



# **GAMBIT BRAND IDENTITY GUIDELINES**

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## WORKING WITH BACKGROUNDS

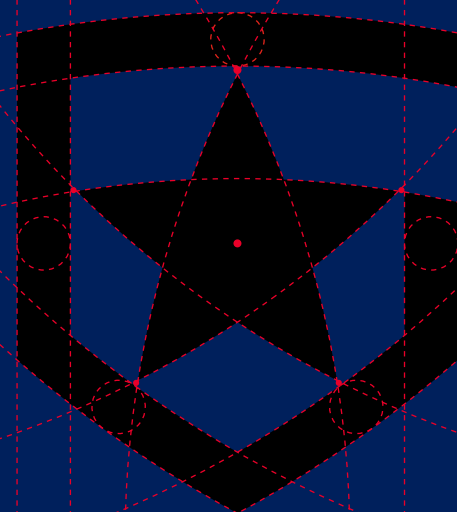
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# LOGO GUIDE



## FORMATION

Logo was drawn in a geometric manner. It complies to strict rules, has multiple form rhymes and clear conjugations.



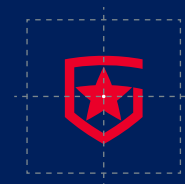
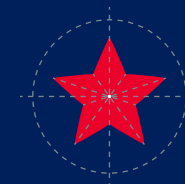
## PRIMARY EMBLEM

Logo can easily fit into primary internet frames: circle and rectangle.

Due to its unique formation, the star has an unusual shape and can be used even separately.

When aligning you should match the star's optic centre with the frame's center.

It is important to use this rule for avatar's on social media pages.



## LETTERING

Logo's primary outline dictates formation of smaller types of lettering.



ГМБ

ГАМБИТ

GAMBIT

GMB



## FIRM BLOCK

Combination of a primary emblem and lettering forms a firm block. Usage of firm block aid in associating new identity elements. It makes it easier for the audience to adjust to changes.



## FIRM BLOCK

Horizontal firm block is provided for horizontal placement.

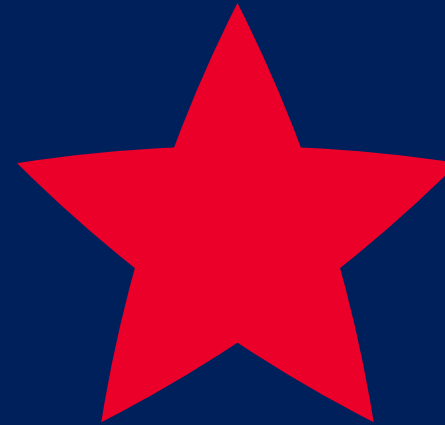




## STAR

Star can serve as an alternative to an elementary emblem, since this symbol is not yet occupied in the esports scene. In suitable situations logo can be used also in large sizes.

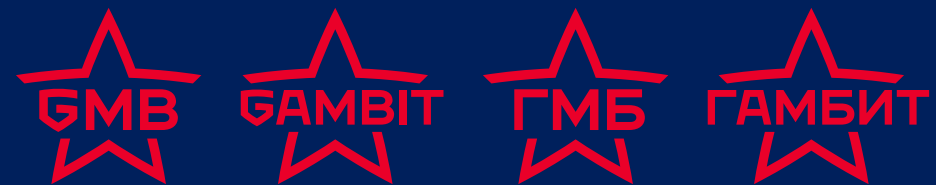
Example of such usage: team member and logo on the chest create a direct association with Gambit.



## SUB-LOGOS

Combination of three independent elements: star, liter G and shield, as well as letterings promotes generation of subelements.

GOGO! inscription have been made in the style of CS:GO and remind of quadra kill depiction.



## SCALING

Modern tendencies require the logo to be used in different formats without a loss of quality.

Primary version of the logo is used by default and alternative when required.

main



> h 60 px

alternate



> h 20 px



< h 10 px



## SAFE ZONE

Minimal margin to place any object near the logo is equal to half of the star's height, preferable margin – star's full height.

