BRAND KIT




# DOCKSIDE ROVERS

Basketball · Theme: The drop

23 Nov 2026 PROSTORE+

+ 01 · THE BRAND IN SHORT

# DOCKSIDE ROVERS

This kit holds everything that makes Rovers's store look like Rovers: the crest, the logo, the wordmark solid and in outline, and the lockups, each on the grounds it is made for, the colours in light and dark mode with the one job each has, the type, and the store wearing them. It is drawn from the brand as ProStore+ keeps it.

| Primary | Secondary | Accent | Page and ink |
|---|---|---|---|
| #0B2545 | #8ECAE6 | #8ECAE6 | #FFFFFF · #14110F |

Club
**Dockside Rovers**

Nickname
**Rovers**

Sport
**Basketball**

Theme
**The drop**

Headings
**Anton**

Body
**ProStorePlus Body**

## IN THIS KIT


01 · The brand in short
02 · The files, on every ground
03 · Colour, light and dark
04 · Using colour
05 · Type
06 · In use
07 · Specifications
08 · Files

+ 02 · THE FILES

# 3D CREST

The club's full emblem, its badge, in its full colours and raised (3D): relief, sheen and a soft shadow.

**Use it for** the club's crest in the ProStore+ app: its store, membership cards, receipts and printouts. It is shown to everyone, so it is copied onto the club's public record.

**On white**
#FFFFFF




Full colour

**On black**
#000000




Full colour

**On the primary**
#0B2545




Full colour

**On the secondary**
#8ECAE6




Full colour

+ 02 · THE FILES

# FLAT CREST

The same emblem drawn flat: no relief, sheen or shadow, in solid colours.

**Use it for** where the 3D crest does not suit: small sizes, print, embroidery and one-colour grounds. It is shown to everyone, so it is copied onto the club's public record beside the crest.

**On white**
#FFFFFF




Full colour




Black

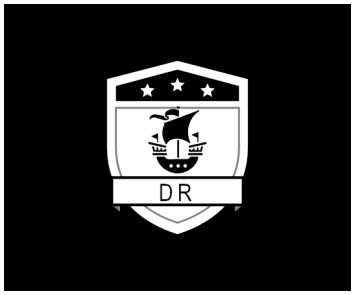



Club colour

**On black**
#000000




Full colour




White




Club colour

**On the primary**
#0B2545




Full colour




White




Club colour

**On the secondary**
#8ECAE6




Full colour




Black




Club colour

+ 02 · THE FILES

# 3D LOGO

The logo raised (3D), in its full colours: relief, sheen and a soft shadow, as the 3D crest is. It is square: its art as wide as it is tall, filling the safe area on both sides.

**Use it for** screens and full-colour print where the logo stands in for the crest: an avatar, an app tile, a social profile, a sticker.

**On white**
#FFFFFF



Full colour

**On black**
#000000



Full colour

**On the primary**
#0B2545



Full colour

**On the secondary**
#8ECAE6



Full colour

+ 02 · THE FILES

# FLAT LOGO

The logo drawn flat, in solid colours: the simplest form of the brand, an initial, a monogram or the crest stripped back, clear stitched 5 cm across on a cap or a shirt and at 128 pixels on a screen. It is square: its art as wide as it is tall, filling the safe area on both sides.

**Use it for** caps and shirts: a cap's front, a chest or a sleeve. And small places and avatars.

**On white**
#FFFFFF



Full colour



Black

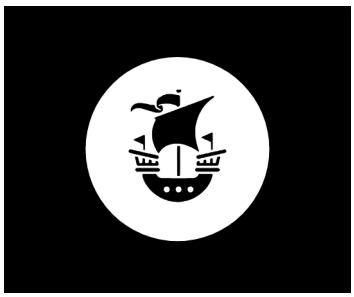


Club colour

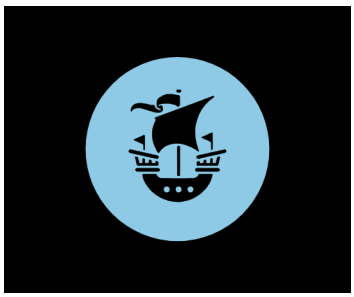
**On black**
#000000



Full colour



White



Club colour

**On the primary**
#0B2545



Full colour



White



Club colour

**On the secondary**
#8ECAE6



Full colour



Black



Club colour

+ 02 · THE FILES

# WORDMARK

The club's name in its own lettering, and nothing else, on a wide strip of 2048 by 256.

