RIT ESPORTS

BRAND GUIDELINES

STYLE

YOU ARE HERE

LOGO

WORDMARK

TYPEFACE

COLORS

PHOTO/VIDEO
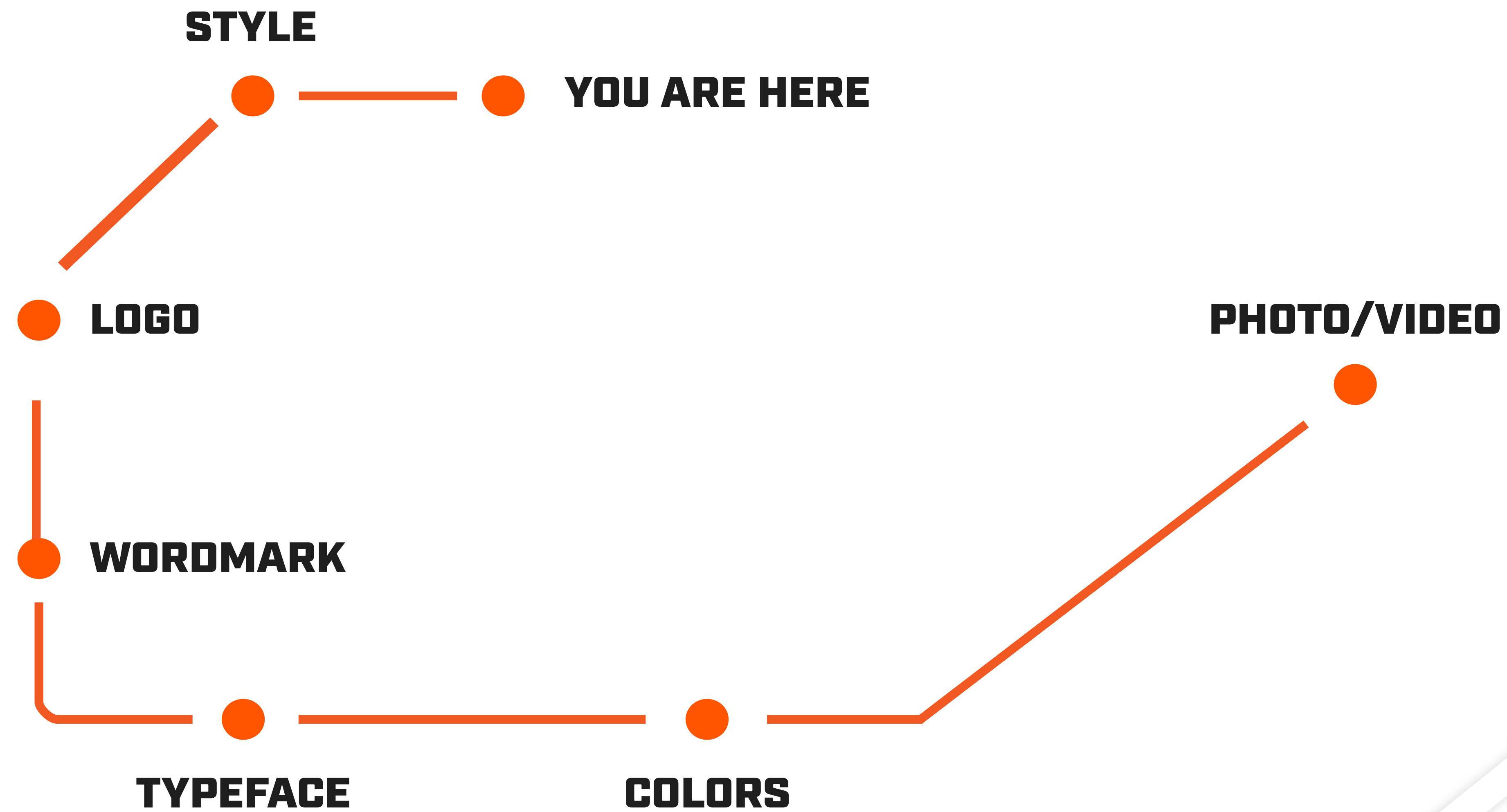
CONTENTS

WELCOME TO THE ROADMAP, LETS GET GOING.

