

**MAKE A**



**ROUD  
ROUD**

**STVÍ 3E AKADEMICKÉ**

WELCOME TO THE  
**3E ACADEMIC CHAMPIONSHIP**



A large, faint, circular watermark or background text that reads "AKADEMICKÉ MISTRVSTVÍ 3E" repeated multiple times around the center of the slide.

**TODAY'S MATCH**

MAKE A



ROUD  
ROUD

STVÍ 3E AKADEMICKÉ

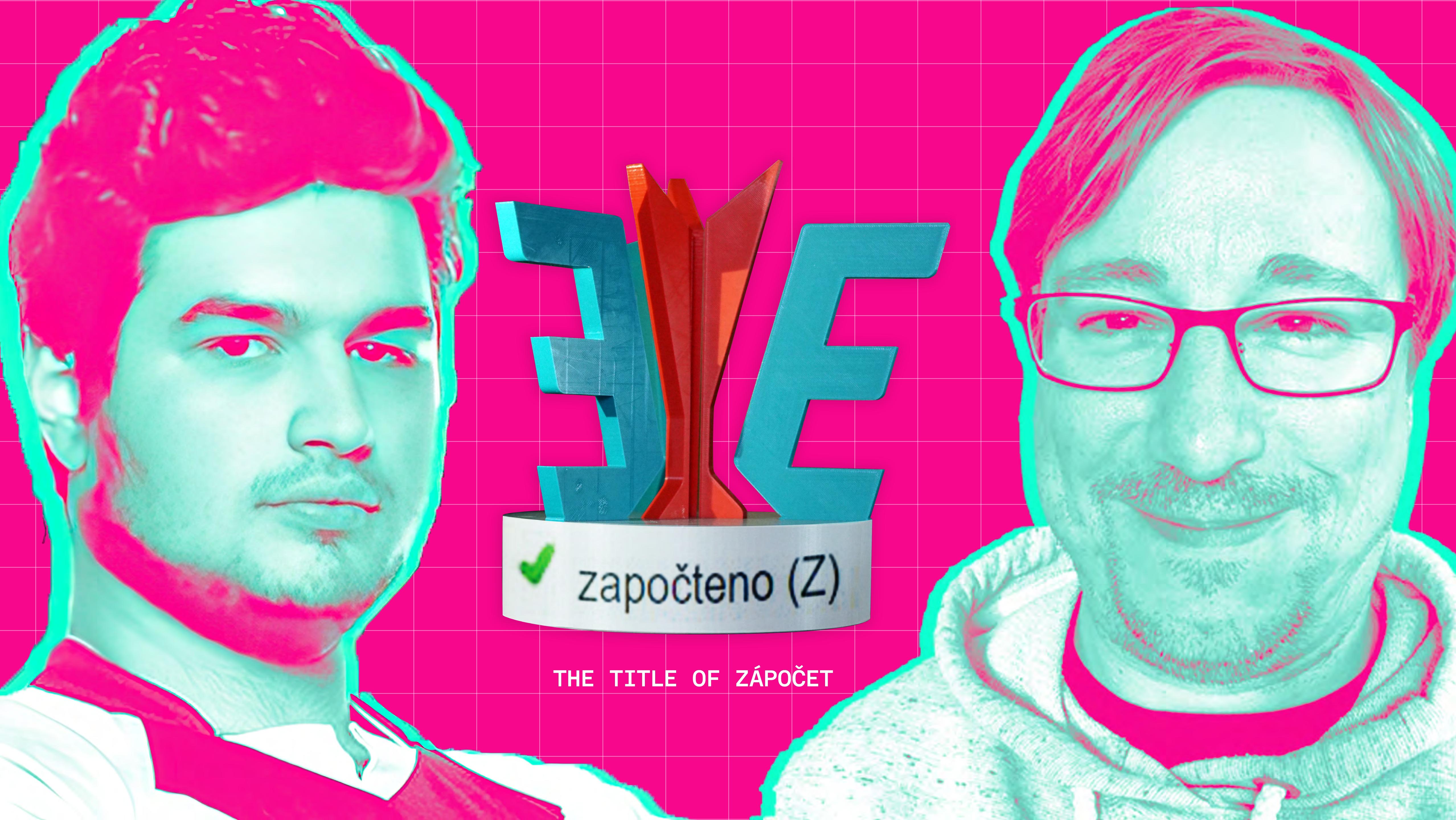
STVÍ 3E AKADEMICKÉ

STVÍ 3E AKADEMICKÉ



The image features a vertical arrangement of identical text elements, each reading "TODAY'S MATCH" in a large, bold, white sans-serif font. The text is repeated seven times down the page. To the left of the text, there is a decorative graphic consisting of a thick, wavy line in shades of green and white, resembling a stylized ribbon or a piece of torn paper. The background is a solid pink color.

The image features a vertical column of text that repeats the phrase "TODAY'S MATCH" in a large, bold, white sans-serif font. The text is set against a solid pink background. The entire composition is framed by a border of green, textured foliage, with some leaves visible at the top left and bottom right corners.



započteno (Z)

THE TITLE OF ZÁPOČET

# BATTLEPLAN

1. The purpose of the work
2. New logo
3. Colors & Typography
4. Components of the visual style
5. Motion design
6. Social media strategy & Website
7. Offline merchandise
8. Online merchandise
9. Marketing directions
10. Finish

Í 3E AKADEMICKÉ Mistrovství  
Í 3E AKADEMICKÉ Mistrovství  
Í 3E AKADEMICKÉ Mistrovství  
Í 3E AKADEMICKÉ Mistrovství  
Í 3E AKADEMICKÉ Mistrovství

**“WHAT THE HELL  
IS ESPORT AND WHAT  
IS HE TALKING ABOUT?”**

“Esports turns online gaming into a spectator sport. It mimics the experience of watching a professional sporting event, except instead of watching a physical event, spectators watch video gamers compete against each other. The esports trend has become so widespread in recent years that games can often be viewed at an organized arena event.”





MY TOPIC:

# REBRANDING OF THE ESPORTS COMPETITION

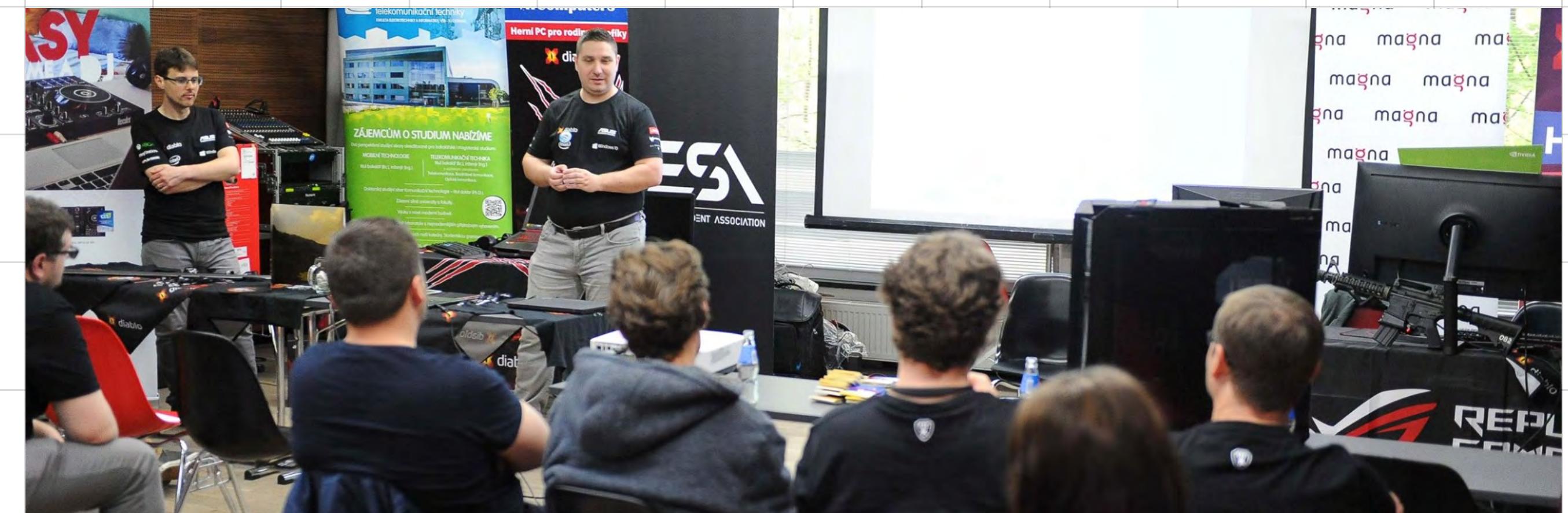
AKADEMICKÉ Mistrovství 3E  
AKADEMICKÉ Mistrovství 3E

**3E Academic Championship** (abbreviated 3E:AM) is an e-sports competition for students of Czech universities. The competition has been running regularly since 2018 and is thus a traditional competition).

