LOGO STYLEGUIDE

ESLGaming.com

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PRIMARY *VERSION*

SECONDARY *VERSION*

USE ONLY WHEN THE PRIMARY VERSION DOES NOT WORK VISUALLY.
Secondary version should rarely be needed.

SINGLE COLOR *VERSION*

FOR EXTREMELY RARE CIRCUMSTANCES:

- Impossible to produce in color.

- Publisher guidelines do not allow full-colored logos.

- In a sponsor-line where all neighboring logos are all white or black.

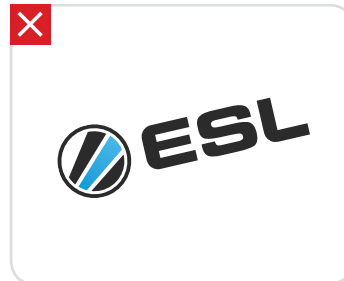Do not warp, skew, or alter the proportions of the logo.
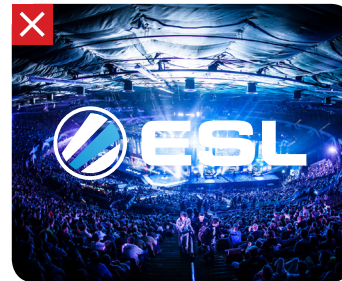
Do not change the colors of the logo.

The ESL logo with no color changes or distortion.

Do not crop or cover the logo.

Do not rotate the logo.

Do not place the logo on a background that hinders clarity.

Do use a background that provides significant contrast and clarity.

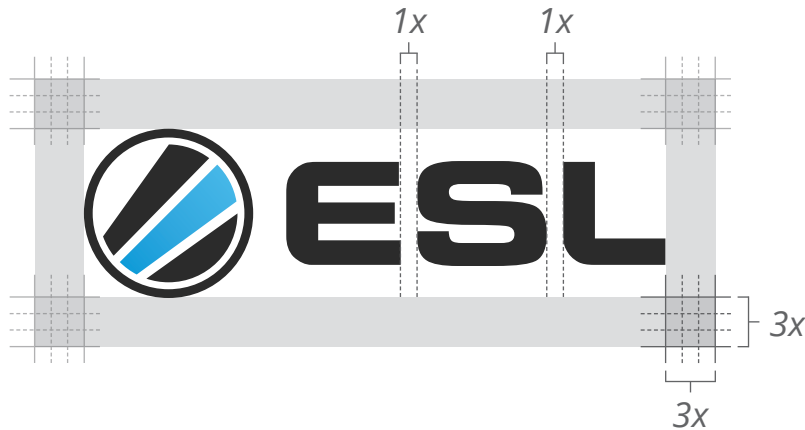Do not re-arrange, separate, or remove elements of the logo.

Do not apply harsh shadows or stroke to the logo, even to enhance clarity.
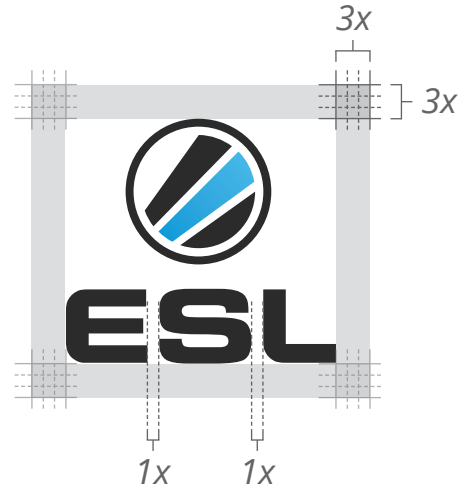
Do use elements larger than the minimum clear space to enhance clarity.

The space between the letters "ESL" is signified as 1 unit (1x). The minimum clear space around the logo should be at least 3 of these units (3x).
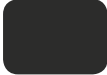
Keep this clear space free of significant visual elements such as text, border or document edges, and other logos.

The .eps files available are CMYK and are provided for print purposes.

The .png files available are RGB and are provided for digital purposes.

	HEX	RGB	CMYK	PMS
	#009BDB	00 155 219	77 22 00 00	2995 U
	#43B6E7	67 182 231	63 09 01 00	2985 U
	#2A2B2A	42 43 42	70 64 63 65	N/A
	#FFFFFF	00 00 00	00 00 00 00	N/A

Open Sans

Primary font for web and secondary font for use in graphics. Use Open Sans for long amounts of text.

Light *Light*
Regular *Italic*
Semibold ***Semibold Italic***
Bold ***Italic***
Extrabold ***Extrabold Italic***

Download the ESL Assets Pack

"ESL" in writing

When used in writing, the usage of **ESL should remain as three capital letters** without any punctuation incorporated between the letters.

✅ "**ESL** is the world's largest esports company."

❌ "**Esl** is the world's largest esports company."

❌ "**E.S.L.** is the world's largest esports company."

❌ "**Electronic Sports League** is the world's largest esports company."

CONTACT

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