



ESPORTS COLOGNE

Brand Guidelines

LOGOMARK

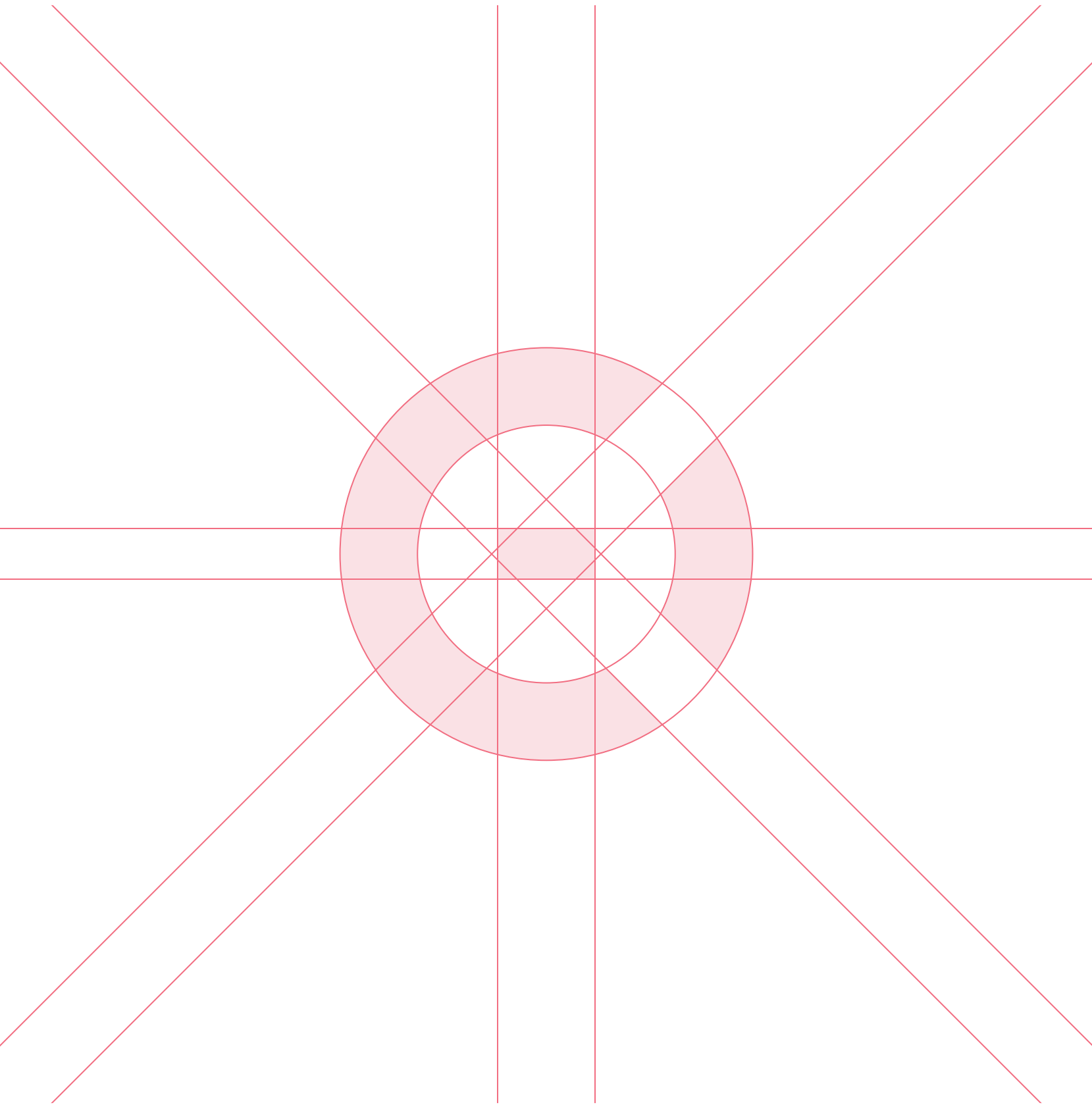
ESPORTS COLOGNE



Logomark



Logomark Grid



WORDMARK

ESPORTS COLOGNE



Logotype



Logotype Grid



Box Logotype



ESPORTS COLOGNE

Alternative Logotype



WORDMARK

ESPORTS COLOGNE

03

Wordmark

ESPORTS COLOGNE

ESPORTS COLOGNE

Compressed Wordmark

**ESPORTS
COLOGNE**

COLORS

ESPORTS COLOGNE



Colors



Phillipine Red

#D80D2A

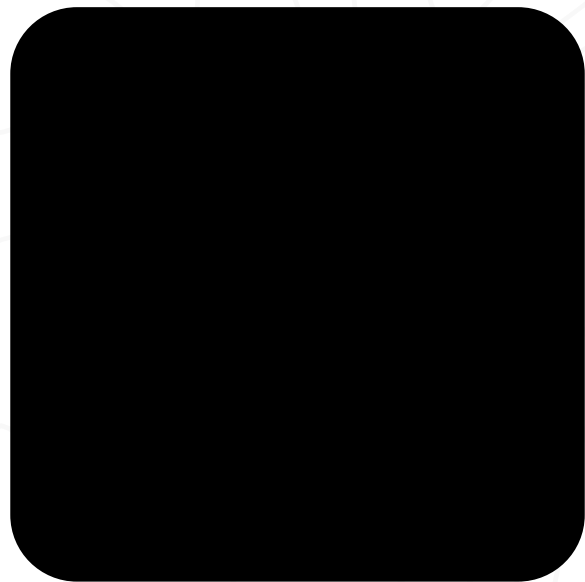
216, 13, 42



