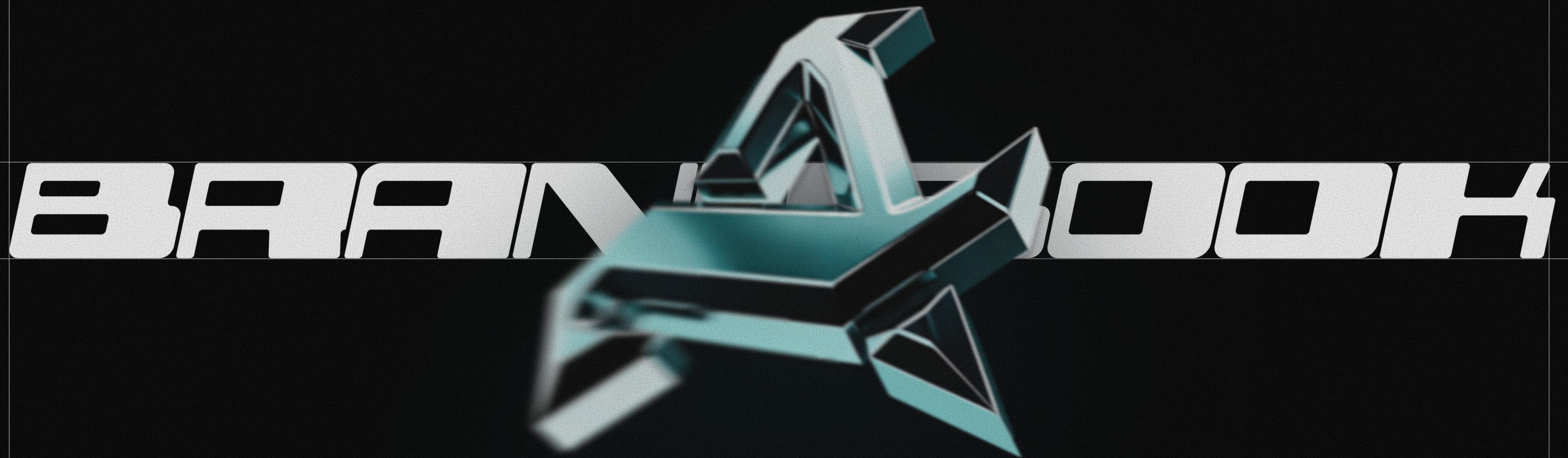


AURORA

GAMING

LOGOBOOK

2026



WHERE

RADIANCE

MEETS

DOMINANCE

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LOGO

The organization's logo is the letter “A” in the brand color, built as a three-dimensional shape and rendered as a spatial object through the use of sharp angles that suggest the object's shadows.

The logo is made up primarily of pointed, angular elements, reflecting the character of the organization: strength, persistence, and the drive to win.

