

**ESPORTS ORGANIZATION**



**BRANDBOOK**

# Main logo

The trademark of the organization is the letter “A” in company color, built according to the format of a volumetric figure and marked in a flat space due to indents, associatively representing the shadows of the object.

The logo consists mainly of pointed parts, which reflects the character of the organization: strength, persistence, aspiration to victory.

[All logo versions](#)

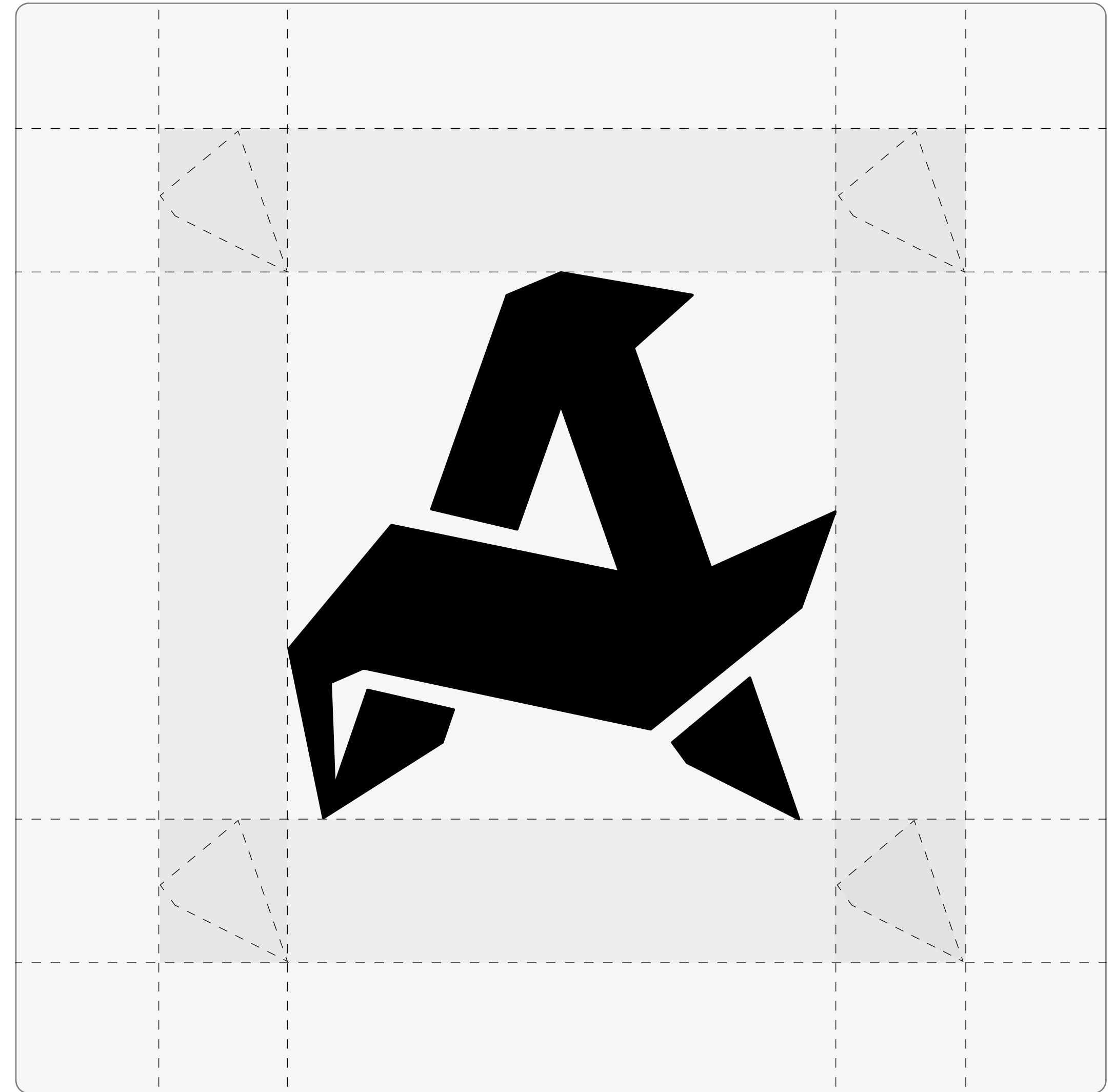


## Logo security field

A security margin is an imaginary rectangle around the entire graphic design of the logo, within which no other design elements than a uniform background are allowed.

no other design elements other than a uniform background are allowed.

The security field of the logo is built along the length and height of the bottom element of the lototype.

