

HOOPBUS

BRAND IDENTITY GUIDE

2025

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The Organization

Hoopbus is a 501(c)(3) nonprofit rooted in the belief that basketball has the power to transform lives, build bridges, and uplift communities. We serve and inspire—bringing the game to the places where it's needed most.

We're hoopers in the wild, traveling wherever the road takes us and connecting with people through the universal language of basketball. From local blocks to global cities, we create unforgettable experiences that spark connection, hope, and possibility.

Basketball teaches life—and we're here to share that lesson, one community at a time.





The Fleet

The first Hoopbus launched in 2019 in Los Angeles, CA. Since then, we've traveled across America spreading love through the game of basketball and inspiring so many — using the bus as a true vehicle of change.

Over 100 NBA and WNBA stars and legends — from Magic Johnson and Kareem Abdul-Jabbar to Allen Iverson and LaMelo Ball—have signed the bus, leaving their mark on a rolling piece of basketball history.

Today we've grown to a fleet of 6 domestic US busses and another 3 international chapters. Through our fleet, we continue to bring basketball where it's needed most, and reach unexpected places to spread the love of the game.



Using the Guide

This guide was created to define the Hoopbus brand and support your creative or production work. Whether you're an employee, external designer, print partner, or collaborator, it's here to help you produce clear, compelling materials that reflect the spirit of Hoopbus. Inside, you'll find everything you need to understand the brand's personality, values, and visual language.

If you have any questions, please refer to the contact information on page 29.



IDENTITY



Our Logo

The Hoopbus logo communicates our brand's identity through a simple yet meaningful symbol and logotype. Drawing inspiration from the classic American school bus, the logotype evokes a sense of nostalgia. The bold, black lettering, reminiscent of the iconic school bus font, is a nod to the familiar and enduring spirit of childhood and education.

The symbol further strengthens this connection: a heart, a peace sign, and a basketball — seamlessly blending the values of compassion, unity, and sport.

In addition to the primary logo shown here, we've also created several alternative designs, which can be seen on page 8.



