



# **BRAND** **GUIDELINE**

eSport-Mania & Sub-Brands





**ESPORT-MANIA**



# Wordmark

**ESPORT-MANIA**

Positive Wordmark

**ESPORT-MANIA**

Negative Wordmark

**Icon**



Primary Square Logo



Secondary Square Logo

# Color Palette

**Orange**

#d85000  
R216 G80 B0  
C0 M63 Y100 K15

**White**

#ffffff  
R255 G255 B255  
C0 M0 Y0 K0

**Dark Grey**

#111217  
R17 G18 B23  
C26 M22 Y0 K91

**Light Grey**

#222633  
R34 G38 B51  
C33 M25 Y0 K80

**Alternate Grey**

#151820  
R21 G24 B32  
C34 M25 Y0 K87

# Headline Typography

## Apotek Black

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ( , . ; : ? ! \$ & \* )

## Apotek Semibold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ( , . ; : ? ! \$ & \* )

# Body Typography

## Sofia Pro Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0 ( , . ; : ? ! \$ & \* )

## Sofia Pro Extra Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0 ( , . ; : ? ! \$ & \* )