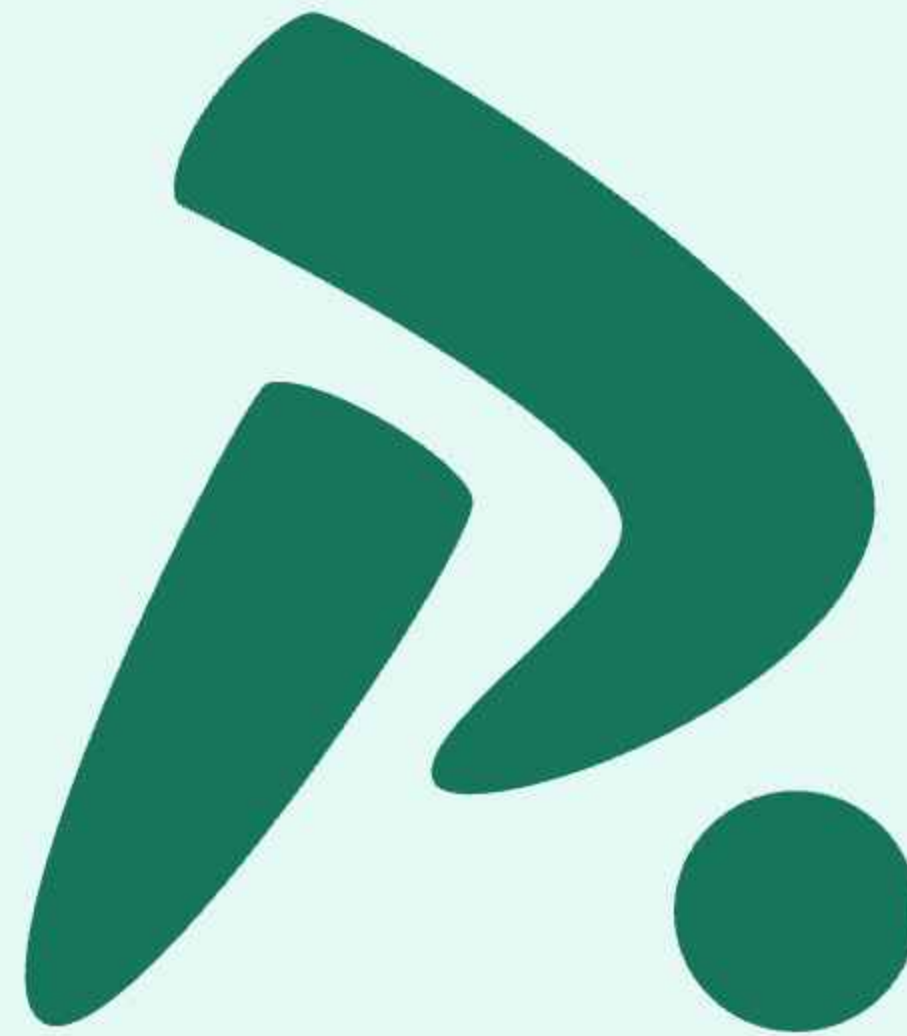
This version is not intended for extremely small sizes. The minimum height is 1.5" for print applications and 100px for digital applications.

Icon-only lockup

When simplicity or subtlety is key, the Plei Icon-only logo is the perfect choice.

Use this mark independently in places where our full logo lockup might overwhelm—like apparel, gear, or small-scale branding applications. When using the icon alone, always ensure that our brand name (“Plei”) remains clearly visible nearby or in close context to maintain brand recognition.

This approach guarantees that wherever the game goes, our brand identity remains unmistakable.



SPECIAL COLOR USAGE

When the icon is used as a standalone element, it will accommodate any acceptable combination of our colors. **Special cases where non-brand colors can be used are for Plei kit color combos.**



Minimum Size

At small sizes, ensure the line weight is legible and that the negative spaces do not close. The minimum height is .75" for print and 50px for digital applications.

Wordmark lockup

plei

When space is at an ultimate premium, the Pebble wordmark can be used in place of a full brand logo lockup.

This logo is designed for small spaces and imprints that are infamous for legibility issues, like small engravings or silkscreen imprints.

This is also the only authorized method of presenting the icon as a solid shape instead of the outlined version.



SPECIAL COLOR USAGE

When the word mark is used as a standalone element, it will mostly be used in binary usage between dark backgrounds and light ones.

Special cases where non-brand colors can be used are for Plei kit color combos.

plei | .25" OR 28PX

Minimum Size

This wordmark is designed for extra small spaces. The minimum height is .25" for print and 18px for digital applications.

Logo size

Maintaining optimal and minimal logo sizing is vital to the legibility of the mark and overall brand recognition.

The execution will often dictate the right logo size. But in order to maximize legibility, try to use the largest size (within reason) for each logo version listed. In some circumstances, it may be acceptable to use the minimum size.

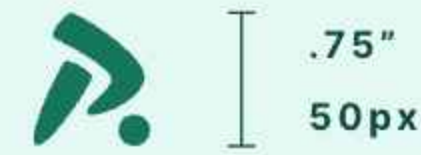
Never reproduce our logos smaller than the minimum sizes listed on this page.

Minimum Sizing



PRIMARY LOCKUP

Minimum height is .75" for print and 50px for digital applications.



ICON

Minimum height is .75" for print and 50px for digital applications.



WORDMARK

Minimum height is .25" for print and 28px for digital applications.



VERTICAL LOCKUP

Minimum height is 1.5" for print and 100px for digital applications.

Clear space

Maintaining optimal and minimal logo sizing is vital to the legibility of the mark and overall brand recognition.

The execution will often dictate the right logo size. But in order to maximize legibility, try to use the largest size (within reason) for each logo version listed. In some circumstances, it may be acceptable to use the minimum size.

Never reproduce our logos smaller than the minimum sizes listed on the previous page.

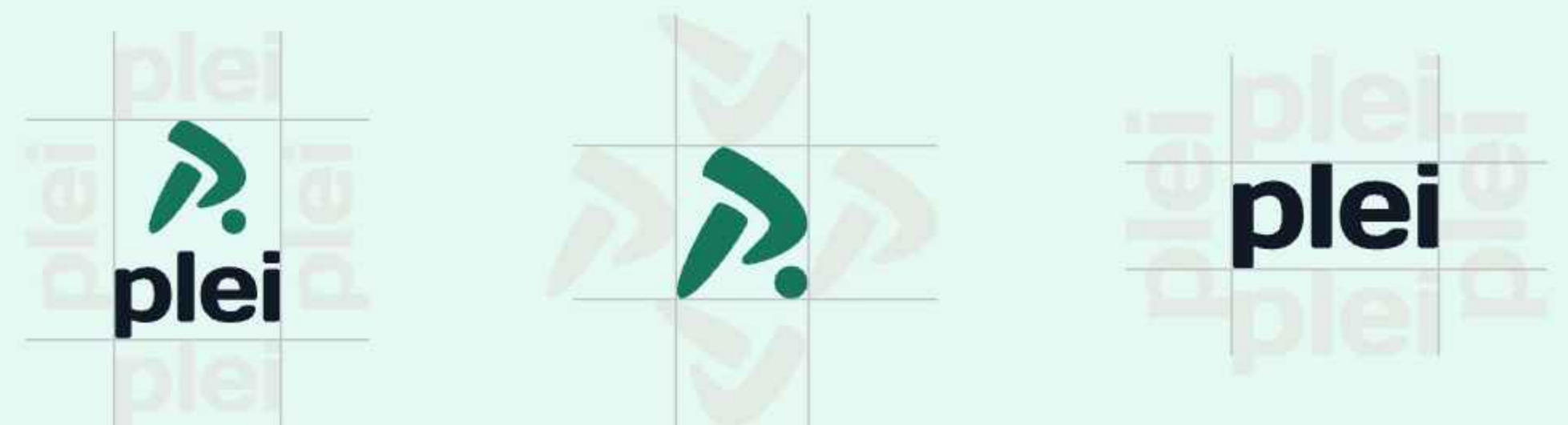
Visualized Clear Space



Alternate Logo Versions

LOCKUPS

Not all versions of the brand logo include an icon element as the object for clear space. Each version of the logo uses its own anatomy for clear space.



Background control

Contrast is the name of the game when considering placing the logo on any background.

Our logo should not only be legible; it should also make a clear, strong statement when used. If there is not enough contrast between the logo and the background, the presence of the logo is weakened.

The logo may be placed on photographs, textures, and patterns as long as there is enough contrast for the logo to be visible.



The two-color version of the logo may be used on any solid-color background. Use the dark or light version to achieve maximum contrast.



The one-color or two color light version of the logo may be used on any dark photographic background. Images should overlay a tint to minimize noise. Do not use the two-color version over detailed photographs.



The one-color, light version of the logo may be used on any dark/noisy photographic background. Do not use the two-color version on noisy photographs without a tinted overlay. If logo can be placed in a light area of the photo, use dark versions of the logo.



The one-color version of the logo may be used on low-contrast patterns. Use the dark or light version to achieve maximum contrast.

Placement of the logo on canvas is vital to a consistent visual style.

The purpose of our brand tagline(s) are to capture and summarize our brand promise, brand values, and product experience.

Where our logo is placed communicates a great deal about our brand's visual style. In this chapter, you will find high-level guidance on how the logo should be positioned on a variety of touchpoints and media.

As a general rule, our logo should not be centered in an area. We typically favor a left-aligned layout with the logo aligned to the primary grid line—the spine.

Exceptions to this rule will inevitably surface for items like bottles, kits, field flags, posters, etc. When in doubt, connect with a member of our team to review your situation.

NEXT UP:

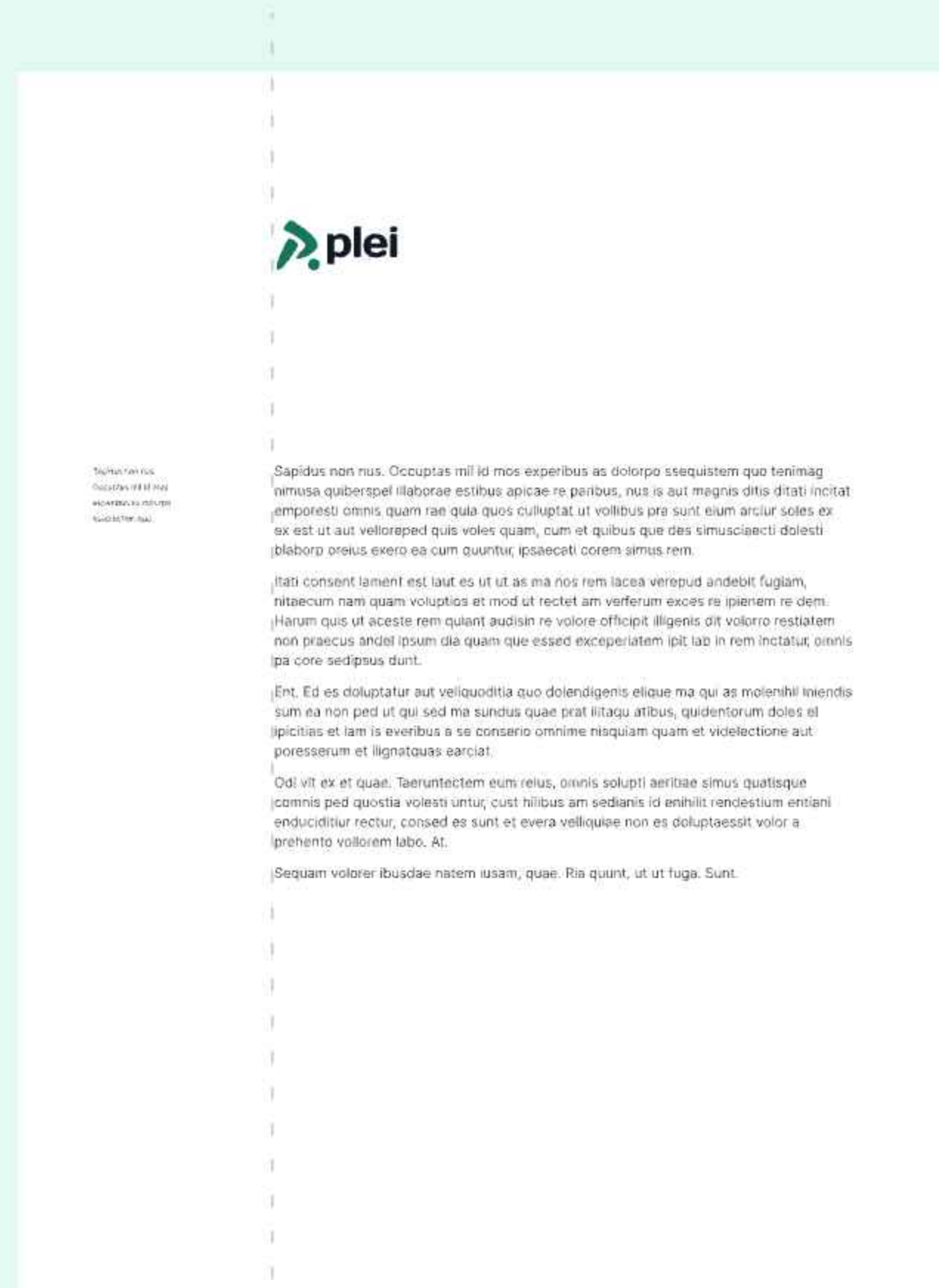
- On the page
- As signage
- On merchandise
- On the web
- On social media

On the page

Place the logo left-aligned on the primary grid line. If this space is not available, the logo belongs in the top or bottom left page corners.