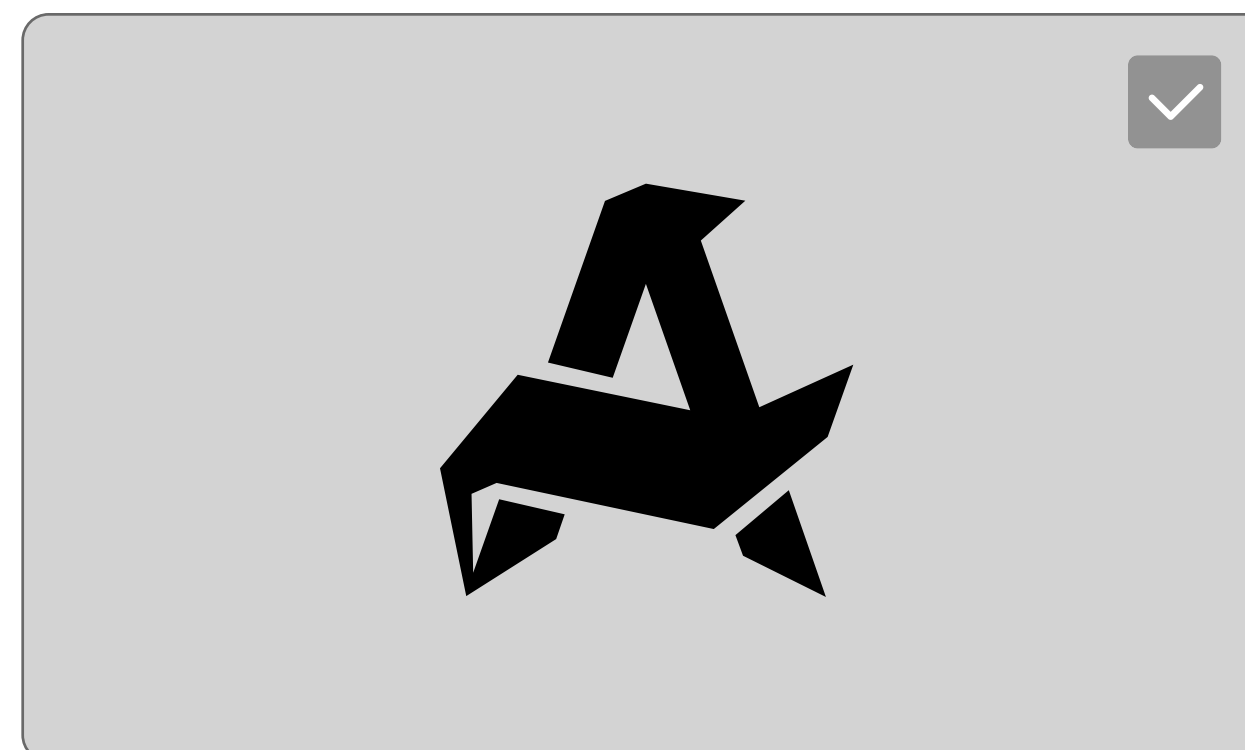
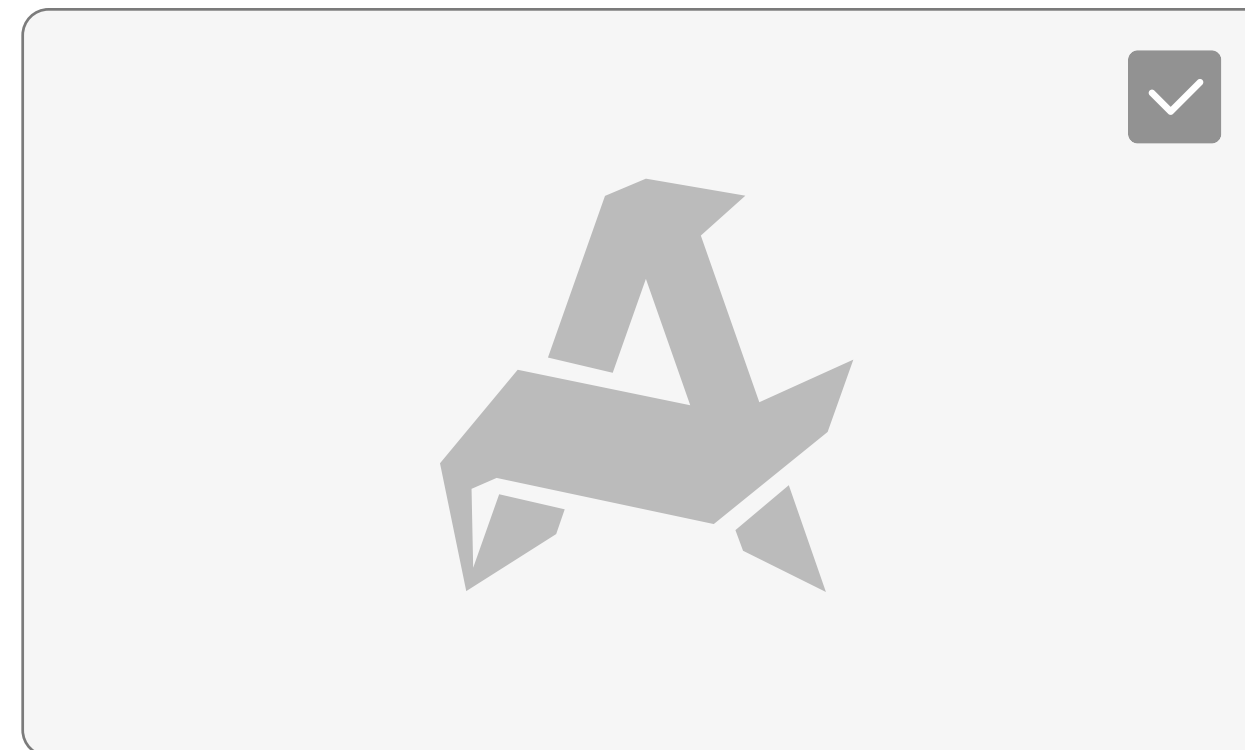


# Rules for logo placement

The main corporate color logo should be placed on a contrasting light or dark background in external communication channels.

A white or black logo is suitable for placement on a non-uniform background, but it must also contrast, otherwise the placement is not possible.

