

ESPORTS COLOGNE

Branding Guidelines 2022

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LOGOMARK

01

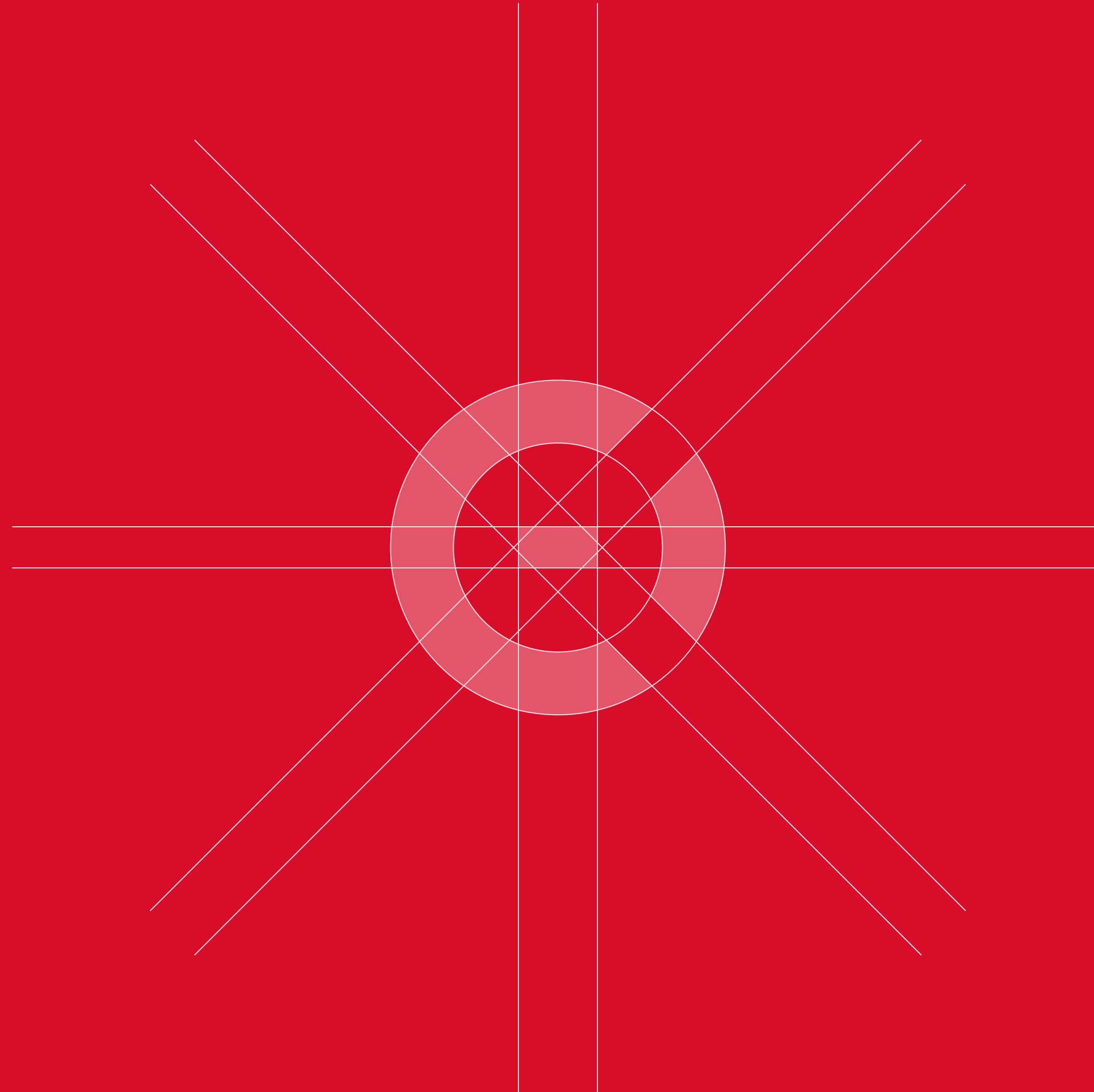
ESPORTS COLOGNE

LOGOMARK



ESPORTS COLOGNE

LOGOMARK



ESPORTS COLOGNE

WORDMARK

02

ESPORTS COLOGNE

WORDMARK

ESPORTS COLOGNE

