

DESIGN

GUIDELINE

**GET
LOUD
AND
PROUD**

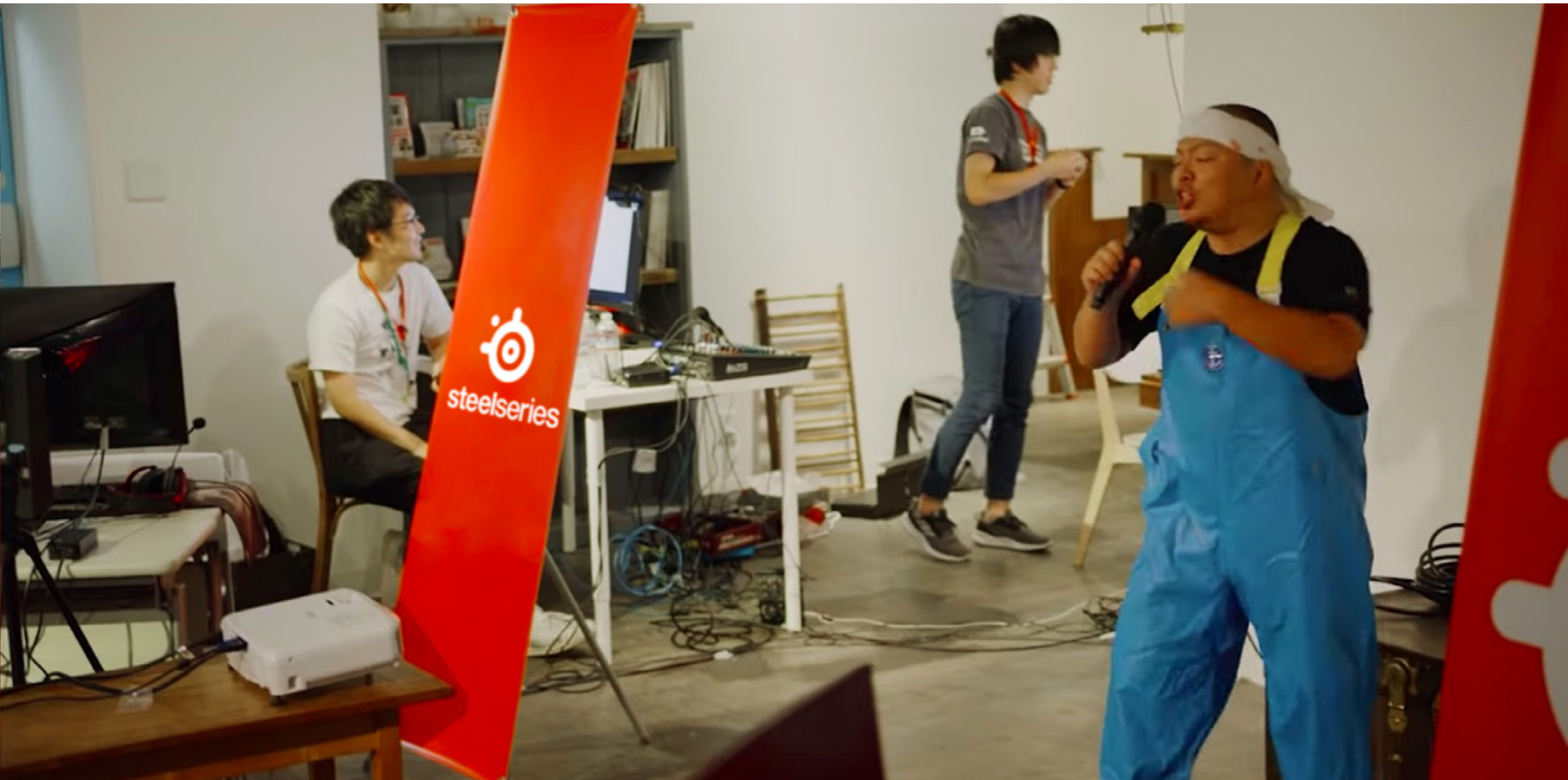
The majority of gamers don't know our brand, or the fact that our products are probably better. Our job is clear cut:

Get noticed.

