



| T1 BRAND GUIDELINES |

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1. Logos & Corporate Identity



LOGOS & CORPORATE IDENTITY

Primary

T1 Primary - This logo is the main imagery used across our branding and partnerships. The primary color is red but can be used in alternate T1 branded colors depending on the background or usage.



LOGOS & CORPORATE IDENTITY

Champion

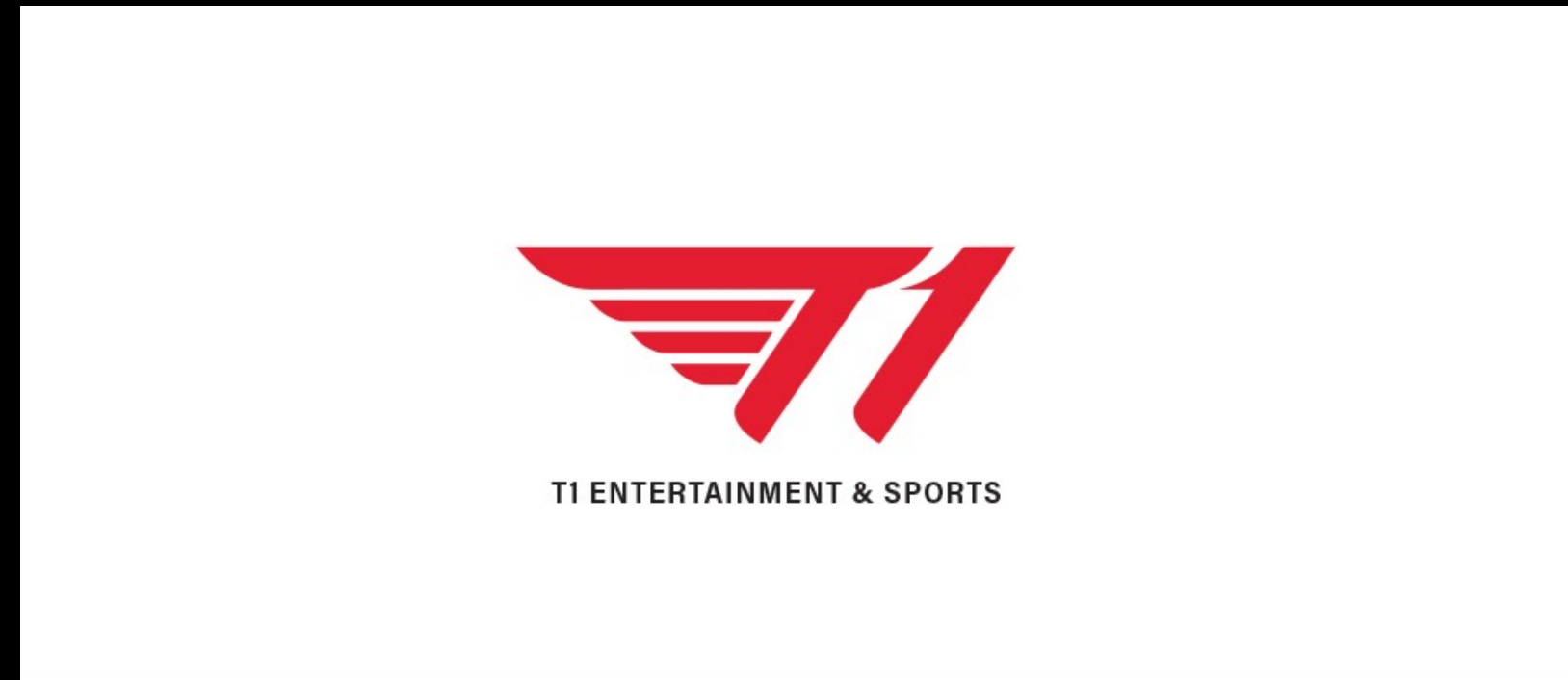
T1 Champion - This logo is for only for teams who have won championships and is only used in specific graphics depicting such. The stars change depending on the number of championships won. Gold is its primary color.



LOGOS & CORPORATE IDENTITY

Corporate

T1 Corporate - This logo is for corporate purposes such as formal documents, contracts, and letterheads. Only when the logo is red does the sub-header change white or black.



Restrictions

The graphic indicates examples of ways that the T1 logo should not be utilized on formal assets that are representative of the brand and brand imagery.



DO NOT RECOLOR THE LOGO IN ANY NON-APPROVED COLORWAY



DO NOT DISTORT THE LOGO IN ANY WAY



DO NOT ALTER THE ANGLE OF THE LOGO ON ANY OFFICIAL REPRESENTATION OF IT



DO NOT ADD A STROKE TO THE LOGO IN ANY COLOR



DO NOT USE ANY TEXT IN FRONT OF THE LOGO



DO NOT USE LOGO ON UNAPPROVED BACKGROUND COLORS



DO NOT CHANGE SECTIONS OF THE LOGO TO DIFFERENT COLORS



DO NOT ALTER THE SPACING OF ANY PART OF THE LOGO



2. Color Palette



Color Palette

Our brand colors consist of red, black, white, & gold.

- Red is our primary color.
- Black & white can be used in most cases.
- Gold is very rare and should primarily be used to represent championship graphics.

HEX: FFFFFF
RGB: R:255 G:255 B:255
CYMK: C:0 M:0 Y:0 K:0
PANTONE: WHITE

HEX: 000000
RGB: R:0 G:0 B:0
CYMK: C:0 M:0 Y:0 K:100
PANTONE: BLACK

HEX: E2012D
RGB: R:226 G:1 B:46
CYMK: C:5 M:100 Y:95 K:1
PANTONE: RED

HEX: CAAA77
RGB: R:202 G:170 B:119
CYMK: C:8 M:23 Y:52 K:15
PANTONE: GOLD



3. Typography



TYPOGRAPHY

The Acumin Pro font family can be used interchangeably a variety of ways for T1 produced graphics depending on the visual aesthetic trying to be achieved.

Partners do not need to abide by our chosen font family and can use ones that suit their own branding.

Adobe Font Family:
Acumin Pro
Acumin Pro ExtraCondensed
Acumin Pro SemiCondensed
Acumin Pro Wide

SAMPLE USAGE

Acumin Pro Wide - Ultra Black

Acumin Pro Wide - Bold Italic

Acumin Pro ExtraCondensed - Black

Acumin Pro ExtraCondensed - SemiBold Italic

Acumin Pro ExtraCondensed - Black Italic

Acumin Pro ExtraCondensed - Bold Italic

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| THANK YOU |