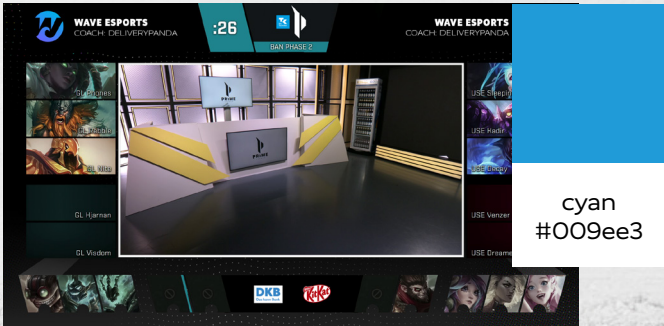
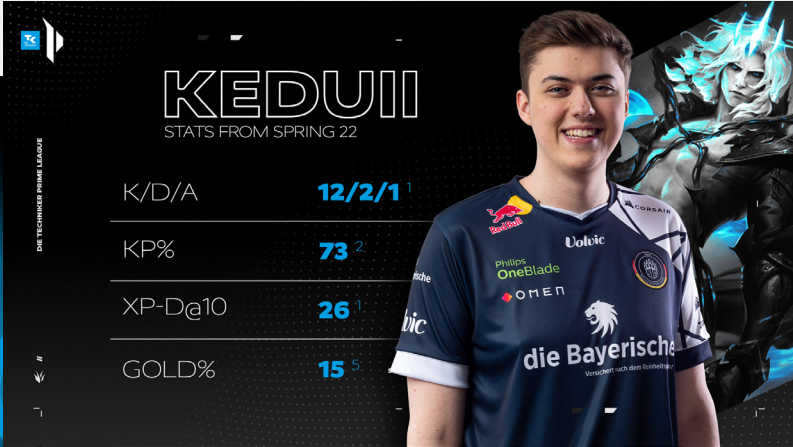
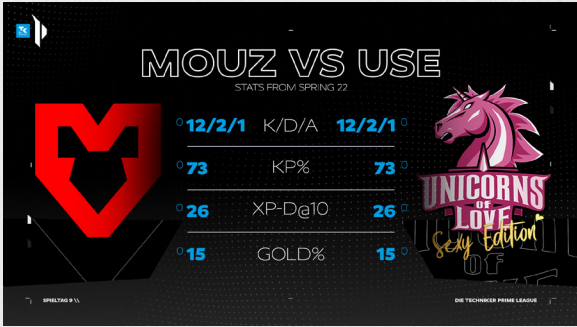
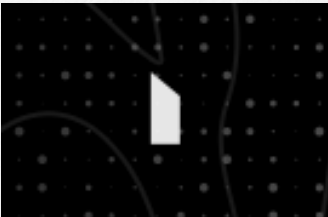


