



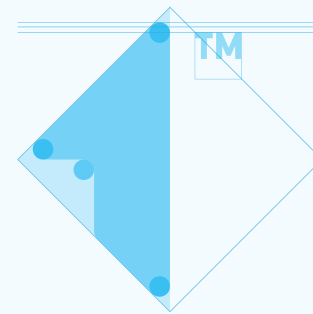
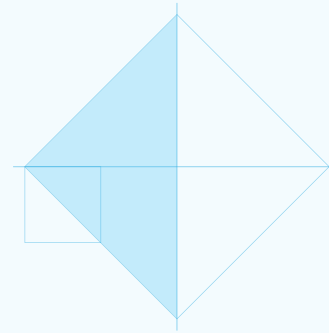
# BRANDBOOK

JULY 2017

## Logo

### Symbol evolution

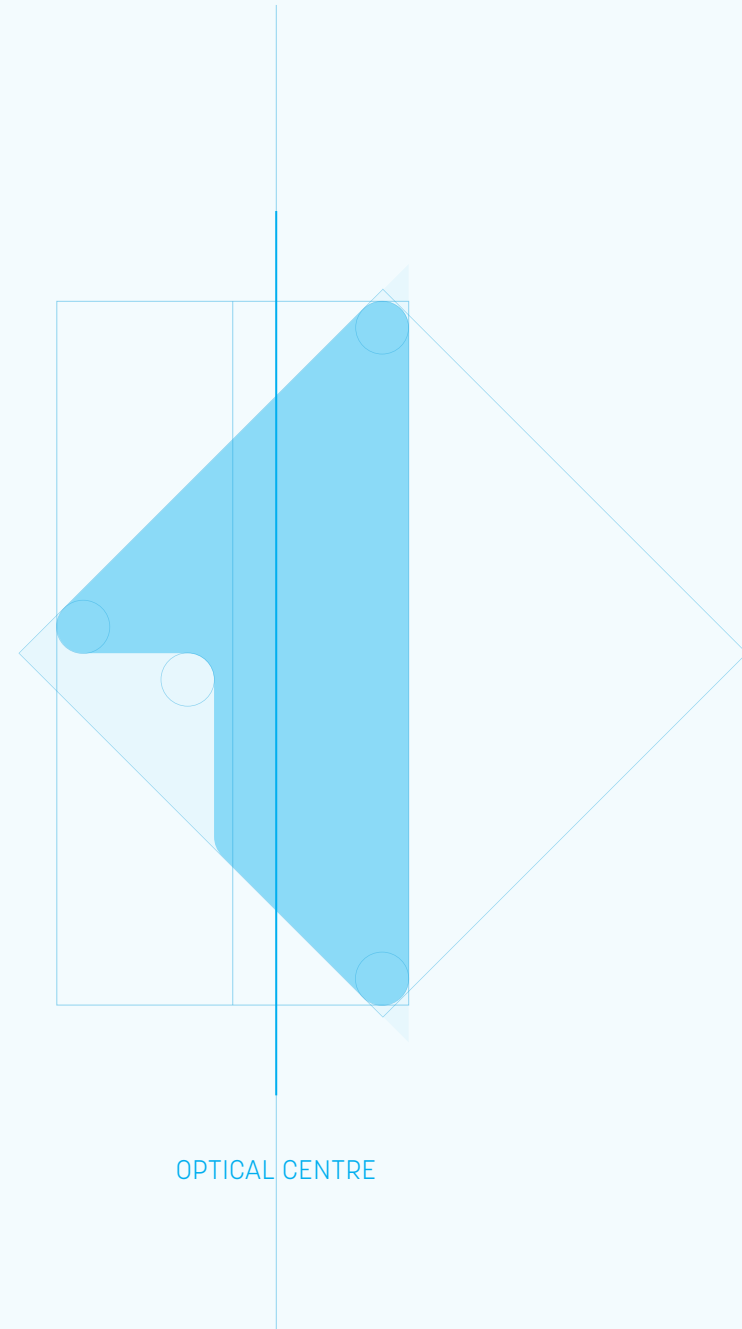
*Logo came from a simple geometrical shapes and its in form clean and very recognisable- Rounded corners made the symbol crisper and more detailed when smaller and it doesnt shed any recognisable features doing so.*