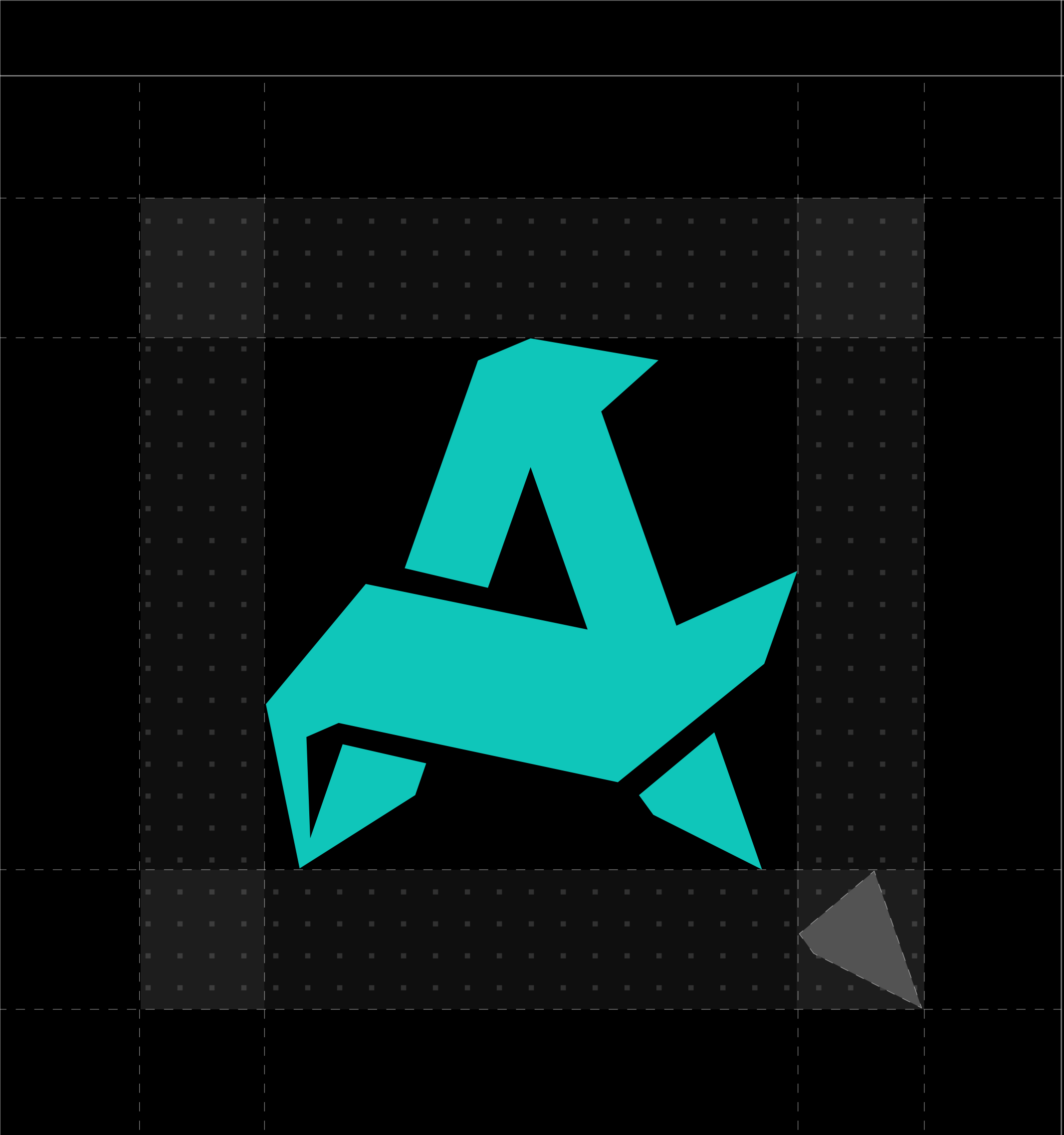
[Download logo](#)



CLEAR SPACE

Clear space is an imaginary rectangle around the entire logo construction. No design elements may be placed inside this area, except for an even background.

The logo's clear space is based on the width and height of the lower element of the logo.



LOGO SIZING



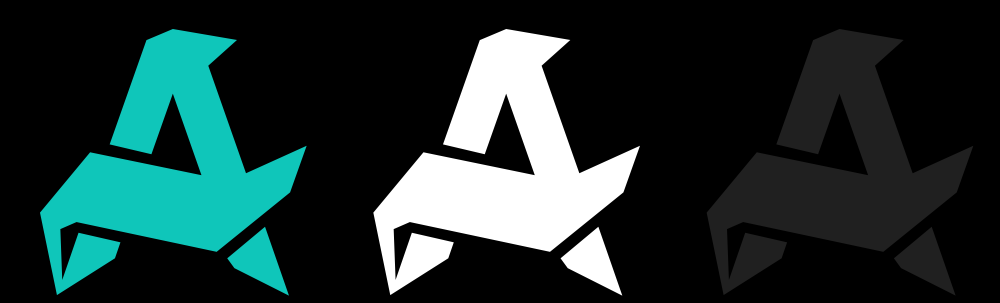
30 x 30 px

Minimum permitted logo size
(preferably in white)