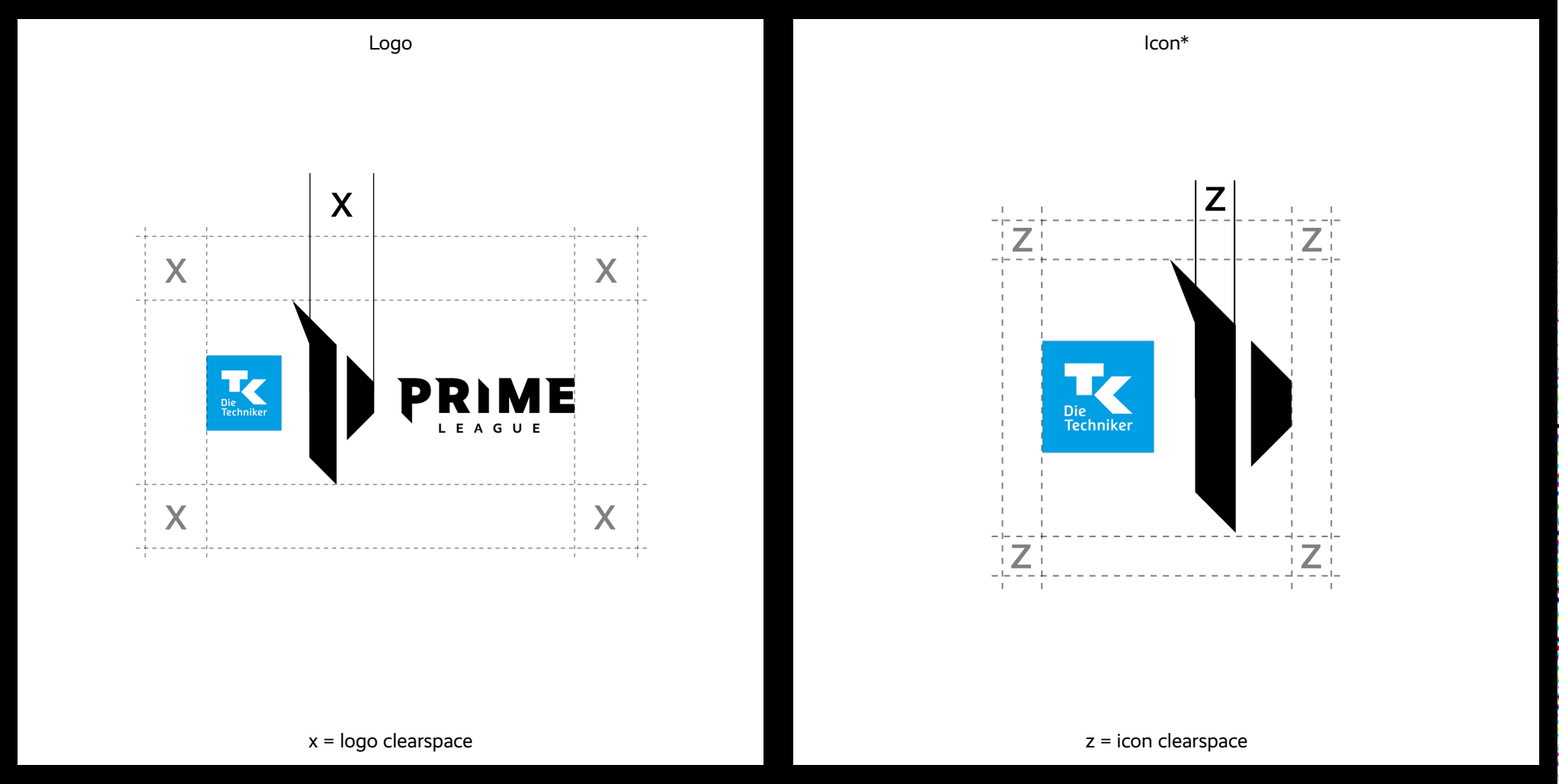


BRAND

GUIDELINES

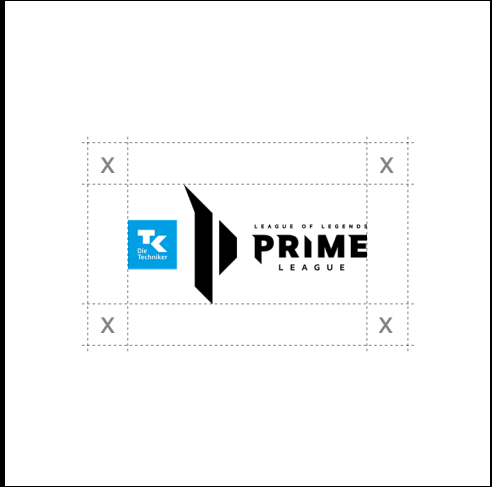
ART DIRECTION
VISUAL IDENTITY INTRO



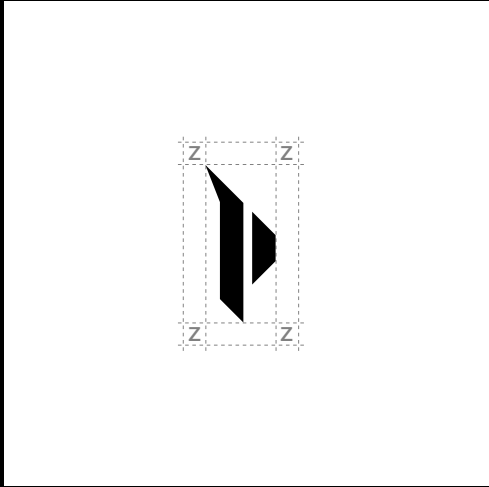
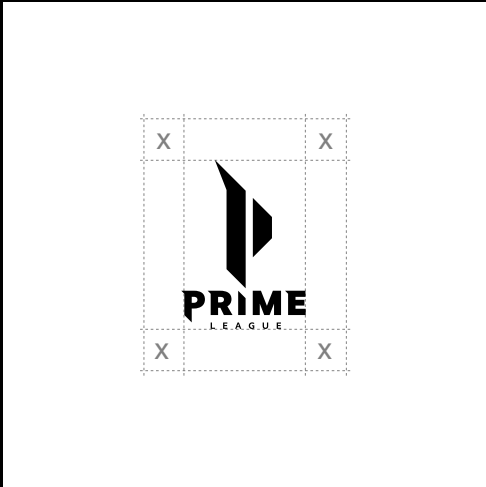
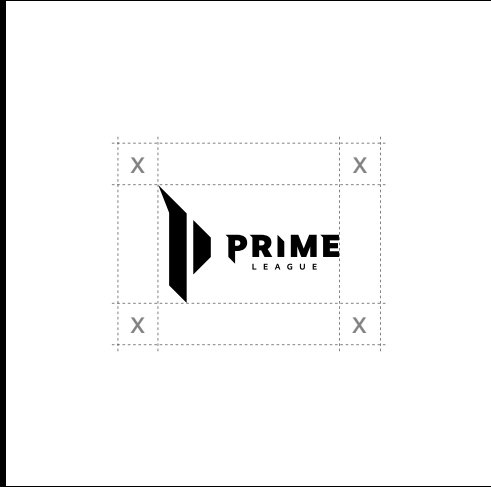


