

The logo features a large, stylized white 'X' on the left, followed by the word 'FATE' in a white, uppercase, sans-serif font. The background is a dark blue gradient with large, light blue geometric shapes, including a large 'X' and several triangles, creating a dynamic, abstract pattern.

XFATE

BRAND GUIDELINES

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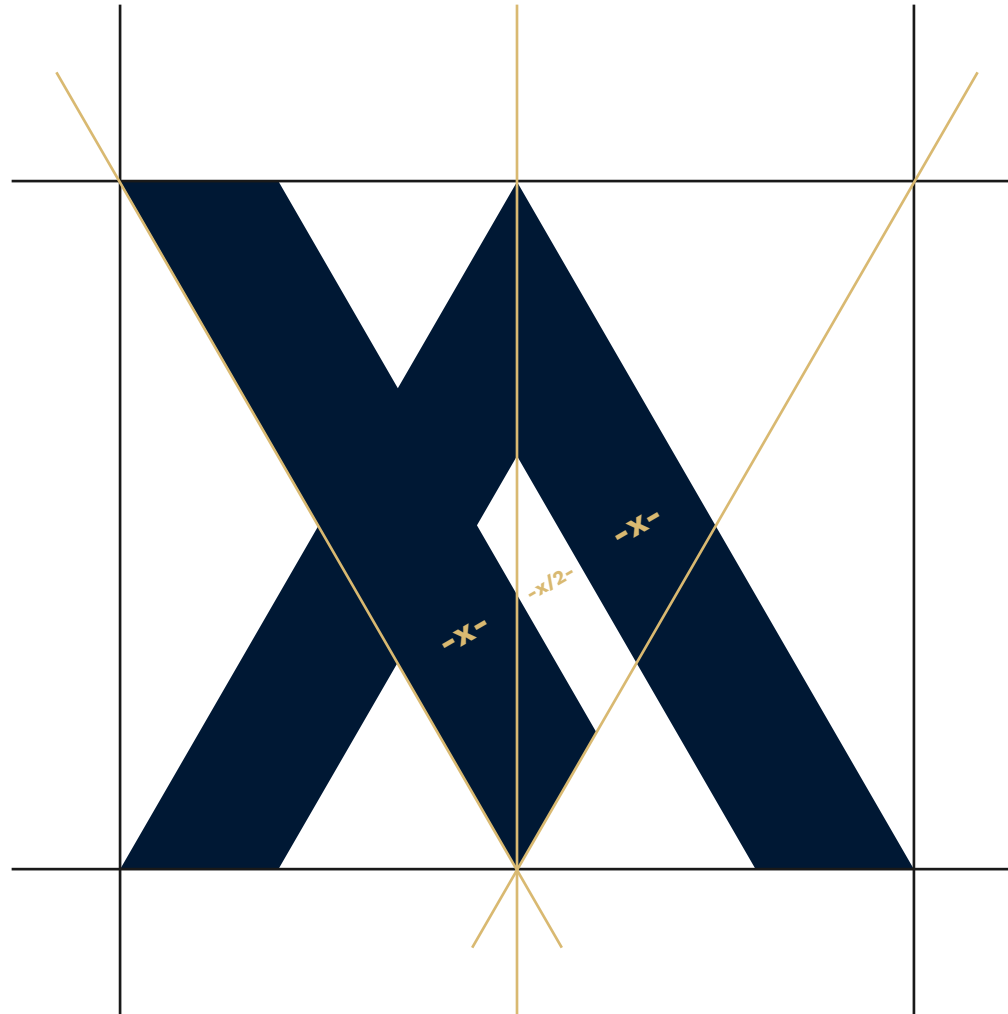


01. THE LOGO

THE LOGO CONSTRUCTION

The Logomark

The mark is constructed from the base of an equilateral triangle. The spacing between the bars is half the width of those bars and the peaks of the elements meet at the line of symmetry of the base triangle.