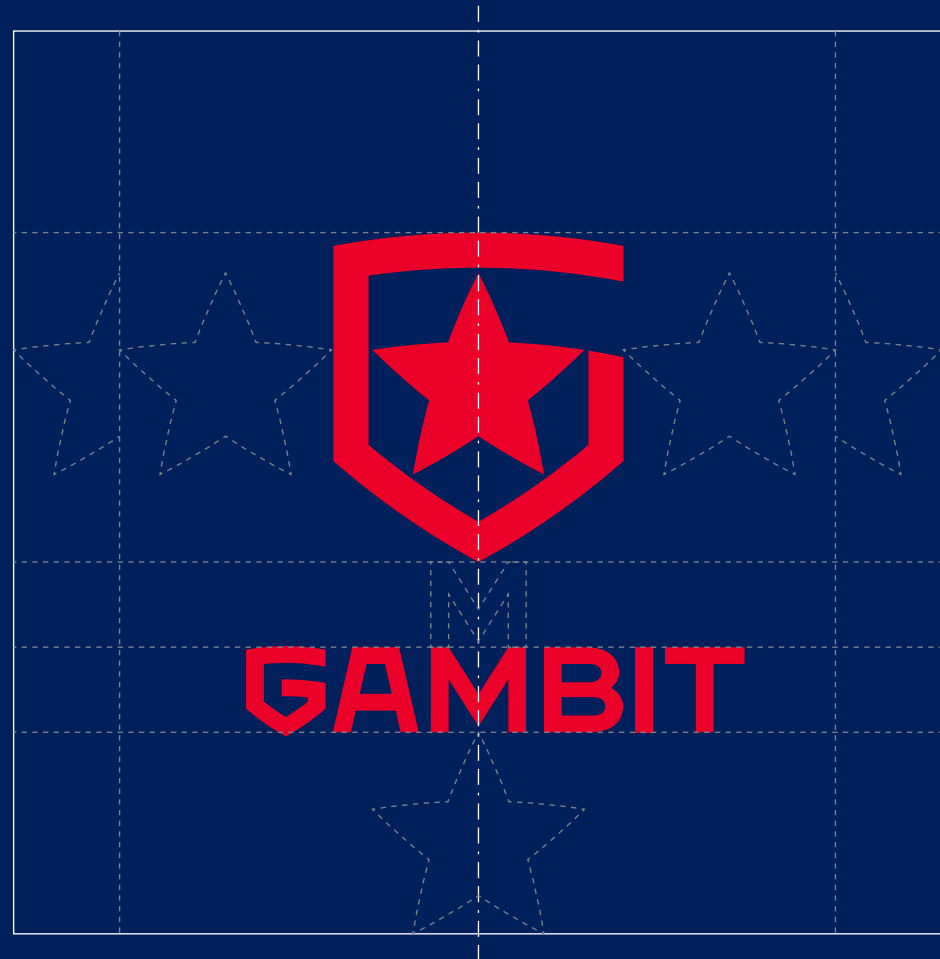
When a safe zone is ignored the logo's recognition is diminished. Emblem becomes difficult to perceive.



## SAFE ZONE

Firm block has different proportions: the size of vertical and horizontal margins from the firm block elements equals the star's full height and width.

It is forbidden to align lettering separately.



## SAFE ZONE

Minimal margin from sign – width of the vertical line. Recommended margin – its width times two.

Liter M is used for lettering's proportion.