Alternates

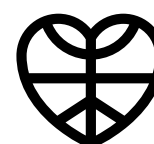
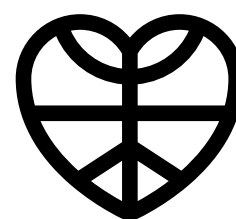
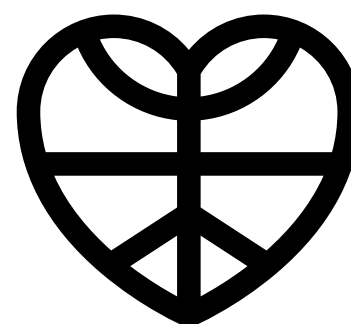
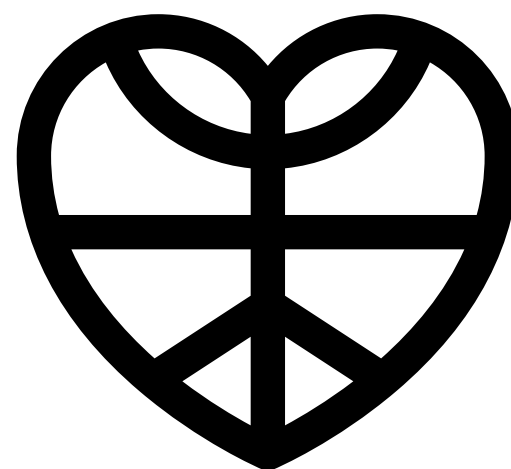
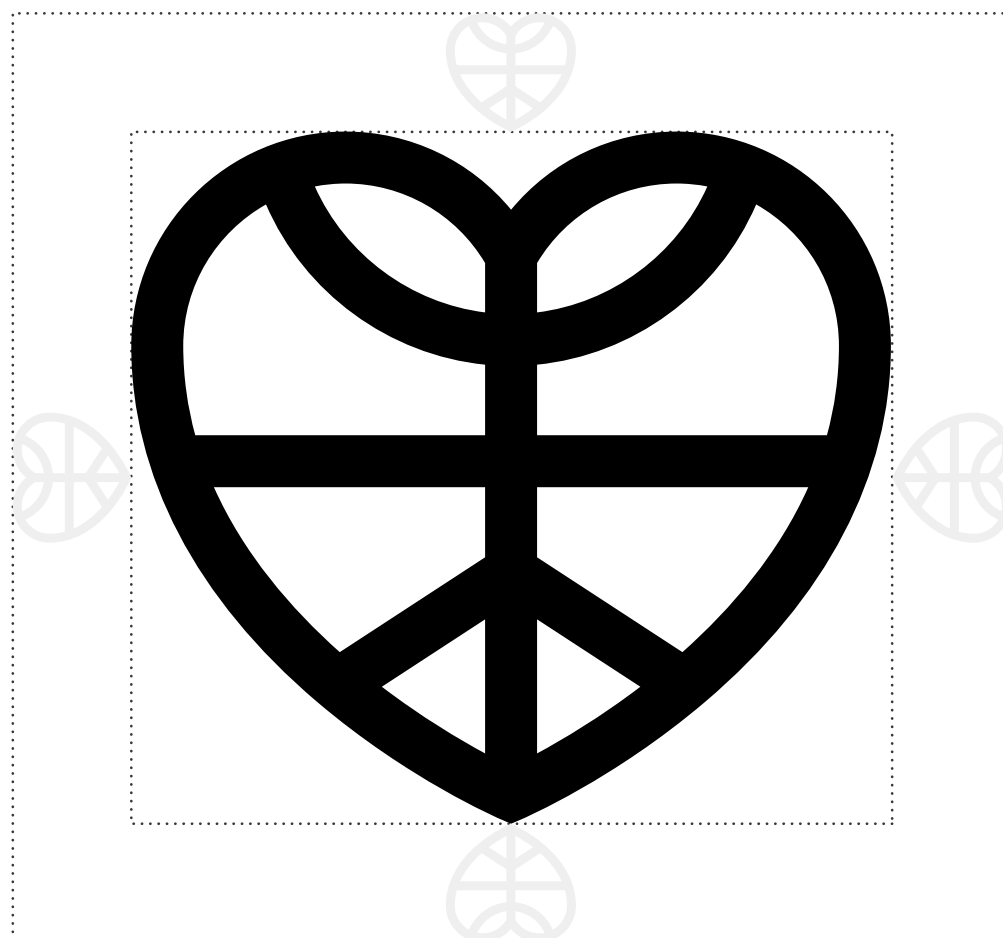
The strongest brand identities strike a balance between consistency and flexibility. The examples shown here offer guidance on how to achieve that balance.

In addition to the primary logo on page 7, we've included a variety of alternate lockups—such as the standalone symbol, the Hoop Bus logotype, a stacked version, and the logotype enclosed in a rectangle. You're free to use any of these options, depending on the context and application.



HOOPBUS™





Minimum Size

32x32 px

Space & Size

When using our logo with other graphic elements, make sure you give it some room to breathe. The minimum clear space is the width of the Peace, Love and Basketball symbol on all sides.

To ensure the logo maintains its visual impact, do not make the logo any smaller than 32 by 32 pixels.



Do not reverse the colors of the symbol and logotype



Do not outline logo



Do not use an unapproved color for the logo



Do not apply drop shadows or other effects



Do not change the wording of the logotype



Do not skew, stretch, or pull the logo



Do not rewrite the logotype in a different font



Do not place the symbol after the logotype



Do not change the size of the parts

Misuse

Here are some examples of incorrect logo usage. Keeping these standards helps us maintain a familiar and memorable visual presence over time.

The logo should always be reproduced from the master artwork. It should not be altered, redrawn or manipulated in any way.

Aa Bb Cc

Standard CT

ABC

Cina GEO

Typo— graphy

Primary

Our two Primary typefaces are Standard CT Medium Extra Condensed and Cina GEO.

We use Standard Medium Extra Condensed in our logotype—a bold, utilitarian typeface that evokes a collective nostalgia for childhood and learning, echoing the distinctive lettering found on American school buses. Licenses for the typeface are available at myfonts.com.

Cina GEO, created by Public Type and designed by Michael Cina, is a geosans typeface with a sturdy structure that balances clarity with subtle sophistication. Its clean simplicity brings to mind the handwriting practice sheets found in early classrooms—straightforward, structured, and easy to read. Licenses are available at publictype.us.

INDUSTRY

TUCK SHOP

Grand Slam

Typo— graphy

Secondary

Our Secondary typefaces are Industry, Tuck Shop, and Grand Slam.