ESPORTS COLOGNE

WORDMARK

**ESPORTS
COLOGNE**

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LOGOTYPE

00

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LOGOTYPE



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LOGOTYPE



LOGOTYPE



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LOGOTYPE

ECC

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COLORS

04

COLORS



Phillipine Red

#D80D2A

216, 13, 42



Dark slate grey

#23313E

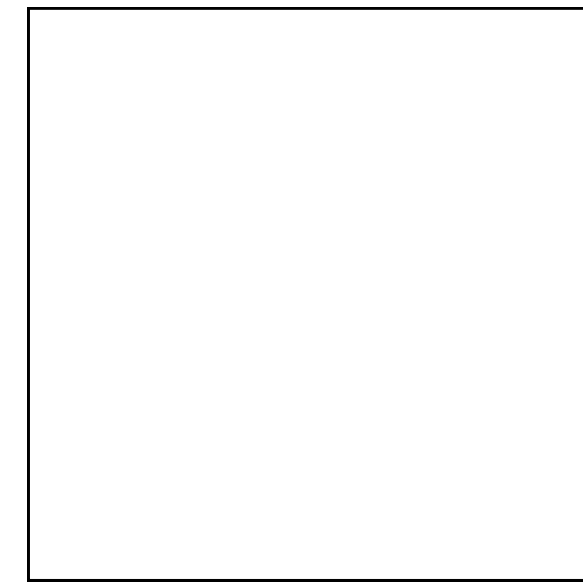
35, 49, 62



Full Black

#000000

0, 0, 0