A special event is the semester finals, which usually takes place offline on the campus of some of the universities. This event is also linked to an accompanying programme such as lectures.

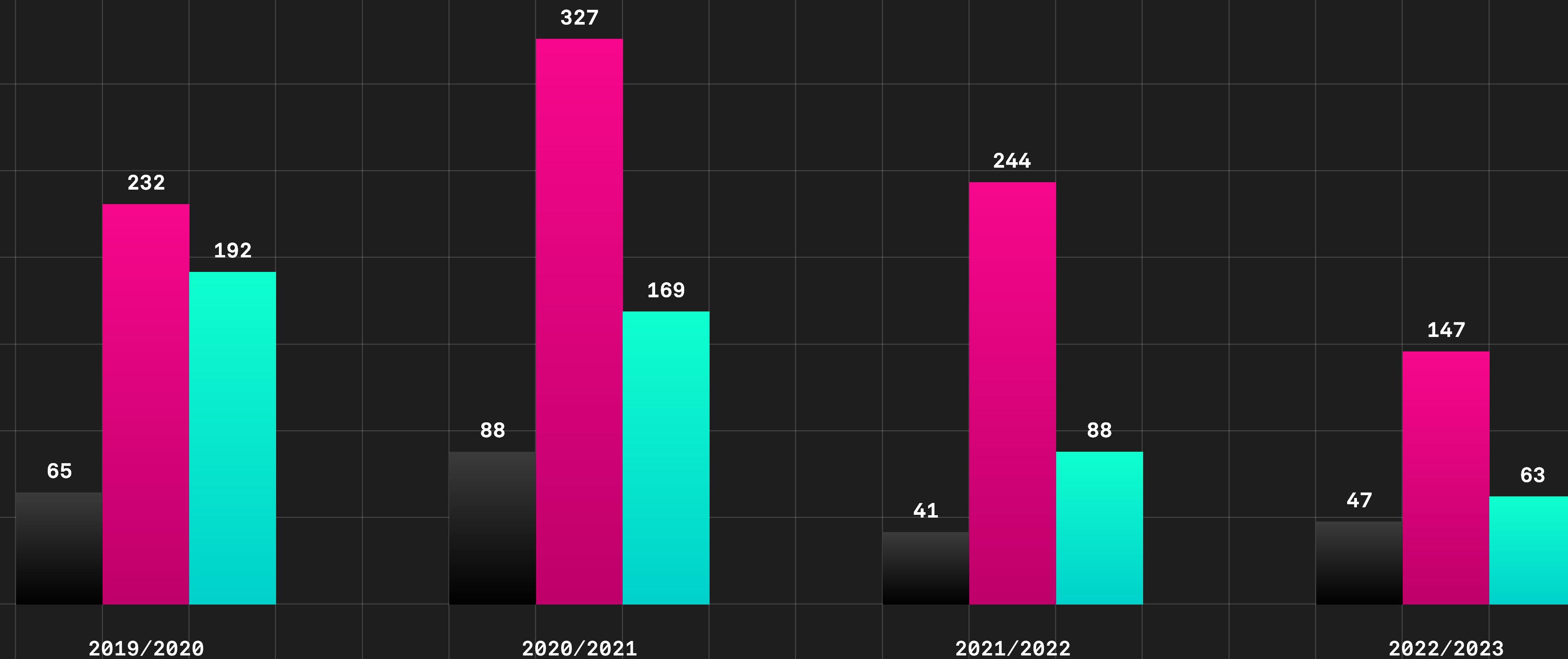
The aim of the ESA organisation, which runs the competition, is to link education with esport through lectures and workshops.

However, due to the emergence of new student competitions, and the interest of other big brands, interest in 3E:AM is starting to decline significantly.