## SAFE ZONE

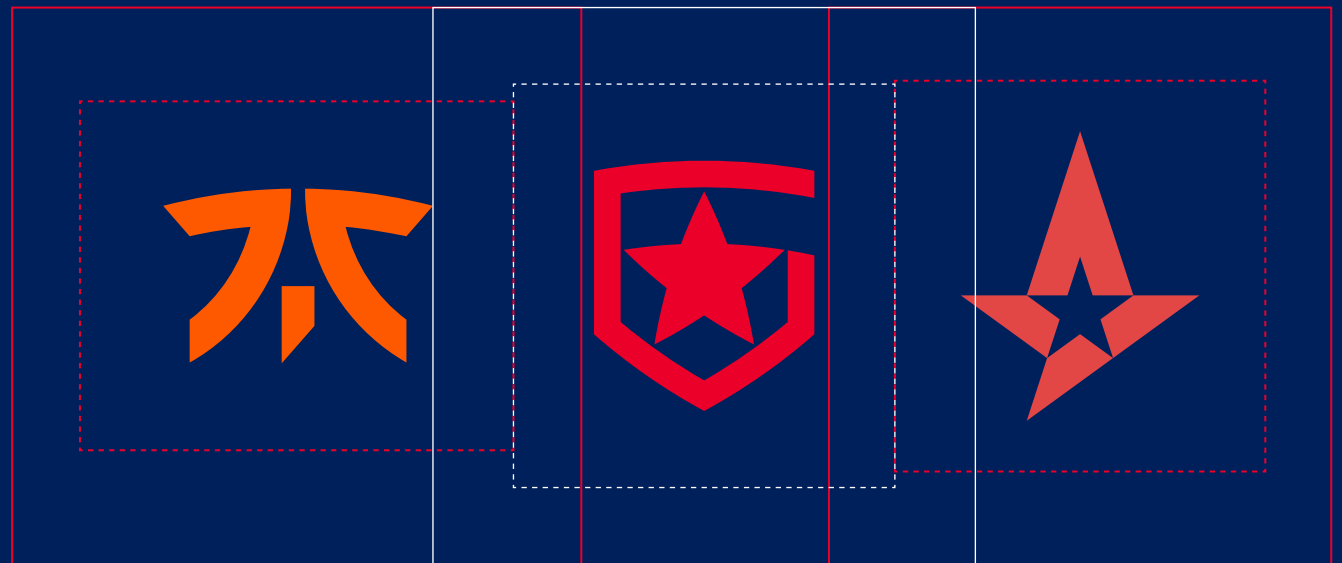
Safe zone for vertical firm block uses the same proportions as the vertical block. The star is used as a margin.



## CO-BRANDING

When placing active objects next to the safe zone – logos in line or in column – it is necessary to add up the emblem's safe zone to the safe zone of an adjacent logo.

If you have to save space, it is allowed for safe zones to penetrate each other.





# **BRAND IDENTITY ELEMENTS**



## PRIMARY COLORS

Color palette was chosen with input colors in mind, but became more balanced.

New colors work well on black and white backgrounds as well as together.



C	0	R	228
M	100	G	0
Y	89	B	43
K	0		

#E4002B



C	100	R	0
M	78	G	32
Y	0	B	91
K	57		

#00205B

## EVENT COLORS

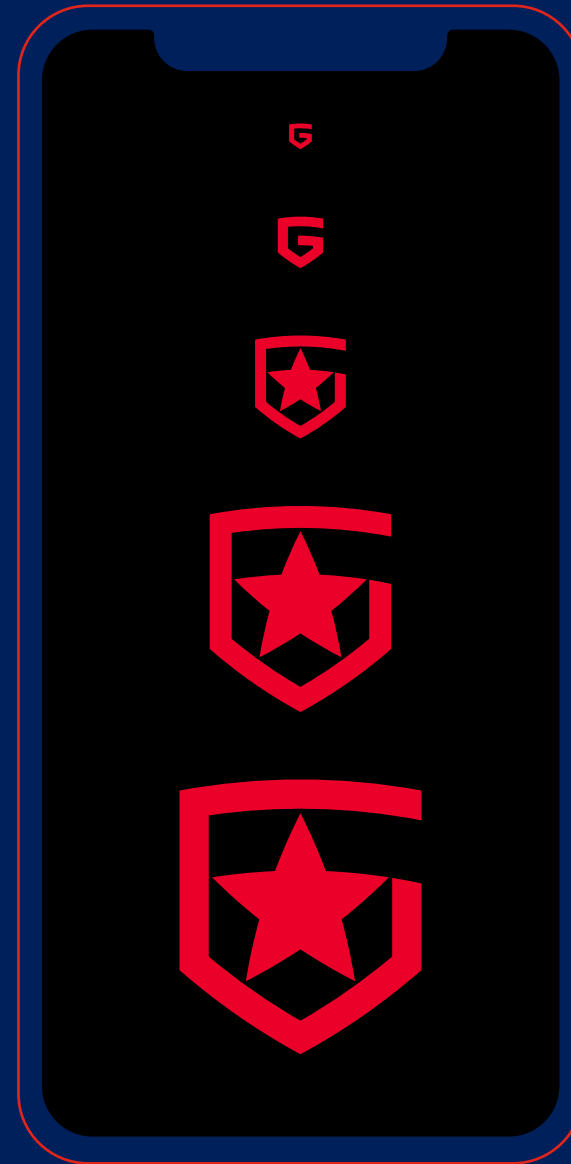
Additional colors were chosen for special occasions, celebrations and events: New Year, February 23rd, March 8th, May 9th.

