SHOTCLOCK · BRAND KIT V1

Beat the clock.

Logos, mascot, colors, type, social art and wallpapers for shotclock.fun and shotclock.buzz. Everything here is ready to download.

⬇ Download the full kit (.zip) | Read the guidelines



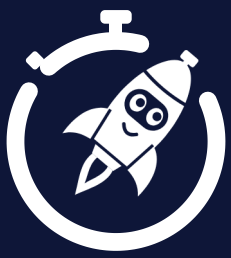
LOGOS

Mark, wordmark and lockups

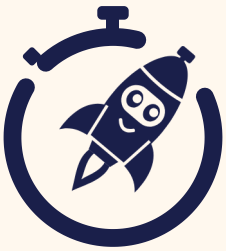
Use the horizontal lockup by default. Use the mark alone where space is tight (avatars, app icons, favicons). Every logo comes as an SVG plus transparent PNGs.



Logo mark · color
SVG PNG 1024



Logo mark · white
SVG PNG 1024



Logo mark · dark on light
SVG PNG 1024



App icon · ruby
SVG PNG 1024

SHOTCLOCK

Wordmark · ruby
SVG PNG

SHOTCLOCK

Wordmark · chrome (luxe)
SVG PNG



Horizontal · on light
SVG PNG



Horizontal · on dark
SVG PNG



Stacked · on light
SVG PNG



Stacked · white
SVG PNG

COLOR

One color owns the clock



Shotclock Ruby · #E0115F

Snapchat owns yellow, Cash App owns green. **SHOTCLOCK owns ruby.** It's the red of a real shot clock's LED digits and the buzzer light, and the jewel tone of a championship ring. Crypto apps mostly live in purple, green and blue (Solana, Phantom, Coinbase), so ruby stands out right away in a wallet list, a feed or a login modal. Use it for the app icon, primary buttons, the wordmark and the one thing on screen you want tapped.

RGB 224 17 95 · CMYK 0 92 58 12 · Pantone ≈ 213 C

Shotclock Ruby
#E0115F · signature

Ruby Deep
#A3093F · shadow, hover

Ruby Glow
#FF4D7E · highlights, dark mode links

Rose Gold
#E7A68E

Rose Gold Deep
#B9735F

Champagne
#F6E3C1

Trophy Gold
#D9A86C

Platinum
#E6E8EE

Chrome
#B8C2D1

Sapphire
#1F3FC7

Midnight Sapphire
#0E1638 · dark mode

Ink
#1A1F4A · text on light

Starlight
#FFF8EE · light background

Phoenix
#FF7A2F · flame, alerts

No pure black, ever. Dark mode is Midnight Sapphire (#0E1638) and body text is Ink (#1A1F4A). Metallics (chrome, rose gold, champagne) are for gradients and highlights, not body text.

```
:root{
  --sc-ruby:#E0115F; --sc-ruby-deep:#A3093F; --sc-ruby-glow:#FF4D7E;
  --sc-rose:#E7A68E; --sc-rose-deep:#B9735F; --sc-champagne:#F6E3C1; --sc-gold:#D9A86C;
  --sc-platinum:#E6E8EE; --sc-chrome:#B8C2D1; --sc-sapphire:#1F3FC7;
  --sc-midnight:#0E1638; --sc-ink:#1A1F4A; --sc-starlight:#FFF8EE; --sc-phoenix:#FF7A2F;
  --sc-gloss-ruby:linear-gradient(135deg,#FF6B96,#E0115F 42%,#9E0A3D);
  --sc-gloss-chrome:linear-gradient(90deg,#FFFFFF,#E4E9F1 35%,#9AA6B8 70%,#D6DDE7);
  --sc-gloss-rose:linear-gradient(135deg,#FBDCCD,#E7A68E 50%,#B9735F);
}
```

TYPE

Three free Google Fonts

SHOTCLOCK

Archivo Expanded Black Italic

Wordmark, headlines and hype moments. Width 125, weight 900, italic. Built for speed. The logo itself is outlined, so it never needs the font.

Outsmart the table.

Inter

UI, body copy and buttons (600 and 800). Also the Dynamic login font.