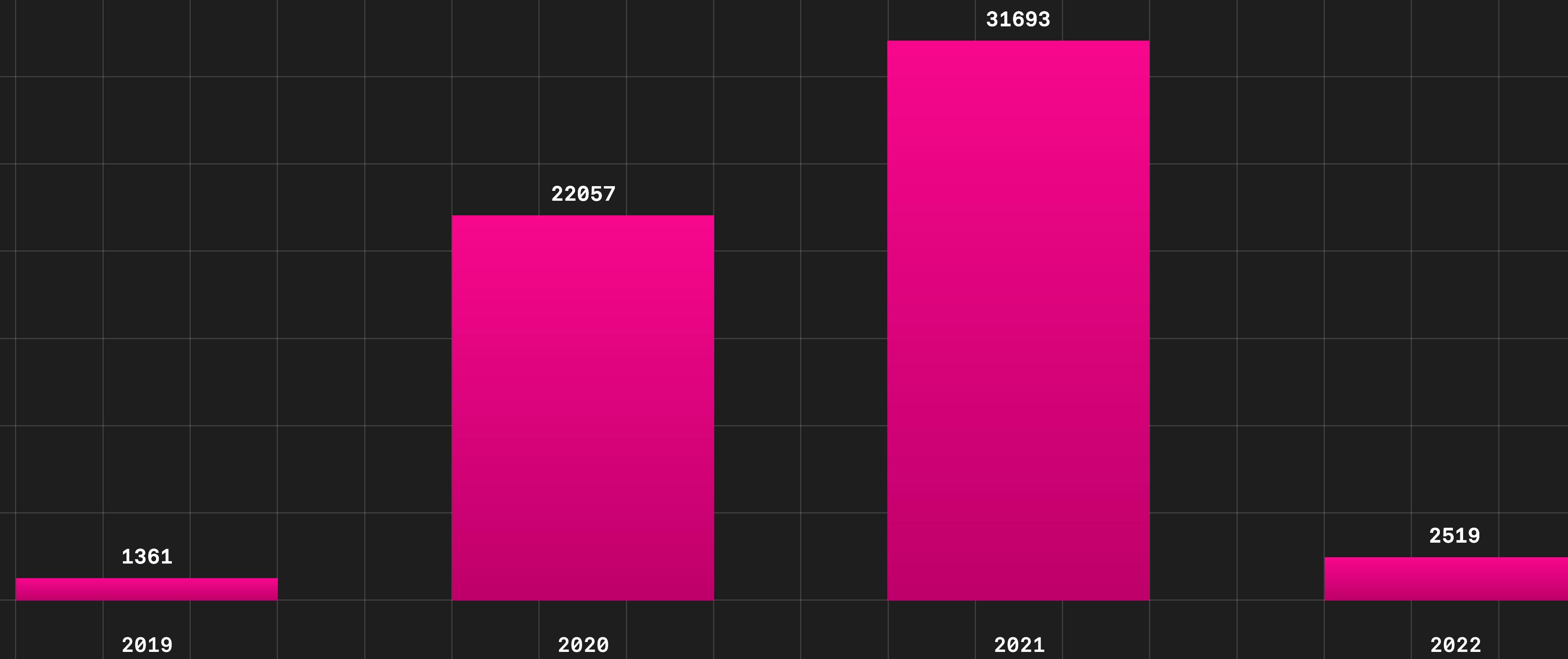


# NUMBER OF PLAYERS TROUGHOUT THE SEASONS

HEARTHSTONE  
LEAGUE OF LEGENDS  
COUNTER STRIKE: GLOBAL OFFENSIVE



# NUMBER OF HOURS WATCHED ON TWITCH OVER THE YEARS



NEW LOGO | NEW LOGO



# THE IDEA BEHIND THE **NEW LOGO**

AKADEMICKÉ Mistrovství 3E  
AKADEMICKÉ Mistrovství 3E

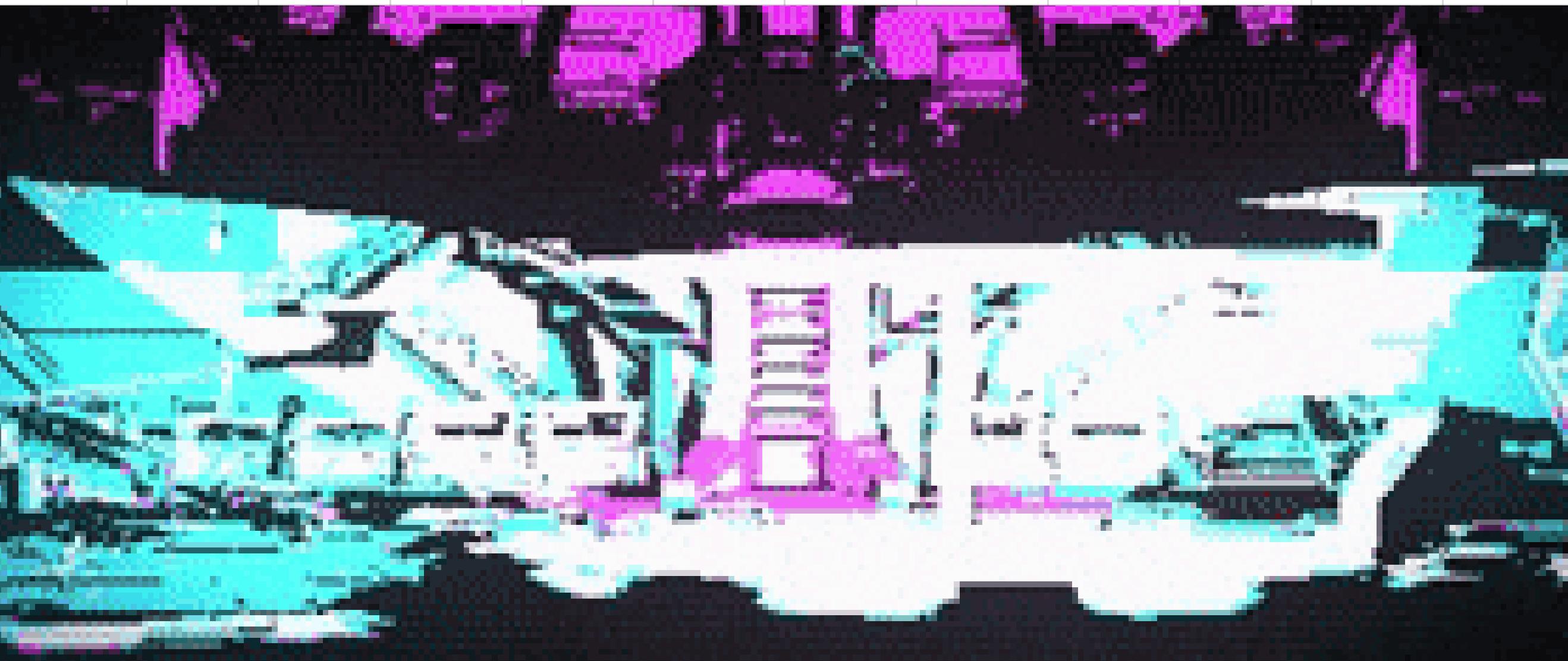
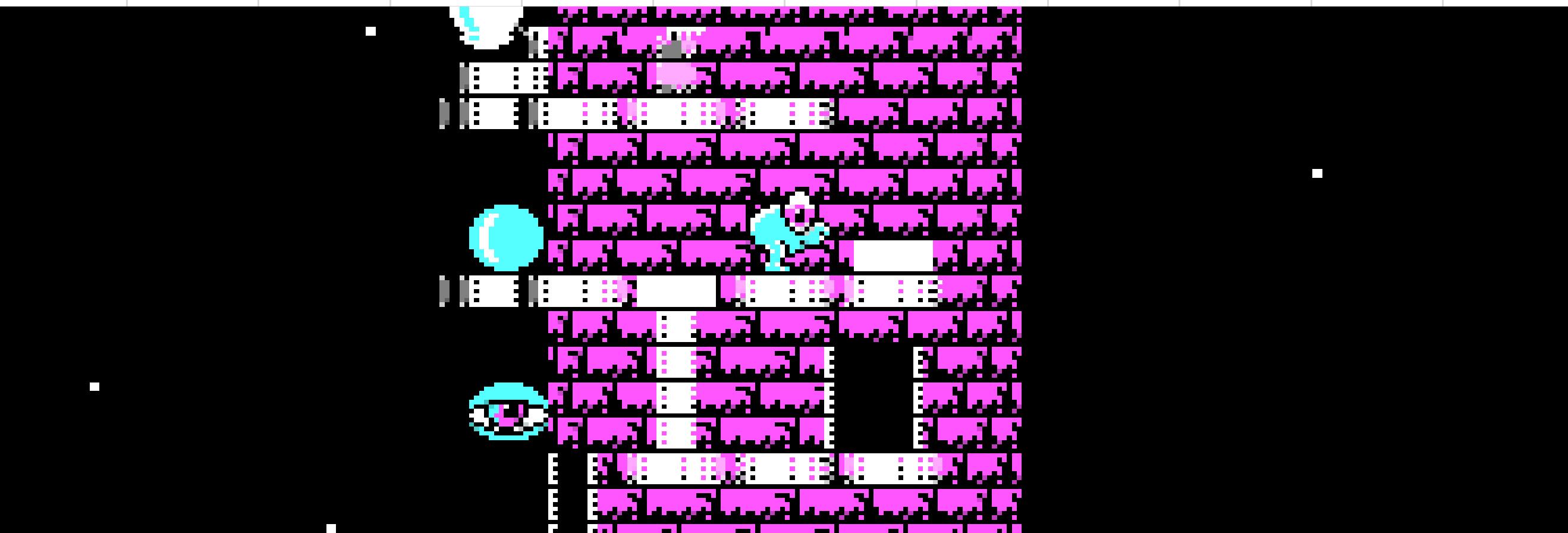


NEW LOGO | NEW LOGO



**AKADEMICKÉ MISTROVSTVÍ**

The visual style has two main colors (pink and turquoise), this color scheme loosely refers to old video games from the 80s and 90s that made extensive use of the CGA graphics standard, which was the first standard for color graphics on the PC. At the same time, these colours are almost complementary, which ensures good contrast. Also I created gradients from these colors.





The main font is Acumin Pro. It is a neogrotesque sans serif font that is suitable for both headlines and regular text. The 2 main versions used for headings are ExtraCondensed Black and Wide Black. For the Wide version, I have taken the liberty of stretching the font to 150% of its width in some cases. The font is used exclusively in headings with a few exceptions. For regular text it is advisable to use the Medium version.

# **ACUMIN PRO EXTRA CONDENSED BLACK**

**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**  
**Á Č Ď Ě Ě Í Ó Ŕ Š Ŧ Ú Ž 1 2 3 4 5 6 7 8 9 0**  
**, : ? ! „ “ @ # \$ ~ ^ & \* ( ) [ ] / - \_ + = %**

# **ACUMIN PRO WIDE BLACK WIDTH: 140 %**

**A B C D E F G H C H I J K L M N O P Q R S T U V W X Y Z  
Á Č Ď É Ě Í Ñ Ó Ř Š Ť Ú Ž 1 2 3 4 5 6 7 8 9 0  
„ : ? ! „ “ @ # \$ ~ ^ & \* ( ) / - \_ + = %**

# ACUMIN PRO MEDIUM

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  
Á Č Ď É Ě Í Ñ Ó Ŕ Š Ť Ú Ÿ Ž 1 2 3 4 5 6 7 8 9 0  
,,:?!,"@#\$~^&\*()[]/-\_=+=%

For subheadings, minor texts and decorative elements I chose Akkurat Mono. The non-proportional Akkurat, together with the proportional Acumin, creates the necessary contrast. In the visual identity, the Regular and Bold cuts are used (but the latter is the primary variant). On the other hand, from Acumin onwards, the typeface does not have to be used exclusively in versals.

