



PAPER REX

CREATIVE GUIDELINES



PAPER REX LOGOMARK



We should always use the Paper Rex Logomark when associating content with our brand.

IMPLS Entertainment holds the trademarks to Paper Rex and this logo for international classes of Class 25, Class 35, and Class 41.



The Logomark can be used (sparingly) as a delimiter to break text, and as a substitute for the PRX acronym. It will also always be used as the default social media profile picture.

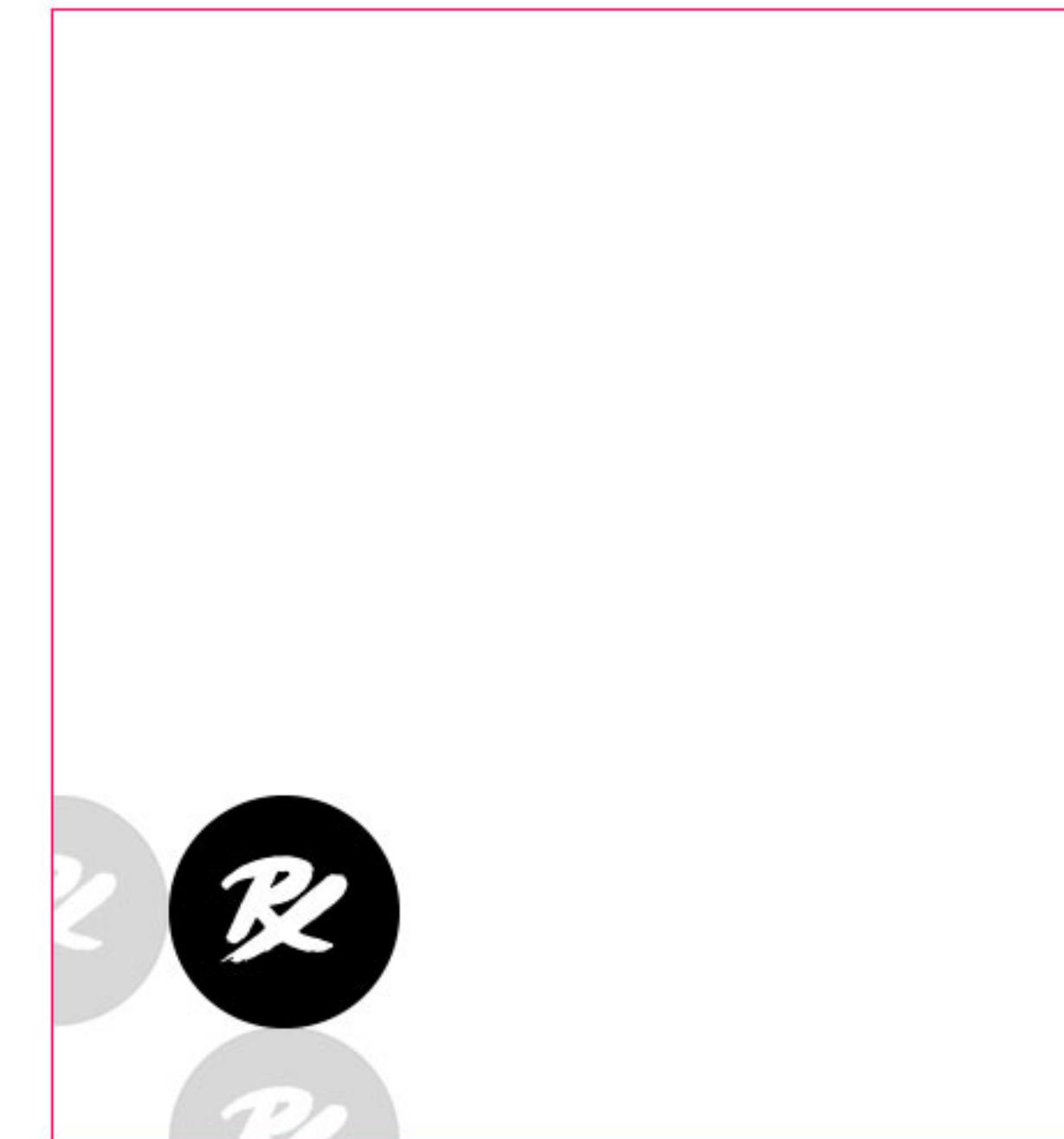
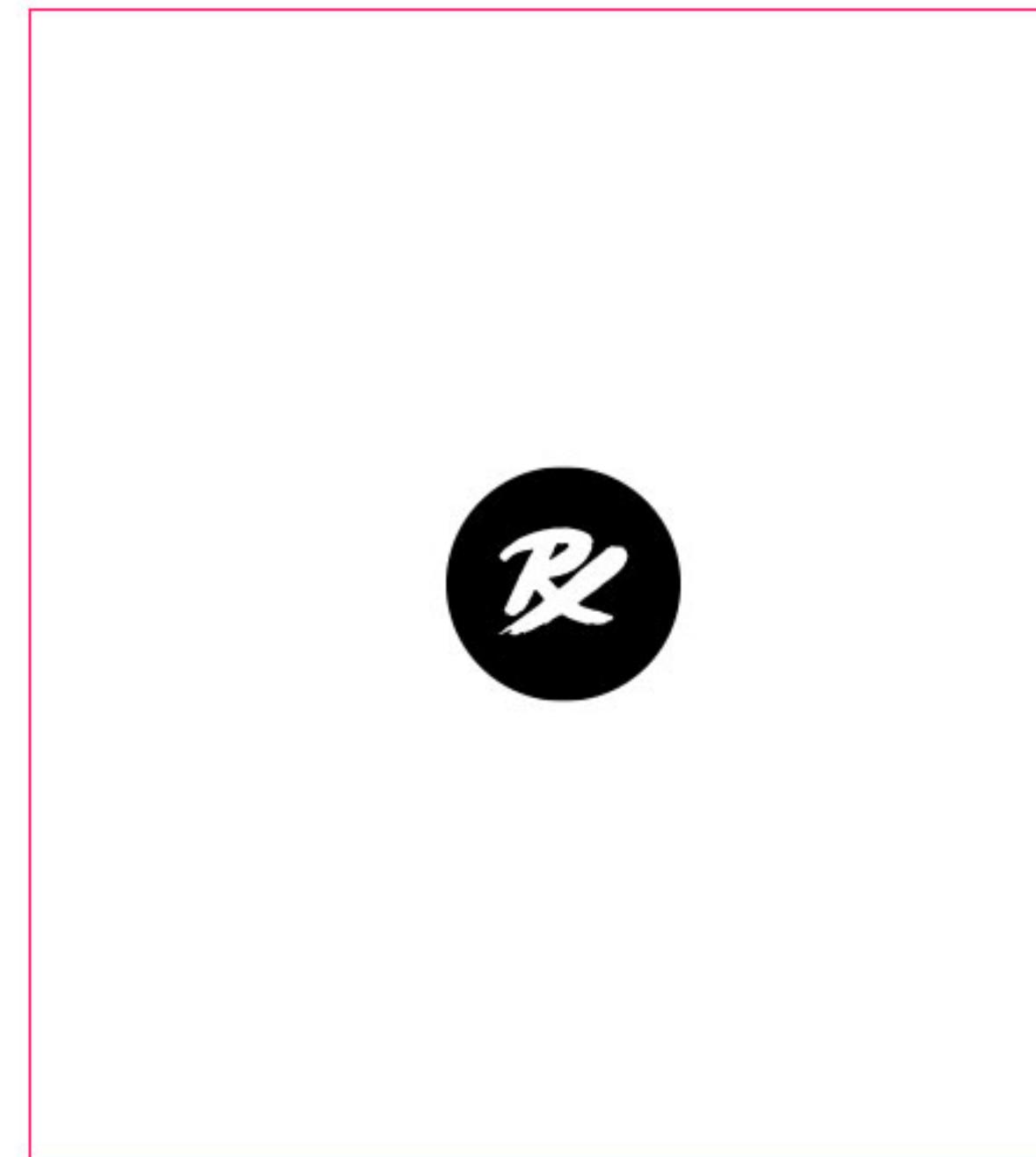
PAPER REX WORDMARK



