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- 02 BRANDING
- 03 TYPOGRAPHY
- 04 COLOR
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01

PHILOSOPHY



OUR AESTHETIC AT DARKZERO WILL ALWAYS BE FOCUSED WITHIN
ESPORTS AND GAMING CULTURE. WE STRIVE TO DEVELOP STYLES
AND INTEGRATE NEW CONCEPTS. OUR BRANDING WILL ALWAYS
REMAIN PROFESSIONAL AND PREMIUM AS WE CONTINUE TO
DRIVE THE DARKZERO BRAND FORWARD.

THIS GUIDE WILL SERVE AS YOUR HANDBOOK
IN ENSURING THE DARKZERO BRAND IDENTITY AND ITS RULES.
DO NOT DEVIATE FROM THESE STANDARDS



- (I) CONCEPT
- (II) OVERVIEW
- (III) USEAGE
- (IV) BACKGROUND
- (V) MEDIA SPECS
- (VI) INCORRECT USES



CONCEPT

THE CONCEPT OF THE DZ
MARK IS AN ACCRETION DISC.

A STYLIZED VISUAL REPRESENTATION OF A **BLACK HOLE**.



OVERVIEW

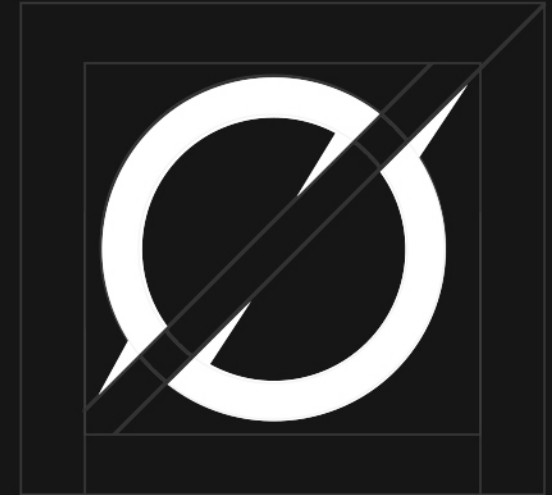
THE DZ LOGO AND DZ MARK ARE THE ONLY ASSETS THAT SHOULD BE USED FOR BRANDING.

ENSURE ALL ASSETS HAVE THE PROPER EXTERNAL SPACING.

| DZ LOGO



| DZ MARK



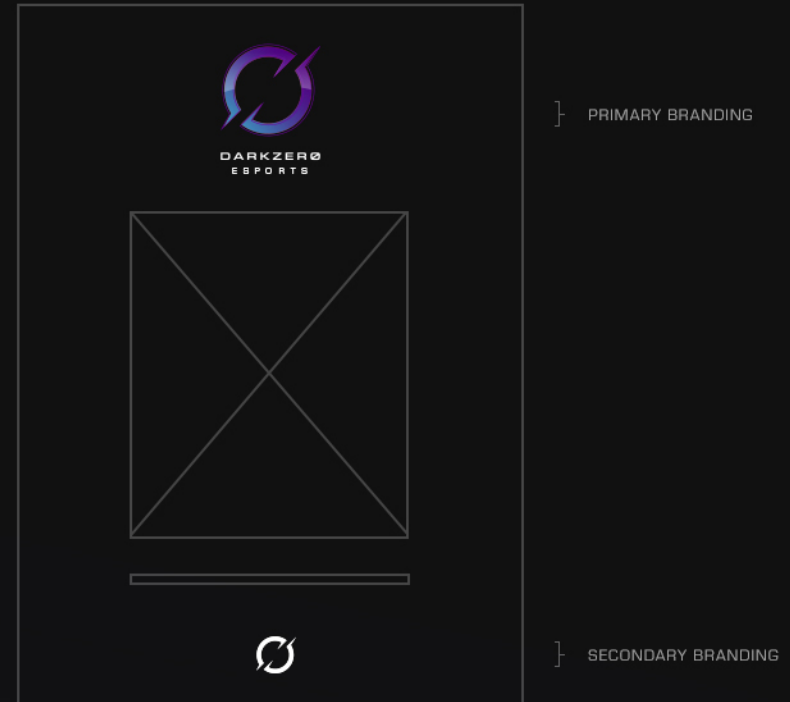
USAGE

THE DZ LOGO IS THE PRIMARY FORM OF BRANDING FOR LARGE SCALE MEDIA AND AND GENERAL USE.