However, you must make sure not use this approach frequently, so that it doesn't interfere with the organization's primary colors.

Color examples demonstrate an approach instead of a finished product.

## FAVICON

The simplest G favicon is used for microformats, such as 16 x 16 and 32 x 32, primary emblem should be used for 64 x 64 and larger resolutions.



## UNACCEPTABLE USAGE

Don't allow for logo modifications that will hurt its perception and will disrupt wholeness of identity.



adding  
outer strokes



changing to  
random colors \*



applying  
color inversion



naturalizing  
logo



applying  
transparency



applying  
effects



rotating



changing form  
or proportions



adding  
dimension



adding other  
elements



**GAMBIT**

recoloring  
separately



changing  
elements



using the star  
instead of letters



using thorough  
plaque



**GAMBIT**

changing  
font

\* Apart from event colors. However, you must make sure not to use them frequently so that they don't interfere with the organization's primary colors.

## FIRM FONT

It's recommended to use geometrical grotesque Circe from Paratype studio.

This line includes six different types of littering from thin to extra bold. The font looks well with small and large font sizes.

## TEXT H1

**CIRCE EXTRABOLD  
ALL CAPS TRACKING 0  
LEADING 1.0**

Text Circe H2 (H1 × 0.62)  
Tracking 0 Leading 1.25

Text Circe Regular H2 × 0.62 Tracking 0 Leading 1.5  
Dear fans, you have been with us for the past seven year. Together we've grown, changed, tried something new and achieved success. Today we will not only celebrate our seventh Birthday, but also the changes that happened to us, you and the whole world over the past seven year. Share your images and don't forget to use hashtag – in the afternoon will select and award the best entries!  
Let #Gambit7 begin

## FIRM PLAQUE

A special plaque can be used to attract attention and to highlight a headline.

However, it should not be used for massive text blocks.

**ЙОУ!** 16 pt

**ШОК КОНТЕНТ!** 32 pt

**LETW1K3** 72 pt

Diagram illustrating the correct use of a firm plaque. The text "LETW1K3" is displayed in a large, bold, sans-serif font. The plaque is defined by a red background and a white border. The height of the plaque is defined by the height of the font's vertical line, with a 2X margin on the top and bottom. The length of the plaque is defined by the width of the text, with a 2X margin on the left and right. The text is centered within the plaque.

Plaque's height and length are defined by the height of the font's vertical line. When necessary, it is acceptable to use 2X - 3X margin.

It is not acceptable to use a plaque that takes into account letters' lower hanging elements as well as lower case text.