**Use it for** mastheads and headers, where the name is said beside other things: the white and the club colour for dark backgrounds on dark grounds, the black and the club colour for light backgrounds on light ones.

**On white**
#FFFFFF




Full colour




Black

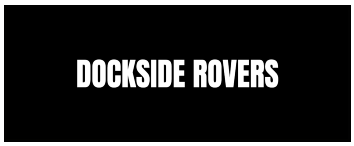



Club colour

**On black**
#000000




Full colour




White




Club colour

**On the primary**
#0B2545




Full colour




White




Club colour

**On the secondary**
#8ECAE6




Full colour




Black




Club colour

# OUTLINE WORDMARK

The wordmark's lettering drawn as an outline alone, its inside left clear: one even line, the same weight all round and in one colour, fine, about 4 pixels on the full strip and 2 on the small copy, going round the lettering as one shape, so where letters touch it goes round them together and never crosses, on the wordmark's strip of 2048 by 256.

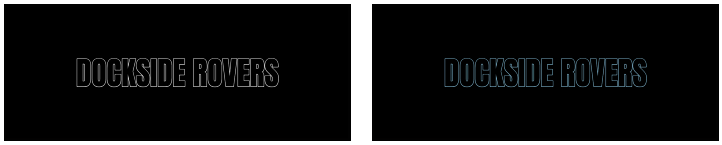
**Use it for** garments and merchandise where the name is wanted lighter than solid lettering: a sleeve, the back of a shirt, a cap's side, a scarf. The black and light mode's club colour on light grounds, the white and dark mode's club colour on dark.

**On white**
#FFFFFF




Black | Club colour

**On black**
#000000




White | Club colour

**On the primary**
#0B2545




White | Club colour

**On the secondary**
#8ECAE6




Black | Club colour

+ 02 · THE FILES

# HORIZONTAL LOCKUP

The logo beside the wordmark, as one, in the official proportions: the logo two and a half times the wordmark's height, 0.75 of its height between them, the two centred on one line; the whole centred on the square.

**Use it for** posters, promotion pictures, the chest and the back of a garment, and wide places where the brand is said once.

**On white**
#FFFFFF




Full colour




Black




Club colour

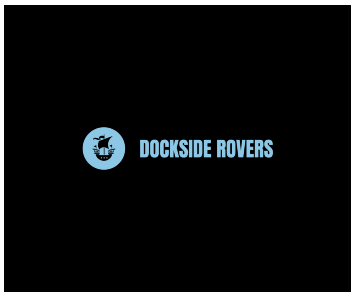
**On black**
#000000




Full colour




White




Club colour

**On the primary**
#0B2545




Full colour

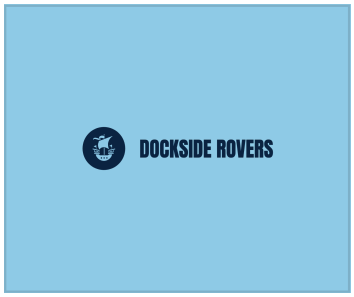



White

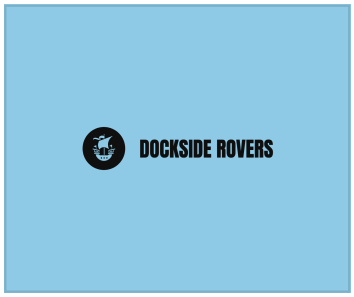



Club colour

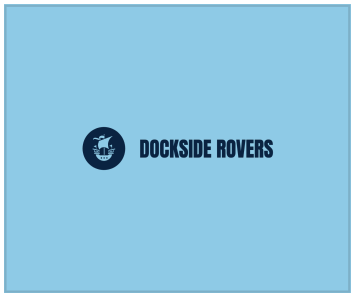
**On the secondary**
#8ECAE6




Full colour




Black




Club colour

# VERTICAL LOCKUP

The logo over the wordmark, as one, in the official proportions: the logo three times the wordmark's height, its height between them, both centred; the whole centred on the square.

