

SAUDI ESPORTS

Brand Guideline

C O R P O R A T E

Ver. 3.0
April, 2021



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Welcome to our expression It all starts here.

Use this guide as an inspiration
tool of how the Saudi E-Sports brand
came to life.



The Story

of this Federation started long before its inception. The details of our lives in the Kingdom are hardly devoid of electronic and intellectual games that brought us together with our loved ones and immortalized an essential chapter of our collective memory obsessed with communicating, playing and challenging.

2. Key Assets



02.1 | Logo Type

Main EN Version

This is the main English version of our logo, using a gradient colors from purple to light teal on white background.

Whenever possible, we will prioritize the use of this version with corporate communications.

This is the In-Action English version of our logo, using gradient colors from pink to light teal on white background.

Whenever possible, we will prioritize the use of this version with customers.

Corporate Logo



In-Action Logo



02.1 | Logo Type

Main AR Version

This is the main Arabic version of our logo, using a gradient colors from purple to light teal on white background.

Whenever possible, we will prioritize the use of this version with corporate communications.

This is the In-Action Arabic version of our logo, using gradient colors from pink to light teal on white background.

Whenever possible, we will prioritize the use of this version with customers.

Corporate Logo



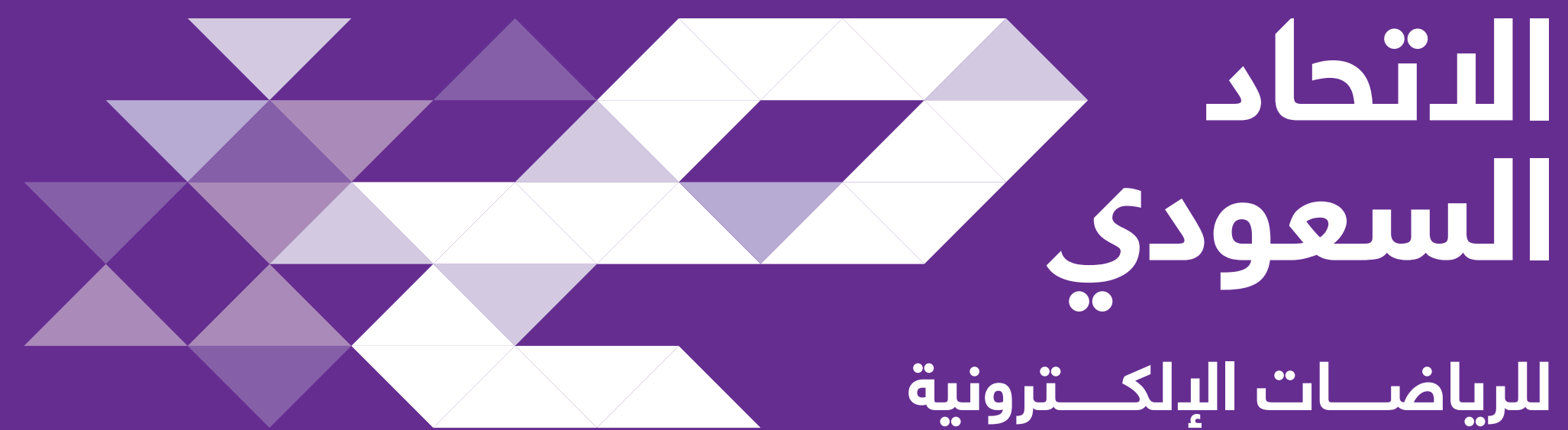
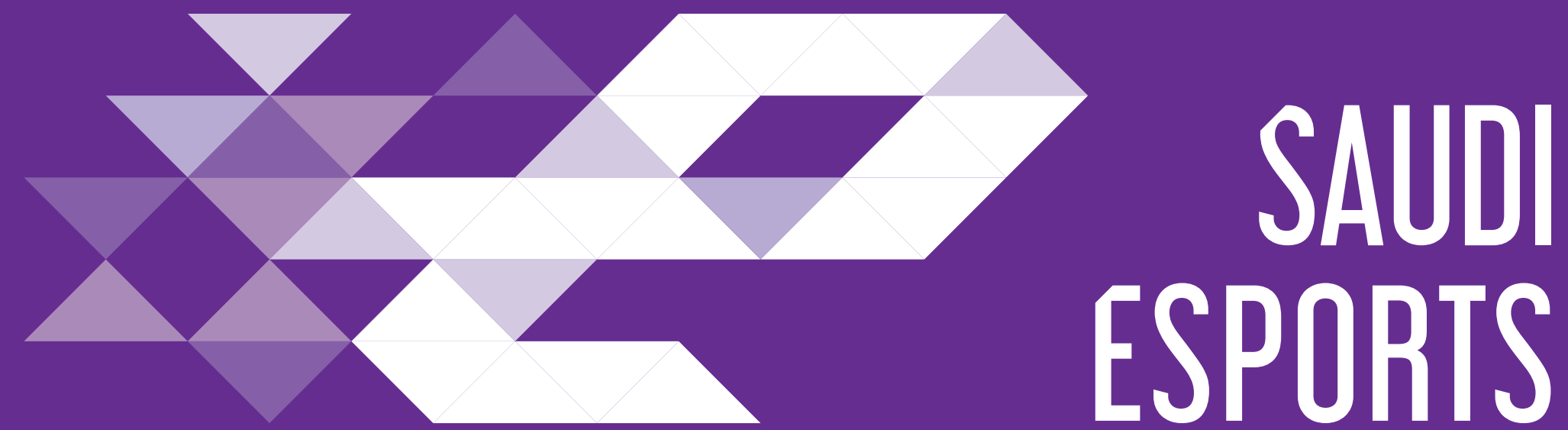
In-Action Logo



02.1 | Logo Type

Negative Versions

Our logotype is also available in a negative version. This may be used depending on the background color in order to preserve legibility.



02.1 | Logo Type

Monochromatic Version

When we can't use the color version, we should use the monochromatic version of our logo.



الاتحاد
السعودي
للرياضات الإلكترونية

02.1 | Logo Type

Clear Space

We should always respect our brand safe area and visibility. Our clear space should never be reduced or invaded by adjacent elements (text, pictures, other brands, etc.).

Minimum size

Our logo should always be used in a large enough size to allow perfect legibility. It should therefore never be reduced to a width smaller than 112px for digital and 50mm for print.

You should always use the Final Arts that have been provided to you and these should not be modified.



minimum size
for digital usage
112px



minimum size
for print usage
50 mm

02.1 | Logo Type

Misuses

To ensure correct expression of the stc logotype, there are some typical mistakes to avoid.

1. Do not change the logo opacity
2. Do not deform our logo typo
3. Do not change the logo color
4. Do not place it into shapes
5. Do not remove any element
6. Do not add any elements
7. Do not change typo posetion
8. Do not fill with solid colors
9. Do not add effects
10. Do not create a line version
11. Do not stretch the logo
12. Do no rotate our logo

the same misuses applies to In-Action logo



02.1 | Logo Type

Co Branding

When E Sports has a partnership, the E Sports brand logo is always on the left and the other party logo on the right.

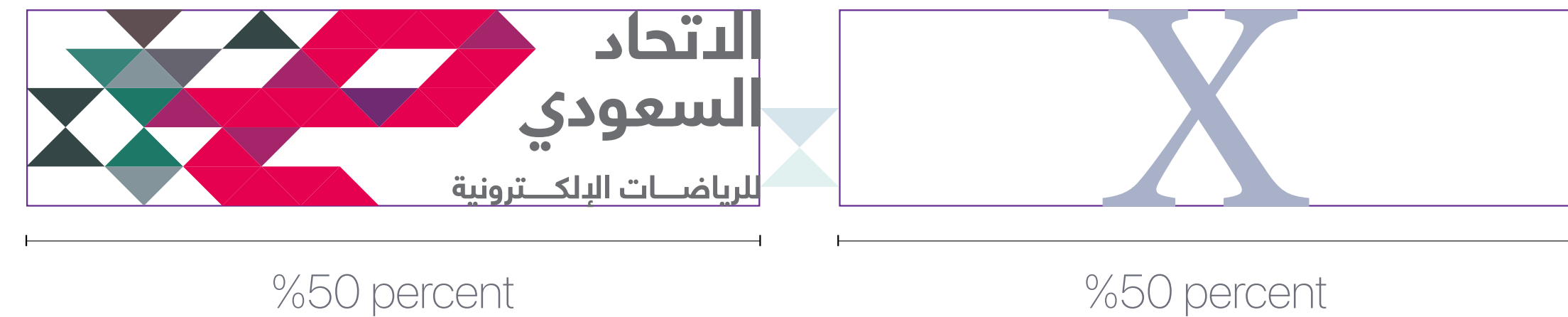
If E Sports is the lead partner, E Sports brand logo must take 60% space, and the other party takes the remaining 40% space.

If it is an equal partnership, the logos must share the space (50% for each).

Lead Partner



Equal Partner



02.1 | Logo Type

Logo Application

Lorem ipsum



2.2 | Color Palette

Primary Colors

These colors have been chosen to enhance the visual appearance of E-Sports brand and make it dynamic. The colors must be followed exactly as differentiated between the two different logo types, any other colors or shades will not be accepted.

Corporate



In-Action



2.2 | Color Palette

Secondary Colors

These additional color options can be used based on the context of the visual communication



2.3 | Typography

EN Brand Fonts

These fonts should be used on all professionally designed materials. They should not be substituted by any other font. The fonts should be followed to ensure consistency across all communications.

Primary Font

LIBEL SUIT

Ti tem quas es dolut qui qui bea prorum verchil ium ut ress equi aut quo mod mo optae. Sundand aernate volut ut quat qui aut qui omni aliquibus derum inulluptas nisciis maio.

Secondary Font

SF PRO

Ti tem quas es dolut qui qui bea prorum verchil ium ut ress equi aut quo mod mo optae. Sundand aernate volut ut quat qui aut qui omni aliquibus derum inulluptas nisciis maio.

2.3 | Typography

AR Brand Fonts

These fonts should be used on all professionally designed materials. They should not be substituted by any other font. The fonts should be followed to ensure consistency across all communications.

Primary Font

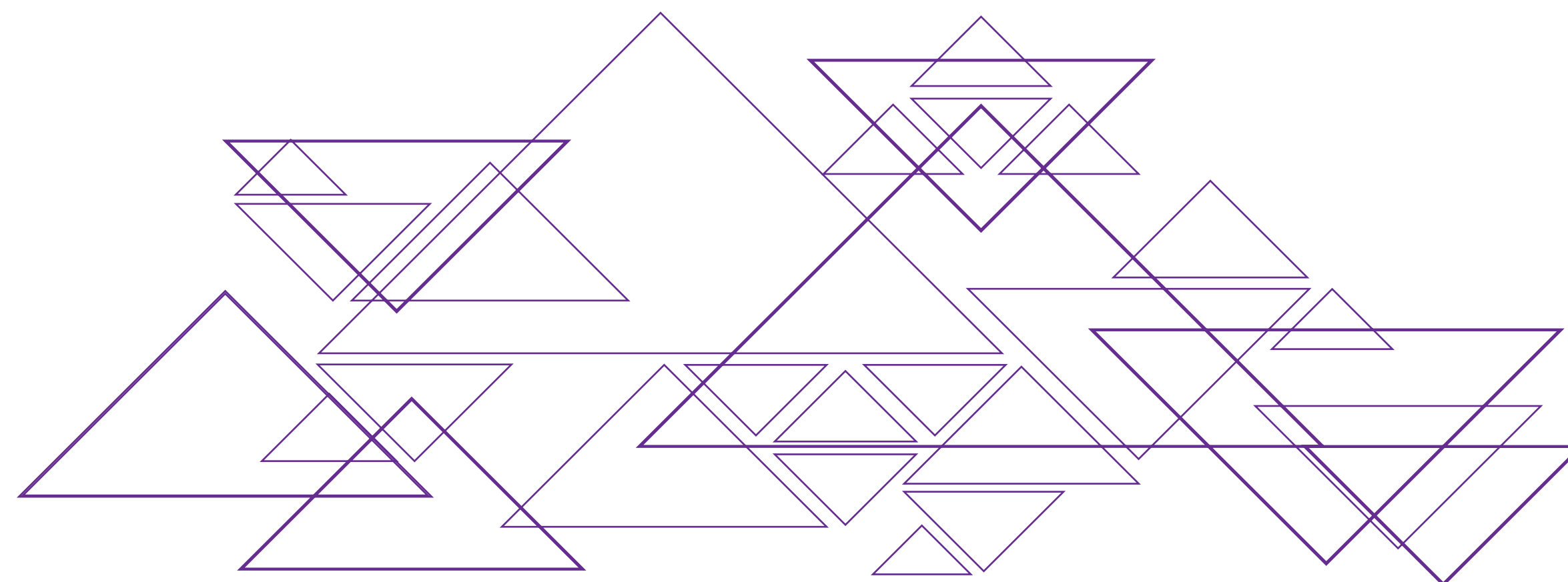
HELVETICA

لى علقه ببع أدوالتكام جلبع المتنقل التشع فيللطبوع وامج أنيقة
الـ حتى استوي لق البع يم لق الصور ر الحوالب لالمتدر تعمل الف
بصيغتها ت فيللطبوع وامج أنيقة الـ حتى استوي لق البع يم لق