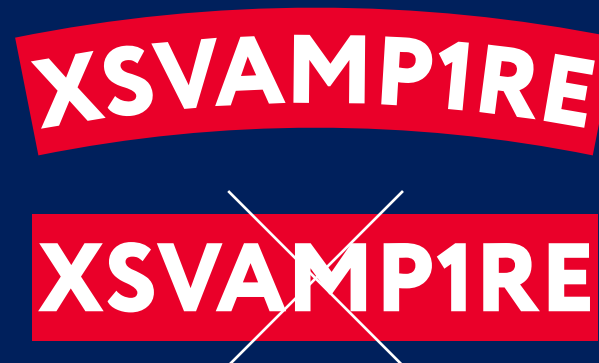


## NICKNAME ON UNIFORM

Straight plaques for nickname on players' uniforms should not be used.

In this case the nickname is placed on a special plaque that mimics the shield's upper part.

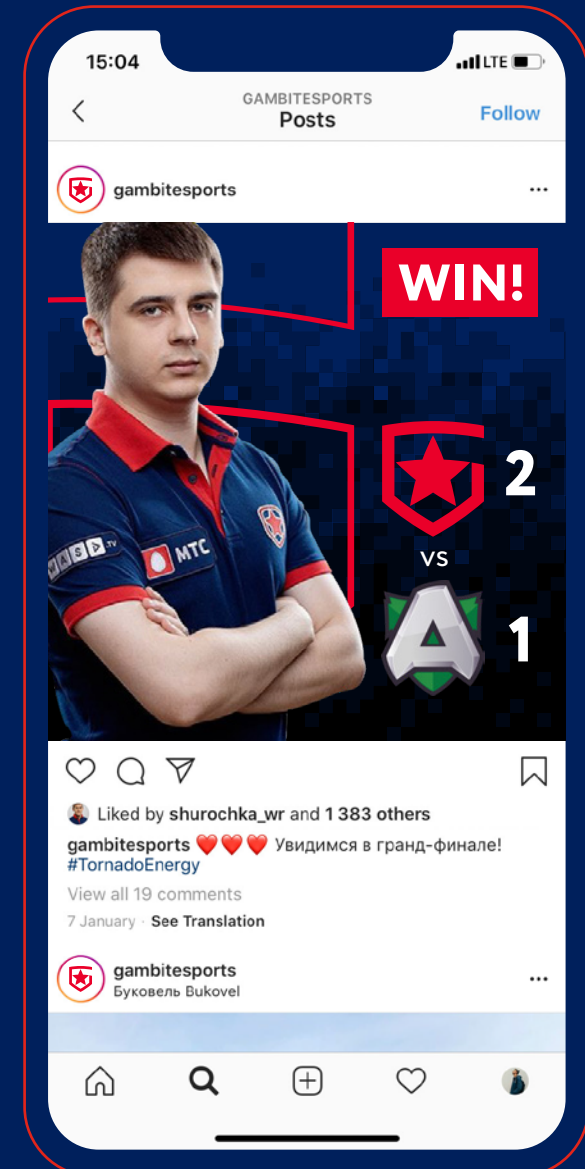
This special plaque also adheres to the rules of usage of an ordinary plaque.





## SOCIAL MEDIA TEMPLATE EXAMPLES

Proper combination of identity elements described in this guide allows to create impressive SMM templates.