We do not use the Paper Rex Wordmark unless the phrase "Paper Rex" or "PRX" is not immediately visible on the media or on screen.

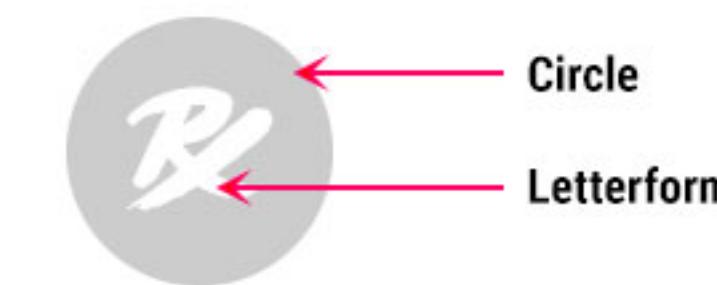
In general, we only use the Wordmark on our jersey, and for IMPLS corporate materials. Never use the Wordmark on social media content as the phrase "Paper Rex" or "pprxtteam" will most likely be visible on screen alongside the Logomark.

Never use the Logomark and the Wordmark together.



Generally, the Logomark may be centralised to the absolute centre of the layout.

When using the Logomark on a corner, approximate the spacing from the edge by using half the size of the Logomark.

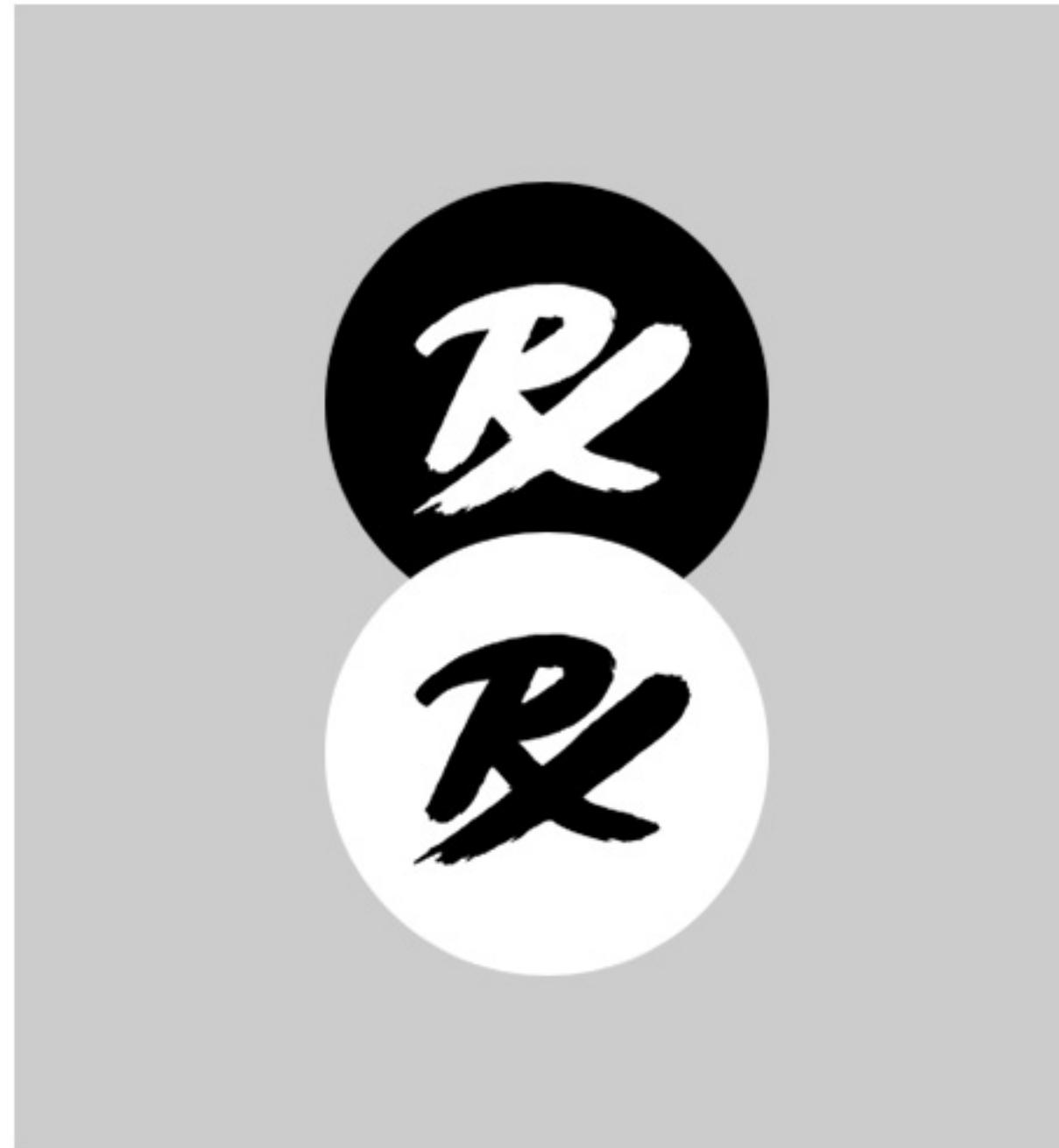


As a delimiter, use half of the Logomark's width to approximate the spacing.

