



Brand design guidelines

October 2022

SK GAMING

Content

01 Strategy

Brand behaviors 3

02 Logo

Versions & clear space 4

Placement 5

Color combinations 6

Don'ts 7

03 Colors

8

Pioneering



We have a first-mover attitude. We've been pioneers of esports since it all started. We've grown up with the industry, and we're leading for 25 years. That's why our tradition is real. We make bold decisions. Our sustainable business approach is the foundation for that. It shapes our long-term strategy of value creation and helps to focus on the many positive facets within esports.

Within our team

It is part of our DNA to always be open to new ideas, ways and technologies. We are open to change because it makes us a consistent player in our industry.

Supporting

We care about our players, our community and our business partners. That means we know the people around us and their goals. Because we are a close brand, we never lose touch with them. We help with proactive guidance, give inspiration, and show how young people can realize goals and aspirations in life through our attitude in sports.

Within our team

We get support, because we do support. We listen and understand. That's how we proactively approach players, community, partners, business and society.

Striving for success

We strive for success. But in our team, success is not just about winning matches. Success is a long-term challenge and a mindset that helps us inspire people to have aspirations in life. This mindset makes us strong in the game, but also as business partners and influencers.

Within our team

We strive for long-term performance, not the quick win. Nevertheless, as soon we embark on a new endeavor, we do it with all our heart and the will to perform the best possible way.

01 Strategy

Brand behaviors



SK GAMING

Version 1

Icon mark + word mark separated



SK GAMING

Version 2

locked-up version

02 Logo

Versions & clear space

There are two ways on how to use apply the logo. Version 1 is used whenever possible and therefore is our primary logo version. Here we are separating the two logo elements from another to have more variety and dynamic in the layout.

Version 2 is only being used, if not possible otherwise.

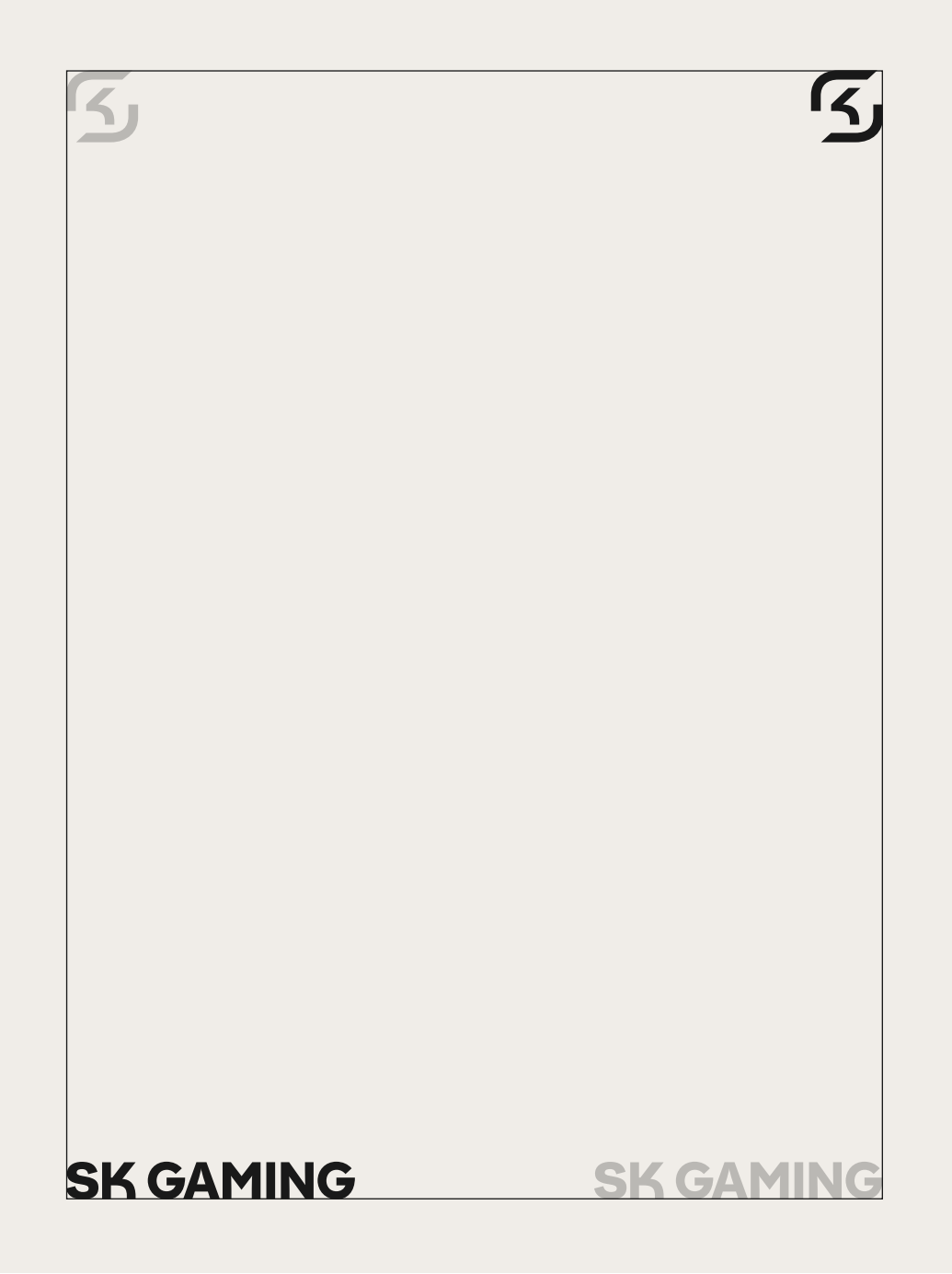
The clear space ensures that the logo always has enough space to be well perceived. It prevents other design elements from touching or overlapping the logo and gives the logo enough space to act. The designated protection area must never be reduced in size.

