

BRAND GUIDELINES FOR WEB · VERSION 1.0 · NOVEMBER 2026

COLOUR & TYPOGRAPHY

Everything the web team needs to build the Sricity Premier League website: the palette, themes, contrast rules, type and the code to implement them.

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WHAT'S INSIDE

Colour and typography for the SPL website and its digital touchpoints. Logo artwork rules, photography and social templates will follow separately.

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HOW TO USE THIS GUIDE

BUILT FOR THE WEB TEAM

SPL is the inter-company T10 championship organised by Sricity Cricket Club. It has its own subdomain and its own, louder identity: floodlights, speed, crowns. This guide turns the logo into a working colour and type system for the website.

1 · PALETTE

Four brand colours sampled from the logo, each with an 11-step scale (50–950), plus neutral and green.

2 · SEMANTIC TOKENS

Role names (bg, text, primary, link…) with values for the Day and Floodlit themes. Build with these, not raw hex.

3 · TYPE

Saira for headings, Manrope for body, with a desktop and mobile scale and ready-made CSS classes.

FILES THAT COME WITH THIS GUIDE

spl-theme.css: every colour as a CSS custom property, both themes and the type classes · **tokens.json**: the same values as data · **Fonts**: Saira and Manrope (Google Fonts, SIL OFL) · **spl-logo.png**: transparent logo. All live in the SPL design system.

COLOURS FROM THE LOGO

FOUR COLOURS, SAMPLED FROM THE ARTWORK



SPL RED

#FD3434

Letter faces of S, P and L

ELECTRIC BLUE

#1449D6

SRICITY PREMIER LEAGUE wordmark

CROWN GOLD

#F5B930

Gold highlights and the ball's seam

NIGHT NAVY

#0C153C

3D extrusion behind the letters

The logo is a 3D rendering with lighting and gradients. These four flat colours are the averages of its main surfaces, so the website reads as the same brand without copying the 3D effect into the interface.

CORE PALETTE

THE COLOURS PEOPLE REMEMBER

NIGHT NAVY

The stage. Page grounds, headers, footers, scoreboards.

#0C153C
RGB 12 21 60
HSL 229 67% 14%
var(–navy-900)

SPL RED

The energy. Display type, live states, graphics.

#FD3434
RGB 253 52 52
HSL 0 98% 60%
var(–red-500)

ELECTRIC BLUE

Secondary actions, links, info, selected tabs.

#1449D6
RGB 20 73 214
HSL 224 83% 46%
var(–blue-600)

CROWN GOLD

Awards, trophies, champions, highlights.

#F5B930
RGB 245 185 48
HSL 42 91% 57%
var(–gold-400)

ACTION RED

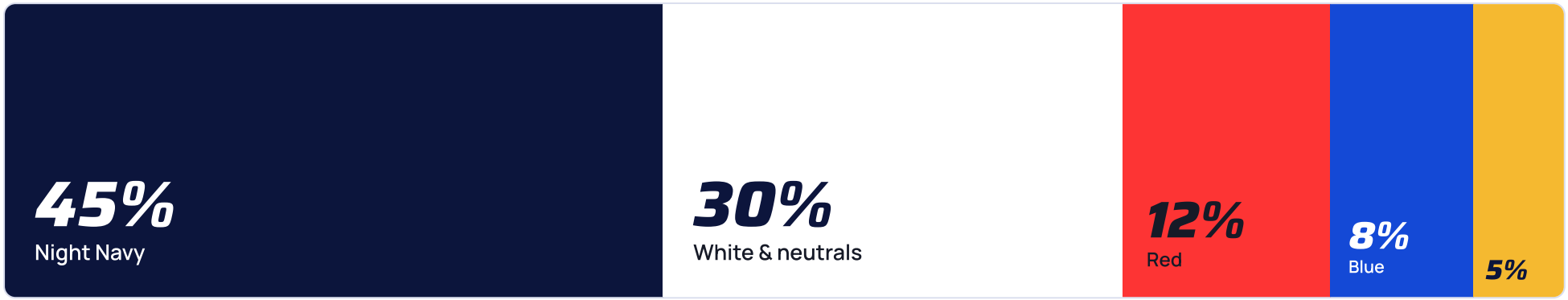
Button fill for the primary action (white text 4.9:1).