# AKKURAT MONO BOLD

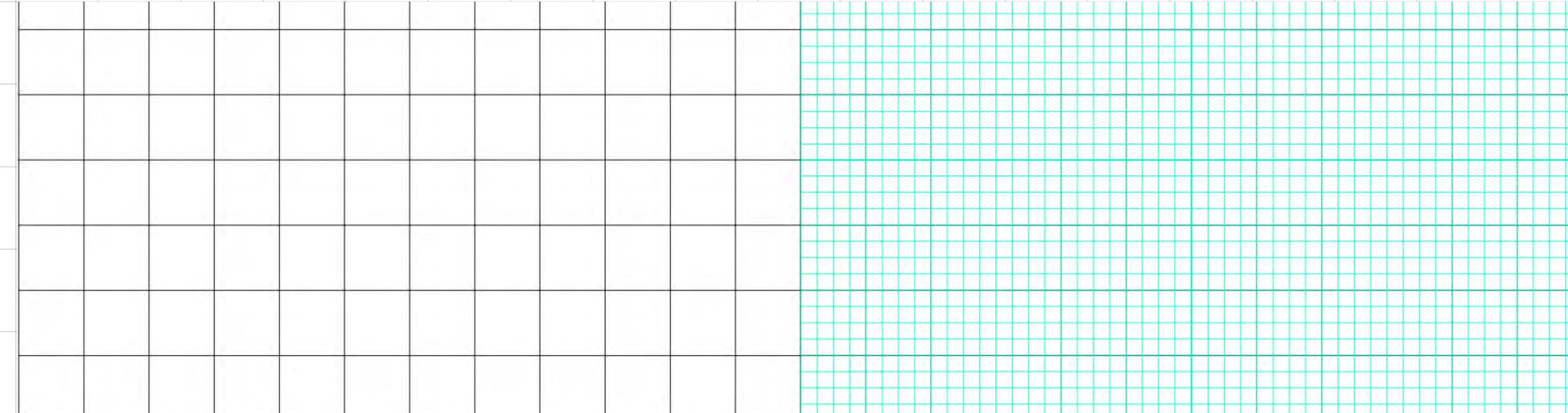
abcdefghijklmnoprstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ÁáČčĎďÉéĚěÍíÑňÓóŘřŠšŤťÚúŮůŽž  
1234567890 , . : ? ! „ @#\$~^&\* () [] / - \_ + = %

# AKKURAT MONO REGULAR

abcdefghijklmnoprstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ÁáČčĎďÉéĚěÍíÑňÓóŘřŠšŤťÚúŮůŽž  
1234567890 , . : ? ! „ @#\$~^&\* () [] / - \_ + = %

## 1. Grid rule

Most elements in the visual are set in a grid. Its top layer is visible. The bottom layer (which is 4 times more detailed) is not visible, but the viewer's eye automatically assumes the grid. The individual elements then appear to be in place, where they are supposed to be.



## 2. Brush strokes

To keep the visual style from being too rigid, brushstrokes are built in that don't get tied to the grid, giving the visuals a fresher feel. They are used to highlight important information or to provide colour balance.



### 3. Repetitive elements

Repeating elements are used to fill the empty space. These elements can be a repeating symbol or a filled text box with the same text.

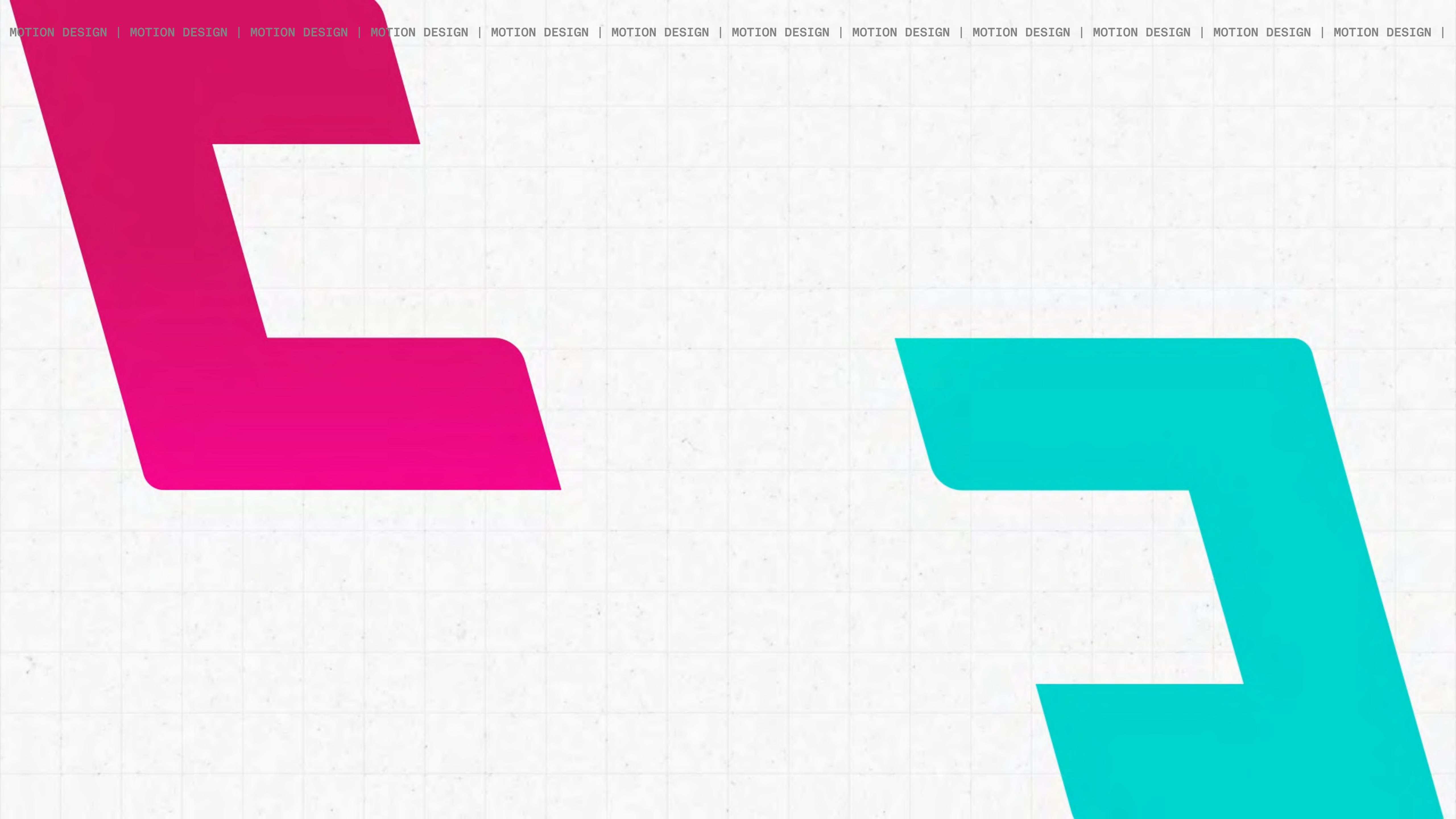




# THE IMPORTANCE OF MOTION DESIGN

# AKADEMICKÉ MISTROVSTVÍ 3E

MOTION DESIGN | MOTION DESIGN |





LOREM IPSUM DOLOR SIT AMET, CONSECTETUER ADIPISCING ELIT. MAECENAS  
FERMENTUM, SEM IN PHARETRA PELLENTEQUE, VELIT TURPS VOLUNTATI, IN  
PHARETRA METUS ODIO A LECTUS. ETIAM DICTUM TINCIDUNT DIAM, NULLAM  
FAUCIBUS MI QVIS VELIT. IN SEM JUSTO, COMMODO UT, SUSCIPIT AT, PHARETRA