**Use it for** tall and square places where the brand is said once: a card, a social picture, a sign, the front of a garment.

**On white**
#FFFFFF




Full colour

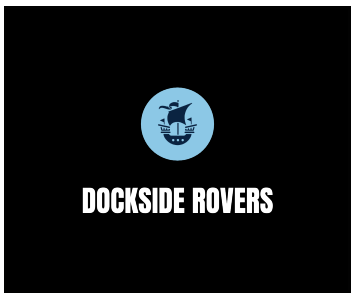



Black

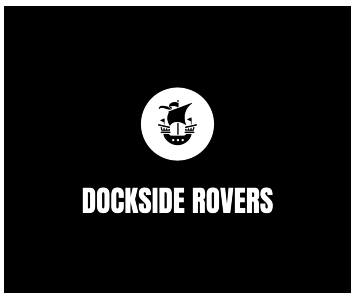



Club colour

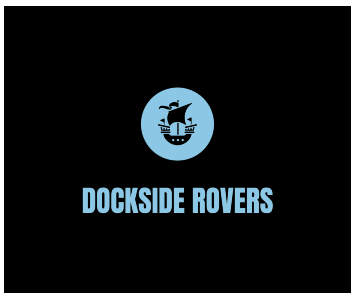
**On black**
#000000




Full colour

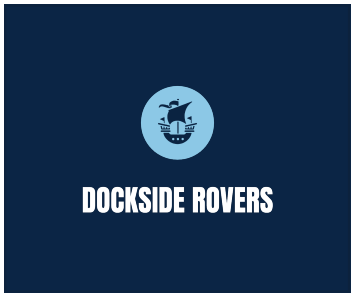



White

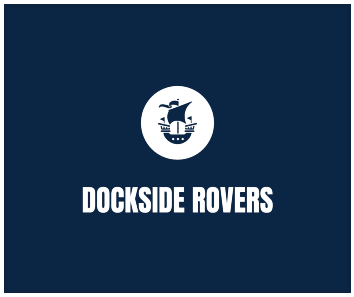



Club colour

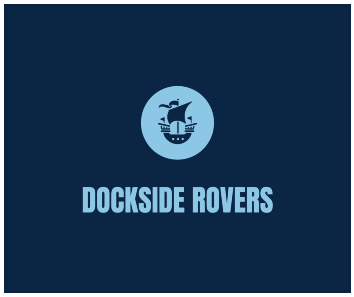
**On the primary**
#0B2545




Full colour

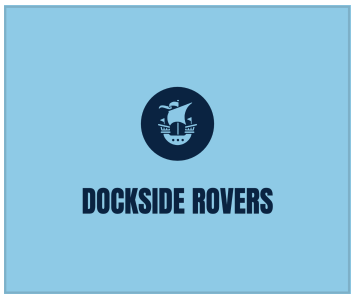



White

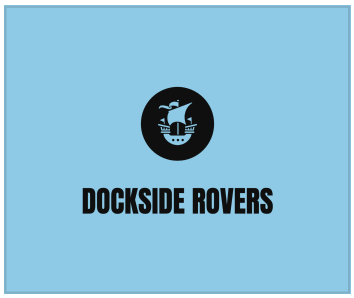



Club colour

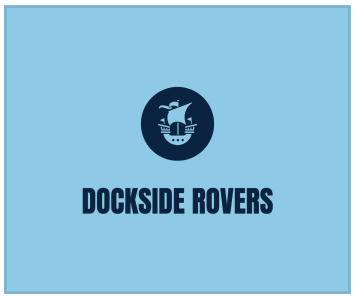
**On the secondary**
#8ECAE6




Full colour




Black




Club colour

+ 03 · COLOUR

# LIGHT MODE

**PRIMARY**

Aa

Hex
#0B2545
RGB
11, 37, 69
HSL
213, 72%, 16%
Words on it
#FFFFFF

**SECONDARY**

Aa

Hex
#8ECAE6
RGB
142, 202, 230
HSL
199, 64%, 73%
Words on it
#111111

**ACCENT**

Aa

Hex
#8ECAE6
RGB
142, 202, 230
HSL
199, 64%, 73%
Words on it
#111111

**INK**
#14110F
RGB 20, 17, 15

**PAGE**
#FFFFFF
RGB 255, 255, 255

**PANEL**
#FFFFFF
RGB 255, 255, 255

**RAISED PANEL**
#FFFFFF
RGB 255, 255, 255

## CONTRAST, HELD TO 4.5 TO 1 (WCAG AA)

| | | | |
|---|---|---|---|
| Aa | Primary as words on the page | 15.4 to 1 | Passes |
| Aa | Primary as words on a panel | 15.4 to 1 | Passes |
