



OFFICIAL ELEMENT ESPORTS BRAND STANDARD

BRANDING GUIDELINES

DOCUMENT CODE	ELMT-BRD-001
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DOCUMENT OWNER	ELEMENT ESPORTS LEADERSHIP

The controlled visual and voice system for consistent, recognizable, and accessible Element Esports communication.

Current controlled copy: elementesports.joshdisciple.chatgpt.site/resources/documents

1. Brand foundation

Element Esports communicates as confident without arrogance, inclusive, professional but human, clear, and supportive. The Kraken identity should feel energetic and competitive while staying approachable to players, creators, community members, and partners.

Approved assets may be used only for authorized Element activity. External use, material adaptations, merchandise, sponsor integration, and high-visibility campaigns require written approval from leadership or the Creative Lead.

2. Logo system

Use the full Kraken-and-wordmark lockup for formal documents, headers, and places where the brand must be immediately identified. Use the Kraken icon for avatars, watermarks, compact placements, and approved overlays.

	
FULL LOCKUP	KRAKEN ICON

Clear space and sizing

- Preserve clear space around the mark equal to the approximate cap height of the wordmark's E
- Scale proportionally; never stretch, squeeze, crop, or rotate the artwork
- Keep all wordmark letters visible
- Use sufficient contrast and avoid noisy backgrounds
- Do not add unapproved outlines, shadows, filters, gradients, or replacement typography

3. Color palette

COLOR	HEX	SWATCH
White	#FFFFFF	
Element Green	#1EE11E	
Deep Navy	#131C3A	
Jet Black	#000000	
Neon Green	#00FF36	
Slate Blue	#2F395D	
Burnt Orange	#CE7833	
Soft Peach	#FCBA61	
Cool Lavender	#B0B1CD	
Graphite Gray	#666C8B	
Pale Yellow	#FCF9AF	

4. Typography

- Luckiest Guy - high-impact campaign headlines and tournament graphics
- Panton - wordmark-adjacent subtext, sponsor bars, and short graphic labels
- Acme - documents, announcements, subheadings, and readable body copy
- When licensed fonts are unavailable, Montserrat, Roboto, Open Sans, or another clean sans serif may substitute for non-logo applications

5. Tone and voice

- Confident without arrogance
- Inclusive to players, fans, creators, and partners
- Professional in public spaces while personable and human
- Clear, specific, and accessible
- Supportive when celebrating, coaching, or correcting

6. Correct and incorrect use

DO	DO NOT
Use approved marks and original proportions	Recolor, crop, stretch, or redraw the mark
Reserve green for intentional brand emphasis	Overload layouts with competing accent colors
Use readable hierarchy and sufficient contrast	Place logos on noisy or low-contrast imagery
Use current templates and partner lockups	Publish outdated, unofficial, or personally modified assets

7. Asset access and approvals

Approved team members receive access only to the assets and templates needed for their roles. Do not upload source files to public repositories, redistribute internal templates, or share editable assets with third parties without authorization.

Request assets, accessibility support, or approval at contact@elementesports.com. Include the purpose, platform, dimensions, deadline, and any sponsor or third-party context.

Questions or requests for an accessible copy: contact@elementesports.com