THE DZ MARK IS THE SECONDARY FORM OF BRANDING AND SHOULD BE USED THROUGHOUT MEDIA IN WHICH THE DARKZERO BRAND IS WIDELY RECOGNIZED.

ONLY THE DZ MARK SHOULD BE USED FOR BRANDING ON APPAREL.

MINIMUM SIZE 150X150PXL



DZ MARK TO BE USED ON MEDIA BELOW 500X500PXL

BACKGROUND

BACKGROUND CONTRAST DETERMINES DZ LOGO AND DZ MARK USE.

DO **NOT** USE THE SAME CONTRAST FOR BOTH THE BACKGROUND AND DZ LOGO/DZ MARK.

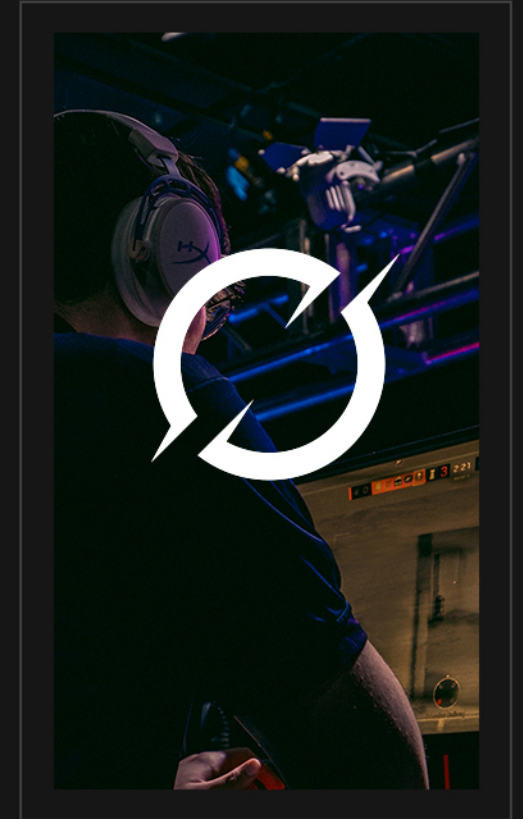
ALL DARKZERO ASSETS SHOULD BE CLEAR AND LEGIBLE THROUGHOUT ALL MEDIA.



LIGHT BACKGROUND



DARK BACKGROUND



PHOTOGRAPHIC BACKGROUND

MEDIA SPECS

ENSURE ALL THE FOLLOWING SPECIFICATIONS ARE MET FOR PROPER EXECUTION.



CYMK: FOR USE WITH CMYK PRINTING



RGB: FOR DIGITAL USE



HEX: FOR WEB USE



PANTONE: FOR USE WITH PROFESSIONAL PRINTING

MIDNIGHT PURPLE

C 9 7 R 3 0
M 1 0 0 G 2 6
Y 1 5 B 5 2
K 7 2

HEX: #1E1A34
PANTONE 5255C



DUSK PURPLE

C 8 3 R 8 0
M 9 9 G 7
Y 0 B 1 2 0
K 2

HEX: #50077B
PANTONE 2607C



POWER BLUE

C 8 3 R 7 2
M 9 9 G 1 6 9
Y 0 B 1 9 7
K 2

HEX: #48A9C5
PANTONE 7702C



WHITE

C 0 R 2 5 5
M 0 G 2 5 5
Y 0 B 2 5 5
K 0

HEX: #FFFFFF



BLACK/DARK GREY

C 0
M 0
Y 0
K 9 0 - 1 0 0



INCORRECT USES

THE FOLLOWING ARE ALL BUT NOT LIMITED TO INCORRECT USES OF THE BRANDING.



INCORRECT COLOR



INCORRECT CONTRAST



DISTORT/EFFECT



ROTATION/CROP



STROKE/COLOR/FILL



REVERSED/FLIP



03

TYPOGRAPHY

- (I) OVERVIEW
- (II) BREAKDOWN
- (III) INCORRECT USES



OVERVIEW

(I)

EUROSTILE EXTD AND EUROSTILE ARE THE DARKZERO BRAND TYPEFACES.

(II)

ONLY USE THE TYPEFACES AS SET OUT IN THE GUIDELINES.