Crafted from a blend of geometric and technical styles, Industry stands bold and resilient. The typeface effortlessly transitions from a refined vintage aesthetic to the robust, industrial vibe of a school bus. Licenses for the typeface are available at fortfoundry.com.

Tuck Shop is a hand-drawn display font made with real chalk, giving it rich texture and an authentic, sketch-like charm. Its childlike style captures the playful feel of chalkboard markings. Licenses for the typeface are available at creativemarket.com.

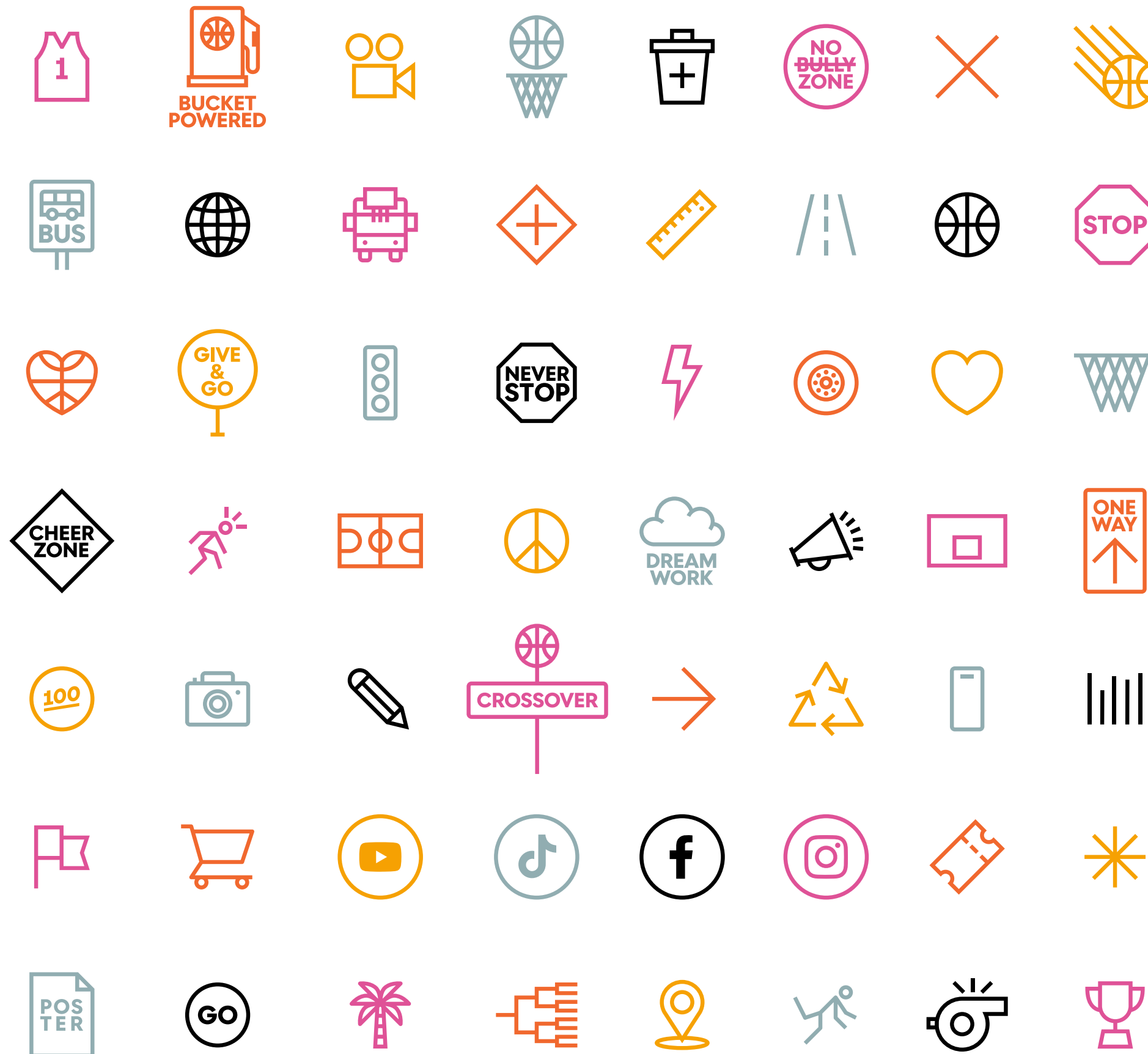
Grand Slam is a retro-style font that captures the essence of classic athletic designs. Created by Victoria Kingsley Design Studio, it shines in both digital and print applications, offering a distinctive and energetic look. Licenses for the typeface are available at youworkforthem.com.