## SOCIAL MEDIA TEMPLATE EXAMPLES

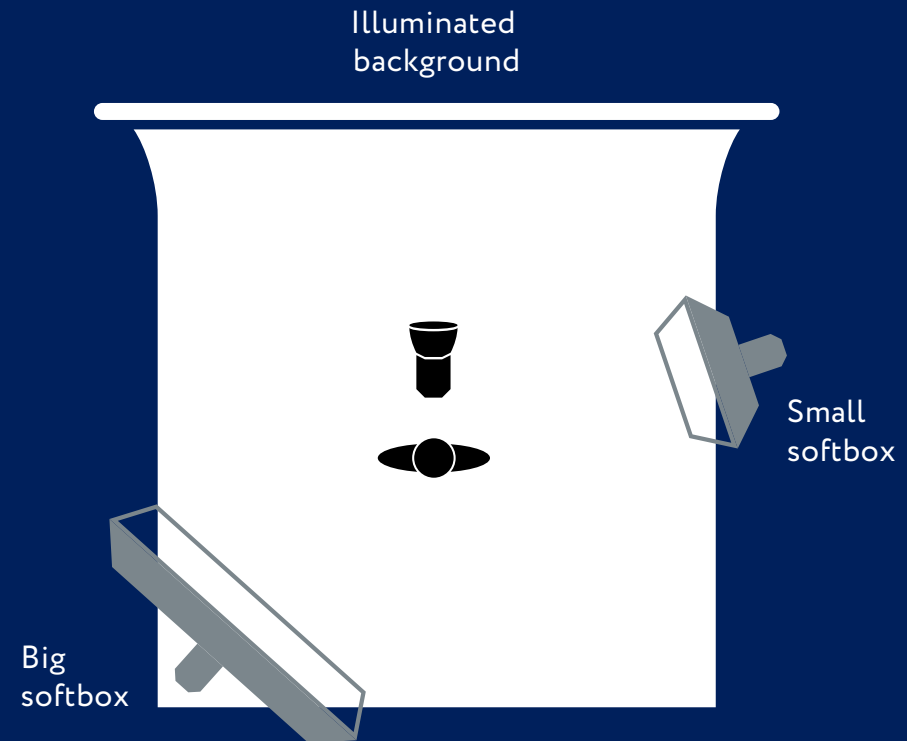
Thanks to its recognizable form, the shield works well independently and can be used as a frame.



## PLAYERS' PHOTOSHOOTS

Upper frontal scheme, with weak back light and soft painting light. Background