| Aa | Text on primary | 15.4 to 1 | Passes |
| Aa | Text on secondary | 10.6 to 1 | Passes |
| Aa | Text on accent | 10.6 to 1 | Passes |
| Aa | Text on the navigation | 18.9 to 1 | Passes |
| Aa | Ink on the page | 18.8 to 1 | Passes |

# DARK MODE

### PRIMARY

Aa

Hex
#8ECAE6
RGB
142, 202, 230
HSL
199, 64%, 73%
Words on it
#111111

### SECONDARY

Aa

Hex
#0B2545
RGB
11, 37, 69
HSL
213, 72%, 16%
Words on it
#FFFFFF

### ACCENT

Aa

Hex
#8ECAE6
RGB
142, 202, 230
HSL
199, 64%, 73%
Words on it
#111111

**INK**
#FFFFFF
RGB 255, 255, 255

**PAGE**
#0B0B0B
RGB 11, 11, 11

**PANEL**
#1E1E1E
RGB 30, 30, 30

**RAISED PANEL**
#2A2A2A
RGB 42, 42, 42

### CONTRAST, HELD TO 4.5 TO 1 (WCAG AA)

| | | | |
|---|---|---|---|
| Aa | Primary as words on the page | 11.0 to 1 | Passes |
| Aa | Primary as words on a panel | 9.3 to 1 | Passes |
| Aa | Text on primary | 10.6 to 1 | Passes |
| Aa | Text on secondary | 15.4 to 1 | Passes |
| Aa | Text on accent | 10.6 to 1 | Passes |
| Aa | Text on the navigation | 18.9 to 1 | Passes |
| Aa | Ink on the page | 19.7 to 1 | Passes |

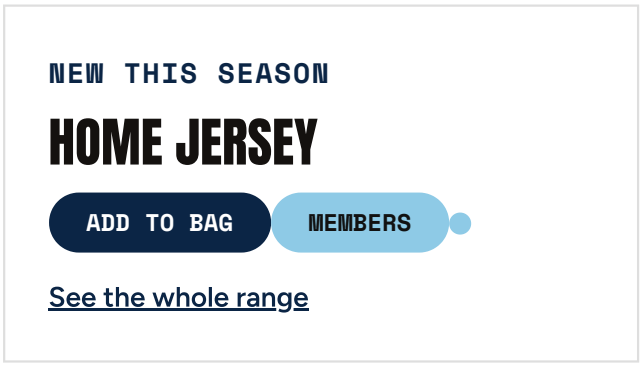
+ 04 · USING COLOUR

# ONE COLOUR, ONE KIND OF JOB

The primary is the only brand colour ever set as words. Every other brand colour is a fill, and carries its own colour of words. This holds in every theme of the store.