Bright White

#FFFFFF

255, 255, 255

TYPOGRAPHIE

05

Lexend

SHORT & LONG TEXT, HEADLINES

Verwendet in Light, Semibold und Extrabold

Morganite

GRAPHICS, SOCIAL MEDIA & ADVERTISEMENT

Verwendet in Book Italic & Extra Bold Italic

Krona One

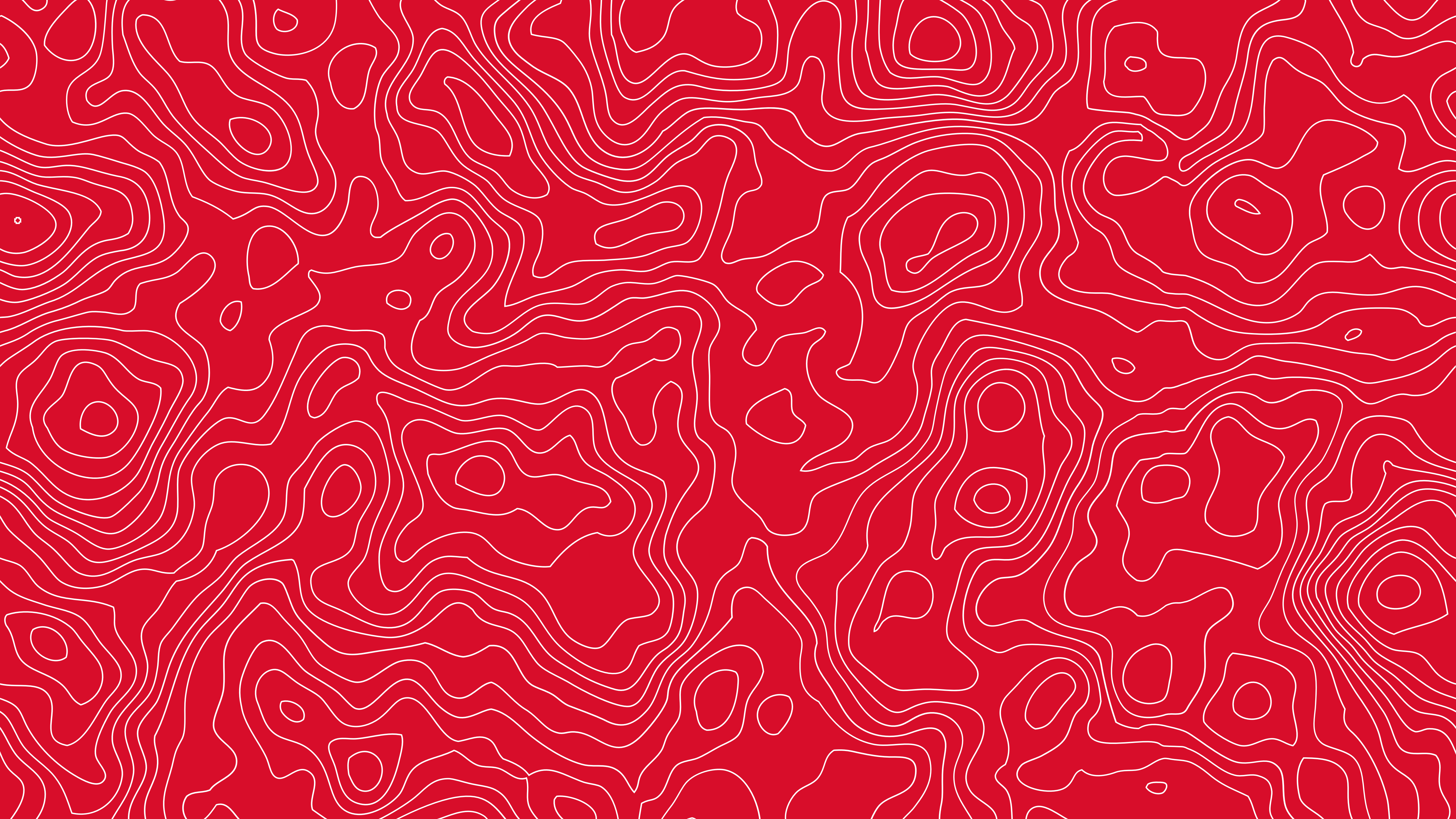
