



ESPORTS WALES

BRAND GUIDELINES



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Introduction

Tone of voice

Logotype

Font

Colours

INTRODUCTION

Esports Wales has built its brand with passion, love and care.

We are therefore more than happy to assist you with using our logo and brand attributes correctly. One of the crucial traits of a successful brand is its consistency. To ensure our brand is consistently depicted across every communication channel, we have put together a short guide that will help determine the right colors, sizes, proper and improper usage of the logomark and its variations.

OUR MISSION

To support competitive gaming from the grassroots to the professional level.

We aim to improve the standard of Welsh esports and increase its level of awareness in Wales.

We aim to provide opportunities for esports talent in Wales to be scouted by professional teams through hosting and sponsoring tournaments nationwide with the focus always on Wales.

Our driving brand slogan is:

“Rep The Dragon”

This mantra underpins what esports wales is about. Representing Wales on the national stage and showing we have got what it takes.



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TONE OF VOICE

As a national body We will be led by our values, embrace our reality, focus on solutions and dream for an ambitious Welsh future.

We will implement the right governance systems and structures with suitably qualified individuals who are reflective of modern society.

We will also embrace banter and friendly discussion but do not engage in controversy.

We aim to be a trustworthy place for information and guidance.



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LOGOTYPE - COLOURED

[DOWNLOAD ESW LOGO PACKAGE](#)

This logo is the primary mark for the Esports Wales brand. The primary logo features flat colors. The red dragon is a symbol of our country and passion of the Welsh people.



Light background



With text

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LOGOTYPE - MONOCHROME

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White version



Black version



With text

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LOGOTYPE - MISUSE

Here are some things you should NEVER do with the Esports Wales logo:



ESPORTS
WALES

Don't change the size of any element



ESPORTS
WALES

Don't rearrange the logo lock-up



Don't use a similar logo colour as the background



ESPORTS
WALES

Don't squash or stretch the logo



ESPORTS
WALES

Don't change the colour or texture



ESPORTS
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Don't use blending styles or strokes

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MAIN FONT

Esports Wales brand uses the sharp, impactful, and confident font for all text. Montserrat font is used in the following weight: Normal or Bold

MONTSERRAT

ABCDEFGHIJKLM

NOQRSTUVWXYZ

abcdefghijklm

nopqrstuvwxyz

1234567890

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MAIN COLOURS

The Esports Wales colour scheme consists of 3 colors:

MIDNIGHT BLACK
#202225

RGB 32, 34, 37

CMYK PMS-C 86, 70, 69, 95

Pantone 419 C

Crimson Red
#C80000

RGB 200, 0, 0

CMYK PMS-C 0, 95, 100, 0

Pantone 485 C

Frozen White
#FFFFFF

RGB 255, 255, 255

CMYK 0, 0, 0, 0

PMS-C

ESPORTSWALES.ORG

OUR SOCIAL MEDIA CHANNELS