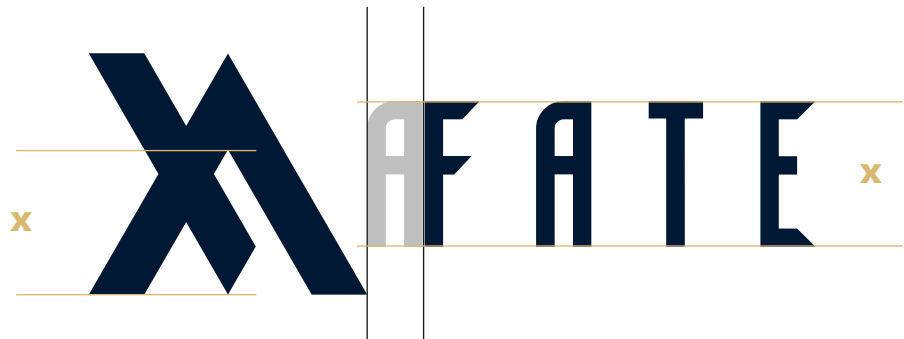


02. FULL LOGO

THE FULL LOGO

The logo is used in traditional ways with the icon and the textmark. Given its compact nature, it's used in vertical and horizontal lockups when used in its entirety.

Horizontal



Vertical





03. LOCKUPS

LOCKUPS

The FATE logo has 4 different lockups that are used depending on the real estate, canvas, or application. It is meant to be flexible in use and given its unique characteristics, it should prove to be a recognizable piece of identity regardless of the situation.

Horizontal



Vertical



Icon



Textmark





O4. WRITTEN NAMES

ACCEPTED NAMES

The name of our team has very specific case-sensitive formats so whenever it is used for written content, make sure it follows the accepted formats. Other formats, like the following examples (or any combination of these), are not allowed or acceptable.

Acceptable

FATE Esports
FATE

Unacceptable

Fate
fate
FATE Sports
FATE esports



05. BRAND COLORS

BRAND COLORS

The FATE team is easily identifiable by its signature blue and gold colors. It is used in conjunction with greys, white, and situation-specific colors (ie. certain tournaments, etc.). The balance of the colors used are dependent on the application or collateral, but the team’s blue and gold should be present to some degree.

Wave Blue	HEX: #1C3F68 CYMK: 97 - 79 - 34 - 22
Ocean Blue	HEX: #001834 CYMK: 97 - 83 - 47 - 62
Victory Gold	HEX: #D9B971 CYMK: 16 - 25 - 66 - 0
Hyper White	HEX: #FFFFFF CYMK: 0 - 0 - 0 - 0
Armor Grey	HEX: #191919 CYMK: 73 - 67 - 65 - 79
Crash Grey	HEX: #686868 CYMK: 59 - 51 - 50 - 19





06. TYPOGRAPHY

TYPOGRAPHY

The fonts and typography used in the FATE ecosystem is defined by main headings, sub-headings, and body /paragraph content. Three main font families are utilized to establish this hierarchy and identity.

Main Headings (both primary and secondary) should have a size differential between themselves and subheadings /content font to help distinguish the difference in tiers of content. Although there is no set rule in the actual point size, visually, there should be about a four to five times difference in height.

Primary Main Headings

DRUK WIDE BOLD

Secondary/Alternative Main Headings

LEAGUE GOTHIC ITALIC

Subheadings

Work Sans Bold

Paragraph & Content

Work Sans Light

07. SAMPLE APPLICATIONS

SAMPLE APPLICATIONS

Team Jersey



Facilities Menu



Team Poster



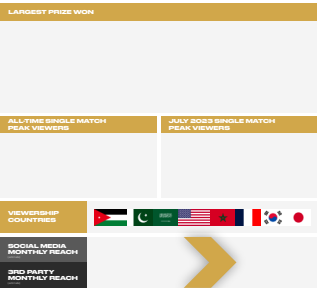
Sample Social Posts & Banners



Deck Infographics



KPIs & METRICS





08. THE RULES IN USAGE

THE RULES IN USAGE

This page illustrates how not to use the FATE logo. These examples represent some of the most common errors, but do not necessarily constitute an exhaustive list. To maintain consistent appearance and presentation of the FATE logo, follow the guidelines outlined in this document.

Never attempt to alter, redesign, or add to the FATE logo lockup.

Do not change the logo color outside of the approved palette.



Do not stretch or distort the logo.



Do not rotate the logo or the icon.



Do not redesign the logo or change the typeface.



Do not outline the logo.



Do not crop or cut off the logo.



Do not add a drop shadow or other effects to the logo.



09. END OF GUIDELINES

X FATE