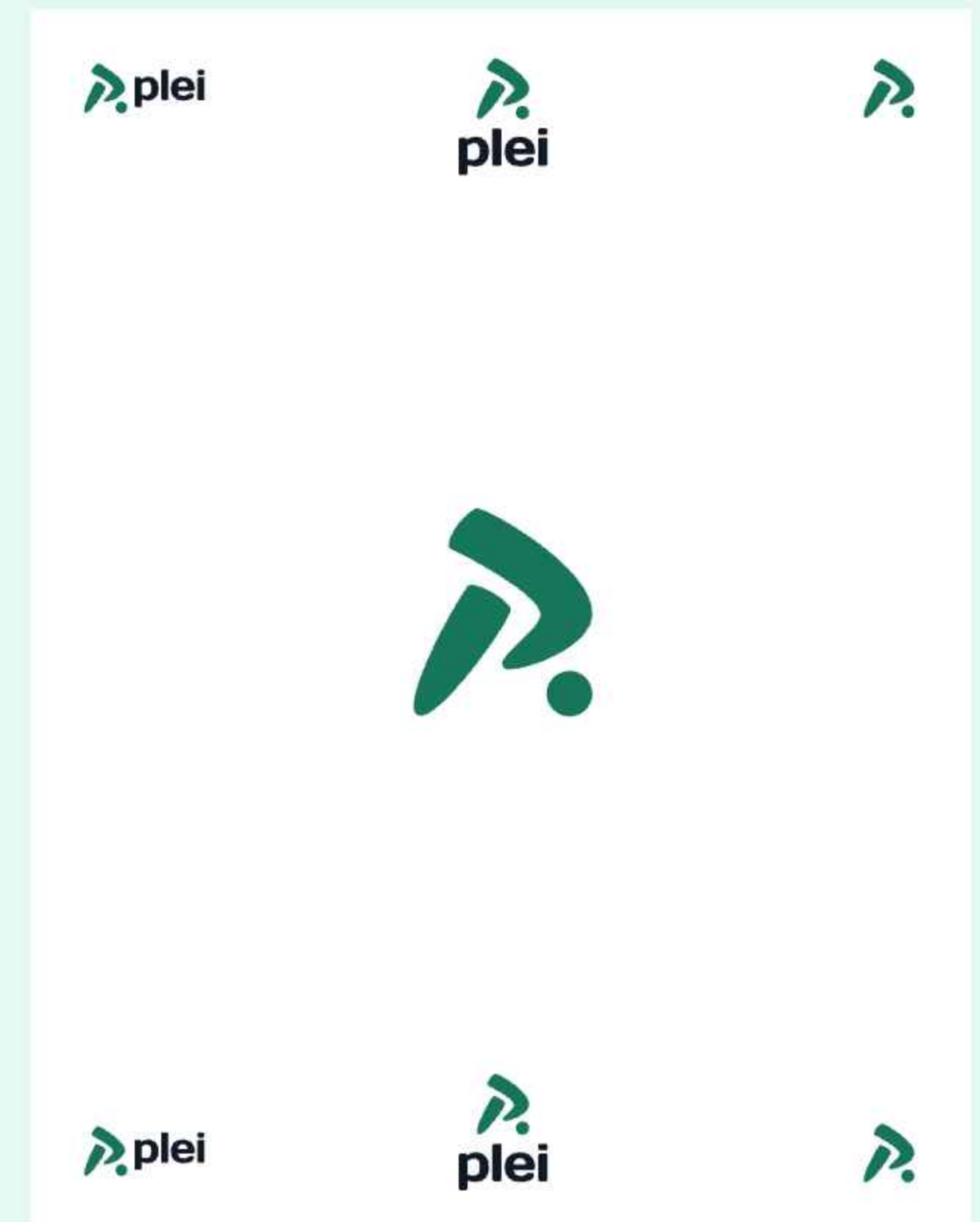
Specific stationery layouts are provided in the Brand Collateral section of this document.

Placement



PREFERRED

Align the logo to the primary grid line (referred to as the spine). The primary lockup looks best when left-aligned.



ALTERNATIVE OPTIONS

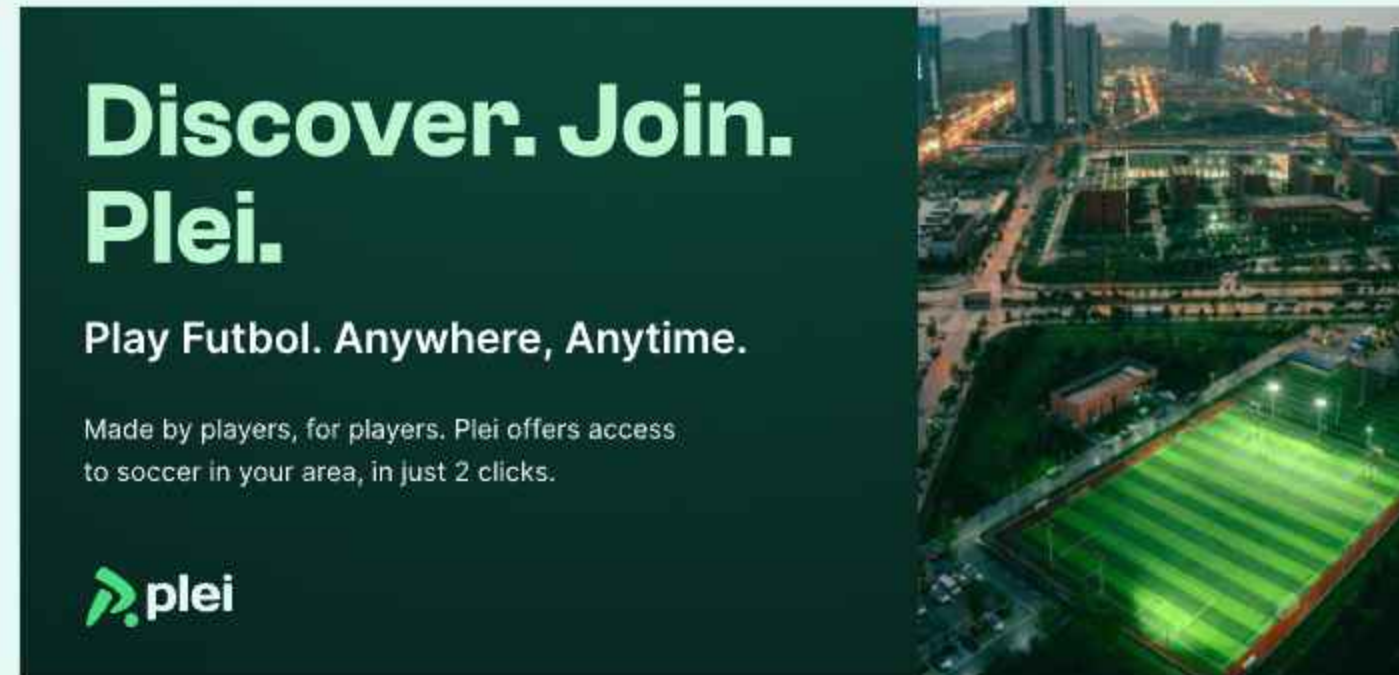
Align the primary lockup to the left corners. If the layout dictates a centered or right-aligned mark, use the icon or vertical lockup.

As signage

Our signage should capture the spirit and energy of the Plei community, prominently featuring imagery of players in action, vibrant fields, and authentic moments. Prioritize clear visual hierarchy: the logo lockup should be positioned consistently, easily visible, and balanced with images and messaging.

While imagery of people and fields helps bring our brand to life, creativity isn't limited to these elements alone. Feel free to explore unique compositions, taglines, colors from our library and layouts that reinforce brand recognition and community connection.

Placement



HORIZONTAL POSITION

Align the logo in the lower left hand corner of a rectangular hanging sign to achieve asymmetry.



VERTICAL POSITION

Align the icon in the lower right of a vertical rectangular hanging sign to achieve asymmetry.



On merchandise

Branded merchandise like t-shirts, hats, and coffee mugs should all follow a left-aligned logo placement if possible.

If possible, look for unique and uncommon imprint areas to utilize. Areas like t-shirt sleeves are rarely used and can make a striking visual statement.

Each piece of merchandise will carry unique limitations. Use the images on the right as general guidance.



APPAREL

Left align the icon when possible on kits or shirts. Use the icon for centering for items like hats, mugs, etc.



Placement

On the web

On the Plei website, the logo will be placed in the upper left-hand corner of the navigation bar. Do not center the logo on screen, even on small screens.



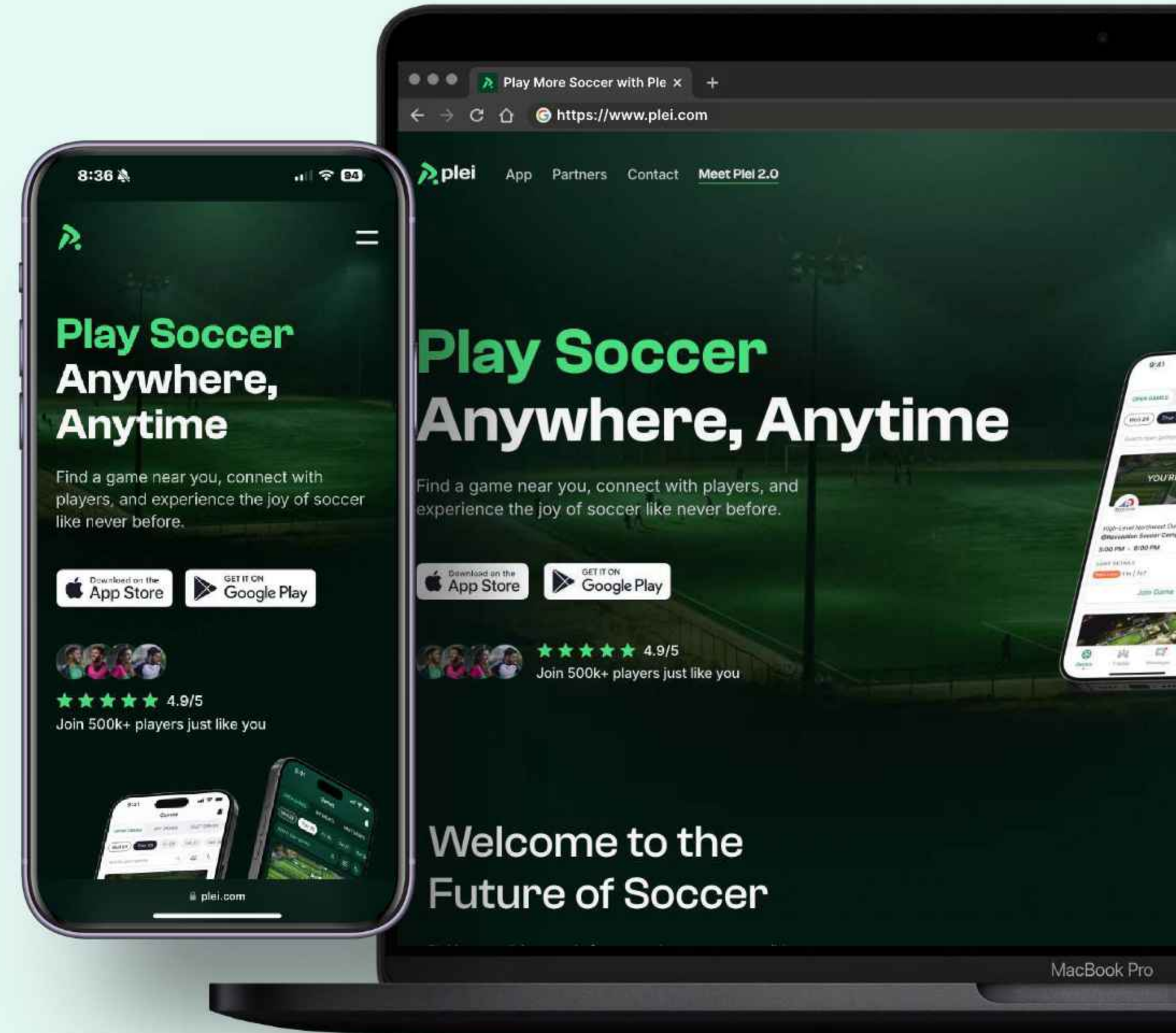
FAVICON

Our favicon—a 32px x 32px icon that is displayed in the browser next to the url—is the only other approved usage of our icon in solid form.



DEVICE ICON

If our website is saved as a bookmark on the home screen of some mobile devices, this graphic will be displayed. Default size is 192px x 192px.



Placement

On social media

When used as social media avatars, the icon-only logo should be used with the right amount of clear space on all sides.

We have developed two approved avatar images found here on this page. They are each approved for both circular and square avatars shapes of all sizes.

While the layout of these avatars should not be altered in any way, approved secondary brand colors may be used to address special events, holidays, and seasonal changes.



ICON AVATAR

Preferred avatar for use on all platforms. All approved color combinations may be used.

Placement



Common errors



Do not stretch, squash, skew, or distort the logo in any way.



Do not edit the logo color, use an off-brand color, or reduce the logo opacity. Logo color can be changed when used for specific team kits or events.



Do not add graphic effects to the logo, including drop shadows.



Do not place the logo on a high-contrast pattern or busy photograph.



Do not change the layout or relationship between logo elements.



Do not encroach on the required clear space surrounding the logo.



Contrast is important, do not use our emerald green logo on light backgrounds

Note: This is not a comprehensive list of errors. These are simply the most common or egregious errors.

05 Brand Colors

Color sets us apart & helps to invoke emotion.

The colors we've chosen for our brand is a key factor in differentiation and brand recognition.

As such, it is vital that our colors are reproduced faithfully and combined in the right way. This section covers these guidelines in detail.

Any color outside of those outlined within this section will be considered unauthorized.

INSIDE:

- Primary Palette
- Black & White
- Approved Pairings
- Common Errors

Cyprus is used as a background color or text color on light backgrounds

Cyprus

CMYK: 86, 49, 74, 57
 RGB: 11, 59, 46
 HEX: #0B3B2E
 PMS-3308

Pitch Green is our primary brand color, our aim is to drive brand recognition through the increased use of this green.

