



BRAND BOOK



**THIS BRAND BOOK
HAS BEEN GIVEN
TO YOU,**

because we believe your role is important to make Conquer Gaming Oy successful brand. You can help it with ensuring all the communications materials are consistent and they follow these brand guidelines.

**BRAND BOOK HAS
A MISSION,**

to create brand value and give elements how to make it happen.

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WHAT IS CONQUER GAMING

Conquer Gaming is a Finnish esports organization founded in 2016. Originally focusing mainly on Counter-Strike: Global Offensive. During the last year Conquer Gaming has grown greatly and currently has 31 members. At the start of 2019, Conquer Gaming was registered as a limited company. Currently the organization has esports teams in multiple games, most notable being the Rainbow Six: Siege, Fortnite and Playerunknown's Battlegrounds teams. In addition to the competitive teams Conquer Gaming also has four live-streamers who broadcast gaming content several days a week on Twitch and YouTube video services.

TONE OF VOICE

One of our most important goals is to continue to develop visibility and become known not only domestically but also internationally. A well-proven way to increase visibility for ourselves and of course for our partners is to be involved in different types of projects with them. In addition, we also want to maintain the image of a "family-like" community, both within the organization and among its supporters. Of course, as a sports organization the competition itself is a very important part. Our goal is to participate and, in particular, succeed in each of our Teams in as many online tournaments as possible, as well as in a LAN event.

WHAT CONQUER GAMING LOOKS LIKE?

This part of brand book handles the guidelines about how to use different elements such as logo, colors and typography. It's very important to follow these instructions to make brand look as consistent as possible, which helps Conquer Gaming to grow as a brand and look professional. After all Conquer Gaming want's to distribute their vision to all followers and stakeholders, so what's better way than doing it with style.

LOGO

PRIMARY

SECONDARY

The new logo of Conquer Gaming is updated to be more clear and useful. Logo should always be placed on a clear background with the right color on it.

Primary logos should be used as listed, but with the secondary option, you can change the logo text to black when white background is used. Use the new logo with respect and make sure to follow these guidelines to make brand look consistent.

PRIMARY



SECONDARY



CONQUER GAMING



CONQUER GAMING

LOGO CLEAR SPACE MINIMUM SIZE

MINIMUM SIZE

Logo should never be used in smaller than size of 75 pixels in digital or 2,5 centimeters in print.



CLEAR SPACE

To keep consistency, always have a clear space around the logos. The clear space is defined by the logo itself that has been scaled to 50 % from the size of logo that's been used.



LOGO EXAMPLES

LOGO AVATAR

Avatars are small resolution images what you need to use in different social media channels and especially in Steam. Here's four different avatar examples that players and organisation can use in these situations.



HOW TO USE





CONQUER RED
C=10 M=100 Y=100 K=7
R=201 G=19 B=21
PANTONE 186 C
#C91315

CONQUER BLACK
C=90 M=78 Y=62 K=96
R=2 G=3 B=4
#060809

CONQUER WHITE
R=255 G=255 B=255
#FFFFFF

TYPOGRAPHY

DISPLAY

WEB

Display typeface should only be used to display purposes such as announcements and names. It can also be used with logo, but only in italic paragraph style. Avoid using display font smaller than 25 pt.

Web typeface should be used when creating longer texts such as news or blog texts. It's also recommended to be used only in regular paragraph style. Web typeface should never be smaller than 9 pt and should be used as body text.

Aa

Changa One Regular
DISPLAY EXAMPLE

Aa

Changa One Italic
DISPLAY EXAMPLE

Changa One Regular
Changa One Italic

Aa

Neuton Serif Regular
Body example

Neuton ExtraLight

Neuton Light

Neuton Regular

Neuton Italic

Neuton Bold

Neuton ExtraBold

TYPOGRAPHY

PRIMARY

Primary typeface should be used as it says. It should be used in smaller posts such as social media posts with a minimal text in it. It can be used as a headline or a body text.