The logo can be used either positive or negative in one of the following colors:

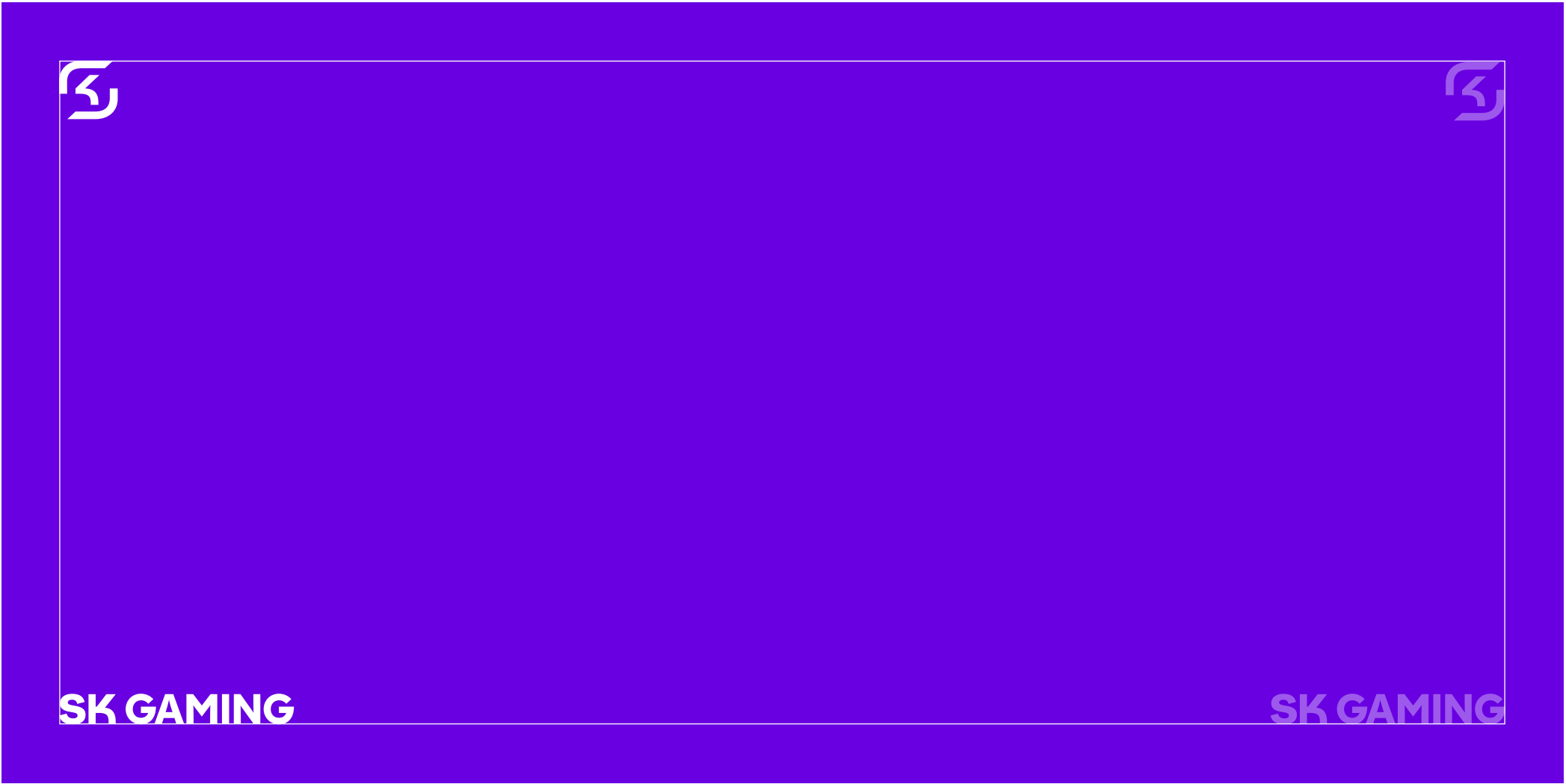
- Black
- White

Clear space





3:4 format (e.g. 1500 x 2000 px)



2:1 format (e.g. 1024 x 512 px)



Square format (e.g. 1080 x 1080 px)

02 Logo Placement

When placing our logo version 1 in a layout, all four corners are possible.

When placing our logo version 1, the icon mark always needs to be left or above the word mark, to guarantee the correct reading order. The word