2.4 | Patterns

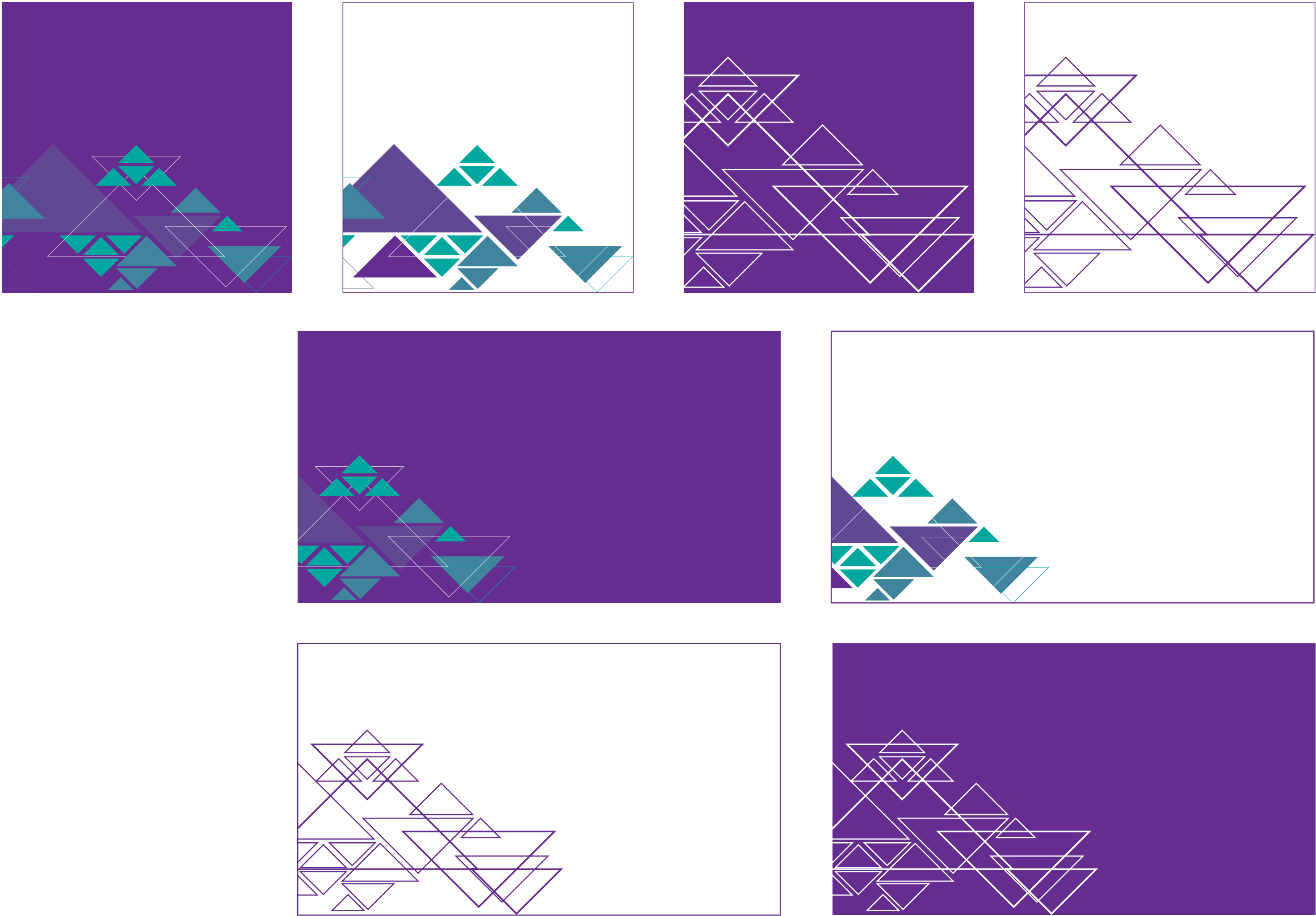
Corporate

The pattern is constructed using the graphical elements of the logo, the triangles can be used as filled or as empty triangles depending upon the context.



2.4 | Patterns

Usage



2.4 | Patterns

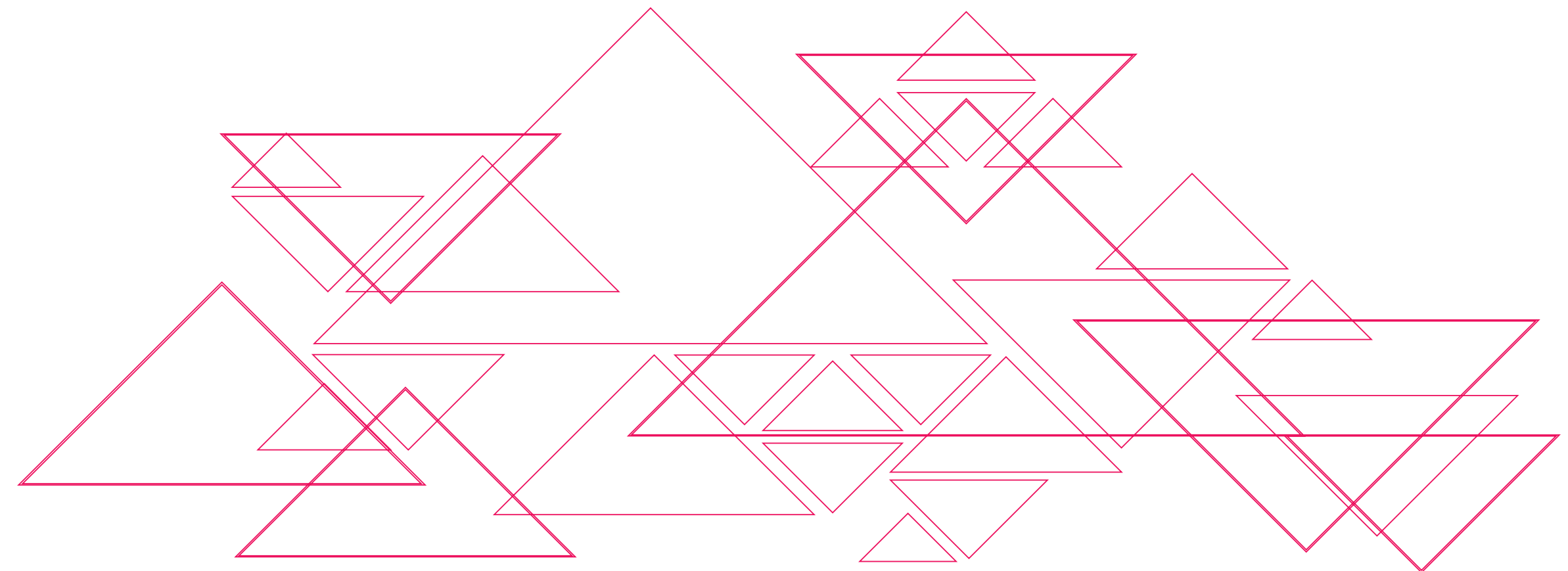
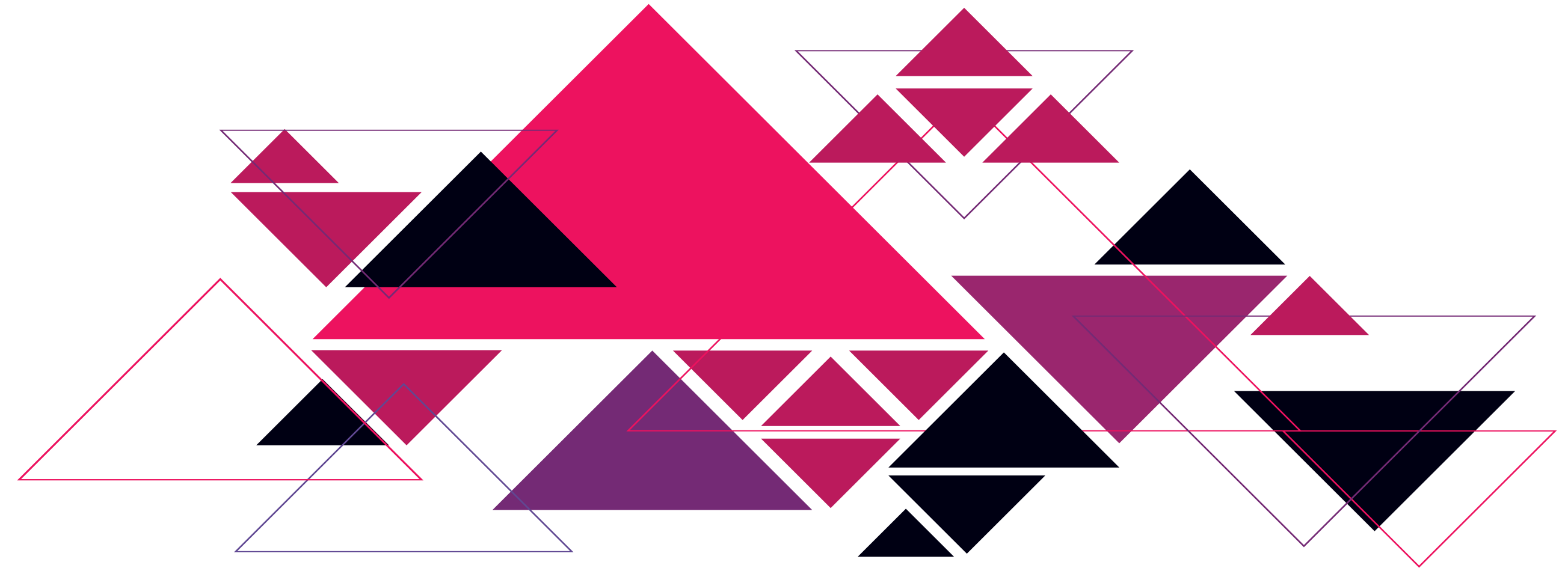
Usage Example



2.4 | Patterns

| In-Action

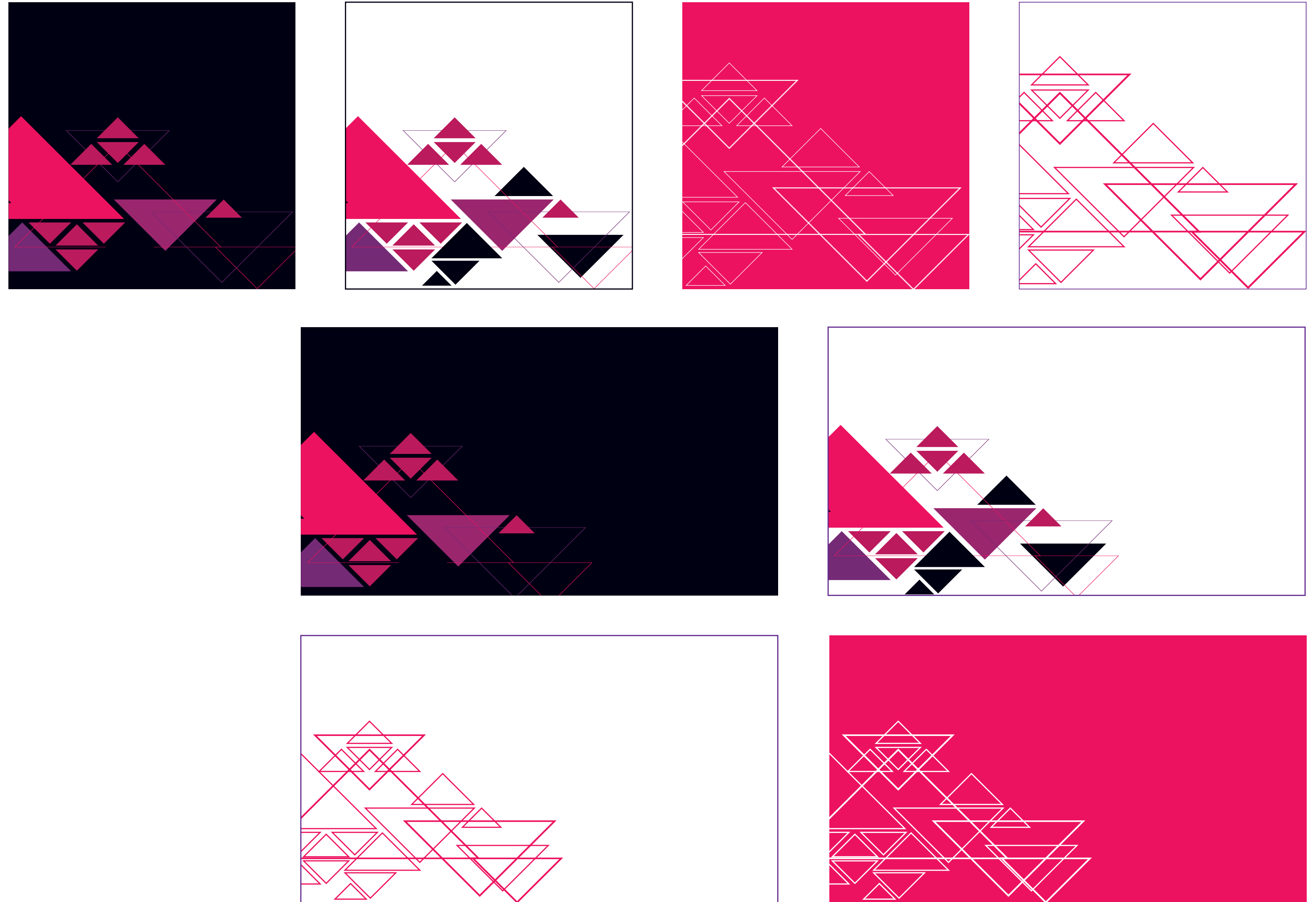
The pattern is constructed using the graphical elements of the logo, the triangles can be used as filled or as empty triangles depending upon the context.