Dark slate grey

#23313E

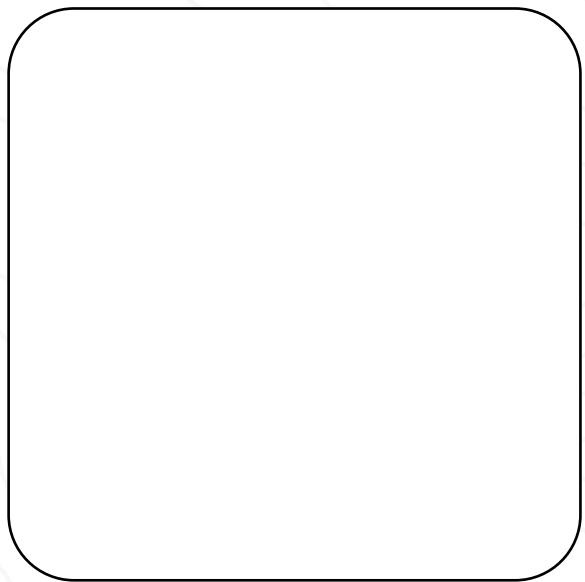
35, 49, 62



Full Black

#000000

0, 0, 0



Bright White

#FFFFFF

255, 255, 255

TYPOGRAPHIE

ESPORTS COLOGNE

05

Typographie

Aa

M PLUS

1 Regular

Short & long Text Typeface

Typographie

Aa

**Krona One
Regular**

Wordmark Typeface

Typographie

Aa

Coolvetica Compressed

Heavy

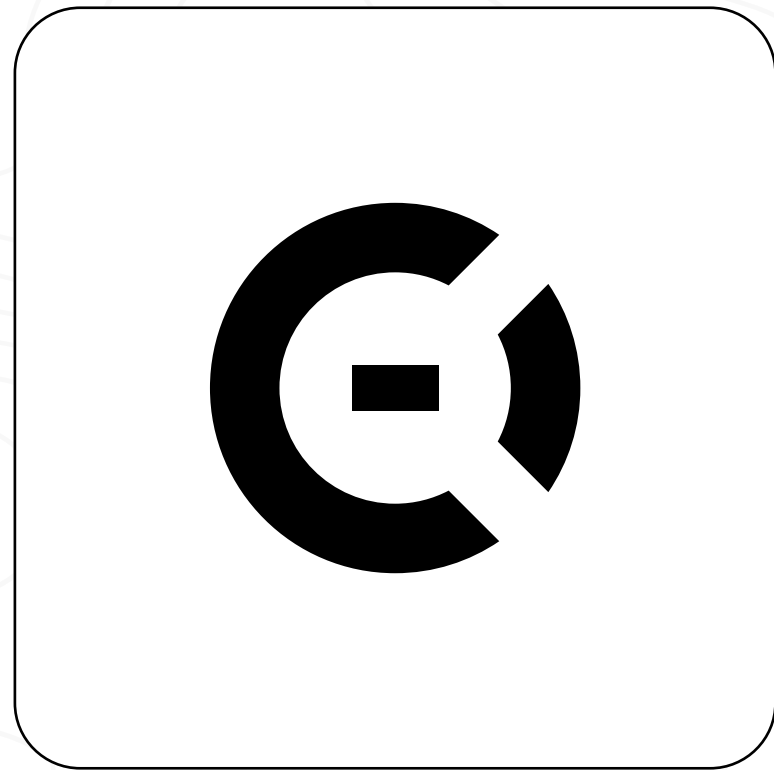
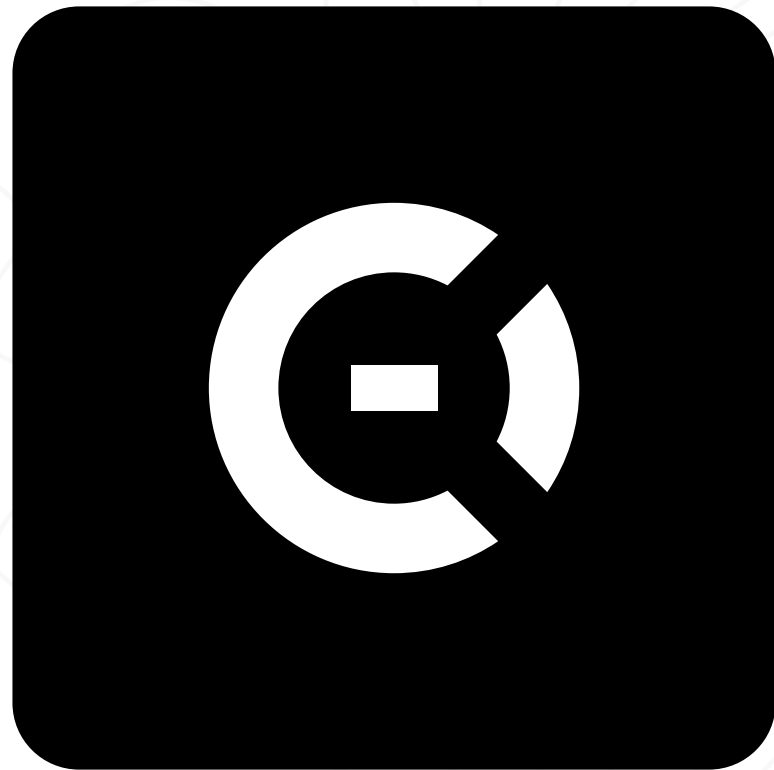
Advertisement & Social Media Typeface