Tell them why we're special, and; be remembered.

Big orange brand presence;
Awards and esports heritage as proof;
No BS messaging.

LOGO



LOGO

Logomark

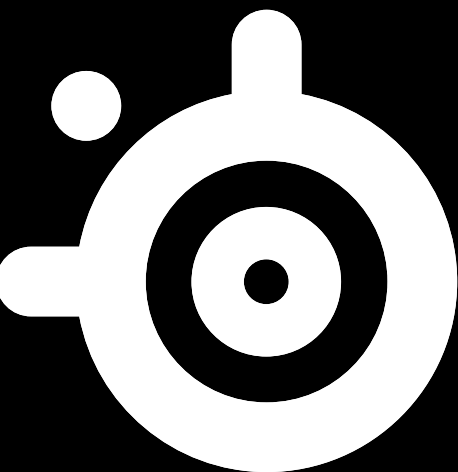
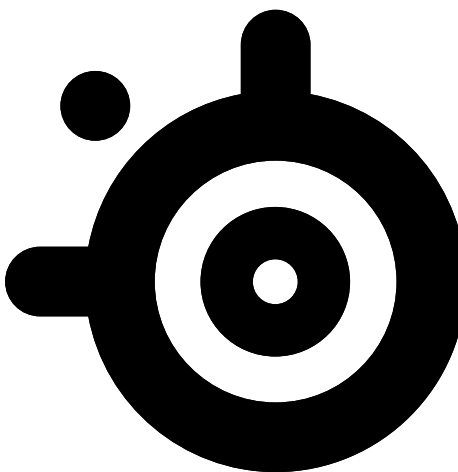
Primary use