ART DIRECTION
LOGO SECONDARY

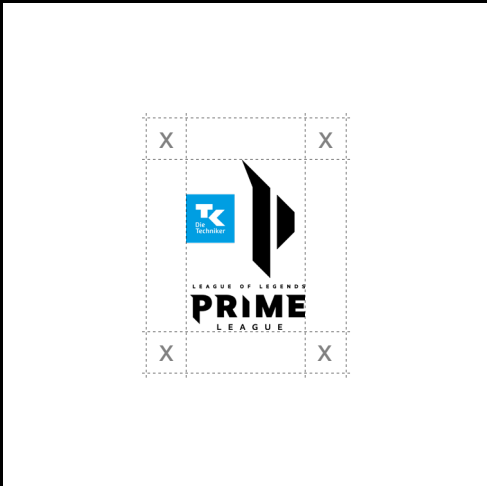
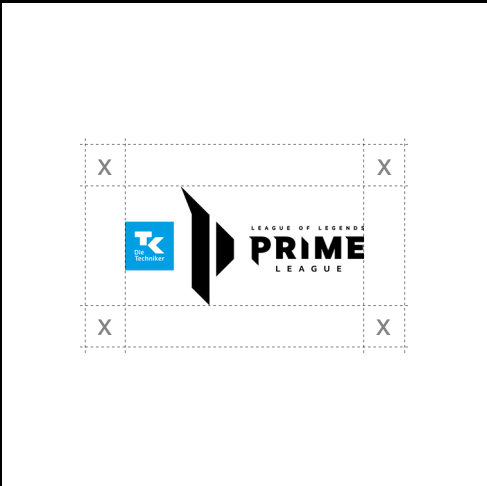
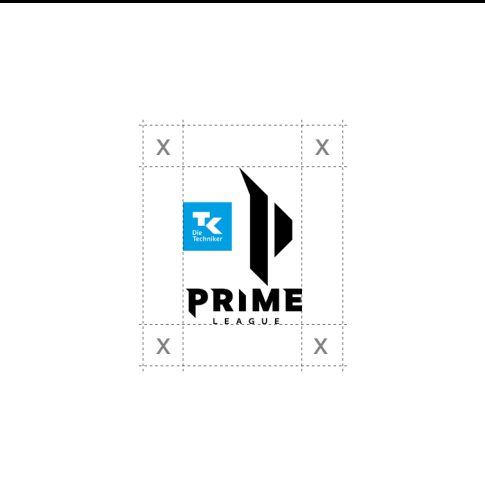
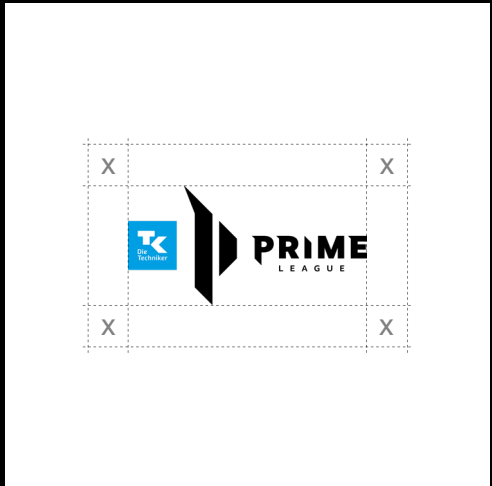
for non-League purposes



for Sponsor Deliverables



only use with the consultation of Freaks 4U Gaming GmbH*



ART DIRECTION

LOGO DO'S & DON'TS

PRIME LEAGUE'S LOGO IS MADE OUT OF STRIPES RACING AGAINST EACH OTHER. THEY REPRESENT **THE TEAMS COMPETING** ON THEIR WAY TO THE TOP. THE SHARP ANGLES AND GRITTY DESIGN EMBODY THE SPECTACULAR AND VISCERAL ASPECTS OF THE COMPETITION.



