# GEN.G ESPORTS
# VISUAL
# GUIDELINES

# LOGO

## Core Brand

• Do not recreate or modify the logo lock-up

• Use the positive version of the core brand logo against a white background

• Use the negative version of the core brand logo on black background

**CORE BRAND LOGO:**
POSITIVE
**BLACK**
PANTONE BLACK
CMYK 70 / 50 / 30 / 100
RGB 0 / 0 / 0
HTML #000000
**GOLD**
PANTONE 111
CMYK 33 / 40 / 100 / 7
RGB 170 / 138 / 0
HTML #AA8A00

**CORE BRAND LOGO:**
NEGATIVE

**GOLD**
PANTONE 111
CMYK 33 / 40 / 100 / 7
RGB 170 / 138 / 0
HTML #AA8A00
**OPAQUE WHITE**

**CORE BRAND LOGO**
1-COLOR POSITIVE

PANTONE 111
CMYK 33 / 40 / 100 / 7
RGB 170 / 138 / 0
HTML #AA8A00

**CORE BRAND LOGO**
1-COLOR NEGATIVE

WHITE

**CORE BRAND LOGO**
1-COLOR POSITIVE

BLACK

# LOGO
## Clearspace & Minimum Size

### CLEAR SPACE
• To ensure its integrity and visibility, the logo must always be kept clear of competing text

• It must be surrounded by a minimum clear space—as indicated by 'X' (width of gap between 'GG')

• For consistency, wherever possible, the logo should be applied at the same size on applications

### MINIMUM SIZE
• The minimum size is calculated by measuring the width of the logo

• On printed materials, the logo should be no smaller than 1 inch

• On-screen, the logo should be no smaller than 72 pixels

**FAVICON**

X

X

X | X | X

**MINIMUM SIZE**

1 INCH
72 PIXELS

# LOGO

Favicons and Icons

• The 'GG' can be used as a shorthand for the brand

**WHEN SMALL ICONS ARE NEEDED**

## LOGO

Don'ts

• Do not recreate or modify the logo lock-up

• Ensure to use the correct product logos against the corresponding background colors

• Ensure the logo is always legible



DON'T CHANGE THE
LOCKUP OF THE LOGO



DON'T CHANGE THE
LOCKUP OF THE LOGO



DON'T OUTLINE THE
LOGO



DON'T DISTORT THE
LOGO



DON'T CHANGE COLORS
OF THE SUPPLIED LOGOS



DON'T CHANGE COLORS
OF THE SUPPLIED LOGOS



DON'T CHANGE COLORS
OF THE SUPPLIED LOGOS



DON'T CHANGE COLORS
OF THE SUPPLIED LOGOS



DON'T APPLY THE
4-COLOR CORE BRAND
LOGO TO COLORED BACK-
GROUNDS OTHER THAN
BLACK



DON'T APPLY ANY LOGOS
TO A BACKGROUND
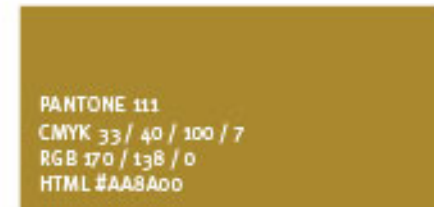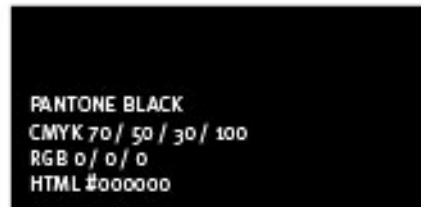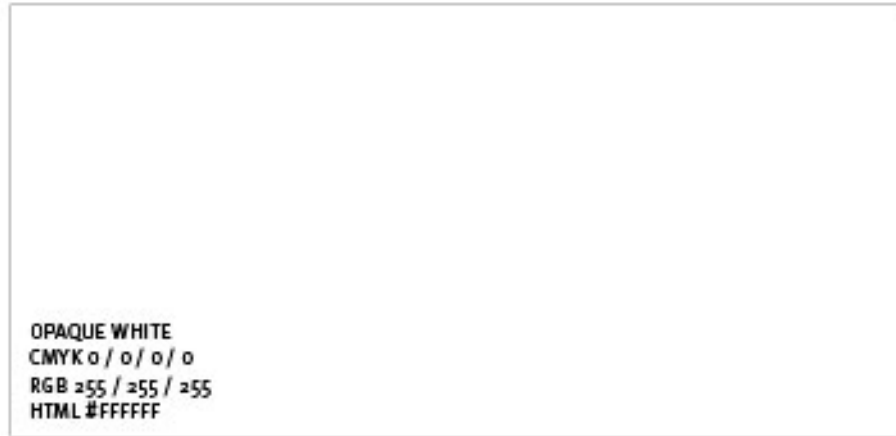THAT RESULTS IS POOR
LEGIBILITY

## COLOR
Marketing

### CORE BRAND

• Our core brand colors stand-out from our competitors

• Where possible, use a white background—it's fresh, modern, and a nice complement to Gen.G's sister brand Seoul Dynasty

• Apply all colors consistently (refer to 'Putting it all Together' for examples)

**OPAQUE WHITE**
CMYK 0 / 0 / 0 / 0
RGB 255 / 255 / 255
HTML #FFFFFF

**PANTONE BLACK**
CMYK 70 / 50 / 30 / 100
RGB 0 / 0 / 0
HTML #000000

**PANTONE 111**
CMYK 33 / 40 / 100 / 7
RGB 170 / 138 / 0
HTML #AA8A00

# TYPEFACE

Brand Primary & Secondary

• Typography plays a key role in our visual system, so apply it consistently and correctly

## PRIMARY TYPEFACE

• Champion Middleweight should always appear in all caps

• It should be used for titles, headlines, captions or small amounts of copy

• Use for large visible numbers (jersey numbers and stats)

• Apply tight leading (recommend using the font size as the minimum leading, for eg. 42/42)

• Apply loose tracking (recommend +50)

• Kern when used at a large size

## SECONDARY TYPEFACE

• Use Meta Bold for sub-titles, sub-heads and intro paragraphs

• Meta Normal is used for body copy

PRIMARY TYPEFACE
CHAMPION
MIDDLEWEIGHT
ALL CAPS
FONT SIZE = LEADING
(FOR EXAMPLE: 42/42)
TRACK UP TO +50
BUY HERE

ABCDEFGHIJKLMNOPQRST
UVWXYZÀÁÂÃÄÅÆÇÈÉÊËÌÍÎÏ
ÑÒÓÔÕÖØŒÙÚÛÜŸ#1234
567890 %$¢ £+-=() []

SECONDARY TYPEFACE
META BOLD
BUY HERE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 (.,:;'"‹›!?@&*)

META NORMAL
BUY HERE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 (.,:;'"‹›!?@&*)