



GAMERUN

BRAND BOOK AND GUIDELINES

VERSION 1.0 — 2026



WELCOME TO GAMERUN

Every athlete has a better game in them.
GameRun helps them find it.

Precise.
Fast.
Always moving forward.

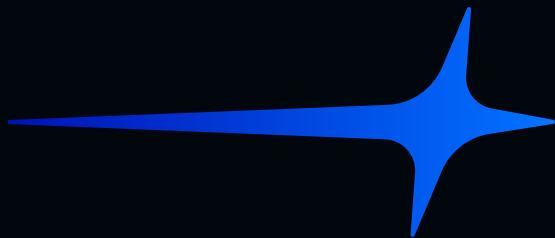


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01

BRAND ASSETS



Logo Anatomy



THE STAR

The moment it clicks — the insight every athlete is chasing.

THE TRAIL

Motion, captured. Every rep leaves a trace we can read.

THE GRADIENT

Deep royal to bright signal: raw footage becoming a clear answer.

THE WORDMARK

Geometric, engineered letterforms built on measurement.



Logo Color Usage

Dark-background marks under 65% lightness · light-background marks over 65%

FULL COLOR



Full color for dark backgrounds

ONE COLOR



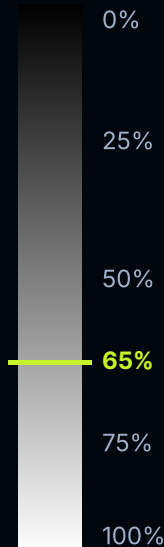
Volt for dark backgrounds

GRAYSCALE



White for grayscale under 50%

LIGHTNESS RULE



Full color for light backgrounds



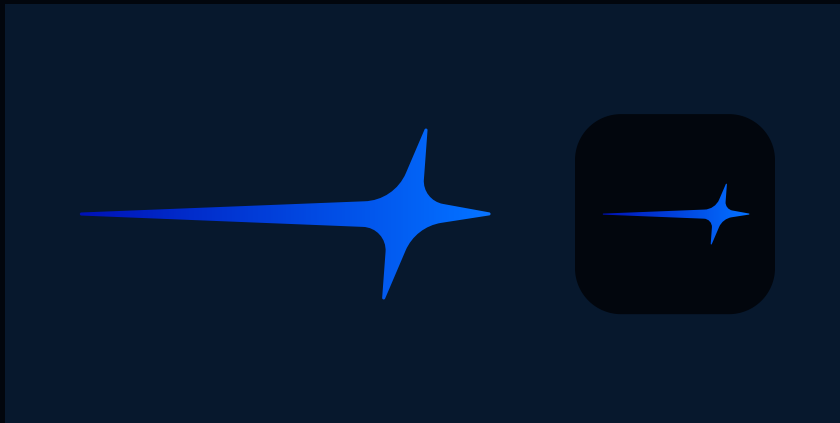
Royal for light backgrounds



Black for grayscale over 50%



Mark and Wordmark



THE STREAK

For app icons, avatars and favicons, or where the full logo already appears nearby. Available in gradient, white and Volt.



WORDMARK

For narrow horizontal spaces where the Streak can't scale legibly — scoreboards, footers, merchandise tags. White or Midnight only.



Logo Clearspace



X equals the height of the wordmark's letters. Keep type, graphics and edges outside this area on every side.

MINIMUM SIZE

Full logo	120 px · 1 in
Wordmark	96 px · 0.75 in
Streak mark	24 px · 0.25 in



Color Palette

PRIMARY PALETTE

MIDNIGHT

background
HEX #02060D
R2 G6 B13

VOLT

primary
HEX #C6F32B
R198 G243 B43

WHITE

text
HEX #FFFFFF
R255 G255 B255

NAVY

surface
HEX #07182D
R7 G24 B45

STEEL

surfaceMuted
HEX #0B2340
R11 G35 B64

DATA PALETTE

ROYAL

chartDark
#1746A2

SIGNAL

chartMid
#3488F5

SKY

chartLight
#8ACBFF

STATUS PALETTE

GAIN

positive
#38DE95

DROP

negative
#FF6B7D



Gradients



STREAK GRADIENT

#000FB4 → #026EFF (61%) → #66C0FF

Reserved for the logo mark and hero moments.



DEPTH GRADIENT

#0B2340 → #02060D

Backgrounds, cards and full-bleed panels.



