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About

OFFSHORE COURTS

Offshore Courts is a floating sports court concept that brings the game to the waterfront.

The identity connects sport and water through an OC monogram, a wave symbol and a blue palette. The logo system carries that idea into court visuals, apparel and partner materials.



Logo *Brand*



***OFFSHORE
COURTS***

SPORTS. REDEFINED.



PRIMARY LOGO

The Offshore Courts primary logo captures the brand's connection to sport and the ocean. The circular shape represents unity and motion, while the wave inside the "OC" monogram reflects energy, flow, and innovation. The shades of blue and teal draw inspiration from water and sky, giving the logo a fresh and modern feel. Together, these elements create a strong symbol that speaks to performance, creativity, and redefining the game.



***OFFSHORE
COURTS***
SPORTS. REDEFINED.

SECONDARY LOGO

The secondary logo offers a flexible alternative to the primary mark while maintaining the same core identity. It combines the Offshore Courts monogram with the full wordmark to create a balanced, horizontal layout that works well in digital and print applications. This version is ideal for placements where vertical space is limited or when a more streamlined presentation is needed. The secondary logo should always maintain proper clear space and color integrity to ensure brand consistency.

LOGO OPTIONS **ON *WHITE COLOR*** ***BACKGROUND***

When used on a white background, the Offshore Courts logo should appear in its full-color version to showcase the depth and vibrancy of the brand. The combination of dark navy, bright blue, and teal provides strong contrast and visual balance, keeping the logo clear and recognizable. This version works best for digital and print materials where a clean and minimal backdrop allows the colors and details to stand out. Avoid adding outlines, drop shadows, or any background elements that could interfere with the logo's clarity.



LOGO OPTIONS ON *DARK COLOR* *BACKGROUND*

On a dark background, use the approved reverse logo shown here. The white lettering and outer details keep the name and badge visible, while the blue wave retains the brand colours.

Keep the area behind the mark clear. If the background competes with the logo, move it to a plain dark field. Do not add outlines or shadows to compensate for poor contrast.





Brandmark



Badge Logo



Horizontal Logo

**OFFSHORE
COURTS**

SPORTS. REDEFINED.

VARIATIONS OF LOGO

Brandmark

The brandmark is the standalone symbol used when the Offshore Courts identity is already established. It's ideal for social media icons, merchandise, or small-format applications where simplicity and recognition are key.

Badge Logo

The badge logo combines the brandmark and full name, creating a complete and balanced visual. It's best used in marketing materials, apparel, and signage where brand presence needs to be strong and unified.

Horizontal Logo

The horizontal logo is designed for layouts with limited vertical space. It provides a clean, modern look and ensures readability across web, print, and environmental applications while maintaining consistent proportions.

**LOGO VARIATIONS
OF PRIMARY
LOGO ON
DARK COLOR
BACKGROUND**



***LOGO VARIATIONS
OF SECONDARY
LOGO ON
DARK COLOR
BACKGROUND***



***OFFSHORE
COURTS***
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***OFFSHORE
COURTS***
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LOGO USAGE: **DO'S**

Maintain clear space around the logo equal to the height of the letter “O” in *Offshore* to ensure visibility and impact.

Use approved color variations only — the full-color version on light backgrounds, and the white or single-color version on dark backgrounds.

Scale proportionally to preserve the logo’s original shape and balance.

Use vector or high-resolution files (AI, SVG, EPS, or PNG) for all applications to maintain clarity.

Place on clean, uncluttered backgrounds that don’t compete with or obscure the design.

ADo



Use approved color logo on a clean white



Use white version of logo on dark backgrounds



Scale proportionally without stretching or warpen

LOGO USAGE: **DON'T**

Alter the logo colors or create unapproved color combinations.

Distort, stretch, or rotate the logo in any direction.

Add effects like shadows, gradients, or outlines that change its appearance.

Rearrange or separate elements (wave icon, name, or tagline) outside of approved formats (brandmark, badge, or horizontal).

Place the logo on busy or low-contrast backgrounds that reduce legibility.

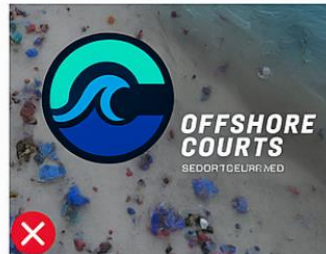
X Don't



Don't change logo colors or apply gradients



Don't stretch, skew, or rotate the logo



Don't place logo over busy or low-contrast backgrounds

Color Palette

PRIMARY AND SECONDARY COLOR PALETTE

The Offshore Courts color palette is drawn directly from the primary logo. Primary Navy anchors the brand, while Wave Blue adds energy and motion. Deep Blue brings depth to the mark, and Aqua Blue provides freshness and contrast. Every hex value here matches the logo exactly to guarantee consistency across every application, digital and print.

