

# Shot Focus Bowling

Visual identity · color system · typography · voice

Pinlab Bowling · [com.pinlabbowling.shotfocus](https://com.pinlabbowling.shotfocus)

## 01 · LOGO

### Primary mark

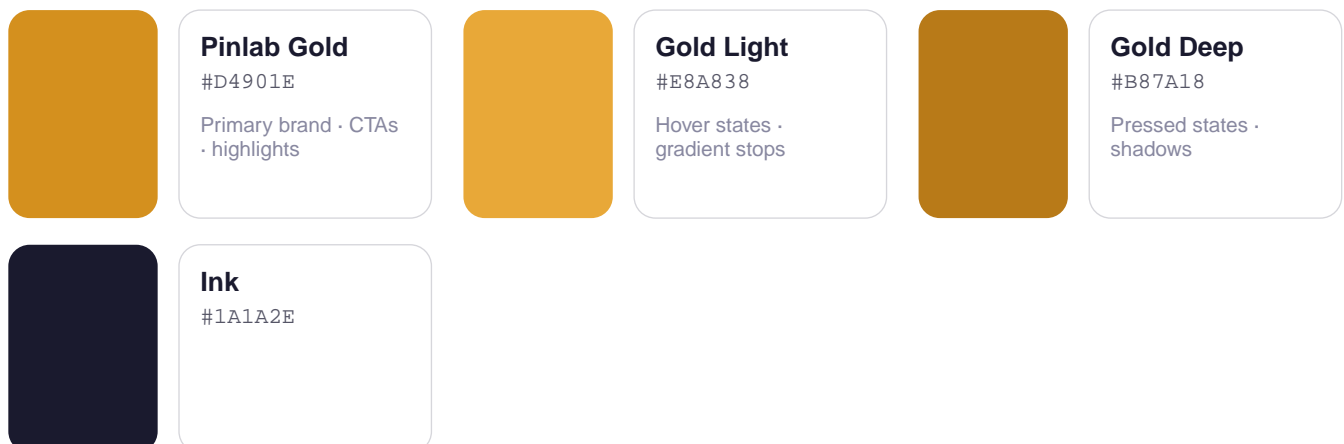
Use the full lockup wherever possible. Maintain clear space equal to the height of the "S" in SHOT on all sides. Never crop, recolor, or apply effects to the lockup.



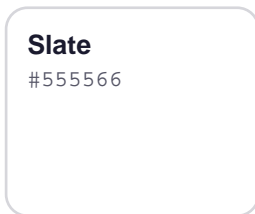
## 02 · COLOR SYSTEM

### Core palette

Pinlab Gold is the signature accent. Use Ink for headings, Slate for body, Mist for captions. Pinlab Gold passes WCAG AA on Ink — never place text directly on Pinlab Gold without using Ink underneath.



Headings - primary  
text



**Slate**

#555566

Body text



**Mist**

#8888A0



**Surface**

#F6F6F8

Page background

**Card**

#FFFFFF

Card background

**Border**

#D6D6DB



## Accent palette

Used sparingly for category coding (video, arsenal, league, skill).



### Strike Blue

#2563EB

Info · video · cloud



### Pocket Green

#16A34A

Success · improvements



### Foul Red

#DC2626

Errors · misses · scoring



### Lane Purple

#7C3AED

League · USBC · premium



### Pin Teal

#0D9488

Skill challenges · gap-fill



### Spare Orange

#EA580C

Arsenal

## 03 · TYPOGRAPHY

# Inter and Rubik

Inter for the in-app UI — cleanest at small sizes. Rubik for marketing site headings. Mono (SF Mono / Menlo / Courier) for specs and hex codes.

# Track. Analyze. Improve.

DISPLAY · 800 · -1 TRACKING

## Bowl your best frame.

HEADING · 700

Log every shot, analyze every ball, train with intent.

BODY · 400 · 11pt

## Type scale

ROLE	SIZE	WEIGHT	TRACKING
Display (hero)	48–64pt	800	-1
H1	32pt	700	-0.5
H2	24pt	700	0
H3	20pt	600	0
Body	16pt	400	0
Caption	13pt	500	+0.5
Label / eyebrow	12pt	700	+3 (uppercase)

## 04 · VOICE

**Confident · Technical**  
▪  
**Coach-like**

We sound like a trusted ball rep —

precise, technical,  
no fluff. We name  
real metrics, not  
adjectives.

**DO**

"Drilled RG: 2.504"

"Performance Diff =  $TD + 0.1667 \times ID$ "

"Find the right look for this pattern."

"Your bag has a weak-asym gap."

**DON'T**

"Bowling made fun!"

"Game-changing AI experience."

"Strike like never before!"

"Unlock your potential!"

## 05 · ICONOGRAPHY

# Lucide / Feather, 1.5–2px stroke

Stroke-only icons with rounded line caps. 20–24px in nav and lists, 16px inline with text. Color inherits from the category accent; default is Slate (#555566). Never mix filled and stroke icons in the same screen, never use multi-color icons or drop shadows.

## 06 · IMAGERY

# Equipment-first photography

Bowling balls: photographed or rendered against neutral or dark backgrounds; show the layout, not just the brand sticker. Lanes: clean, oiled, head-on perspective preferred. Avoid stock photos with people unless they're shown in correct release form. No clip art, no motion-blur "speed lines" overlays.

## 07 · LAYOUT & SPACING

# 8pt grid

Use multiples of 8: 8 / 16 / 24 / 32 / 48 / 64. Card radius is 14–16px. Borders are 1px solid #D6D6DB — never doubled. Shadows live only on Pinlab Gold buttons: 0 4px 16px rgba(212,144,30,0.20). Cards stay flat.

## 08 · LOGO FILES

# Available downloads

<code>shotfocus_logo.png</code>	Full color lockup, transparent PNG (2797×1665)
<code>shotfocus_app_icon.png</code>	App store icon, square
<code>shotfocus_brand_kit.png</code>	Printable brand kit poster (1600×2200)
<code>BRAND_KIT.md</code>	Full brand kit reference, markdown
<code>BRAND_KIT.pdf</code>	This document