Pitch Green

CMYK: 86, 32, 71, 17
 RGB: 22, 117, 92
 HEX: #16755C
 PMS-342

Emerald also plays a key role in our palette. It helps create balance and legibility for typographic content as well as highlighting various brand elements.

Emerald

CMYK: 61, 0, 71, 0
 RGB: 74, 222, 128
 HEX: #4ADE80
 PMS-354

Mint is used as a background color or text color on dark backgrounds. When applied, it takes the edge off a stark white page.

Mint

CMYK: 8, 0, 4, 0
 RGB: 230, 250, 245
 HEX: #E6FAF5
 PMS-331

Primary color palette

The consistent use of color is vital to effective brand recognition.

Our brand should always be represented in one of the colors on this page, aside from specific recommendations within this guide.

Do not use any other/unauthorized colors.

Use of the color codes provided is highly recommended to ensure color consistency

across any and all touchpoints. If Please take great care to match the hues above precisely.

We prefer a natural matte/uncoated paper stock, so always match to the Uncoated Pantone book.

Midnight Blue
 CMYK: 100, 83, 43, 46
 RGB: 0, 40, 71
 HEX: #002847

Claret
 CMYK: 43, 91, 64, 60
 RGB: 81, 17, 36
 HEX: #511124

Orchid
 CMYK: 79, 100, 37, 43
 RGB: 61, 17, 70
 HEX: #3D1146

Moonlight
 CMYK: 87, 100, 1, 1
 RGB: 58, 20, 118
 HEX: #3A1476

Capri
 CMYK: 79, 73, 0, 0
 RGB: 72, 60, 255
 HEX: #483CFF

Sangria
 CMYK: 0, 76, 85, 0
 RGB: 255, 99, 51
 HEX: #FF6333

Rose
 CMYK: 16, 67, 0, 0
 RGB: 255, 97, 239
 HEX: #FF61EF

Tulip
 CMYK: 62, 69, 0, 0
 RGB: 120, 60, 255
 HEX: #783CFF

Sky
 CMYK: 24, 0, 0, 0
 RGB: 186, 235, 255
 HEX: #BAEBFF

Vanilla
 CMYK: 0, 0, 7, 0
 RGB: 255, 255, 237
 HEX: #FFFFED

Pink
 CMYK: 7, 33, 0, 0
 RGB: 255, 179, 253
 HEX: #FFB3FD

Lavender
 CMYK: 11, 14, 0, 0
 RGB: 237, 233, 254
 HEX: #EDE9FE

Secondary color palette

This is our secondary palette and is used to enhance applications under limited circumstances.

While our secondary colors are less ownable than our primary palette, these colors are primarily used within illustration or in certain applications like community events when combined with colors from our primary palette.

Dark colors can be used as a background color or text color on light backgrounds.

Bright colors can be used to draw attention and highlight various brand elements.

Light colors can be used as a background colors or text color on dark backgrounds.

Using white & black

Black and white are vital components to the brand palette. Whenever possible, avoid true black and true white in favor of these subdued tones.

Both white and black are used to define space on the page, on the app, and on the website.

Create high contrast by combining both: perfect for legible typography. This guide serves as an excellent example of this.

We recommend an expansive use of negative space in brand executions, which can be created using either white or black.

Pebble White

CMYK: 4, 3, 3, 0
RGB: 241, 241, 241
HEX: #f1f1f1

Midnight Black

CMYK: 75, 64, 68, 77
RGB: 23, 29, 26
HEX: #171d1a

Using tints

We prefer our brand colors used without editing, but some situations require the use of color tints, especially on the web. For example, when a user hovers over a button on our web site, using a tint change can help confirm their action.

If necessary, use a 20% tint step system, keeping legibility in mind. Any tint below 60% used as a background will require dark text.

Color tints

#0B3B2E	20%
#0B3B2E	40%
#0B3B2E	60%
#0B3B2E	80%
#0B3B2E	100%

Pitch Green

#AEBEB9	20%
#859D97	40%
#5C7C74	60%
#345C51	80%
#0B3B2E	100%

Cyprus

#C3F4D5	20%
#A5EFC0	40%
#86E9AA	60%
#68E495	80%
#4ADE80	100%

Emerald

Using color

Our color combinations are purposefully complementary, striking and accessible. They were made to match up, so let's keep them that way. Here are a few high contrast combinations.

White can be used for any of the darker tones. And black can be used on any of the lighter tones. The primary goal is using our colors with high contrast for legibility.

Approved pairings

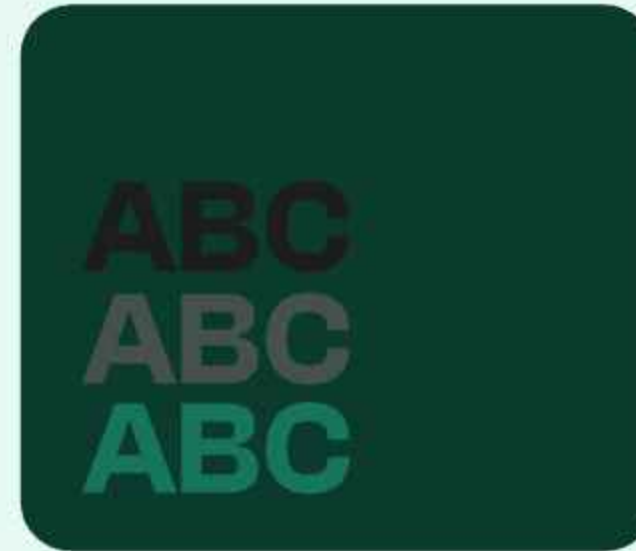
<p>Emerald on Cyprus</p> <p>ABC</p>	<p>Sky on Midnight Blue</p> <p>ABC</p>	<p>Sangria on Claret</p> <p>ABC</p>	<p>Rose on Orchid</p> <p>ABC</p>	<p>Lavender on Moonlight</p> <p>ABC</p>
<p>Mint on Pitchgreen</p> <p>ABC</p>	<p>Sky on Capri</p> <p>ABC</p>	<p>Claret on Sangria</p> <p>ABC</p>	<p>Orchid on Rose</p> <p>ABC</p>	<p>Lavender on Tulip</p> <p>ABC</p>
<p>Cyprus on Emerald</p> <p>ABC</p>	<p>Capri on Sky</p> <p>ABC</p>	<p>Claret on Vanilla</p> <p>ABC</p>	<p>Orchid on Pink</p> <p>ABC</p>	<p>Moonlight on Lavender</p> <p>ABC</p>

Ensure accessibility

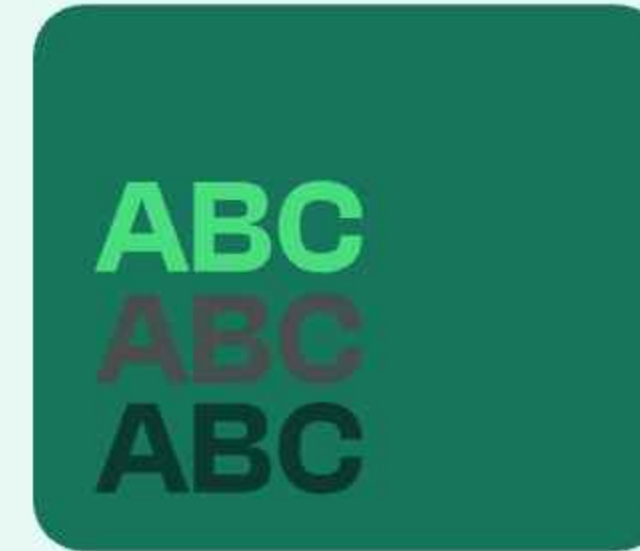
Everyone should be able to read what we write and see what we make. Color contrast is vital to ensure an accessible execution. We recommend maintaining a minimum contrast ratio of 4.5:1.

When in doubt, check the contrast ratio using tools like contrast-ratio.com or Stark.

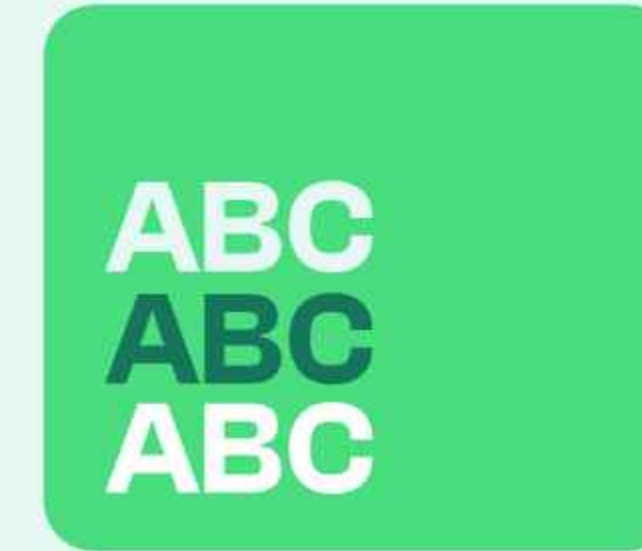
Common errors



Do not combine Pitch Green, Cyprus and/or dark grey tones. Not enough contrast.



Do not combine Emerald or Cyprus with Pitch Green. The values are too close together to pass accessibility.



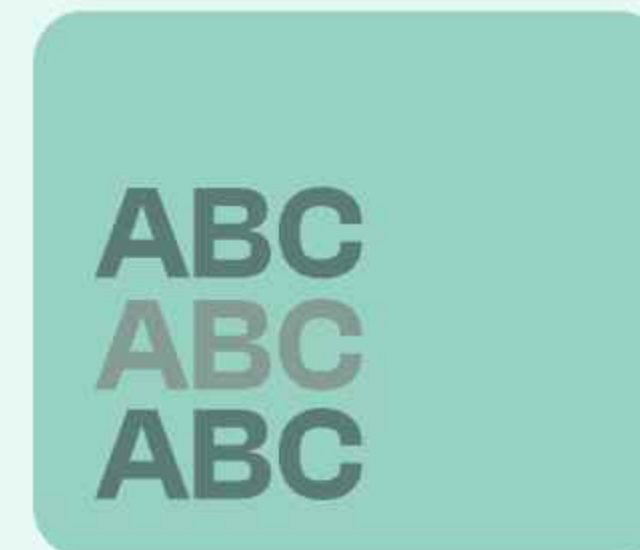
Do not use Pitch Green or Mint over Emerald. White should not be used here either. This produces too much contrast for our brand and does not pass contrast.



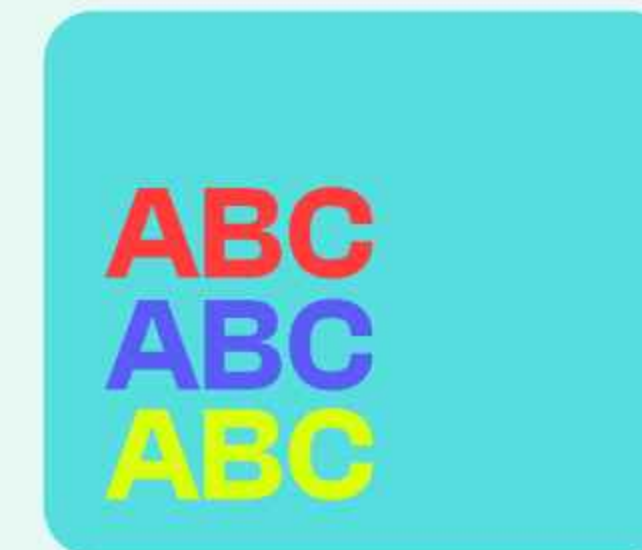
For black backgrounds, do not use any of the medium or dark tones. The contrast ratio is too low.



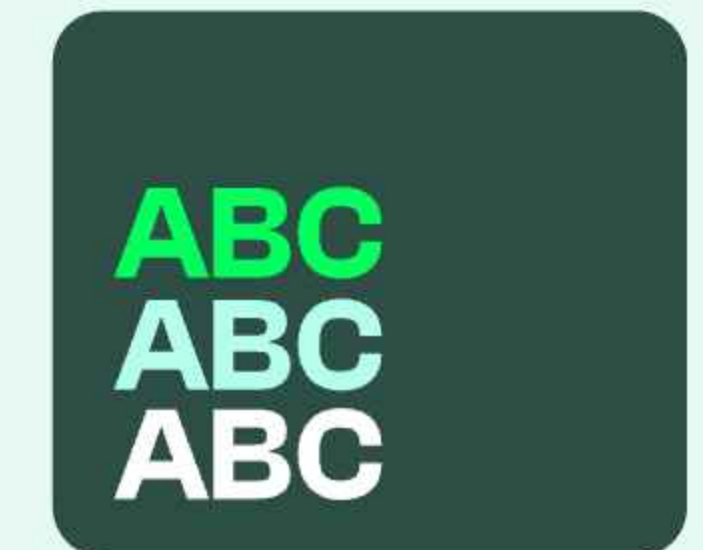
Green hues are not to be used over our secondary color palettes. Consistency in color is vital to brand recognition.



Do not use tints as primary colors. They should be reserved for effects and secondary tones in illustration.



Do not use off-brand colors, especially in combination with approved brand colors.



Do not change or adjust our colors in any way. Consistency in color is vital to brand recognition.

06 Typography

We are obsessed with the beauty of typography.

Few things communicate the look and feel of a brand more clearly than the way letters, numbers, and symbols are put together. We believe typography should strike a balance between legibility and interest.

This section will cover approved typefaces, the way we use typography to communicate clearly, and some helpful usage tips.

Any typeface not referenced in this section will be considered unauthorized for use.

INSIDE:

- Our typeface pair
- Approved weights
- Digital typography
- Common errors

Clash Grotesk

A sans-serif twist designed to stand-out

Clash Grotesk is a neo-grotesk sans-serif font with a unique twist—its letterforms feature very small apertures, giving it a distinct look without being overly stylized. This balance makes it suitable for both corporate identity and editorial design.