mark has to be place underneath or on the right. Make sure to never change the ratio toward the two logo elements.

The legibility of the logo must be guaranteed and is top priority.

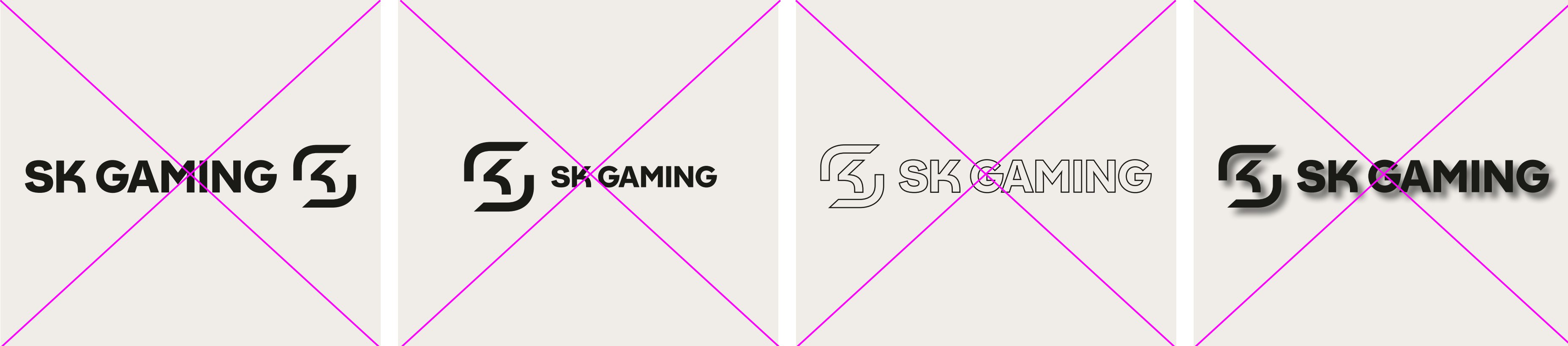


02 Logo

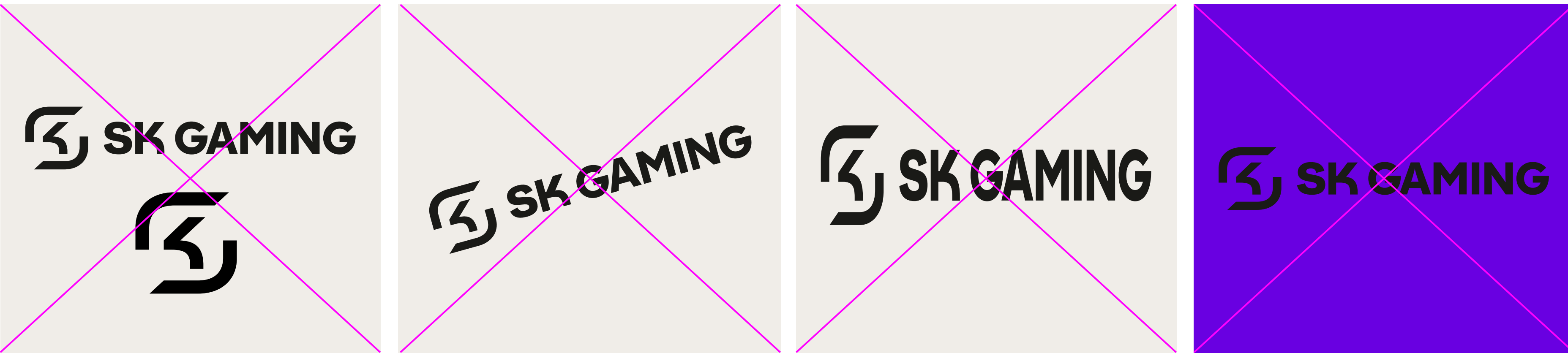
Color combinations

When choosing the color for the logo, always pick the color version that shows the most possible contrast. Choose the white logo version on dark background, and the black color version on bright background.