DATA GRADIENT

#1746A2 → #3488F5 → #8ACBFF

Heatmaps, ranges and continuous chart scales.



Pattern Palette

Built from the Streak on a half-drop repeat



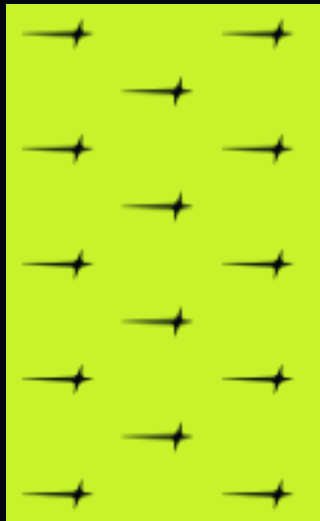
STREAK REPEAT

File:
GameRun_streak_repeat



TONAL STREAK

File: GameRun_streak_tonal



VOLT STREAK

File: GameRun_streak_volt



SIGNAL STREAK

File:
GameRun_streak_signal



WORDMARK REPEAT

File:
GameRun_wordmark_repeat



Inter Font Family

Aa

One typeface at every scale — engineered for screens and legible from a scoreboard down to a caption.

Inter ExtraBold

800

Inter Bold

700

Inter SemiBold

600

Inter Medium

500

Inter Regular

400

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789



Type Hierarchy

DISPLAY · 64/72

One swing better.

SCORE · 56/64

60 +10

PAGE · 32/40

Build a stronger swing.

TITLE · 24/32

Build a stronger swing.

STYLE	SIZE/LINE	WEIGHT
Heading	20/28	SemiBold
Subheading	18/26	Medium
Body	16/24	Regular
Body strong	16/24	SemiBold
Label	14/20	Medium
Supporting	14/20	Regular
Caption	12/18	Regular
Micro	11/16	Medium



