

CityKick

Never Miss A Match Again

Brand Overview

CityKick is a community focused soccer platform that makes playing simple, reliable, and fun. It connects players with confirmed matches, nearby fields, and a friendly network of teammates. The brand brings an upbeat spirit to weekend sports while solving common issues like cancellations and unbalanced teams. CityKick helps players stay active, meet people, and enjoy the game with confidence and ease.



Persona



Description

- Alex, 26 Y/O, lives in Vancouver.
- Works full-time, with a flexible schedule.
- Has played soccer since high school and still plays weekly.
- Social and outgoing, enjoys connecting with new people through sports.

Behavior

- Actively looks for pick-up games after work and on weekends.
- Uses group chats and social media to find matches, but often misses out due to poor coordination.
- Feels frustrated when games are canceled last minute or when not enough players show up.
- Enjoys trying new indoor fields if booking is easy and transparent.
- Open to digital platforms that can save him time and reduce uncertainty.

Needs & Goals

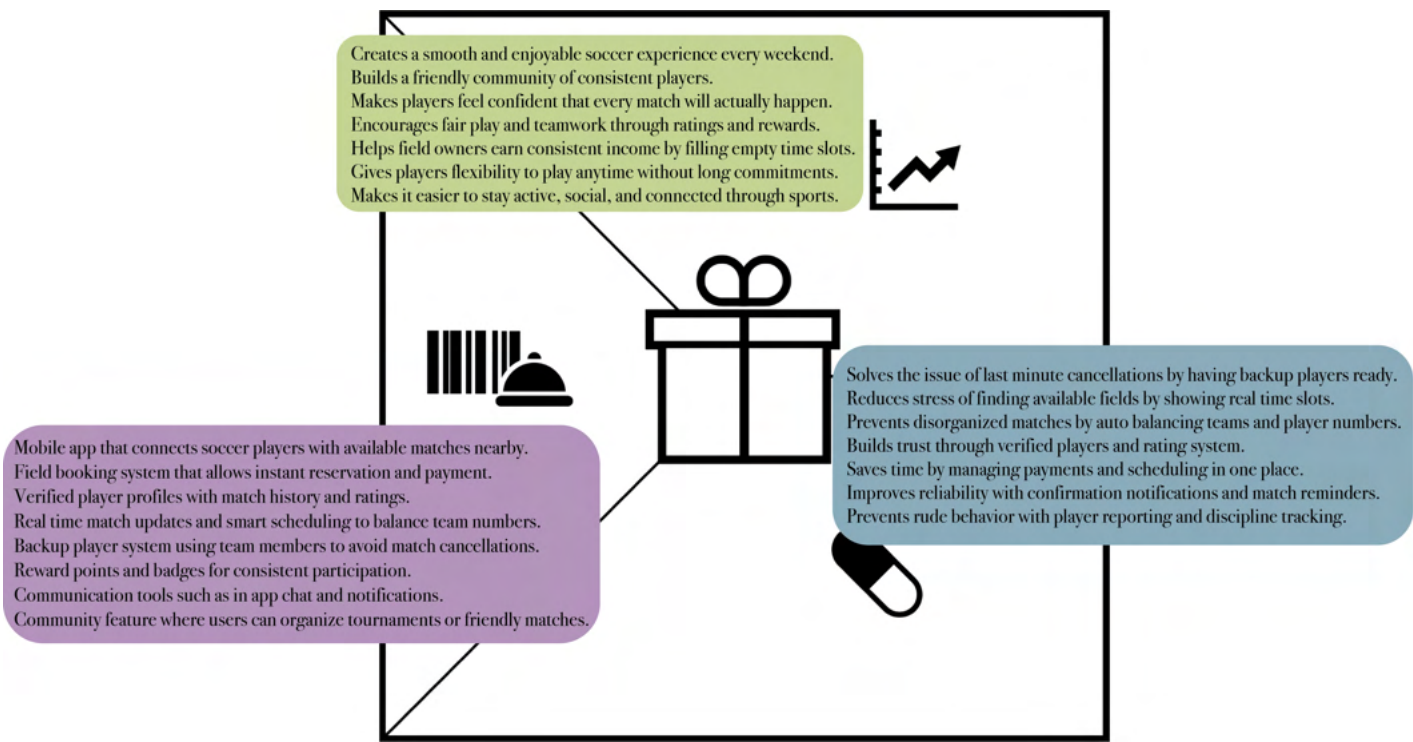
- Wants a reliable way to find and join soccer matches without depending on word-of-mouth.
- Needs a smooth booking experience for indoor fields to avoid scheduling issues.
- Hopes to connect with other passionate players to build a stronger soccer community.
- Values affordability but is willing to pay more for guaranteed play and convenience.
- Wants clear communication, confirmed spots, and secure payments.