#E00F1E
RGB 224 15 30
HSL 356 87% 47%
var(–red-600)

COLOUR PROPORTION

NAVY AND WHITE CARRY, RED AND GOLD STRIKE

Keep roughly this balance on every page. The louder the colour, the less of it.



NAVY · 45%

Heroes, header, footer, scoreboards, dark sections.

WHITE · 30%

Reading sections: rules, registration, news.

RED · 12%

One primary button per view, live states, display words.

BLUE · 8%

Links, secondary buttons, selected tabs, info.

GOLD · 5%

Only for winning: awards, trophies, champions, top rows.

COLOUR SCALES

ELEVEN STEPS PER COLOUR

RED · RED-50 → RED-950

50	100	200	300	400	500	600	700	800	900	950
#FFF4F2	#FFE4E0	#FFC8C1	#FFA69B	#FF7C70	#FD3434	#E00F1E	#B70013	#8D000C	#660006	#430002

BLUE · BLUE-50 → BLUE-950

50	100	200	300	400	500	600	700	800	900	950
#F3F7FF	#E2ECFF	#C4D8FF	#9DBDFF	#709EFF	#3C75FB	#1449D6	#0636C1	#0020A2	#000484	#000752

GOLD · GOLD-50 → GOLD-950

50	100	200	300	400	500	600	700	800	900	950
#FFF8EA	#FFEECF	#FFDEA2	#FFCA5D	#F5B930	#D19A00	#AF8000	#8A6500	#674A00	#493400	#312100

NAVY · NAVY-50 → NAVY-950

50	100	200	300	400	500	600	700	800	900	950
#F3F5F9	#E6E8EC	#CCD1DC	#ADB4C7	#8B95B0	#6B7697	#4C597E	#334067	#1F2B52	#0C153C	#050A2F

NEUTRAL · NEUTRAL-50 → NEUTRAL-950

50	100	200	300	400	500	600	700	800	900	950
#F8FAFF	#ECF0FD	#D9DDED	#C1C7D8	#9EA4B8	#5D6378	#494F63	#373C4E	#262A3A	#161A27	#0A0C18

GREEN · GREEN-50 → GREEN-950 (SUCCESS & WINS ONLY)

50	100	200	300	400	500	600	700	800	900	950
#E3FFEF	#B4FFD7	#92EFBF	#72D9A6	#50C28D	#13A06B	#008F5E	#00734B	#005838	#003E26	#002716

Outlined: the step that matches the logo (or the working step). Built in OKLCH, so each step is visually even.

SEMANTIC TOKENS

BUILD WITH ROLES, NOT HEX

TOKEN	DAY	FLOODLIT
bg	#FFFFFF	navy-900
bg-subtle	neutral-50	navy-950
bg-raised	#FFFFFF	navy-800
bg-sunken	neutral-100	navy-950
bg-inverse	navy-900	#FFFFFF
text	neutral-900	#FFFFFF
text-muted	neutral-600	neutral-300
text-inverse	#FFFFFF	neutral-900
border	neutral-200	navy-700
border-strong	neutral-500	navy-500
primary	red-600	red-600
primary-hover	red-700	red-700
on-primary	#FFFFFF	#FFFFFF