00:18

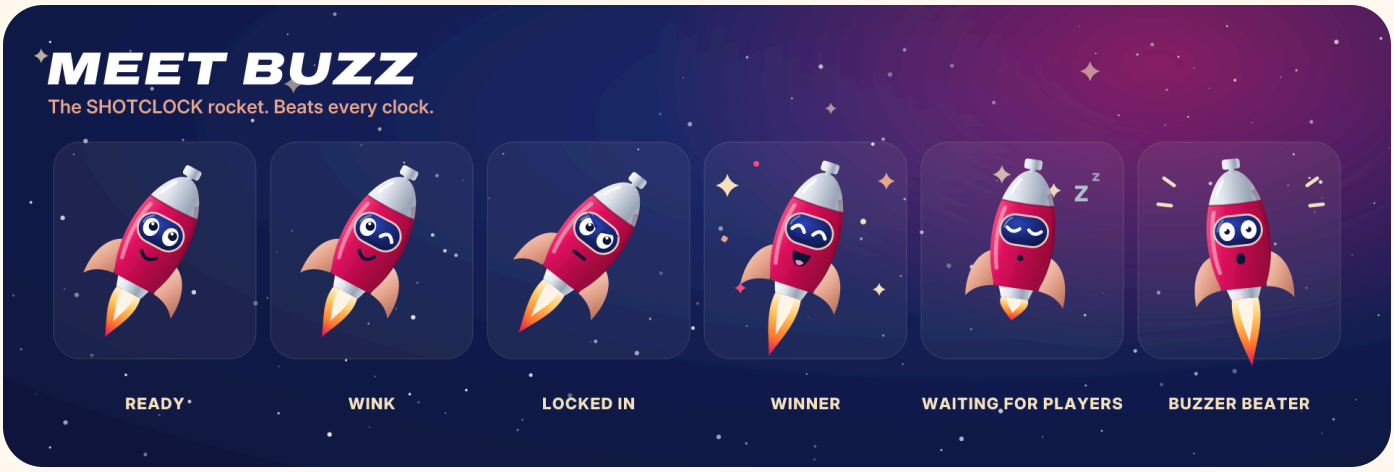
Chakra Petch Bold

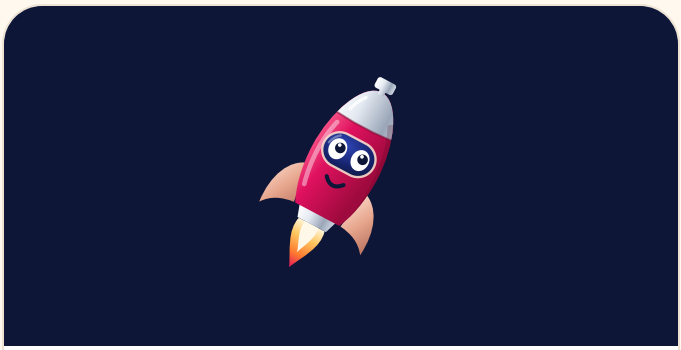
Timers, countdowns, SOL amounts, scores and stats. It's the shot-clock digit.

MASCOT

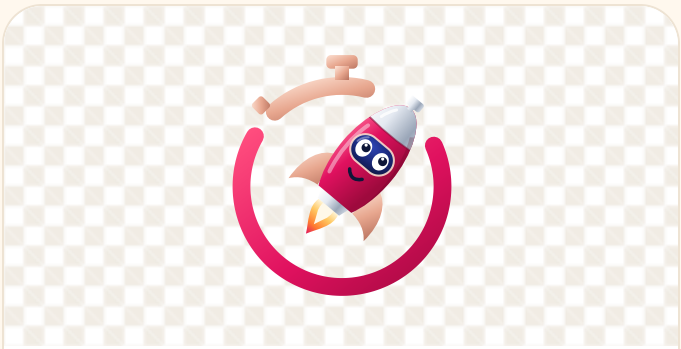
Meet Buzz

Buzz is the SHOTCLOCK rocket: a glossy ruby rocket with a chrome nose, a stopwatch crown on top, rose-gold fins and a sapphire cockpit visor for eyes. Buzz is always heading up and to the right. Use the expressions to match the moment.





