

#160229

(For dark backgrounds text
and graphics)

#f13241

(For highlighted text or graphics)

#ffffff

(Only for adding brightness to certain
areas in the lighter backgrounds)

#efedf4

(For lighter backgrounds, text
and graphics)

Pressio (No. 34 Bold Compressed)

For main text content, titles or areas where a bolder presence of the message is required.

MAIN TITLES

Eurostile (Heavy - Medium)

Use the Heavy family (always uppercase) of the font for the text providing additional information.

ADDITIONAL TEXT

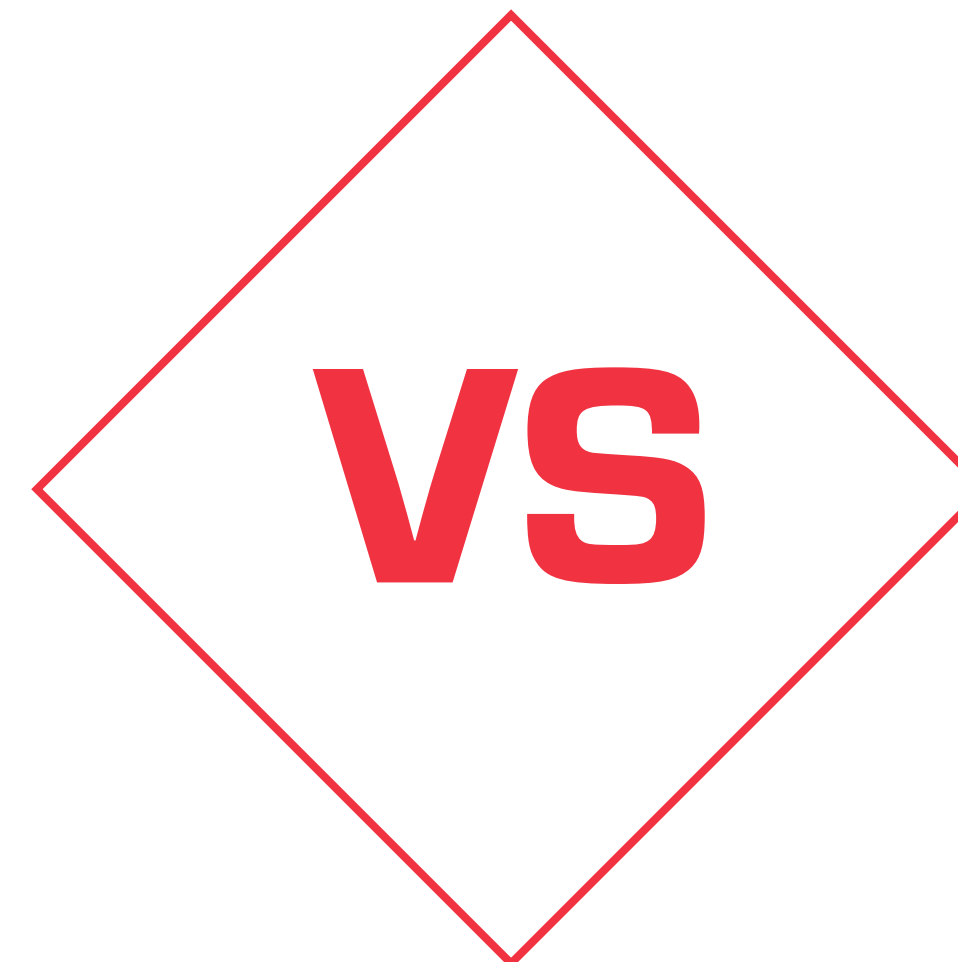
Use the Medium family (lowercase) for longer text content or into paragraphs.

Extensive text content or paragraphs

Shapes and angles

Besides presenting detailed imagery, the GFX material does also showcase a complementary graphic language consisting of geometric outline shapes constructed by exclusively using 0°, 90° and 45° angles.

Use this shapes to support the addition of subtle details into the visual content, like placing texts inside rectangles or using triangles as bulletpoints.





Additional shapes

The idea of using hard edged shapes it's an abstract representation of the distortion and chaos created by a space-time breach.

By using the 0°, 90° and 45° angles you can create endless variations solid shapes for helping to complement backgrounds or try to lead attention to a desired area.

Make sure that these shapes do not drag excessive attention away from the main content/message communicated in the piece and use them only when the overall design lacks a touch of detail or a cleaner appeal is required.

ITB ESPORTS

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