



BRAND GUIDE • MARKETING EDITION

**Unnecessarily.  
Dramatic.  
Disc Golf.**

V1.0 • 2026 • FLIPTLEAGUES.COM

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# Disc golf leagues that run themselves.

Directors focus on community while FLiPT automates operations, storytelling, and payouts. Every league moment becomes a showcase — AI-fueled recaps, visual assets, and frictionless logistics that put clubs front and center.

## **TAGLINE**

**“Unnecessarily. Dramatic. Disc Golf.”**

## **VALUE PROPOSITION**

Set it up in 10 minutes, then just play. Zero manual tasks. Frictionless compliance. Real numbers, real impact, dramatic delivery.

# Confident, witty, self-aware.

Sarcastic without being cynical. Always invites players and clubs into the over-the-top experience. Drama is the seasoning – community impact is the meal.

## CONFIDENT

Lead with imperative CTAs that promise outcome, not features.

## WITTY

Disc golf insider jokes land. Generic puns die.

## SELF-AWARE

We named the brand after being extra. Lean into it.

## DO

- “Claim Your Territory – Start Free”
- “We make your -2 round sound like slaying a dragon.”
- Action verbs + community outcomes
- Reference automation, drama, and impact

## DON'T

- “Sign up today” (boring, no stakes)
- “Disc golf league management software”
- Cynicism, snark without warmth
- “Oh. My. Disc.” – banned forever

# Six colors, infinite drama.

The non-negotiables. Every UI surface, marketing asset, and merch print starts here.

## PRIMARY GREEN

**#00A69C**

R0 G166 B156

Core CTA and brand surfaces

## PRIMARY HOVER

**#00857A**

R0 G133 B122

Interactive states

## SECONDARY BLUE

**#0068BA**

R0 G104 B186

Supporting CTAs and links

## SECONDARY HOVER

**#005298**

R0 G82 B152

Hover and focus states

## DARK GRAY

**#404041**

R64 G64 B65

Neutral typography anchor

## PURE WHITE

**#FFFFFF**

R255 G255 B255

Contrast text and background

Note: maintain RGB variables for transparency effects. Source of truth: [wwwroot/css/flipt.css](#).

# Accents, alerts, and energy.

Use sparingly. The teal range powers Why-FLiPT landing accents; coral and amber carry narrative highlights and warnings.

## TEAL SEA

#4AA39C

R74 G163 B156

Why-FLiPT accent

## TEAL MINT

#1DB584

R29 G181 B132

Why-FLiPT accent

## TEAL POOL

#4ECDC4

R78 G205 B196

Why-FLiPT accent

## TEAL FOREST

#16A085

R22 G160 B133

Why-FLiPT accent

## CORAL

#FF6B6B

R255 G107 B107

Narrative highlights and alerts

## AMBER

#FFB347

R255 G179 B71

Warnings and callouts

## RULE OF THUMB

Primary green leads. Secondary blue supports. Extended colors accent — never dominate.

# Karla.

Karla powers every headline, sub-head, and CTA. Bold, high-contrast, slightly crunchy. Body copy may inherit the system sans stack.

REGULAR 400

Unnecessarily. Dramatic.  
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SEMIBOLD 600

Unnecessarily. Dramatic.  
Disc Golf.

BOLD 700

Unnecessarily. Dramatic.  
Disc Golf.

EXTRABOLD  
800

Unnecessarily. Dramatic.  
Disc Golf.

**Aa 48pt**

**Aa 32pt**

**Aa 20pt**

# Meet Flippy.



**Flippy** is a snarky, reluctant narrator trapped in software. Pink axolotl. Glasses. Clipboard. Permanent sigh.

She is the canonical voice of FLiPT — eye-rolling but never cruel, dramatic but always rooting for the player.

## DO

- Use she / her pronouns
- Asterisk actions: *\*adjusts glasses\**
- Lean into reluctant drama

## DON'T

- “Oh. My. Disc.” Ever.
- Call her a platypus or pangolin
- Strip the snark for “professionalism”



# Everything you need.

This kit ships every asset you need to talk about FLiPT — logos in vector and raster, our color palette in formats your design tools already understand, the Karla typeface, and the mascot. Open the `assets/` folder right next to this PDF.

WHAT YOU GET	WHERE TO FIND IT
Primary logo (full lockup)	<code>assets/logos/FLiPT-logo-hero.png</code>
Logo lockups — 3 variants, with & without tagline	<code>assets/logos/FLiPT-logo-{1,2,3}{,-no-tag}.svg + .png</code>
Logo for dark backgrounds	<code>assets/logos/FLiPT-logo-light.png</code>
Mobile app icon (hi-res)	<code>assets/logos/flipt-mobile-app-icon-hi-res.png</code>
Adobe palette — Photoshop / Illustrator / Figma	<code>assets/colors/flipt.ase</code>
GIMP / Inkscape palette	<code>assets/colors/flipt.gpl</code>
Color swatch sheets (printable)	<code>assets/colors/flipt-swatches-*.png</code>
Individual color chips	<code>assets/colors/chips/</code>
Karla font — 4 weights, OFL licensed	<code>assets/typography/fonts/Karla-*.ttf</code>
Type specimen sheet	<code>assets/typography/karla-specimen.png</code>
Flippy mascot	<code>assets/mascot/flippy.png</code>
Original 1-page logo sheet	<code>../FLiPT-style-guide.pdf</code>

## NEED SOMETHING ELSE?

Email [support@fliptleagues.com](mailto:support@fliptleagues.com) — we'll get you the file.

FLIPT LEAGUES

# Unnecessarily. Dramatic. Disc Golf.

Brand questions, asset requests, or co-marketing

[support@fliptleagues.com](mailto:support@fliptleagues.com)

[fliptleagues.com](https://fliptleagues.com)