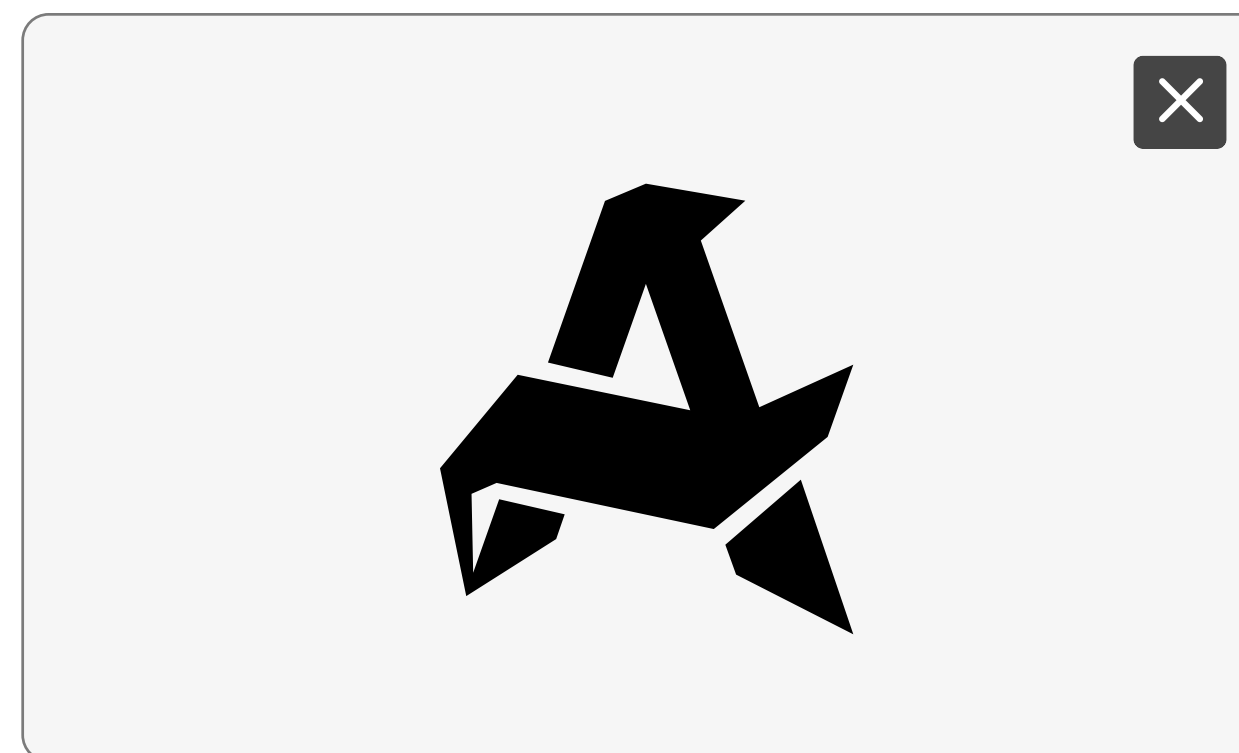
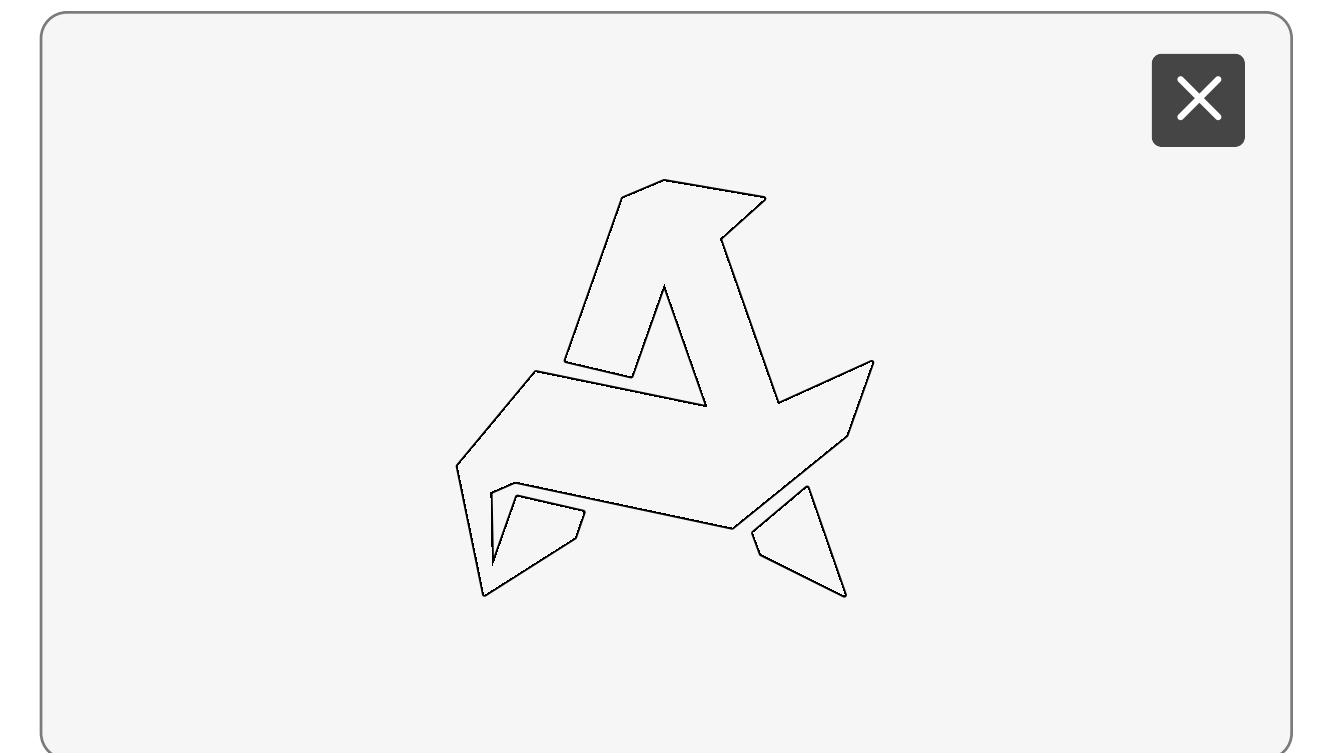
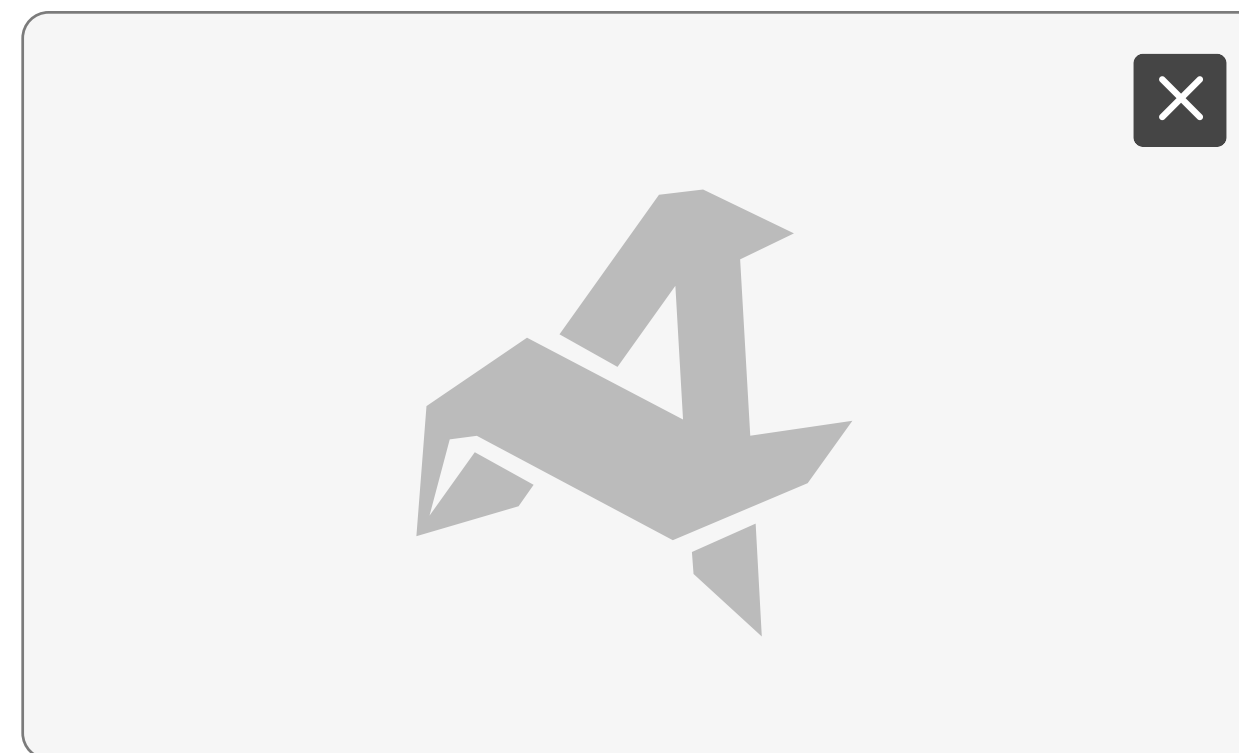
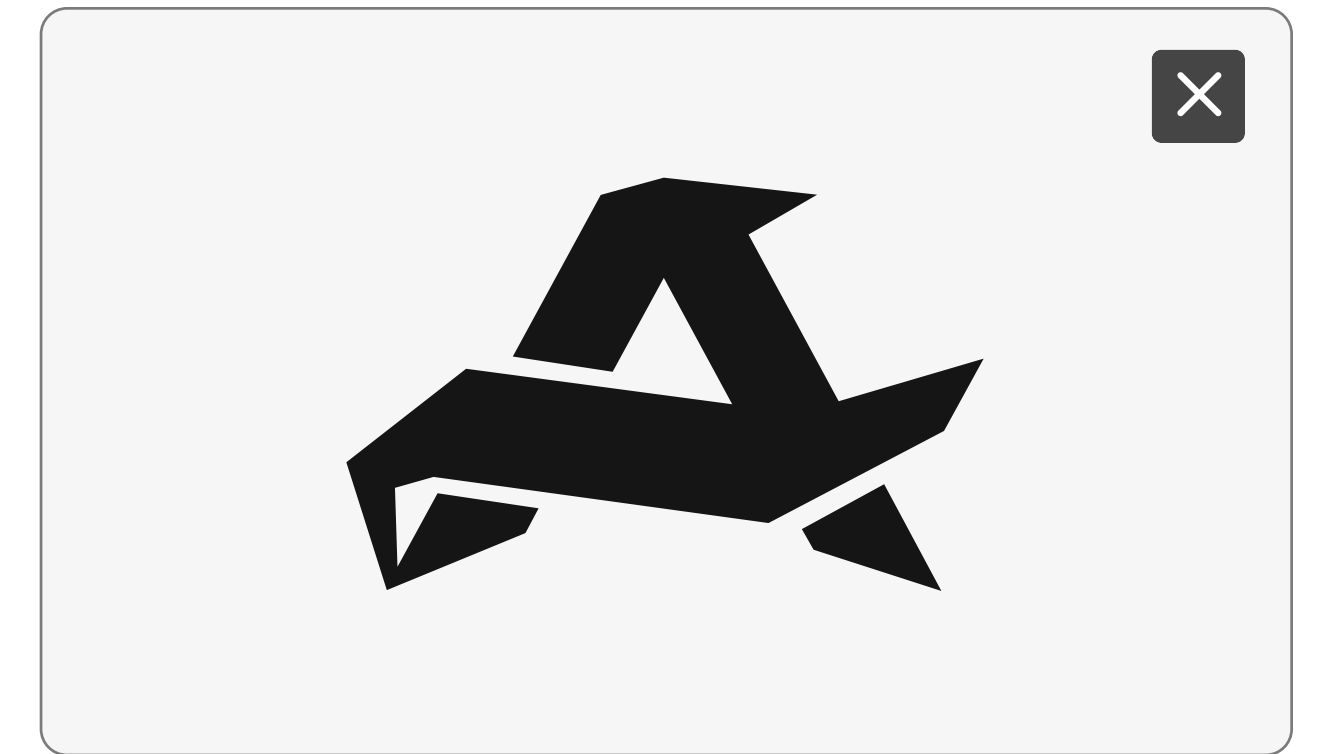
When working with photos, it is necessary to reduce the exposure for use with white logos or increase the exposure for use with black logos respectively.