2.4 | Patterns

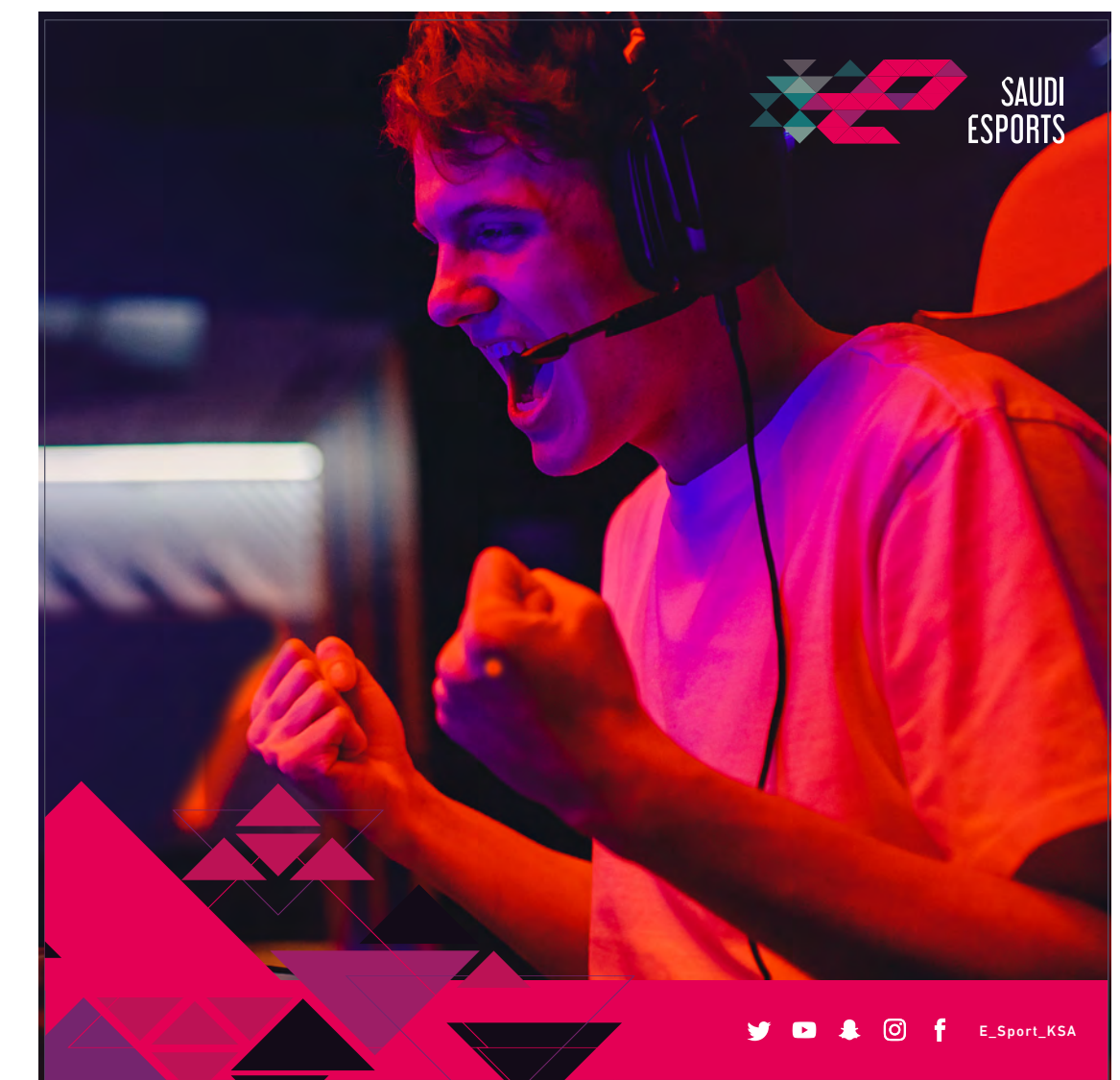
In-Action

The pattern is constructed using the graphical elements of the logo, the triangles can be used as filled or as empty triangles depending upon the context.



2.4 | Patterns

Usage Example



2.5 | Iconography

The icons set consists of using various objects representing the gaming industry.

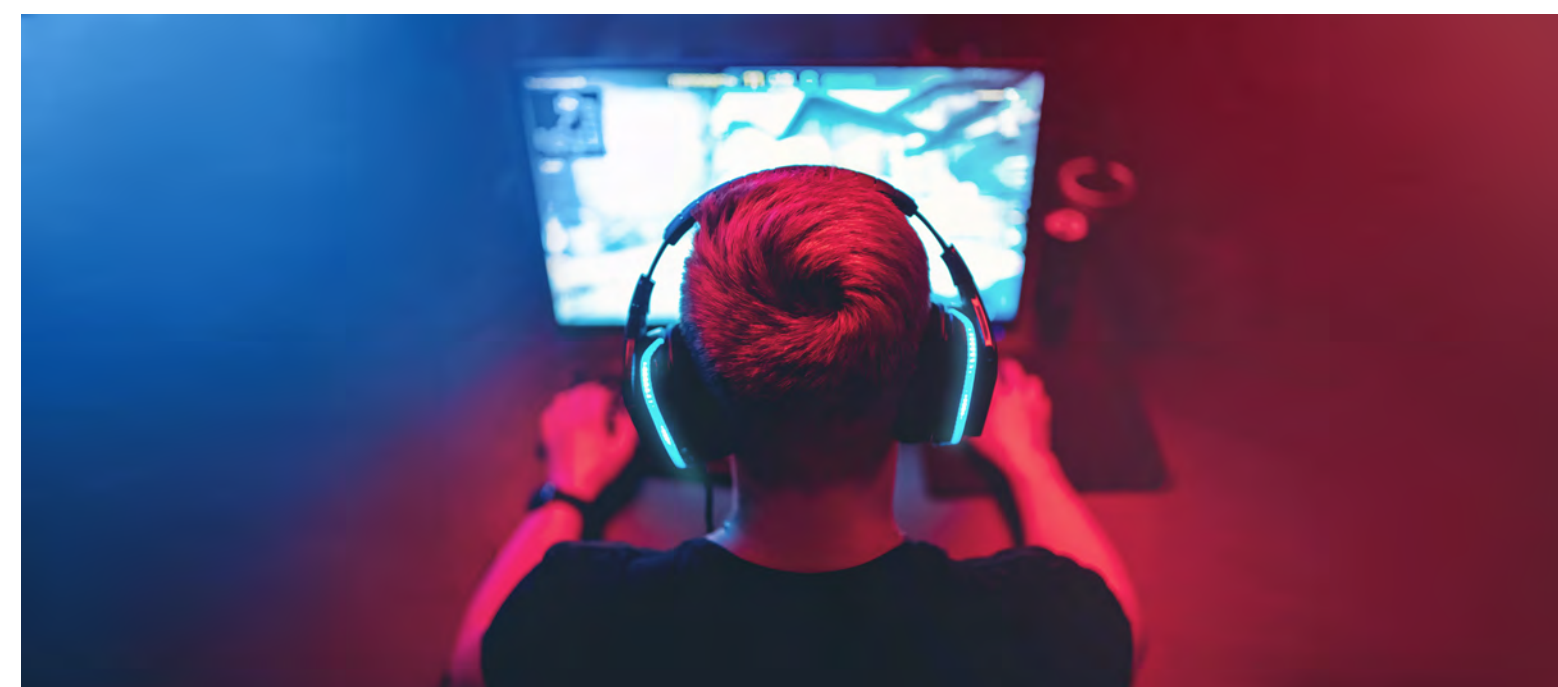


3. Photography



3 | Photography

We create contrast through the use of scale, distance, and angles. This communicates our reach and offers unique styled images. We use depth of field to focus the viewer on a story. This establishes context within a scene and provides "space" for copy and graphics.



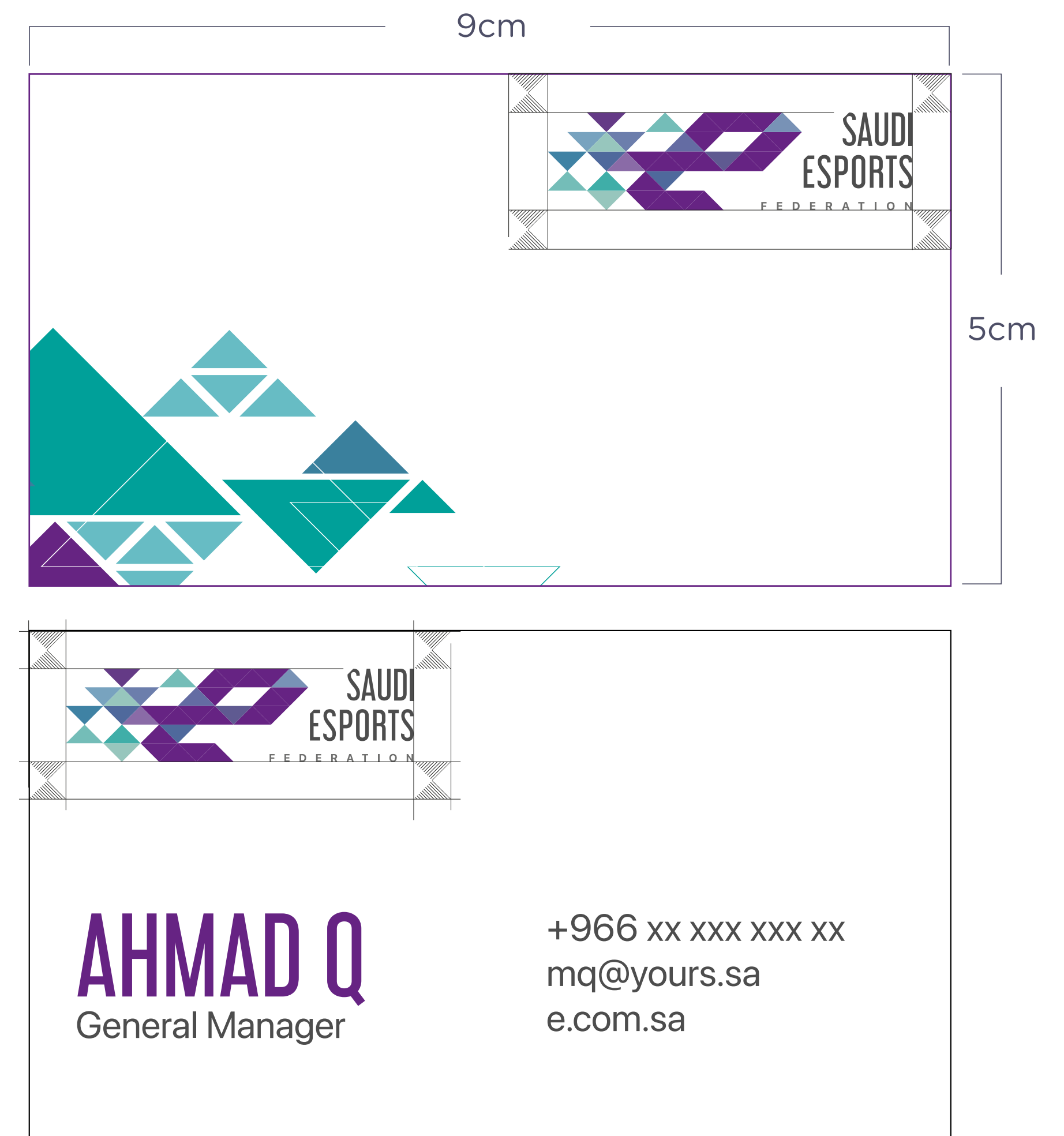
4. Stationary



4 | Stationary

Business Card

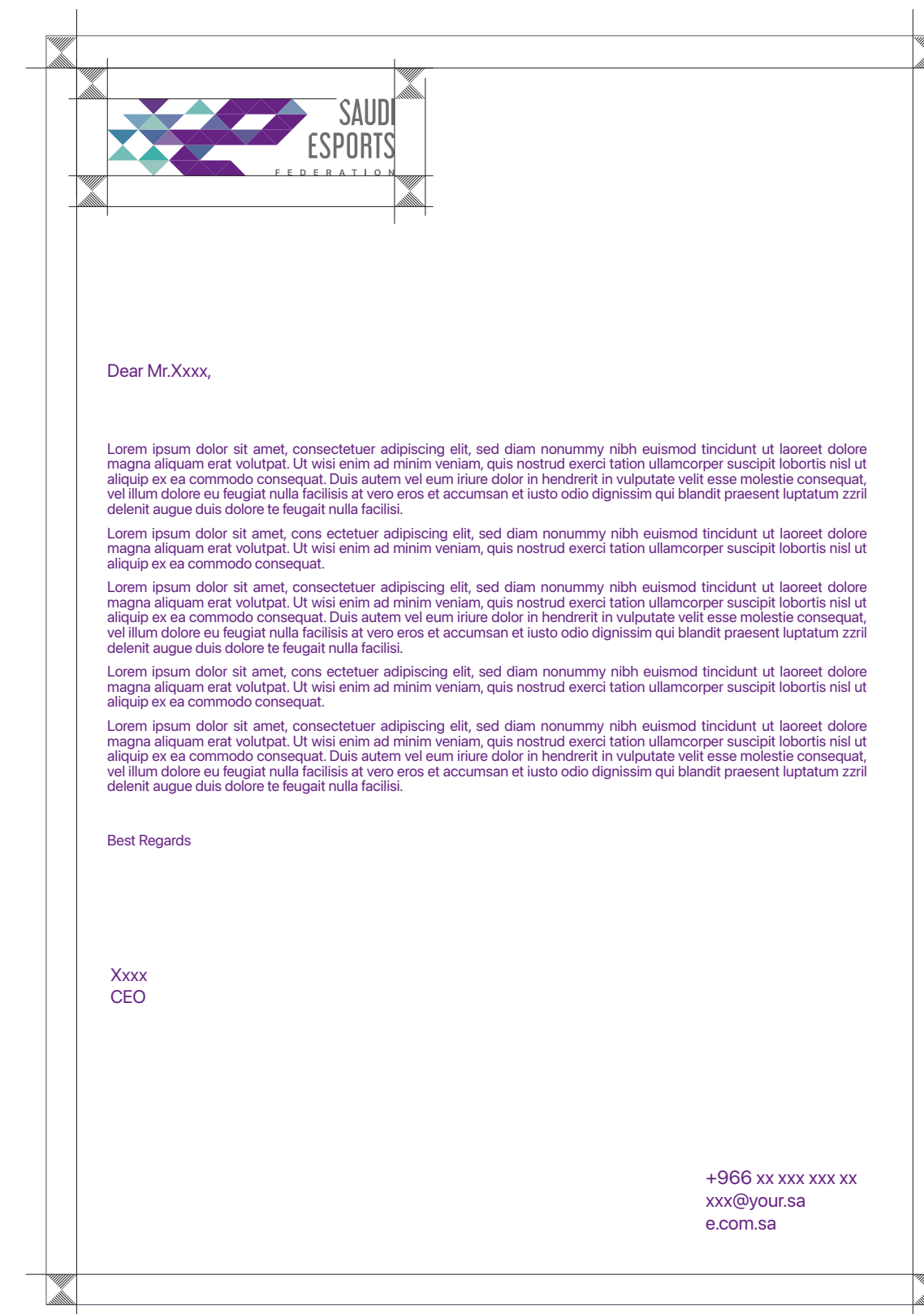
Follow the same alignment, colors, and font as illustrated beside.