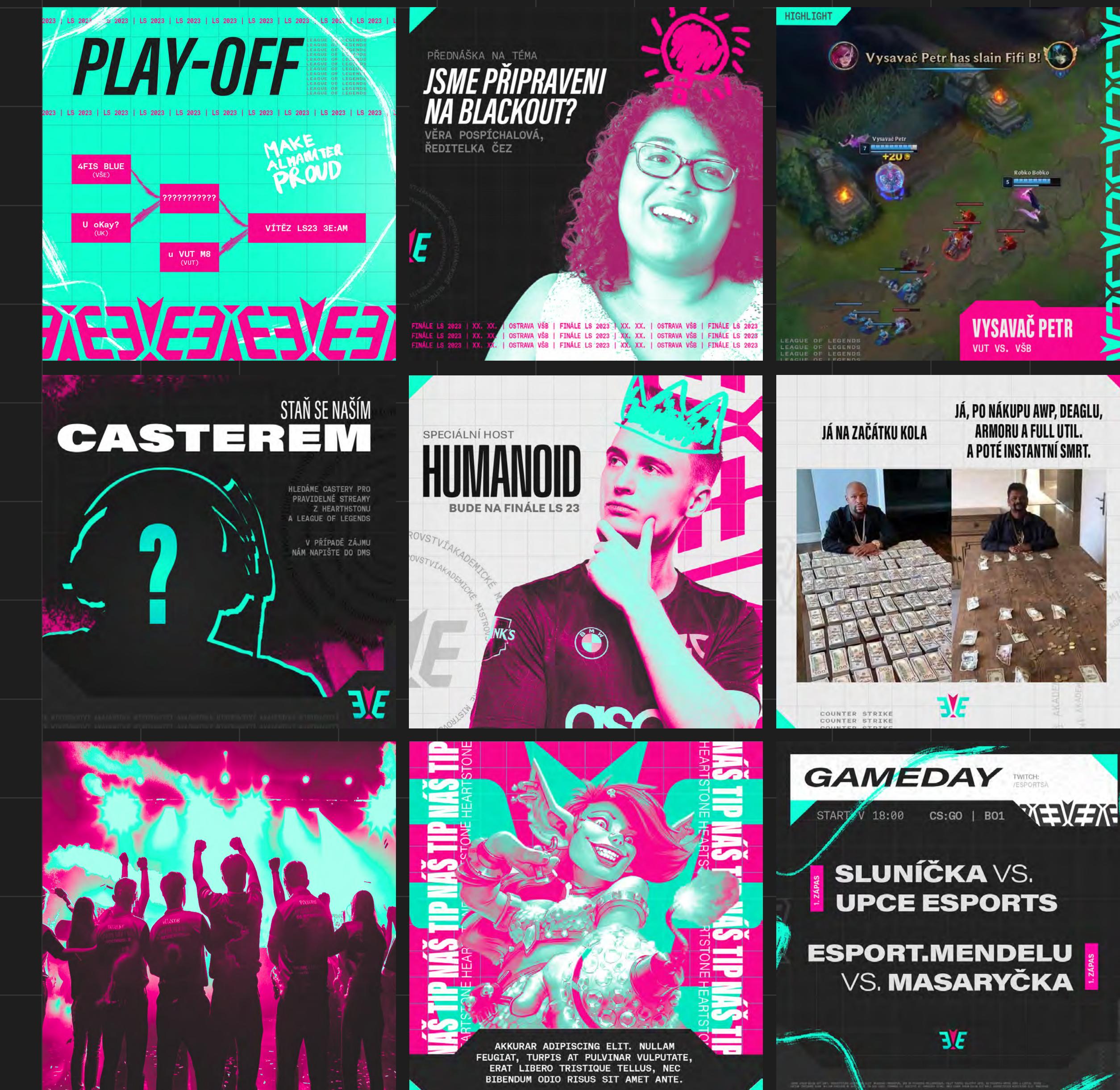
# THE STRATEGY FOR THE SOCIAL MEDIA

# AKADEMICKÉ Mistrovství 3E

# INSTAGRAM

Most important social media for the 3E:AM. The content should be divided into these categories:

1. Information on the competition process
2. Educational content
3. Memes
4. Highlights (Reels)
5. Photos



# FACEBOOK

Same content as on the Instagram. But also using the feature of Facebook events.



16.

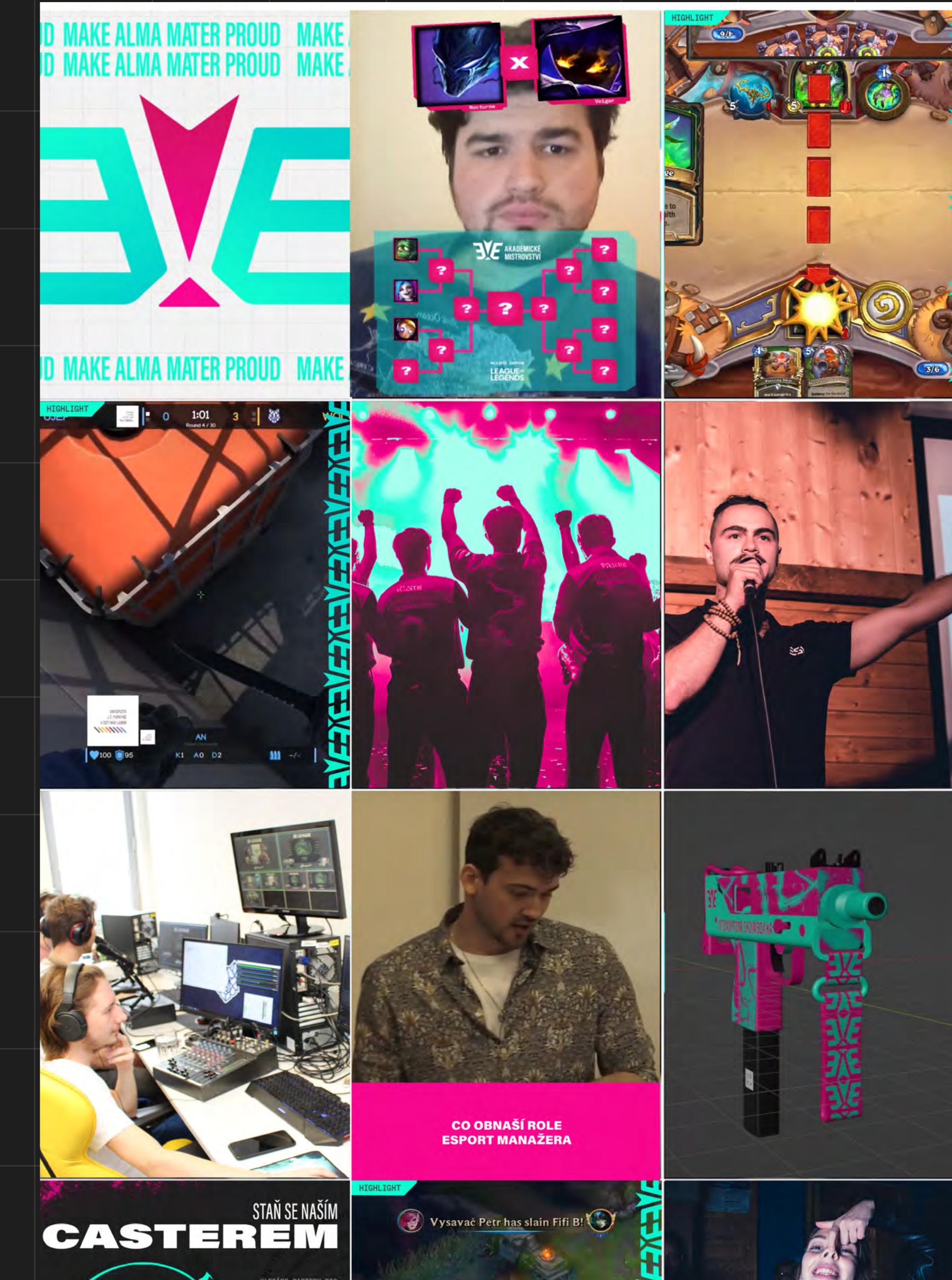
PÁTEK 16. ČERVNA OD 18.00

Finále 3E:AM LS 2023

ČESKÉ VYSOKÉ UČENÍ TECHNICKÉ

# TIKTOK

Focusing more on the highlights from the games and lectures.  
Also more of the meme content.



