

The background of the slide features a repeating geometric pattern of blue and purple shapes, resembling stylized DNA helixes or branching structures, set against a dark blue gradient.

TEAM GENETIX

# BRANDBOOK

## 2022 | 2023

A blurred background image of a control room. Several people wearing headsets are visible, working at desks with multiple computer monitors. The screens show various data and video feeds. The overall atmosphere is dark and focused.

# OUR LOGO

OUR LOGO

**THERE'S MORE TO OUR  
BRAND THAN JUST A LOGO**

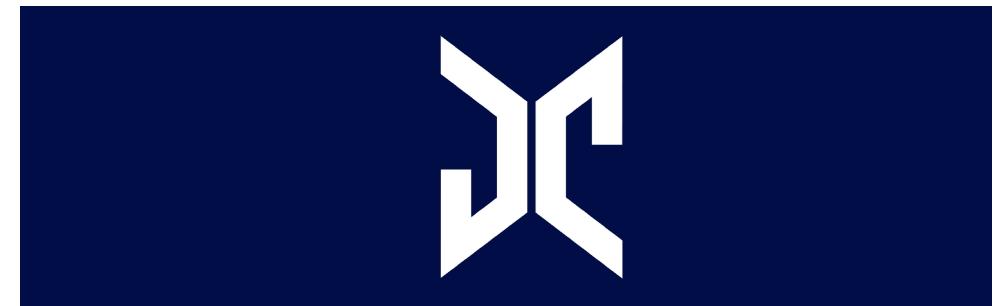


OUR LOGO

## BRAND MARK & USE



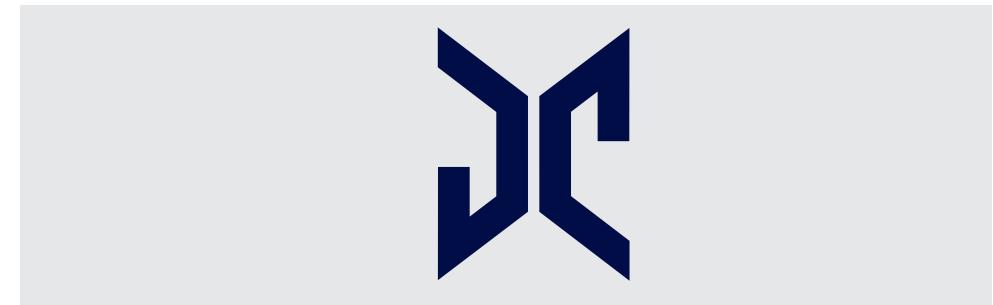
FULL LOGO VARIANT - NEGATIVE



BRANDMARK - NEGATIVE



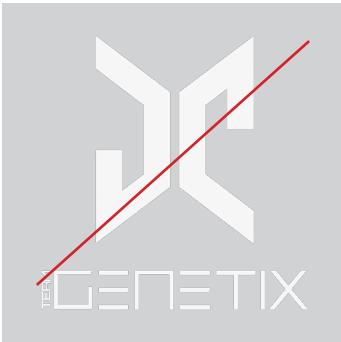
FULL LOGO VARIANT



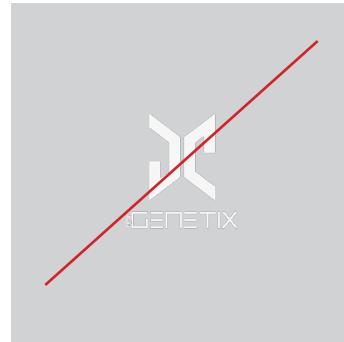
BRANDMARK

## OUR LOGO

# DO'S AND DONT'S



**Do not** use the light logo on a light ground



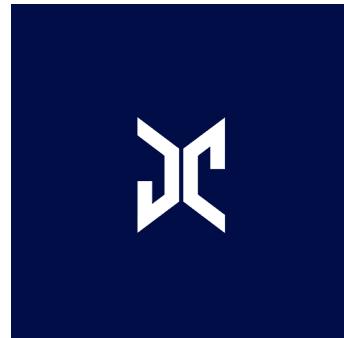
**Do not** use the full logo too small



**Do not** move or rearrange elements



**Do** always make sure there is enough contrast



**Do** only use the Brandmark if the logo are too small



OUR COLORS

