

BAILEYBAS

THE CRICKET CHALLENGE

Main

Cricket Orange

Pantone
Bright Orange C

#ef3e28

Match Black

Pantone
Black 6 C

#101820

A vibrant, energetic orange representing action, passion, and competition. This is the dominant brand color across visuals, uniforms, and digital assets.

A deep, neutral black used for typography, contrast, and reinforcement of bold, premium identity.

Restricted Color*

Boundary Green

Pantone
Green 355 C

#009739

A controlled-use accent color inspired by the cricket field boundary line. Not part of the core identity. Only used in very specific contexts where green is required for clarity or symbolic meaning.

*Use only with approval. Not part of regular brand usage.

Colors



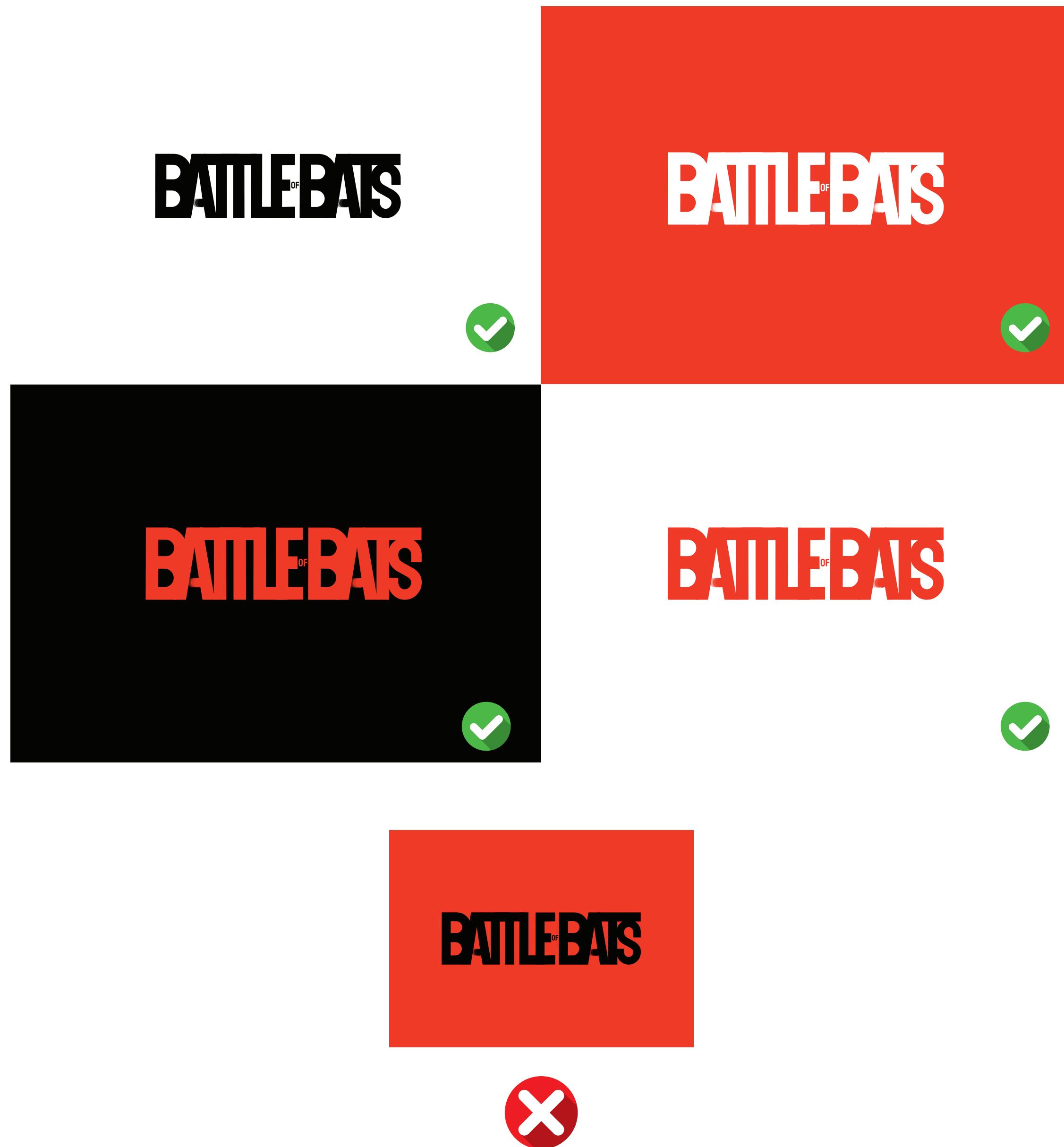
LOGO



Our logo has three main color versions: black, orange, and white (for dark or colored backgrounds).

Do not stretch, distort, rotate, or modify the logo.

Leave clear space around it. Preferably, the empty space around the logo should be at least half the size as the logo itself.



LOGO USAGE

DO

- Black logo on white background
- White logo on black background
- White logo on orange background
- Orange logo on black background