USAGE

ESPORTS COLOGNE

06

Logomark usage



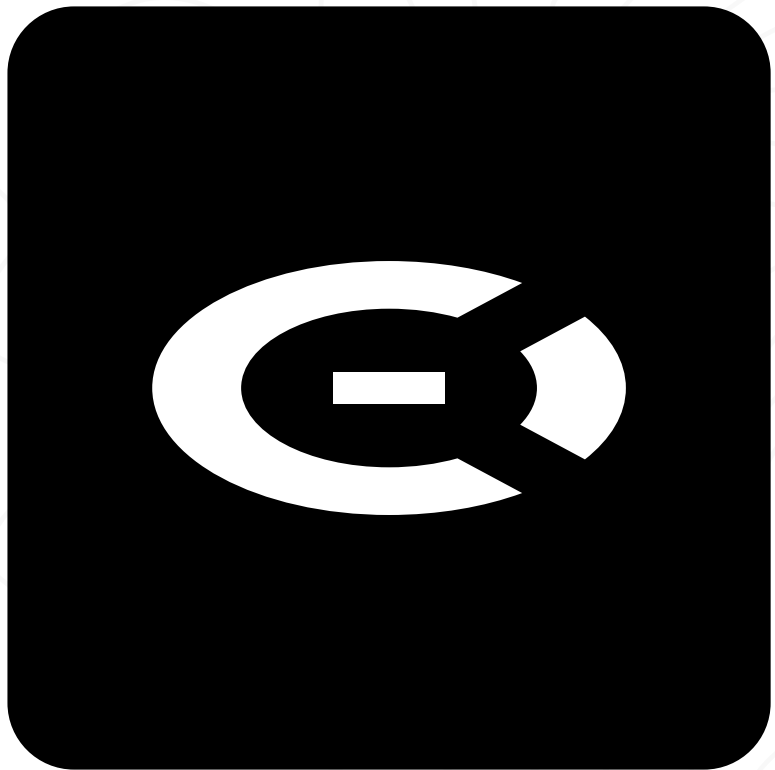
Logomark usage



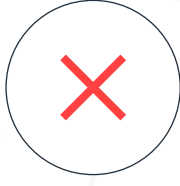
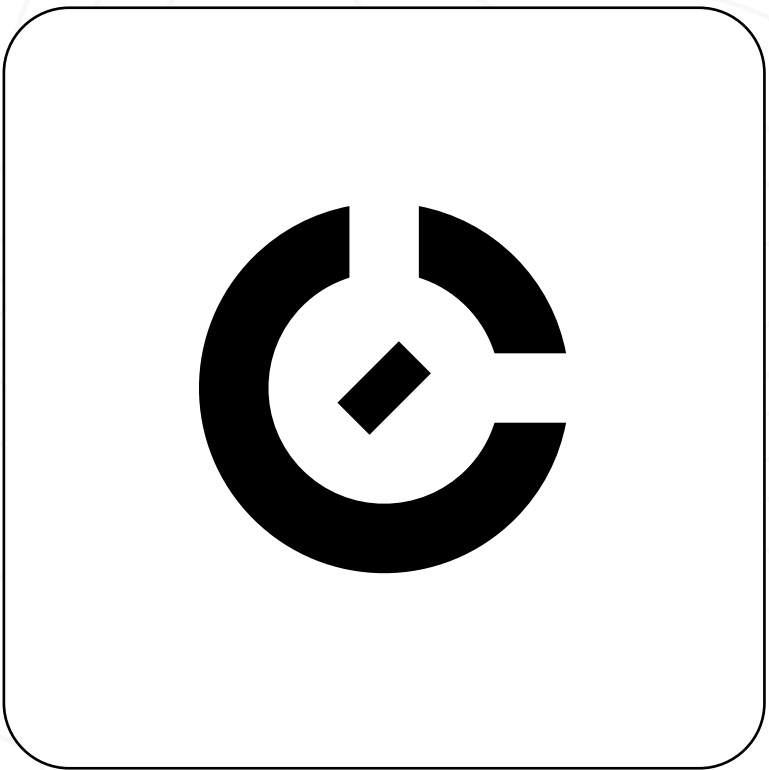
Wrong color use



Wrong color use



Stretching



Rotating