ZENETIC ESPORTS

RISE ABOVE - RISE TOGETHER

DESIGN GUIDELINES V 1.6

1.INTRODUCTION
OF THE GUIDEBOOK

This book details a series of guidelines that must be strictly followed by any Zenetic Esports related visual assets.

It is dedicated to protecting Zenetic Esports's branding properties including brand **name**, brand **logo** and **icon**, brand **font** and **any other assets** that may be affiliated with Zenetic Esports.

 *The guidebook is applicable for both internal and external parties.
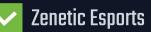
LOGO

2.BRAND LOGO
ZENETIC ESPORTS NAME

In written form, Free Fire should always be written either with all letters capitalized (ZENETIC ESPORTS) or with the first letter of each word capitalized (Zenetic Esports).

There should always be a space in between the two words. The only exception is in a hashtag where the empty space needs to be omitted.
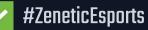
The written short form, "ZenES" or "ZEN", should not be used in any external communications except for special terms approved by our branding department.
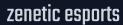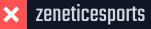
✅ ZENETIC ESPORTS   ❌ ZENETICESPORTS

✅ Zenetic Esports   ❌ ZeneticEsports

✅ #ZeneticEsports   ❌ zenetic esports

✅ #ZENETICESPORTS   ❌ zeneticesports

                            ❌ ZenES

2.BRAND LOGO
MAIN LOGO

These are the basic versions of Zenetic Esports logos, in eerie blue and white.

Note that the dark and white backgrounds is for illustration only. They are not part of the logo. The background should be transparent.

This is the only standard Zenetic Esports logo. Please obtain the high-resolution PNG file from our Branding Team.

2.BRAND LOGO
MINIMUM SIZE

While you can enlarge the logo infinitely, you must use the vector logo for doing.

2.5cm (width)

PRINTING

135px (width)

SCREEN

2.BRAND LOGO
CLEAR SPACE

There should not be any design elements intruding into the clear space.

When scaling the logo, the clear space should be scaled proportionally.

100% clear space is preferable for optimal effect. In special cases, 50% is acceptable.

2X

X

Y

2Y

3N

2N

100% Clearspace

2.BRAND LOGO
PARTNER LOCKUP

Ensure the relationship feels balanced also adhere to our clear space guidelines.

2.BRAND LOGO
COLOR

You can use other colors for the logo but ensure it's legibility and contrast with the background.

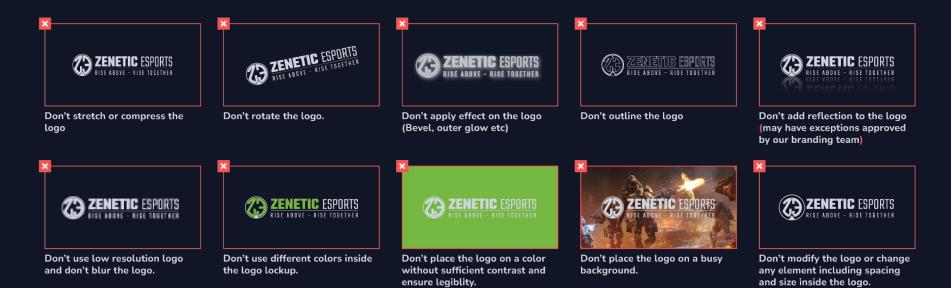If possible get the color scheme approved by our branding team.

2.BRAND LOGO
FAVICON & APP ICON

In small formats when our logo lockup can't perform well, use our icon by itself to ensure the best legibility and recognition. Examples:

Within layouts as a graphic element

As a browser favicon

Within mobile application / website

MENU
HOME PAGE
ABOUT US

App Icons

2.BRAND LOGO
MISUSES

It is important that the appearance of the logo remains consistent. Our icon and logo should not be modified in any way. Its orientation, composition should remain as indicated in this document and it should also be legible.

Don't stretch or compress the logo

Don't rotate the logo.