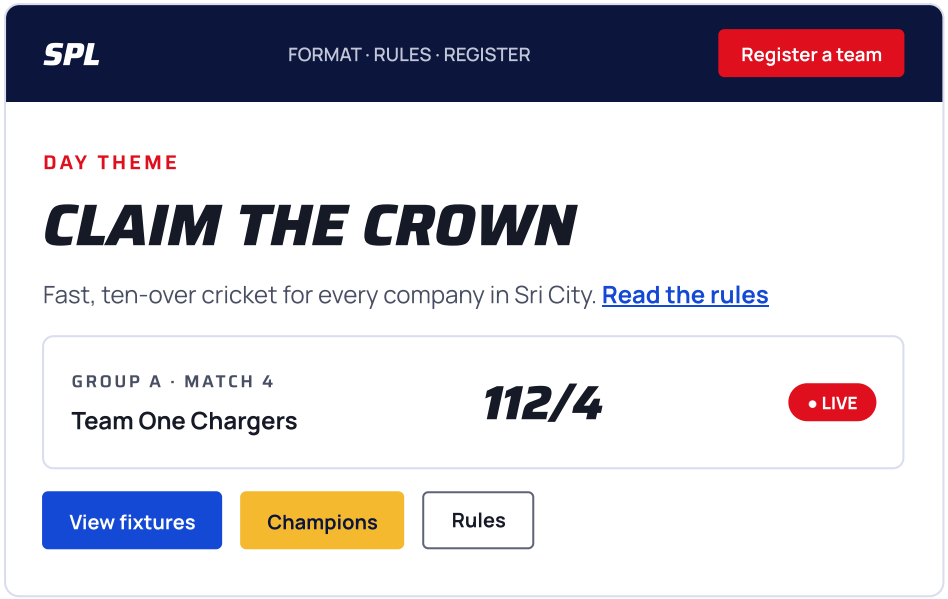
TOKEN	DAY	FLOODLIT
primary-text	red-600	red-400
secondary	blue-600	blue-600
on-secondary	#FFFFFF	#FFFFFF
accent	gold-400	gold-400
on-accent	navy-900	navy-900
link	blue-600	blue-400
focus	blue-600	gold-400
success	green-700	green-300
warning	gold-700	gold-400
danger	red-600	red-400
info	blue-600	blue-400
live	red-500	red-500

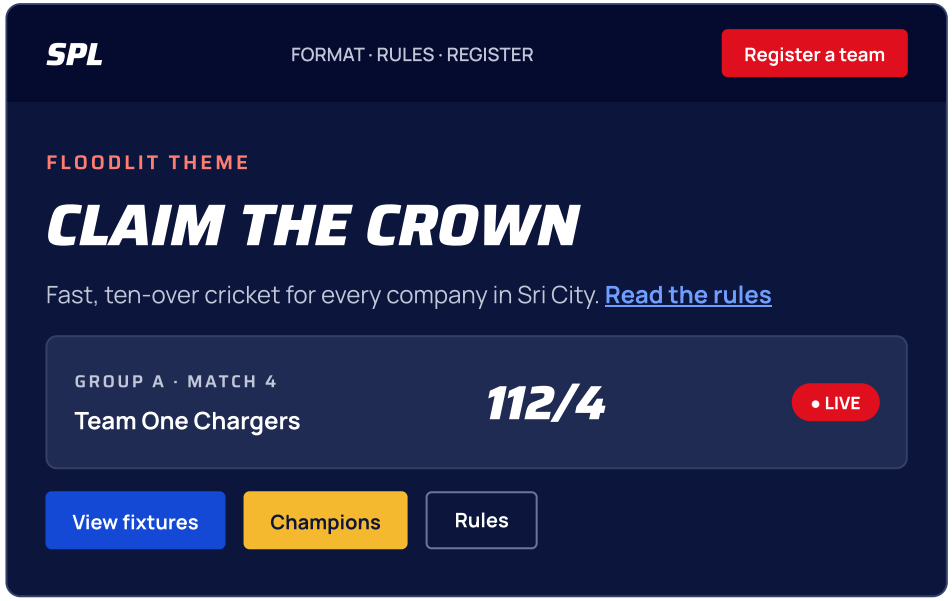
In CSS every token is a custom property: **var(–primary)**, **var(–text-muted)**. Switch themes with **data-theme="dark"** on <html> or on any section.

DAY & FLOODLIT THEMES

SAME COMPONENTS, TWO GROUNDS

Day (white) is the default for reading pages. Floodlit (navy) is for heroes, match centre, live scores and the footer. A page can mix both by section.





ACCESSIBILITY & CONTRAST

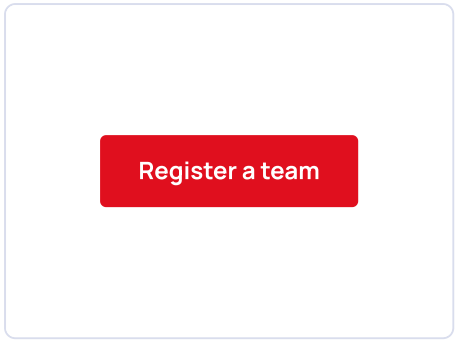
WCAG 2.2 AA IN BOTH THEMES

Body text needs 4.5:1, large text (24px+) and controls 3:1. The last row shows the three pairings the logo colours tempt you into: SPL Red behind white text, blue text on navy and white on gold. Don't use them for text.

