EUROPEAN SPEEDRUNNER ASSEMBLY
GRAPHICAL GUIDELINES

2019

ABOUT EUROPEAN SPEEDRUNNER ASSEMBLY

ESA is a series of charity fundraising marathons revolving around speedrunning! For one whole week 400 gamers gather together to present world-class gameplay on Twitch.tv, completing games as fast as possible while raising money for a cause. In 2018 we raised over $100,000 in donations for Save the Children.

The European Speedrunner Assembly events are Europe's premier charity gaming marathons. They represent the culmination of thousands of hours of practice by Speedrunners, who gather to meet like-minded people for a full week of activity; Showing off their runs to a large and enthusiastic audience online while raising money for a good cause.

The European Speedrunner Assembly is a charity focused event organisation with two major fundraising gaming marathons and several side events throughout the year. Our two main events, ESA Summer and Winter, bring together 400 gamers from around the world for one whole week to complete games as fast as possible while raising money for a cause.

LOGOTYPE

The ESA cube is the only logotype to be used. The logotype may have the text European Speedrunner Assembly or dates and city beside the logotype. There are Event specific designs for ESA Summer and ESA Winter
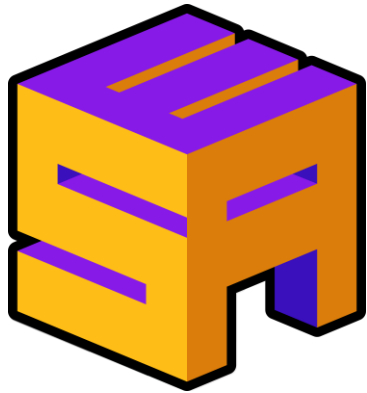
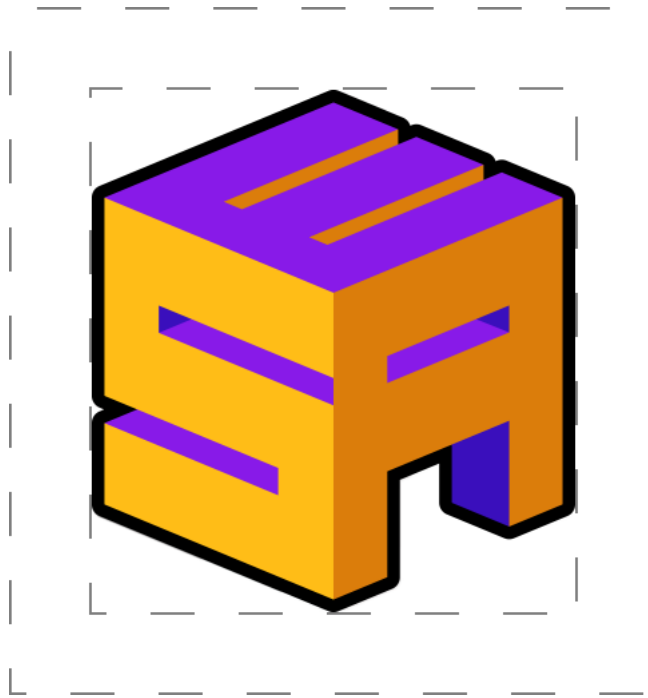General logotype

Summer logotype with year and date

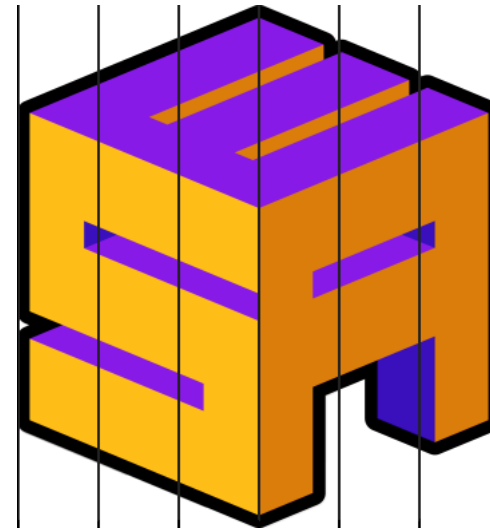Winter logotype with year and date

LOGOTYPE CLEAR SPACE

Make sure to leave proper room for breathing around the logotype and the text. Never place anything inside the clear space.