Positioning Map



The positioning map shows how my app stands apart by combining high convenience with high reliability. While GoodRec and HYPR Soccer make it easy to join games, they struggle with frequent cancellations and limited field options. Urban Rec League offers reliable matches but is costly and less flexible. My app fills this gap by guaranteeing confirmed games, offering nearby field access, verified players, and backup substitutes. This balance of convenience and reliability creates a better experience for regular soccer players in Vancouver.

Value Map

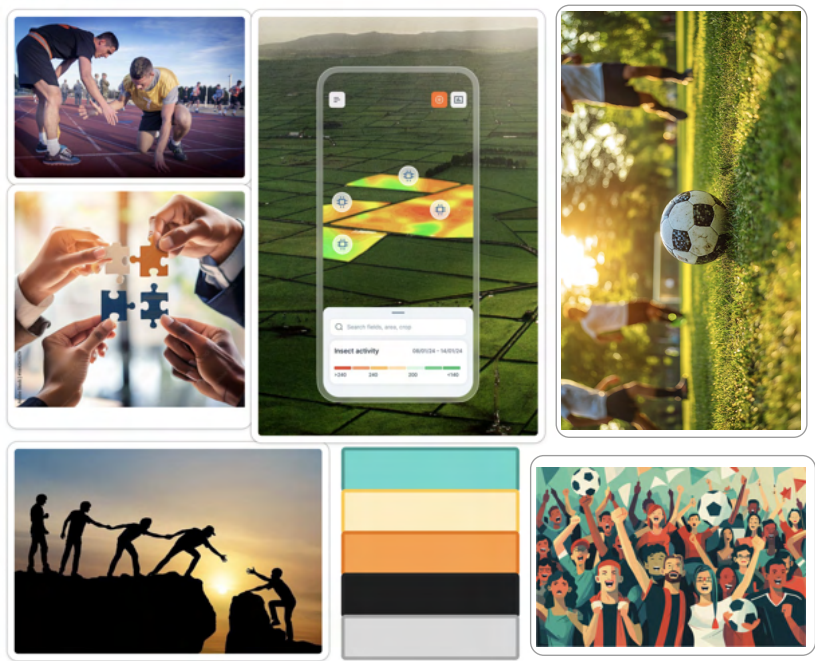


The value map connects user needs with targeted solutions that improve the soccer experience for both players and field owners. The app offers instant field booking, verified player profiles, smart scheduling, and backup players, which directly prevent match cancellations and disorganized games. It reduces stress by managing payments, reminders, and communication in one place. Players gain confidence that matches will happen, fields will be available, and teams will be balanced. The system also encourages fair play, builds a consistent community, and helps field owners earn more by filling empty slots.

Archetype

The Jester archetype is used because it reflects the fun, social, and playful spirit that users want in their soccer experience. Players are looking for easy going matches, enjoyable moments, and a sense of connection without pressure. The Jester supports this by bringing energy, positivity, and lightness, making the app feel friendly, inviting, and enjoyable to use.

Moodboard



This moodboard reflects themes of teamwork, trust, and structured coordination. The visuals of athletes helping each other, puzzle pieces connecting, and people guiding others up a hill represent collaboration and support. The app interface mockup suggests organization, planning, and digital tools that help users stay informed and connected. The color palette is calm yet purposeful, mixing teal, yellow, and orange with grounding neutrals to evoke clarity, reliability, and balance. This moodboard leans toward a more supportive and community driven tone, showing a brand that values guidance, unity, and smart coordination.