is illuminated with a tool placed behind the model.

Pose: it is not allowed for hands to be cropped or be placed below the waist.



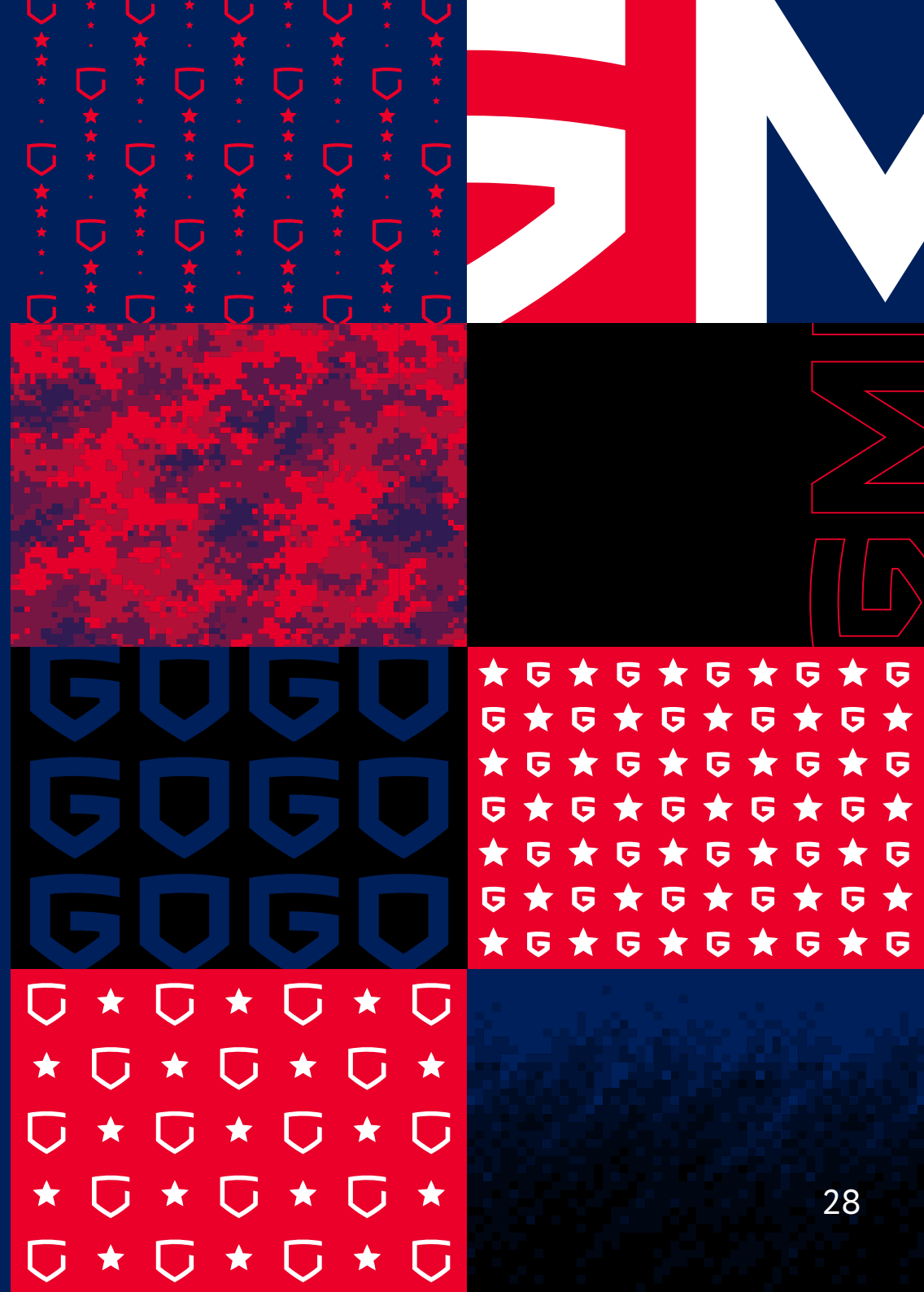
sRGB area. Chroma Key or dark blue background. Portrait lens. Diaphragm set at  $f/8$ .



