

WORLD CHAMPIONSHIP SERIES



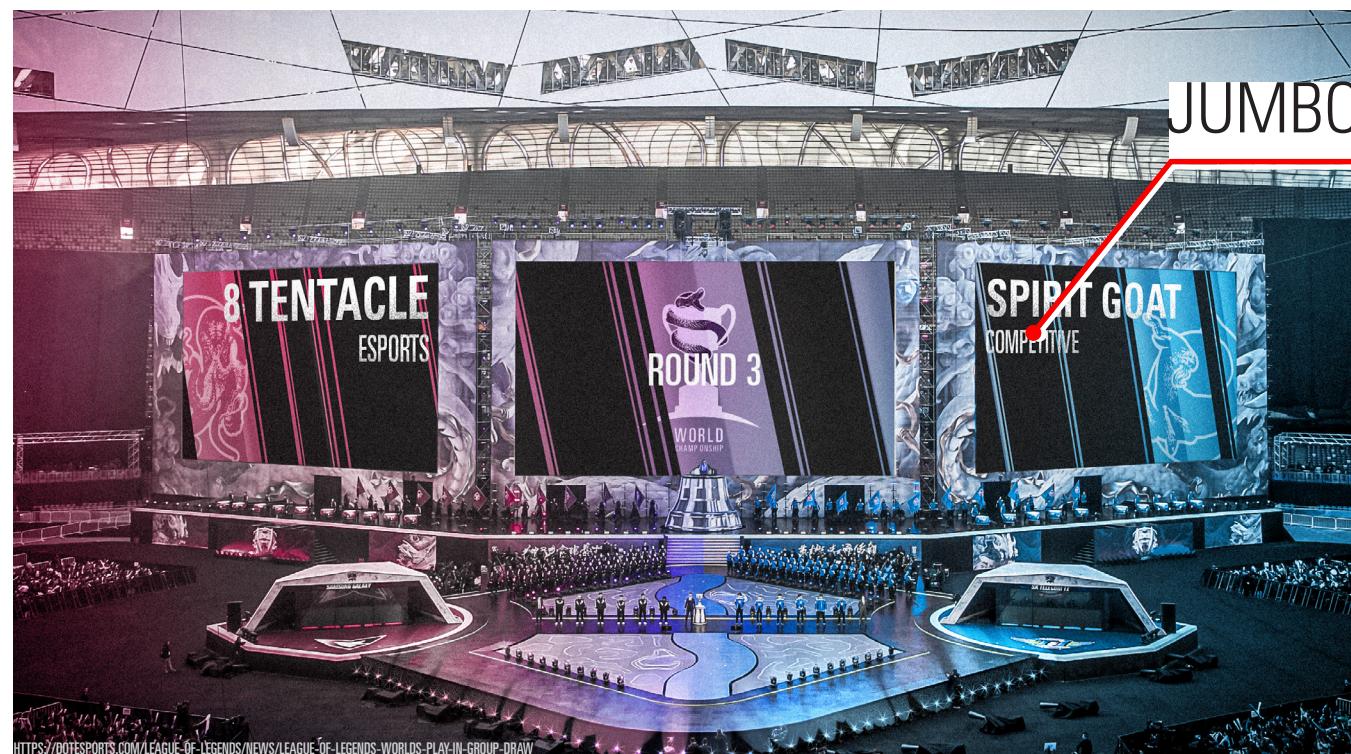
From League of Legends to Starcraft to Counterstrike, eSports has had a rapidly growing fanbase since 2016, when League first appeared on ESPN. The eSports industry is projected to reach a billion dollar value this year.

As a worldwide event, this supposed World Series will take place in Beijing National Stadium.



ENVIRONMENTAL PROJECTIONS

In order to announce the opponents with a flash, projections of each team's logo will project from the ceiling of the stadium, accompanied by associated team colors.



JUMBOTRON DISPLAY

On the jumbotron, which would alternatively be displaying the game as it is played during competition, will show an animation outlining the match-up and other affiliated details.

LARGE SCALE APPLICATION

AARON
GREIDER

WORLD CHAMPIONSHIP SERIES



STAGE PRESENCE

Each team needs a home base to compete from, so accompanying each team to the stage will be a branded environmental space with their consoles.

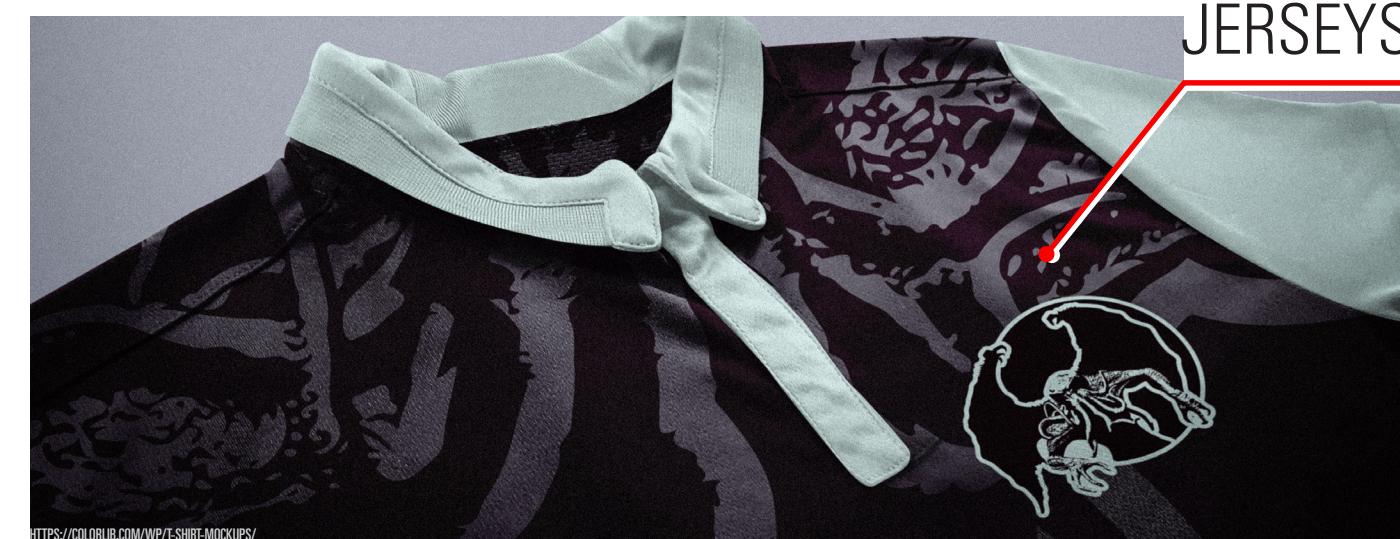


OFF-SITE PROMOTIONAL

Banners promoting the matchup will be located where fans making the pilgrimage to the stadium will see, especially those of terminals of distance transportation such as airports, train stations, and subways.

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Essential apparel which the teams wear on stage. Each team has 2-3 sponsors which are featured on each jersey.



SMALL SCALE APPLICATION

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UNIVERS LIGHT ULTRA CONDENSED

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 ! @ # \$ % & * ! ?

UNIVERS BOLD CONDENSED

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 ! @ # \$ % & * ! ?

UNIVERS ULTRA CONDENSED

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 ! @ # \$ % & * ! ?

TYPEFACE

TEXTURE



LOGO



SCALING SYSTEM



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