- Orange logo on white background

These combinations ensure clarity, contrast, and accessibility.

DON'T

- Black logo on orange background
(This combination is not allowed due to poor contrast and loss of legibility.)

Never place the logo on busy backgrounds, patterns, or images without proper contrast.

BATTLE OF BATS

THE CRICKET CHALLENGE

TAGLINE

THE CRICKET CHALLENGE

This phrase represents our competitive spirit, our format, and our mission.

As a rule, the tagline should appear in approximately 20% of our brand communications. It should support the message, not dominate it.

Use it in moments of invitation, positioning, and identity reinforcement

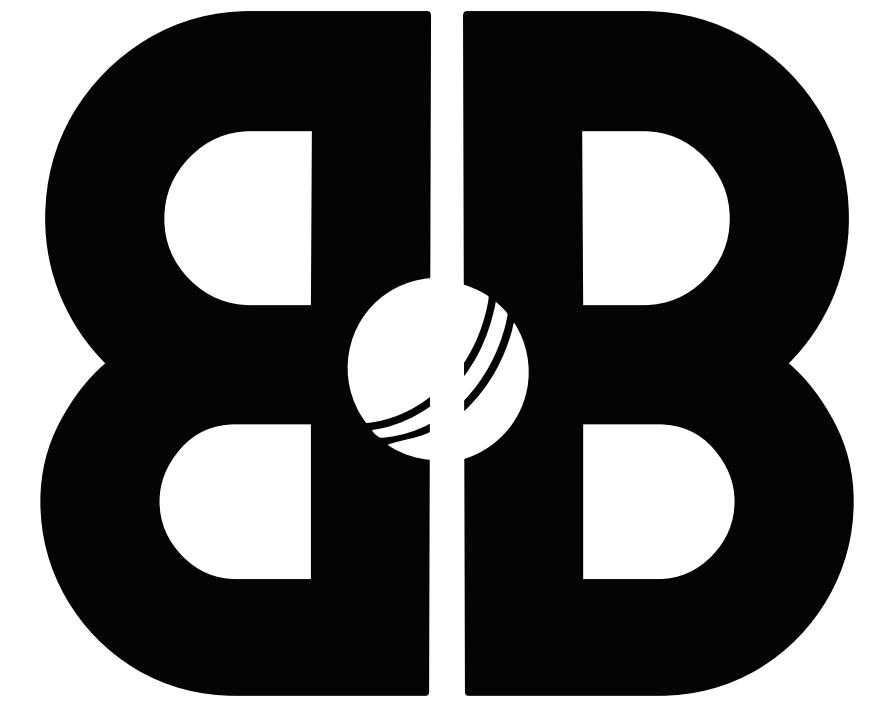


ICON

Our icon is composed of two capital “B” letters forming a symmetrical shape. At its center, a cricket ball is subtly embedded, representing the heart of our brand: competition, sport, and community.

The icon can be used independently from the logotype and may appear in any of our official brand colors. It is flexible, adaptable, and designed to work across digital, print, social media, and merchandise.

The icon should always remain legible, centered, and free from distortion.