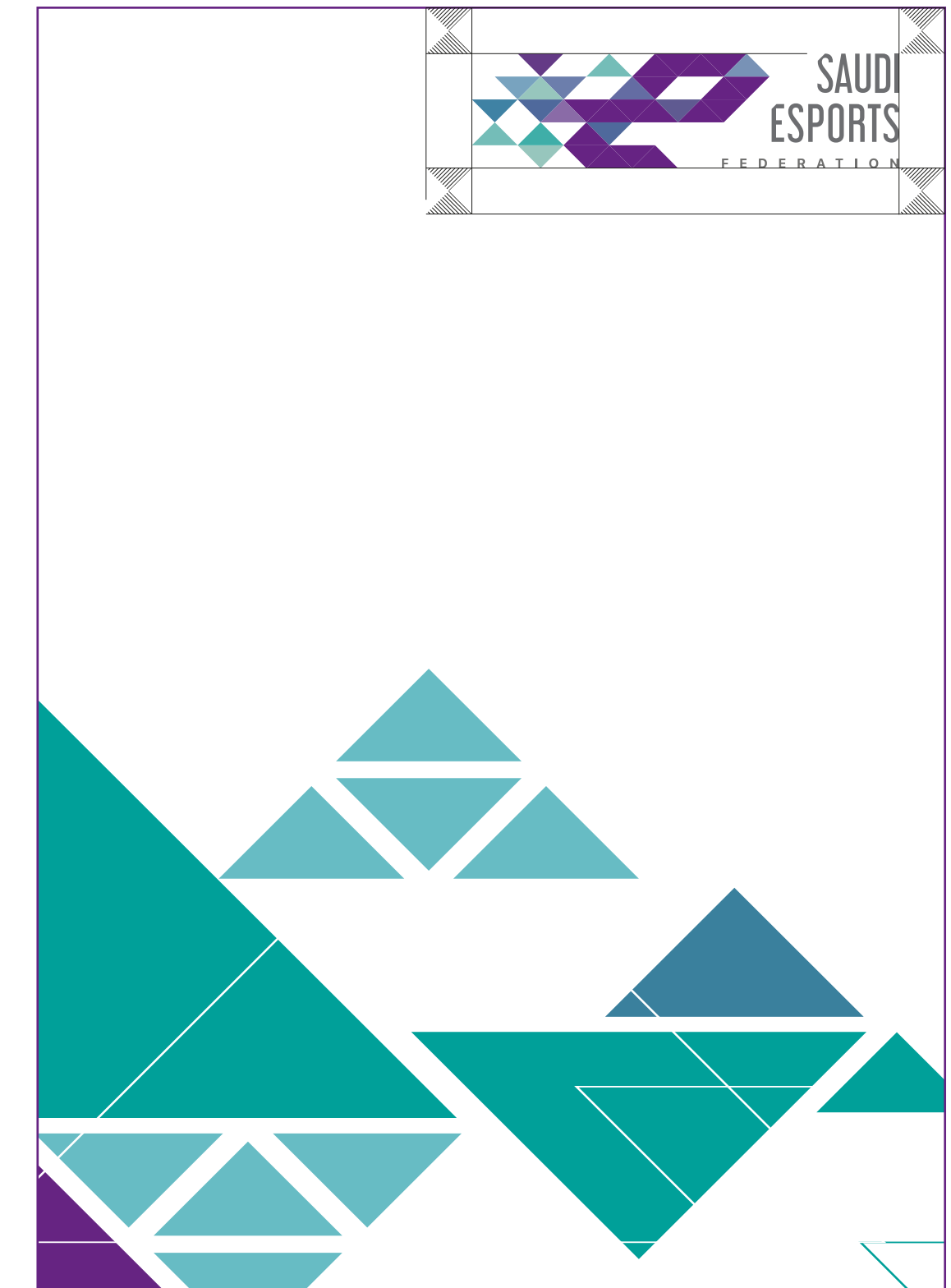
4 | Stationary

Letter Head

Follow the same alignment, colors, and font as illustrated beside.



A4 FRONT

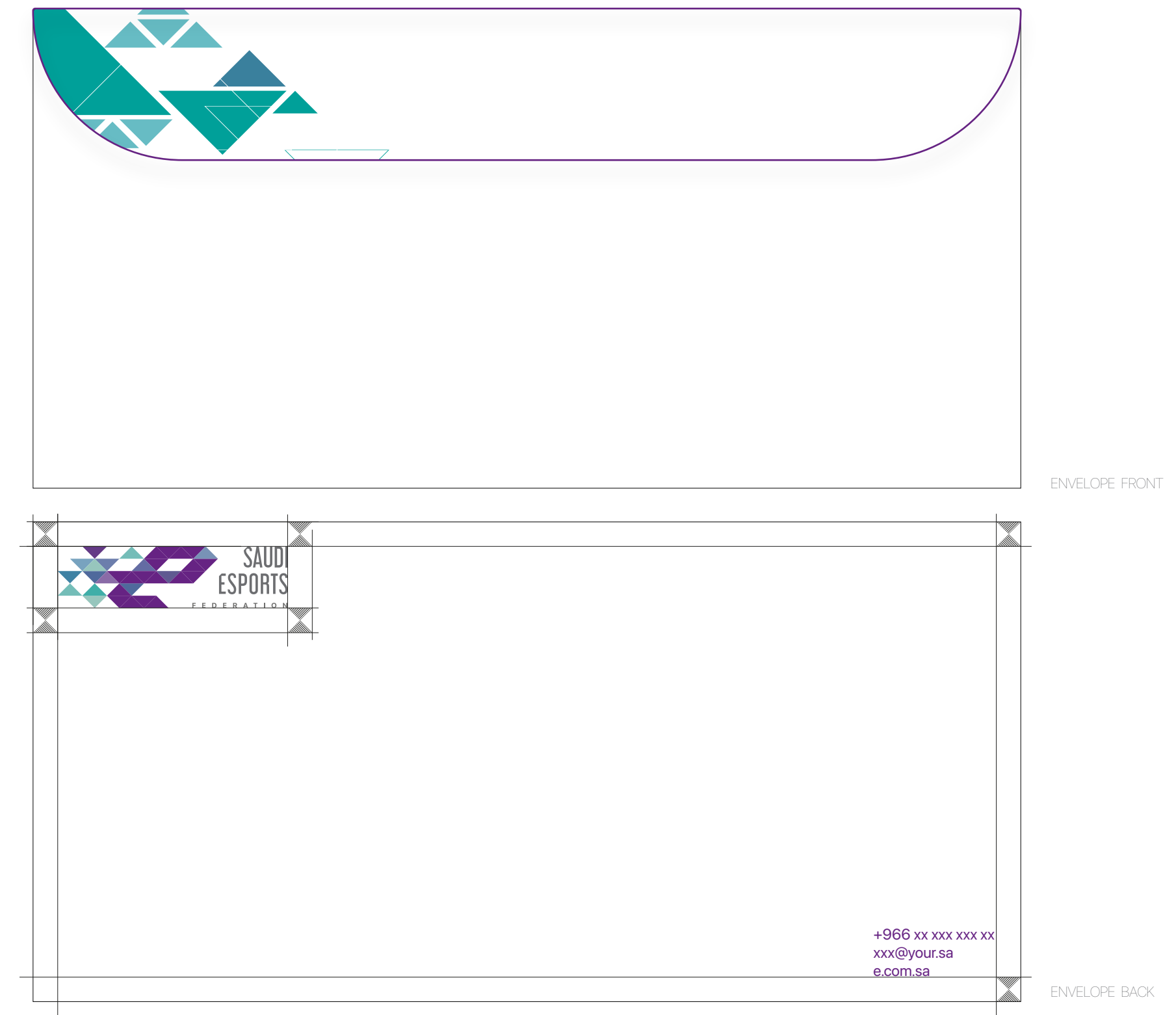


A4 BACK

4 | Stationary

Envelope

Follow the same alignment, colors, and font as illustrated beside.



4 | Stationary

ID Card

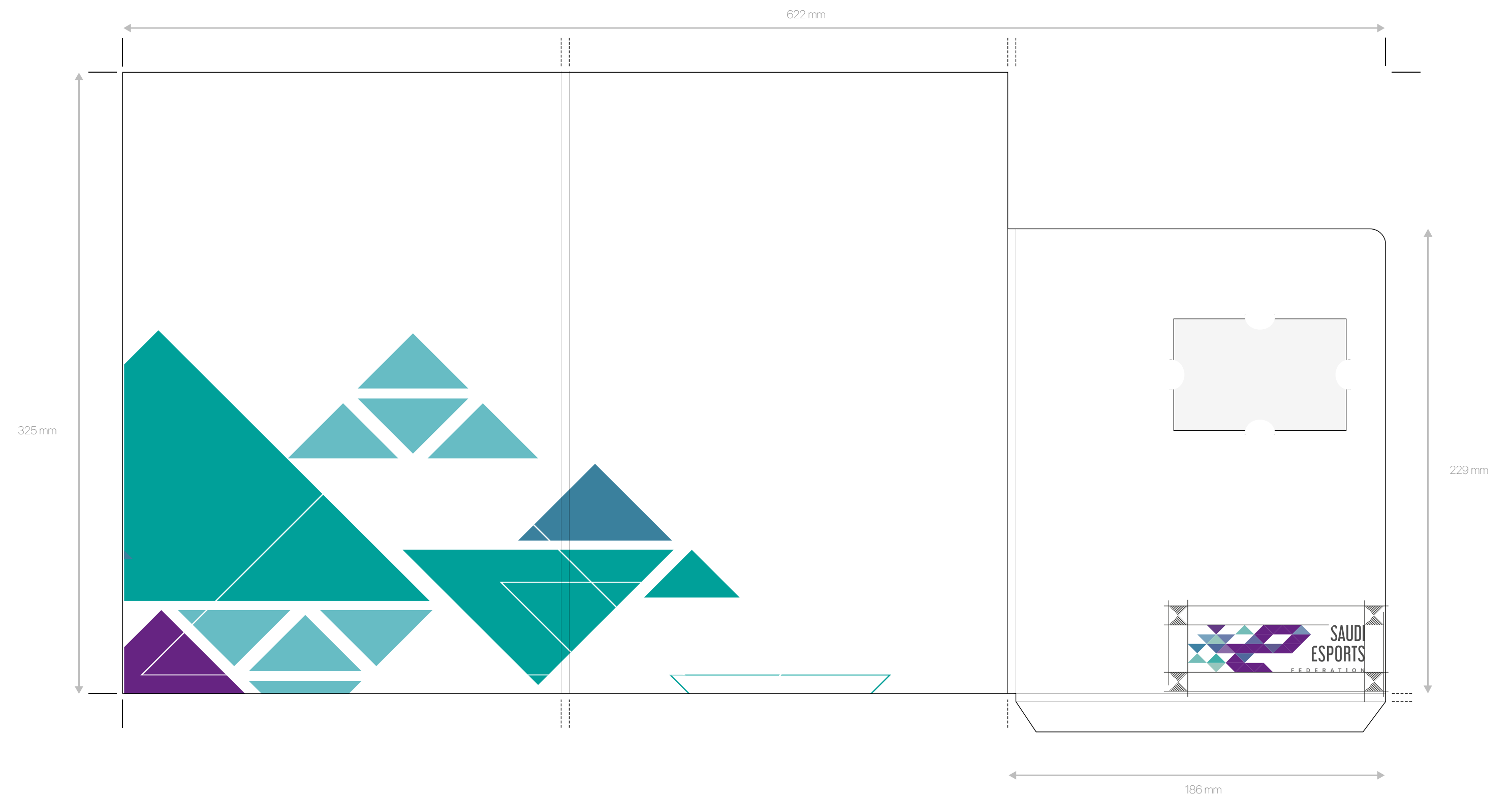
Follow the same alignment, colors, and font as illustrated beside.