Don't apply effect on the logo (Bevel, outer glow etc)

Don't outline the logo

Don't add reflection to the logo (may have exceptions approved by our branding team)

Don't use low resolution logo and don't blur the logo.

Don't use different colors inside the logo lockup.

Don't place the logo on a color without sufficient contrast and ensure legiblity.

Don't place the logo on a busy background.

Don't modify the logo or change any element including spacing and size inside the logo.

COLORS

3.BRAND COLORS
COLOR PALETTE 1

Our palette is intended to work across a multitude of different touch-points. It can be professional, contrasting and memorable. **Note** that this palette is only for Zenetic Esports visuals not tournament visuals.

PURE WHITE
HEX : #ffffff
RGB : 255, 255, 255
CMYK : 0, 0, 0, 0
PANTONE : 000 C

LIGHT SILVER
HEX : #d1d7e0
RGB : 209, 215, 224
CMYK : 17, 10, 6, 0
PANTONE : 538 U

APPLE GREEN
HEX : #75b943
RGB : 117, 185, 67
CMYK : 59, 3, 100, 0
PANTONE : 368 C

DRESS BLUE
HEX : #272e3f
RGB : 39, 46, 63
CMYK : 84, 74, 50, 51
PANTONE : 19-4024 TCX

EERIE DARK BLUE
HEX : #111626
RGB : 17, 22, 38
CMYK : 86, 78, 54, 71
PANTONE : 7547 C

3.BRAND COLORS
COLOR PALETTE 2

Our palette is intended to work across a multitude of different touch-points. It can be professional, contrasting and memorable. **Note** that this palette is only for Zenetic Esports visuals not tournament visuals.

PURE WHITE
HEX : #ffffff
RGB : 255, 255, 255
CMYK : 0, 0, 0, 0
PANTONE : 000 C

DAWN BLUE
HEX : #d1d7e0
RGB : 209, 215, 224
CMYK : 17, 10, 6, 0
PANTONE : 13-4303 TCX

APPLE GREEN
HEX : #75b943
RGB : 117, 185, 67
CMYK : 59, 3, 100, 0
PANTONE : 368 C

DRESS BLUE
HEX : #1e1e1e
RGB : 30, 30, 30
CMYK : 72, 66, 65, 75
PANTONE : 19-4024 TCX

EERIE BLACK
HEX : #141414
RGB : 20, 20, 20
CMYK : 73, 67, 65, 81
PANTONE : Neutral Black C

3.BRAND COLORS
COLOR FOR TYPE

Note that these are just examples, you may change the color combinations as need but make sure it has sufficient contrast, is legible and follows brand color palette. Furthermore, you may use the color #ff5252 in certain cases such as warning text.

TYPOGRAPHY

4.TYPOGRAPHY
TYPEFACES

Our typography is designed to be professional and impactful. The following guidelines allows for clear and confident messaging across all our communications.

We have to main brand typefaces. Both of the typefaces have their own purpose in a visual design. **Note** that typefaces are only for Zenetic Esports visuals not tournament visuals.

Montserrat is bold, energetic and eye catching and professional at the same time. Hence it should be used in headlines.

Nunito Sans is our secondary typeface nicely complimenting the bold and energetic montserrat font. This font should be used in paragraph and any large amount of text.

TYPEFACE 1

Montserrat

TYPEFACE 2

Nunito Sans

4.TYPOGRAPHY
TYPEFACES

Montserrat

*Variable fonts must be used to maintain hierarchy.