Colors



Primary Color

Hexa Code: #ff9d42 ; RGB: 255, 157, 66 ; CMYK: 0%, 46%, 82%, 0%



Secondary Color

Hexa Code: #2eb7a6; RGB: 46, 183, 166 ; CMYK: 72%, 2%, 44%, 0%



Background Color

Hexa Code: #f9f9f9; RGB: 249, 249, 249 ; CMYK: 2%, 1%, 1%, 0%

Typeface

Caption The quick brown fox jumps over the lazy dogs.

Body Text The quick brown fox jumps over the lazy dogs.

Title **The quick brown fox jumps over the lazy dogs.**

Pull Quote *“The quick brown fox jumps over the lazy dogs.”*

Bodoni 72 gives CityKick a clean and confident visual voice. Its strong contrast, sharp edges, and elegant structure create a sense of clarity that supports the brand’s promise of simple and reliable soccer experiences. The typeface adds a touch of sophistication while still feeling friendly and open, which balances well with the playful energy of the Jester archetype. Its tall forms and clear shapes make it easy to read in both headings and short text, helping the brand look organized and trustworthy. Overall, Bodoni 72 strengthens the identity by giving the platform a polished and memorable look.

Logo



Symbol

CityKick

Logotype

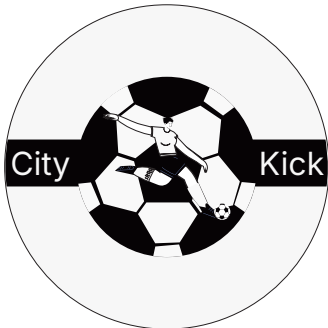
The logo represents our mission by expressing a warm and community centered spirit. The circular form and friendly character reflect our goal of bringing players together and making every match feel comfortable and enjoyable. This visual language shows that CityKick cares about connection and shared experiences, not just the game itself.

Logo

Regular Minimum Size: 0.7 inch



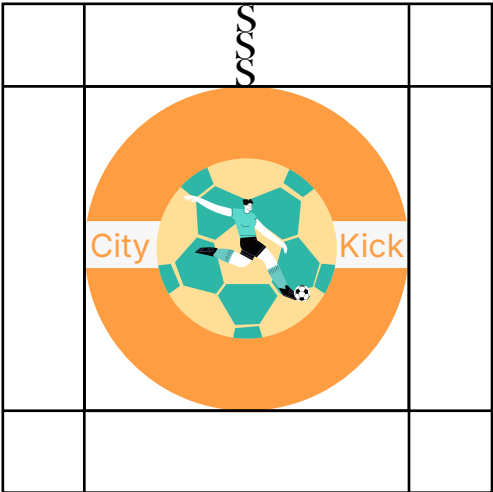
Black and White



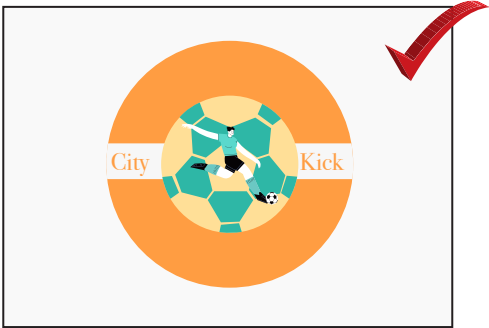
Wordmark

CityKick

Whitespace (0.43 in)



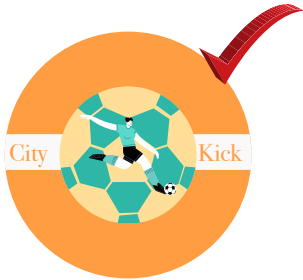
Logo Rules



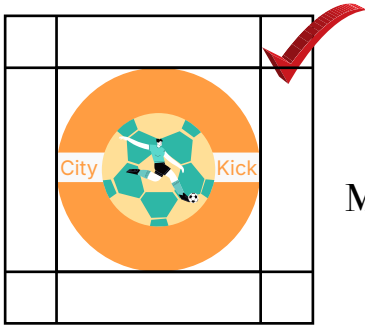
Use the colored logo on #f9f9f9 backgrounds



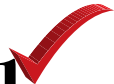
Use the colored logo on saturated backgrounds