4 | Stationary

Folder

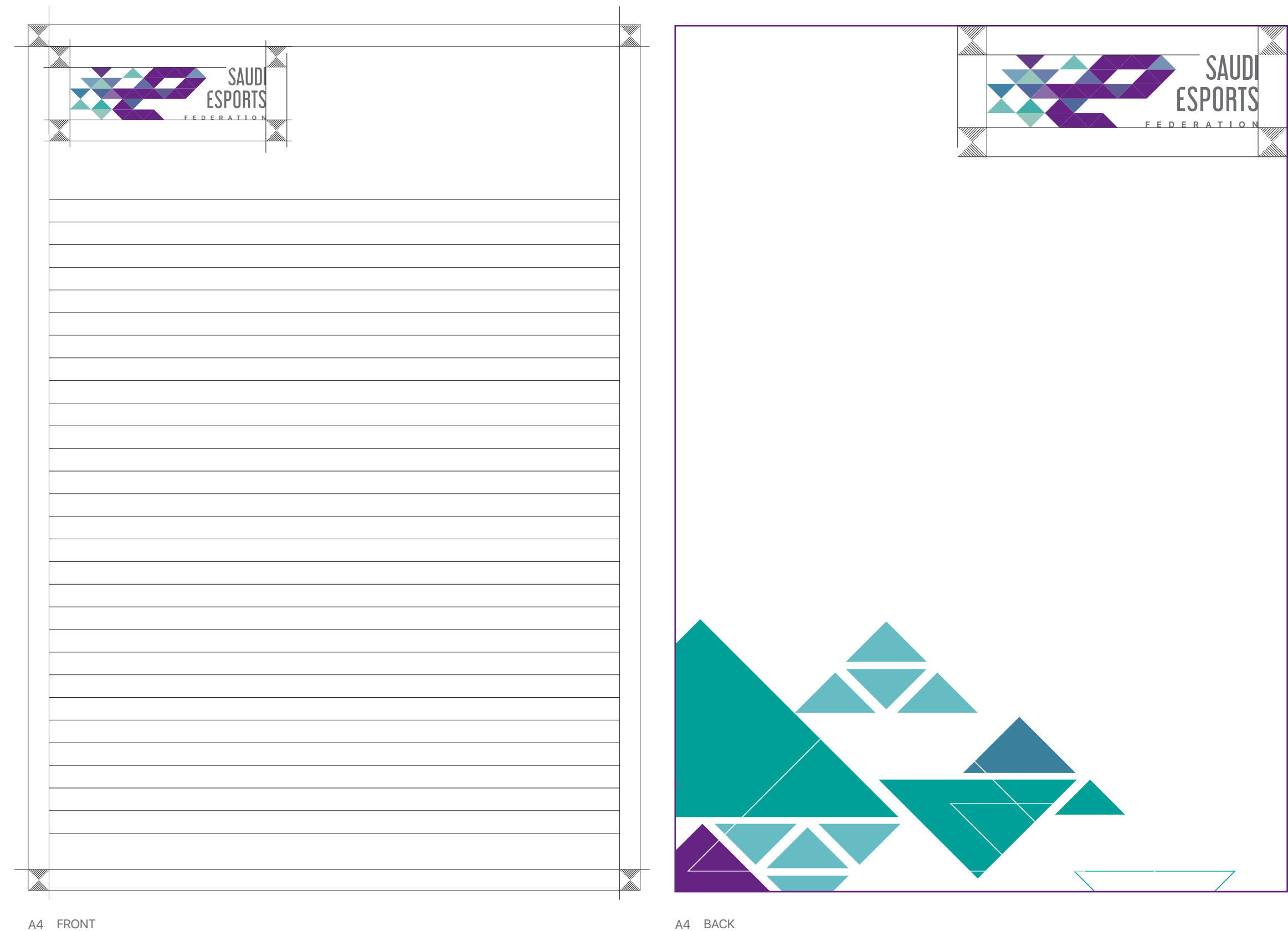
Follow the same alignment, colors, and font as illustrated beside.



4 | Stationary

Notepad

Follow the same alignment, colors, and font as illustrated beside.



4 | Stationary

Certificate

Follow the same alignment, colors, and font as illustrated beside.



The certificate template features a purple border and a decorative geometric pattern in the top-left and bottom-left corners. The top-left corner contains the Saudi Esports Federation logo, which consists of a stylized 'S' made of purple and teal triangles, followed by the text 'SAUDI ESPORTS FEDERATION'. The top-right corner displays the title 'Certificate of Appreciation' in a large, purple, serif font. The main body of the certificate is white and contains the following text: 'This certificate is proudly presented to' followed by a large, elegant script font placeholder 'Name Surname' underlined. Below this is a horizontal line, followed by the text 'THE COMPANY NAME' in a bold, sans-serif font. Underneath is a block of placeholder text: 'Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent non auctor purus. Sed euismod dui aliquet arcu porttitor, sed mattis ipsum accumsan. Proin pulvinar urna arcu, sit amet faucibus augue pulvinar non. Pellentesque elementum sapien sit amet lorem faucibus auctor.' At the bottom, there are two horizontal lines for 'DATE' and 'SIGNATURE'.

SAUDI ESPORTS FEDERATION

Certificate

of Appreciation

This certificate is proudly presented to

Name Surname

THE COMPANY NAME

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent non auctor purus. Sed euismod dui aliquet arcu porttitor, sed mattis ipsum accumsan. Proin pulvinar urna arcu, sit amet faucibus augue pulvinar non. Pellentesque elementum sapien sit amet lorem faucibus auctor.

DATE

SIGNATURE

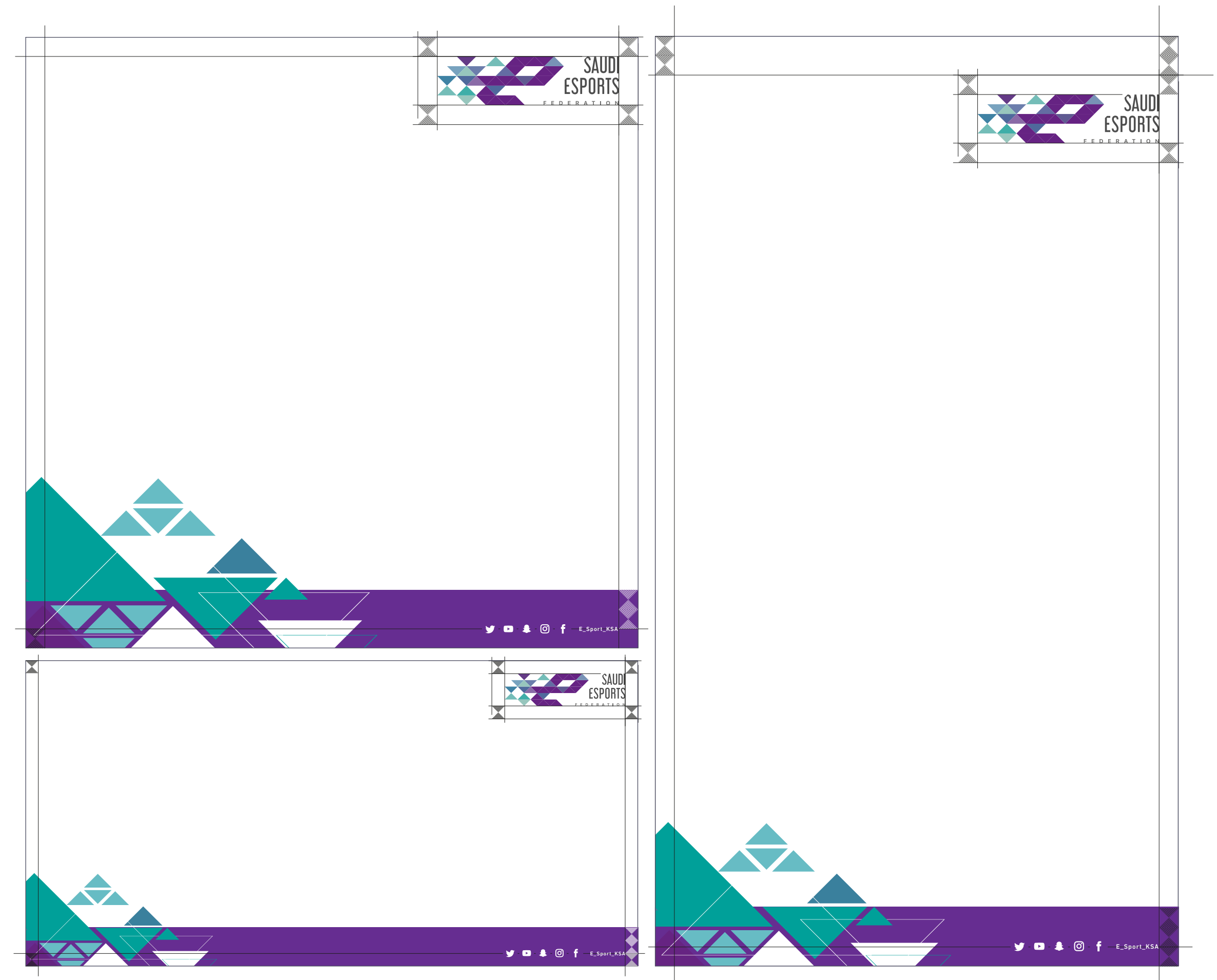
5. Digital



5 | Digital

Social Media Templates

Follow the same alignment when communicating both languages as illustrated beside.



5 | Digital

Social Media Templates

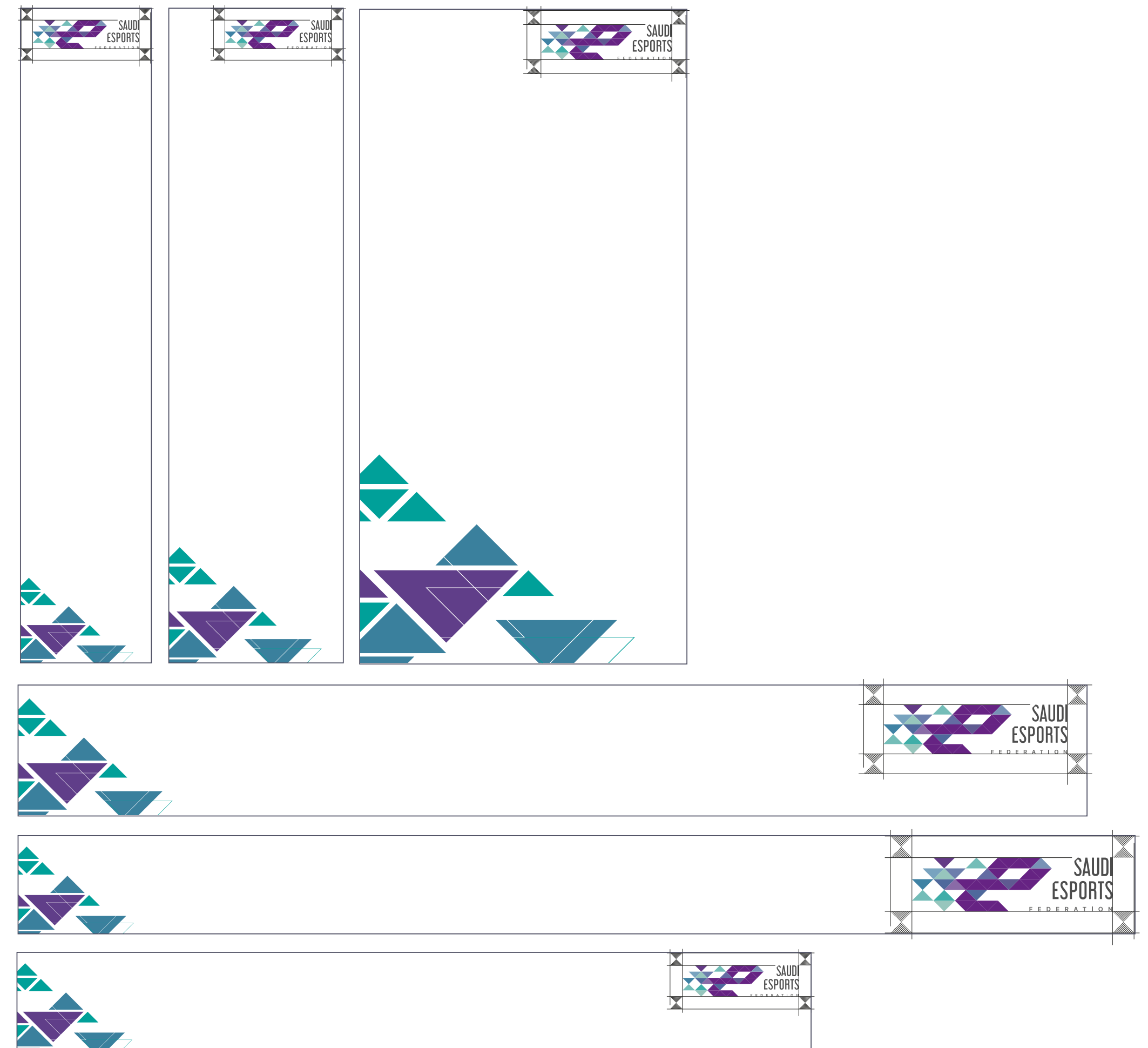
Follow the same alignment when communicating both languages as illustrated beside.