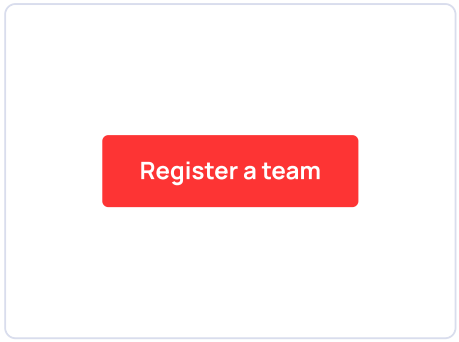
AA 112/4 Body text White on Action Red 4.9:1 · AA	AA 112/4 Body text White on Electric Blue 7.1:1 · AAA	AA 112/4 Body text Navy on Crown Gold 10.0:1 · AAA	AA 112/4 Body text Text on White 17.3:1 · AAA
AA 112/4 Body text Muted on White 8.1:1 · AAA	AA 112/4 Body text Red-600 on White 4.9:1 · AA	AA 112/4 Body text White on Night Navy 17.7:1 · AAA	AA 112/4 Body text Red-400 on Navy 7.0:1 · AAA
AA 112/4 Body text Blue-400 on Navy 6.8:1 · AA	AA 112/4 Body text White on SPL Red 3.7:1 · Large only	AA 112/4 Body text Blue-600 on Navy 2.5:1 · Fail	AA 112/4 Body text White on Crown Gold 1.8:1 · Fail

COLOUR DO'S & DON'TS

RED IS THE SPARK, NOT THE ROOM



DO · Action Red with white labels on buttons.



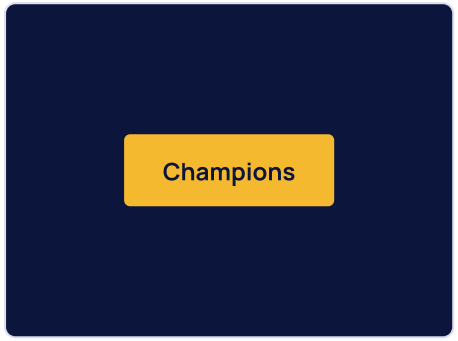
DON'T · White labels on logo red #FD3434 (3.7:1).



DO · Light blue-400 for links on navy.



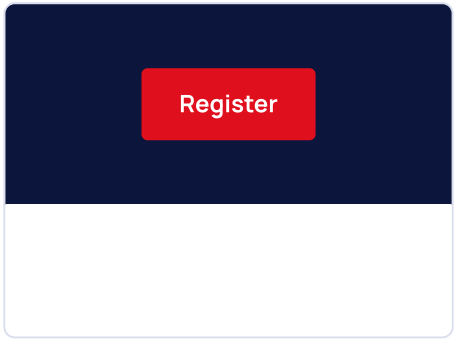
DON'T · Electric Blue text on navy (2.5:1).



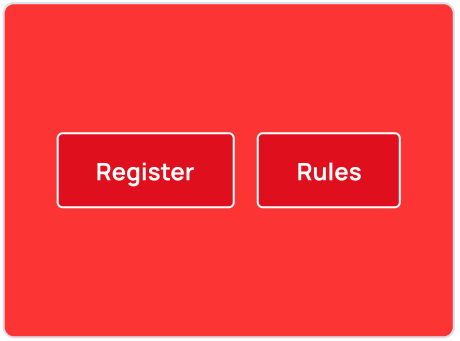
DO · Gold only for winning: champions, awards.



DON'T · Gold as decoration, or white text on gold.



DO · Navy and white carry; one red action per view.



DON'T · Several red buttons or red page grounds.

TAKE THE LOGO'S ATTITUDE, NOT ITS 3D



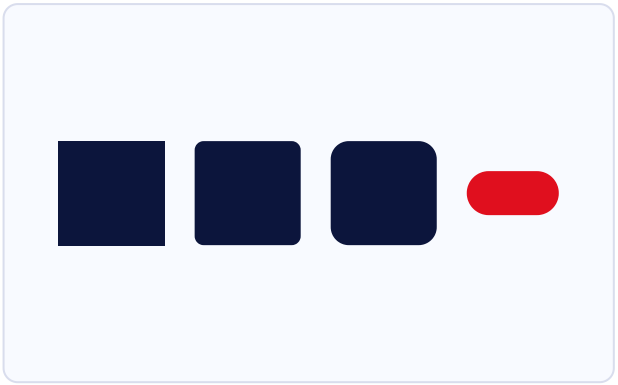
GRADIENT-CROWN

#FFD65A → #FEBC75 → #FD3434, the logo's letter face. Hero accents, trophy graphics, giant numerals on navy. Never behind body text.