# Unacceptable versions of the logo

You should not arbitrarily change the logo:

- Change the color (not considering the allowed colors)
- Change the proportions of the logo
- Rotate / reflect
- Use the logo without fill, with stroke
- Change individual elements of the logo
- Neglect the security field



# Simplified logo format

A simplified format logo is a trademark that is used solely as an icon within the limited resolution of the allowable field.

[All logo versions](#)



# Extended version of the logo

In case a logo is necessary, that includes a descriptive block with the name of the organization, an extended version of the logo is used.

This format is visually divided into two parts: on the left is the standard Aurora logo, and on the right is the name aligned at the top and bottom edges.

[All logo versions](#)



## The security field of the extended version of the logo

The protective margin is an imaginary rectangle around the entire graphic design of the logo, within which no other design elements than a uniform background are allowed.

The protective margin of the extended version of the logo is built to the height and width of the letter “M” from the naming convention.





## Brand spelling

An organization has a brand tag, which is the name, logo and a changeable superscript at the bottom.

The tag is not used as a replacement for the logo, but is a complement to the corporate identity and is used in cases where the logo as the central brand identity can be neglected: e.g. merchandise, internal communication channels, promotional images, etc.

[Download](#)



## Harmonization of business lines

The corporate tag of an organization is variable, as the bottom note can be changed for a specific area of activity: department, cyber sport discipline, event and so on.

The postscript has a character limit - the maximum volume is 10 characters. It should be noted that the postscript has a single font and size, however, in extreme cases, these parameters can be changed.

The logo features a circular icon with a stylized 'A' and a right-pointing arrow. To its right, the word 'Aurora' is written in a bold, italicized, handwritten-style font. Below 'Aurora', the word 'DESIGN' is written in a bold, uppercase, sans-serif font.

**Aurora  
DESIGN**

The logo features a circular icon with a stylized 'A' and a right-pointing arrow. To its right, the word 'Aurora' is written in a bold, italicized, handwritten-style font. Below 'Aurora', the words 'CS2 TEAM' are written in a bold, uppercase, sans-serif font.

**Aurora  
CS2 TEAM**

The logo features a circular icon with a stylized 'A' and a right-pointing arrow. To its right, the word 'Aurora' is written in a bold, italicized, handwritten-style font. Below 'Aurora', the words 'APEX TEAM' are written in a bold, uppercase, sans-serif font.

**Aurora  
APEX TEAM**

# Brand colors

## Spearmint

### Main

A rich signature color used on all media.

HEX  
0FC6BB

RGB  
15 | 198 | 187

CMYK  
69 | 0 | 36 | 0

HSV  
176 | 92 | 78

HSL  
176 | 86 | 42

## Northern lights

### Gradient

Branded gradient obtained by adding the main and complementary color

HEX  
0FC6BB

HEX  
6DE59B

## Grey

### Neutral

The color used for the background does not prioritize information and obscures surfaces.