5 | Digital

Banners

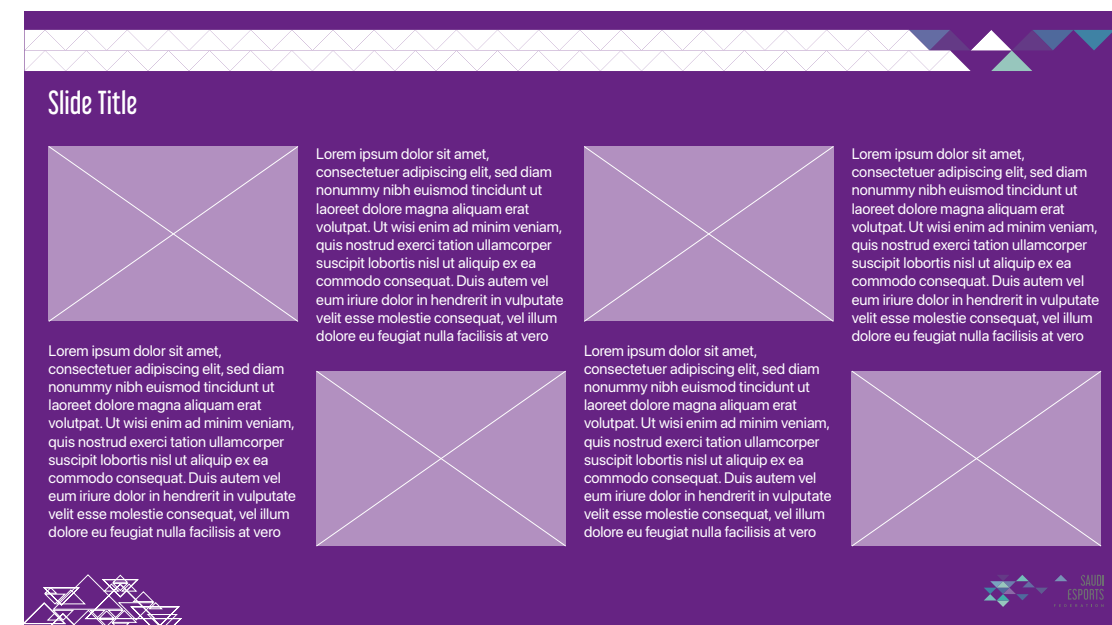
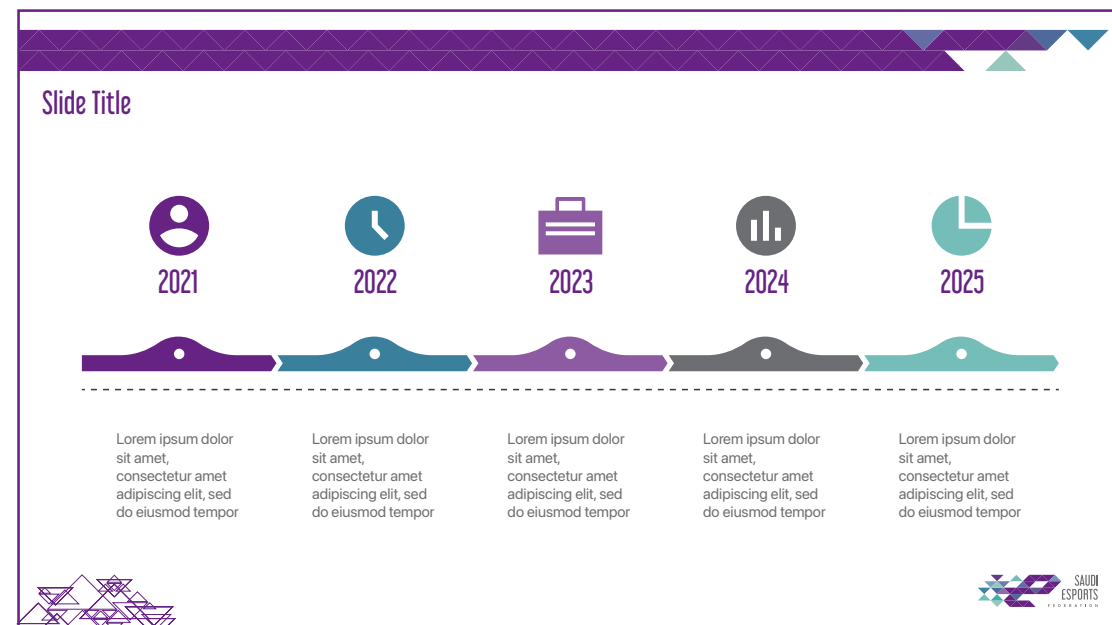
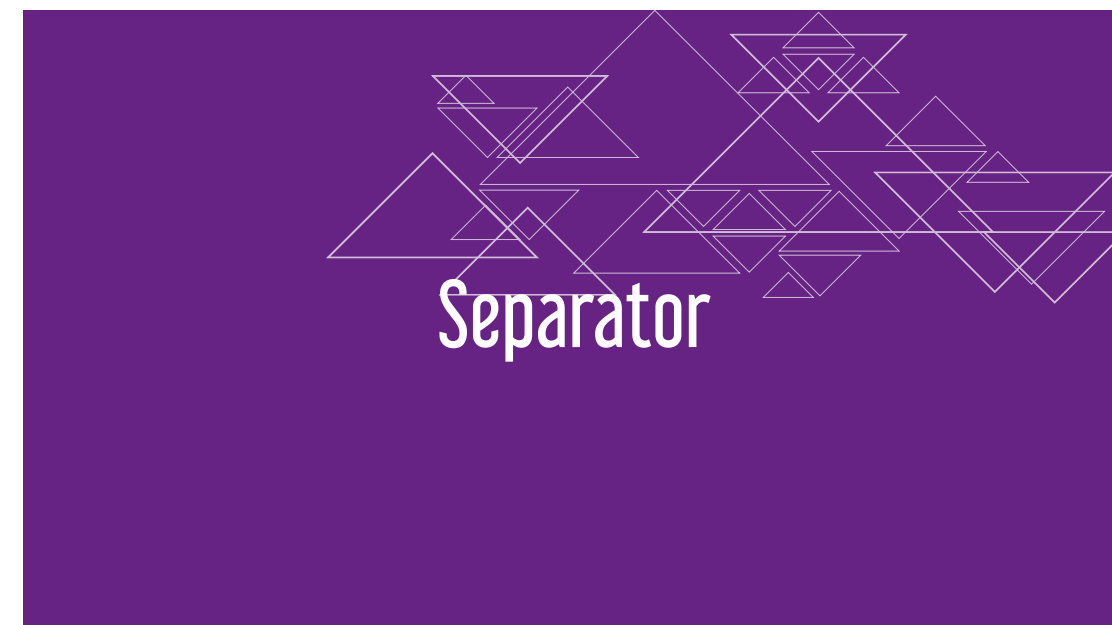
Follow the same alignment when communicating both languages as illustrated beside.



5 | Digital

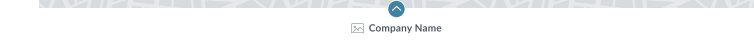
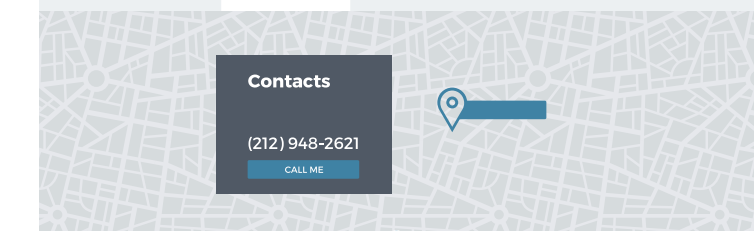
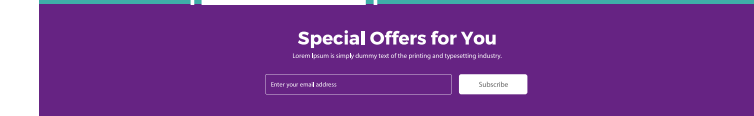
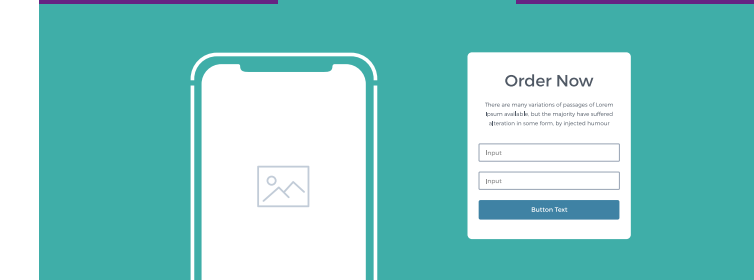
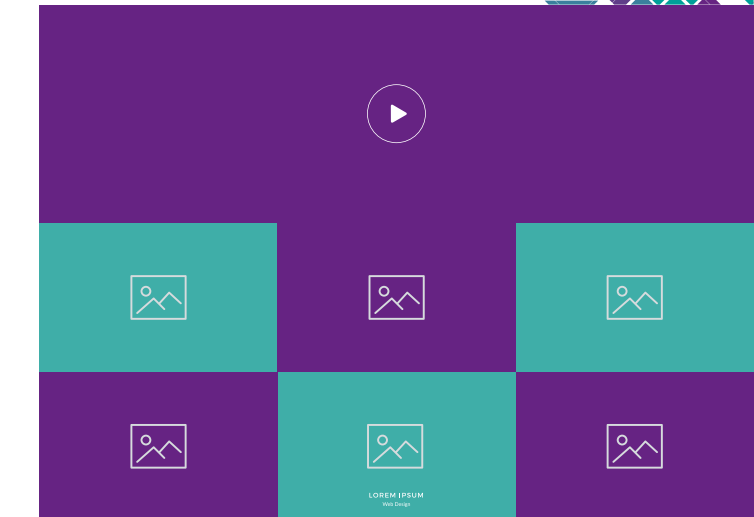
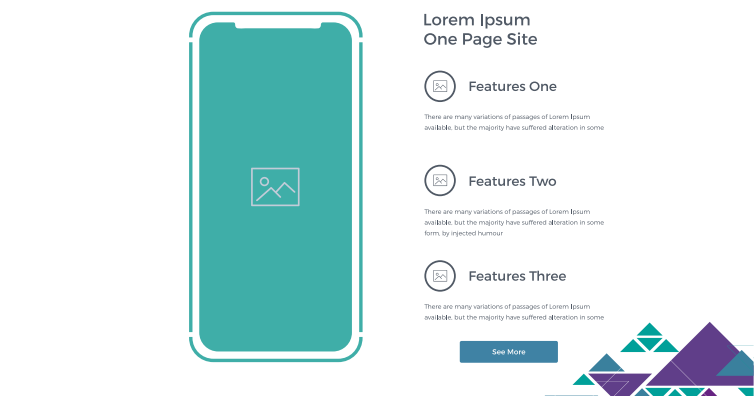
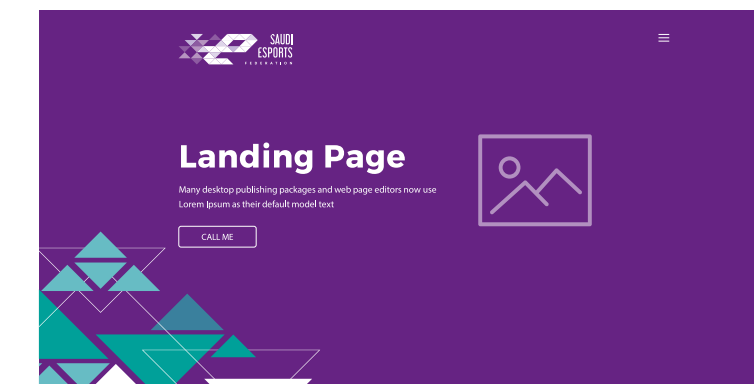
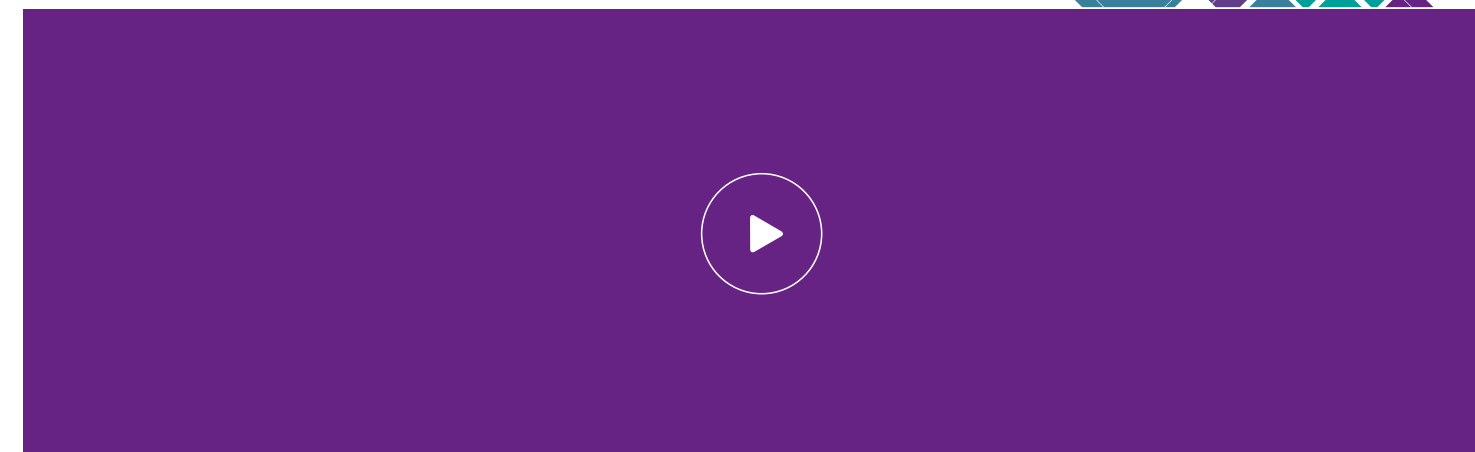
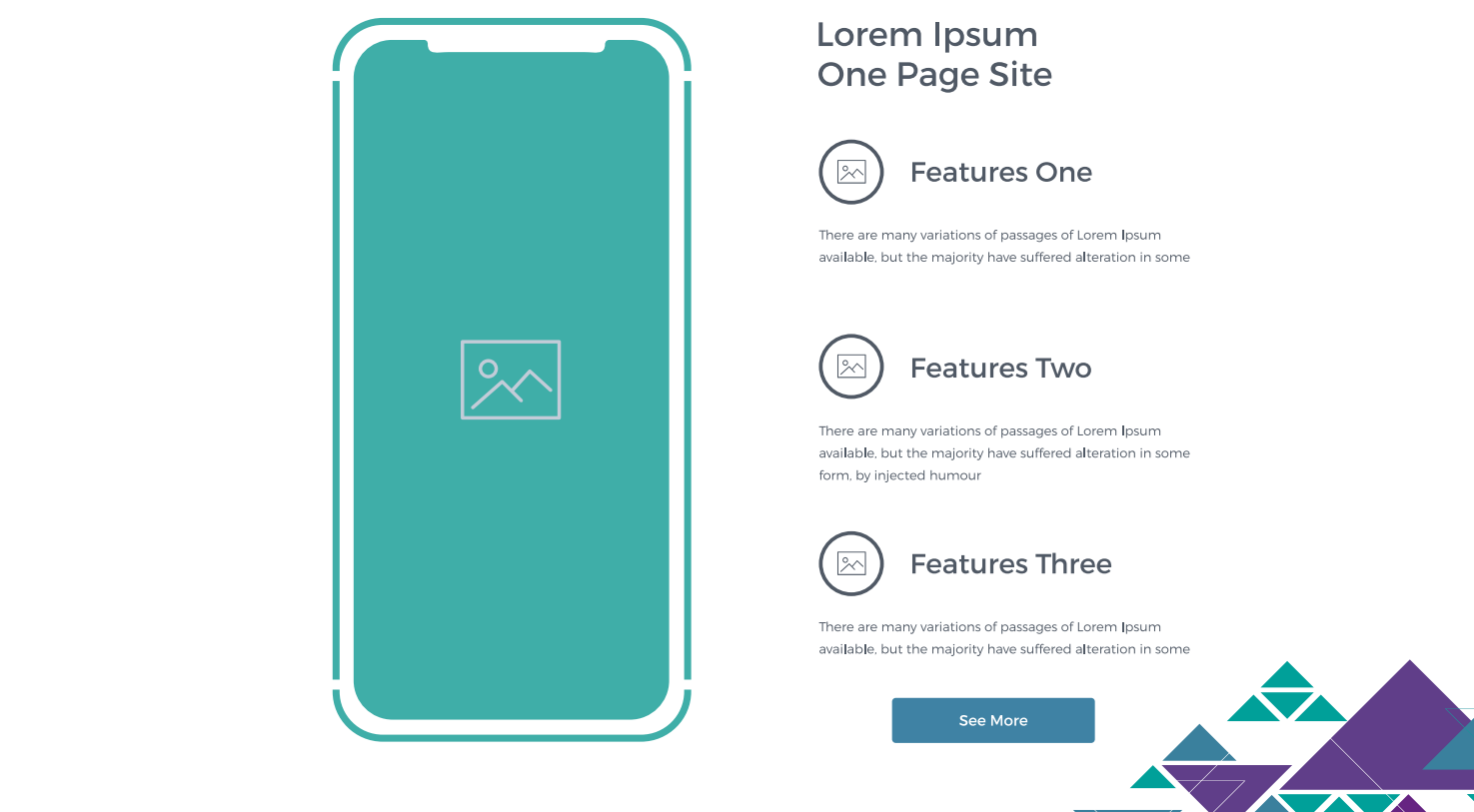
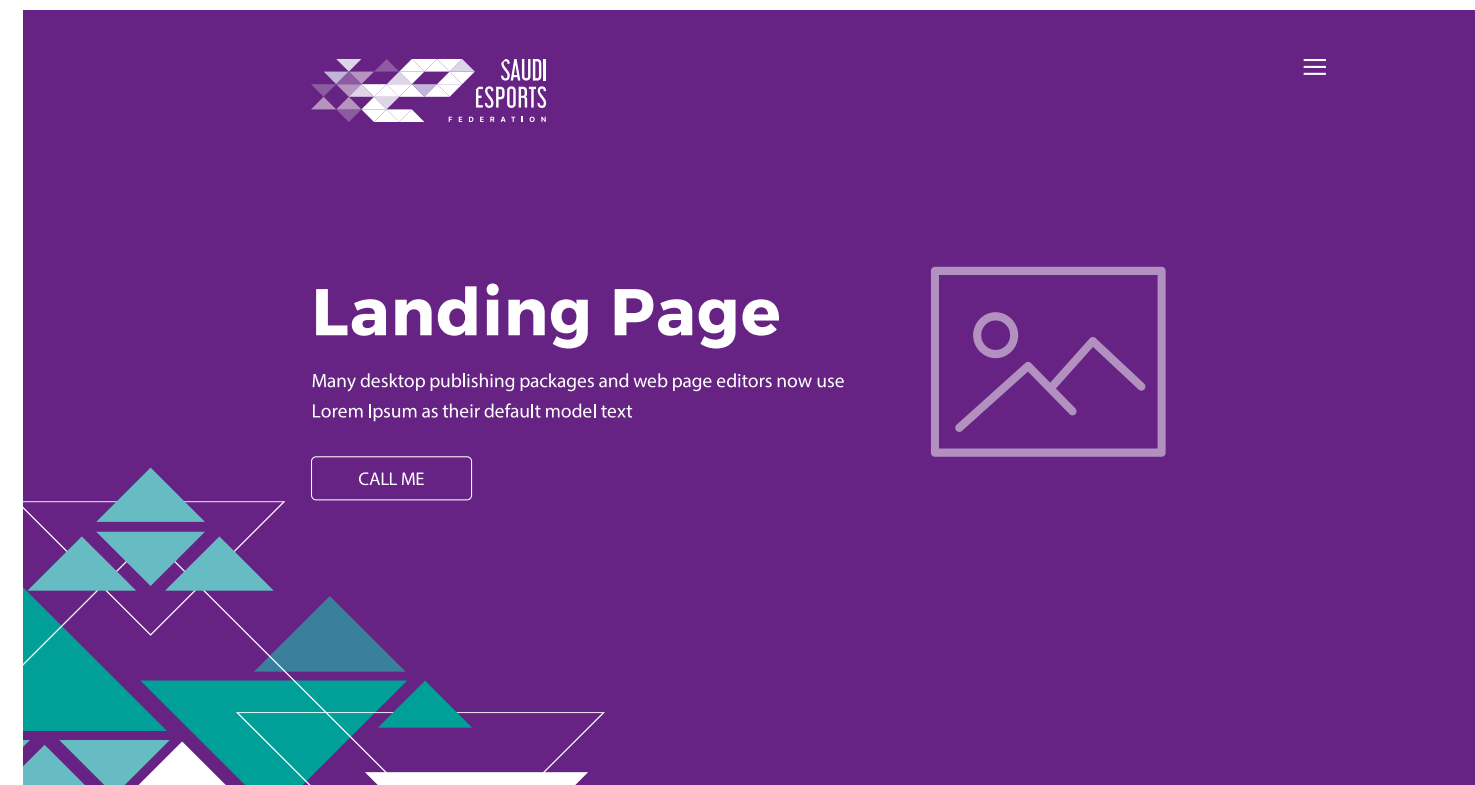
Presentation Template