There should be at least1/6 of the cube's width of space on all sides of the cube.

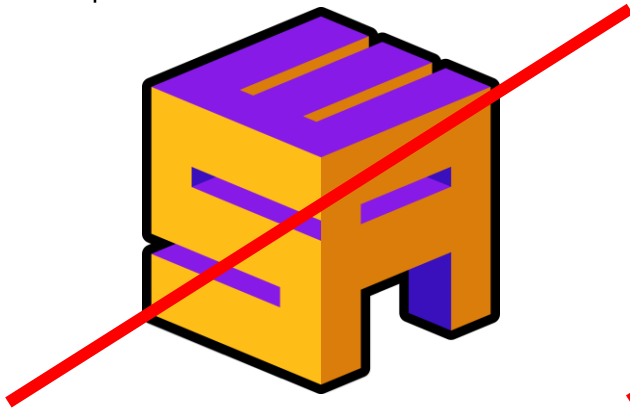Make sure not to put anything within the dashed lines

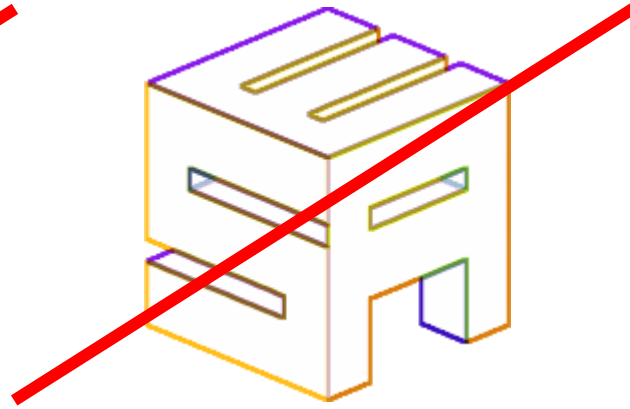This is an example how to get a feel of what the clear space should be

ALTERING LOGOTYPE

Altering the ESA logotype in any way is not allowed.
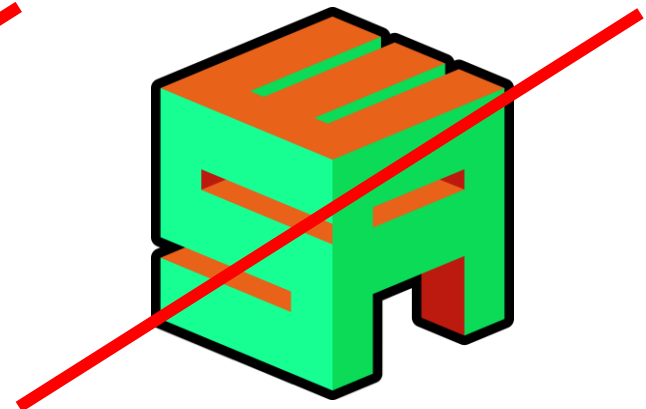
Examples

Don't angle the logotype

The logotype should always be filled with colour.

Do not deviate from the specified colours

COLOURS

For on screen graphics and printed branding

ESA PRIMARY COLOURS

ESA PURPLE	ESA YELLOW
RGB	RGB
136, 26, 232	255, 189, 23
HEX	HEX
#C670D0	#FFBD17
CMYK	CMYK
41, 89, 0, 9	0, 26, 91, 0

ESA SECONDARY COLOURS
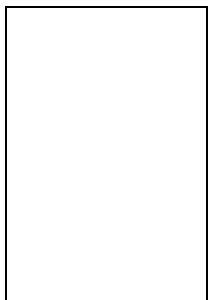
WHITE	BLACK
RGB	RGB
255, 255, 255	0, 0, 0
HEX	HEX
#FFFFFF	#000000
CMYK	CMYK
0, 0, 0, 0	0, 0, 0, 100