Clash Grotesk is free and open source: As such, neither paid licenses nor accreditation are required for use. [Download it free from Fontshare.com.](#)

ACCEPTABLE ALTERNATIVES

Clash Grotesk should be used for every brand execution primarily for large titles and subtitles. In rare circumstances, however, we recognize it is not realistic to use custom fonts. In which case, system default sans-serif fonts should be used: **Helvetica and Arial, respectively.**

Note: this should not occur frequently.

Hierarchy & Weight

Clash Grotesk is a variable-weight typeface, which means you are able to customize weights and angles to create an infinite number of weights. That being said, we typically stay within these four weights.

Use contrast between heavy and lighter weights to communicate relevant importance, otherwise known as hierarchy, of information.

**Clash Grotesk
Semi-Bold**

**aåbcçdðeéffghiiĵklm̄nñoøpqaerstuüvwxyz
AÂÃBCÇDEFGHIÍJKLMNOØÓÔÕPQRSTUVWXYZ
0123456789°(.,'""-;:!)?&@ ' ° π®†≈◇™£ç∞§•°°**

**Clash Grotesk
Medium**

**aåbcçdðeéffghiiĵklm̄nñoøpqaerstuüvwxyz
AÂÃBCÇDEFGHIÍJKLMNOØÓÔÕPQRSTUVWXYZ
0123456789°(.,'""-;:!)?&@ ' ° π®†≈◇™£ç∞§•°°**

**Clash Grotesk
Regular**

**aåbcçdðeéffghiiĵklm̄nñoøpqaerstuüvwxyz
AÂÃBCÇDEFGHIÍJKLMNOØÓÔÕPQRSTUVWXYZ
0123456789°(.,'""-;:!)?&@ ' ° π®†≈◇™£ç∞§•°°**

Weights

Website headings

The heading structure on this page is in direct reference to our current website design. This is the basic breakdown of standard heading sizes, and their relationship to body copy.

Obviously, exceptions exist, especially between different page templates. Also, the h-level of each heading should be set in accordance with search-engine and development best practices.

Digital type

Heading One

USAGE

- Page Headings
- Major Section Headings
- Emphasized Words

SPECIFICS

Font: Clash Grotesk-Semi-Bold
 Size: 80px (5rem)
 Bottom Margin: 72px

Heading Two

USAGE

- Section Headings
- Blog Body Headings
- Product Headings

SPECIFICS

Font: Clash Grotesk-Semi-Bold
 Size: 56px (3.5rem)
 Bottom Margin: 48px

Heading Three

USAGE

- Sub Headings
- Call To Action Headings
- Blog Sub Headings

SPECIFICS

Font: Clash Grotesk-Semi-Bold
 Size: 32px (2rem)
 Bottom Margin: 32px

HEADING FOUR

USAGE

- Minor Headings
- Table Labels
- Sub-Sub Headings

SPECIFICS

Font: Clash Grotesk-Semi-Bold,
 Uppercase
 Size: 16px (1rem)
 Bottom Margin: 24px

Inter.

The primary typeface we chose for all brand executions.

A workhorse sans-serif

Inter, designed by Rasmus Andersson, is a sans-serif typeface designed specifically for screens. Inter features a tall x-height that increases legibility using all sizes, and includes a wide array of glyphs, weights, and special features. We love it.

Inter is free and open source: As such, neither paid licenses nor accreditation are required for use. Download it free from Google Fonts.

ACCEPTABLE ALTERNATIVES

Inter should be used for every brand execution. In rare circumstances, however, we recognize it is not realistic to use custom fonts. In which case, system default sans-serif fonts should be used: **Helvetica and Arial, respectively.**

Note: this should not occur frequently.

Hierarchy & Weight

Inter is a variable-weight typeface, which means you are able to customize weights and angles to create an infinite number of weights. That being said, we typically stay within these four weights.

Use contrast between heavy and lighter weights to communicate relevant importance, otherwise known as hierarchy, of information.

Inter Regular

aåbcçdðeéffghiîjklmµnñoøpqærstuüvwxyz
AÅÂBCÇDEFGHIÍJKLMNOØÓÔÒPQRSTUVWXYZ
0123456789°(.,'"-;:;!)?&©´°π®†≈◇™£¢∞§•ªº

Inter Medium

aåbcçdðeéffghiîjklmµnñoøpqærstuüvwxyz
AÅÂBCÇDEFGHIÍJKLMNOØÓÔÒPQRSTUVWXYZ
0123456789°(.,'"-;:;!)?&©´°π®†≈◇™£¢∞§•ªº

Inter Bold

aåbcçdðeéffghiîjklmµnñoøpqærstuüvwxyz
AÅÂBCÇDEFGHIÍJKLMNOØÓÔÒPQRSTUVWXYZ
0123456789°(.,'"-;:;!)?&©´°π®†≈◇™£¢∞§•ªº

Weights

Website labels & paragraphs

The label and paragraph structure on this page is in direct reference to our current website design. This is the basic breakdown of standard paragraph and label sizes, in relationship to header copy.

Obviously, exceptions exist, especially between different page templates. Also, the p-level of each paragraph should be set in accordance with search-engine and development best practices.

Digital type

Paragraph One (Multiple weights can be used)

USAGE

- Small Sub-Section Titles
- Modal Messaging
- Anything that needs larger emphasis

SPECIFICS

Font: Inter-Medium
Size: 20px
Bottom Margin: 28px

Paragraph Two (Multiple weights can be used)

USAGE

- Bullet copy
- Blog Body copy

SPECIFICS

Font: Inter-Regular
Size: 18px
Bottom Margin: 24px

Paragraph Three (Multiple weights can be used)

USAGE

- Labels for CTAs (e.g. buttons)
- General body copy for sub-sections, etc

SPECIFICS

Font: Inter-Regular
Size: 16px
Bottom Margin: 24px

Paragraph One (Multiple weights can be used)

USAGE

- Used for pills, small badges, etc
- Table Labels

SPECIFICS

Font: Inter-Regular
Size: 14px
Bottom Margin: 20px

Body text

The root body text size, line width, line height, and tracking are set to enhance visibility and legibility on all screens.

Certain typographic situations specific to digital type like block quotes and text links are also outlined on this page.

Use Inter for block quotes and don't hesitate to use larger text sizes that do not show on our Paragraph scale.

Digital type

PARAGRAPH

Weight: Inter Regular
Size: 18px
Line Height: 28px
Color: Grey
Bottom Margin: 16px

STRONG OR BOLD

Weight: Inter Medium

BLOCK QUOTE

Size: 28px
Line Height: 36px
Margins: 20px, 0
Padding: 0, 0, 0, 40px
Border (Left): 3px

TEXT LINKS

Weight: Inter Medium
Color: Link Blue or Pitch Green
Underlined

Max Width: 700px

Omnimus cuscilit que ea volesto et, sitatur minum rae. Et expel inctae rerum ea que omnima consedit maio conet, venimaximi, corepel iquunt volorpos quam, si quos intiusciate sitas millabo reicita tiissimus explantecab imet doluptati delit, sequiandit, aperfernam, officiisti dolorerate rerchil eaquassequid ut dolendit aciet officiatur am debis sum simporem nit, ut ut fuga. At fugit dent, suntur, consenim ad undae. Necta cus quodior iandund andionsed ut remque sinctotatur amus.

Aximo quis veni dolupta spiet, sit harunto eum illor arumquas et aut pliquae necum liquam quam fugit quam enecus, sundiam, odit labor eptas qui aci cus, omnia qui doluptam in coreribus ellaccus.

Dolut venis pre aboreri berions edicius doluptat rehendi omnihicitas quasperum ex esed magnatur magniet acerio con re doluptate sum iume vendi que repudae ctibus dero occae venim si ilique eum numet accae delestrume officia inti

Met prepudi piderovid estio magnat adit
offictet as aut dolori acerspedis

Dolorro videnis poresequi doluptat liasita tincium debit, seque landae ligenda musdae verum haria doluptassi sendera velliquas dolla quatur, ut et postisquasin necuscipsam volesci mendae et inctem eos sundi reptaquia porepudio inctem quatio molectasped molorpos escinimet odi doluptatur, nulpa porum.

Quatia dolum aliquae es asped es aliquam, qui ducimus andunte vlorendam ressitempos corrum ratur? Harita sequam inctotote volupisit veni doloriam dolut a por ad ut lam non pliquam eum ad quodit explique

Lists

List styling is another important element of digital typography. Typically, lists are found in the body of blog articles, pages, and product descriptions.

Styling for both ordered lists (ol) and unordered lists can be found on this page.

Digital type

Ordered List (ol)

1. North America
 1. Los Angeles, CA
 2. New York City, NY
 3. Boston, MA
2. Europe
 1. London, UK
 2. Rome, IT
 3. Paris, FR

SPECIFICS

Weight: Inter Regular
Size: 18px
Line Height: 28px
Color: Grey
Bottom Margin: 14px
Indents: 20px

Unordered List (ul)

- North America
 - Los Angeles, CA
 - New York City, NY
 - Boston, MA
- Europe
 - London, UK
 - Rome, IT
 - Paris, FR

SPECIFICS

Weight: Inter Regular
Size: 18px
Line Height: 28px
Color: Grey
Bottom Margin: 16px
Indents: 20px
Default Bullet Icon

The six type commandments

When constructing layouts, these tips will help you build dynamic, interesting, and on-brand compositions with typography.

While these rules are proven and sound, sometimes breaking them is the right call.

Using type

01

Stay Left-Aligned, Rag Right

Legibility and clarity are vitally important to great typographical layouts. Since most people read from left to right, we should align our type accordingly. And besides, we're a little off-center as a brand anyway.

03

Align X-Heights or Baselines

Whenever you place text next to each other, either align the baselines (the line that the bottom of a lowercase x sits on) or align the x-heights (the top of a lowercase x). This helps align each line visually.

05

Give Things Space, If Needed

Negative space, or the space around elements is vitally important. That being said, if informational elements belong together, move them closer together. Use grouping wisely: just try not to cram too many things in one space!

02

Skip Weights & Double Size

Contrast is the name of the game when it comes to great design. When in doubt, skip a weight when pairing two weights, and double the size between two text elements.

04

Watch The Rag

When setting paragraphs, keep an eye on the right (ragged) edge. If the rag unintentionally creates a recognizable shape, consider tweaking the language or resizing the container. Also, try to prevent single-word lines (orphans).

06

Keep Line Length Reasonable

It is easy for the user to get lost in long lines of text, and short ones are easily ignored. It's best to keep lines between 45 and 70 characters long, depending on the size of the font. This will ensure legibility as the font sizes increase or decrease.

Common errors

Oh, Goodness, No...

Omnimus cuscilit que ea volesto et, sitatur minum rae. Et expel inctae rerum ea que omnima consedit maio

Do not use unauthorized fonts or typefaces. The only exception is stylized merchandise or illustration...

No t good, nope.

Omnimus cuscilit que ea volesto et, sitatur minum rae. Et expel inctae rerum ea que omnima consedit maio conet, venimaximi, corepel iduunt volorpos quam, si quos intlusciate sitas millabo reicita tilissimus

Keep tracking, kerning, and leading reasonable and legible. Do not stray far from the examples in this guide.

Not For Us

Omnimus cuscilit que ea volesto et, sitatur minum rae. Et expel inctae rerum ea que omnima consedit

Do not use centered or completely justified alignment for multi-line text. There are no exceptions.

Help me

Do not stretch, squish, or otherwise mangle typography. Use the appropriate weight instead.

Too Much Stroke

Omnimus cuscilit que ea volesto et, sitatur minum rae. Et expel inctae

Do not use a stroke or outline on typography. Also avoid using a drop shadow on typography at all costs.

I'm Falling!

Omnimus cuscilit que ea volesto et, sitatur minum rae. Et expel inctae

Do not use typography on any angle other than 0° or 90°. Our typography should always read up if 90°.

Note: This is not a comprehensive list of errors. These are simply the most common or egregious errors.

07 Visual Style

Ingredients for on-brand layouts and composition

While brand consistency relies heavily on logo usage, color, and typography, we recognize that these are not the only elements within a brand identity design system.

This section contains guidelines on grid usage and references to approved visual elements like icons, illustrations, patterns, frames and more.

