

# WELCOME TO THE NEW WORLD ORDER



# INTRODUCTION

est. 2019 the CyberGrizzlies is the official eSports club and gaming community of Georgian College. This community is run by a bunch of passionate students who's main goal is to establish Georgian College as one of the premier eSports Colleges in all of Canada. The current social media and community is undergoing a complete visual overhaul to help create a more unique look for our entire platform ■

# TYPOGRAPHY

Our typography draws its inspiration from our logo. The aim was to use a sharp and bold typeface to deliver the message clearly

## HEADINGS - APEX MK3 MEDIUM

SUB HEADINGS - SHKODER 1989 - LIGHT

Text - Gilroy Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll  
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv  
Ww Xx Yy Zz

# VISUAL IDENTITY

Our clubs core focus is based on eSports, as such our brand has its mark on a cyber/futuristic design Building upon this we have out mascot the Grizzly bear, this creature brings upon bold and strong values. This unique combination allowed us to select a post apocalyptic feel where technology has overtaken humanity. These values are more or less present within our graphics and theme and we use this as our model when delivering any of our content



RICH BLACK  
#0F1924



ONYX  
#393A39



RED RGBY  
#FF401F



ALABASTER  
#DCE0D9

# LOGOS AND VARIANTS

Our parent logo contains a number of variants used by us. For each style of design we incorporate a different style and use them consistently throughout all our media



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