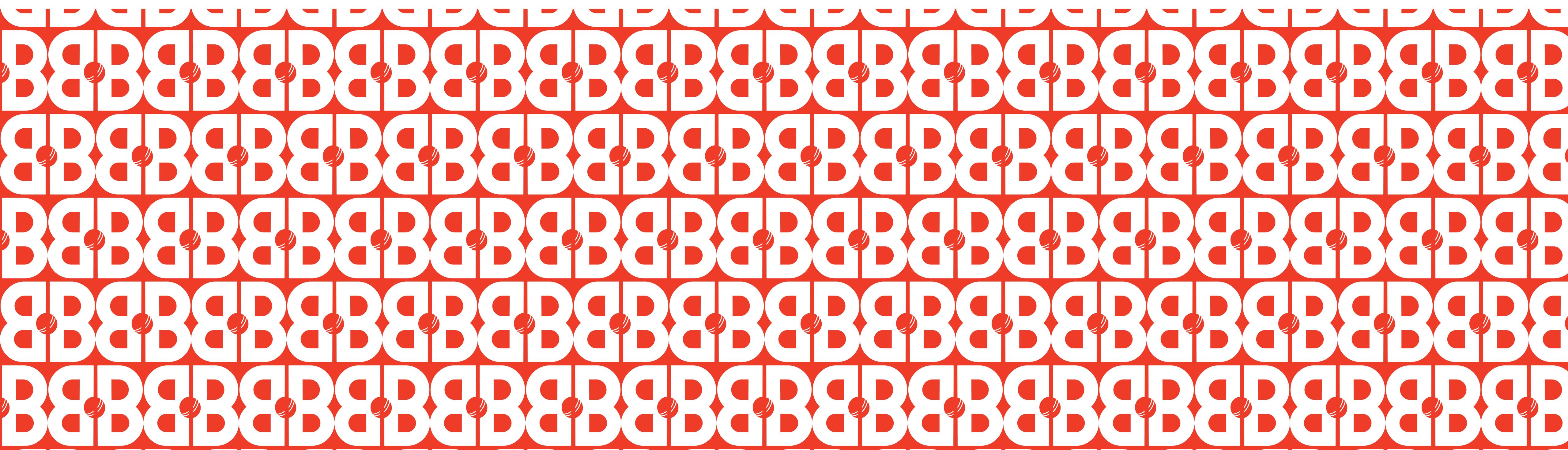


PATTERN MOTIF

Our pattern motif is built from our core icon, repeated to create rhythm, movement, and texture. It reinforces brand recognition without overpowering the main content.