Colors

Color is a core element of our brand identity. Our two primary colors are inspired by the vibrant hues of the classic American school bus. These are complemented by four additional colors that reflect some of our key words—love, service, peace, community, education, and celebration, as seen on page 25.

This color palette should be applied consistently across all Hoopbus materials, from print and signage to social media and digital platforms.

PMS BLACK C 75 M 68 Y 67 K 90 #000000	PMS 130 C 2 M 39 Y 100 K 0 #F5A500	PMS 212 C 7 M 82 Y 5 K 0 #DF5297	PMS 1585 C 0 M 73 Y 91 K 0 #F1682E	PMS 285 C 80 M 61 Y 0 K 0 #3569D5	PMS 5503 C 45 M 22 Y 27 K 0 #91ADB1
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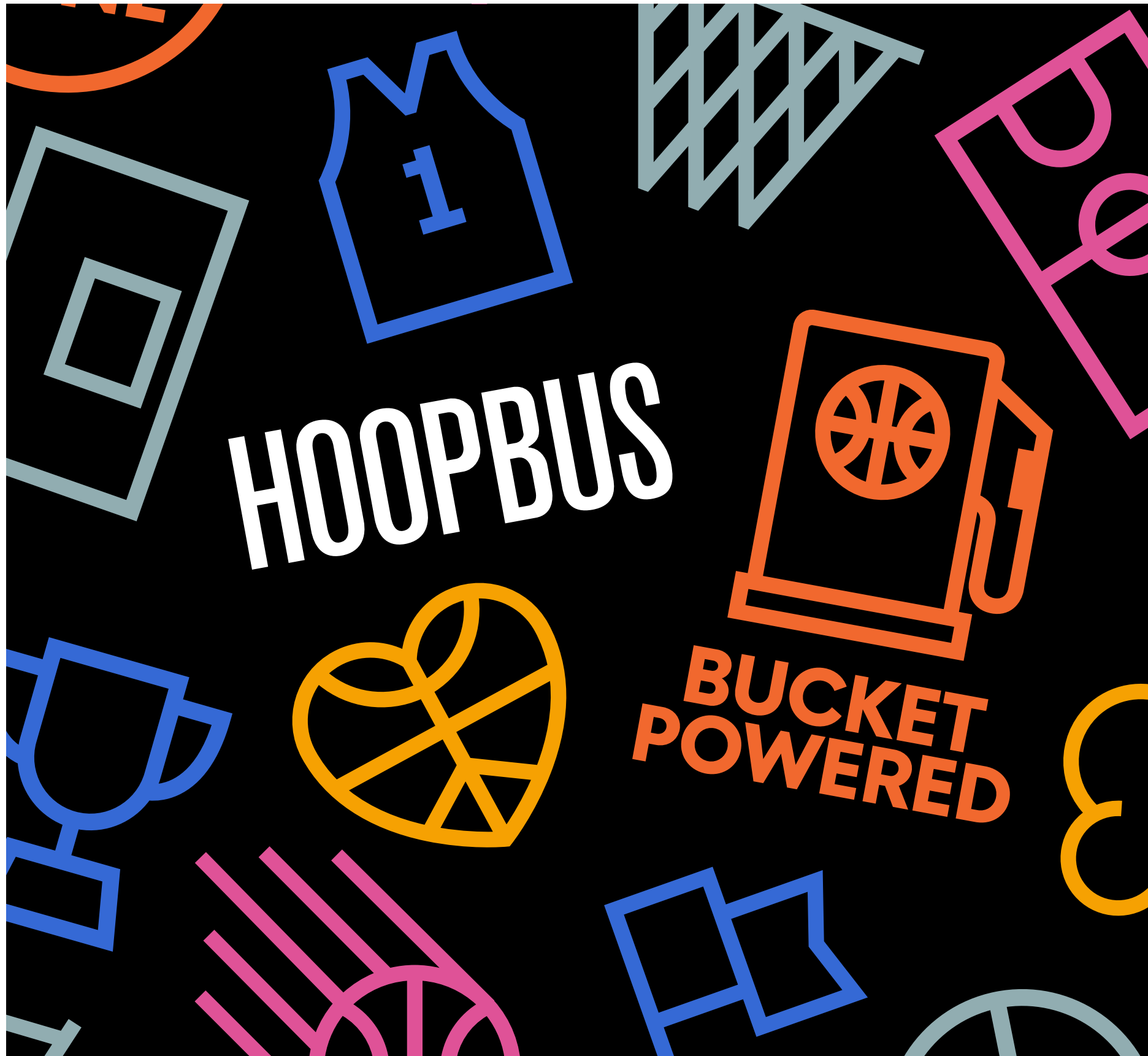


