



POSITION - FIRST



The brand standards for Goalkeeper.com — content, commerce, and proprietary performance data. For every goalkeeper, everywhere, always.

VERSION 1.0

ISSUED MAY 2026

ART & MEDIA GUIDELINES

EXTERNAL / SHAREABLE

GOALKEEPER.COM

PRIMARY LOCKUPS

Goalkeeper.com.

The identity is anchored by the green G-mark. Dark-artwork variants ("primary dark") are for off-white surfaces; light-artwork variants ("primary white") are for dark surfaces. Short marks are for compact uses.



PRIMARY
Light artwork on dark surfaces.



PRIMARY DARK
Dark artwork on off-white.



SHORT · WHITE
Light artwork on dark surfaces.



SHORT · DARK
Dark artwork on off-white.



SHORT · GREEN
Over green-tinted backgrounds.

WHEN TO USE**Pick by background.**

Each variant is named by the colour of its artwork, not the page it sits on. Match artwork colour to surface so the mark stays legible.

SUB-BRAND LOCKUPS

Goalkeeper xG.

Goalkeeper xG keeps the green G-mark and adds the "xG" lockup, matching the parent identity. Three styles cover every use: the full lockup, a compact short mark, and a powered/partner-credit variant.

GOALKEEPER.COM **XG**TM

XG
Light on dark.

POWERED BY

XGTM

XG · POWERED
Partner credit, dark.

XGTM

XG · SHORT
Compact, on dark.

WHEN TO USE

Which lockup?

Full for editorial and hero. Short for tight UI / app icons. Powered is the partner-credit lockup — use only when crediting Goalkeeper xG as the data source.

GOALKEEPER.COM **XG**TM

XG · DARK
Dark on off-white.

POWERED BY

XGTM

XG · POWERED DARK
Partner credit, light.

XGTM

XG · SHORT DARK
Compact, on light.

CLEAR SPACE

Give it room.

The clear-space rule is the height of the G-mark's tail, scaled to the wordmark. Keep that distance free of competing imagery, text, or framing on every side.



X = height of the G-mark tail. Keep all four margins X.

Minimum size

16 px / 4 mm digital · 8 mm print for the G-mark.
Anything smaller loses the inner glove negative.

On photography

Always over the dark gradient overlay (~rgba(13,17,23,.6)). Never floating over un-tinted action shots.

Never

Recolour the G-mark to non-brand hues. Distort its proportions. Apply drop shadows other than the signature green glow.

PALETTE · DARK

Colour system.

Primary green is the brand — it owns CTAs, the G-mark, and the signature glow. Accent purple and coral are sparing. Surfaces are dark-by-default, never #000 or #FFF — always one step toward grey.

BRAND



Primary #00F07B RGB 0 240 123	Primary Light #3DFFA0 RGB 61 255 160	Primary Dark #00BA57 RGB 0 186 87	Accent #A06CD5 RGB 160 108 213	Accent Light #E8457C RGB 232 69 124
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SURFACES



Base Dark #0A0A0A RGB 10 10 10	Surface #141414 RGB 20 20 20	Surface Hover #1C1C1C RGB 28 28 28	Surface Alt #1C2430 RGB 28 36 48	Border #2A2A2A RGB 42 42 42
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TEXT



Text #FFFFFF RGB 255 255 255	Content Body #E0E0E0 RGB 224 224 224	Muted Light #C8CDD2 RGB 200 205 210	Subtle #999999 RGB 153 153 153	Muted #8B949E RGB 139 148 158
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STATUS



Danger Red #FD334B RGB 253 51 75

PALETTE · LIGHT

Light mode.

LIGHT MODE TOKENS

**Base Dark**

#FAFAFA

RGB 250 250 250

**Surface**

#F8FAFC

RGB 248 250 252

**Surface Alt**

#EEF2F7

RGB 238 242 247

**Primary**

#00A84E

RGB 0 168 78

**Text**

#0F172A

RGB 15 23 42

Light mode is a fully tokenised override. The page background becomes off-white (#FAFAFA, not pure #FFF), surfaces shift to a cooler near-white, and the primary green is darkened to #00A84E so it still passes AA contrast on the off-white page.

WHEN TO USE

User-controlled override via the storefront's ThemeSwitch. Persists in localStorage; applied before React hydrates — no flash.

WHAT CHANGES

Surface and text tokens flip to light counterparts. Primary darkens. Status colours stay near-identical.

WHAT STAYS

Type stack, type scale, radii, spacing. No pure #FFF or #000. Cards still lift one step from the page.

TYPOGRAPHY

Four typefaces.

League Spartan

Headings, hero, big-number stats. Geometric, tight tracking (-0.01em to -0.02em).

Built for the keepers.

The image shows the letters 'Aa' in the League Spartan typeface. The letters are a vibrant green color and are set against a dark blue-grey rectangular background.

Roboto

Body, buttons, labels.

Gear engineered for the keeper's craft.

The image shows the letters 'Aa' in the Roboto typeface. The letters are white and are set against a dark blue-grey rectangular background.

Playfair Display

Editorial subtitles and body, exclusively. Always set in content-body colour.

A bedtime favourite that has made grown goalkeepers cry.

The image shows the letters 'Aa' in the Playfair Display typeface. The letters are white and are set against a dark blue-grey rectangular background.

Space Mono

Nav labels, mono pills, eyebrow kickers, tabular UI. Always uppercase + wide tracking.

The image shows the letters 'Aa' in the Space Mono typeface. The letters are white and are set against a dark blue-grey rectangular background.

POSITION - FIRST • WHO WE ARE • JUST LANDED

THE LADDER

Type scale.

HERO 28pt

Built for the keepers.

SECTION LG 24pt

Editorials and analysis.

SECTION 20pt

Most popular this week.

SUB-SECTION 18pt

The Keeper's Call.

CARD TITLE 16pt

Hand-illustrated.

LEAD BODY 14pt

Reviews, durability data, and exclusive drops.

BODY 11pt

Tools for keepers at every level — from grassroots up.

CAPTION 9pt

50,000+ shots analysed per season.

MONO LABEL 10pt

POSITION - FIRST

WORDMARKS

Trademarks.

The wordmarks below are registered or in-use trademarks across the Goalkeeper.com product portfolio — parent brand, xG data line, OGV framework, and the Six Branches of Goalkeeping methodology. Use only the supplied artwork; do not typeset substitutes.



GK G-MARK

GOALKEEPER.COM[®]

GOALKEEPER

GOALKEEPER.COM[™]

GK · GOALKEEPER



GK UNION

GOALKEEPERXG[™]

GOALKEEPER XG

GOALKEEPER PERFORMANCE DATA[™]

GOALKEEPER PERFORMANCE DATA

GOALKEEPER SUITABILITY INDEX[™]

GOALKEEPER SUITABILITY

XSAVE[™]

XSAVE

SIX BRANCHES OF GOALKEEPING[™]

SIX BRANCHES OF GOALKEEPING



OGV

OVERALL GOALKEEPER VALUE[™]

OGV FRAMEWORK

NORMALISED GOALKEEPER VALUE[™]

NORMALISED GOALKEEPER VALUE



NGV



GSI