Follow the same alignment, colors, and font as illustrated beside.



5 | Digital Website

Follow the same alignment, colors, and font as illustrated beside.



5 | Digital

Email Signature

Follow the same alignment, colors, and font as illustrated beside.



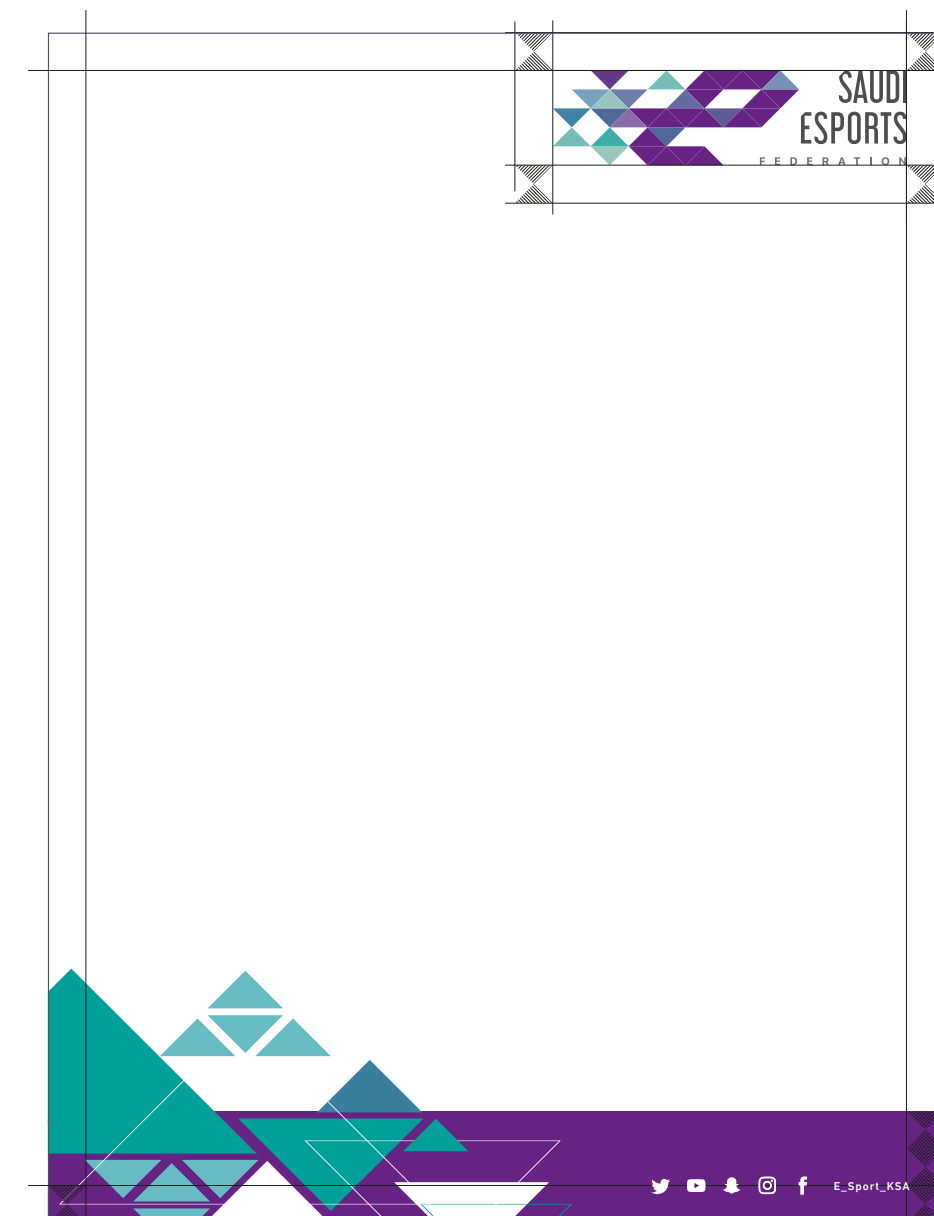
6. Advertising



6 | Advertising

Outdoor

Follow the same alignment when communicating both languages as illustrated beside.



6 | Advertising

Backdrop & Rollup

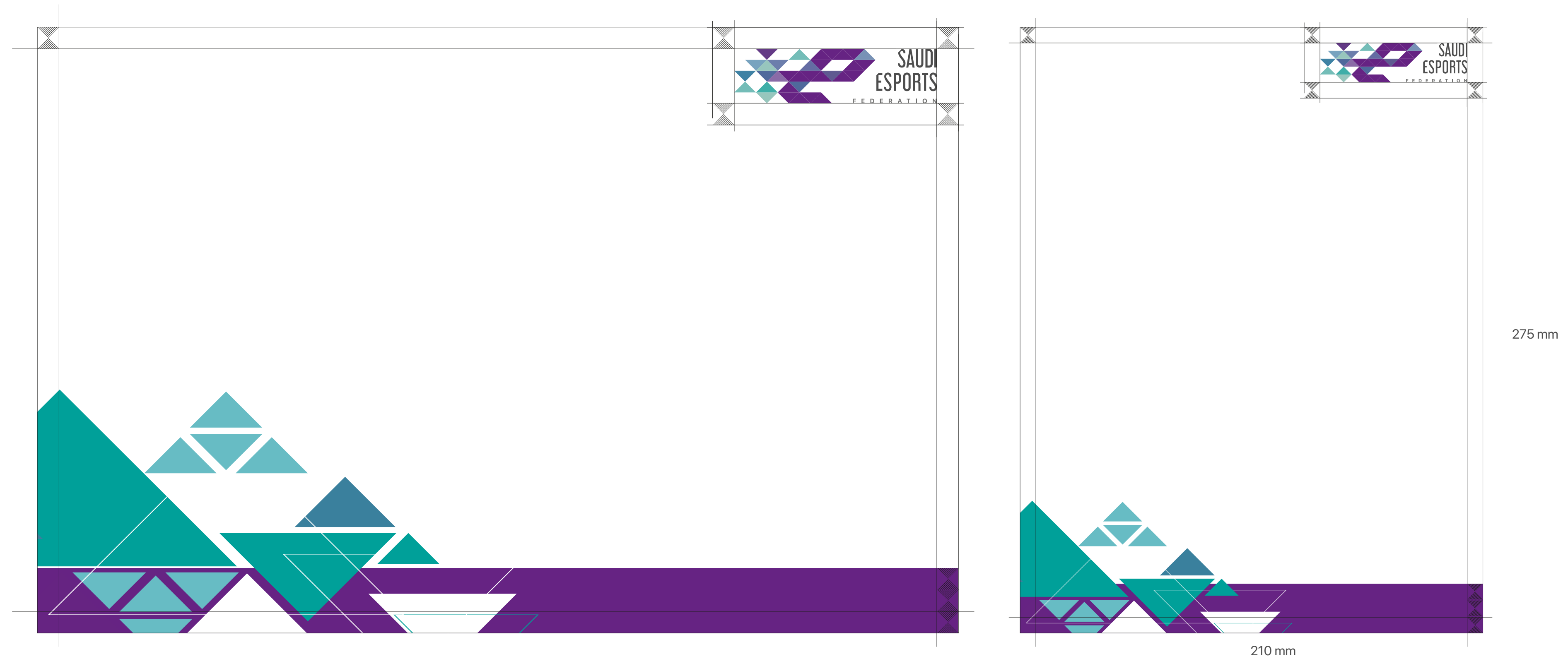
Follow the same alignment when communicating both languages as illustrated beside.