Use brand approved colors only



Maintain clear space around the logo

CityKick  Use the wrodmark logo as needed

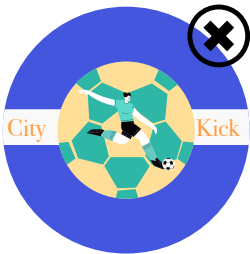
Logo Rules



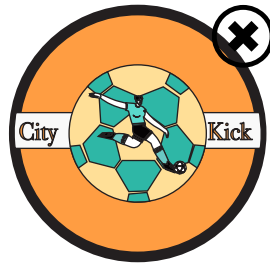
Do not stretch, squeeze, or distort the logo



Do not rotate, tilt, or rearrange any logo elements



Do not change colors of any part of the logo



Do not add shadows, outlines, or extra effects



Do not place the colored logo on busy or low contrast backgrounds

Letterhead

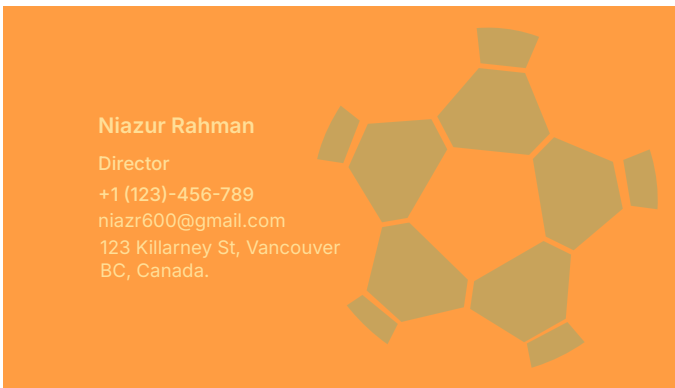


The CityKick letterhead is designed to feel clean, organized, and welcoming, which supports the brand’s friendly and community focused identity. The logo is placed at the top to create strong brand presence, while the simple layout leaves plenty of open space for clear communication. The subtle background pattern adds personality without distracting from the message, reflecting the playful nature of the Jester archetype. The overall design builds trust and professionalism by showing that CityKick is both reliable and easy to engage with, giving every document a polished and consistent brand voice.