Icons

To further strengthen the Hoopbus identity, we've created a comprehensive icon set featuring over 50 icons that represent key elements and themes within the world of Hoopbus.

The set is to be used on the web, in smart phone apps, and anywhere else an icon is needed. It will also be used to create patterns and graphic devices that enhance brand recognition and reinforce the core visual identity.

If you would like access to the icon set or need a new icon, please use the contact information on page 29.



Devices

The following brand devices have been developed to provide consistency to our designs while still offering variety.

Iconography

This first device features our icon set arranged in a repeat pattern. By mixing different icons, sizes, and colors from our palette, you can create dynamic, playful compositions that feel fresh and uniquely Hoopbus.



Devices

Layered Type

Our second brand device combines our diverse typefaces with slogans and typographic messages to create vibrant, high-energy layouts.

Use contrasting typefaces and messaging to blend vintage character with modernity, creating a visual rhythm that captures the spirit of Hoopbus. Play with scale, weight, and alignment to craft bold statements that are both expressive and cohesive.

**HOOPBUS SEEKS
TO GROW THE
ACCESSIBILITY
AND REACH OF
OUR PROGRAMS
& IMPACT
NATIONWIDE.**

Devices

Highlighting

Our third device features bold color bars to emphasize key statements and slogans.

Offsetting the bars slightly creates a more natural, imperfect feel. These color bars can also serve as alternatives to bullet points or to distinguish between different sections.

Power to the People!

JUMP ON IT

UNIFIED HOOP DISTRICT

GAME NEVER STOPS

A Vehicle of Change

UNITY IN COMMUNITY

SKY IS THE LIMIT

Slogans

These and other slogans embody our brand voice and are used consistently across all platforms.

They appear in a variety of touchpoints, including marketing materials, bus art, and social media content.



Collabs

While maintaining consistency with our brand guidelines is essential, there's value in collaboration. We offer our bus as a shared platform where partner brands can showcase their visual identities.

This section introduces examples of how we approach co-branded design.

Standard Branding

Our standard branding package offers clean, high-impact visibility across the bus.

- Includes custom backboards and vinyl decals on windows and side panels.
- Designed for flexibility — great for campaigns, pop-ups, or touring activities.
- Can be combined with interior branding for a cohesive experience (see next page)



Collabs

Enhanced Branding

We take pride in bespoke curation of the interiors of our buses, featuring customized layouts, playful designs, and thoughtful details throughout. Highlights include:

- Customized ceilings — turning each ride into a walkable museum.
- Seat wraps, soft goods, and upholstery
- Fabrications, set-designs and fan experiences
- Merch stations designed to showcase your products and merchandise