## Logo

### Symbol evolution

*Optical centre is slightly on the right of the symbol because of his meaty vertical part.*



## Logo

### Symbol evolution

*Typography used for the type and the wording is Korolev. This font gave us the balance needed between the symbol and typography. Tracking was set slightly wide so we got nice balance between the two. This is a representation of the horizontal logotype.*



## Logo

### Symbol evolution

*Vertical logotype is necessary for center applications on various websites, banners, t-shirts, caps...*



FIRSTBLOOD



FIRSTBLOOD



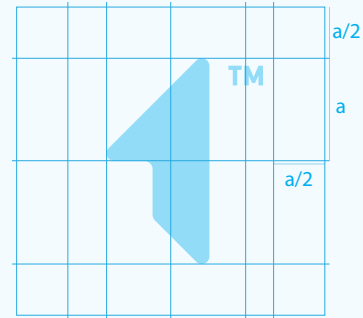
FIRSTBLOOD

## Logo

### Safety square

*Other elements can not interfere with the symbol or logo.*

*This is why there is a safety square and the other elements have to respect the outside boundings.*



## Logo

### Safety square

*Other elements can not interfere with the symbol or logo.*

*This is why there is a safety square and the other elements have to respect the outside boundings.*

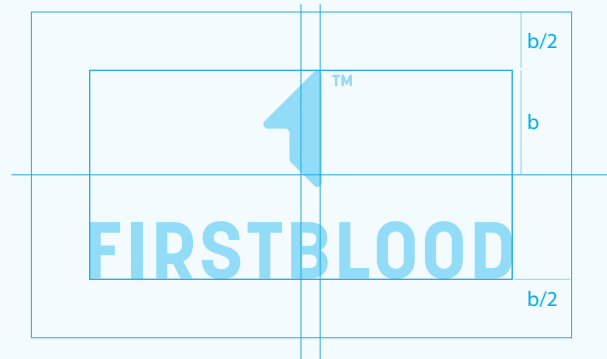


## Logo

### Safety square

*Other elements can not interfere with the symbol or logo.*

*This is why there is a safety square and the other elements have to respect the outside boundings.*





## Logo

## Scaling

*The minimum height of the FIRSTBLOOD™ is no less than 5mm*

100%



75%



50%



25%



## Logo

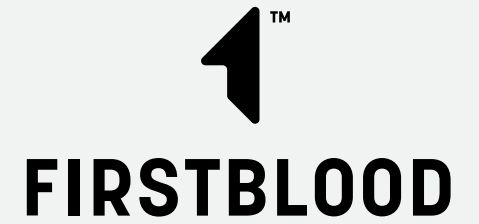
## Scaling

*The minimum height of the FIRSTBLOOD™ is no less than 5mm*

100%



75%



50%



25%



Logo



## Logo

## Color

*The FirstBlood logo is always solid red, black or white.*

## Recommended formats

*.eps / .ai / .pdf / .png / .jpg*



### WHITE

#FFFFFF  
C0% M0% Y0% K0%  
R255 G255 B255



### FIRSTBLOOD™ RED

#C60300  
C15,33% M100% Y100% K6,21%  
R198 G003 B000



### BLACK

#000000  
C0% M0% Y0% K0%  
R0 G0 B0

## Logo

## Color

*The FirstBlood logo is always solid red, black or white.*

## Recommended formats

*.eps / .ai / .pdf / .png / .jpg*



## Logo

## Secondary Colors

*We have 3 main and 8 secondary colors.*

*They all can be used on white or black background.*

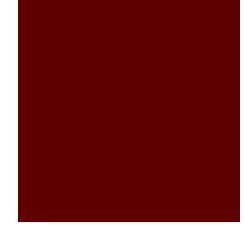
*Secondary colors can not replace main primary colours.  
We use them only as support in web page, on apparel, ...*