Business Card



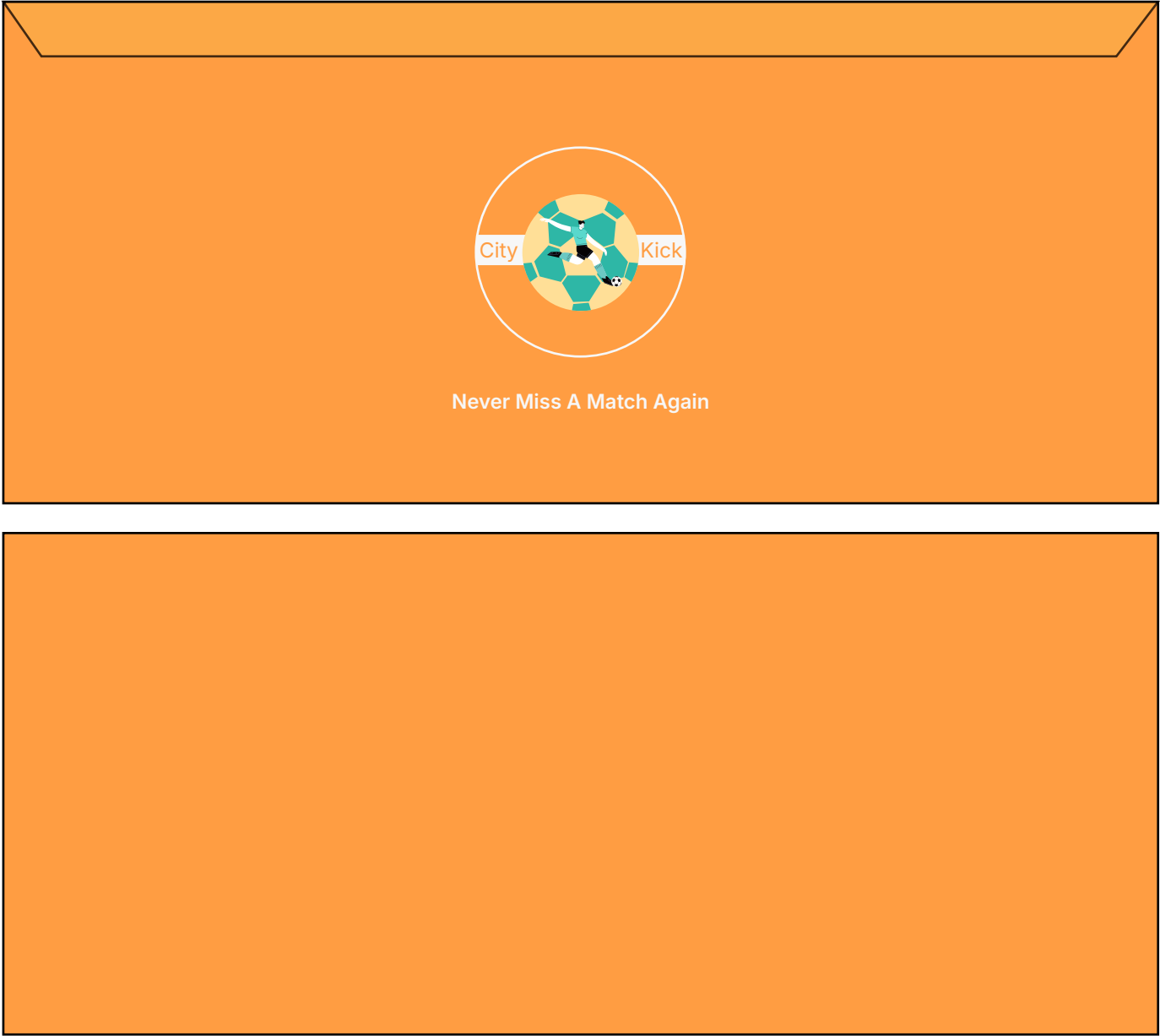
Front



Back

The CityKick business card uses a bold diagonal layout to create a dynamic first impression that reflects the energetic and playful spirit of the brand. The front showcases the large wordmark and tagline to communicate the brand name and promise at a glance, while the warm orange palette reinforces approachability and fun. The back keeps the contact details clean and readable, supported by a subtle geometric soccer pattern that strengthens brand identity without distracting from the information. This balance of bold personality on the front and clarity on the back makes the card memorable, professional, and faithful to the CityKick experience.

Envelope



The CityKick envelope uses a bold orange background and centered logo to create a bright, friendly, and instantly recognizable look. The design is simple and clean, which keeps the focus on the brand while supporting easy readability. The tagline below the logo reinforces the purpose of CityKick and adds a clear message. This approach makes the envelope energetic, professional, and consistent with the playful identity of the brand.

Slide Deck

Never Miss A Match Again





How CityKick Makes Weekend Soccer Easy



- Find available matches near you in seconds
- Join balanced teams with verified players
- Get instant confirmation and reminders
- Enjoy smooth matches with no last minute stress



CityKick Roadmap



Launch Essentials

Community Growth

City Wide Expansion

Landing Page

Never Miss A Match Again

Find a match, confirm your spot, and enjoy stress free weekends.

Join your next match

See how it works

Why Players Love CityKick

✔ Find Matches Fast

See available games near you in seconds with real time.

✔ Balanced and Fair Teams

Join teams with verified plays with balancing system.

✔ Instant Confirmation

Get quick notification and reminders so matches start on time

✔ No More Cancellation

Backup players and organizers keep games consistent every weekend.

Simple and Transparent Pricing

Free Plan

Browse Matches
Join Open Games
Basic Reminder

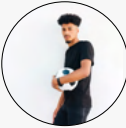
Plus Plan

Early Match Access
Player Ratings and History
Priority in Balanced Team
Bonus Reward Points

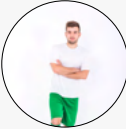
Pro Plan

Host Matches
Field Management Tools
Team Balancing
Community Visible Boost

What Player Are Saying



"Every weekend match starts on time now. No more stress."
–Omar, Vanncouver



"Finding players used to take forever. CityKick changed everything"
–Zeeshan, Burnaby



"The Community feels friendly and ssafe. I always enjoy playing"
–Shelachi, Vancouver

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Thank you