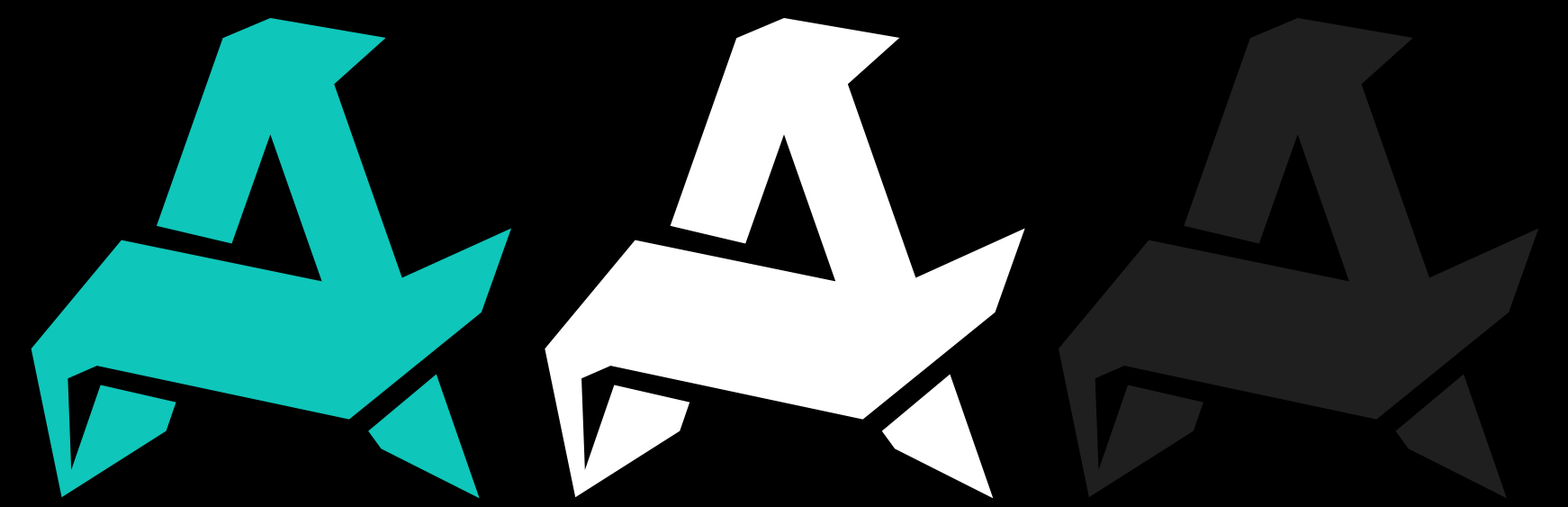
50 x 50 px

Standard logo size for use in the interface
and/or as an icon



100 x 100 px

Logo size for use as a key design element
and/or a large icon



200 x 200 px

Large logo size for use as a key design element
(all core colors + 3D version)

LOGO PLACEMENT RULES

The primary logo in the brand color must be placed on a contrasting light or dark background in external communication channels.

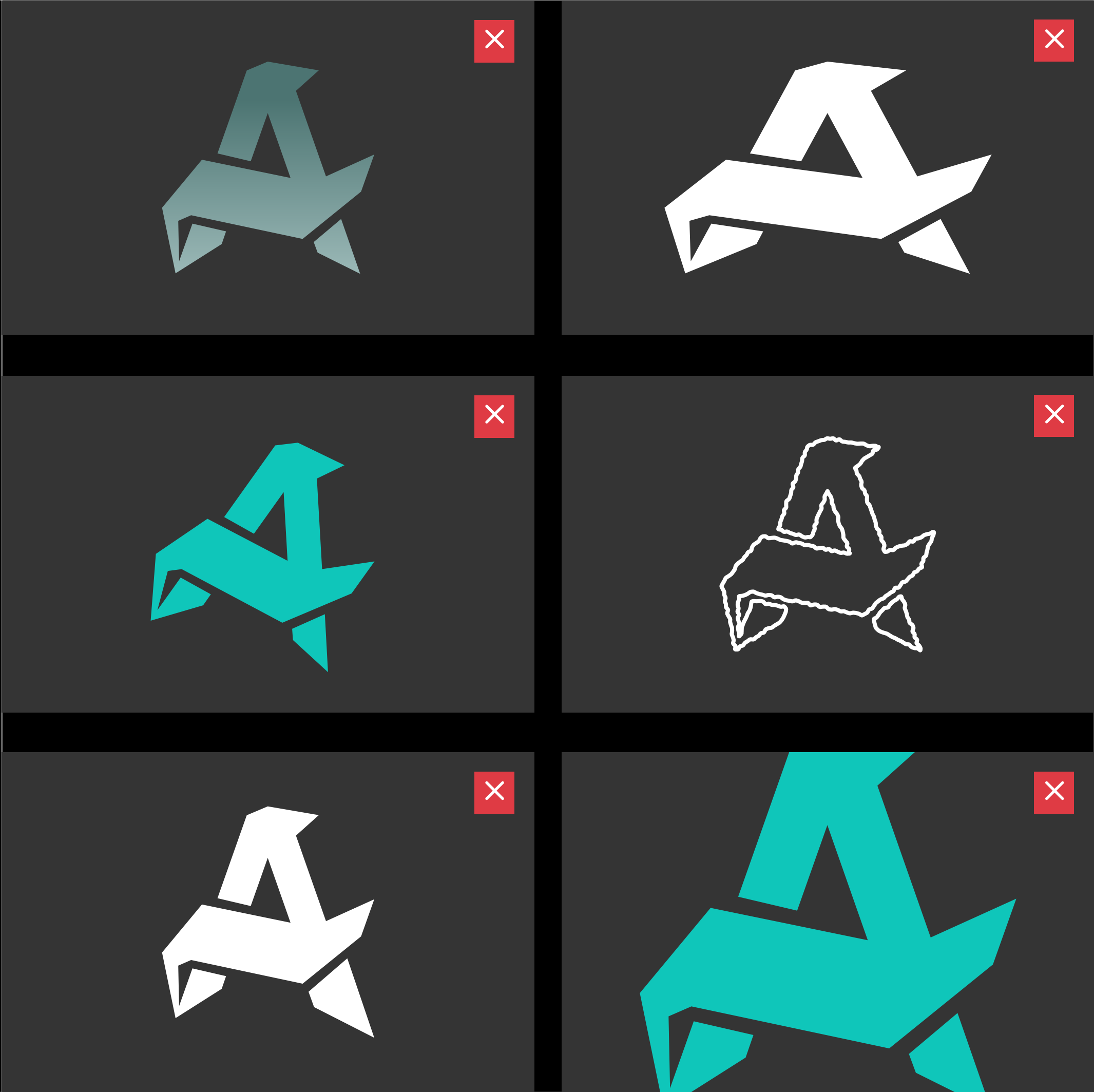
The white or black logo may be placed on a non-uniform background, but it must still have enough contrast. Otherwise, the placement is not allowed.