Secondary use for vertical layouts



Secondary use when brand name is present else where



Secondary use for specific use like esport jersey



LOGO

Logo and Slogan Lock up

Primary use



Secondary use for vertical layouts

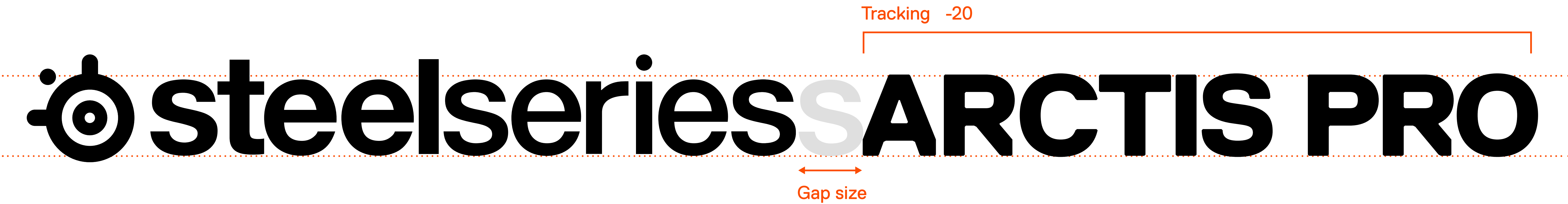


Secondary use when brand name is present else where



Secondary use for specific use like esports jersey





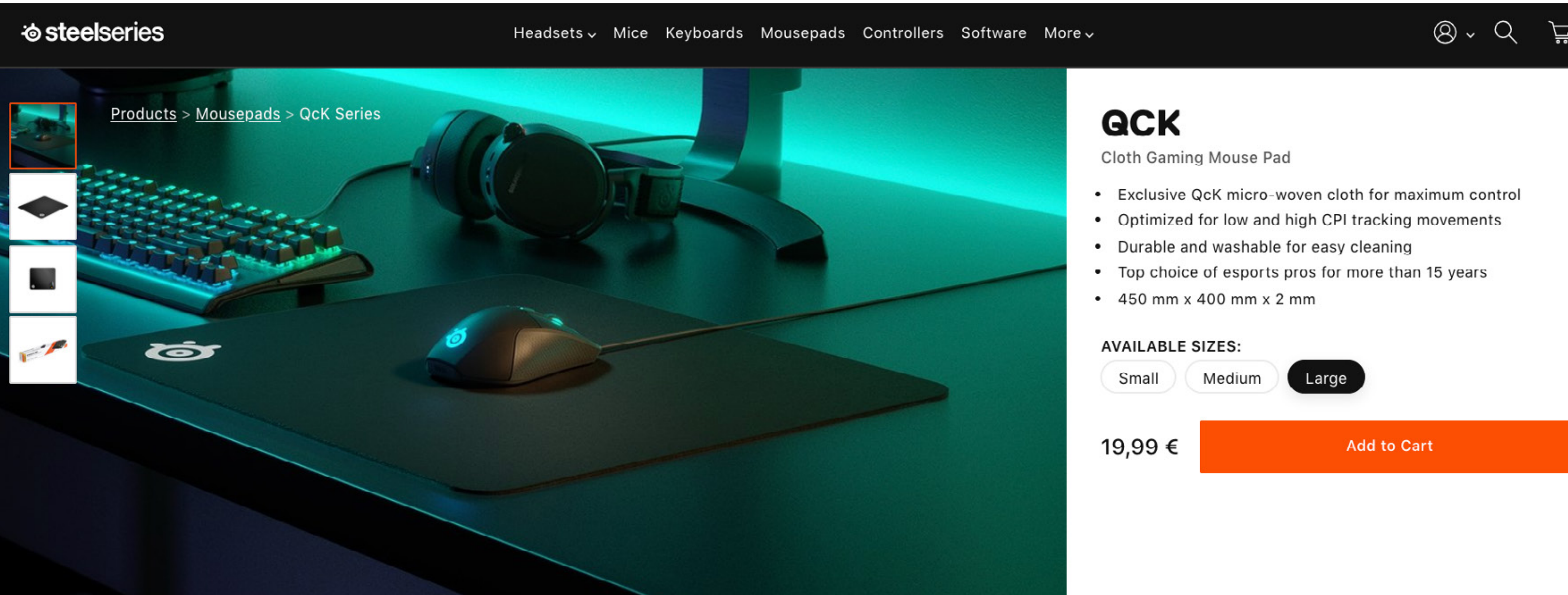
COLORS

COLOURS

External: Big loud orange

Internal: Subtle, let the content shine

2019 Brandbook



Glorious Orange

#FC4C02
C0 M85 Y100 K0
Pantone 1655 C
hsl (18, 98%, 50%)

Pure White

#FFFFFF
C0 M0 Y0 K0
hsl (0, 0%, 100%)

Pure Black

#000000
C0 M0 Y0 K0
Pantone Black 6 C
hsl (0, 0%, 0%)

Subtle Grey

#D1D1D1
C17 M13 Y13 K0
hsl (0, 0%, 82%)



TYPOGRAPHY



Primary use

REPLICA
PRO

HEAVY
BOLD
REGULAR

Alternative for print if
Replica isn't available

HELVETICA
BOLD
REGULAR

Alternative for Display
(F.EX PowerPoint)

ARIAL
BLACK
REGULAR

Alternative for non-English
languages

SOURCE HAN SANS
BOLD
REGULAR

For Korean, Simple Chinese,
Traditional Chinese, Japanese, Russian

Replica Pro Heavy
All Caps
-20% Tracking

FAIRLY SHORT HEADER

Replica Pro Bold

Subheader

Replica Pro Regular

[body text] totatur aliquo laborectorro mi, to quia velit, quamus,ut
quunt volupta quiatem a veliquatatem rest quisimu sdanistio. Rit
mos velendiandi audit volut volut laut aditam sam Acero tem exerro
officidebis resequis

Replica Pro Heavy
All Caps
-20% Tracking

LONG AND POSSIBLE TWO LINES HEADER

Replica Pro Regular

[body text] Aciae nostio. Quis eum facesec ulparios enitae velitatus ma sinihic ipideli cilitat ureptios
aut et ommolorryum aute qui to el imusda porro omnimi, sectum hicatatem eum quoditio cone vente
vollaboriae. Aqui con ratur, sus simus vel int?