## OUR COLORS

# PRIMARY COLORS

### MIDNIGHT BLUE

PANTONE 2766 C  
CMYK 100 / 80 / 0 / 70  
RGB 0 / 15 / 66  
HEX #000F42

### SEA BLUE

PANTONE 319 C  
CMYK 70 / 0 / 30 / 0  
RGB 49 / 185 / 190  
HEX #31B7BC

### HELIX PURPLE

PANTONE 2695 C  
CMYK 90 / 100 / 20 / 40  
RGB 50 / 26 / 83  
HEX #381A53

### TEXT GREY

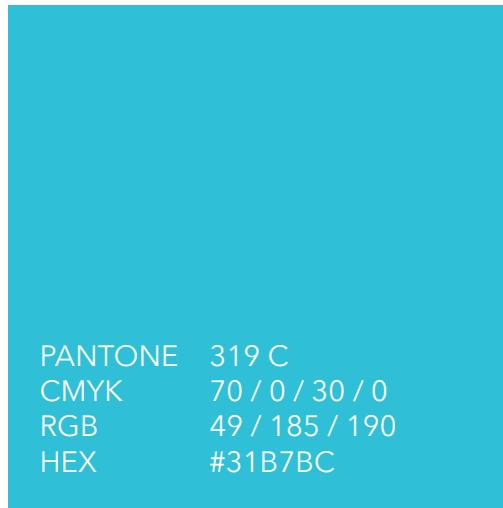
PANTONE Cool Gray 11 C  
CMYK 0 / 0 / 0 / 80  
RGB 87 / 87 / 87  
HEX #575756

## OUR COLORS

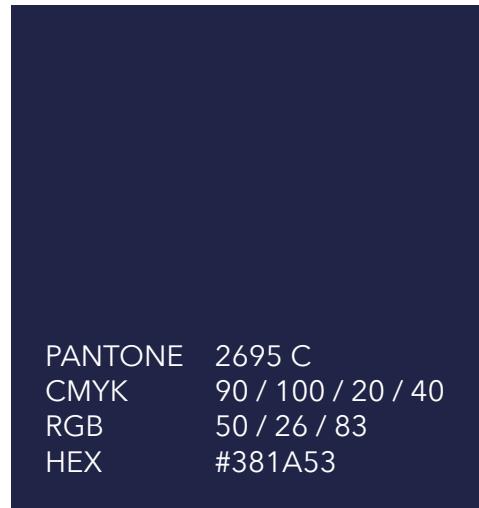
### OPTIONS FOR VARIATION (TO BE DEFINED)



PANTONE 2766 C  
CMYK 100 / 80 / 0 / 70  
RGB 0 / 15 / 66  
HEX #000F42



PANTONE 319 C  
CMYK 70 / 0 / 30 / 0  
RGB 49 / 185 / 190  
HEX #31B7BC



PANTONE 2695 C  
CMYK 90 / 100 / 20 / 40  
RGB 50 / 26 / 83  
HEX #381A53

A blurred background image of a control room. Several people wearing headsets are visible, working at computer monitors displaying various data and charts. The scene is dimly lit with blue and green lights, creating a focused and technical atmosphere.