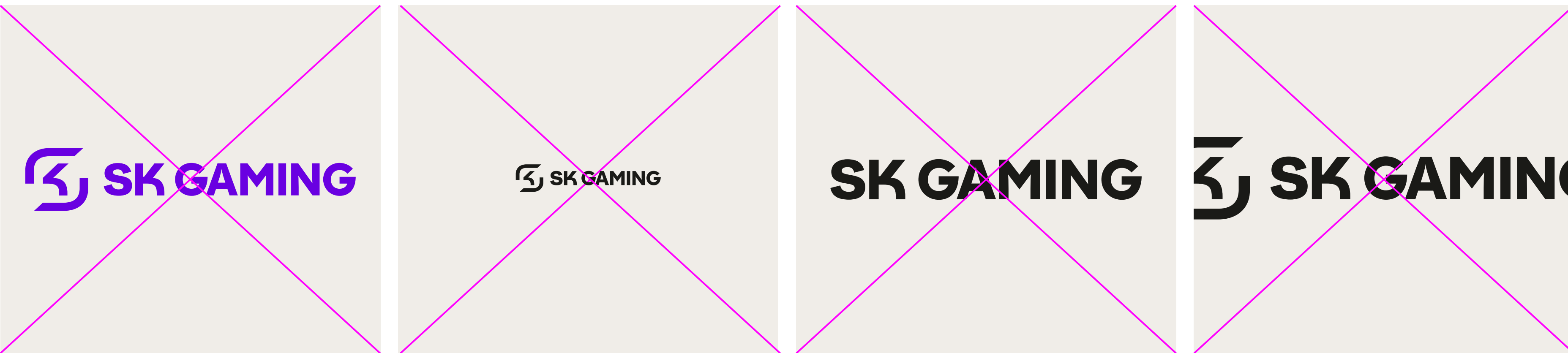




Don't rearrange the logo into the wrong order!
Don't change the size ratio of individual elements!
Don't use outlines!
Don't use any effects!



Don't combine two logo versions!
Don't rotate the logo!
Don't distort the logo!
Don't choose colors with bad readability!



Don't use other colors than defined!
Don't use logo to small!
Don't use only the word mark!
Don't cut the logo!

02 Logo
Don'ts

To ensure that the logo, and therefore the brand, is always recognizable, the logo must never be changed.

Dark blue

RGB

25/0/90

Pantone

2756 C

CMYK

100/100/0/20

Textil

19-3953 TPX

Bright blue

RGB

120/245/250

Pantone

2197 C

CMYK

45/0/8/0

Textil

14-45516 C

RGB

120/245/250 50 %

Pantone

635 C

CMYK

25/0/5/0

Textil

13-4409 TPX

Vibrant purple

RGB

105/0/225

Pantone

2090 C

CMYK

80/90/0/0

Textil

18-3840 TPX

Warm gray

RGB

240/237/232

Pantone

Cool Gray 1 C

CMYK

0/0/5/15

Textil

13-4108 TPX

Black

RGB

25/ 25/ 25

Pantone

XXXX

White

RGB

255/ 255/ 255

03 Colors

Our vibrant color palette adds dynamic and energy to our brand. We can stand out and be bold as easily as we can step back. We use consistent colors, so we can strengthen our brand awareness. When people see our color palette, we want them to think of SK Gaming.

The main brand color is Dark Blue, which is therefore primarily used in combination with the other more vibrant colors. Energetic blue and Vibrant purple are used to add vibrancy, the Warm gray brings in the humanity, adds warmth to the design and makes the other colors shine even more.

Font colors

Our font can be used in different colors, depending on the background colors and the desired effect. Good readability should be guaranteed at all time. It can be chosen between the following colors:

- **Black**
- **White**
- **Bright blue** 100%

SK Gaming GmbH & Co. KG

Stadtwaldgürtel 42
50931 Cologne
Germany

For further information on our Brand design guidelines
please contact us at **info@sk-gaming.com**

Contact