Measure from the edge of the Logomark's circle and use the letterform inside the circle to acquire the ideal spacing.



LOGO COLOURS



PRIMARY COLOURS



The Paper Rex Logomark is generally presented in Black and White.

White #FFFFFF
Black #000000

The Primary Paper Rex colours are blue and pink.

SECONDARY COLOURS



Secondary colours are often used in jerseys for social media posts and as tints for backgrounds and layer effects.

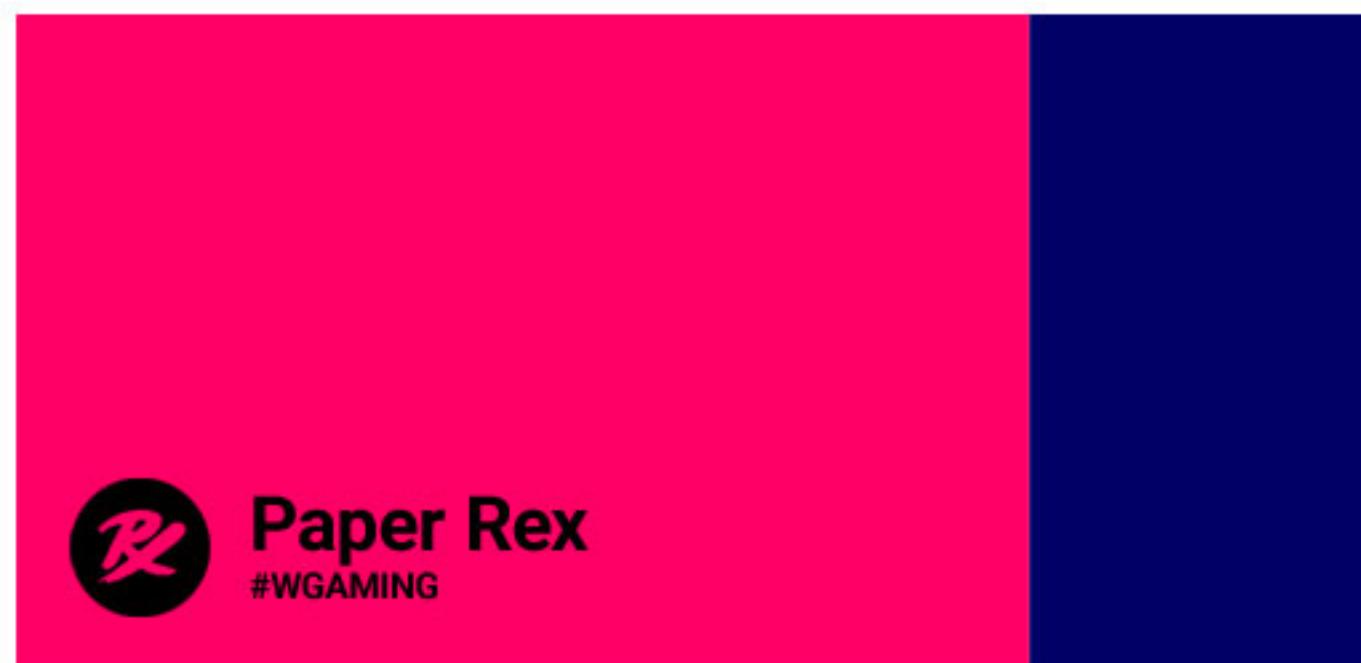
ACCENT COLOUR



Accent colours are often used for social media posts and UI elements on digital media such as buttons, outlines, and calls-to-action.



70-30



Our colour allocation can be used in a ratio of 70-30. The preference is to use white text. In printed collateral where white printing is not possible, black text and details is also acceptable.

50-50



Colour allocation can also be distributed 50-50. This represents the duality and coinflip nature of video games. The preference is to use white text for greater legibility. "50% of the time, works every time."

GRADIENT USAGE



Gradient blends are acceptable to blend the two primary colours together. Gradient maps can be made in the same ratios as the colour distribution.

FEATURE COLOUR



Secondary colours can be used for highlights and other ancillary elements (e.g. stitching on a gaming chair, RGB light configurations.)

ACCENT COLOUR



Accent colour should only be used on parts that are not directly connected to the collaborative product or affect its primary purpose. i.e. labels, swingtags, protective covers.



HOW WE THINK ABOUT PRINTS

Paper Rex pattern design language uses the base set of primary and secondary colours but twists it into wildly different ratios.