# OUR TYPOGRAPHY

## OUR TYPOGRAPHY

# GENERAL FONTS

Online

Headlines

**Orbitron**

Subtitle

Subtitle/Text

**Orbitron Light**

Print

**MONTSERRAT**

**Montserrat Semi**

**Avenir Next Regular**

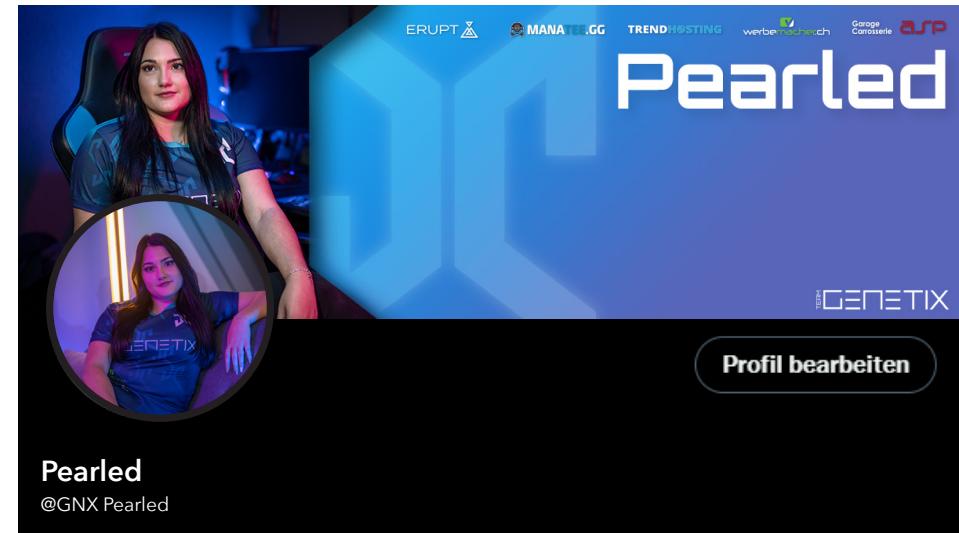
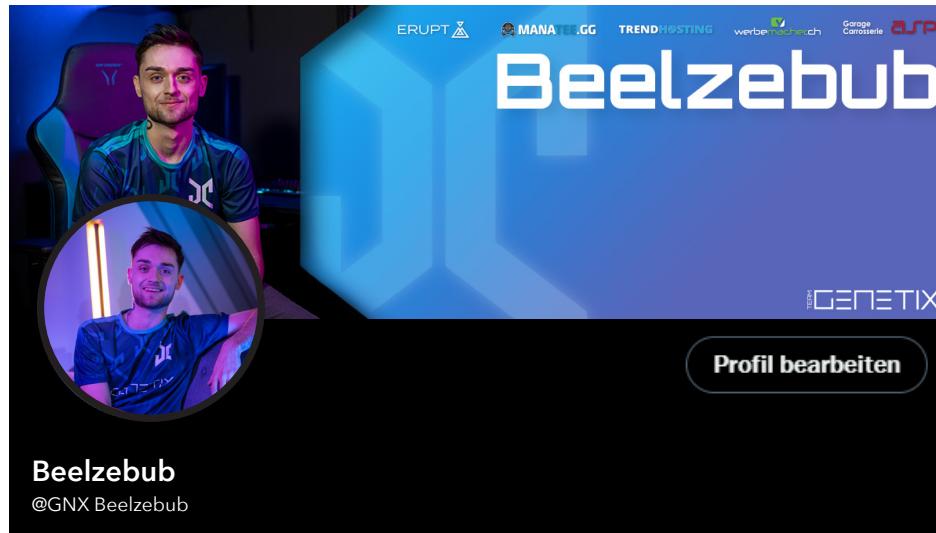
A team of professionals, including a man in the foreground wearing a headset and a woman in the background, are working in a control room. They are surrounded by multiple computer monitors displaying various data and charts. The scene is dimly lit with blue and green lights, creating a focused and high-tech atmosphere.

# TEAM MATERIALS

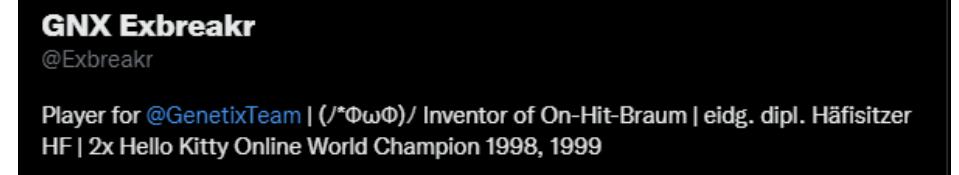
## TEAM MATERIALS

# BANNER/IMAGES

As team member (e.g. CSGO, LoL, Apex, etc.), you are required to use ur personalized banner on social media. If you are a community member, you are free to use the personalized banner or your own pictures. The pictures are saved in the folder «Media for Players»



The bio on social media is extended with the team or the organization. In addition, own topics or statements can be added.



## TEAM MATERIALS

# PROFILE PICTURE | GAMERTAG | TEAMNAME

If you partake at a tournament under the Team Genetix Flag, the team or the team account is required to set the following picture as Logo.

Player accounts may use the same picture but can use the preset for players or their own