02

PHOTOGRAPHY

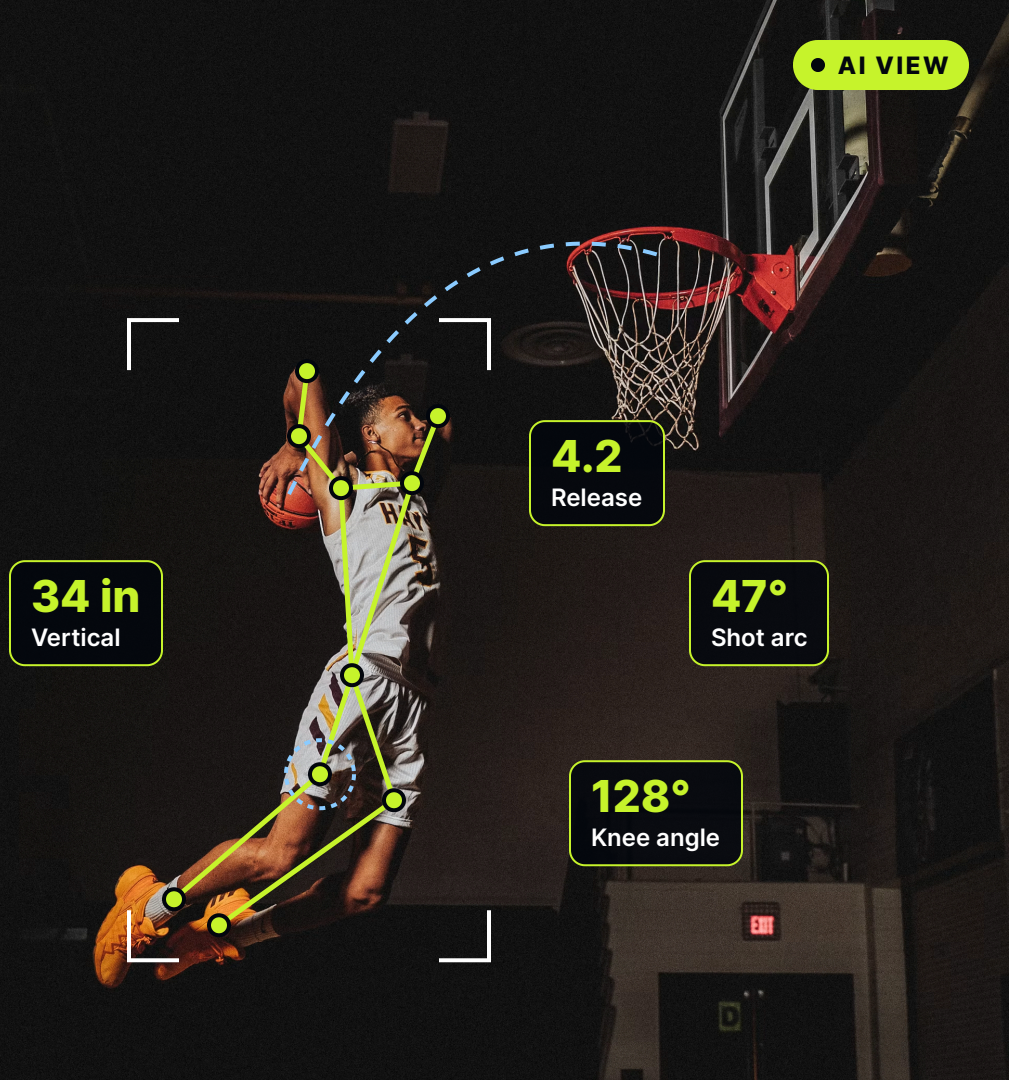
Our Athletes

Show athletes mid-motion — the swing, the stride, the release. Real effort in real training environments, from youth leagues to elite academies.



The Analysis

Our imagery shows what the AI sees. Pose tracking, joint angles and scores sit on the athlete in Volt and Sky — one key metric per frame, never over the face.



Our Coaches

Coaches make the call. Capture them in the moment of instruction — reviewing film, demonstrating a drill, working one-on-one.



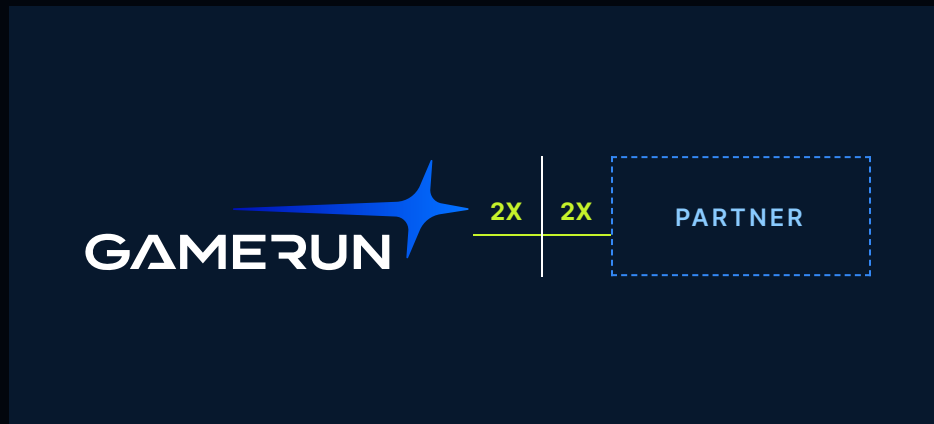


03

PARTNERSHIPS



Co-Branded Logo Lockups



HORIZONTAL

GameRun comes first — left in horizontal lockups, top in stacked.

Divider is White on dark backgrounds, Midnight on light.



STACKED

Use the full logo where space permits; the Streak alone needs approval.

Scale partner marks to equal visual weight.



04

INFORMATION SYSTEM



Scores and Metrics



Setup

↑ 0.2



Load

↑ 0.2



Launch

↑ 0.3

Phase scores run 0–5 with one decimal; the arc fills in the Data gradient.

Score color: Gain at 4.0 and above, Drop below.

Change shows an arrow and value beneath the phase name.



Date and Time Standards

FORMAT	EXAMPLE	USE
Full date	Tuesday, September 30, 2026	Reports and formal communication
Short date	Sep 30, 2026	App, social and charts
Numeric date	09/30/26	Tables and data exports
Time	7:30 PM ET · 7 PM ET	Always add a time zone; drop :00
Time range	7–9 PM ET	En dash, no spaces
Video timestamp	00:42.3	Clip markers in analysis reports
Duration	2 min	Processing and session length



BRAND ASSET DOWNLOADS

gamerun.ai/brand

Full color logos	SVG · PNG
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One color logos	SVG · PNG
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Streak mark & app icon	SVG · PNG
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Wordmark	SVG
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Color tokens	JSON · ASE
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Inter typeface	Google Fonts
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