LINKEDIN

Completely different content. Content should be targeted primarily at potential sponsors and employers. It should show the benefits of esport and how it is interesting for big companies.

 3E Akademické Mistrovství  
326 followers  
20 h • 

Employing computer game players? Why not! Gamers have great skills that can benefit your business. The experience of playing computer games professionally develops strategic thinking, teamwork, quick decision-making and reactionary skills. These qualities are key to success in many industries such as technology, finance and marketing. Employing computer gamers can not only be an advantage for your company, but also a great investment in the future.  
[#esport #team](#)

[See translation](#)



PANELOVÁ DISKUZE  
**HRÁČI PC HER  
A PRACOVNÍ TRH**

How computer game players are ideal candidates for the modern job market  
esa.cz • 10 min read

 88 • 4 comments

 Like Comment Share Send

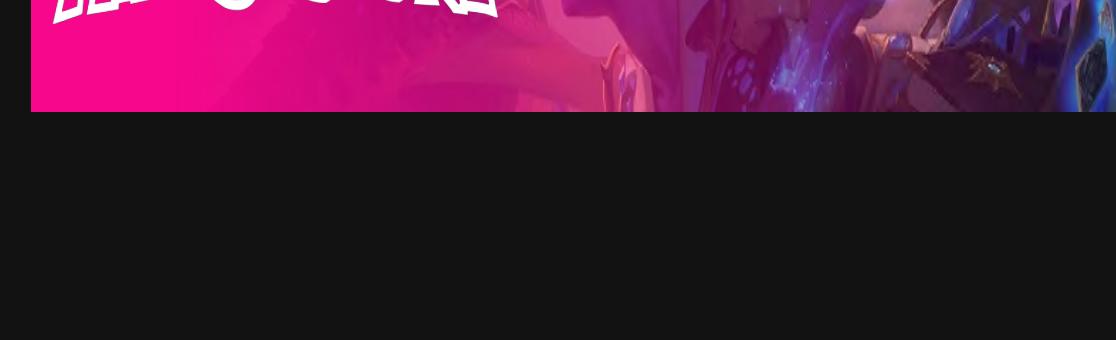
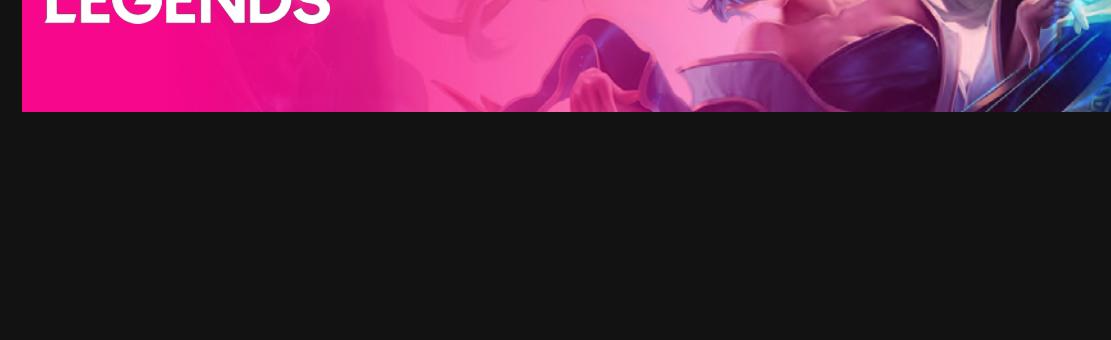
Pátek 18:00	Sobota 14:00	Sobota 14:00	Sobota 14:00	Neděle 14:00	Neděle 14:00
MUNI < CS:GO	VŠE	VŠCHT	UPCE	VŠB Nickname	VŠE Nickname

VŠB	TUL	SUL	UJEP	VŠB Nickname	VŠE Nickname
LoL	LoL	LoL	LoL	HS	HS

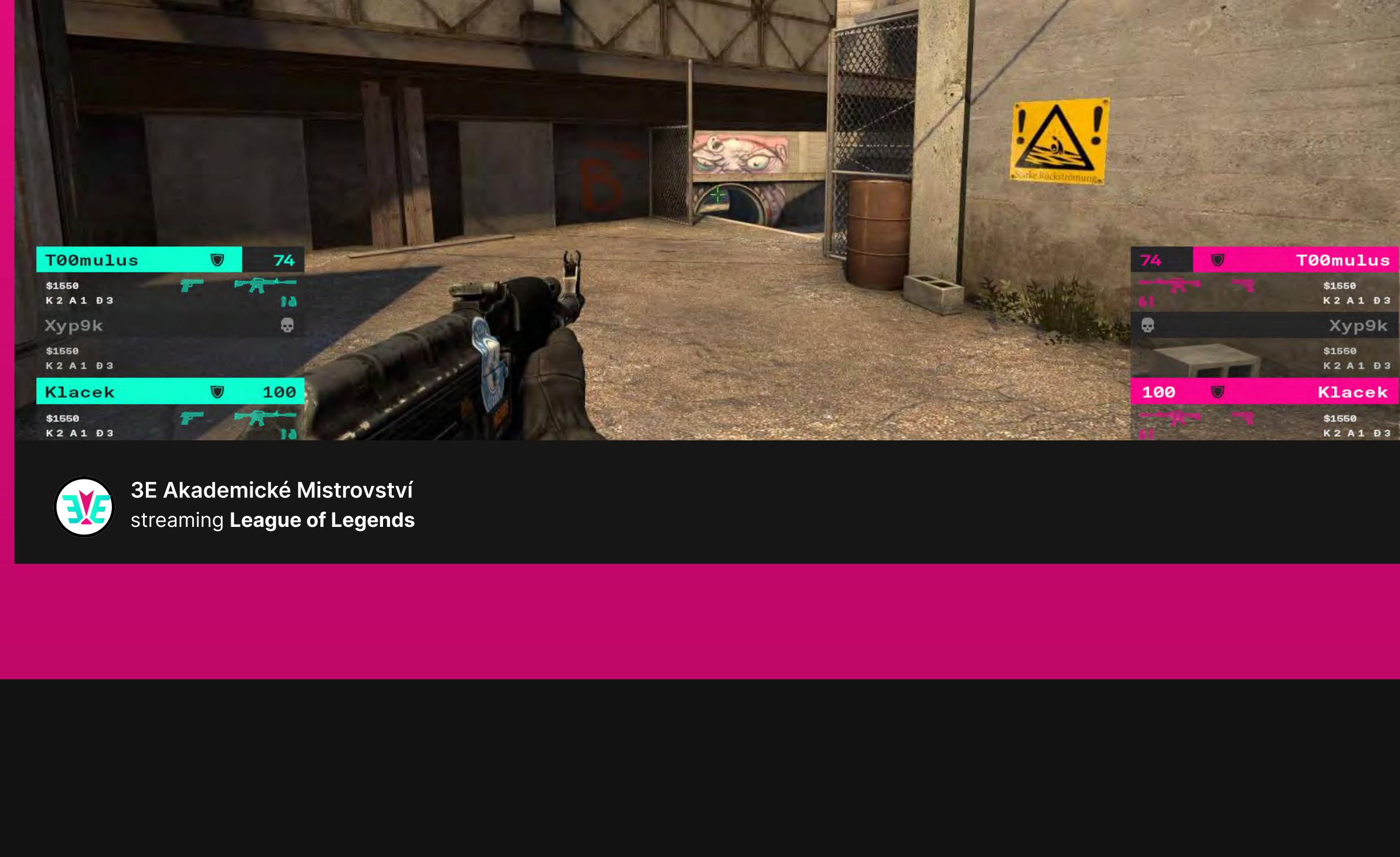
# MAKE ALMANATER PROUD!