(III)

EUROSTILE IS A CLEAN AND PROGRESSIVE TYPEFACE THAT DELIVERS THE INNOVATION AND EMBODIMENT OF THE DARKZERO BRAND.

HEADERS/SUB HEADERS

EUROSTILE EXTD

EUROSTILE EXTD HAS BEEN A PART OF THE DARKZERO BRAND FROM INCEPTION. IT SHOULD BE USED ON ALL TITLES AND HEADERS.

REGULAR

MEDIUM

BLACK

SUB HEADERS/ BODY COPY

EUROSTILE

EUROSTILE SHOULD BE USED MAINLY FOR BODY COPY.

REGULAR

MEDIUM

BOLD

BOLD VARIANTS OF EUROSTILE MAY ALSO BE USED FOR SUB HEADERS.

BREAKDOWN

HEADER

SUB HEADER

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.

EUROSTILE EXTD

EUROSTILE BOLD

EUROSTILE REGULAR

EUROSTILE MEDIUM

DARKZERO

EVOLVING ESPORTS

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.

EUROSTILE EXTD

EUROSTILE BOLD

EUROSTILE REGULAR

EUROSTILE MEDIUM

THROUGHOUT BODY COPY, LEADING CAN BE INCREASED TO GAIN A CLEAN AND COMFORTABLE AESTHETIC.

INCORRECT USES

DARKZERO

EVOLVING ESPORTS

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan

DO NOT USE OTHER TYPEFACES

DARKZERO

EVOLVING ESPORTS

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT, SED DO EIUSMOD TEMPOR INCIDIDUNT UT LABORE ET DOLORE

DO NOT USE EUROSTILE EXTENDED FOR BODY COPY

DARKZERO

EVOLVING ESPORTS

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas

DO NOT USE EUROSTILE AS A HEADER

DARKZERO

EVOLVING ESPORTS

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT, SED DO EIUSMOD TEMPOR INCIDIDUNT UT LABORE ET DOLORE MAGNA ALIQUA. QUIS IPSUM SUSPENDISSE ULTRICES GRAVIDA.

DO NOT USE INCORRECT WEIGHTS



- (I) OVERVIEW
- (II) RATIO
- (III) INCORRECT USES



OVERVIEW

(I) TO MAINTAIN A VISUALLY SLICK AND STRONG BRAND AESTHETIC USE MAINLY DARK PALETTES.

(II) USE DUSK PURPLE AND POWER BLUE MINIMALLY TO HIGHLIGHT KEY AREAS OF IMPORTANCE AND TO DRAW ATTENTION FOR FUNCTIONAL PURPOSES.