PRIMARY NAVY

Navy • #011828
RGB • 1, 24, 40
CMYK • 98, 40, 0, 84

DEEP BLUE

Royal • #0180F3
RGB • 1, 128, 243
CMYK • 100, 47, 0, 5

WAVE BLUE

Wave • #00C0FF
RGB • 0, 192, 255
CMYK • 100, 25, 0, 0

AQUA BLUE

Aqua • #00E5CE
RGB • 0, 229, 206
CMYK • 100, 0, 10, 10

WHITE

White • #FFFFFF
RGB • 255, 255, 255
CMYK • 0, 0, 0, 0

EXTENDED PALETTE

Tints and shades derived from the primary palette. Use these sparingly — the core palette always leads.

PRIMARY NAVY

#011828

DEEP BLUE

#0180F3

WAVE BLUE

#00C0FF

AQUA BLUE

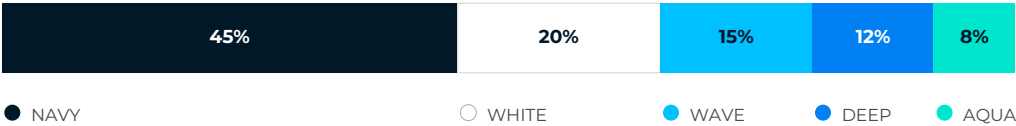
#00E5CE

#D8DCDE	#99A2A9	#596873	#273A48	#011828
#BFDFFC	#80BFF9	#409FF6	#1A8CF4	#0180F3
#A5E8FF	#66D9FF	#33CCFF	#19C6FF	#00C0FF
#B2F7F0	#72F0E4	#3FEBDA	#19E7D2	#00E5CE

COLOR USAGE AND PAIRINGS

Primary Navy anchors the brand and carries the most weight. Wave Blue acts as the primary accent for energy and motion, while Deep Blue and Aqua Blue provide depth and freshness as secondary notes. White delivers contrast and breathing room across every application.

RECOMMENDED PROPORTION



DO

- Lead with Primary Navy as the dominant color
- Use Wave Blue for accents and highlights
- Pair White with Primary Navy for contrast
- Use white wordmark on dark backgrounds only

APPROVED PAIRINGS

Aa

PRIMARY NAVY + WHITE

Body, headers

Aa

WHITE + PRIMARY NAVY

Docs, reports

Aa

PRIMARY NAVY + WAVE

CTAs, highlights

Aa

WAVE BLUE + NAVY

Accent blocks

Aa

DEEP BLUE + WHITE

Secondary panels

Aa

AQUA BLUE + NAVY

Playful accents

DON'T

- Mix Wave Blue and Aqua Blue in the same block
- Put Deep Blue directly against Primary Navy
- Use light tints as primary brand colors
- Introduce colors outside this palette

Typography

BRAND **TYPEFACE**

Brand Typography **(OFFSHORE COURTS NAME)**

The “OFFSHORE COURTS” name uses the Eurostile Black Italic typeface, chosen for its bold, modern, and athletic character. The italicized form gives a sense of speed and forward motion, reflecting the brand’s focus on performance and innovation. Its strong geometric structure pairs well with the wave symbol, creating a confident and unified visual identity.

AaBb

EUROSTILE
BLACK ITALIC

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqUuRrSsTtUuVvWwXxYyZz

1234567890 // !@#\$%^&*()_+<>?/

EUROSTILE
BLACK ITALIC

BRAND **TYPEFACE**

Brand Typography **(SPORTS REDEFINED)**

The “Sports Redefined” tagline uses the Conthrax typeface, selected for its clean, futuristic look that reflects innovation and modern design. Its strong geometric lines and balanced letterforms give the tagline a bold, confident presence that aligns with the brand’s vision. When paired with the logo, it reinforces Offshore Courts’ commitment to pushing boundaries and redefining the game through creativity and performance.

AaBb

CONTHRAX

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqUuRrSsTtUuVvWwXxYyZz

1234567890 // !@#\$%^&*()_+<>?/\

CONTHRAX

Apparel



Branding & Style Guidelines.

OFFSHORE COURTS