## FIRM PATTERNS

A series of unique backgrounds and active patterns, based on basic identity elements, were developed for the team. Patterns broaden the brand's visual range and allow to produce a wide array of merch, can be used in motion graphics, in social media, in packing and other areas.

A special guide was developed for proper use of patterns.



## PATTERN COMBINATION (FLAGS)

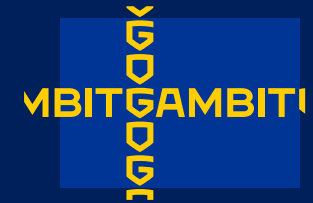
Combination of firm patterns lets you present the player's home country in a creative manner or cover themed events.



China



Singapore



Sweden



Canada



Germany



USA



Russia

# **WORKING WITH BACKGROUNDS**



## STANDARD BACKGROUNDS

Logo works well with backgrounds of primary colors and has two variants: red and white.

It is allowed to use event colors (page 19). However, you must make sure not to use them frequently so that they don't interfere with the organization's primary colors.



## COMPLEX BACKGROUNDS

Logo of an esports organization is frequently distributed on various platforms, but only few licensees understand how to use a logo properly.

As a result, an emblem loses its integrity and stops being recognizable.

This guide includes special versions to be placed on complex backgrounds.



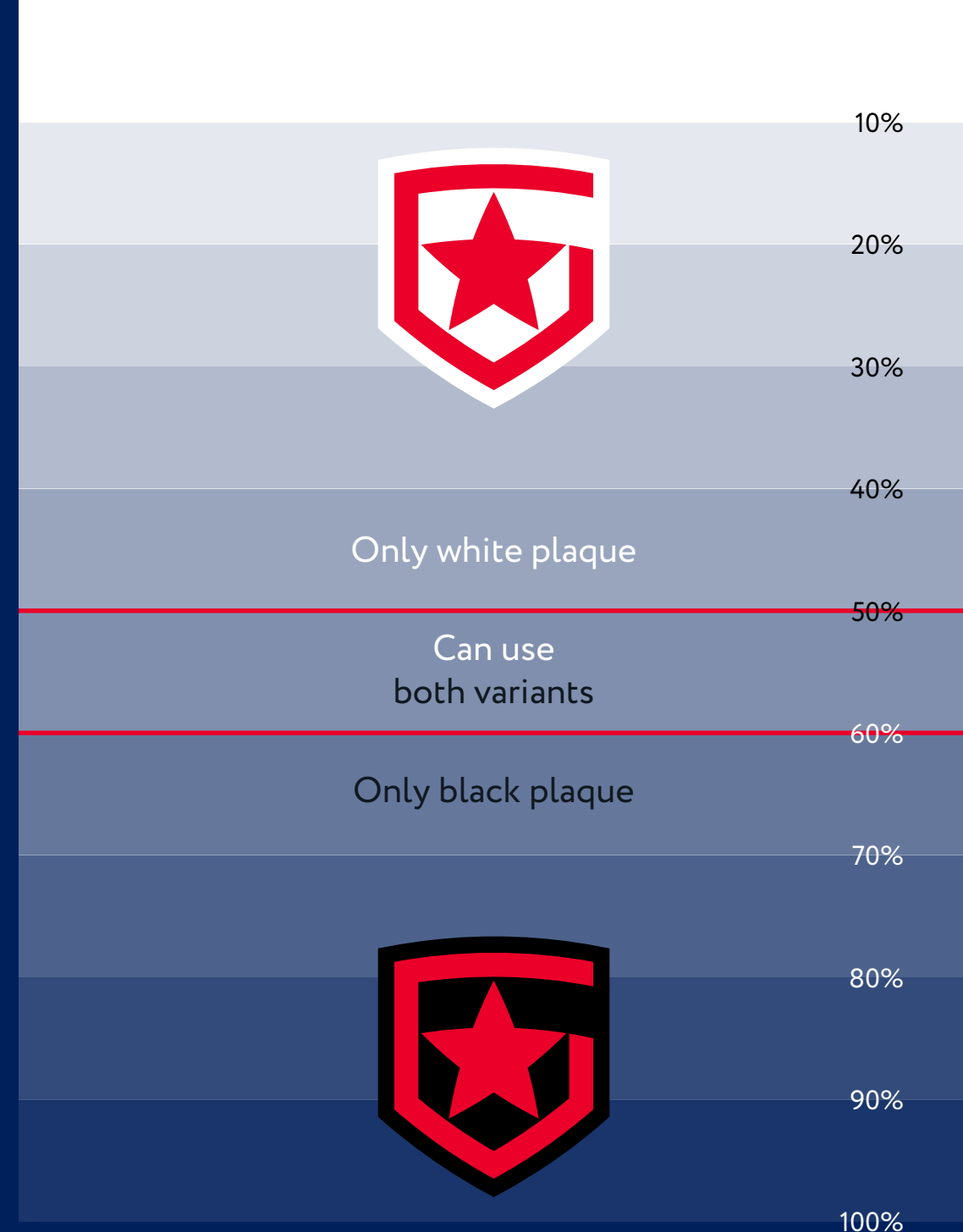


## USAGE ON BACKGROUNDS

Version of a logo with a defense function can be used without background restrictions and look good at the same time.

You have to choose a variant depending on the brightness of a background.

This option is ideal for third parties, however in Gambit you should avoid its usage in favor of a 'clean' version.



## EXAMPLES OF USAGE

Background plaque aids in hiding noise and artifacts. Logo remains recognizable even after distortion caused by 3D modeling.

When applied to dark skins, the logo looks like its regular version. Moreover, black plaque hides unnecessary contrasty elements that would otherwise engage in a conflict with an emblem.

Mockups demonstrate the approach and not the finished product.



## EXAMPLES OF USAGE

Every skin has a certain number of black elements – barrel, optics, trigger, stock, magazine, – even if you use ‘Factory new’ quality skins. It allows for a logo on a black plaque to look organically on every model.

Logo on a plaque can be even used on colorful skins.

Mockups demonstrate the approach and not the finished product.





## HOLOGRAMS

You should avoid applying effects to the plaque, when creating the most valuable holographic stickers, since it devalues its purpose.