COLOURS

For on screen graphics and printed branding

SUMMER PRIMARY COLOURS

SUMMER PURPLE

RGB

198, 112, 208

HEX

#C670D0

CMYK
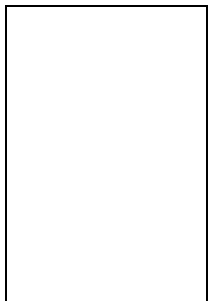
5, 46, 0, 18

SUMMER YELLOW

RGB

253, 218, 57

HEX

#FDDA39

CMYK

0, 14, 77, 1

SUMMER SECONDARY COLOURS

WHITE

RGB

255, 255, 255

HEX

#FFFFFF

CMYK

0, 0, 0, 0

DARK PURPLE

RGB

86, 46, 109

HEX

#562E6D

CMYK

21, 58, 0, 57

COLOURS

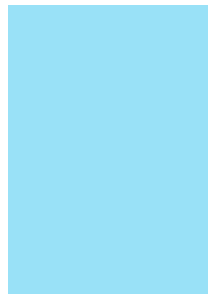For on screen graphics and printed branding

WINTER PRIMARY COLOURS

WINTER BLUE

RGB

109,162, 215
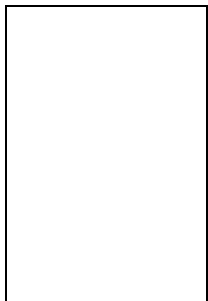
HEX

#6DA2D7

CMYK

49, 25, 0, 16

WINTER FROST BLUE

RGB

153,225, 247

HEX

#99E1F7

CMYK

38, 9, 0, 3

WINTER SECONDARY COLOURS

WHITE

RGB

255, 255, 255

HEX

#FFFFFF

CMYK

0, 0, 0, 0

DARK BLUE

RGB

28, 33, 117

HEX

#1C2175

CMYK

76, 72, 0, 54

FONTS

HEADERS

Aa

Titillium Regular
Titillium Bd

For headers, use Titillium in uppercase

BODY

Aa

Open Sans Regular
Open Sans Bold

In longer texts use Open Sans.

LOGOTYPE

TBD

TBD
TBD

Only to be used along with the ESA cube

USAGE

Headers should always be in UPPERCASE.

Text will be displayed in black on a light background or in white on a dark contrast.

USE OF OUR NAME

Always type the name with all words with a capital first letters with spaces between the words, or the abbreviation with all uppercase letters. Do not type it as CamelCase, lowercase or lowercase with spaces.

ALLOWED

European Speedrunner Assembly or the abbreviation ESA in longer texts.

EUROPEAN SPEEDRUNNER ASSEMBLY on the logotype.

The abbreviation cannot be in use before the full name.

NOT ALLOWED

EuropeanSpeedrunnerAssembly

Europeanspeedrunnerassembly

Europeanspeedrunnerassembly

european speedrunner assembly

esa

SOCIAL MEDIA

SUMMER EVENTS

The official Twitter and Instagram hashtags are typed with capital letters followed by the word summer with a capital letter and two digits for the year:

#ESASummer19   **#ESASummer20**   **#ESASummer21**

The official twitter hashtag for restreamers is #ESASummerYYXX where XX is a two-letter abbreviation of the restreams' language written in capital letters.

#ESASummer19FR   **#ESASummer20DE**   **#ESASummer21RU**

WINTER EVENTS

The official Twitter and Instagram hashtag are typed with capital letters followed by the word winter with a capital letter and two digits for the year:

#ESAWinter17   **#ESAWinter18**   **#ESAWinter19**

The official twitter hashtag for restreamers is #ESAWinterYYXX where XX is a two-letter abbreviation of the restreams language written in capital letters.

#ESAWinter17FR   **#ESAWinter18DE**   **#ESAWinter19RU**

MISCELLANOUS

Fonts
- Titillium – https://www.fontsquirrel.com/fonts/Titillium
- Titillium Web – https://fonts.google.com/specimen/Titillium+Web
- Open Sans – https://www.fontsquirrel.com/fonts/open-sans
- Open Sans Web – https://fonts.google.com/specimen/Open+Sans

More information
- https://www.esamarathon.com/press