Paper Rex patterns fall into, or blend into, one of 3 buckets and in this order of priority:

1. Dinosaur Icons (fossils, bones)
2. Beast or Reptile skin patterns
3. Wild patterns (rocks, grass, lava, ice crystals)

Patterns are extensions of the Paper Rex identity and used primarily on jerseys and merchandise.

Patterns are also deliberately seasonal.

APAC

VCT MASTERS STAGE 69

Paper Rex™ is a Singapore based gaming organization built at the crossroads of entertainment, competitive esports, and merchandise. Our mission is to give every gamer something to look forward to, something to get behind, and something that they can call their own.

For headers the suggested typeface for use is BEBASE NEUE with letterspacing of 200.

BEBASE NEUE can also be used for score and map updates with default letterspacing.

**PAPER REX 1
G2 ESPORTS 1**

For sub-headers and secondary titles the suggested typeface for use is DRUK WIDE MEDIUM with letterspacing of 200.

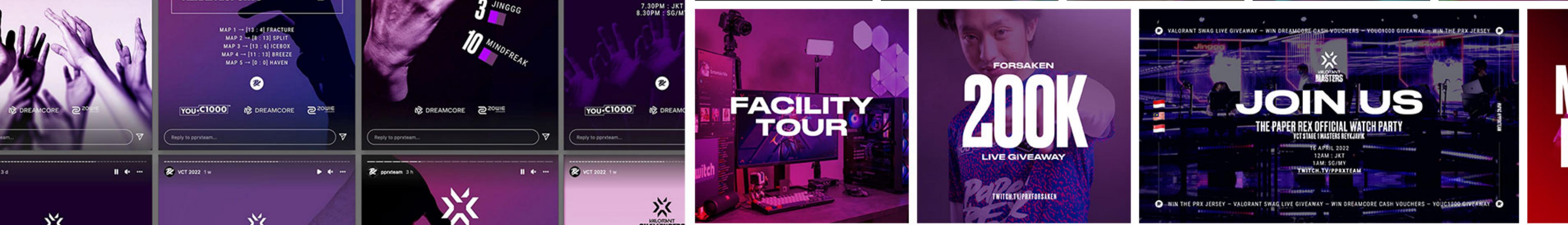
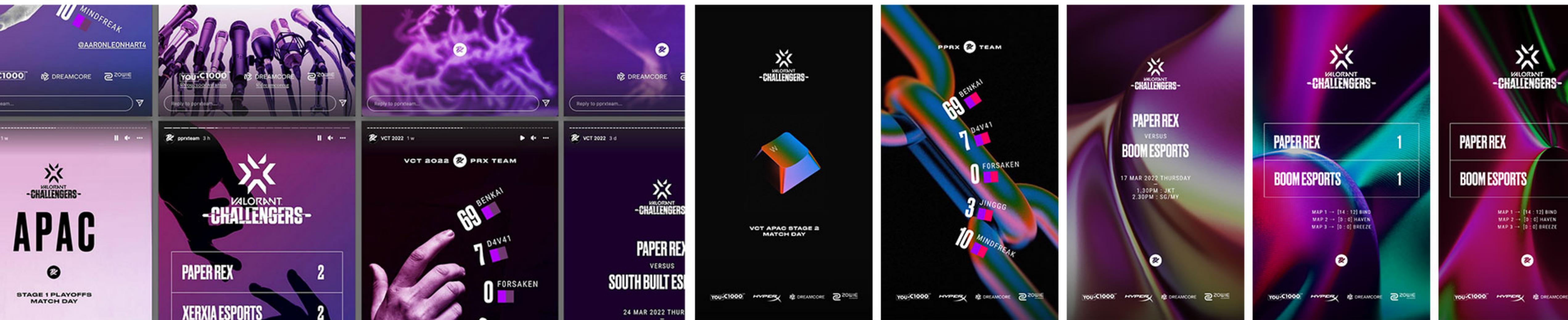
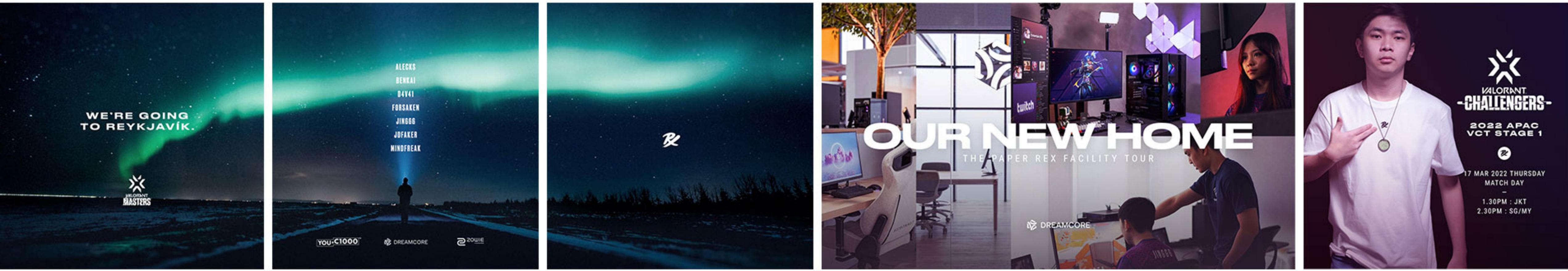
Using a mix of TALL and WIDE typefaces promotes a sense of diversity and reflects the way we play in-game. We go tall, we go long, we go short, and we play boldly.