When working with photos, reduce the exposure when using the white logo, or increase it when using the black logo.



INCORRECT LOGO USAGE

- Do not alter the logo arbitrarily:
- Change its color without following the approved color palette
 - Change the logo proportions
 - Rotate or mirror the logo
 - Use the logo as an outline without a fill
 - Modify individual elements of the logo
 - Ignore the required clear space



EXTENDED LOGO VERSION

When the logo needs to include a descriptive text block with the organization’s name, the extended logo version is used.

This format is visually divided into two parts: the standard Aurora logo is placed on the left, while the name, center-aligned, is placed on the right.

[Download extended version](#)



CLEAR SPACE FOR THE EXTENDED LOGO VERSION

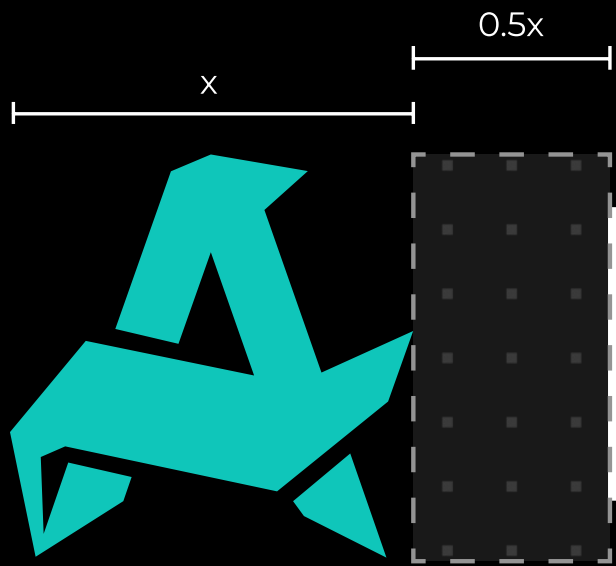
The clear space for the extended logo version is based on the height of the letter “O” used in the organization’s name.



CO-BRANDING AND PARTNERSHIPS

To indicate a partner in graphic layouts, use a vertical thin straight line. The spacing between the lines and the logos is defined by the scheme shown.

For partner placements with another brand, both the standard logo and the extended logo version may be used.



BRAND TAG

The organization has a brand tag: a freehand version of the organization’s name with a recognizable form.

The tag is not used as a replacement for the logo. It is an extension of the brand style and is used when the logo is not the main brand mark, such as on merchandise, internal communication channels, advertising visuals, etc.

[Download brand tag](#)



EMBLEM

The organization has an emblem, a logo format used on external physical materials, such as merchandise.

The emblem consists of the organization’s primary logo and slogan.

The emblem format is not suitable for official team representation in any discipline, but it may be used in design, both digital and print, as a formal graphic branding element.