GRADIENT-FLOODLIT + SLANT

Navy-900 → navy-950 for dark heroes and footers. Stripes and section edges lean at −12° (the slant token), echoing the logo.



CORNERS

0 for heroes and bands · 4px buttons and inputs · 8px cards · pill only for live and status badges.

Don't recreate the logo's bevels, extrusions or glow in the interface. Flat colour, sharp slants and italic type carry the same energy and stay fast and readable.

TYPEFACES

SAIRA SHOUTS, MANROPE EXPLAINS

HEADINGS · SAIRA

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 / · – ! ?

Squared, technical sans by Omnibus-Type with width and weight axes and full italics. Close to the logo's wordmark. Google Fonts, SIL Open Font License.

BODY · MANROPE

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ₹ & @ % ( ) ! ?

Modern geometric sans by Mikhail Sharanda, very clear at small sizes and in tables, with the ₹ sign. Google Fonts, SIL Open Font License.

HEADINGS · SAIRA

MATCH THE LOGO'S LEAN

DISPLAY & H1

ExtraBold 800 **Italic**, UPPERCASE, tracking −1%. Short lines only: six words or fewer.

H2 – H4

Bold 700, upright, sentence case. Section and card titles that people actually read.

EYEBROW & SCORE

Eyebrow: SemiBold 600, uppercase, +14% tracking. Score: 800 Italic with tabular figures (font-variant-numeric: tabular-nums).

AVOID

Saira for paragraphs, buttons or form labels · weights under 600 · italic on H2 – H4 · widths outside 85–100%.

SEASON 1 · INTER-COMPANY T10

UNLEASH THE POWER. CONQUER THE PITCH. CLAIM THE CROWN.

Tournament format

112/4 (9.2)

BODY · MANROPE

EVERYTHING PEOPLE READ AND CLICK

Four weights. Sentence case everywhere: paragraphs, buttons, navigation and forms. Uppercase belongs to Saira eyebrows only.

400 · Regular	Register your company team	Paragraphs, rules, long reads.
500 · Medium	Register your company team	Lead text, meta lines, table cells.
600 · SemiBold	Register your company team	Navigation, tabs, form labels.
700 · Bold	Register your company team	Buttons, emphasis, team names.

RUNNING TEXT

Each team fields 11 players from its registered squad of 13. The remaining two players may field as substitutes but can't bat or bowl in that match.

NUMBERS & MONEY

₹25,000 + 18% GST = **₹29,500** per team · Indian digit grouping (₹1,18,000) · times as 7:30 am.