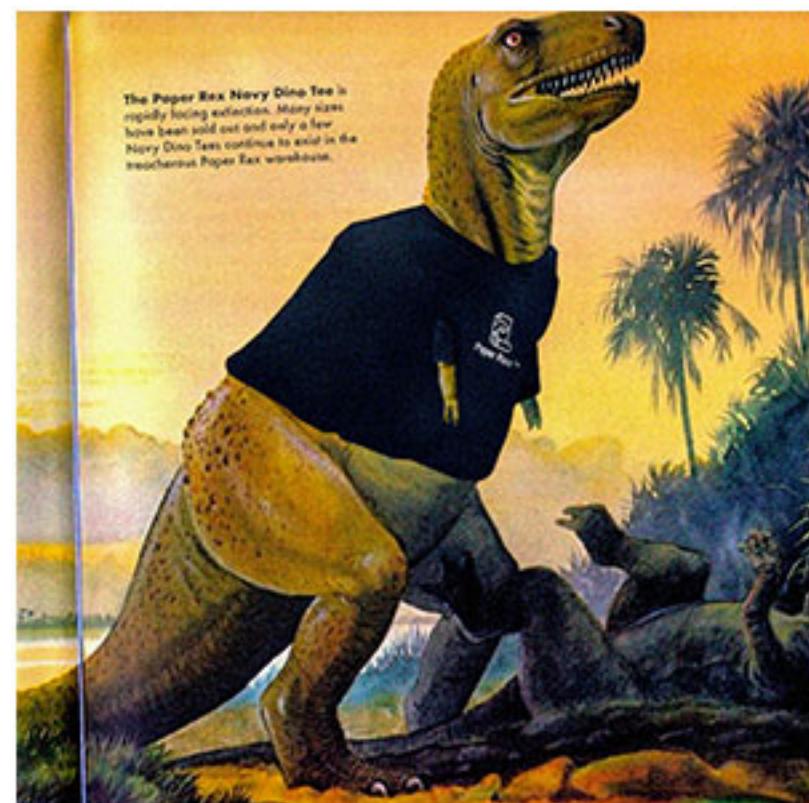
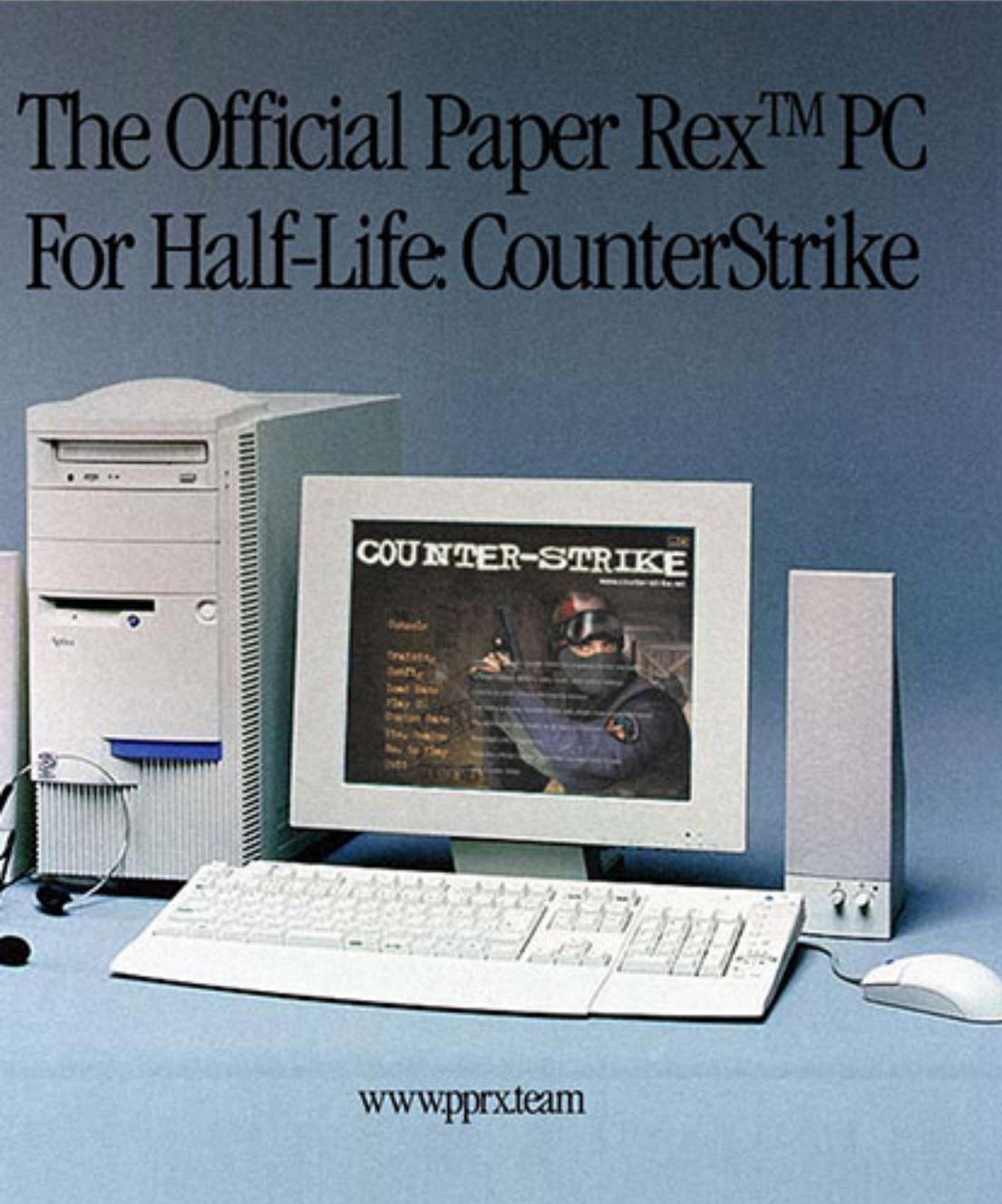
**Paper Rex™
VALORANT Champions Tour
© 2024 All Rights Reserved**

