



ESPORTZ

ENTERTAINMENT CORP.

Visual Identity



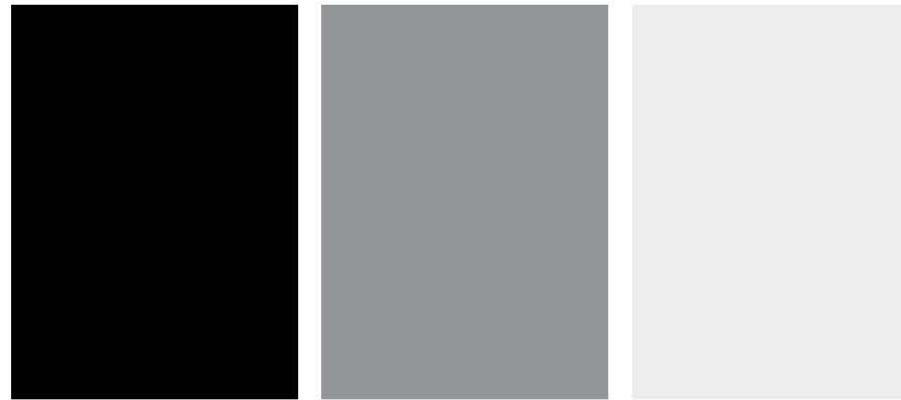
Logo - Full Color



Logo - Color Variations



Branded Color Scheme



#000000	#242424	#ededed
R:0 G:0 B:0	R:36 G:36 B:36	R:237 G:237 B:237
C:0 M:0 Y:0 K:100	C:72 M:66 Y:65 K:70	C:6 M:4 Y:4 K:0

Logo - Don'ts



Don't change the logo color



Don't remove elements



Don't distort the logo



Don't place the logo over a saturated background

Typography

DEATH HECTOR

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
ABCDEFGHIJKLMNO
PQRSTUVWXYZ
0123456789-=:
!@#\$%^&*()_+

Logo Typographic Style -Death Hector - Uppercase

Open Sans

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ
0123456789 !@#\$%^&*()_+

At vero eos et accusamus et iusto odio digni-
mos ducimus qui blanditiis praesenti um vo-
luptatum deleniti atque corrupti quos dolores
et quas molestias excepturi sint oa cati cupidi-
tate non provident, similue sunt in culpa qui
officia deserunt mollitia aimi, id est laborum
et dolorum fuga.