[Download emblem](#)



BRAND COLORS

Spearmint Brand HEX 0FC6BB RGB 15 198 187 CMYK 69 0 36 0 HSV 176 92 78 HSL 176 86 42 HEX 09504B	Mint Light Primary HEX B3E1DD RGB 179 225 221 CMYK 20 0 2 12 HSV 175 20 88 HSL 175 43 79 HEX 58928D	Blue Additional Light HEX 86B0C5 RGB 134 176 197 CMYK 32 11 0 23 HSV 200 32 77 HSL 200 35 65 HEX 355B6E	Teal Additional brand HEX 497D7A RGB 73 125 122 CMYK 42 0 2 51 HSV 177 42 59 HSL 177 26 39 HEX 1B4643	Dark Green Dark Background HEX 102120 RGB 16 33 32 CMYK 52 0 3 87 HSV 176 52 13 HSL 176 35 10 HEX 131313
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TYPOGRAPHY

[Download fonts](#)

Primary typeface

MONTSERRAT

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 subheadings, body text, and secondary text.
Allowed in any appropriate size.
May be used only with a solid fill.

Secondary typeface

GRAFMASSA

***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***

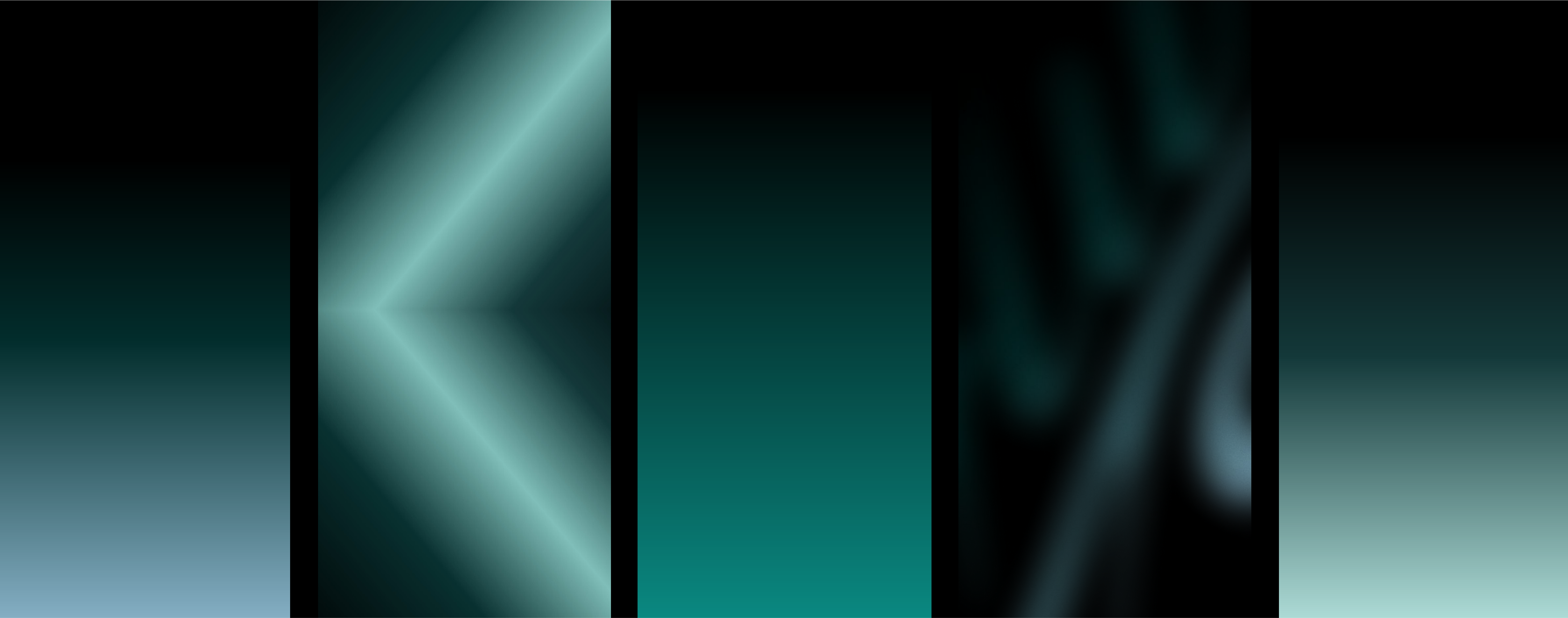
***Aa Bb Cc Dd Ee
Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0***

Usage rules

Used for headings, preferably at large sizes.
May be used with both a fill and an outline.
May be used with a gradient fill.