For body and sentence text, our default font family is ROBOTO & ROBOTO CONDENSED REGULAR with tightened letterspacing.

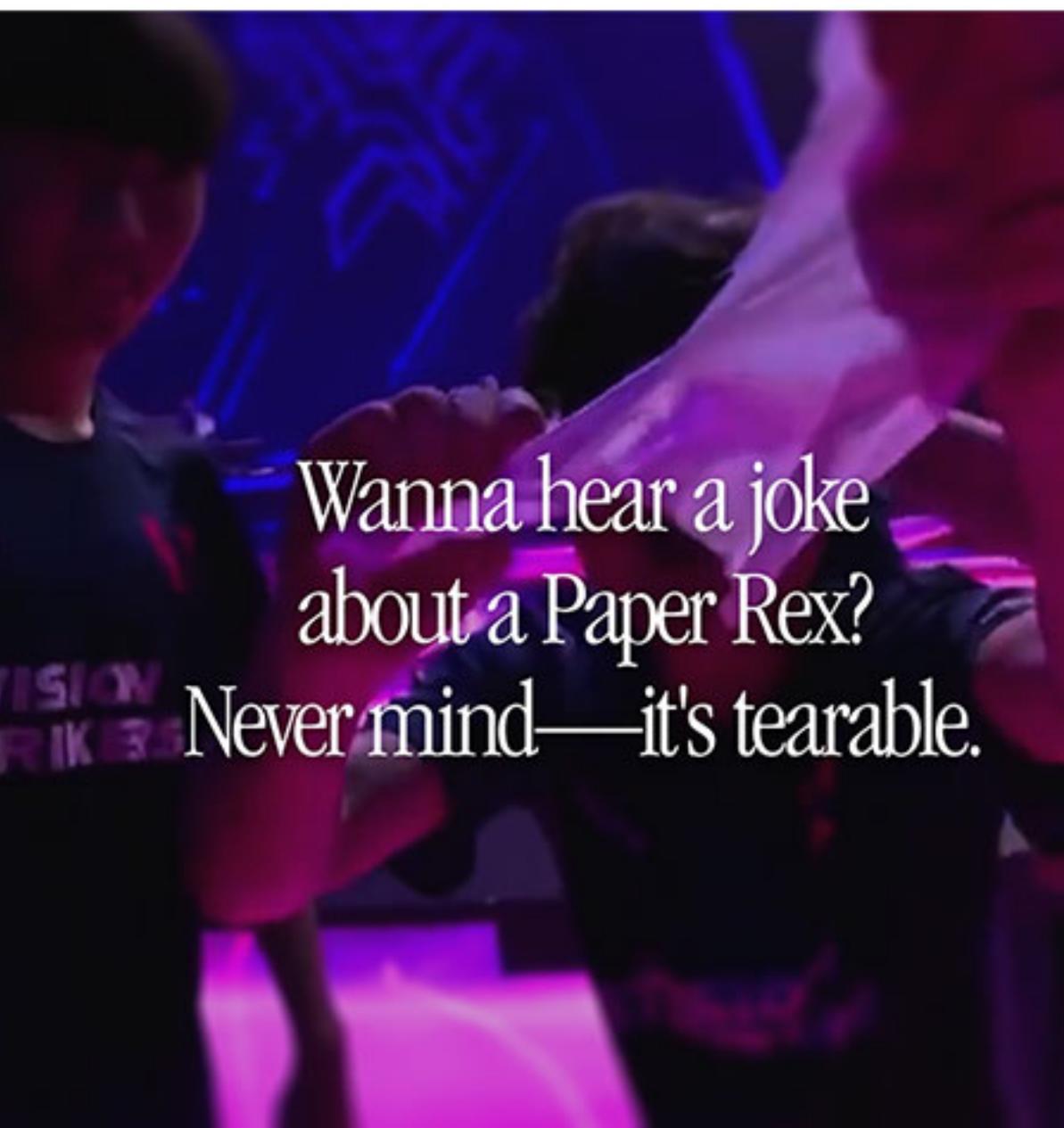
Sheeeeesh

For memes, just-for-fun, and off-topic posts, the font used is GARAMOND LIGHT CONDENSED, kerned tightly at a recommended letterspacing of -33.





For fun and meme posts,
the font rules can be broken
to adhere to the original spirit
of the meme we're adapting.



The technique we use for jersey manufacturing is sublimination. We use a white jersey base and sponsor logos are generally always in 1C (White) as they will inherit the colour of the jersey.

i.e. A Red jersey in future will most likely have all the sponsor logos in red.

Sponsor logos should be cropped to their edges and positioned approximately using a L size jersey as the starting point and the size of sponsor logos will scale depending on the jersey size.



8CM



7CM