[REGISTROVAT SE](#)

## HRANÉ TITULY



## SLEDUJ TEN NEJLEPŠÍ AKADEMICKÝ ESPORT ŽIVĚ



### ROZPIS STREAMŮ

LoL - semifinále Play-off

14. dubna 2023 | 18:00

CS:GO - čtvrtfinále Play-off

15. dubna 2023 | 18:00

HS - Grandfinále

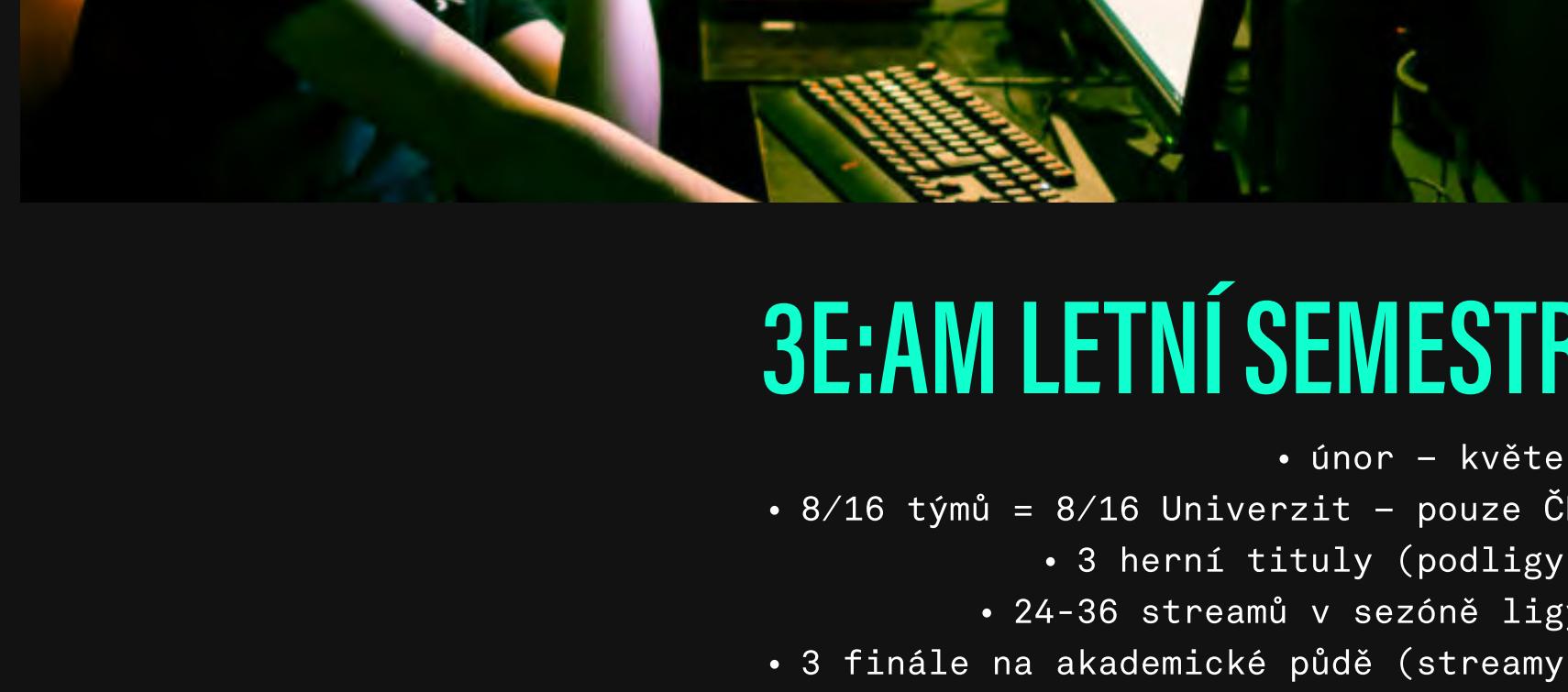
16. dubna 2023 | 16:00

Přednáška - Co je to Blackout

16. dubna 2023 | 18:00

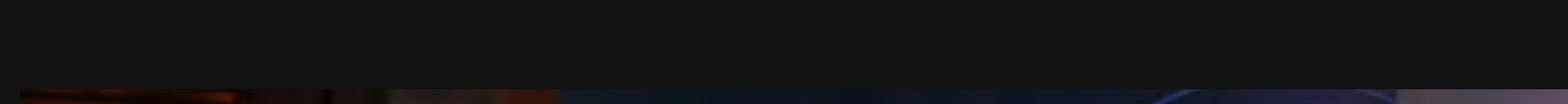
LoL - Grandfinále

16. dubna 2023 | 20:00



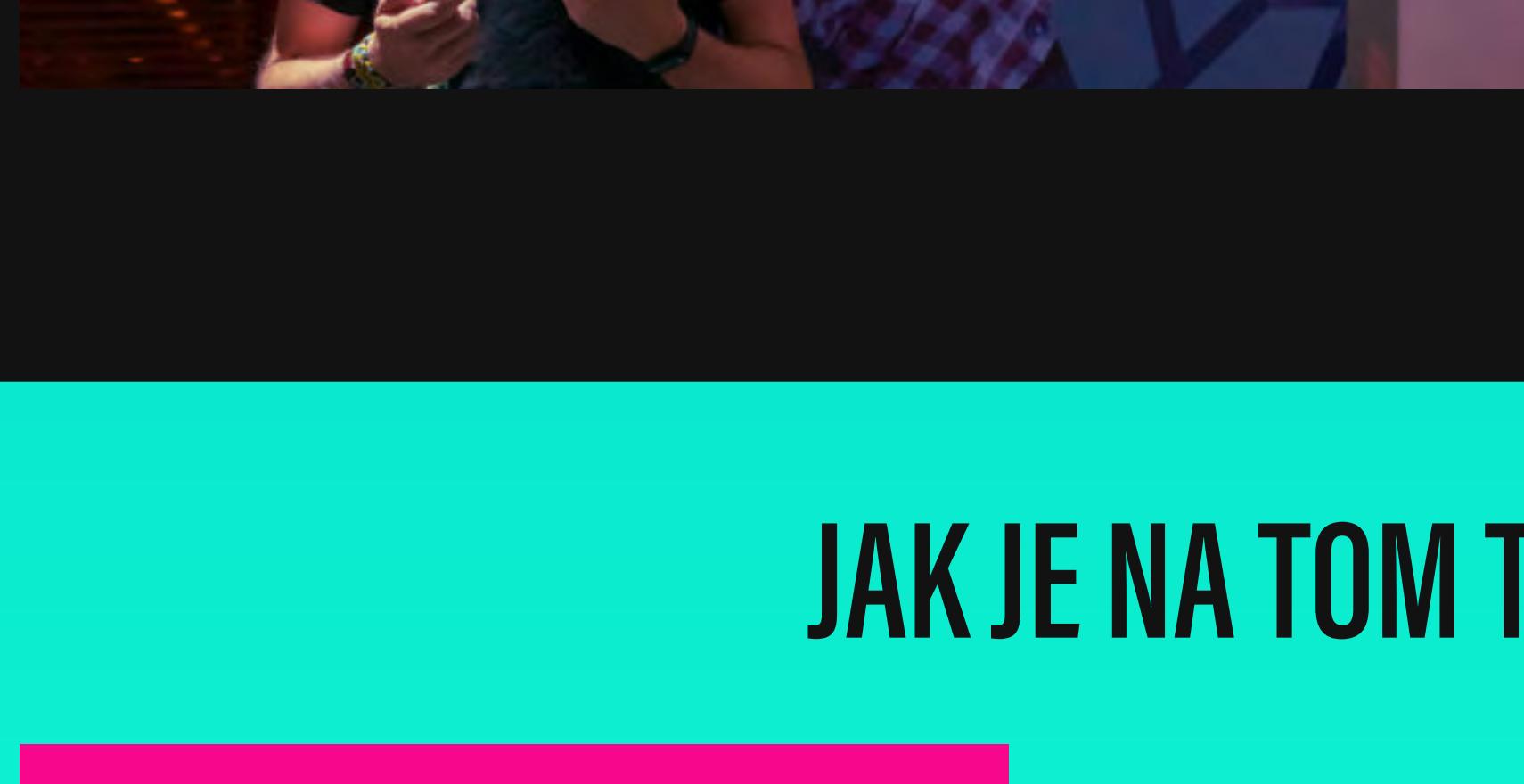
### 3E:AM ZIMNÍ SEMESTR

- říjen - prosinec
- neomezený počet týmů (CZ+SK+?)
- 3 herní tituly (podligy)
- 24-36 streamů v sezóně ligy
- 3 finále na akademické půdě (streamy)
- akademické vyvrcholení – nejlepší z ČR