TYPE SCALE

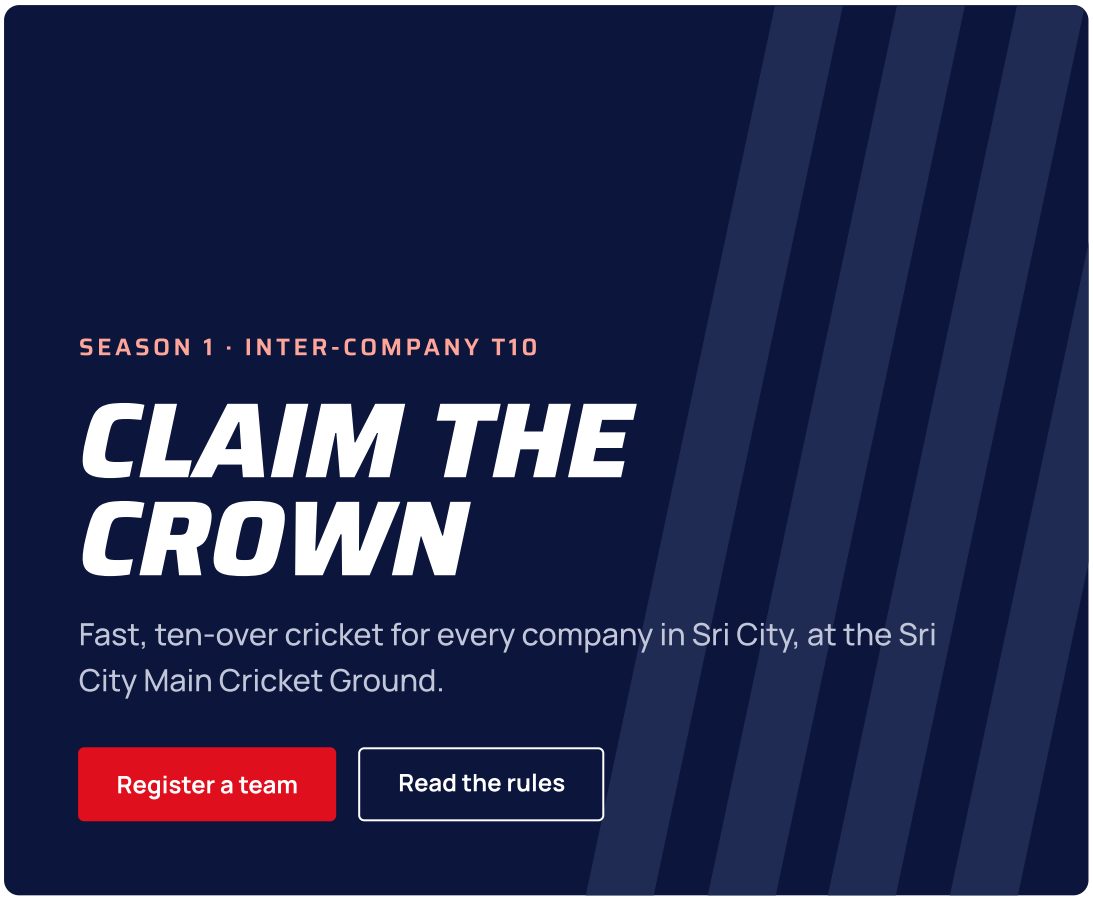
DESKTOP AND MOBILE, IN PX

CLASS	FONT	DESKTOP	MOBILE ≤640PX	TRACKING	SAMPLE (REDUCED ABOVE 30PX)
.spl-display	Saira 800 Italic · caps	88 / 84	48 / 48	−1%	CLAIM THE CROWN
.spl-h1	Saira 800 Italic · caps	56 / 56	36 / 38	−0.5%	SEASON 1 · T10
.spl-h2	Saira 700	40 / 44	28 / 32	0	Tournament format
.spl-h3	Saira 700	28 / 32	22 / 26	0	Group league
.spl-h4	Saira 700	21 / 26	21 / 26	0	Super Over rules
.spl-eyebrow	Saira 600 · caps	14 / 16	14 / 16	+14%	INTER-COMPANY T10
.spl-score	Saira 800 Italic · tabular	64 / 60	44 / 42	0	112/4
.spl-lead	Manrope 500	20 / 30	18 / 28	0	Fast, ten-over cricket for every company.
.spl-body	Manrope 400	16 / 26	16 / 26	0	Each team fields 11 players from 13.
.spl-small	Manrope 500	14 / 22	14 / 22	0	Saturday · 7:30 am · Main Ground
.spl-caption	Manrope 500	12 / 18	12 / 18	0	Fixtures announced after registration.
.spl-button	Manrope 700	15 / 20	15 / 20	+2%	**Register a team**

Every style ships as a .spl-* class in spl-theme.css, with mobile sizes switching at 640px.

HIERARCHY ON THE PAGE

EYEBROW, HEADLINE, LEAD, ACTION



RULES AT A GLANCE

Know the game before the toss

No LBW. Two overs a bowler. Wides and no-balls cost a run and an extra ball, and every no-ball brings a free hit.

Full playing conditions →

1 · Eyebrow. Saira 600 caps, red on white or red-300 on navy.

2 · Headline. Saira Italic caps for heroes; Saira 700 for sections.

3 · Lead. Manrope 500, muted colour, 2–3 lines max.

4 · Action. One red primary, one outline or link.

REFERENCE PIECES IN BOTH THEMES

BUTTONS

Register a team | View fixtures | Read the rules

Award winners

Manrope 700 · 4px radius · min-height 44px · 2px focus ring with 2px offset.