Letter “l” from Replica Pro Heavy
to get the width of the underline



Y A A A S



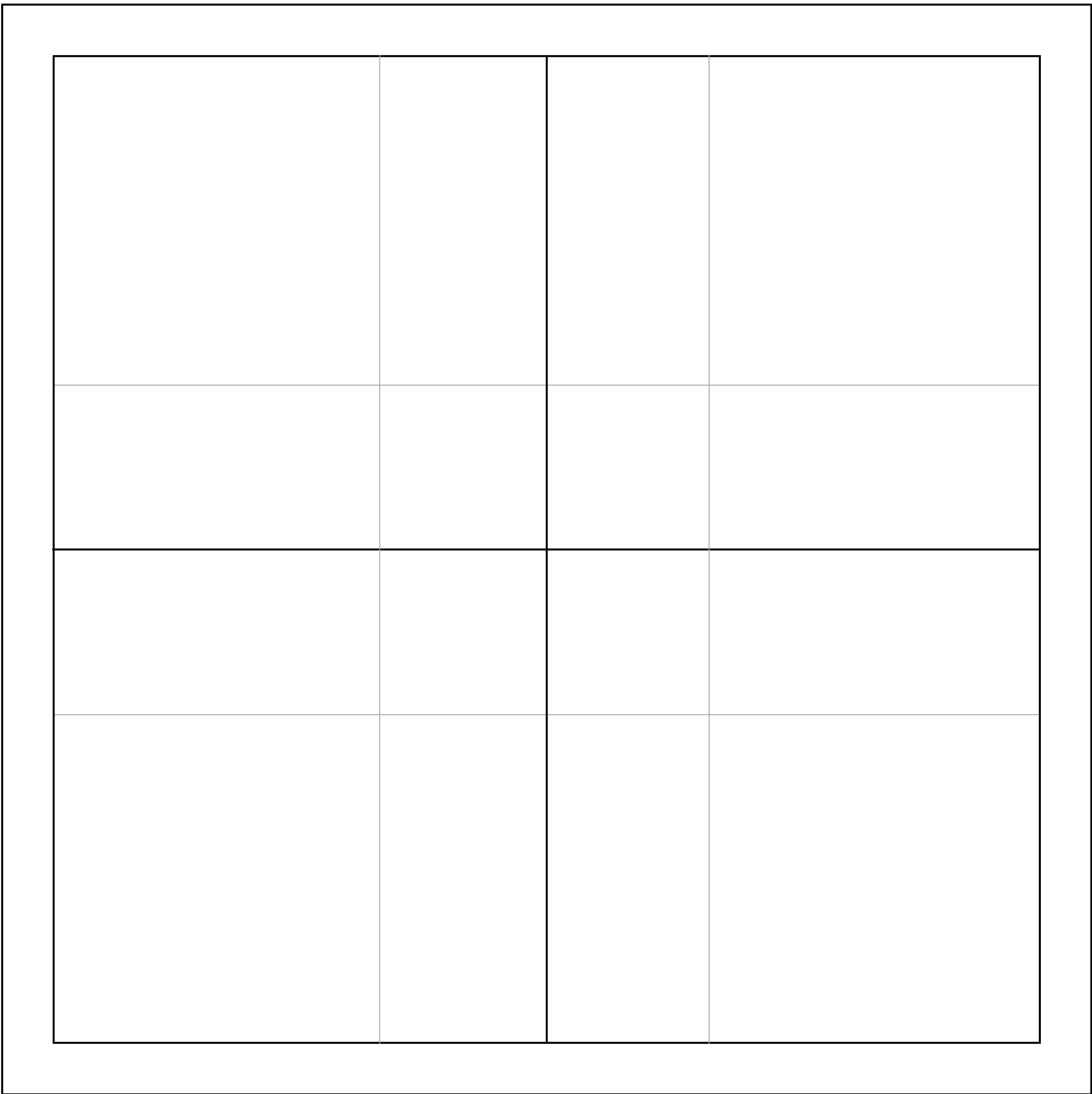
H I G H L I G H T



Replica Pro Heavy
-20% Tracking

LAYOUTS

Tri-fold and Double fold.