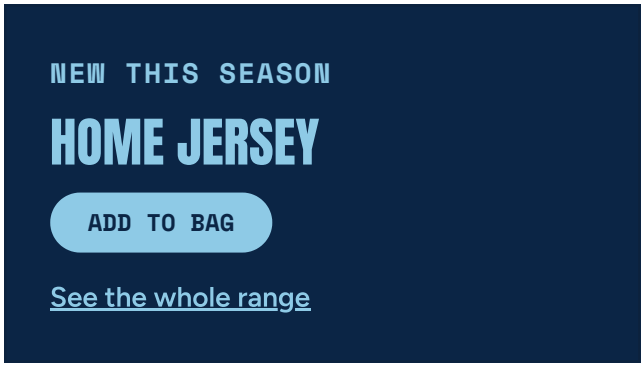
| Colour | Its job | Never |
|---|---|---|
| **Primary** | The main action and "you are here": the main button, the tab in front, the hero's block. The only brand colour ever set as words: an eyebrow, a link, the club's name. | A page's ground |
| **Secondary** | A supporting fill that carries its own words: the second button, a chip, the ticker. | Words on the page or a panel |
| **Accent** | Small decoration: a stripe, a dot, a star, a badge's fill. | Words, or any large area |
| **Navigation** | The ground of the top bar and the side menu, with its own words: often the club's whole colour where the primary is a shade of it. | Anywhere but the navigation |
| **Ink** | Every heading and all body words on the page and the panels. | A fill |
| **Page, panel, raised panel** | Grounds only: the page, a card, a sheet. | Words |

**DO**




The eyebrow and the link are the primary. The main button is the primary with its own words; the second is the secondary with its own. The accent is a dot.

**DO NOT**




The primary as a page's ground. The secondary and the accent set as words. A fill wearing another colour's words in place of its own.

+ 05 · TYPE

# TYPE

Rovers's store is set in the faces of its theme, The drop. Each is open source under the SIL Open Font License, so it is free to use in print and on screen.

HEADINGS · ANTON, 400, UPPER CASE

## DOCKSIDE ROVERS

AA BB CC DD EE FF GG HH II JJ KK LL MM
NN OO PP QQ RR SS TT UU VV WW XX YY ZZ
0 1 2 3 4 5 6 7 8 9 € & ! ?

LABELS AND BUTTONS · SPACE MONO, 700, UPPER CASE

**ADD TO BAG · MEMBERS · NEW THIS SEASON**

EVERYTHING READ · PROSTOREPLUS BODY

Kit, merchandise, memberships and tickets, all from the club. Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