WHAT WE'RE HERE TO PROVE

The culture at RIT is rife with gaming, art, teamwork, and much more. RIT Esports is a culmination of these values, where passionate students came together to bring competitive gaming to the forefront of the RIT Campus Life. We don't want to only bring it to RIT however, our aspirations lie in legitimizing collegiate esports across campuses nationwide. Not only in our competitive teams, but in our support teams that handle production, broadcasting, community outreach, and application development. To reach this goal, we need to clearly communicate the hype and personality of the players, staff, and games we compete in. This guide will help to show how we intend to make it work.

Logo usage and stylistic effects

Color profiles and simplicity

Stylistic typefaces and their imapct on readability

Creating content

RIT TIGERS

The RIT Esports Tiger is a powerful identity for the players at RIT. It not only shows a fierce presence that our players embody, it is easily recognizable and prominent in the collegiate esports space. Here are some rules of the road when using our logo.

Only use the logo when referencing a team.

If using the logo in an artistic style, ensure visibility of the eye. If possible, include both the eye and fangs.

Do not use the logo in a nature in which it would not be recognized.

Do not alter the logo in terms of shape, i.e. do not elongate ears or fangs.
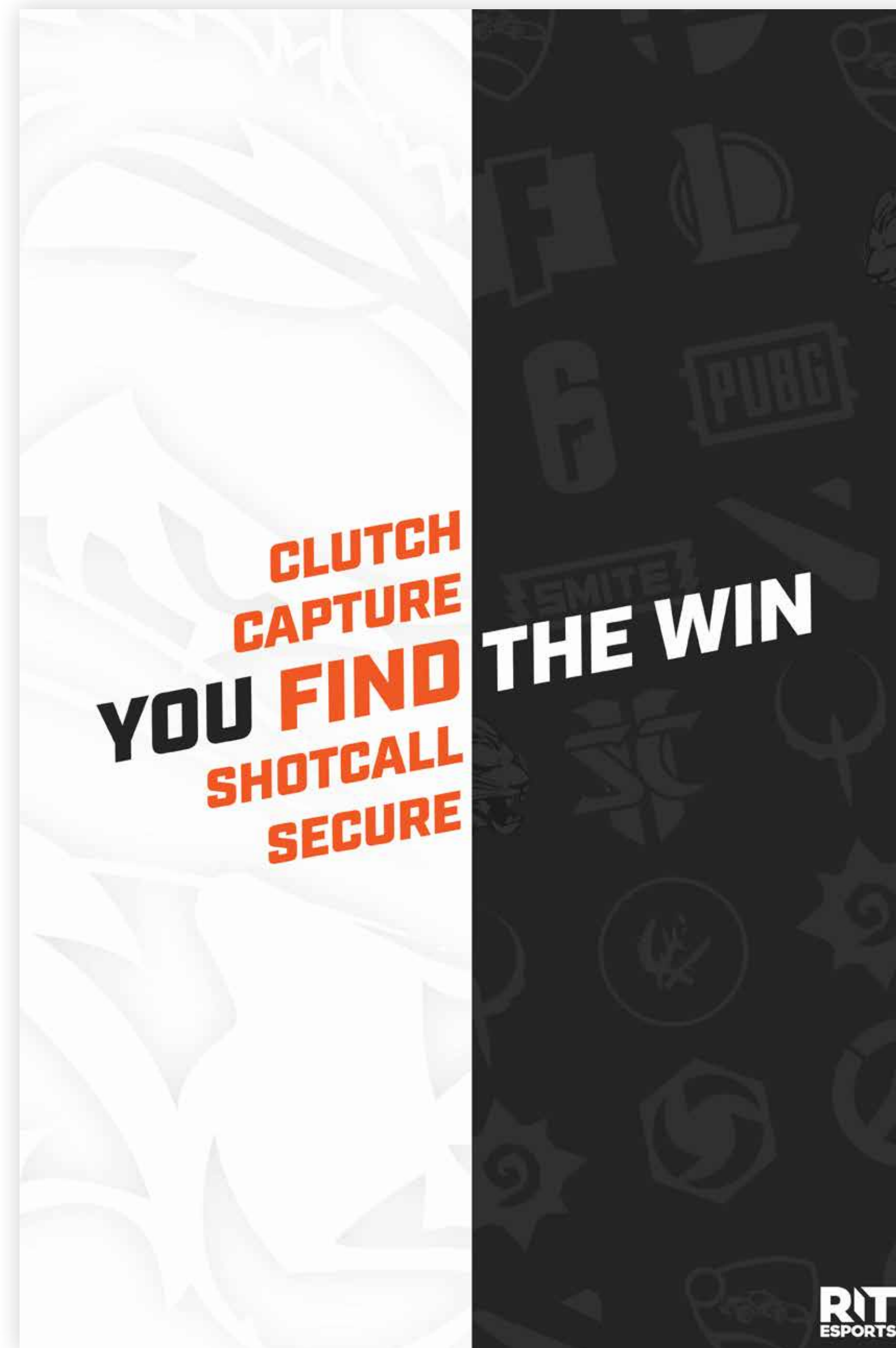
Full Color Tiger Logo