HEX  
2E2E2E

RGB  
46 | 46 | 46

CMYK  
0 | 0 | 0 | 82

HSV  
0 | 0 | 18

HSL  
0 | 0 | 18

## Cream

### Base light

A color that replaces saturated white. Creates a cleaner picture, used for text and background.

HEX  
EBEBEB

RGB  
235 | 235 | 235

CMYK  
0 | 0 | 0 | 8

HSV  
0 | 0 | 92

HSL  
0 | 0 | 92

# Font Pair

Main font

[Download](#)

The Graffiti

Aa Bb Cc Dd Ee Ff Gg  
Hh Ii Jj Kk Ll Mm Nn Oo  
Pp Qq Rr Ss Tt Uu Vv  
Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0

Aa Bb Cc Dd Ee Ff Gg  
Hh Ii Jj Kk Ll Mm Nn Oo  
Pp Qq Rr Ss Tt Uu Vv  
Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0

Usage rules

Used for the header, mostly in a large size.  
Use with both fill and stroke is allowed.  
Use with gradient fill is allowed (corporate gradient - page 10).

Additional font

[Download](#)

Helvetica Neue

Aa Bb Cc Dd Ee Ff Gg  
Hh Ii Jj Kk Ll Mm Nn Oo  
Pp Qq Rr Ss Tt Uu Vv  
Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0

Aa Bb Cc Dd Ee Ff Gg  
Hh Ii Jj Kk Ll Mm Nn Oo  
Pp Qq Rr Ss Tt Uu Vv  
Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0