INSIDE:

—Grids

—Iconography

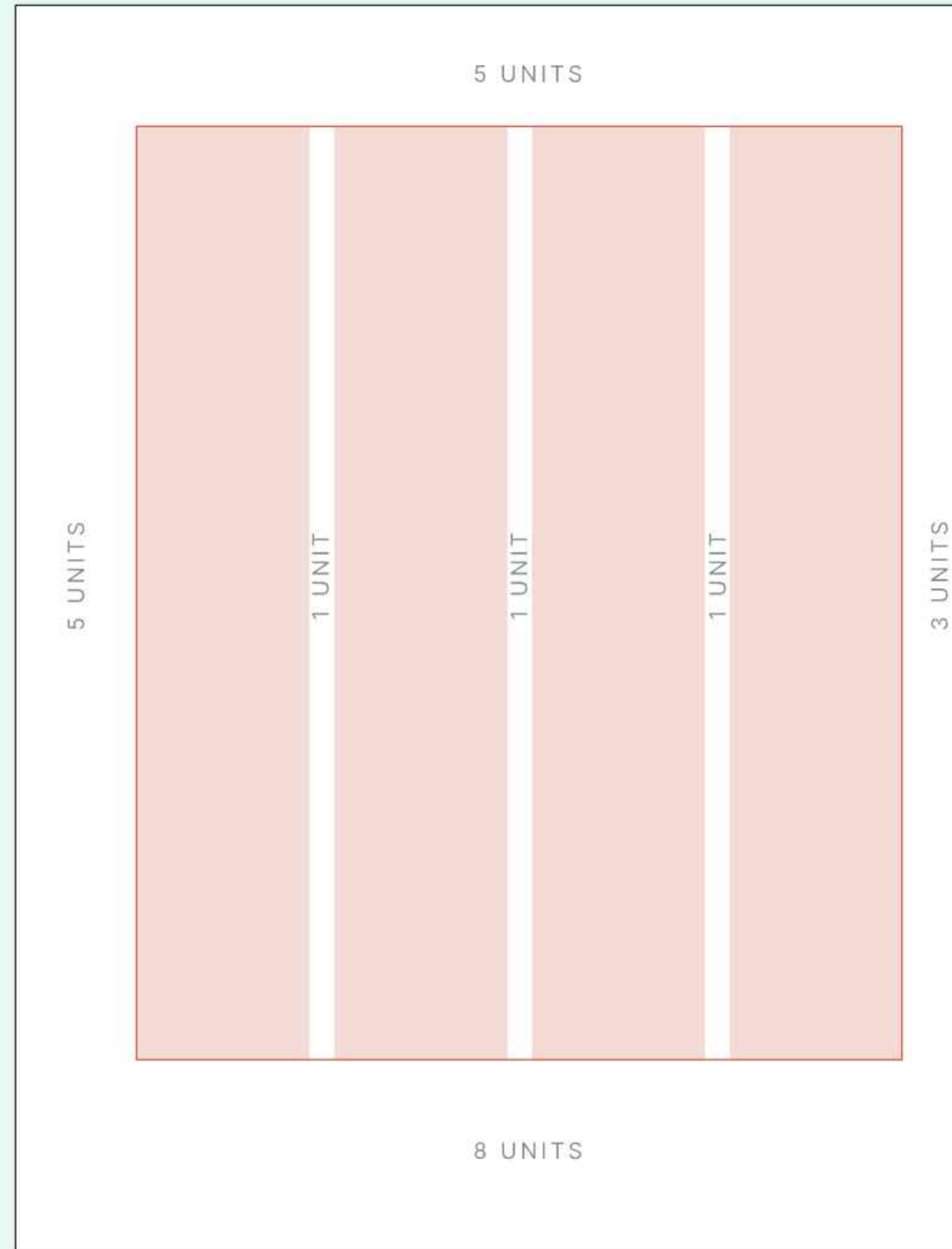
—Graphic Elements

Letter

Portrait orientation grids are typically four-columns, with generous margins that reflect the golden section.

The type area is always off-center, with the largest margin on the left side of the page.

Gutters are typically one unit of measurement in comparison to the margins.



Units of measurement

Units of measurement can change depending on the desired layout. The ratio between them is the most important element.

MARGINS

Generous margins set our stationery materials apart. We don't waste space with unnecessary filler.

MOUSE TYPE

If desired, mouse type or other small related elements can be set outside of the primary grid area.

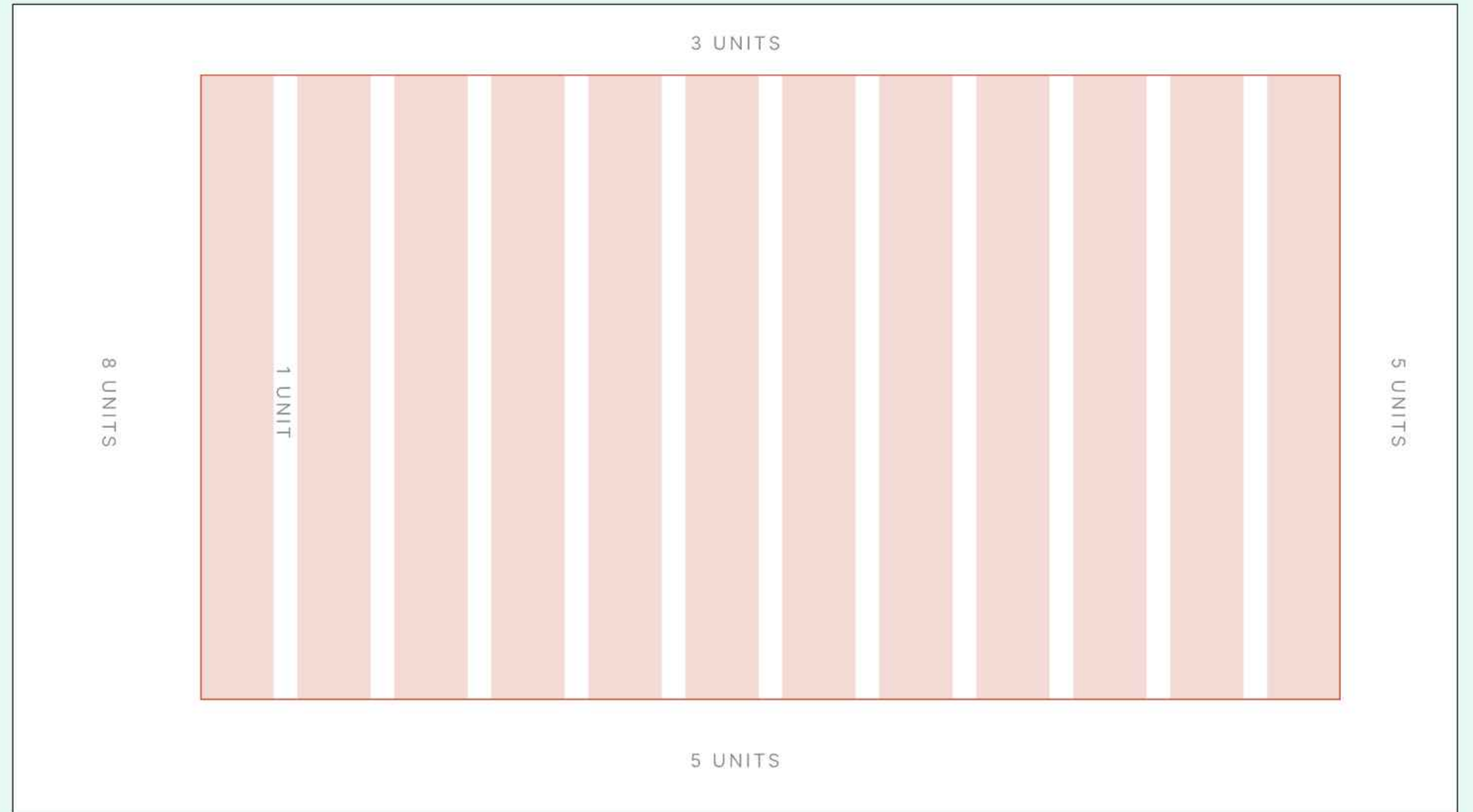
Grids

Presentation

Landscape orientation grids are typically 12-columns, with equally generous margins that reflect the golden section.

The type and content area is off-center, with the largest margin on the left side of the screen/page.

Gutters are typically one unit of measurement when compared to margins.



EXAMPLE

This guide is an excellent example of how we use the presentation grid. Take note of how elements are aligned within columns.

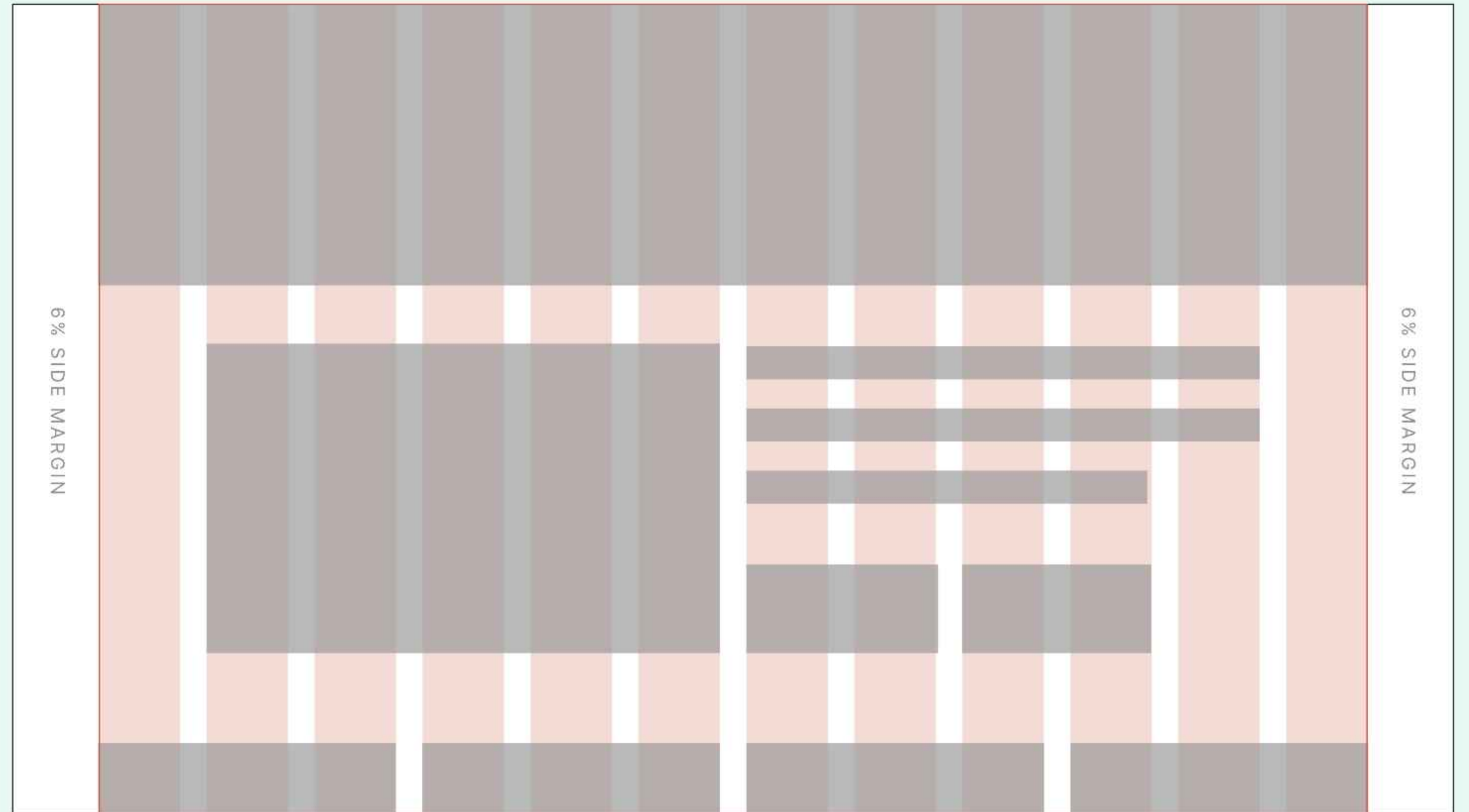
Grids

Website

In order to maximize compatibility across all devices and to ensure flexibility of layout, the website grid is symmetrical and centered in the browser.

On the desktop version of the grid, there are 12 full columns. The number of columns decrease as the browser window gets smaller, until finally arriving at a single column layout on mobile devices.

Gutter widths and side margins are calculated as a percentage of the user's window size, and vary depending on column quantity. There are no top and bottom margins.



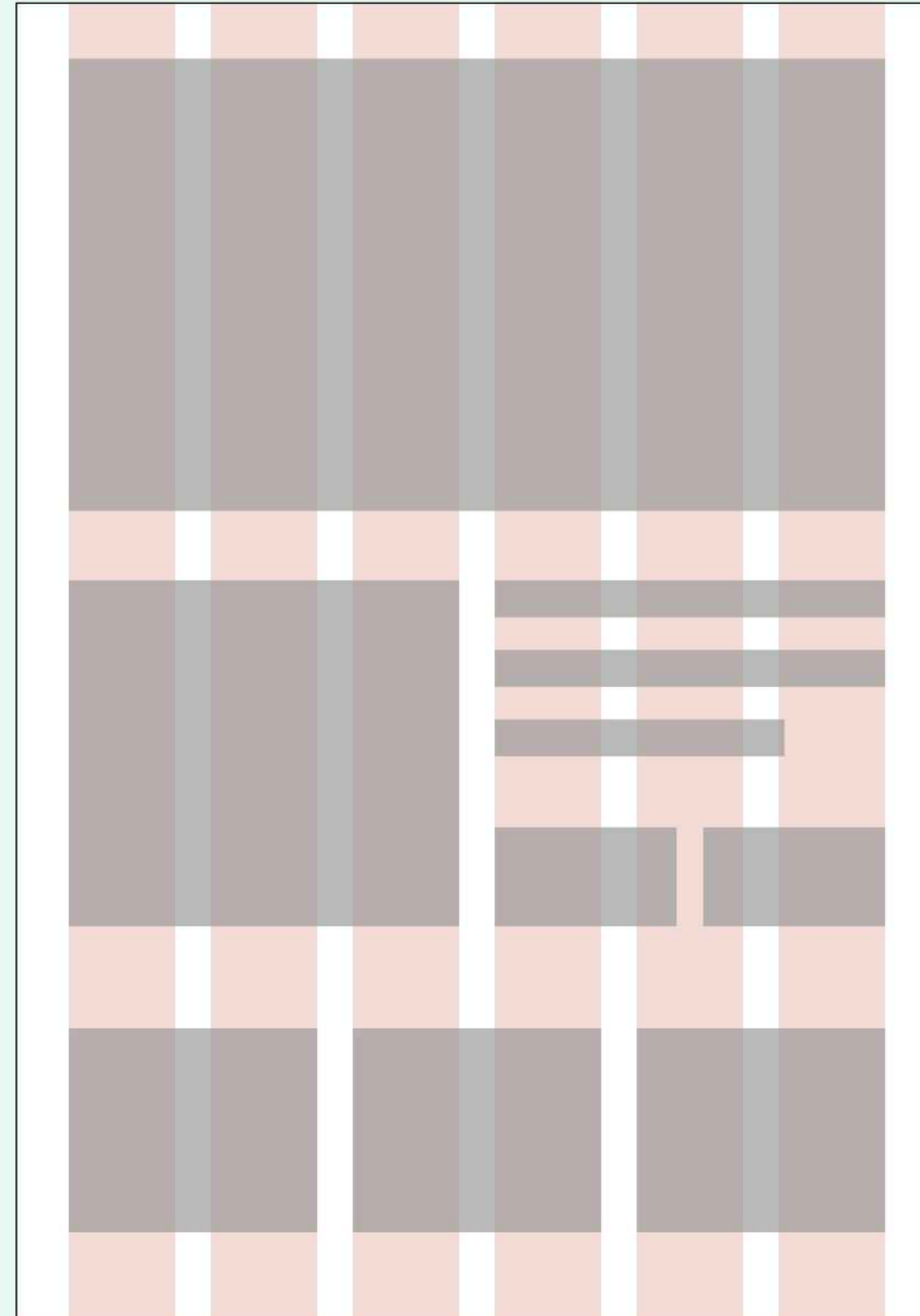
Grids

Tablet

In order to maximize compatibility across tablet devices and to ensure the mobile website grid is symmetrical and centered in the browser.