BRAND BACKGROUNDS

[Download brand backgrounds](#)



GRAPHIC SYSTEM

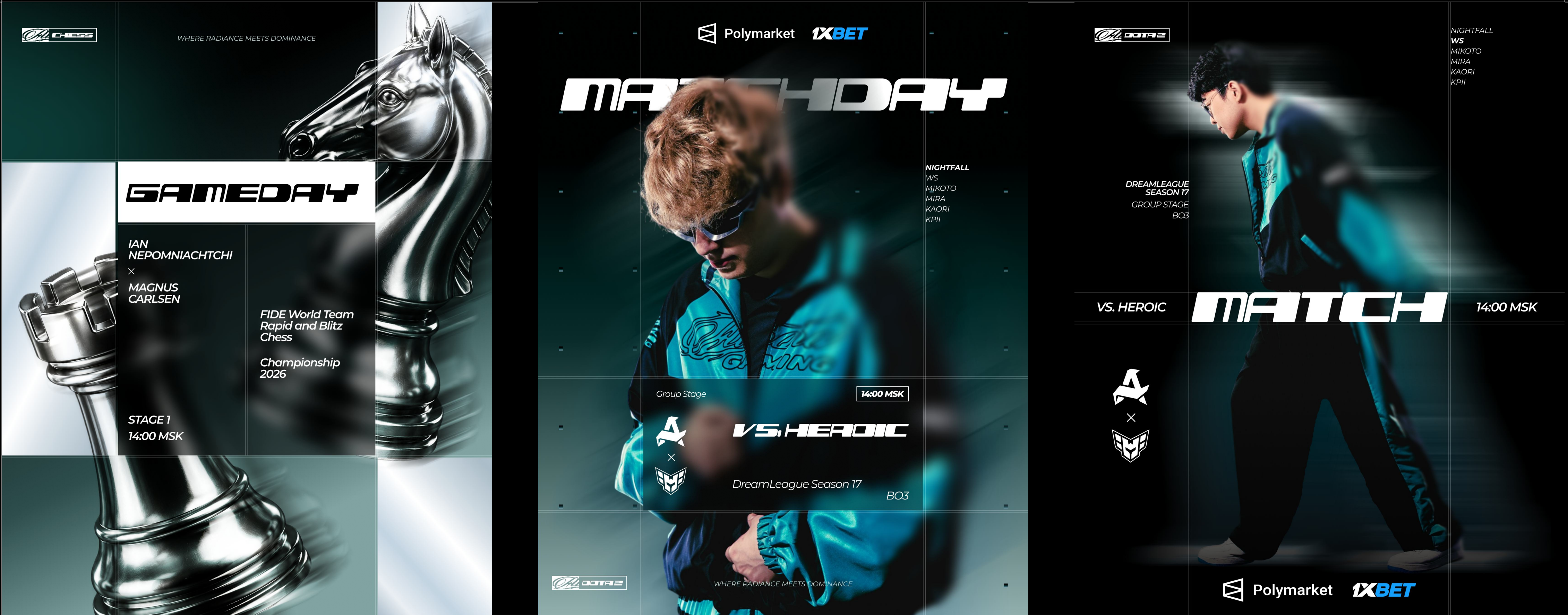
The graphic design concept is based on natural radiance: a complex interplay of light and gradients.

The core principle behind the graphic system is the “motion blur” effect and its variations.

As an additional visual identifier, a metallic texture of 3D objects is used, also referring to the concept of “natural power.



GRAPHIC EXAMPLES



INFOGRAPHIC SYSTEM

The main focus of the infographic system is a visible grid: clear, precise, and designed to direct attention to key information while creating strong visual separation. Against complex gradient graphics and motion-based visuals, the grid helps stabilize the layout and make the visual composition easier to read.

GROUP STAGE

DOTA 2


×


VS. HEROIC

DreamLeague Season 17
Group Stage

BO3



SKEBOB



Ариана Лолаева



DREAMLEAGUE
SEASON 17
GROUP STAGE
BO3

VS. HEROIC


×


MATCH

14:00 MSK

 Polymarket

1XBET

NIGHTFALL
VS
MIKOTO
MIRA
KAORI
KPII

DISCIPLINE LABELS

Each core discipline has its own color gradient, reflecting the team’s character and the associated user experience.

This distinction is used to design external communication channels while maintaining consistency across the visual style.



CS 2



CHESS



APEX



DOTA



MLBB



PUBG



FORTNITE