LOGOTYPE

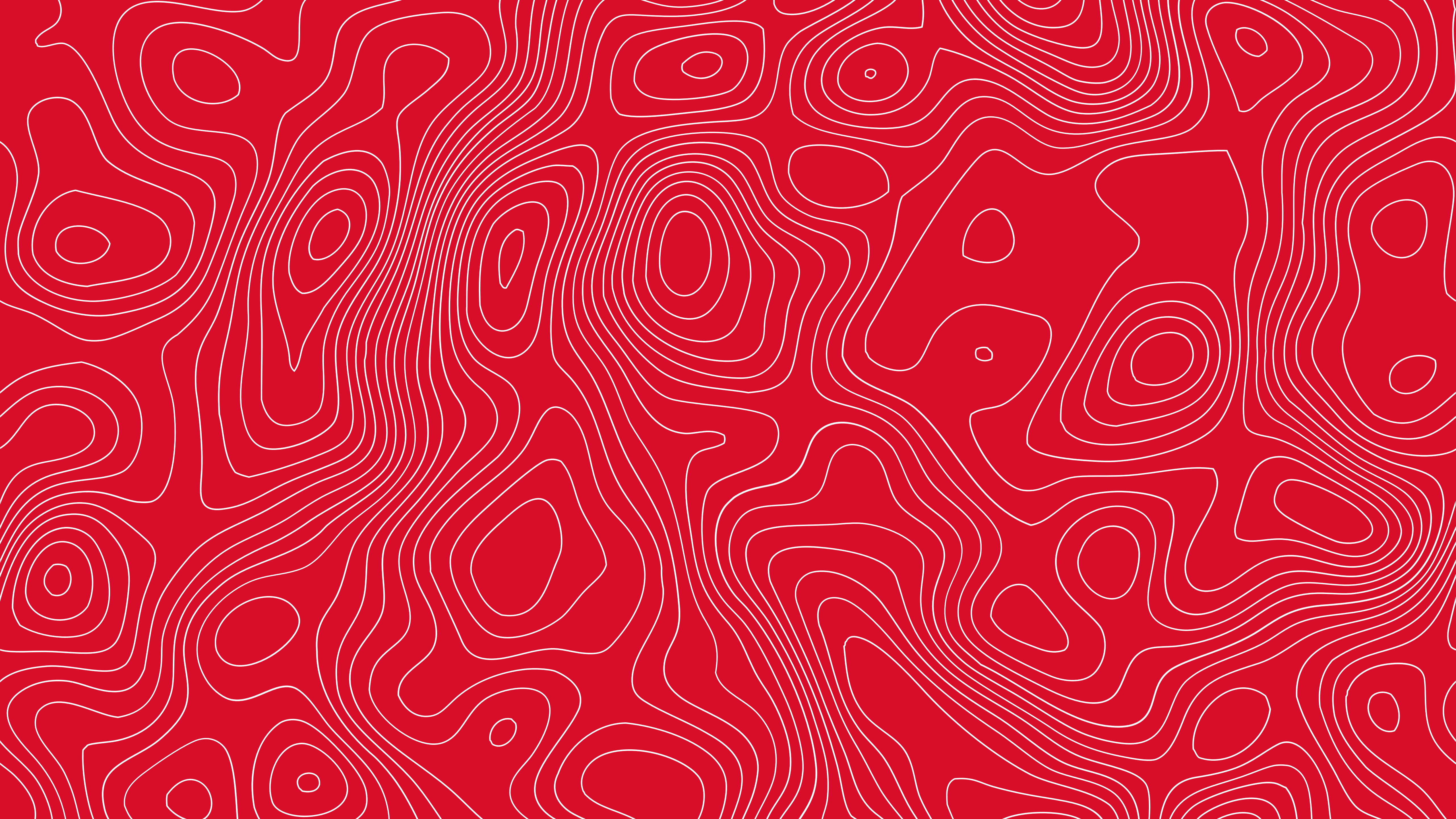
Verwendet in Regular

PATTERNS

00

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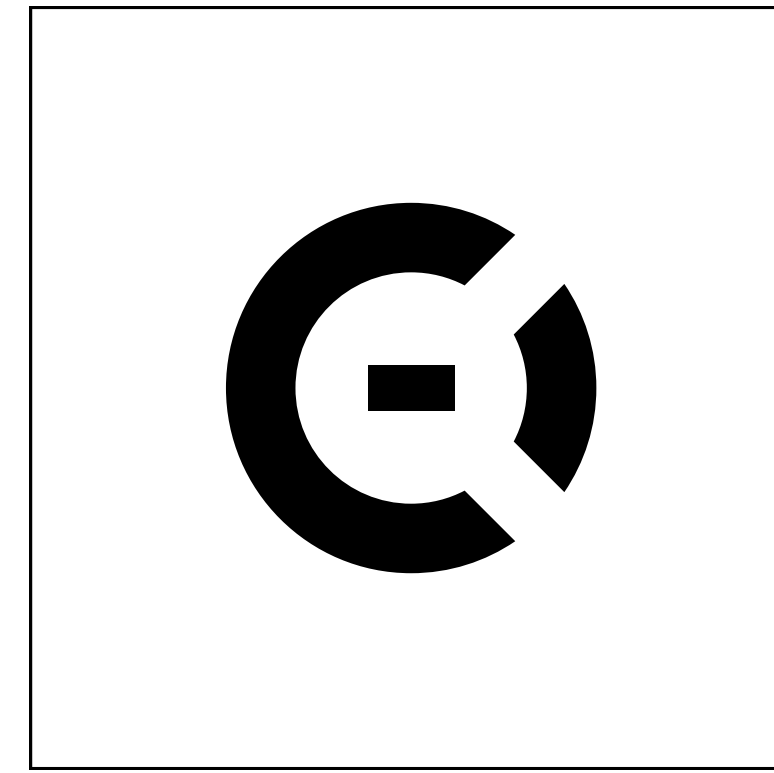
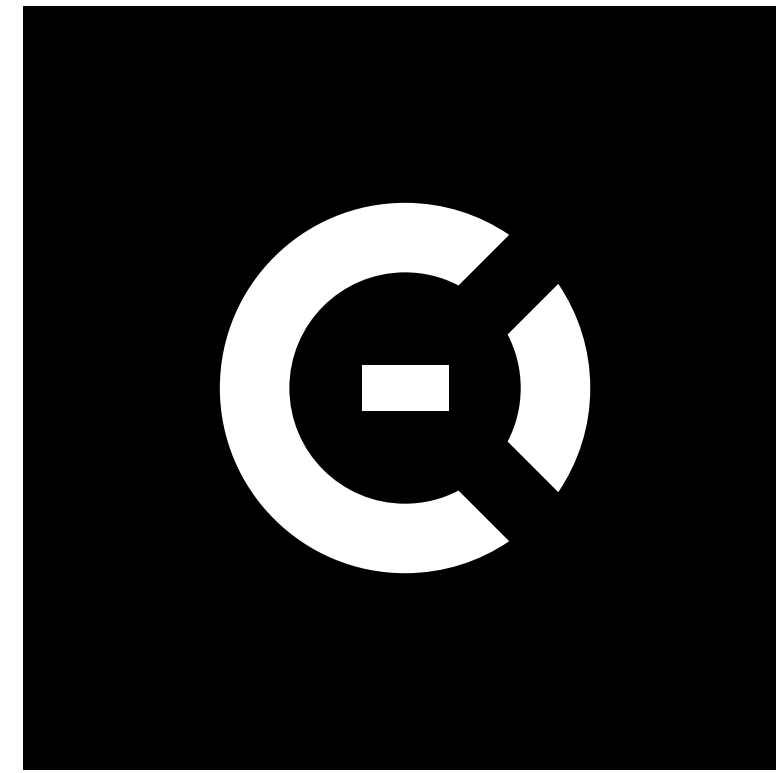
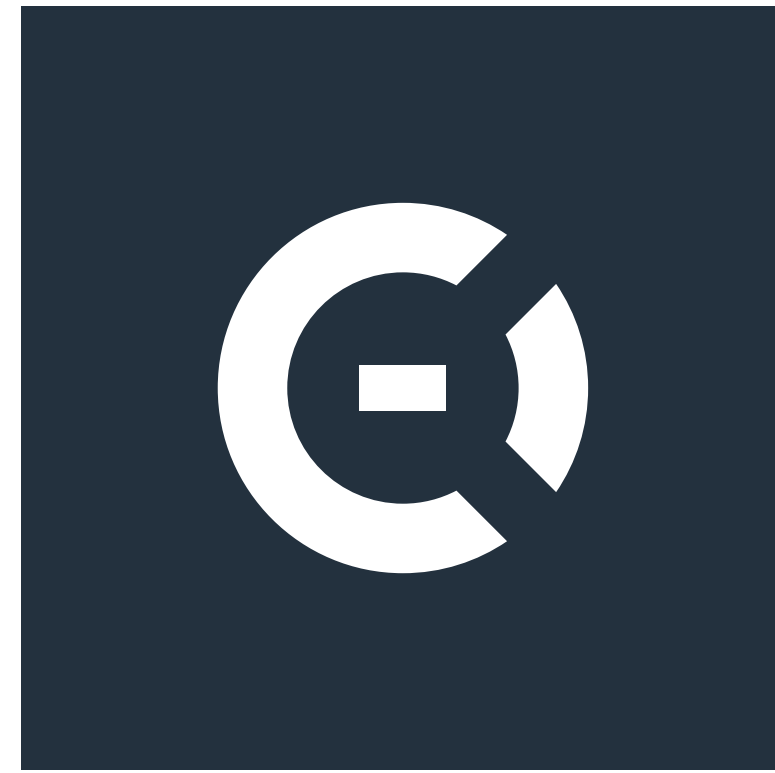