Layout Example



Advert Key Elements

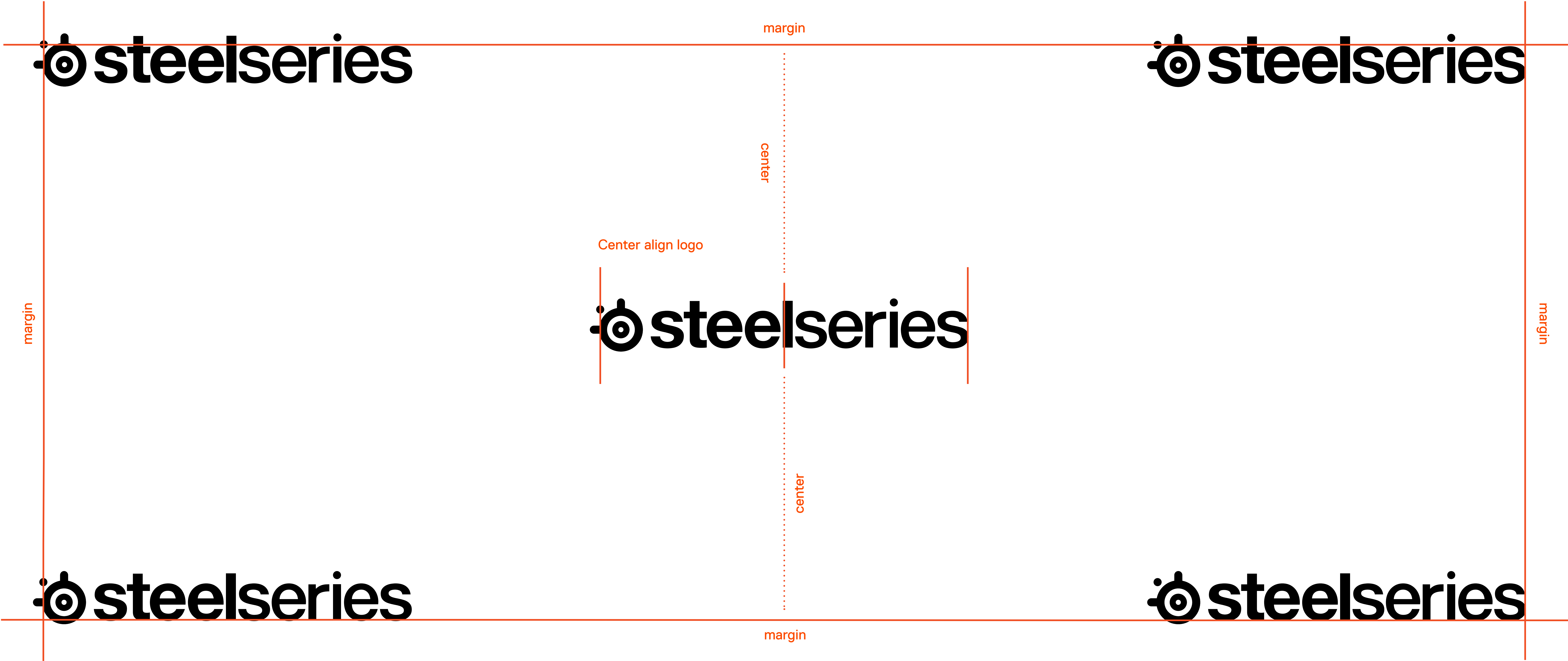
- 1. Brand presence
- 2. Product name
- 3. Attention grabbing messaging
- 4. Call to Action
- 5. Intriguing product visual

Top alignment

Align margin with the center of the dot in logo mark

Bottom alignment

Align margin with the center of the dot in logo mark. Align baseline for bottom placements



Product name is included when a product isn't specified in composition

BEST HIGH END GAMING HEADSET

ARCTIS PRO + GAMEDAC



Use when there's a specific product in composition

BEST HIGH END GAMING HEADSET



Use when there's a specific product in narrow composition

BEST HIGH END GAMING HEADSET 

BEST HIGH END GAMING HEADSET



BEST HIGH END
GAMING HEADSET

ARCTIS PRO + GAMEDAC

IGN[®]

BEST HIGH END
GAMING HEADSET

ARCTIS PRO + GAMEDAC

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FOR GLORY