17CM

FORSAKEN

The font for player names and numbers used is BEBAS NEUE with a letter spacing of 100%. Player names will always be in UPPERCASE.





Each player should have a minimum of 14 poses, each with redundancies for focus and closed eyes. Players are encouraged to smile or have a slight smirk.



Partner and sponsor-driven photography should clearly show the **product and sponsor logo** of partnering brands.







Do not use a low-res version of the Logomark.



Do not apply unnecessary effects onto the Logomark.



Do not apply a texture or an image within the Logomark.



Do not apply colour effects to the Logomark.



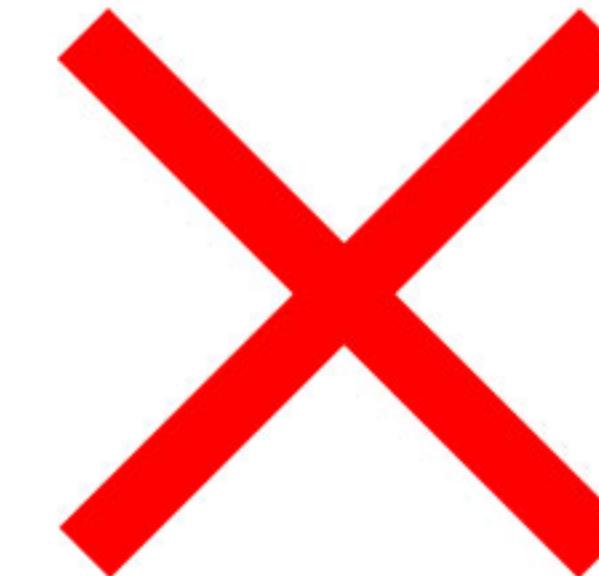
Do not stretch, skew or rotate, the Logomark.



Do not make the Logomark faint or too close in tonality to its background.



Do not use the Logomark as a background feature.



Do not cut or truncate the Logomark.



THANK YOU

#WGAMING