USAGE

07

USAGE



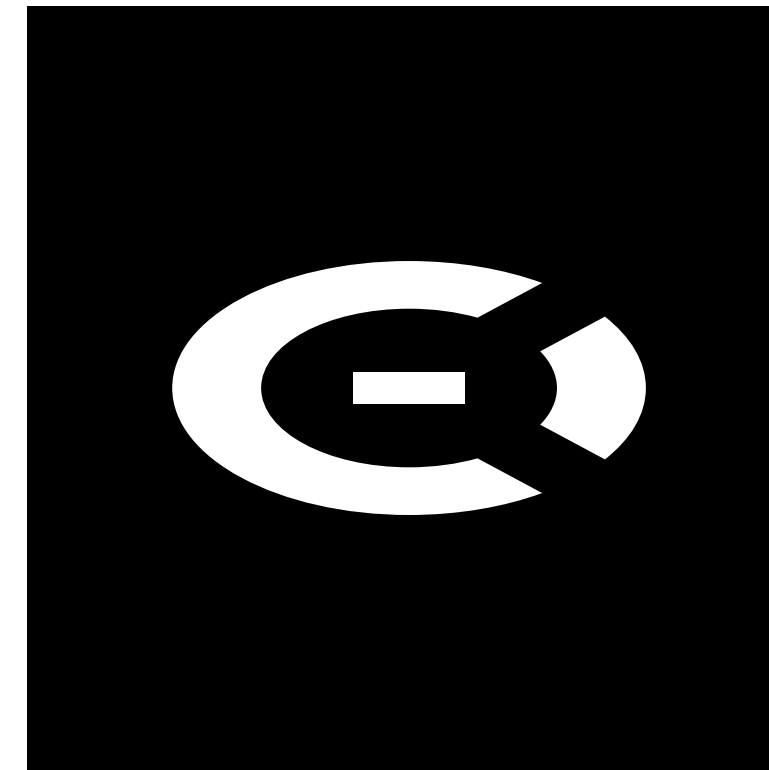
USAGE



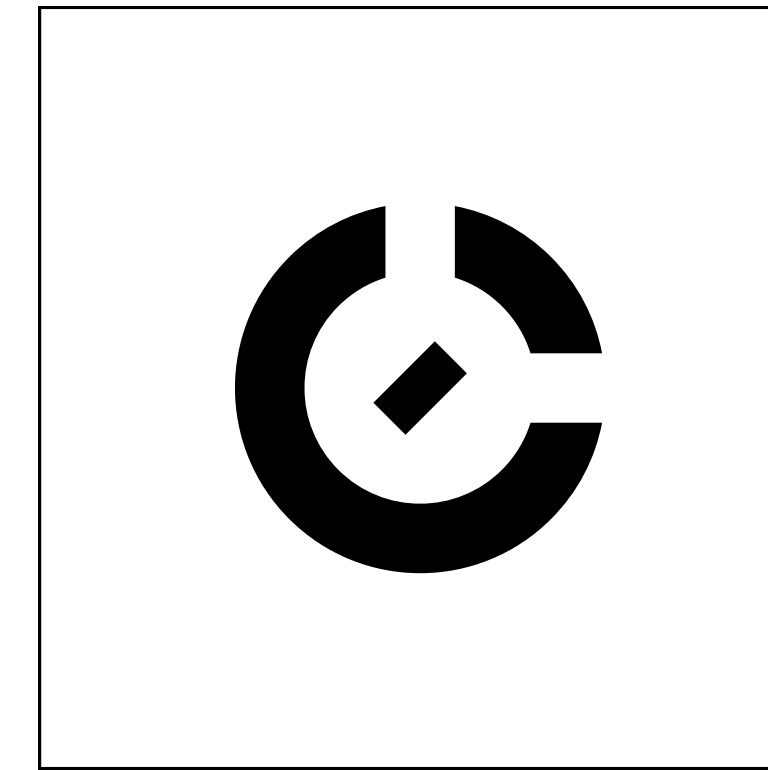
Wrong color use



Wrong color use



Stretching



Rotating