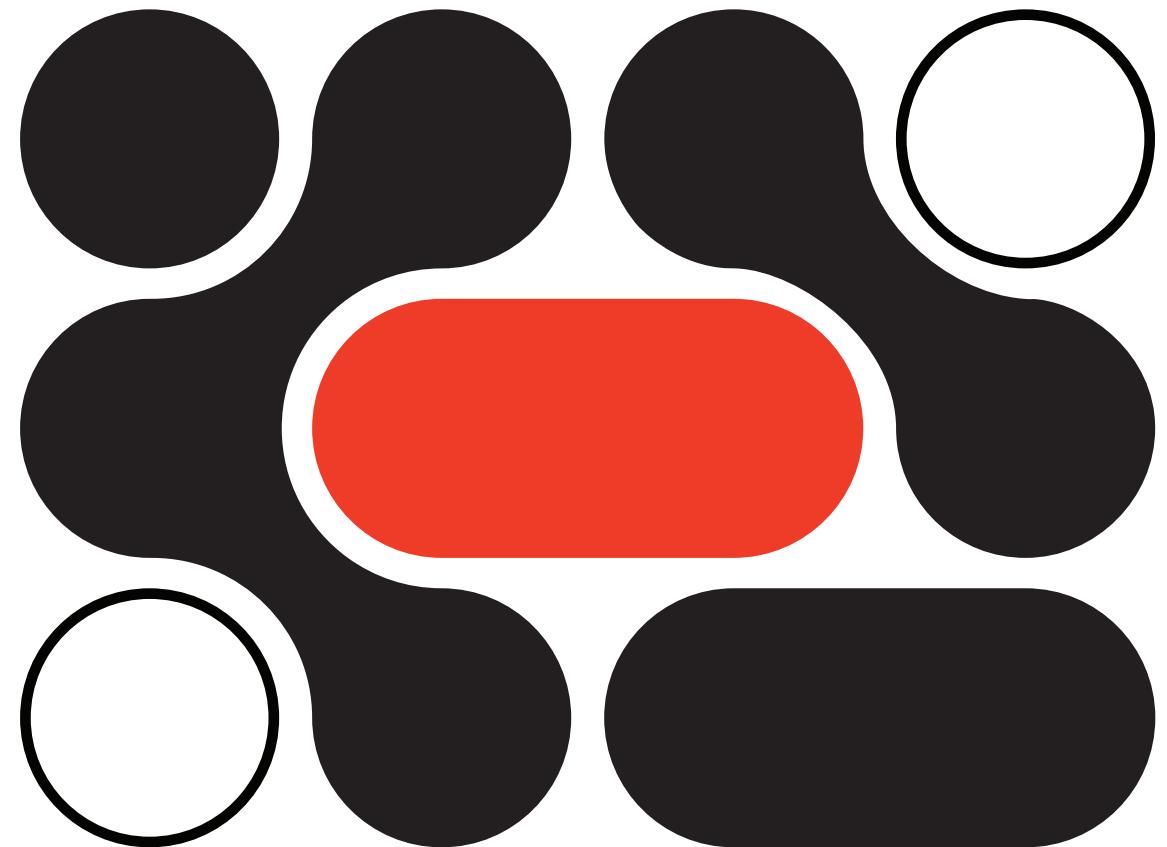
When used as a frame, the elements must remain clearly visible. The motif follows a row-based grid that can be intentionally broken for a more dynamic feel. Variations are welcome—black, white, or any accent color may be used.

Use it as a background, accent layer, or framing element.



SHAPES

These shapes can be used on any background variation. They may appear filled or outlined (stroke only), and colors can be randomly selected from our official palette. This flexibility reinforces their fluid, dynamic nature.



FONTS

KOULEN

Titles, headings, names.

A bold, energetic display font used for the most impactful titles and headings. Ideal for short, powerful words such as team names, slogans, and key callouts.

Helvetica

Photographs, captions, long text.

A versatile font used for descriptions, captions near photographs, and longer blocks of text. If SF Pro is unavailable, it is substituted with Helvetica to maintain consistency and readability.

Unboundend

World team name on the uniform.

Used for the “World” team across uniforms and branding. Its rounded, contemporary style emphasizes global identity and inclusiveness.

Anton

Headings, titles, player names.

A strong and highly legible sans-serif font designed for clarity at large sizes. Perfect for headings and player names on graphics, keeping a clean and modern visual identity.

Sinhala MN

India's name on the uniform.

This font is used exclusively for representing “India” on the uniform, giving the Indian team a distinct and culturally aligned visual identity.

TONE & VOICE

Battle of Bats speaks in a conversational, empowering, and inclusive voice.

We believe in democratizing access to opportunity. Our platform turns merit into possibility, transforming cricket into a space where talent, not status, defines exclusivity.

Our tone encourages confidence, self-belief, and ambition. We remind our audience: fans, players, and dreamers, that what once felt unreachable can become real. Playing in a real stadium, alongside real legends, is not fantasy. It's achievable.

We inspire without pressure, motivate without intimidation, and empower without judgment. Our voice is bold, hopeful, and human.



1. Be empowering

Make people feel capable, seen, and valued.

2. Be conversational

Talk like a human, not a corporation.

3. Be encouraging

Push people forward with positivity.

4. Be inclusive

Everyone belongs here, no matter their background.

5. Be hopeful

Highlight possibility, growth, and achievement.



1. Don't be elitist

This is about access, not exclusion.

2. Don't be aggressive or overly spicy

Motivation should uplift, not intimidate.

3. Don't sound corporate or cold

No buzzwords, no empty slogans.

4. Don't overpromise

Keep it inspiring but grounded.

5. Don't judge or shame

Never imply someone isn't "good enough."