

Brand Guidelines



2025

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you looking  
for today?

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# 01 Our Brand

## Brand Story

The Prosper Dome is a sanctuary where childhood is allowed to breathe, to stumble, to play without fear of failure. It is not just a hall with walls. It stands for the small feet that dream of big horizons, for the laughter that is louder than victory, for the courage that comes not from roaring but from belonging.

And beyond the walls of the Dome, it dreams of a culture that carries this spirit outward, into families, schools, and cities, so that the game does not end when the whistle blows. In that larger field of life, The Prosper Dome aspires to be remembered not as a business, but as a movement: a promise that childhood, in all its clumsy, courageous beauty, will always have a place to belong.

# Our Brand

## Vision

Our Vision is simple, almost radical in its gentleness: to give every child a place where play is sacred, where technology is not a tyrant but a guide, where parents see not risk but safety, and where the measure of growth is not medals, but joy.

## Mission

Our Mission is to turn football into a common language of care, nurturing skill, yes, but also kindness; building teams, but more importantly, building community. The Prosper Dome aims to be more than an academy; it wants to be a home, a dome under which every child matters.



# Brand Philosophy

Our philosophy is built on three core pillars:

## **Play is Paramount:**

We believe that free, imaginative play is the purest form of learning and growth for children. It's not just about drills; it's about the sheer joy of the game.

## **Belonging Nurtures Growth:**

Every child, regardless of skill level, deserves to feel seen, valued, and safe. We foster an inclusive community where everyone is welcome, and no one plays alone.

## **Kindness Builds Stronger Futures:**

Beyond football skills, we actively cultivate empathy, respect, and sportsmanship. These are the true foundations for success, both on the pitch and in life.

## Purpose

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Forging the next generation of champions, on and off the field.

## Positioning

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An elite indoor soccer academy where young athletes unlock their potential through holistic coaching and a strong community.

## Brand Values

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EXCELLENCE

DISCIPLINE

GROWTH

TEAMWORK

RESPECT

PASSION

## Brand Personality

---

ASPIRATIONAL

FOCUSED

NURTURING

ELITE

COMMUNITY-DRIVEN

## Taglines

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Where Champions Grow.

Train. Develop. Prosper.

The Future of Football.

# 02 Our Logo



## Primary Logo

Our Primary Logo is the main identifier for The Prosper Dome. It is a circular crest that represents our core values of community, safety, and play. It should be the first choice for most applications.



Green logo for Lighter backgrounds.



White logo for Darker backgrounds.

# Logo Meaning

Every element of our logo is thoughtfully designed to embody The Prosper Dome's values:

**The Circle:** Represents unity, community, and the safe, all-encompassing environment of our "Dome." It signifies inclusivity and wholeness.

**The 'pd' Icon:** A minimalist, abstract representation of "Prosper Dome." The dot within the 'p' symbolizes a child, a football, or the spark of an idea, nestled securely within our nurturing environment. Its continuous line suggests growth and flow.



**The Arching Text:** The subtle curve of "THE PROSPER DOME" within the circle reinforces the idea of a protective dome or a welcoming embrace.

**The Colors:** The deep green signifies growth, nature, and the lush football field, while the gold/yellow represents the warmth of joy, optimism, and the "prosperous" future we envision for every child.

# Logo Variations

To ensure versatility across all platforms and media, we use several logo variations.

## Icon/Symbol Badge:



The standalone 'pd' icon is perfect for small spaces like social media profile pictures, favicons, and kit embellishments.

## Wordmark:



In situations where the full logo is not necessary, the wordmark can be used on its own.

## Horizontal & Stacked:



These variations should be developed for use in specific layouts where the primary circular logo may not fit optimally, such as website headers or banners.

## Clearspace

To ensure our logo's integrity and impact, always maintain a minimum clearspace around it. This space should be free of any other text, graphics, or distracting elements. The minimum clearspace is defined by the height of the 'p' in our central icon.



$x = p$



$x = p$



$x = p$



$x = p$

# Minimum Size

To maintain legibility, our logo should not be reproduced at sizes smaller than what is specified below:

## Print



3 inch  
in diameter.



3 inch  
in height



3 inch  
in height



3 inch  
in diameter.

## Digital



100 pixels  
in diameter.



100 pixels  
in height



100 pixels  
in height



100 pixels  
in diameter.

# Logo Misuse

Our logo is a symbol of our promise. To maintain its integrity, never:

Rotate



Add gradients



Make it 3D



Stretch it



Add shadow



use without logo mark



Use multiple colors







Stroke it



# 03 Our Colors

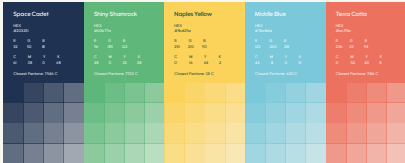
# Primary Color Palette

Our primary colors are the foundation of our brand identity. They should be used prominently in all communications.