Body Copy - Typographic Style - Open Sans

Logo - Full Color



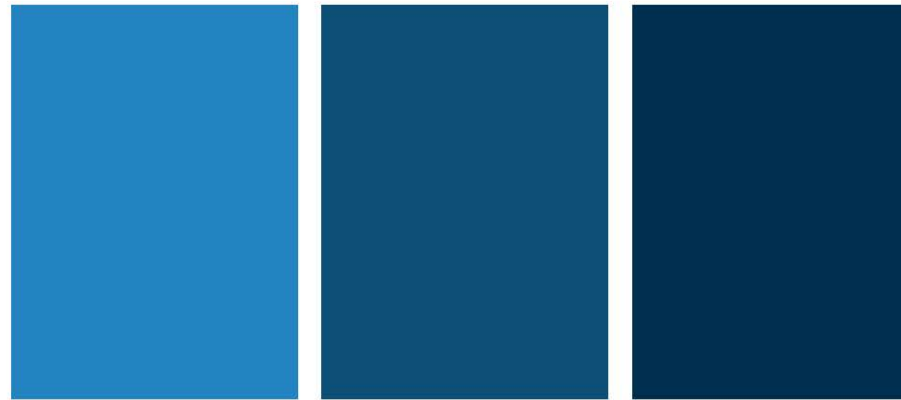
Logo - Color Variations



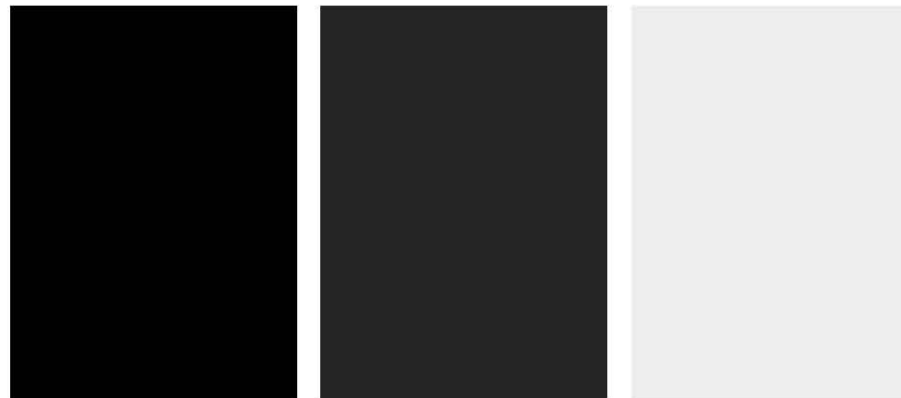
Logo - Variations



Branded Color Scheme



#1587b4	#0c4e76	#5d0000
R:21 G:135 B:180	R:12 G:78 B:118	R:0 G:47 B:79
C:82 M:36 Y:14 K:1	C:98 M:71 Y:31 K:15	C:100 M:81 Y:42 K:39



#000000	#242424	#ededed
R:0 G:0 B:0	R:36 G:36 B:36	R:237 G:237 B:237
C:0 M:0 Y:0 K:100	C:72 M:66 Y:65 K:70	C:6 M:4 Y:4 K:0

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Logo Typographic Style -Death Hector - Uppercase

Open Sans

abcdefghijklmnopqrstu
 vwxyz
 ABCDEFGHIJKLMNOPQR
 STU-
 VWXYZ
 0123456789 !@#\$%^&*()_+

At vero eos et accusamus et iusto odio digni-
 mos ducimus qui blanditiis praesenti um vo-
 luptatum deleniti atque corrupti quos dolores
 et quas molestias excepturi sint oia cati cupidi-
 tate non provident, similue sunt in culpa qui
 officia deserunt mollitia aimi, id est laborum
 et dolorum fuga.

Body Copy - Typographic Style - Open Sans

Logo - Full Color



Logo - Color Variations



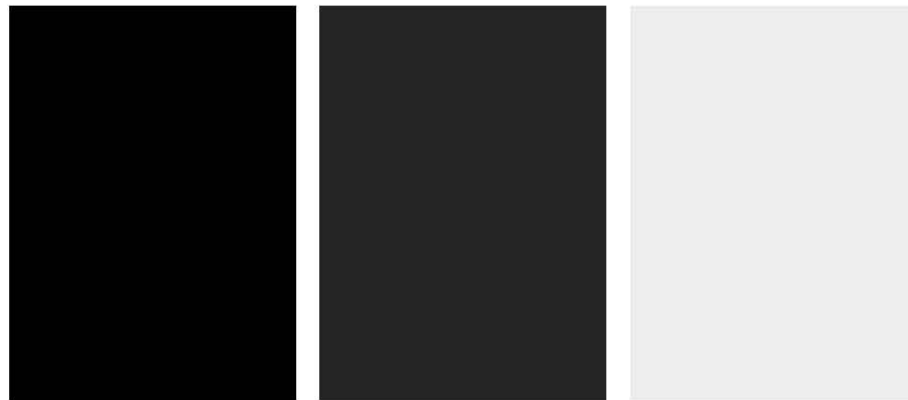
Logo - Variations



Branded Color Scheme



#ba1221	#8b010d	#5d0000
R:47 G:90 B:44	R:139 G:1 B:13	R:94 G:0 B:0
C:80 M:40 Y:100 K:36	C:0 M:100 Y:91 K:50	C:0 M:100 Y:91 K:75



#000000	#242424	#ededed
R:0 G:0 B:0	R:36 G:36 B:36	R:237 G:237 B:237
C:0 M:0 Y:0 K:100	C:72 M:66 Y:65 K:70	C:6 M:4 Y:4 K:0

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Logo Typographic Style -Death Hector - Uppercase

Open Sans

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTU-
 VWXYZ
 0123456789 !@#\$%^&*()_+

At vero eos et accusamus et iusto odio digni-
 mos ducimus qui blanditiis praesenti um vo-
 luptatum deleniti atque corrupti quos dolores
 et quas molestias excepturi sint oa cati cupidi-
 tate non provident, similue sunt in culpa qui
 officia deserunt mollitia aimi, id est laborum
 et dolorum fuga.

Body Copy - Typographic Style - Open Sans



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Visual Identity



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