The quick brown fox jumps over the lazy dog. 1234567890

The quick brown fox jumps over the lazy dog. 1234567890

The quick brown fox jumps over the lazy dog. 1234567890

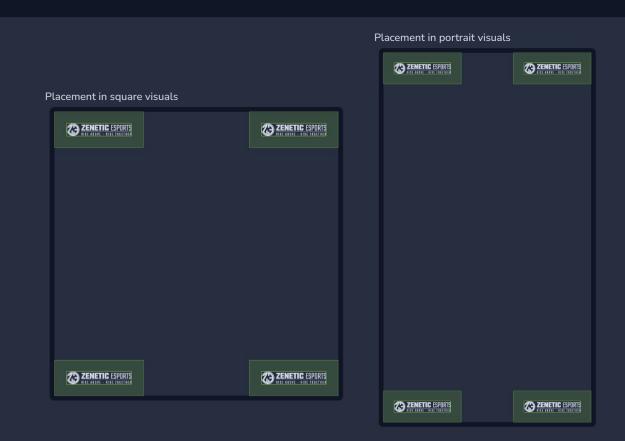**The quick brown fox jumps over the lazy dog. 1234567890**

The quick brown fox jumps over the lazy dog. 1234567890

The quick brown fox jumps over the lazy dog. 1234567890

The quick brown fox jumps over the lazy dog. 1234567890

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The quick brown fox jumps over the lazy dog. 1234567890

4.TYPOGRAPHY
TYPEFACES

Nunito Sans

*Variable fonts must be used to maintain hierarchy.

The quick brown fox jumps over the lazy dog. 1234567890

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The quick brown fox jumps over the lazy dog. 1234567890

The quick brown fox jumps over the lazy dog. 1234567890

LAYOUT

5.LAYOUT
BRAND LOGO PLACEMENT

Placement in portrait visuals

Placement in square visuals

Note that these are the optimal places to use our logo in a visual however you can use it in other places but please console with our branding team before doing so.
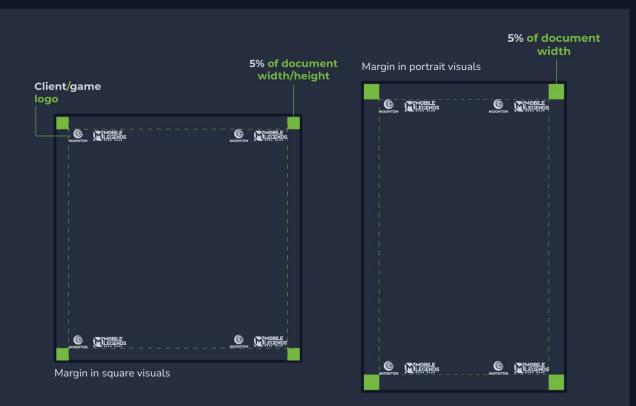
5.LAYOUT
BRAND LOGO PLACEMENT
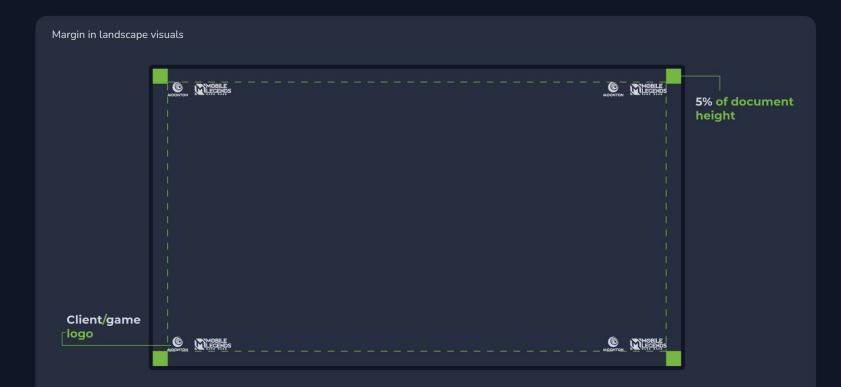
Placement in landscape visuals

5.LAYOUT
MARGINE AND CLIENT LOGO

Note that our clients and games often have their own set of design guidelines which we must adhere to when designing any tournament/client related visuals. Hence these may change depending on the guidelines provided by the client/game dev.

Client/game logo

5% of document width/height

Margin in square visuals

5% of document width

Margin in portrait visuals

5% of document width

Margin in landscape visuals

5% of document height

Client/game logo

THANK YOU

Introduction　　Logo　　Color　　Typography　　Layout