On tablet version of the grid, there are 6 full columns. Gutter widths and side margins are not equivalent. Side margins should be slightly larger than the gutter. Rule of thumb for gutter, 24px, side margin 32px. There are no top and bottom margins.

Grids

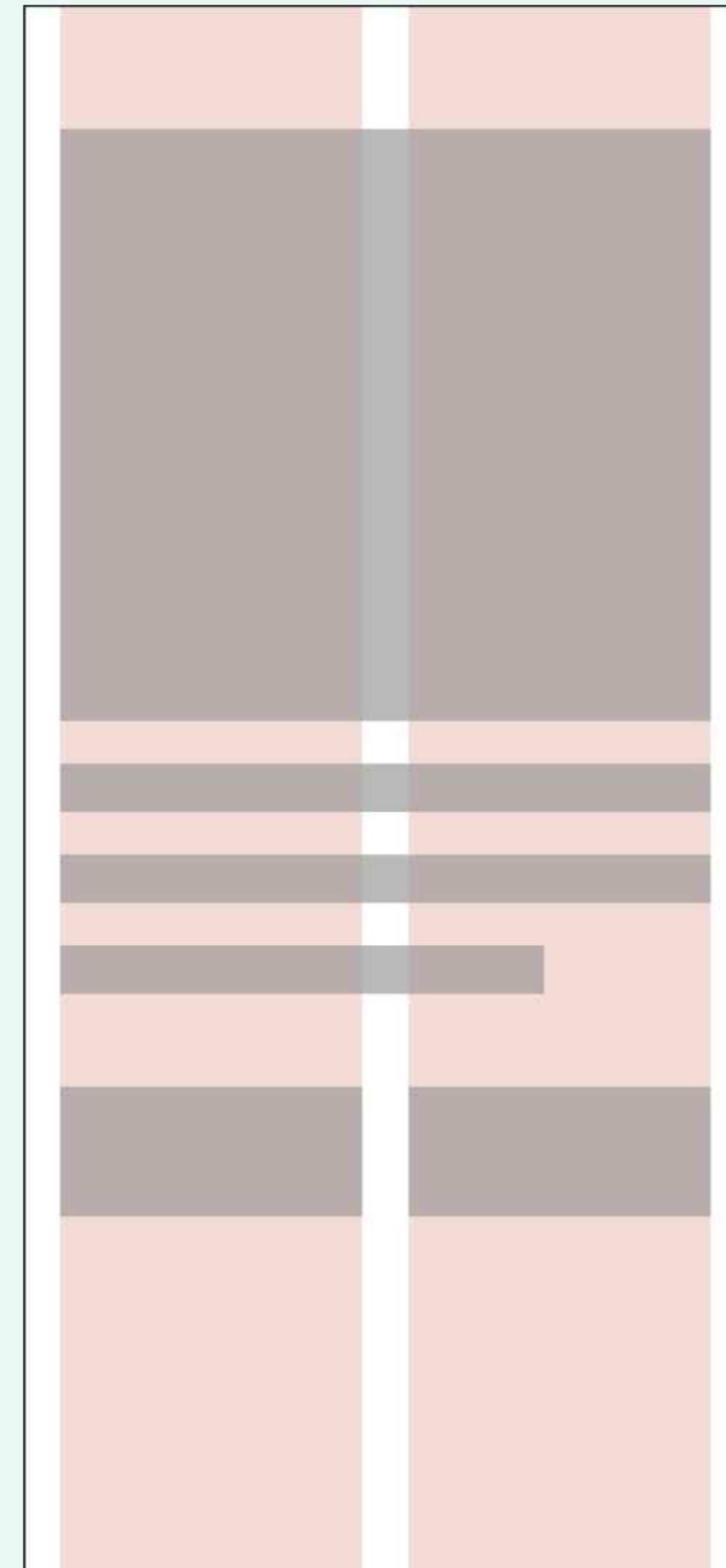


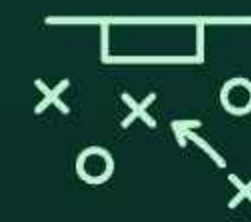
Mobile

In order to maximize compatibility across mobile devices and to ensure the mobile website grid is symmetrical and centered in the browser.

On the mobile version of the grid, there are 2 full columns. Gutter widths and side margins for mobile should remain equivalent. Minimum side margin and gutter of 24px. There are no top and bottom margins.

Grids





Iconography

Iconography is integral part of our identity, packaging, website, and wayfinding. We have a library of over 2000 approved icons that may be used in any brand execution.

When it comes to iconography style, we like outlines and geometric shapes. If you need to construct new icons, keep the overall shape simple. Reduce the subject matter down to its essence.

When placing icons in a layout, they should never be partially cut off. The icons shape, line weights, and construction should not be altered. Do not use the icons in place of or as an element within our logo. Ensure enough clear space is used so that the subject matter is legible.

A full iconography library is available in our asset library. Before constructing new icons, check there.

Shapes

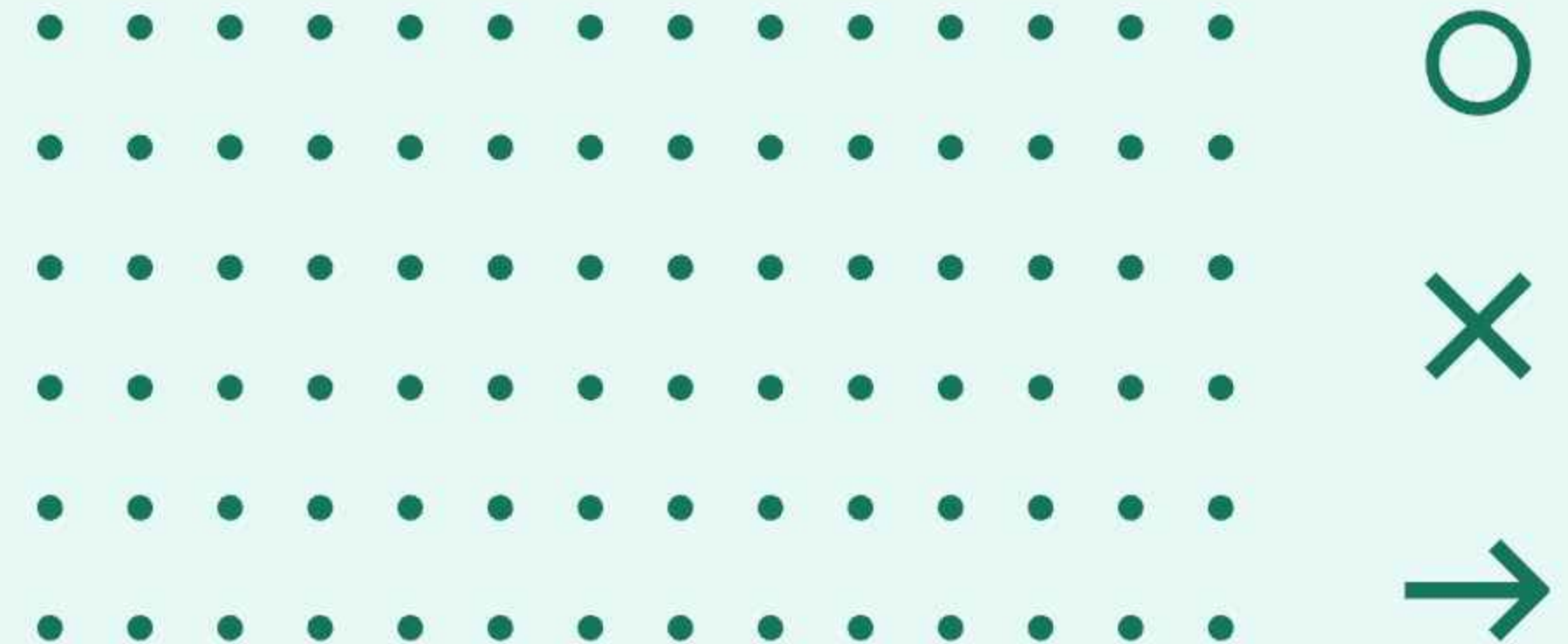
Drawing inspiration from the patterns of gameplay in soccer, several standard and abstract geometric shapes can be used in graphic compositions in a variety of ways.

Use the shapes on this page as inspiration to create new elements.

The dot shape is a representation of the intersecting points of a goal net, the X and O are the shapes of mapping offense and defenses, and arrows are used for direction, whether as a graphic element or accompanying a CTA link.

Whenever possible, avoid using curved shapes in favor of straight lines and geometric angles.

Elements



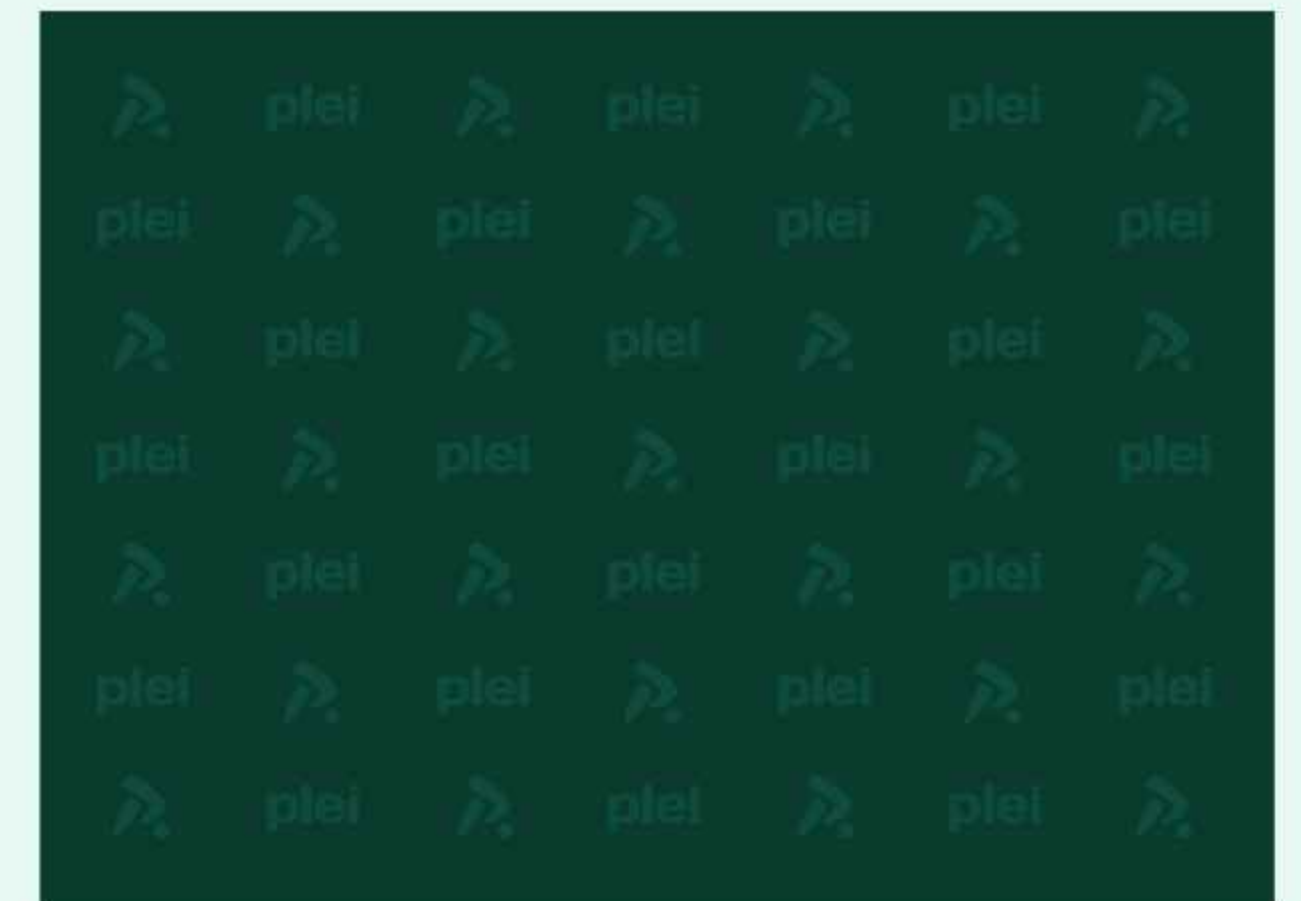
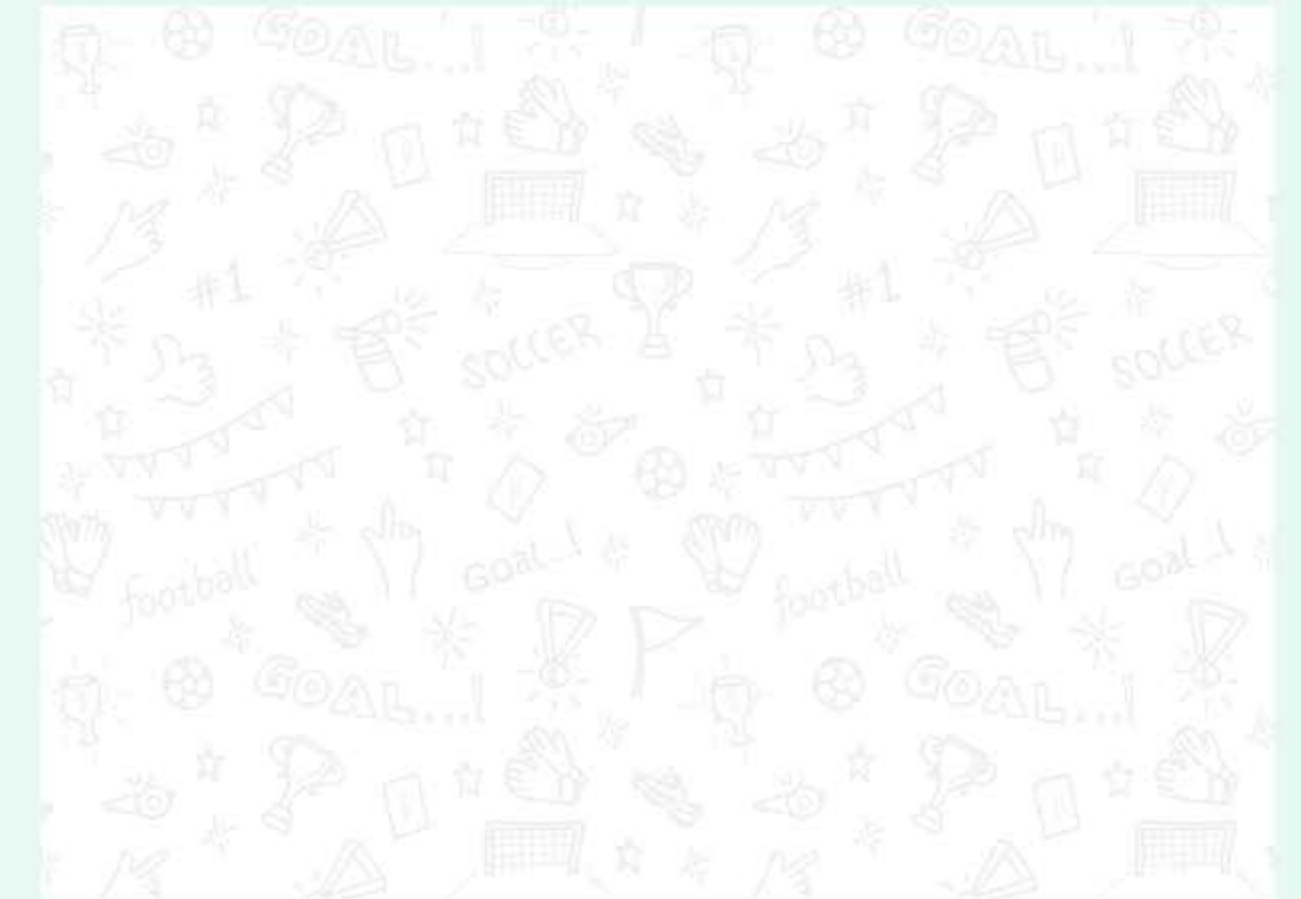
STANDARD SHAPES

