



BRAND ESSENTIALS

PICK. SURVIVE. OUTLAST EVERYONE.

Everything you need to use the Puntr name and logo correctly, whether you're running a comp, making content, or writing about us. One page of rules, one page of assets.

WHAT PUNTR IS

Puntr is a last-one-standing sports tipping game. Players join a pool, pick one team to win each round, and are knocked out when their pick loses. Last punter standing wins. It runs across NRL, AFL, NFL, EPL and more, on the web and on iOS and Android.

Puntr is a social competition game, not a sportsbook. It should always look and read like a premium game between mates, never like a betting app. Celebrate the game, not the gamble.

Boilerplate, copy and paste: Puntr is a last-one-standing sports tipping app where you pick one team a round and get knocked out when you're wrong. Free to play, multi-sport, available on the web, iOS and Android at puntr.app.

NAME AND SPELLING

Puntr	Title case in every sentence, heading and caption. Never "PUNTR", "puntr" or "Puntr App" in running text.
PUNTR	All caps appears only inside the logo wordmark itself. Never typed out by hand.
Puntr+ and Playr+	Title case, no space before the plus. Two different products: Puntr+ upgrades a comp, Playr+ is a personal subscription.
puntr.app	The domain, always lower case.

VOICE

Plain Australian English, short and punchy. Talk to the player like a mate who's also in the comp: confident, a little cheeky, premium but playful. The player is "you"; the rest of the pool is "they". Let the numbers carry the drama, survivors left, margins, countdowns. No manufactured urgency, no emoji in product chrome.

LOGO



The mark is a raked jersey "P" in bright gold on a purple tile. **The lockup** sets that tile beside the PUNTR wordmark. A stacked version exists for narrow spaces, and the tile alone is the app icon and favicon.

DO

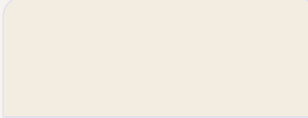
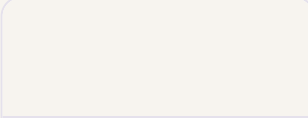
- Leave clear space around the lockup equal to the height of the "P".
- Use the white or gold wordmark on dark and photo backgrounds, purple or black on light ones.
- Keep the purple tile behind the gold P whenever the background is light.
- Use the SVG files wherever you can, they stay sharp at any size.
- Use a single colour version if you're printing in one ink.

DON'T

- Recolour the P anything but gold, or the tile anything but purple.
- Straighten the rake, stretch, squash, rotate or outline the logo.
- Put the gold P on a light background without its tile, it fails contrast.
- Add shadows, glows, gradients or textures to the mark.
- Rebuild the wordmark by typing "PUNTR" in another font.
- Lock the Puntr logo up with another logo as if they were one mark.

COLOUR

Purple leads everywhere. Gold is the premium accent, used for the mark, a highlight, or one call to action per screen, never as body text on a light background.

 Purple #4C1D95 Primary. Logo tile, headers, buttons.	 Purple bright #7C3AED Links, focus, selected states.	 Purple deep #2E1065 Dark surfaces and hero backgrounds.	 Gold #FFC400 The mark, highlights, one CTA per view.
 Gold deep #E0A800 Gold hover and gold borders.	 Ink #15121C Body text on light backgrounds.	 Canvas #F3ECE1 The warm page background.	 Off-white #F7F4EF Text and marks on purple surfaces.

Gold fills and gold buttons always take ink text, never white. On purple surfaces, text is the warm off-white.

TYPE

Display and headings

Saira Condensed, weight 900 for display and H1 (set uppercase), 700 for H2. Free from Google Fonts.

Body, UI and data **Inter**, weights 400 to 700. Free from Google Fonts.

Numbers Tabular figures anywhere numbers line up: leaderboards, margins, countdowns, ranks.

If you can't use them Arial Narrow or any condensed sans for headings, Helvetica or Arial for body.

GETTING ASSETS AND ASKING QUESTIONS

The full pack, logos in SVG and PNG, sub-brand wordmarks, app screenshots and store badges, is at **puntr.app/brand**. Anything not covered here, or a use you're not sure about, email **hello@puntr.app** and we'll sort it out.

puntr.app/brand