MIDNIGHT PURPLE

PANTONE 5255 C

HEX: #1E1A34

C 9 7

M 1 0 0

Y 1 5

K 7 2

R 3 0

G 2 6

B 5 2



DUSK PURPLE

PANTONE 2607 C

HEX: #500778

C 8 3

M 9 9

Y 0

K 2

R 8 0

G 7

B 1 2 0



POWER BLUE

PANTONE 7702 C

HEX: #48A9C5

C 8 3

M 9 9

Y 0

K 2

R 7 2

G 1 6 9

B 1 9 7



WHITE

HEX: #FFFFFF

C 0

M 0

Y 0

K 0

R 2 5 5

G 2 5 5

B 2 5 5



BLACK/DARK GREY

C 0

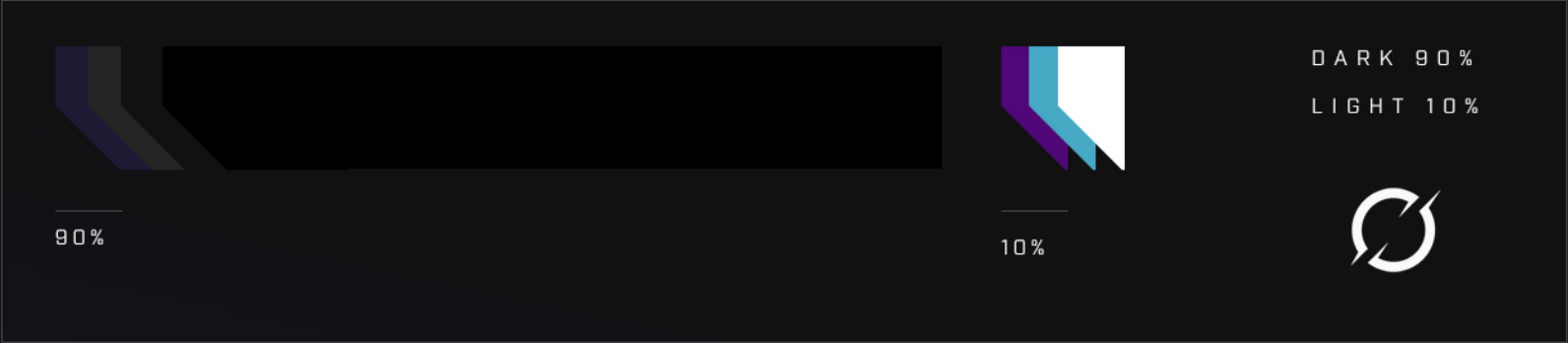
M 0

Y 0

K 9 0 - 1 0 0

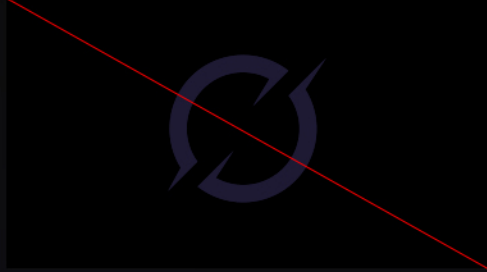


RATIO

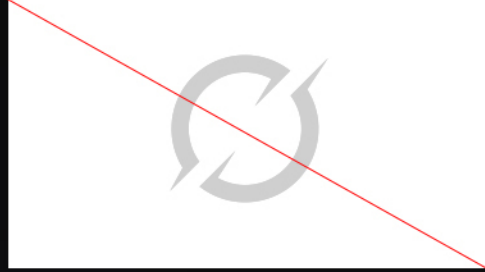


FOLLOW THESE GUIDELINES FOR ALL COMPOSITIONS

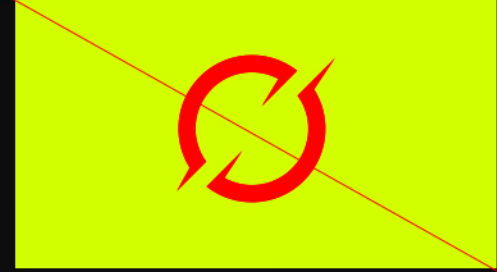
INCORRECT USES



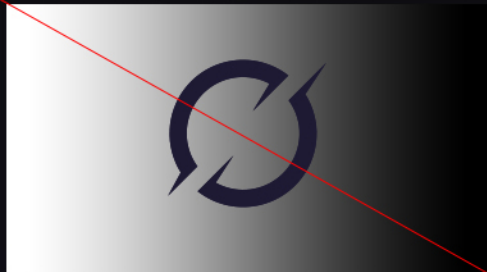
DARK ON DARK



BLACK AND GREYS BELOW 90%



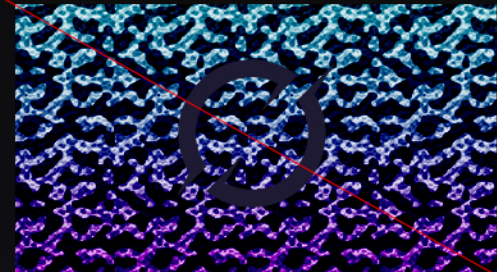
COLOR USE OUTSIDE OF OUR PALETTE



50/50 BALANCE OF DARKS AND LIGHT