**#FF4946**  
C0% M86% Y71% K0%  
R255 G73 B70



**#C60300**  
C15,33% M100% Y100% K6,21%  
R198 G003 B000



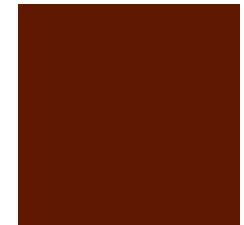
**#5E0200**  
C36% M97% Y94% K57%  
R94 G2 B000



**#FF7B46**  
C0% M65% Y77% K0%  
R255 G123 B70



**#C63C00**  
C16% M89% Y100% K6%  
R198 G60 B000



**#5E1900**  
C36% M88% Y97% K56%  
R94 G25 B000



**#46A6FF**  
C61% M27% Y0% K0%  
R70 G166 B255



**#0053C6**  
C90% M72% Y0% K0%  
R0 G83 B198



**#002A58**  
C100% M88% Y36% K33%  
R0 G42 B88

## Logo

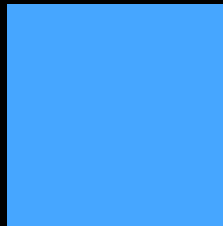
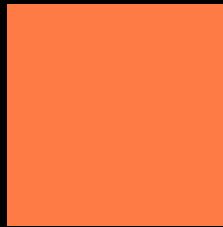
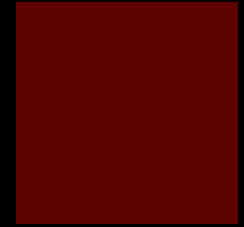
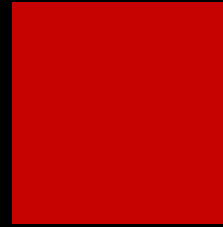
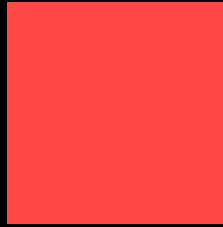
## Secondary Colors

*We have 3 main and 8 secondary colors.*

*They all can be used on white or black background.*

*Secondary colors can not replace main primary colours.*

*We use them only as support in web page, on apparel, ...*

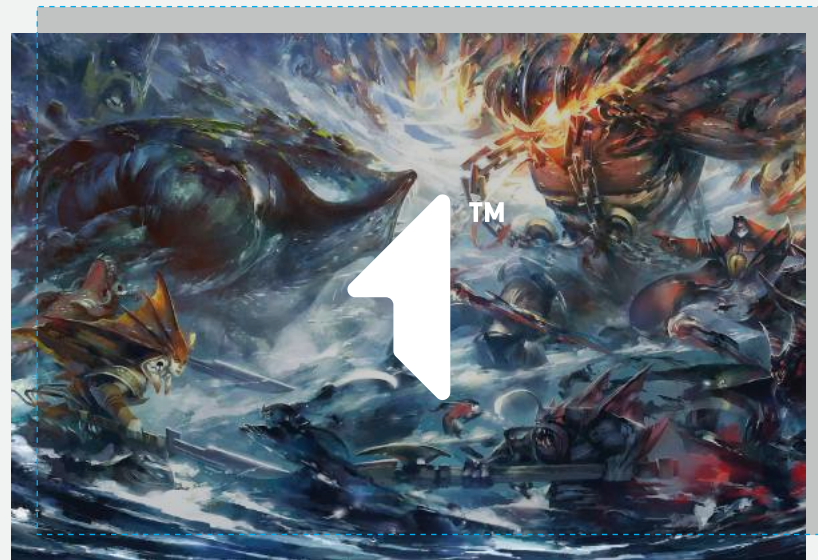


## Logo

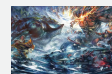
### Color

*When placing the logo on an image, always use the white or black logo version.*

*For images with a light background, we suggest applying a 10-20% tint to the entire image to maintain legibility of the white logo.*