**Bold for what matters**, regular for the rest, never smaller than is comfortable to read.

PRICES AND FIGURES · SPACE MONO

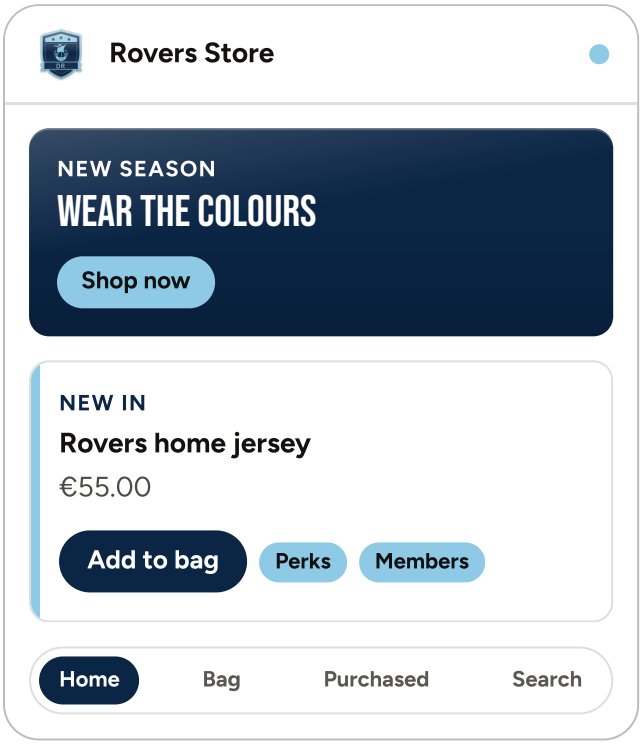
€64.00 · 12 · 2026

+ 06 · IN USE

# THE STORE

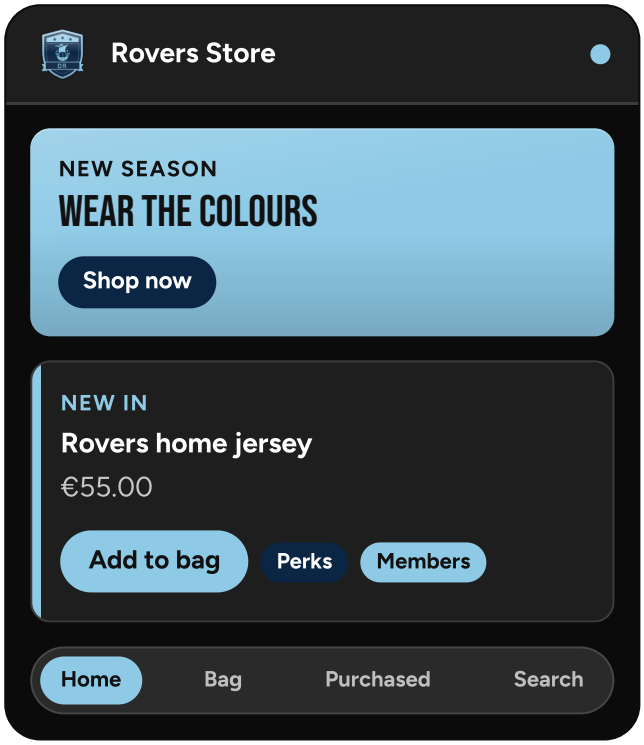
A screen of Rovers's store in each mode, drawn in the colours above, with the pairs the standard checks.

### Light mode




| | | |
|---|---|---|
| Aa | Primary as words on the page | 15.4:1 passes |
| Aa | Primary as words on a panel | 15.4:1 passes |
| Aa | Words on the primary | 15.4:1 passes |
| Aa | Words on the secondary | 10.6:1 passes |
| Aa | Words on the accent | 10.6:1 passes |
| Aa | Ink on the page | 18.8:1 passes |

### Dark mode




| | | |
|---|---|---|
| Aa | Primary as words on the page | 11.0:1 passes |
| Aa | Primary as words on a panel | 9.3:1 passes |
| Aa | Words on the primary | 10.6:1 passes |
| Aa | Words on the secondary | 15.4:1 passes |
| Aa | Words on the accent | 10.6:1 passes |
| Aa | Ink on the page | 19.7:1 passes |

+ 07 · SPECIFICATIONS

# THE SPECIFICATIONS

What every file of Rovers's brand is made to, so a new one matches the rest: its shape, its safe area and its proportions.

| Kind | Canvas | Small copy | Safe area | Made to |
|---|---|---|---|---|
| **3D crest** | 2048 × 2048 px | 512 × 512 px | 1792 × 1792 px | Its art fills the safe area on its longest side, centred. |
| **Flat crest** | 2048 × 2048 px | 512 × 512 px | 1792 × 1792 px | Its art fills the safe area on its longest side, centred. |
| **3D logo** | 2048 × 2048 px | 512 × 512 px | 1792 × 1792 px | Its art as wide as it is tall, filling the safe area on both sides: clear stitched 5 cm across, and at 128 px on a screen. |
| **Flat logo** | 2048 × 2048 px | 512 × 512 px | 1792 × 1792 px | Its art as wide as it is tall, filling the safe area on both sides: clear stitched 5 cm across, and at 128 px on a screen. |
| **Wordmark** | 2048 × 256 px | 1024 × 128 px | 1920 × 192 px | Its lettering filling the safe area, in all six colourways. |
| **Outline wordmark** | 2048 × 256 px | 1024 × 128 px | 1920 × 192 px | The wordmark's lettering as one fine, even line round the letters as one shape: about 4 px on the full strip, 2 on the small copy. |
| **Horizontal lockup** | 2048 × 2048 px | – | 1792 × 1792 px | The logo 2.5H tall, H the wordmark's lettering, 0.75H beside it. |
| **Vertical lockup** | 2048 × 2048 px | – | 1792 × 1792 px | The logo 3H tall, H the wordmark's lettering, H above it. |

## EVERY FILE

Clear space
The margin around the safe area: transparent, with nothing in it. The horizontal lockup sits centred on its square.