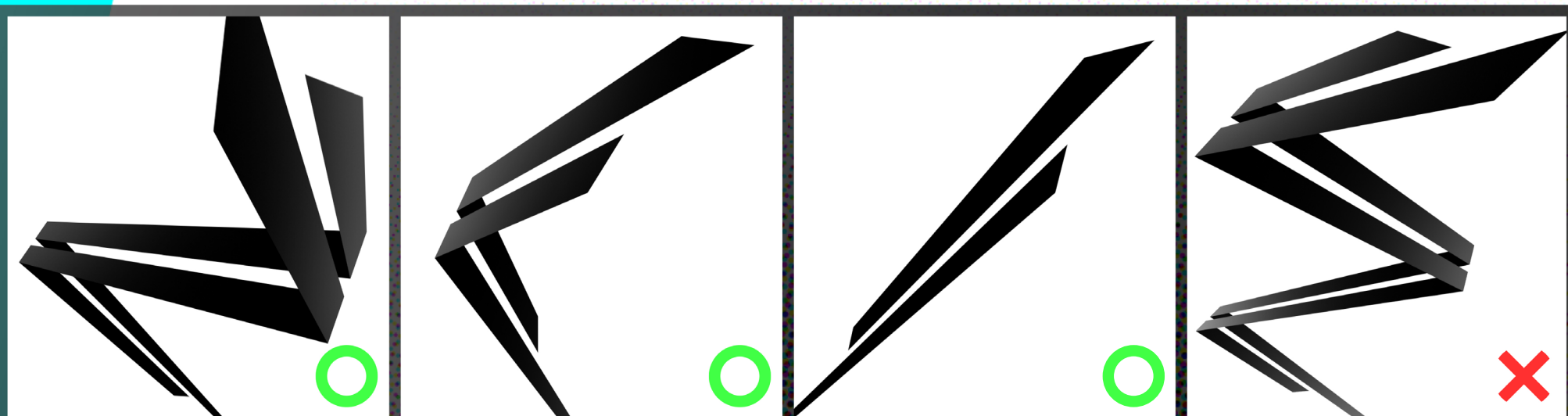
DO NOT...

- ... recreate, separate or change parts of the logo.
- ... change the logo to another color.
- ... change the proportions, skew or rotate the logo.
- ... place the logo on the same colored background.
- ... place the logo on busy backgrounds.
- ... add effects to the logo.

ART DIRECTION

THE STRIPES DO'S & DON'TS

THE STRIPES REPRESENT THE TEAMS **COMPETING** AGAINST EACH OTHER, THEIR PATH EMBODYING THE **PROGRESSION** PLAYERS AND VIEWERS UNDERGO THROUGHOUT THE PRIME LEAGUE ESPORTS CIRCUIT.



- AT LEAST 1 TURN.
- NO MORE THAN 2 TURNS.
- OVERALL MOVEMENT ALWAYS HEADING TOWARDS THE TOP.
- CUT THE LINES AT DIFFERENT DISTANCE.
- OVERSHAPE THE PERSPECTIVE.

HEADLINES 1

RealistWide Black
size: - | kerning: 0 | spacing : -

RealistWide Regular
size: - | kerning: 0 | spacing : -

REALIST
FONT FAMILY

Used as important headlines.

Isolated as teh only piece of text on a frame in video, slide or print art. It has to fit in a block shaped according of the stripes perspective. Put some words in black cartouches to add contrast as per as the example.

HEADLINES 2

RealistWide Black
size: - | kerning: 0 | spacing : -

RealistWide Regular
size: - | kerning: 0 | spacing : -

LOREM IPSUM DOLOR SIT **AMET**,
CONSECTETUR ADIPISCING ELIT.

Used as headlines.

You can alternate between REALIST WIDE BLACK and REALIST WIDE REGULAR to emphasis words. Overusing this effect will reinforce the feeling of dynamism.

SUBHEADLINES

RealistWide Black
size: - | kerning: 0 | spacing : -

RealistWide Regular
size: - | kerning: 0 | spacing : -

LOREM UPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT.
VIVAMUS GRAVIDA JUSTO A **EPHASIC** POSUERE, VEL VESTIBULUM
LIVERO VULPUTATE ETIAM NON SAPIEN NEC DUI SUSCIPIT RUTRUM.
MAURIS MAXIMUS LUCTUS LACUS QUIS LAOREET.