<p><b>Brunswick Green</b></p> <p>HEX #1E5A4E</p> <p>R G B 30 90 78</p> <p>C M Y K 18 0 18 67</p> <p>Closest Pantone: 330 C</p>	<p><b>Goldenrod</b></p> <p>HEX #D4A017</p> <p>R G B 212 168 23</p> <p>C M Y K 0 24 91 18</p> <p>Closest Pantone: 750 C</p>	<p><b>Cultured White</b></p> <p>HEX #FFFFFF</p> <p>R G B 255 255 255</p> <p>C M Y K 0 0 0 0</p> <p>Closest Pantone: 382 C</p>	 
			

# Secondary Color Palette

Our secondary palette brings warmth, energy, and friendliness to our brand. Use these colors for campaigns, illustrations, and materials intended to have a high-energy, youthful appeal.



## Color Usage

Use Brunswick Green and Cultured White as the dominant colors for a clean, premium look. Goldenrod as an accent for highlights, calls-to-action, and key information.



Use the Secondary Palette for marketing campaigns, social media graphics, event promotions, and merchandise aimed at children.



# 04 Our Typography



# Typefaces

Our typography is clean, modern, and approachable. It reflects our brand personality by being clear and friendly.

## Primary Typeface

LT Saeada - its rounded letterforms match the friendly feel of our logo and brand. Use Bold or Extra Bold for headlines.

abcdefghijklmnopqrstu

vwxyz

ABCDEFGHIJKLMNO P Q

RSTUVWXYZ

1234567890!@#\$%^&\*

LT Saeada

**AaBbCc**

**“That was brave,  
well played!”**

## Secondary Typeface

Nobel Uno - A clean and highly readable sans-serif font ideal for paragraphs, forms, and longer text.

### Nobel Uno

abcdefghijklmnopqrs  
tuvwxyz  
ABCDEFGHIJKLMNO  
PQRSTUVWXYZ  
1234567890!@#\$%^&\*

**“Together, we make the best team.”**

Thin

ExtraLight

Light

Regular

Medium

SemiBold

**Bold**

**Black**

*Thin*

*ExtraLight*

*Light*

*Regular*

*Medium*

*SemiBold*

***Bold***

***Black***

## Hierarchy

A clear typographic hierarchy ensures our content is easy to read and understand.

**H1: THIS IS A MAIN HEADLINE (LT Saeada, Extra Bold)**

**H2: This Is a Sub-headline (LT Saeado, Semi Bold)**

*Body Copy: This is the primary paragraph text. It should be legible and clear, providing the main content for our communications. Use Nobel Uno Regular for all body copy.*

*Caption: Use Nobel Uno Italic for captions or minor notes.*

# 05 Our Mascot



## Meet Dilly - Our Mascot

Dilly is the gentle, playful heart of The Prosper Dome. His story began as a quiet lion cub searching for a place to belong. He found it in the joyful sounds of children playing football at our Dome, where he learned that "you don't need to roar to be heard. You only need to play the game."

Now, a bit older and wiser, Dilly embodies our spirit of kindness, encouragement, and fun. He's a friend and cheerleader to every child, always there with a clap of his paws or a cheerful roar of delight. Sometimes clumsy, always optimistic, Dilly reminds us that joy, effort, and belonging are what truly matter. With Dilly around, you will never play alone, and every game is for everyone.



## Mascot's Role

Dilly embodies our brand personality. His role is to:

- Be a friend to every child, especially the shy ones.
- Encourage fair play and kindness on and off the field.
- Remind everyone that effort is as important as results.
- Make The Prosper Dome feel like a safe and fun place to belong.



## Mascot Application

Dilly is a dynamic character. Use his official poses and expressions to bring energy and emotion to our brand communications.



06

# Our Imagery & Iconography



## Photography Style

Our photography should feel authentic, warm, and full of life. It must capture the spirit of our brand.



*Focus: Capture candid moments of joy, effort, teamwork, and friendship.*

*Lighting: Use bright, natural light wherever possible.*

*Color: Photos should have a warm, natural tone that complements our brand palette.*

*Subject: Show real children in action, learning and playing together. Avoid overly staged or corporate-looking shots.*

## Iconography

Our primary icon is the 'pd' symbol from our logo. Any additional icons created for our website, app, or marketing materials should follow its clean, minimal, and rounded line style to ensure a cohesive visual system.



## Iconography for Report Cards

 Balls played  
**66**

 Sprints  
**32**

 Passes  
**121**

 Speed of sprint  
**25.3 km/h**

 Kicks  
**9**

 Distance  
**8.6 km**

 Kick speed  
**79.9 km/h**

 Activity  
**89 min**

# 07 Our Voice



## Voice & Tone

Our voice is the personality of our brand expressed in words. It should always be:

- **Encouraging:** We use positive and uplifting language. We celebrate effort as much as victory.
- **Playful:** We don't take ourselves too seriously. We use language that is fun and easy for children to understand.
- **Gentle:** We are kind and supportive. Our tone is never intimidating, overly competitive, or exclusive.

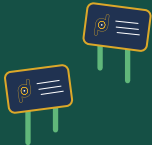


## Examples

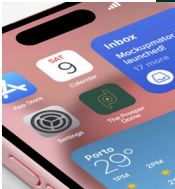
Use these phrases as a guide for our tone of voice:



# 08 Brand in Action



# Applications





















# Thankyou

Think before you print  
The file is here for consultation whenever you need it!  
Questions: [theprosperdome.com](http://theprosperdome.com)