Usage rules

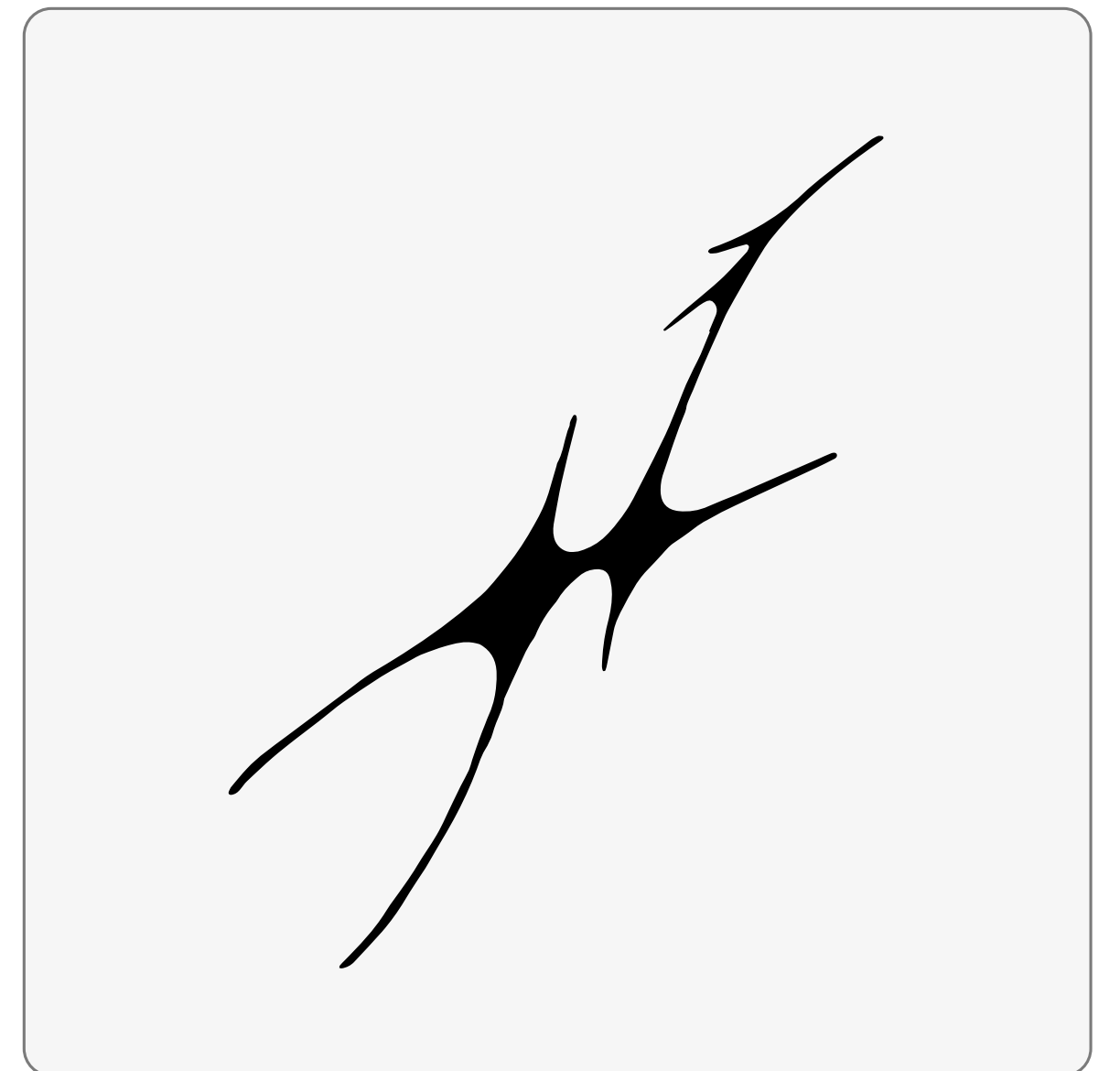
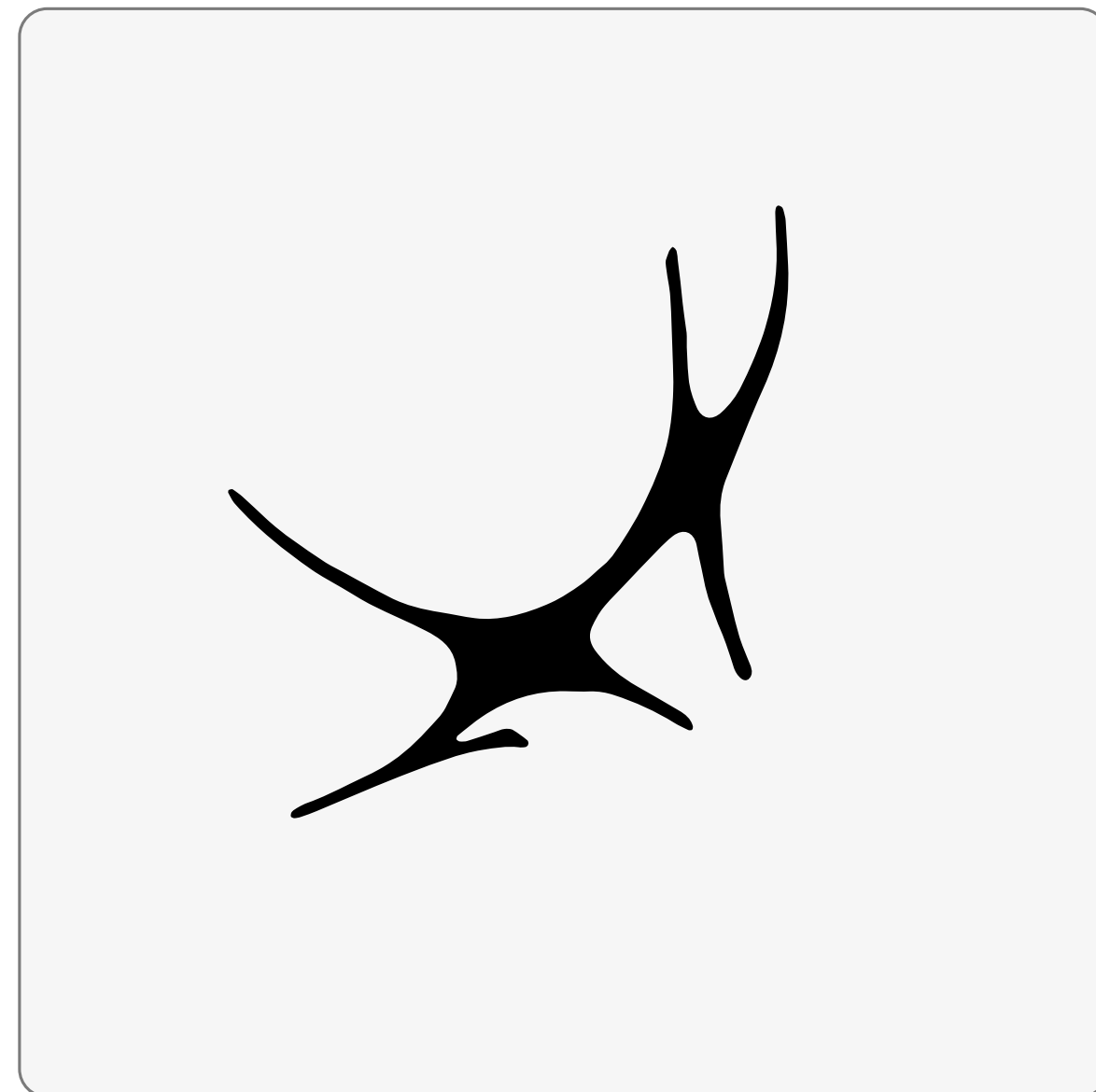
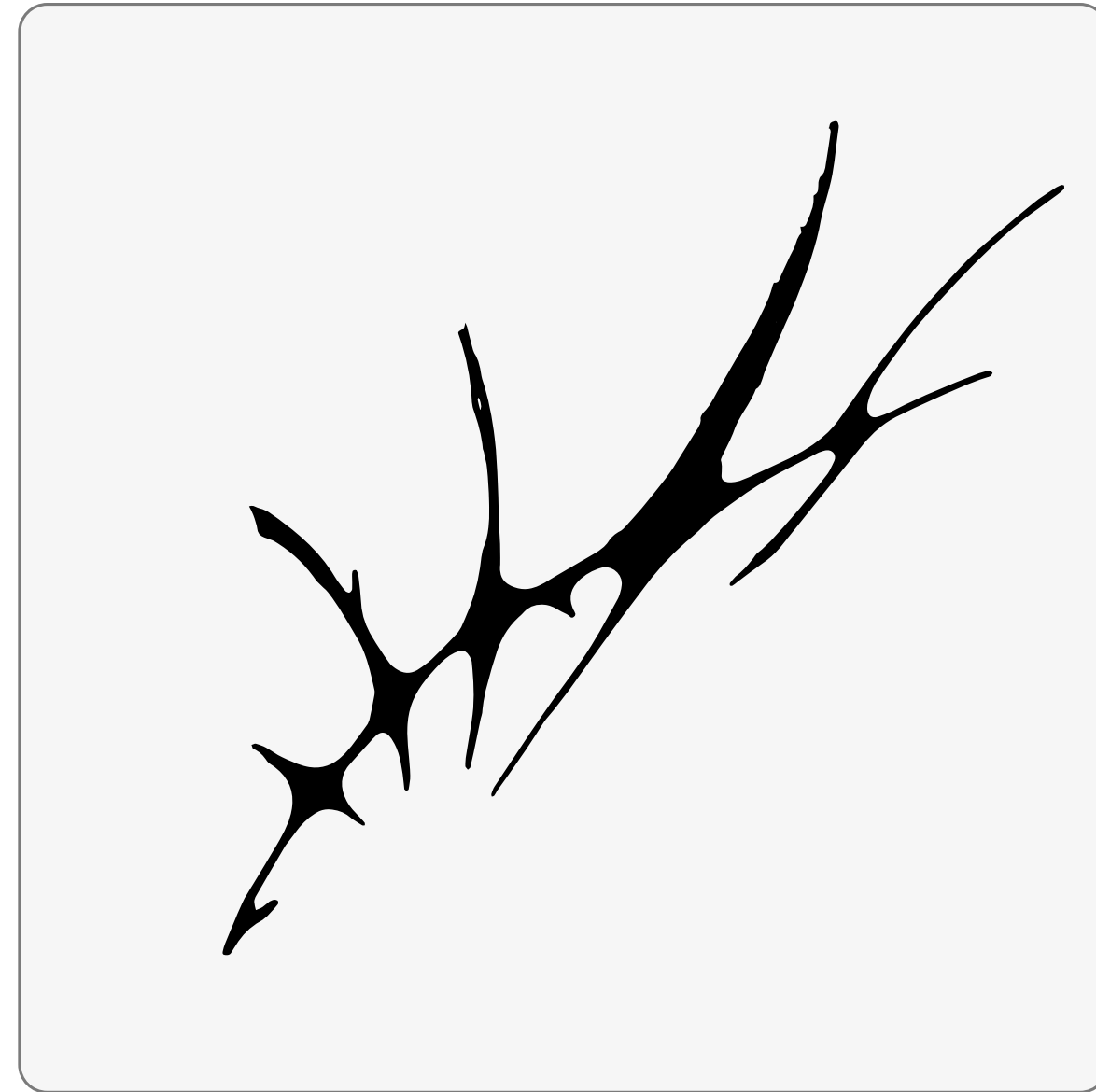
Use for subheading, main and secondary text. Use in any appropriate size is permitted.  
Use with fill only is permitted.