Collabs

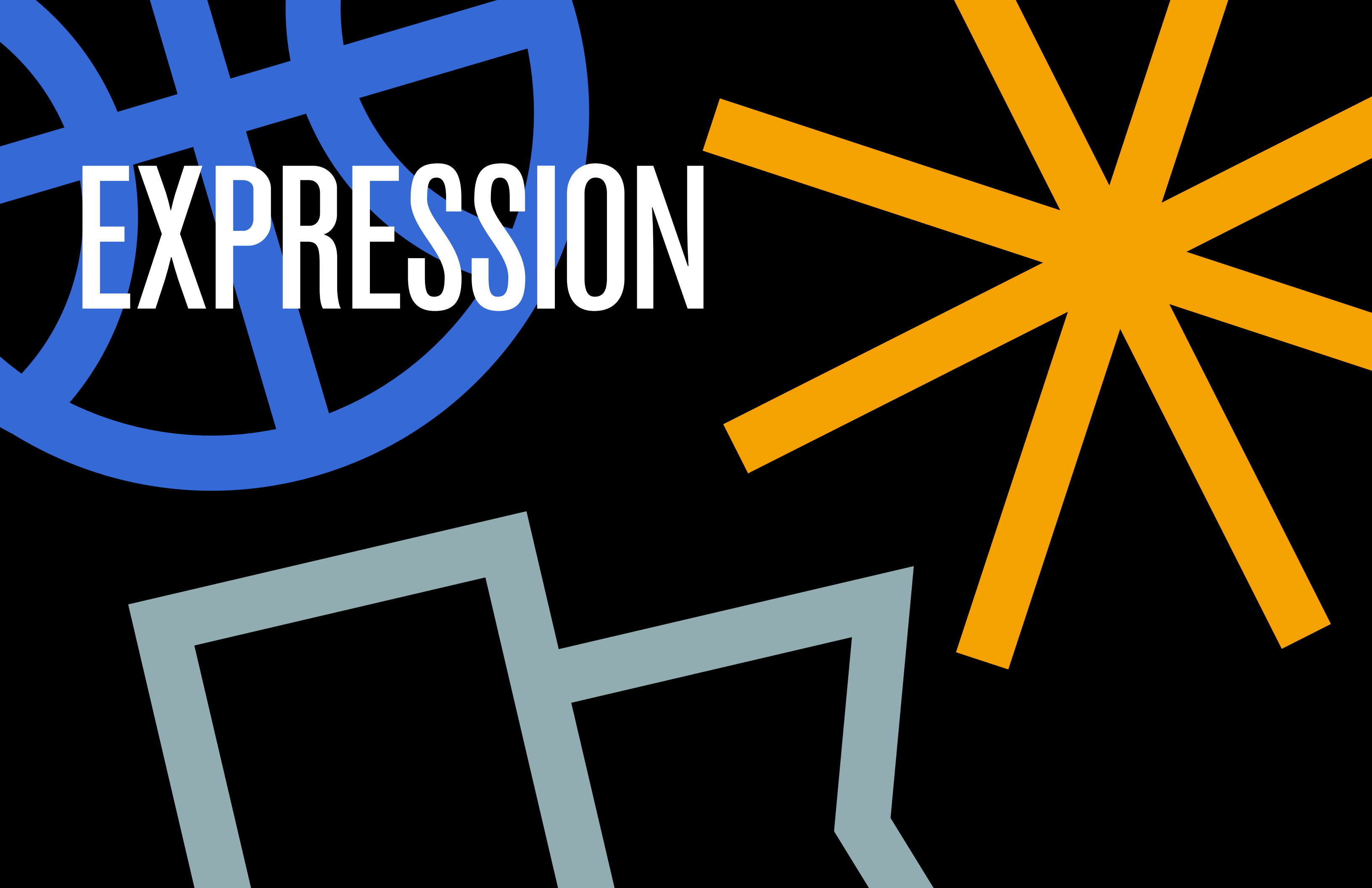
Full Wrap / Paint Mural

Our buses aren't just vehicles — they're moving murals which capture attention on every street.

We partner with street artists to paint large scale murals transforming our fleet into canvases for artistic expression and positive messaging that inspires change.

Full bus wraps are options for brands looking to make a bold and clean visual statement.

[Click here](#) to see our collection of templates for your collaboration.



EXPRESSION

Archetype

Our personality and values dictate how we express ourselves and communicate who we are in our writing as well as design. Brand archetypes help us convey meaning that others can relate to. Here's a look at our brand archetype:

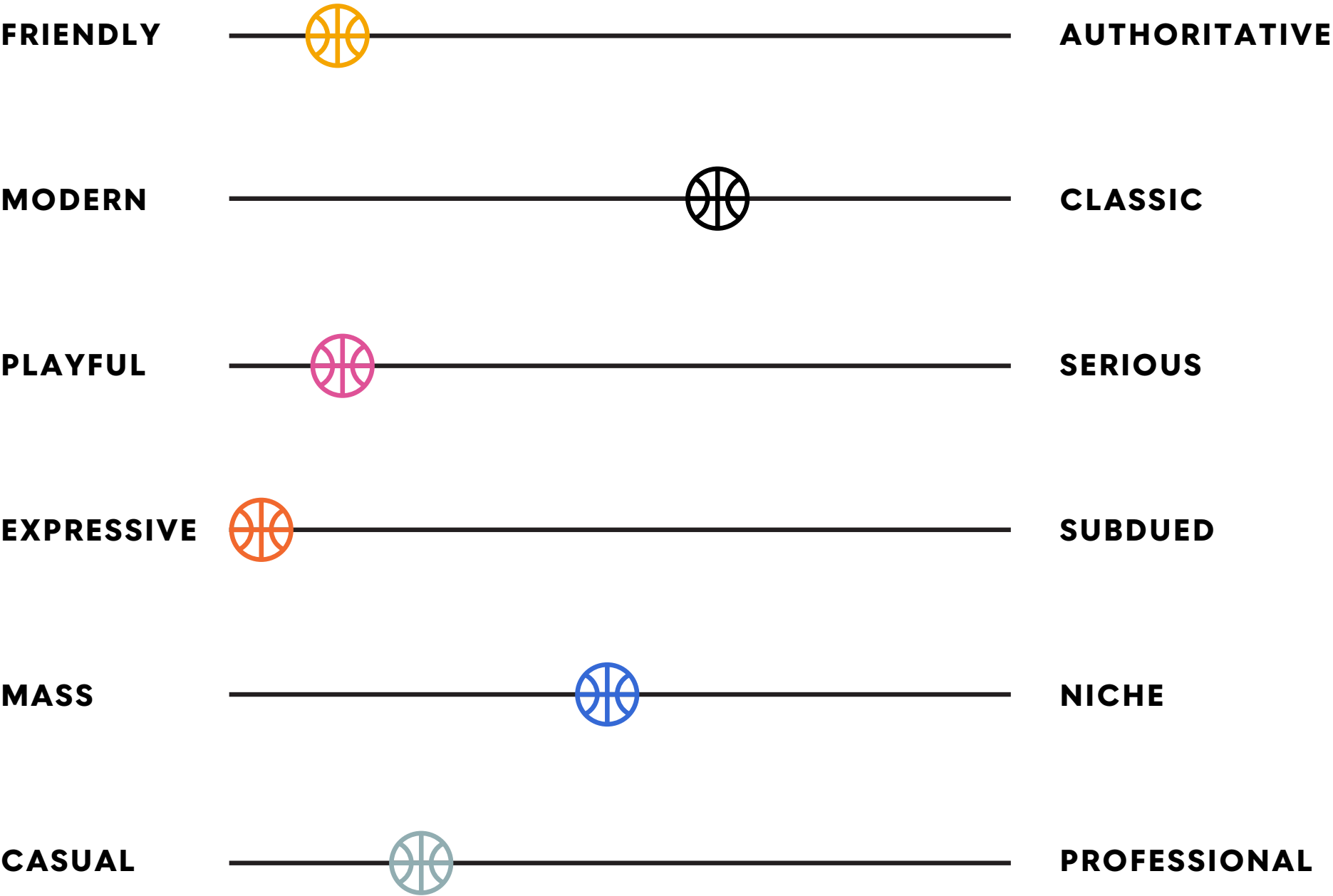
The Outlaw

An outlaw longs for freedom from oppression. They take risks, challenge the status quo, and hold the power to create real change.

To this end, Hoopbus pushes for change by showing up, speaking out, and standing with communities. With each stop, we bring people together, break down barriers, and use basketball to inspire hope and action.



Slider



Personality

This slider, illustrating groups of opposites, helps to visualize and pinpoint some of the nuances of our brand personality and character. They highlight how we behave both visually and professionally.

Heart

Love
Dreamers
Service
Inspire
Community
Celebration
Peace
Impact

Soul

Seeds
Roots
Magnetic
Roads
Magic
Bridges
Light
Change

Space

Basketball
Non Profit
Game
Ball
Court
Play
Globe
Education

Keywords

These lists highlight the key traits and themes that represent the heart, soul, and space of Hoopbus. Together, these words reflect who we are—our culture, community, aesthetic, and purpose.

GRATITUDE

Donations

We express gratitude to supporters by spreading the love and hope to those who need it most.

DISCIPLINE

Operations

We dedicate ourselves to the dirty work everyday to becoming a world class organization.

TEAMWORK

Organization

We place our team in a position to win by providing security, support, and clarity to fulfill the mission.