Unicolor Tiger Logo

Backdrop usage

Please note that in this usage the eye and fangs are present in the masking, and is clearly defined using a drop shadow.

CLUTCH
CAPTURE
YOU FIND THE WIN
SHOTCALL
SECURE

RIT
ESPORTS

USAGE EXAMPLES

We like to mess with how to show the tiger without editing its form, so we include both a full color for icons and team logos, as well as a unicolor logo for contrasting pieces and for backdrop usage. When using the tiger on a jersey or team image, we use the full color against a white or gray backdrop. When using the tiger in artistic contrast styles and for backdrops, we use the unicolor. In either scenario, we ensure the eye and fangs of the tiger are visible to show the energy of the tiger logo.

RIT ESPORTS

RIT ESPORTS

The RIT Esports wordmark is our name and brand.
While the players in the org are RIT Tigers, the structure supporting them
is RIT Esports. In that regard, any branding or marketing from the club
is referenced by the RIT Esports wordmark, rather than the tiger.
When looking to use the wordmark, follow these rules.

Use the wordmark when referring to the club, or a club activity.
This may be used in conjunction with the tiger.

If using the wordmark in an artistic style, ensure RIT is visible and legible.
If possible, include both RIT and ESPORTS.

Do not use the wordmark in a nature in which it would not be recognized.

Do not alter the wordmark in terms of shape, i.e. do not stretch the lettering.

Stacked Wordmark

RIT
ESPORTS

Long Wordmark

RIT ESPORTS

Backdrop usage

Please note that in this usage the template is a motion graphic backdrop. Showing that through motion, all elements of our brand are clear.

Corner Tag usage

To ensure people can see our graphics, posters, etc. and still recognize who we are, we include a contrasting brand tag to our content.

WORDMARK
USAGE EXAMPLES

To fit any space demands, our wordmark comes in both a stacked and long variant. When using the logo on posters or graphics, we tend to stick with the stacked and place it in a corner in a contrasting color to the background. If the wordmark is being used in a motion graphic or a background component, it does not need to be contrasting. However, it will need to remain easily readable. We use this in some stream graphics.

INDUSTRY

Proxima Nova

To stick with our big, bold, and super hype attitude, we need fonts that represent that. Industry gives us a bold choice to promote our content. Proxima Nova helps longer stretches and smoothness during reads.

Use Industry Ultra & Ultra Italic for headers

Use Proxima Nova Light for bodies.

Stylized fonts may be used for specific graphics.

8

GRAYS, WHITES, & ORANGE

RIT runs on the colors of a tiger. We follow this, with out colors featuring dark gray, white, and orange. Our identifying color is orange, and is featured on our jerseys and in all of our brand elements. In using our colors, orange is our identifier and is used as an accent. Gray and white base colors add easy contrast with orange and help make our orange pop without being distracting.

These are our identifying colors. They may be pushed brighter or darker for different projects.

Look to use #252525 or #505050 for lighter grays.

In overlaying white objects, use a drop shadow!

#1E1E1E

#F25822

#FFFFFF

PHOTO / VIDEO
CAPTURING THE MOMENT

Nothing gets the community more excited than living and reliving the event. The same goes for our players and staff. To make sure these moments are retained with quality, we have some guidelines to use them again and again.

Make sure any content has a focus. This can be an individual, crowd, character or team.

Videos should be in 1080p at either 30/60fps

When taking photos, make sure the focus is well lit, in focus, and has high fidelity.

ASK AWAY!

We're almost always online in some way or another. Shoot us an email, join our Discord, or message us on Twitter. If you have any questions or just want to chat, reach out!

Email in at esportsrit@gmail.com

Join our discord at discord.gg/ritesports

Tweet or DM us at twitter.com/RITesports

RIT ESPORTS