# Branded forms

Shapes that complement the organization's identity - chaotic rounded shapes that characterize the mood of the brand and define the target audience.

The main purpose of corporate forms is to create a memorable visual “key” by which the audience can always recognize the brand. Used in communication channels and merchandise.

[Download Forms](#)





# Examples of banners



The main visual accents of the banners are color, shape and dynamics.  
The corporate gradient is used as a color accent (page 10).  
The main visual form is the headline. If necessary, additional dynamism can be achieved by adding branded shapes.



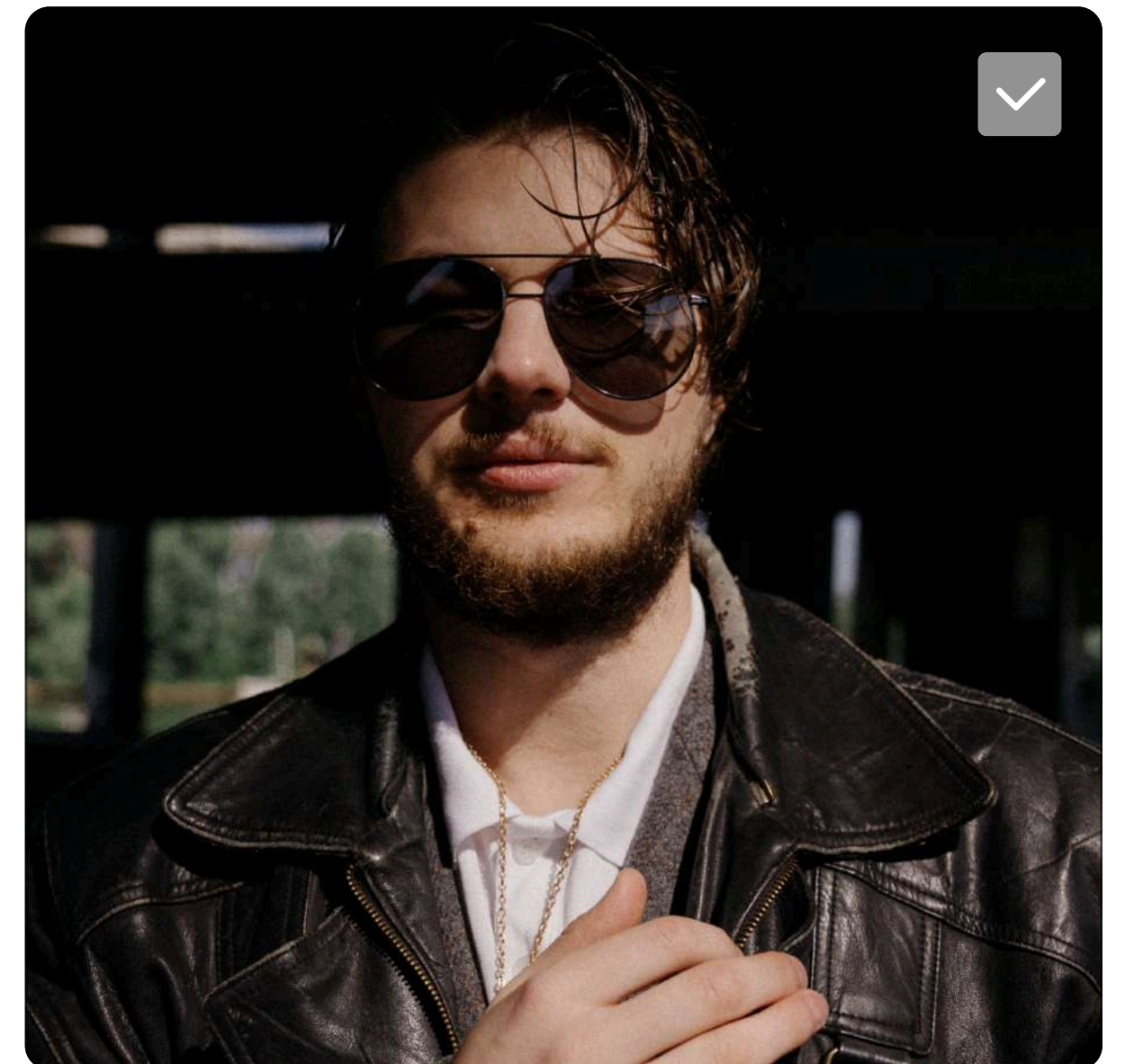
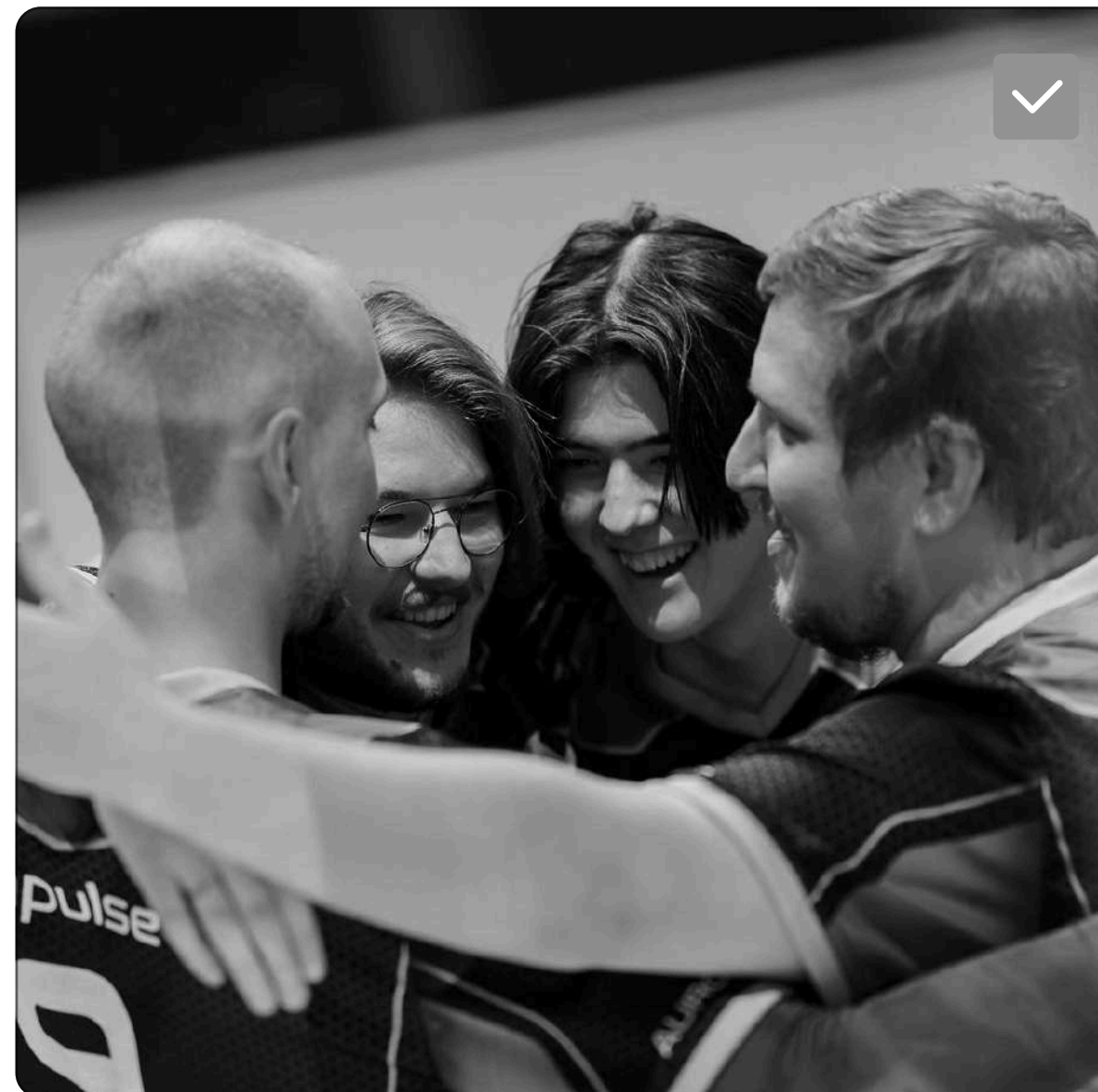
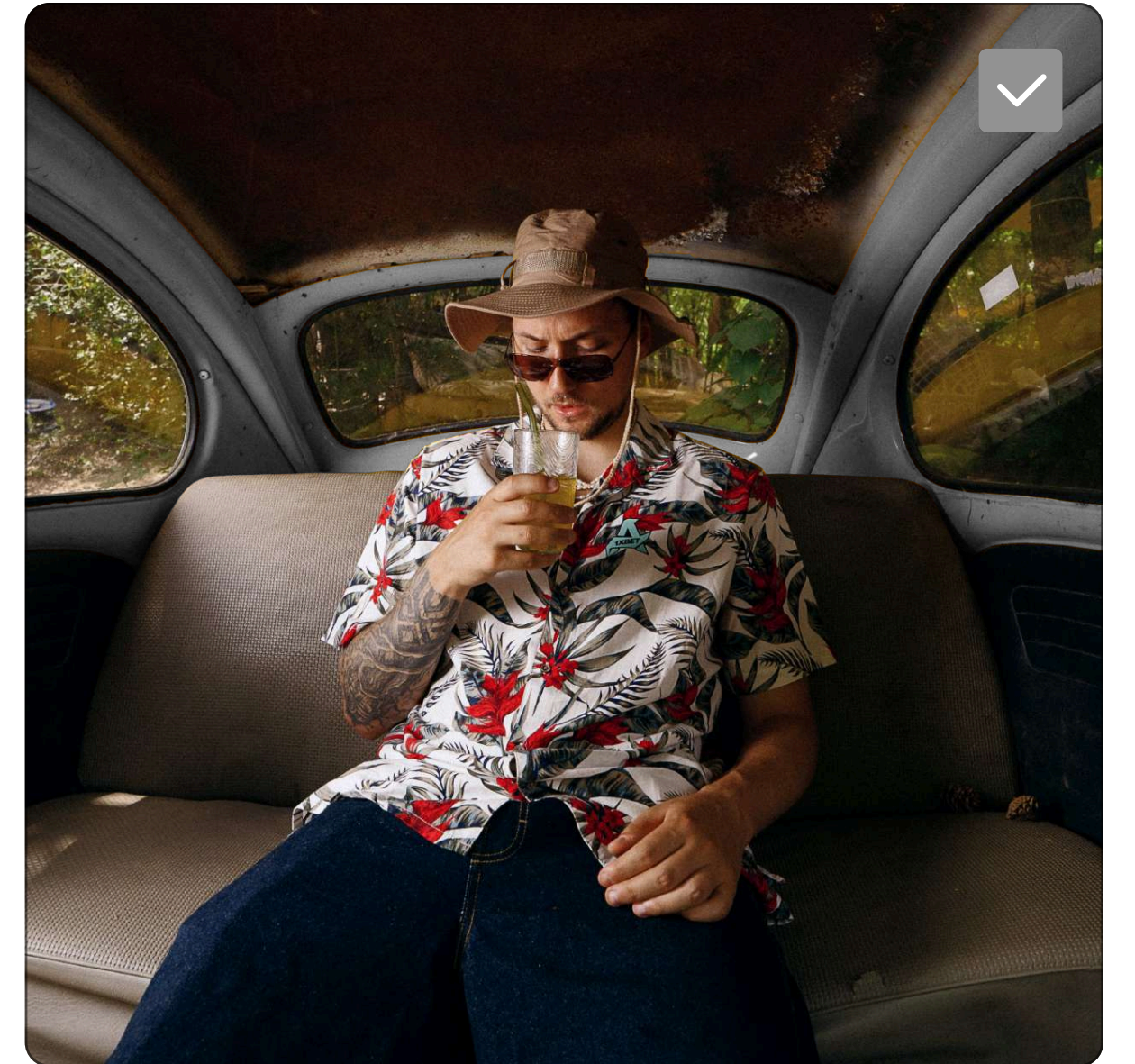
# Photostyle

We use photos where the players are lively, interesting and revealing aspects of their character.

When working with images from a photo studio, natural processing without excessive retouching is preferred.

When working with conceptual photos, we do magazine-style processing and try to balance the photo by colors - if there are bright spots on the photo - these are mostly colors of our palette.

Photos in other color palette are mostly used in black and white processing.





# Photostyle

No poor quality photos and images with unrealistic color processing.

Do not use neutral photos of players that do not reveal emotions or characteristic features. The exception is the use of such photos for official rating sites.

Do not use photos with direct light that distorts facial features or figure.

Do not use photos with clothing that prominently display third-party brands.