Animated (SVG/CSS)
Blinks, bobs, flame flickers. **SVG** **GIF** **WebP**



Animated mark
For loaders and splash screens. **SVG**



Winner
Payouts, wins, leaderboard



Waiting for players
Seats filling, queues, refunds

SOCIAL

Profile pictures, banners and backgrounds



Share image (OG) 1200×630

.fun .buzz



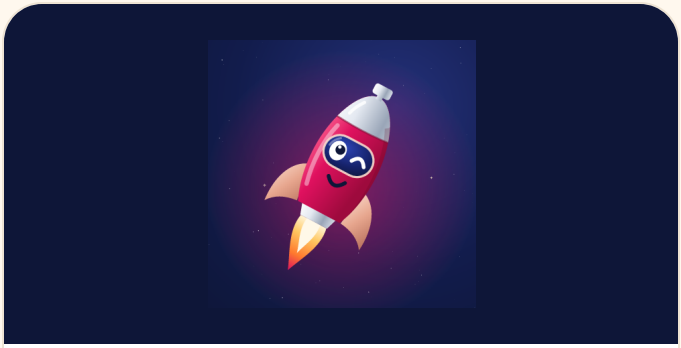
X banner 1500×500

PNG



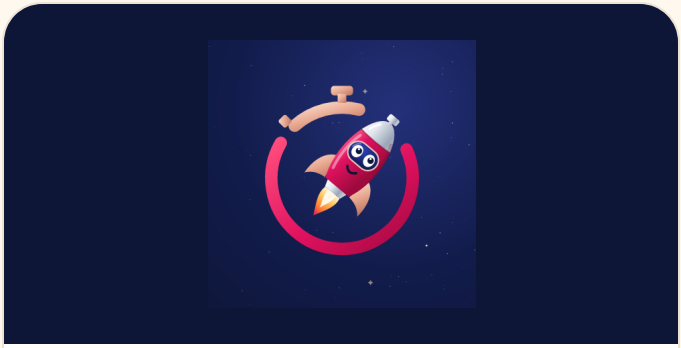
Profile · ruby

1024 400



Profile · Buzz

1024 400



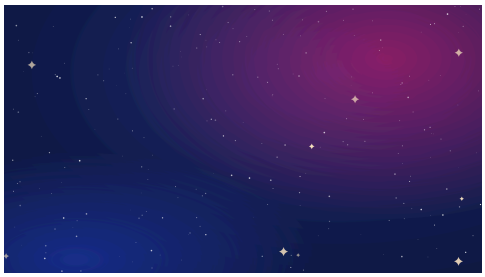
Profile · midnight

1024



Profile · champagne

1024



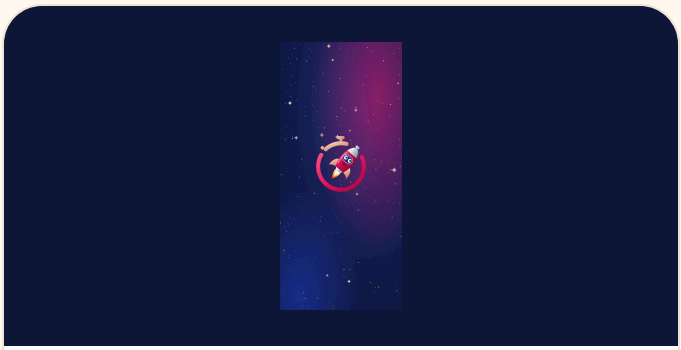
Starry sapphire 1920×1080
PNG



Ruby rising 1920×1080
PNG



Champagne 1920×1080
PNG



Phone wallpapers
Sapphire Ruby

DYNAMIC.XYZ

Branded login

Dashboard → Settings → General

App Logo URL (square):

https://shotclock.fun/brand/dynamic/shotclock-dynamic-logo-512.png

Wordmark (where a wide logo fits):

https://shotclock.fun/brand/dynamic/shotclock-dynamic-wordmark-light-1200x300.png

…-wordmark-dark-1200x300.png on dark themes.

Design → Brand color: #E0115F · Theme: Light (or Dark, which uses Midnight Sapphire via the CSS below) · Corners: rounded.

CSS variables

Full file: dynamic/dynamic-theme.css

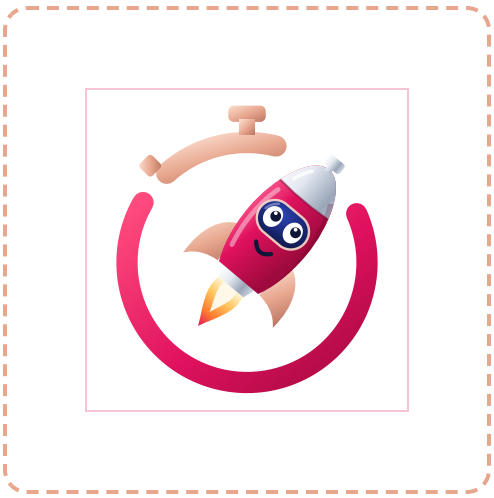
```
.dynamic-shadow-dom{
 --dynamic-font-family-primary:"Inter",sans-serif;
 --dynamic-font-family-numbers:"Chakra Petch",monospace;
 --dynamic-brand-primary-color:#E0115F;
 --dynamic-brand-hover-color:#C20E52;
 --dynamic-brand-secondary-color:rgba(224,17,95,.12);
 --dynamic-text-primary:#1A1F4A;
 --dynamic-base-1:#FFFFFF; --dynamic-base-2:#FFF8EE;
 --dynamic-border-radius:16px;
}
```

GUIDELINES

Using the brand

Clear space

Leave at least ¼ of the mark's width on every side of the mark. For lockups, leave the height of the wordmark's letters.



Minimum sizes

48 px full mark (with eyes)
16–32 px use favicon.svg (simplified)
120 px horizontal lockup width
80 px wordmark width

Backgrounds

Color logo on Starlight, white, Platinum, Champagne or Midnight. On Ruby, use the white logo or the ruby app icon. On photos, use white, with a scrim if needed.

Do

- Keep Buzz pointing up and to the right
- Use ruby for the one main action

- Pair metallics with Midnight or Starlight
- Use the outlined SVGs, not retyped text

Don't

- Use pure black (#000) anywhere
- Recolor the mark outside the palette
- Stretch, rotate, outline or shadow the wordmark
- Put the wordmark on a busy photo

Voice

Short, quick, confident. "Beat the clock." "Seat's yours." "Buzzer beater!" Hype the player, never the odds.

SHOTCLOCK brand kit v1 · shotclock.fun · shotclock.buzz · Fonts: Archivo, Inter, Chakra Petch (Google Fonts, OFL)