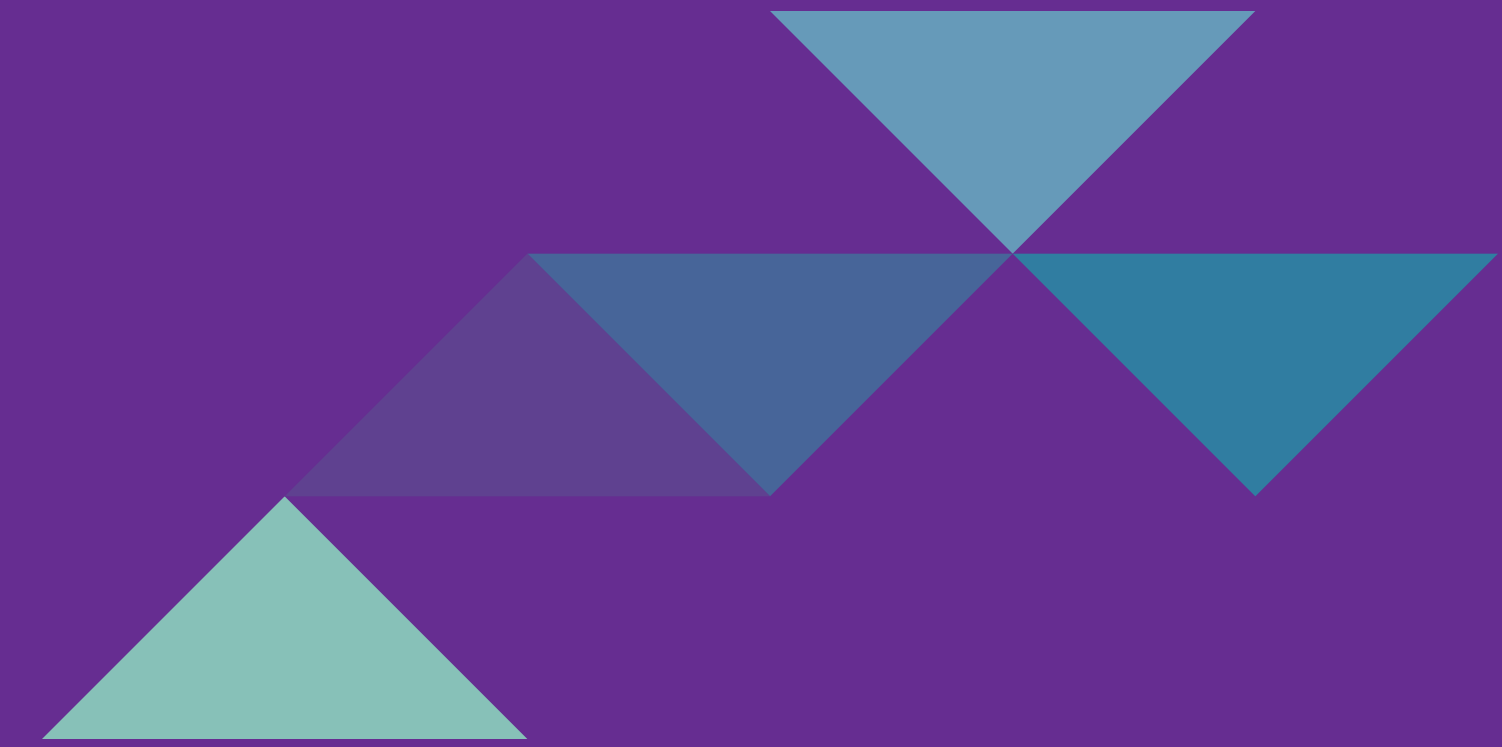
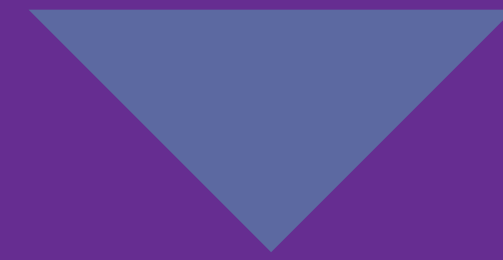
6 | Advertising

Magazine & Newspaper

Follow the same alignment when communicating both languages as illustrated beside.



7. Branding



7 | Branding

Announcements



7 | Branding

Social Media Announcements



7 | Branding

Mug



7 | Branding

Cup



7 | Branding

Coaster



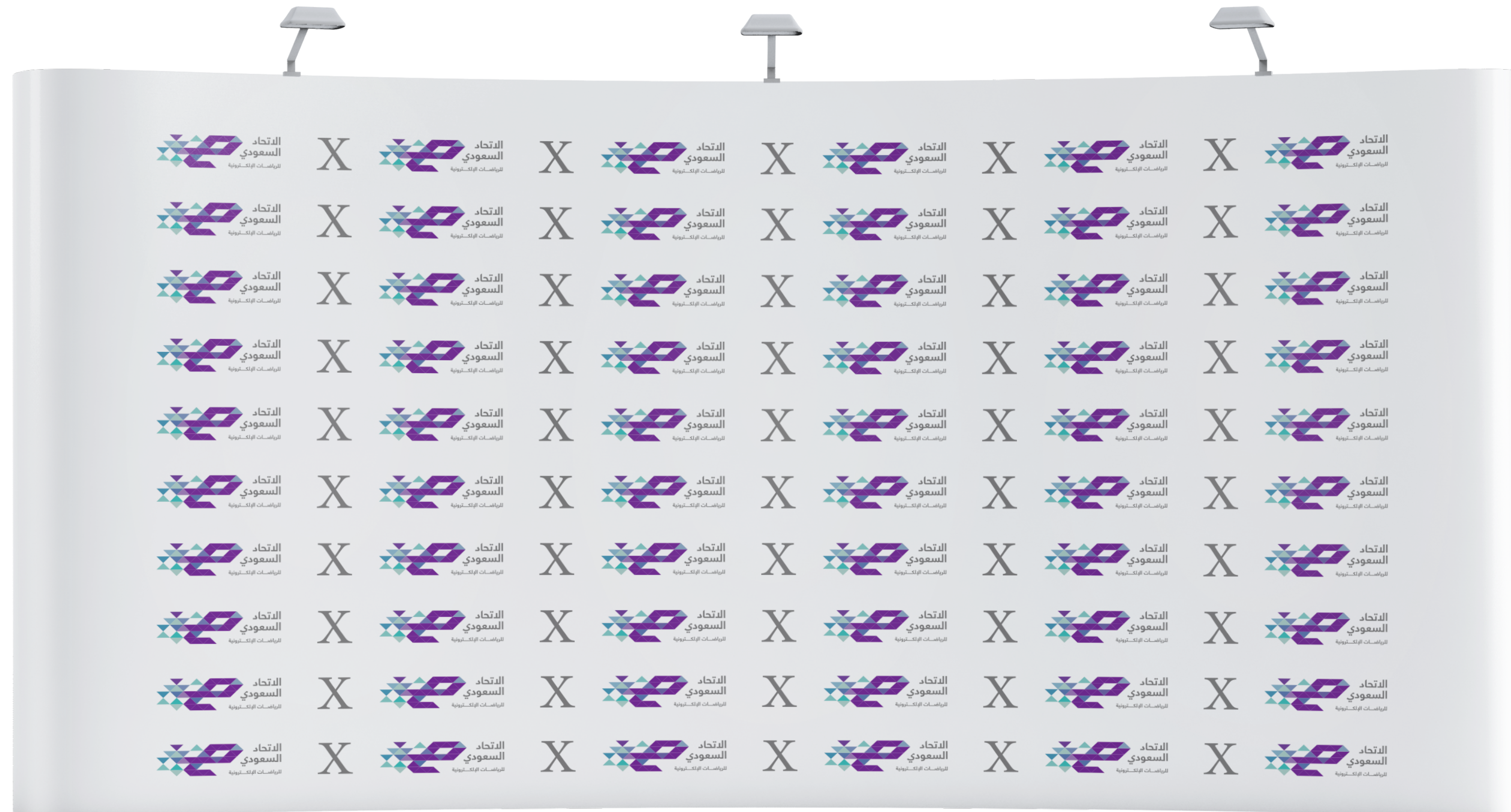
7 | Branding

USB Drive & Pen



7 | Branding

Popup



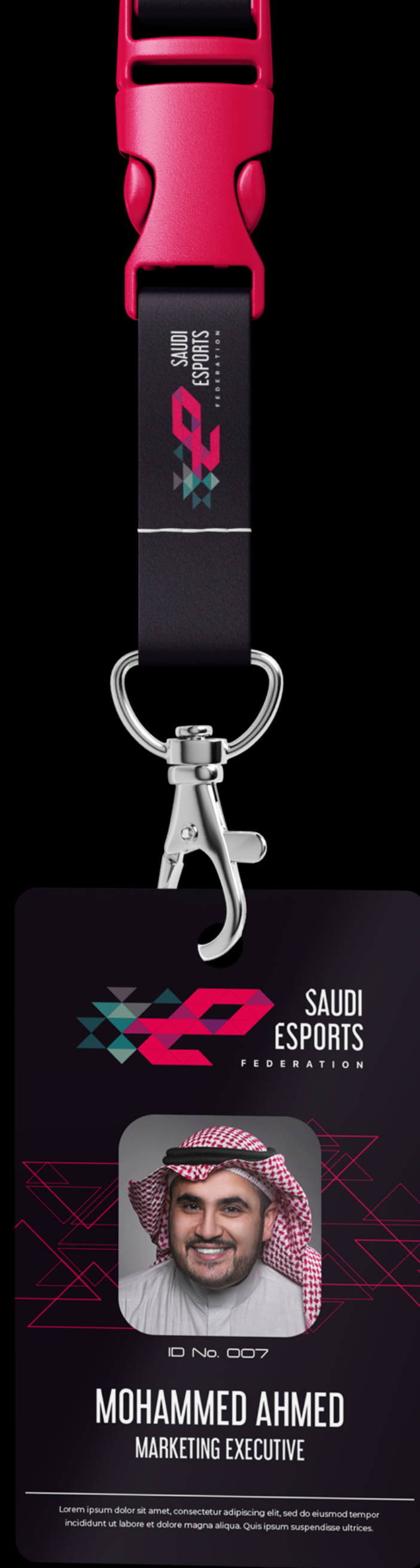
8. In-Action Branding



8 | In-Action Branding

Jersey





SPORT
ARENA

SPORT
ARENA



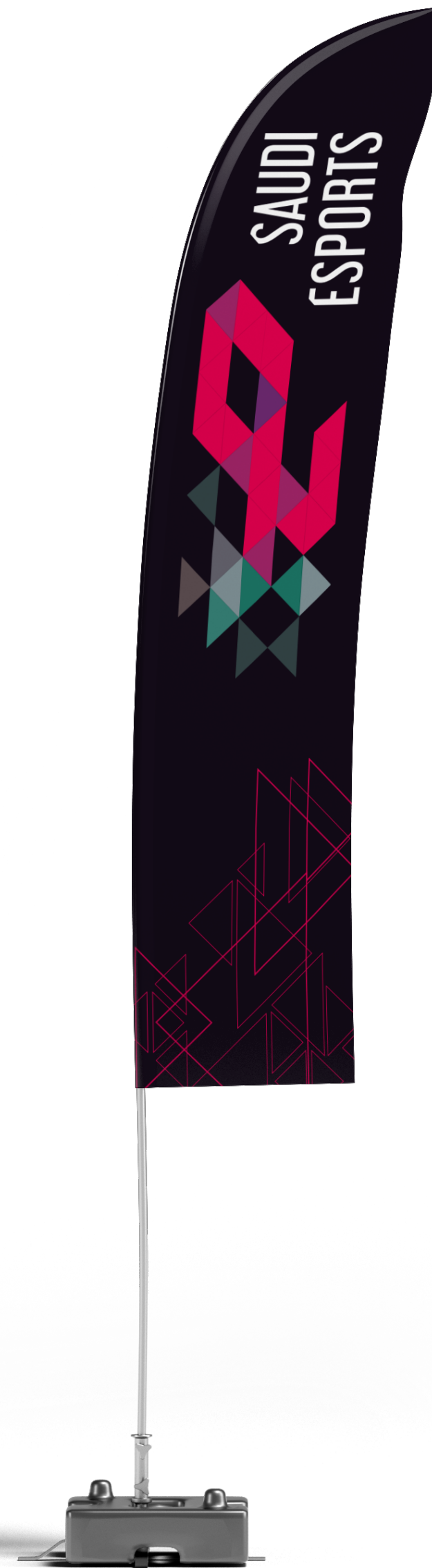
8 | In-Action Branding

Flag



8 | In-Action Branding

Flag



8 | In-Action Branding

Cap



8 | In-Action Branding

Gaming Chair



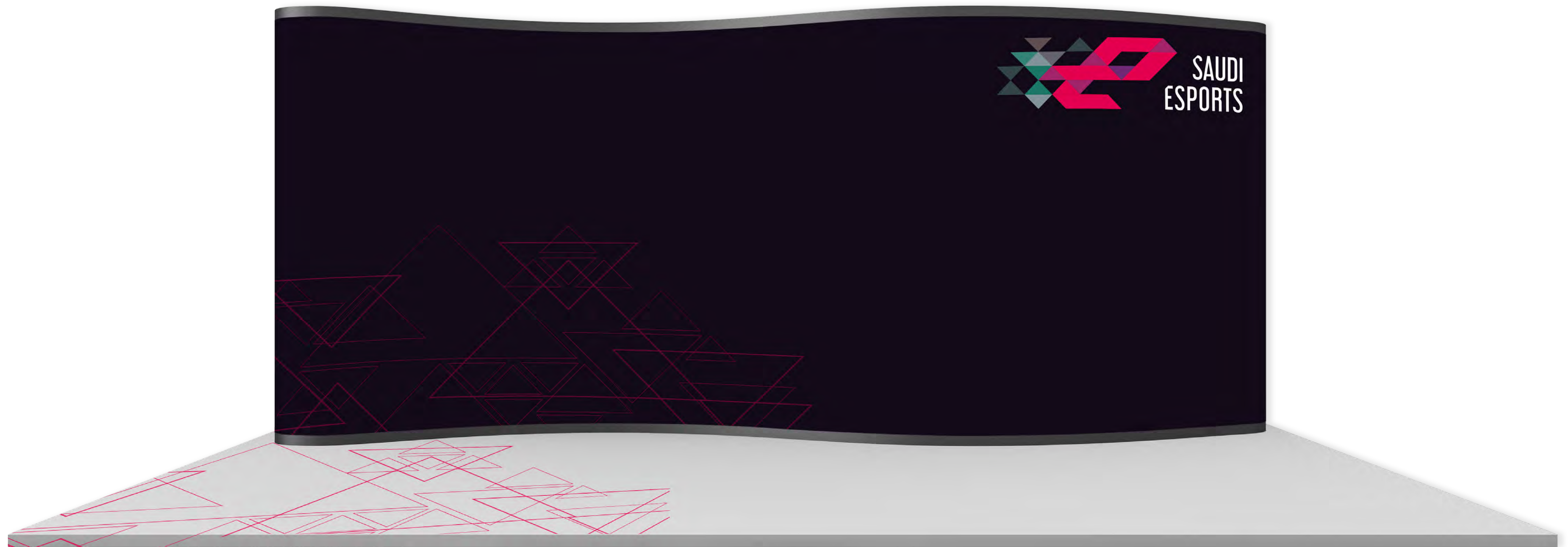
8 | In-Action Branding

Player Stats



8 | In-Action Branding

Backdrop



Thank You