### 3E:AM LETNÍ SEMESTR

- únor - květen
- 8/16 týmů = 8/16 Univerzit – pouze ČR
- 3 herní tituly (podligy)
- 24-36 streamů v sezóně ligy
- 3 finále na akademické půdě (streamy)
- akademické vyvrcholení – nejlepší z ČR
- 4 battlecupy = víkendový turnaj během semestru pro studenty



### DALŠÍ ESA EVENTY

- měsíčně alespoň 1 offline event:
- 3E Meetups – komunitní setkání se studenty (lan party atp.)
- Dny eSportu – edukativní přednášky o světě okolo esportu a her
- Univerzitní eSport derby – offline derby univerzit

## JAK JE NA TOM TVOJE UNIVERZITA

### LEAGUE OF LEGENDS

### COUNTER STRIKE

### HEARTHSTONE

#### Skupina A

#### Skupina B

#### Skupina C

#### Skupina D

NÁZEV TÝMU **6 b**

NÁZEV TÝMU **0 b**

## MERCHANDISE



**CS:GO SKINY**

Reprezentuj svoji školu i v CSku!

[STÁHNOUT](#)



**MIKINA**

Ideální skin do školní lavice

[KOUPIT](#)



**MOUSEPAD**

Podložka pod myš je zkrátka must-have.

[KOUPIT](#)



Logoipsum logo





THE UNIQUE PIECES OF  
**OFFLINE MERCH**

AKADEMICKÉ Mistrovství 3E  
AKADEMICKÉ Mistrovství 3E

# COMPRESSION SLEEVE

Compression sleeves are popular among players as they reduce muscle fatigue and improve blood circulation in the arm, which can be a key factor during a long game.



# MOUSEPAD

Most esport games require a high level of precision and mouse speed. A large pad allows players more room to move, which can improve the accuracy and speed.



# BLUE LIGHT GLASSES

Gamers spend a lot of time in front of the computer, exposing themselves to high levels of blue light that can negatively affect their health and performance. Glasses with a blue light filter are designed to block some blue light.



# HOODIE

Everyone wants a cool hoodie... right?



# TROPHY

In this case, of course, it is not an item suitable for sale. An original and good-looking trophy can be an interesting part of 3E:AM that will stand out from the common idea of a trophy as a gold cup.





# THE HIDDEN TREASURE OF ONLINE MERCH

# AKADEMICKÉ Mistrovství 3E

# HEARTHSTONE WALLPAPERS

Simple free wallpapers for fans on their computer or mobile phone can be a very simple but effective promotional material. I created a wallpaper design that uses a character from the Hearthstone game, but uses my visual style.



# CS:GO WEAPON SKINS

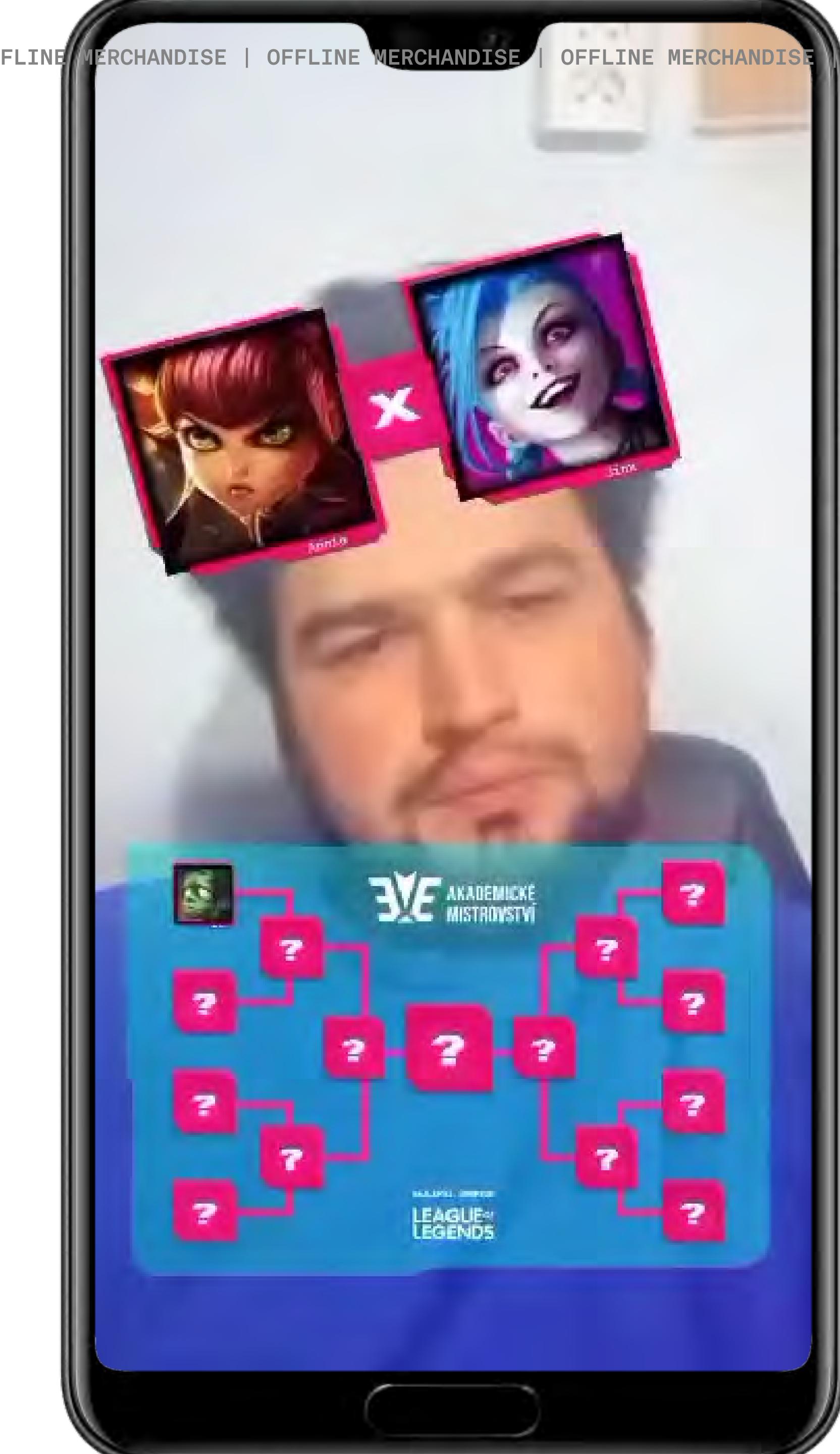
Skins are one of the most iconic features in CS:GO. Although skins are physically intangible, players pay real money for them in order to have the nicest and rarest looking weapon possible. However, it is also possible to create your own skins and offer them for money or for free. For 3E:AM I have created a design for such a skin for the MAC-10 weapon.





# LOLAR FILTER

I created an AR filter that allows League of Legends fans to select their favorite character. Out of a total of 16 characters, the user always votes in each duel by nodding their head. In the end, there will be one last, most popular character.





# FRESH **MARKETING DIRECTIONS**

AKADEMICKÉ Mistrovství 3E  
AKADEMICKÉ Mistrovství 3E

# INFLUENCERS

Influencers can be used as ambassadors. Ambassadors are usually people with a large social media following who can spread brand awareness by posting content from events, informing about news, etc.

# COMPETITIVE EDUCATION

3E:AM may include additional tournaments, not in computer games, but in areas such as financial literacy, programming, etc. Here, a link with the already ongoing competitions is proposed.

# INTERNATIONAL

Winning 3E:AM can serve as a qualification for international tournaments. This attribute can make the whole competition much more attractive.

THAT IS THE END...

**WILL I GET THIS  
BEAUTIFUL TROPHY?**

BTW. ASK ME ANYTHING IF YOU WANT.