Used as subheadlines.

It can be used as short block of text, descriptions of a few lines. You can emphasis important words with the REALIST WIDE BLACK font.

BODY TEXT

RealistWide Regular
size: - | kerning: 0 | spacing : -

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum.

Used as body copy.

ART DIRECTION

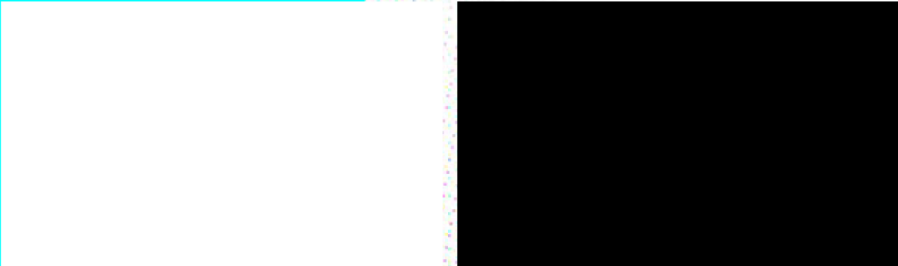
COLOUR PALETTE

THE STRONG COLOUR CONTRAST REPRESENT THE ELECTRICITY, PASSION AND TENSION INHERENT TO THE **COMPETITIVE** ASPECT OF THE LEAGUE.

BRIGHT TONES CONVEY PRIME LEAGUE'S POSITIVE MINDSET, HIGHLIGHTING THE **PROXIMITY** BETWEEN VIEWERS, PLAYERS AND BROADCASTERS.

PRIMARY PALETTE

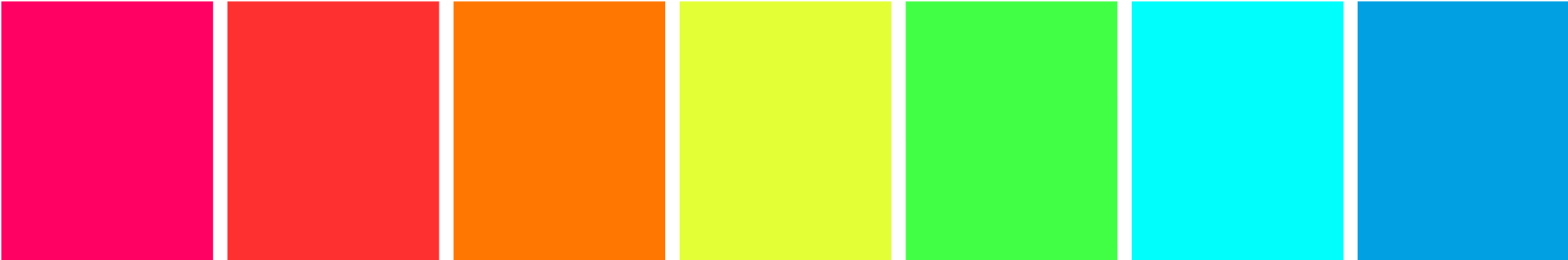
Prime League always highlights the players: the primary colours used are neutral, allowing the communication to always push them under the spotlights.



| | |
|-------------------------------|--------------------------------|
| Hexa ffffff | Hexa 000000 |
| RVB 255 255 255 | RVB 0 0 0 |
| CMYK 0 0 0 0 | CMYK 0 0 0 100 |
| Pantone -- | Pantone Black 6 C |

SECONDARY PALETTE

The bright colours are used on specific communications, announcing particular events, or showcasing teams or players.



| | | | | | | |
|---------------------------------|----------------------------------|---------------------------------|---------------------------------|---------------------------------|--------------------------------|--------------------------------|
| Hexa ff0163 | Hexa ff3030 | Hexa ff7700 | Hexa e3ff36 | Hexa 41ff45 | Hexa 00fffc | Hexa 009ee3 |
| RVB 255 1 99 | RVB 255 48 48 | RVB 255 119 0 | RVB 227 255 54 | RVB 65 255 69 | RVB 0 255 252 | RVB 0 160 227 |
| CMYK 0 100 20 0 | CMYK 0 100 100 0 | CMYK 0 66 100 0 | CMYK 15 0 100 0 | CMYK 55 0 100 0 | CMYK 80 0 15 0 | CMYK 100 0 0 0 |
| Pantone 213 C | Pantone Red 032 C | Pantone 151 C | Pantone 3945 C | Pantone 802 C | Pantone 311 C | Pantone Process Blue |