While our design motif is typically very minimal, the use of some standard shapes as graphic elements or grouped into patterns can enhance a layout.

Patterns

We are working on developing a pattern library that is approved for usage as digital backgrounds for event and social posts, in print materials, and in packaging.

When using these patterns, feel free to invert the colorways (switch the background and foreground colors), but do not otherwise modify the colors.



Elements

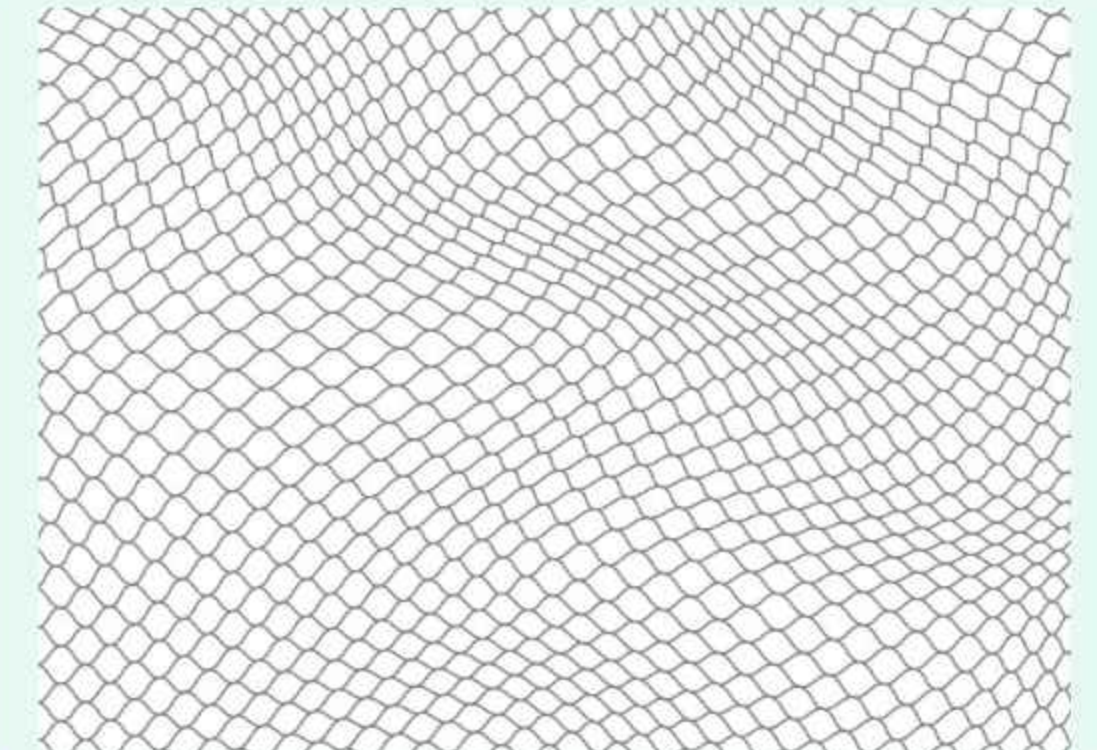
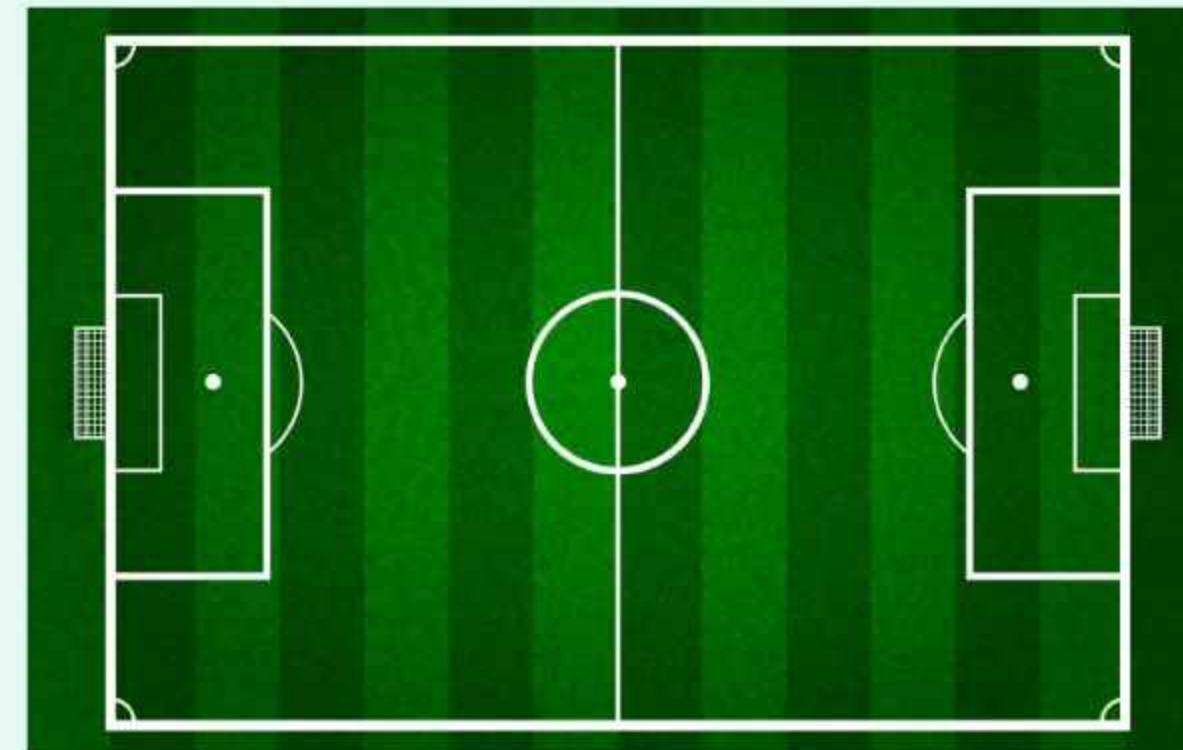
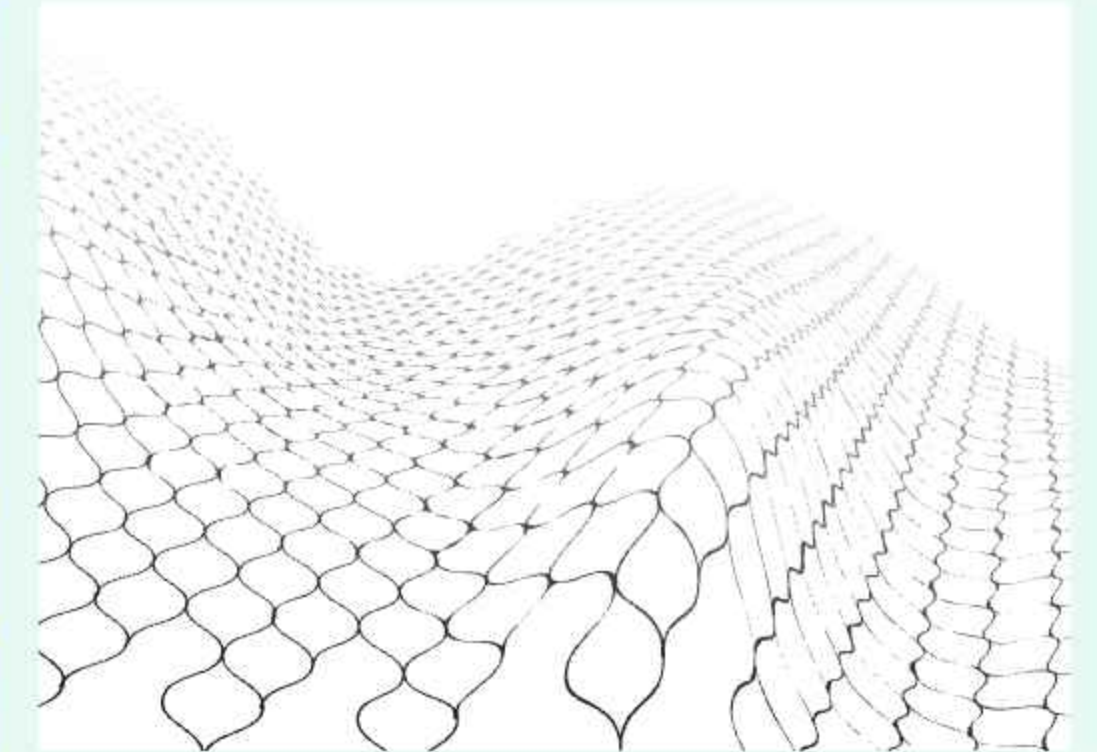
Textures

Textures provide depth to a composition when used correctly. When used incorrectly, they distract the eye.

Textures are meant to embody the unique physical aspects of a soccer field. They may be used as photographs or background elements. When considering new texture elements, focus on soccer related objects like a goal net, kit, grass, field lines, etc.

The use of typography over textures as a background element without a strong overlay or blend-mode to ensure contrast is strictly prohibited.

Elements



SOURCES

These textures are examples. When using textures, focus on contrast. You may need to overlay brand colors to minimize complexity of texture in order for copy to be fully legible.

08 Photography

Photographs:
worth more than
1,000 words.

A great photograph can change the entire trajectory of our brand. In other words, photography is vital to the success of our brand and should be treated as an essential part of our brand executions.

In this section, you will find guidelines on photographic composition, content, tone, and usage. Standardizing these facets of photography will ensure a consistent look and feel across our entire image library.

