NZ ESPORTS
BRAND GUIDELINES

01

ABOUT

Taking inspiration from the pouakai, the NZ Esports logo is unlike many well-known New Zealand logos. Although we appreciate the Kiwi, our logo was crafted with the pouakai in mind. A powerful bird that stands in contrast to the rest of NZ birds, as it evolved in a world absent of man.

Better known as the terror of the forest the pouakai (Haast's Eagle) could strike its prey with the force of a concrete block dropped from the top of an eight-storey building.

Like the pouakai - esports evolved in the digital world, absent of traditional sport. It is an unstoppable force in the digital age.

02
FONT

Our font choices were carefully chosen to highlight a contrast, but also showcase, how two different styles can work together to achieve an outcome.

Much like the esports industry.

\<HEAD>

FUTURA BOLD
ALL CAPS
HEADLINES / TITLES

A B C D E F G H I J K L M N O P
Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0

Authoritative | Clear | Concise | Modern

\<BODY>

Montserrat Regular

Sentence case

Paragraph

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

1 2 3 4 5 6 7 8 9 0

Versatile | Charming | Humble | Modern

03

PRIMARY

Black

C: 0 M: 0 Y: 0 K: 0
R: 0 G: 0 B: 0
Hex: #000000

White

C: 0 M: 0 Y: 0 K: 0
R: 255 G: 255 B: 255
Hex: #ffffff
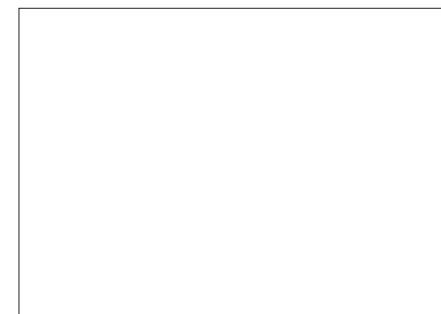
75%   50%   25%

03

SECONDARY

Navy

C: 96 M: 81 Y: 0 K: 68
R: 3 G: 15 B: 81
Hex: #030f51

100%   75%   50%   25%

Blue

C: 97 M: 80 Y: 0 K: 0
R: 1 G: 45 B: 185
Hex: #012db9

100%   75%   50%   25%

Light Blue
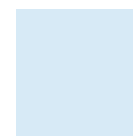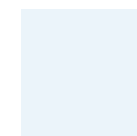
C: 36 M: 6 Y: 4 K: 0
R: 175 G: 213 B: 237
Hex: #afd5ed

100%   75%   50%   25%

Green
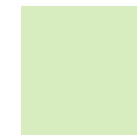
C: 66 M: 0 Y: 100 K: 0
R: 94 G: 186 B: 0
Hex: #5eba00

100%   75%   50%   25%

04

NZ ESPORTS

Consideration

Logo Variants

Full Logo

The clear space requirements should be used to ensure that the logo is clearly recognised.

The minimum clear space around the logo when used by itself is determined by the height of the NZ 'N' element in the logo.

Please ensure no text, imagery (other than background imagery) or other graphics sit inside the clear space zone. This ensures the logo always appears uncluttered, retaining its impact and visibility. Never alter or modify the logo or its individual elements in any way.

Co-branding, special format logos and unusual logo reproduction requirements will need to be dealt with on a case-by-case basis.

04

NZ ESPORTS

Logo Variants

These icons are a secondary format, and should be used whenever the primarily logo cannot be used.

This can be used in collateral where space is limited.

Never alter or modify the logo or its individual elements in any way.

Icon Only:

Examples of application:

Feather Only:

Examples of application:

04

E BLACKS

Consideration

Logo Variants

05

OVERLAY

Colour overlay | Navy | **75%**

Colour overlay | Navy | **50%**

Colour overlay | Navy | **25%**

No overlay

05

IMAGERY

NZ ESPORTS

CONTACT

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🐦 @NZ_ESF   **in** New Zealand Esports Federation