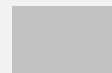


**White logo on image background**



**Layer 1**

*Original image*



**Layer 2**

*20% black tint*

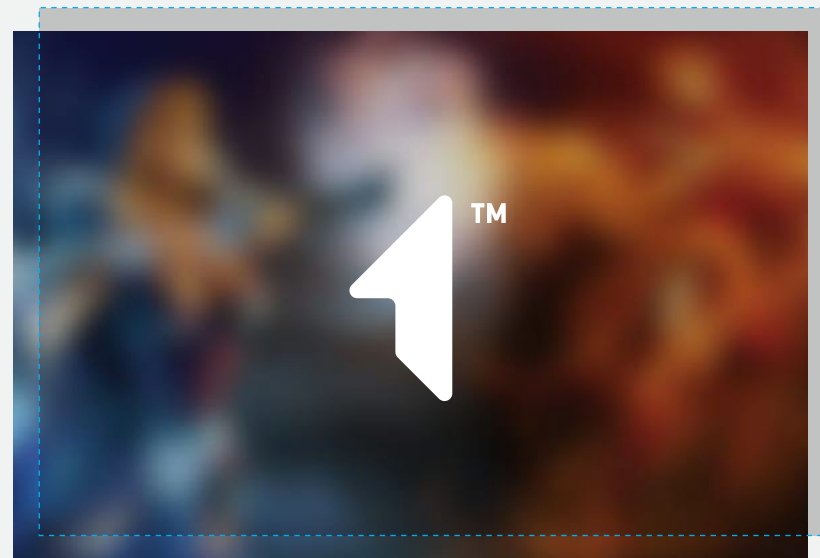


## Logo

### Color

*When placing the logo on an image, always use the white or black logo version.*

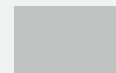
*For images with a light background, we suggest applying a 10-20% tint to the entire image to maintain legibility of the white logo.*



**White logo on blurred image background**



**Layer 1**  
*Blurred image*



**Layer 2**  
*20% black tint*

## Typography

### Special typeface

*Our logtype font is simple and universal.*

*We use Korolev on headers, punch-lines and apparell.*

#### Typeface use :

##### Weight

*/ Bold*

*/ Medium*

*/ Light*

**K O R O L E V**

**A B C D E F G H I J K L M N O P R S T U V X Y Z**

**a b c d e f g h i j k l m n o p r s t u v x y z**

**0 1 2 3 4 5 6 7 8 9 " # \$ % & ' ( ) = ? \***

A B C D E F G H I J K L M N O P R S T U V X Y Z

a b c d e f g h i j k l m n o p r s t u v x y z

0 1 2 3 4 5 6 7 8 9 " # \$ % & ' ( ) = ? \*

A B C D E F G H I J K L M N O P R S T U V X Y Z

a b c d e f g h i j k l m n o p r s t u v x y z

0 1 2 3 4 5 6 7 8 9 " # \$ % & ' ( ) = ? \*

## Primary typeface

*Open Sans is one of the most universal fonts out there. Many weights offer different applications on web and print.  
We use it on web and our app.*

### Typeface use :

#### Weight

- / ExtraBold*
- / ExtraBold Italic*
- / Bold*
- / Bold Italic*
- / Semibold*
- / Semibold Italic*
- / Regular*
- / Italic*
- / Light*
- / Light Italic*