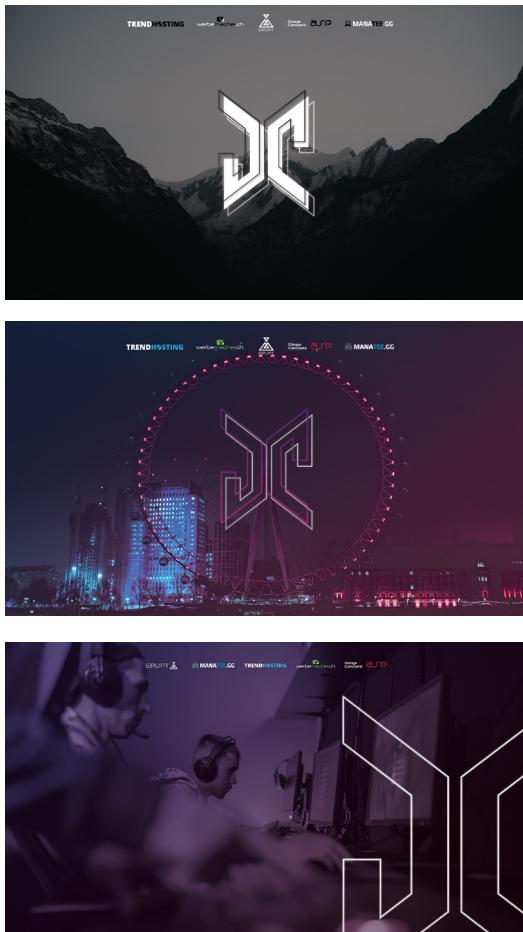
 The logo consists of a white stylized 'X' or 'K' shape on a blue background with a subtle grid pattern.	<b>Do</b> always set this picture on the team-account
 A screenshot of a game interface showing the Team Genetix logo on a purple background with various game elements like a sword and text.	<b>Do not</b> use banners or background
 A dark blue square with the text "GNX Senseii" in white.	<b>Do</b> use GNX as official clantag
 A dark blue square with the text "G2 Exbreakr" in white, with a red 'X' mark over it.	<b>Do not</b> use other clantags
 Two dark blue squares stacked vertically. The top one says "Team Genetix CARBON" and the bottom one says "Team Genetix OXYGEN" in white.	<b>Do</b> always use «Team Genetix» as team name. If you have one, add the specific teamname given
 Two dark blue squares stacked vertically. The top one has "The 5 Clowns" crossed out with a red line. The bottom one has "Team KEKW" crossed out with a red line.	<b>Do not</b> use self-made teamnames if you play under Team Genetix

## TEAM MATERIALS

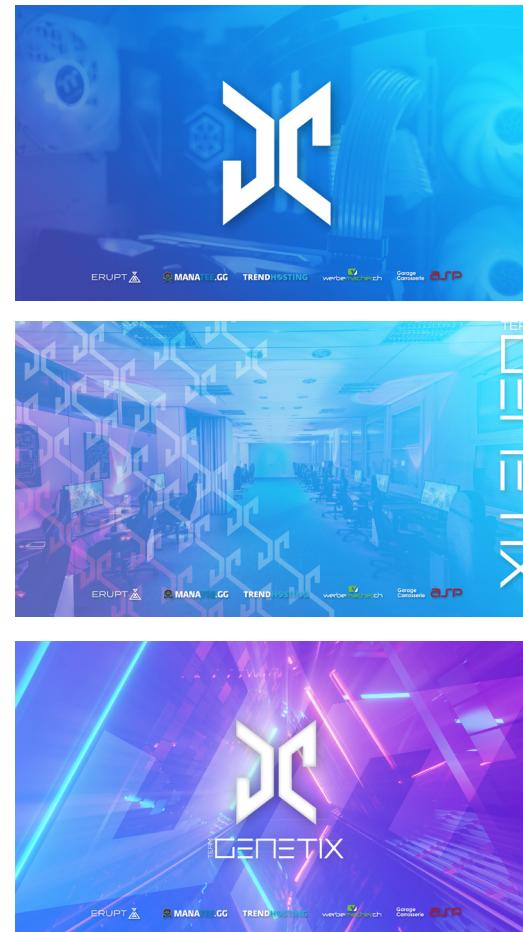
# WALLPAPERS

We have different wallpapers for your background -  
feel free to use it if you like it!

## DARK THEME



## LIGHT THEME



## CODE OF CONDUCT

The Code of Conduct is intended to establish behavioral guidelines as well as basic responsibilities of team members as well as community members.

### Do's

As a member of Team Genetix, you represent the organization as a whole. Be polite to others, behave appropriately and be open to new ideas and opinions.

When you make public disclosures, make sure that the information about our business activities is true and correct.

Comply with the design specifications in the above-mentioned document in order to present a representative image of Team Genetix. In case of questions or confusion, please contact the staff team.

### Do not

No racist, homophobic, sexist, toxic or other demeaning comments, statements, posts or messages against interns or externs.

Do not spread rumors about team members or colleagues, and disparage or sabotage their work.