Avoid using primary typeface in lower than 25 pt on headlines and 9 pt on body which is really rare exceptions. Regular paragraph style should be used when creating body text and bold/black style when creating headlines.

Make sure to keep using primary typeface to remain a consistent look for brand.

Aa

Work Sans Black
HEADLINE EXAMPLE

Aa

Work Sans Regular
Body example

Work Sans Thin
Work Sans ExtraLight
Work Sans Light
Work Sans Regular
Work Sans Medium
Work Sans SemiBold
Work Sans Bold
Work Sans ExtraBold
Work Sans Black

THIS IS EXAMPLE

TYPOGRAPHY

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EXAMPLE

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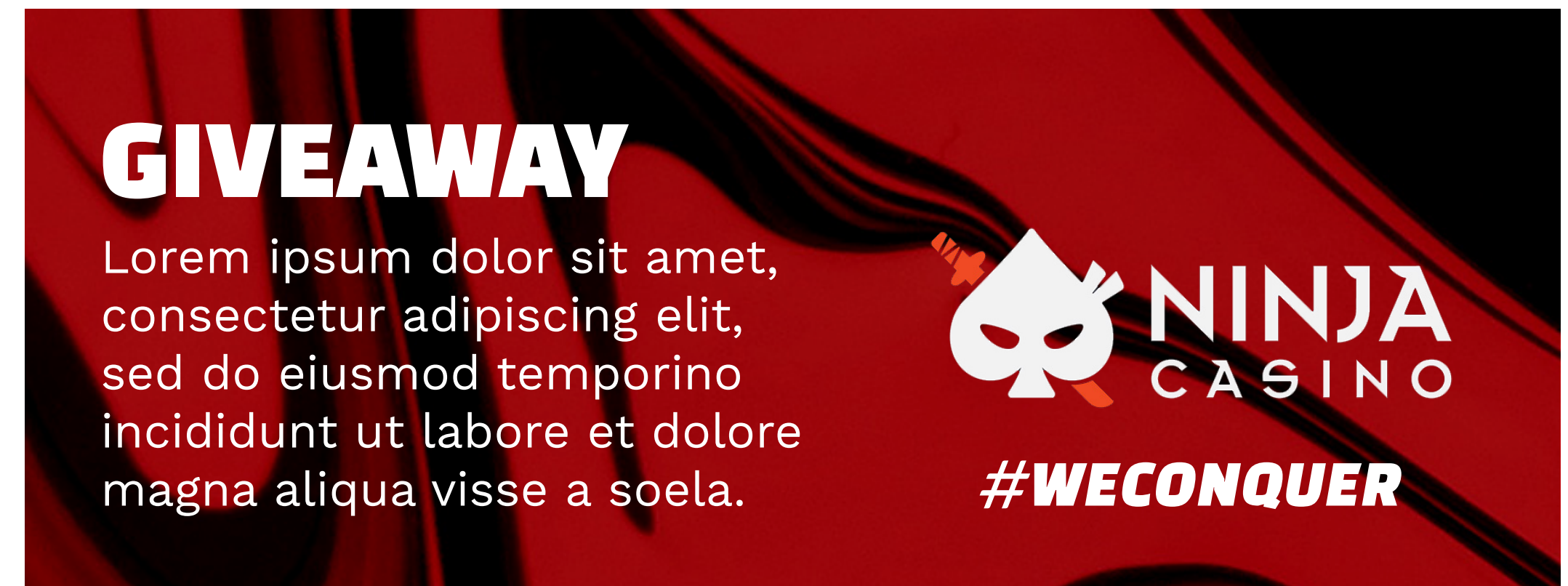
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MAKE PARTNERS VISIBLE

Always use good quality pictures and right logos to make sure that partners are visible. Conquer Gaming should always represent itself and partners as well as possible.

Since the text is always placed on left, partners and logos should be placed on right side of the text. Remember to leave clear space between elements to create a clear and consistent look.



PARTNERSHIP ANNOUNCEMENT

EXAMPLE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla. Labore et dolore magna aliqua. Ut enim ad minim.