# O P E N \_ S A N S

**A B**

**A B C D E F G H I J K L M N O P R S T U V X Y Z**

**a b c d e f g h i j k l m n o p r s t u v x y z**

**0 1 2 3 4 5 6 7 8 9 " # \$ % & ' ( ) = ? \***

**A B**

**A B C D E F G H I J K L M N O P R S T U V X Y Z**

**A B C D E F G H I J K L M N O P R S T U V X Y Z**

**A B**

**a b c d e f g h i j k l m n o p r s t u v x y z**

**0 1 2 3 4 5 6 7 8 9 " # \$ % & ' ( ) = ? \***

**A B**

**A B C D E F G H I J K L M N O P R S T U V X Y Z**

**A B C D E F G H I J K L M N O P R S T U V X Y Z**

**A B**

**a b c d e f g h i j k l m n o p r s t u v x y z**

**0 1 2 3 4 5 6 7 8 9 " # \$ % & ' ( ) = ? \***

## Logo

## Donts



**DO NOT-**  
*Apply outlines*



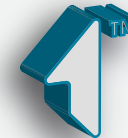
**DO NOT-**  
*Apply odd gradients*



**DO NOT-**  
*Fill with multiple colors*



**DO NOT-**  
*Fill with patterns*



**DO NOT-**  
*Add special Effects*



**DO NOT-**  
*Add other elements*



**DO NOT-**  
*Rotate Logotype name*



**DO NOT-**  
*Change orintation*



**DO NOT-**  
*Put it in a shape other than circle*

**1FIRSTBLOOD**

**DO NOT-**  
*Change Logotype typography*

**1 FIRSTBLOOD™**

**DO NOT-**  
*Skew, Rotate or Stretch*

Logo

Allowed special use



## Logo

### Allowed special use

*When using this symbol, in the second object should be applied only 10-20% tint in black, white or red.*

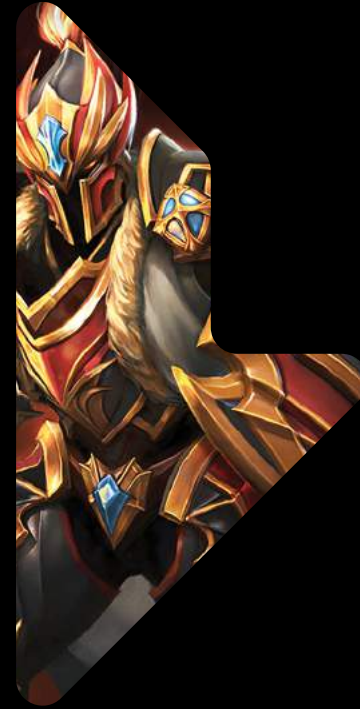
*We call this an 'echo'. We use this in compet graphics. It can be used for special art, profile pics of defeat-dusers...etc.*



## Logo

### Allowed special use

*Here is preview of a special use of the symbol with the game artwork. This way our FIRSTBLOOD™ symbol stays intact and we also promote the use of games, offers, events...*









**FIRSTBLOOD**



**FIRSTBLOOD**



**FIRSTBLOOD**

## Logo

### Allowed Logo colours on coloured backgrounds

*On Black background can be only  
used FirstBlood logo in:*

- Red sign and white Logotype
- white sign and white Logotype



## Logo

### Allowed Logo colours on coloured backgrounds

*On White background can be only  
used FirstBlood logo in:*

- Red sign and black Logotype
- black sign and black Logotype



## Logo

### Allowed Logo colours on coloured backgrounds

*On Red background can be only  
used FirstBlood logo in:*

- *Black sign and Black Logotype*
- *white sign and white Logotype*



## Logo

### Allowed Logo colours on coloured backgrounds

*On Dark coloured background can  
be only used FirstBlood logo in:*

*- white sign and white Logotype*



## Logo

### Allowed Logo colours on coloured backgrounds

*On Light coloured background can  
be only used FirstBlood logo in:*

- *White sign and white Logotype*
- *Black sign and Black Logotype*

*Logo colour depends on How light  
background colour is.*