SELF-LOVE

Compliance

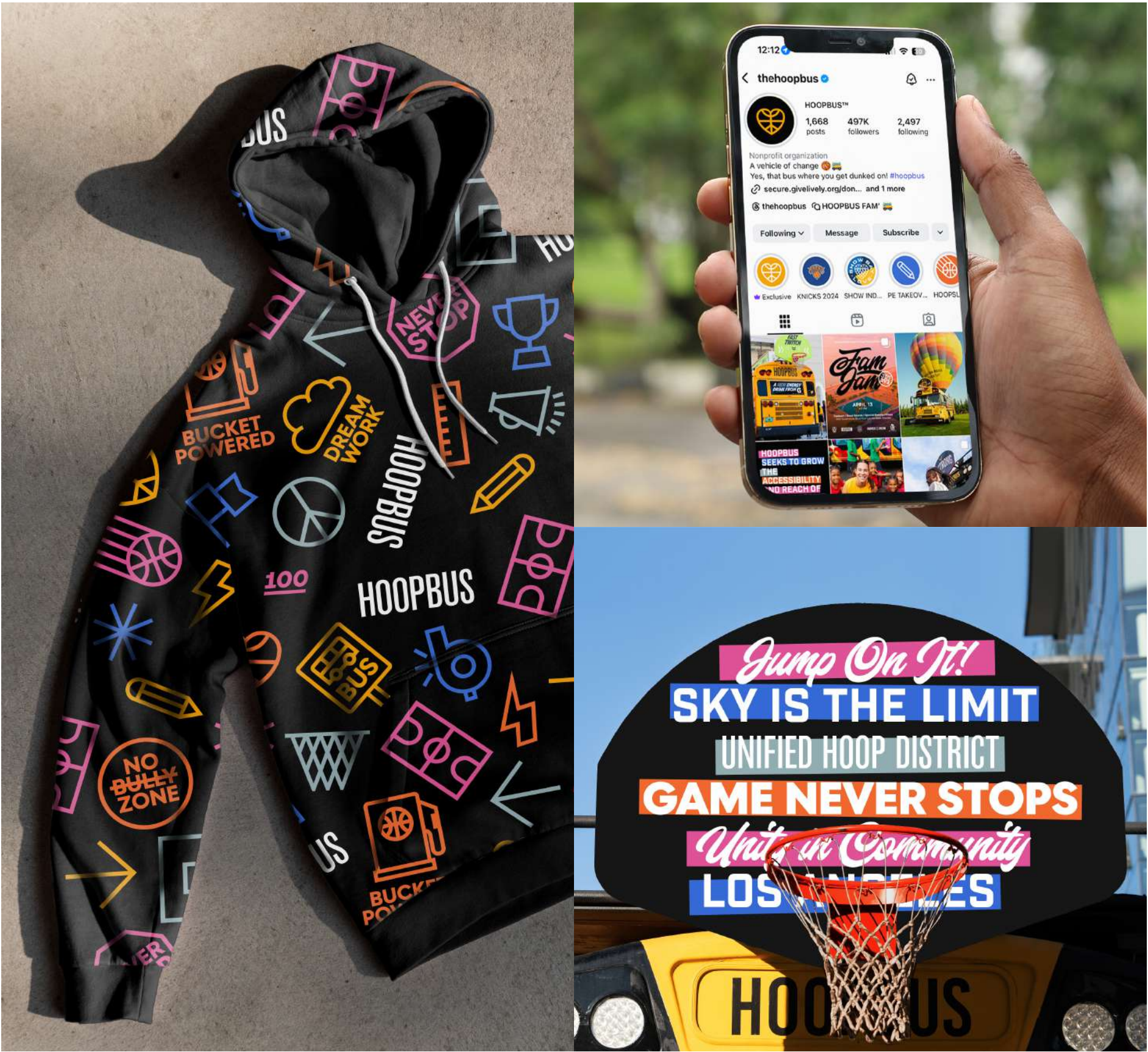
We take pride in building an ethical and professionally run 501(c)(3) nonprofit organization.

Principles

Our principles serve as guideposts — memorable rules that shape how we pursue our strategy. They define how we operate and make decisions, creating a sense of cohesion that enables us to work together effectively toward our goals.

In Action

How does everything come together? Here are examples of designs incorporating the elements of our brand identity including the logo, typography, colors, devices, and overall visual personality.





In Action

These examples provided are meant to provide guidance on creating designs that are meaningful, inspiring, and impactful.

Let's get this new identity out into the world, and begin creating real change together!



Contact

If you have any questions about our visual identity or branding that are not answered in this guide, feel free to reach out to us.

General Inquiries

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