STATUS BADGES

• LIVE | WON | LOST | UPCOMING | CHAMPION

Always a word with the colour, never colour alone.

GROUP A · MATCH 4 — • LIVE

Team One Chargers **112/4**

Team Two Royals **108/7**

Team One need 5 runs from 4 balls

POINTS TABLE

#	TEAM	P	W	L	NRR	PTS
1	Team One Chargers	3	3	0	+1.84	**6**
2	Team Two Royals	3	2	1	+0.62	**4**
3	Team Three Blasters	3	1	2	−0.37	**2**
4	Team Four – Team A	3	0	3	−2.05	**0**

Gold marker on qualifying rows; a strong rule under the last qualifier. Win = 2 points, loss = 0. Team names and scores here are placeholders.

IMPLEMENTATION

FROM THIS GUIDE TO THE BROWSER

1 · LOAD THE FONTS

```
<link rel="preconnect" href="https://fonts.googleapis.com">
<link rel="preconnect" href="https://fonts.gstatic.com" crossorigin>
<link href="https://fonts.googleapis.com/css2?
family=Saira:ital,wght@0,400..900;1,400..900&family=Manrope:wght@400..800&display=swap"
rel="stylesheet">
```

2 · ADD THE THEME

```
<link rel="stylesheet" href="spl-theme.css">

<!-- whole site in Floodlit -->
<html data-theme="dark">

<!-- or one dark section on a Day page -->
<section data-theme="dark">…</section>
```

3 · USE ROLES, NOT HEX

```
.btn-primary {
  background: var(--primary);
  color: var(--on-primary);
  font: 700 15px/20px var(--font-body);
  border-radius: var(--radius-sm);
  padding: var(--space-3) var(--space-6);
}
.btn-primary:hover { background: var(--
primary-hover); }
.btn-primary:focus-visible {
  outline: 2px solid var(--focus);
  outline-offset: 2px;
}
.hero { background: var(--gradient-
floodlit); }
.score { font-variant-numeric: tabular-
nums; }
```

4 · TYPE CLASSES

```
<p class="spl-eyebrow">Season 1 · T10</p>
<h1 class="spl-display">Claim the
crown</h1>
<p class="spl-lead">Fast, ten-over cricket…
</p>
```

LOGO ON THE WEB

GIVE IT WHITE SPACE AND A CLEAN GROUND



BEST · White or neutral-50 grounds.



OK · Night Navy, at 200px wide or more.



DON'T · Red, blue or gold grounds, or busy photos without a navy overlay.

CLEAR SPACE & SIZE

Keep space equal to the ball's height on every side. Minimum 160px wide in the header, 120px in the footer.

SCC ENDORSEMENT

Every page carries "An event by Sricity Cricket Club" with the SCC crest in its own colours, linking to the SCC site.

DON'T

Recolour, outline, stretch or crop the logo, or mix SCC's Leather Red #B93B30 into SPL layouts.

QUICK REFERENCE

PIN THIS ONE

BRAND & WORKING COLOURS

Night Navy · navy-900	#0C153C
SPL Red · red-500	#FD3434
Action Red · red-600	#E00F1E
Electric Blue · blue-600	#1449D6
Crown Gold · gold-400	#F5B930
Navy-950	#050A2F
Navy-800 (cards on dark)	#1F2B52
Text · neutral-900	#161A27
Muted · neutral-600	#494F63

ON DARK GROUNDS

Text	#FFFFFF
Muted · neutral-300	#C1C7D8
Red text · red-400	#FF7C70
Links · blue-400	#709EFF
Success · green-300	#72D9A6
Focus · gold-400	#F5B930

PROPORTION

Navy 45 · White 30 · Red 12 · Blue 8 · Gold 5

TYPE

SAIRA

Headings · display & H1 800 Italic caps · H2–H4 700 · eyebrow 600 caps +14%

Manrope

Body 400 · lead & meta 500 · nav 600 · buttons 700 · sentence case

RULES OF THUMB

White text only on red-600 · blue-400 for links on navy · navy text on gold · one red primary per view.



SRICITY PREMIER LEAGUE · AN EVENT BY SRICITY CRICKET CLUB · BRAND GUIDELINES FOR WEB V1.0