INCORRECT USE OF COLOR RATIO



POOR VISIBILITY AND CONTRAST
AGAINST BACKGROUND



05

KEY VISUALS

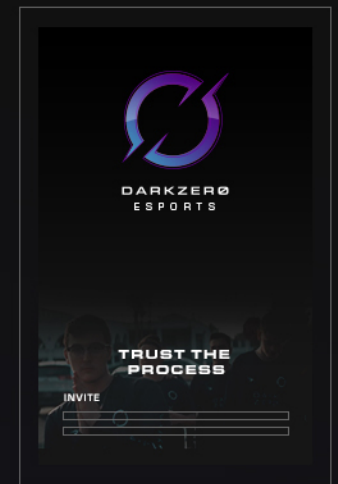
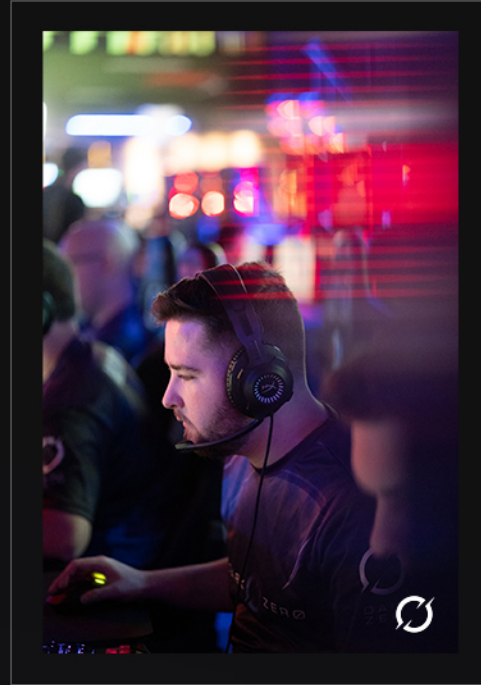
- (I) OVERVIEW
- (II) INCORRECT USES



OVERVIEW

GOOD EXAMPLE

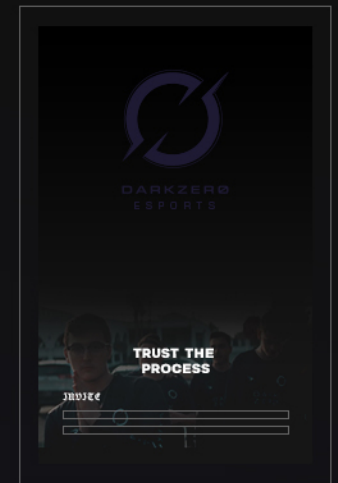
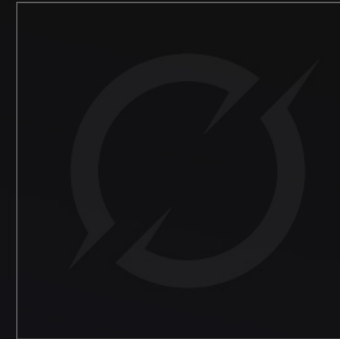
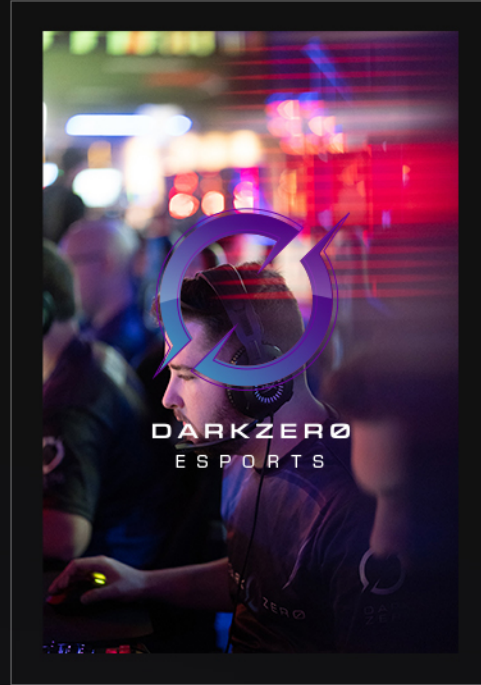
- CORRECT DZ LOGO/DZ MARK USAGE
- CORRECT BRAND COLOR
- CORRECT KEY VISUALS
- CORRECT FONT USE



INCORRECT USE

BAD EXAMPLE

- INCORRECT DZ LOGO/DZ MARK USAGE
- INCORRECT BRAND COLOR
- INCORRECT KEY VISUALS
- INCORRECT FONT USE





PLEASE ENSURE ALL BRAND LANGUAGE AND IDENTITY IS ADHERED TO AS SET OUT IN THIS GUIDE.

IF YOU HAVE QUESTIONS REGARDING THE CONTENTS OF THIS GUIDE, PLEASE CONTACT

WAYNE PEACOCK
WAYNE@DARKZERO.GG

PLEASE ALLOW 7-14 BUSINESS DAYS
FOR A RESPONSE