Brand system

Digital standard / 01 NOV 2026

01 Identity

Use the original transparent logo files. Preserve their proportions and colours. Keep at least 12 px clear space at the standard navigation size.

Minimum sizes: mark 24 px; wordmark 108 px. The mark can stand alone on a small control or splash. Use StackR in written copy.

02 Colour

Brand purple	Ink navy	Paper
#6938F5	#07145F	#F6F5F8
Surface	**Selected lilac**	**Muted text**
#FFFFFF	#EEE7FF	#625B75

Border #E3E1E8. Purple marks actions and selected states.

03 Typography

Inter

Regular 400 / Medium 500 / Semibold 600 / Bold 700

Display	40 / 44 px	700
Web title	32 / 38 px	700
Section	22 / 28 px	700
Card title	16 / 21 px	600
Body	14 / 21 px	500
Caption	11 / 16 px	500

04 Product icons

Booster bundle · Elite Trainer Box · Booster box

Blister · Collection · Premium collection

Use the original StackR icons at 40-64 px. Match the format; keep the artwork clear and unaltered.

05 Opening and splash

Splash

Opening graphic

Use the fan, wordmark and purple edge as the opening language. No product line-up is needed before the catalogue.

Motion: settle in 500 ms; reveal by 1.8 s. Product lift 2 px and tilt 1 degree. Reduced motion uses a static state.

06 Product and price surfaces

StackR £68.00

Market reference £80.00

15% lower / save £12.00

Illustrative component

No coloured panel behind the product. Use a restrained base shadow: ink at 8%, offset 0/6 px, blur 14 px. Keep the image and its set label separate.

Prices: reference + checked time + StackR price. Calculate 85% in pence. Missing or expired evidence stays unavailable.

Spacing 4 / 8 / 12 / 16 / 24 / 32

Control radius 8 px / panel radius 12 px

Flags identify the exact product language.

Source identity: Stackr-1 theme.ts, typography.ts, original logos and category icons. Proportions and web usage rules above standardise their application.

Chinese here means Simplified Chinese. Keep Traditional Chinese separate. Product photographs and prices require their own exact-edition evidence.