Bleed
None. These are logos on a transparent ground, never a page printed to its edge, so no art runs past the artboard. Where a printer asks for bleed, it is added around the piece, never by stretching the art.

Format
PNG with a transparent background (an alpha channel), the whole artboard exported. No JPEG, SVG or PDF is taken.

Colour
sRGB, 8 bits a channel. The files are shown on phones and screens, so they are made in the screen's colours, never CMYK.

Print size
At 300 dpi a 2048 pixel file prints 17.3 cm across (the strip 17.3 by 2.2 cm), and at 2x 34.7 cm. For larger print (a banner, a sign), ask the club for its vector original.

+ 08 · FILES

# THE FILES

Every kind in every colourway, and when each was uploaded: 64 of 64. Each is a PNG with a clear ground, 2048 pixels across or larger, a square but the wordmark a strip of 2048 by 256; each crest, logo and wordmark comes again as a small copy for screens, 512 pixels square or the wordmark 1024 by 128. The originals are kept by ProStore+.

| Kind | Full colour light | Black light | Club colour light | Full colour dark | White dark | Club colour dark |
|---|---|---|---|---|---|---|
| 3D crest | 23 Nov 2026 | – | – | 23 Nov 2026 | – | – |
| 3D crest, small | 23 Nov 2026 | – | – | 23 Nov 2026 | – | – |
| Flat crest | 23 Nov 2026 | 23 Nov 2026 | 23 Nov 2026 | 23 Nov 2026 | 23 Nov 2026 | 23 Nov 2026 |
| Flat crest, small | 23 Nov 2026 | 23 Nov 2026 | 23 Nov 2026 | 23 Nov 2026 | 23 Nov 2026 | 23 Nov 2026 |
| 3D logo | 23 Nov 2026 | – | – | 23 Nov 2026 | – | – |
| 3D logo, small | 23 Nov 2026 | – | – | 23 Nov 2026 | – | – |
| Flat logo | 23 Nov 2026 | 23 Nov 2026 | 23 Nov 2026 | 23 Nov 2026 | 23 Nov 2026 | 23 Nov 2026 |
| Flat logo, small | 23 Nov 2026 | 23 Nov 2026 | 23 Nov 2026 | 23 Nov 2026 | 23 Nov 2026 | 23 Nov 2026 |
| Wordmark | 23 Nov 2026 | 23 Nov 2026 | 23 Nov 2026 | 23 Nov 2026 | 23 Nov 2026 | 23 Nov 2026 |
| Wordmark, small | 23 Nov 2026 | 23 Nov 2026 | 23 Nov 2026 | 23 Nov 2026 | 23 Nov 2026 | 23 Nov 2026 |
| Outline wordmark | – | 23 Nov 2026 | 23 Nov 2026 | – | 23 Nov 2026 | 23 Nov 2026 |
| Outline wordmark, small | – | 23 Nov 2026 | 23 Nov 2026 | – | 23 Nov 2026 | 23 Nov 2026 |
| Horizontal lockup | 23 Nov 2026 | 23 Nov 2026 | 23 Nov 2026 | 23 Nov 2026 | 23 Nov 2026 | 23 Nov 2026 |
| Vertical lockup | 23 Nov 2026 | 23 Nov 2026 | 23 Nov 2026 | 23 Nov 2026 | 23 Nov 2026 | 23 Nov 2026 |

Prepared by
PROSTORE+
for Dockside Rovers, 23 Nov 2026.