INSIDE:

- Overall Tone
- Framing
- Examples

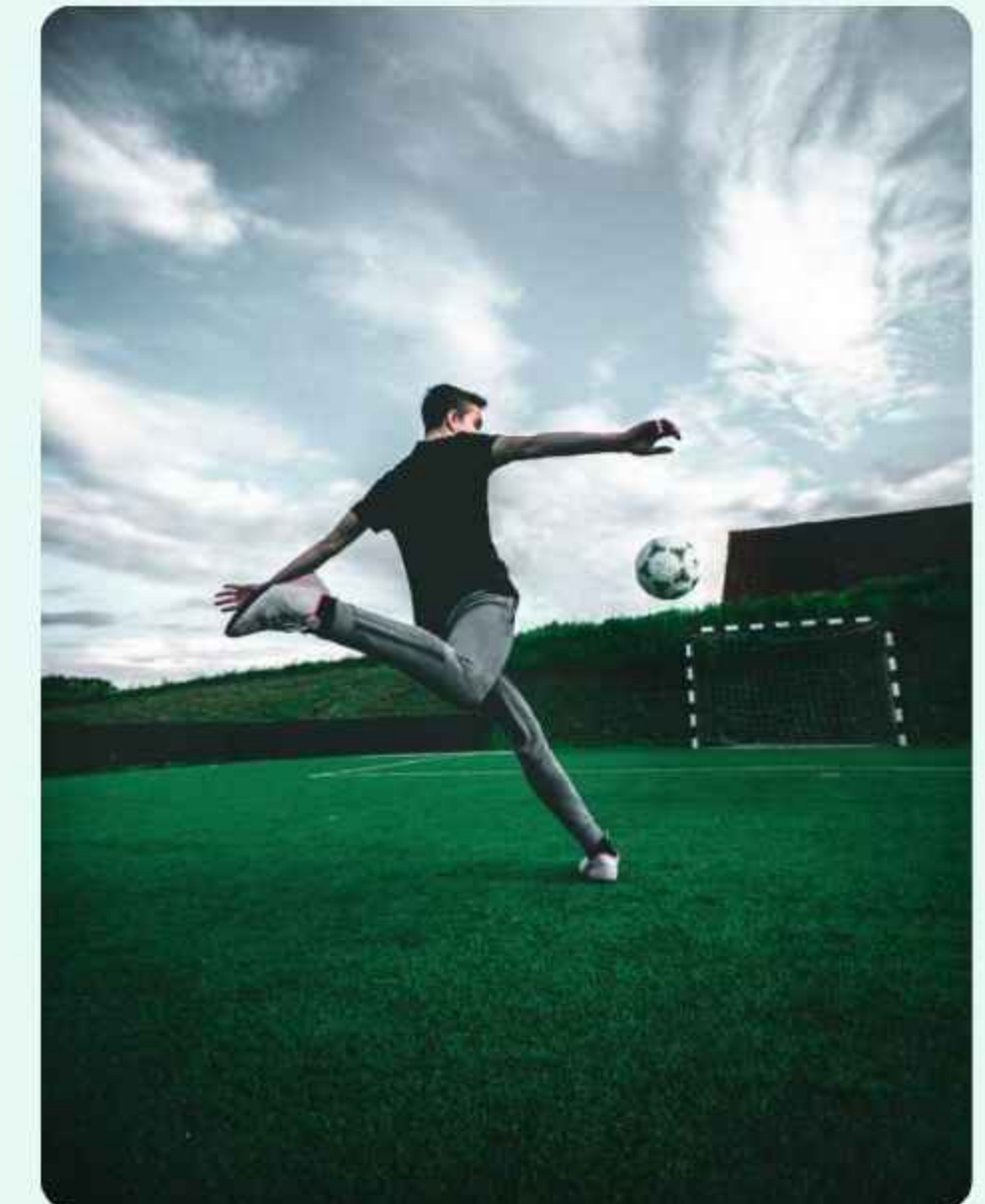
Raw, Dynamic, Immersive

Plei's photography captures the **energy, movement, and authenticity** of the game. Our images should feel immersive—whether from the perspective of a player on the ground, an aerial view of the action, or a close-up of the tools of the game: cleats, soccer balls, and the pitch itself.

The tone is rich and cinematic, with **deep blacks, slightly saturated greens, and natural, true-to-life colors** that emphasize the raw beauty of the sport. Contrast is key—highlights and shadows should work together to create depth, drama, and a sense of presence, making every shot feel like a moment frozen in time.

Our photography isn't staged perfection; it's the sweat, the movement, and the love of the game—**captured in its purest form.**

Tone



Dynamic, yet balanced

Framing is everything—it's what puts players in the heart of the action and makes every shot feel alive. Plei's photography should use **dynamic angles** that reflect the movement and intensity of the game, whether it's a ground-level shot capturing the urgency of a play or an aerial perspective showcasing the beauty of the pitch.

For action shots, maintain a **dynamic, balanced composition**, ensuring an "in the game" perspective. Embrace angles that feel immersive—slightly tilted perspectives, close-ups of footwork, and wide shots that tell the full story of the game.

Mixing framing distances adds depth and variety, keeping compositions visually engaging. Whether zoomed in on a well-worn pair of cleats or capturing the scale of a match from above, **each shot should feel intentional, raw, and in motion—just like the game itself.**

Framing



Field Shots

Field photography should showcase more than just the pitch—it should tell the full story of where the game happens. We focus on **aerial and ground-level shots** that highlight the **scale, movement, and environment** of the field, often incorporating **cityscapes, sideline perspectives, and angled views** that add depth and context.

Whenever possible, we prefer fields in action—players mid-game, the ball in motion, the rhythm of play unfolding. **Dawn and dusk shots with field lights on create a cinematic atmosphere**, though they're not required. What matters most is capturing the **raw energy of the game**, staying rooted in our signature tone of deep contrast, slightly saturated greens, and natural colors.

Every field has a story. Our shots should bring that story to life.



Examples

Action Shots

Action shots should be **immersive, raw, and dynamic**—freezing movement in time while keeping the energy alive. Every stride, every pass, every tackle tells a story, and our photography should make the viewer feel like they're on the field, mid-play.

Shoot tight, close-up shots of footwork, intense expressions, and rapid motion, as well as wider compositions that showcase the fluidity of the game. Embrace motion blur when it enhances the moment, but prioritize crisp, high-speed captures that preserve the details of the play.

Every shot should feel **unstaged and real**, highlighting the passion, skill, and camaraderie that define the sport. **This isn't just soccer—it's the game in its purest form.**

Examples

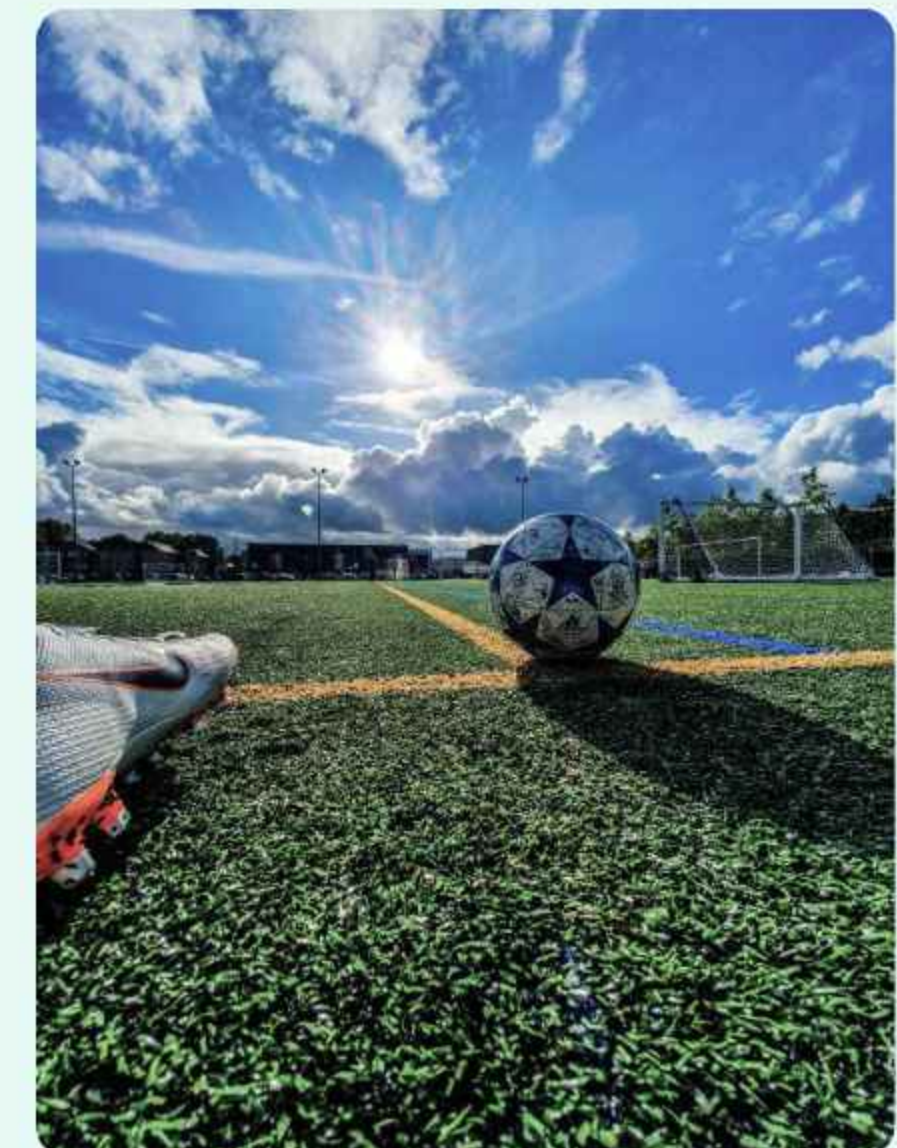


Still life

Close-up shots capture the **essence of soccer in its stillest moments**—the worn texture of a cleat, the perfect placement of a ball on the pitch, the dewdrops on fresh-cut grass. These images may lack movement, but they hold just as much energy, showcasing the tools of the game with precision and depth.

Focus on **rich textures, natural lighting, and balanced composition** to bring out the character of each element. Whether it's a ball resting at midfield or cleats planted firmly on the turf, every shot should feel **intentional, immersive, and deeply connected to the game.**

Examples



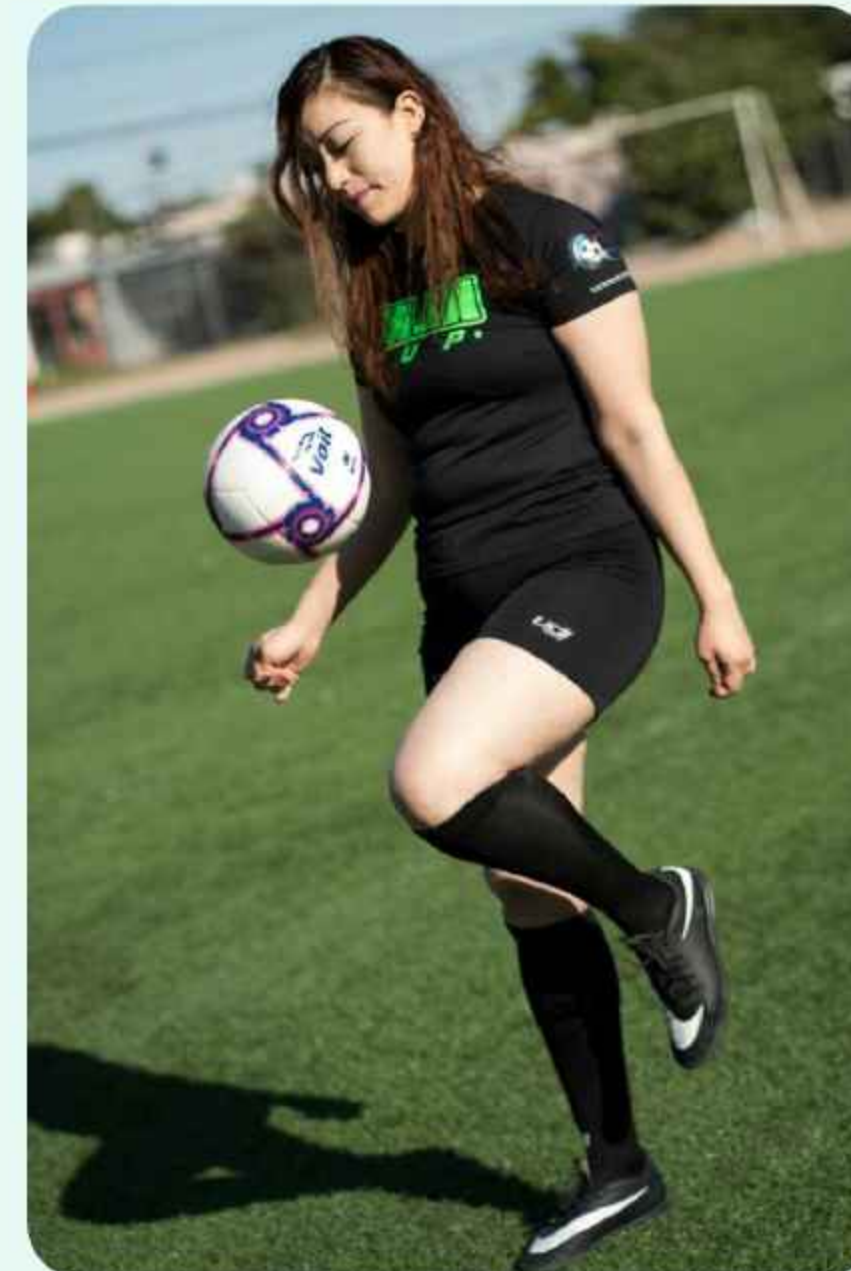
Players

Soccer is defined by the people who step on the field. Our photography should celebrate the players—their passion, grit, style, and individuality. From men and women to players of all backgrounds and cultures, we aim to reflect the true diversity of the game and the community it builds.

Capture them in their element: focused in warm-ups, sharing post-game moments, connecting with teammates, or expressing who they are through the sport.

These images should feel raw and honest—never staged. Highlight natural expressions, real emotions, and the bond players share with each other and the game. Whether it's a striking solo portrait or a candid team moment, each photo should reflect the vibrant, inclusive spirit of soccer and the people who bring it to life.

Examples



Spectators & Fans

Soccer lives beyond the field—it thrives in the energy of the crowd. This section highlights the supporters, families, and friends who show up, cheer loud, and bring the vibes. These images should feel real and emotional, filled with connection, celebration, and community. From watch parties to weekend tournaments, we want to capture the soul of the game through the eyes of those who love it most.

Think: candid moments, shared reactions, cheers, laughs, and people simply enjoying the experience together. These photos aren't about performance—they're about presence.

Examples



Contacts

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