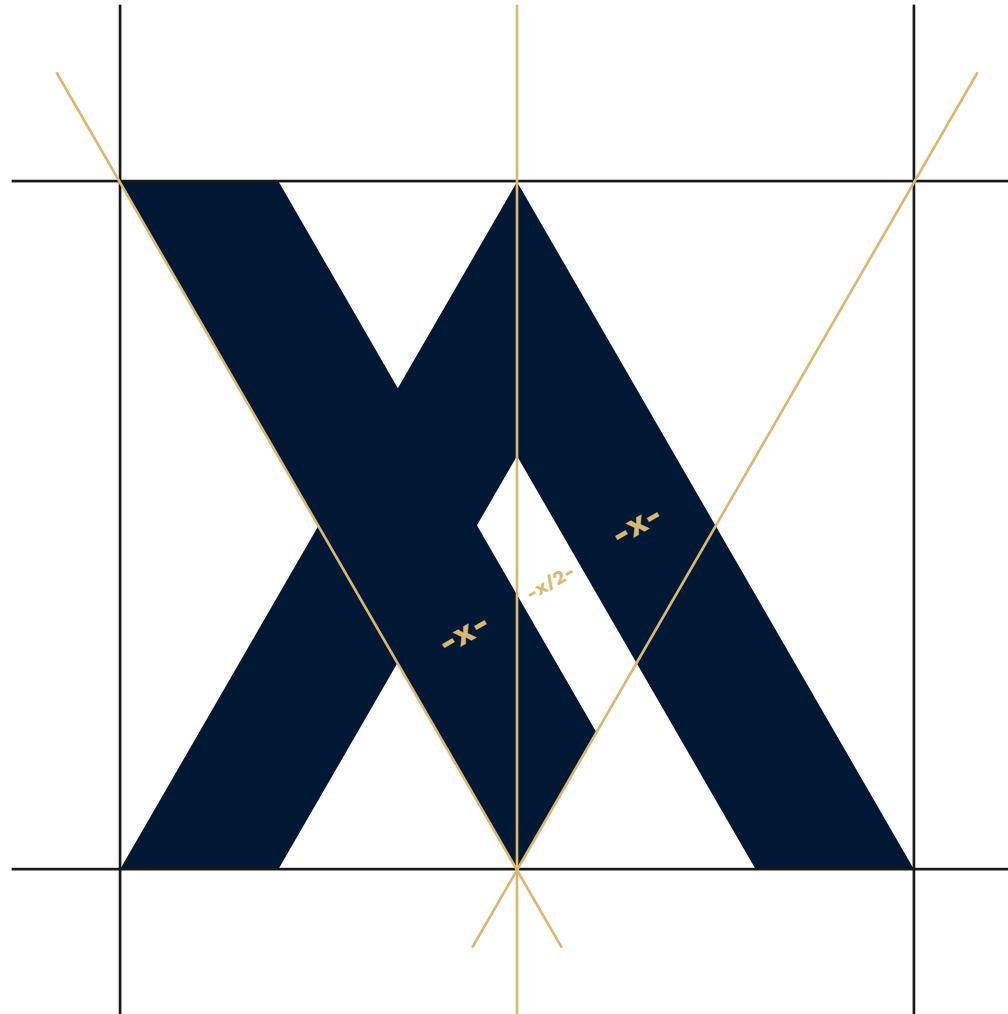# FATE

TABLE OF CONTENTS

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.
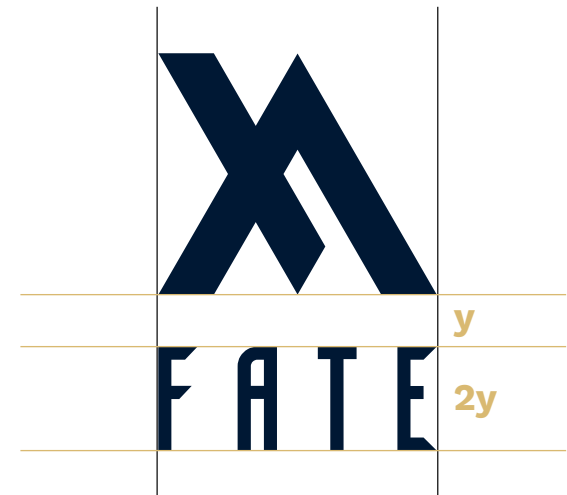
-x-   -x/2-   -x-

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

04. 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

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