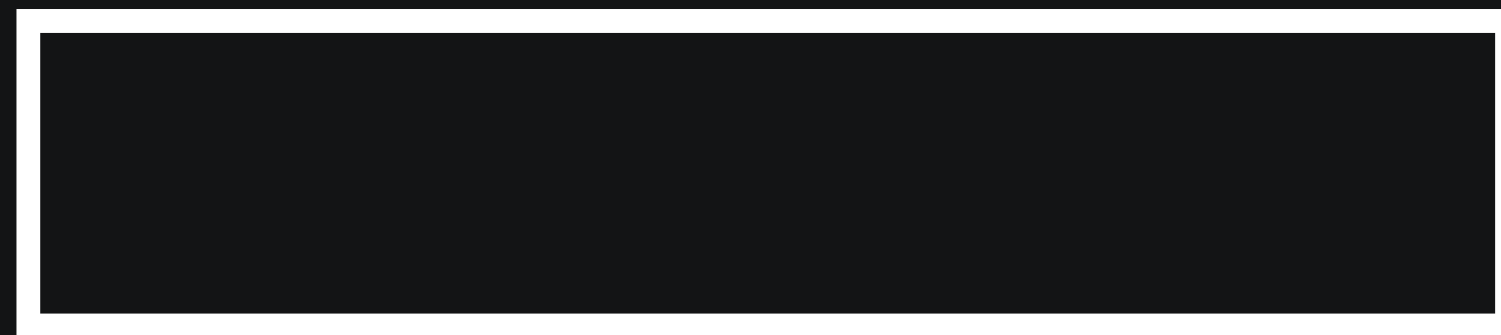


GRID



BRAND GUIDELINES

2023

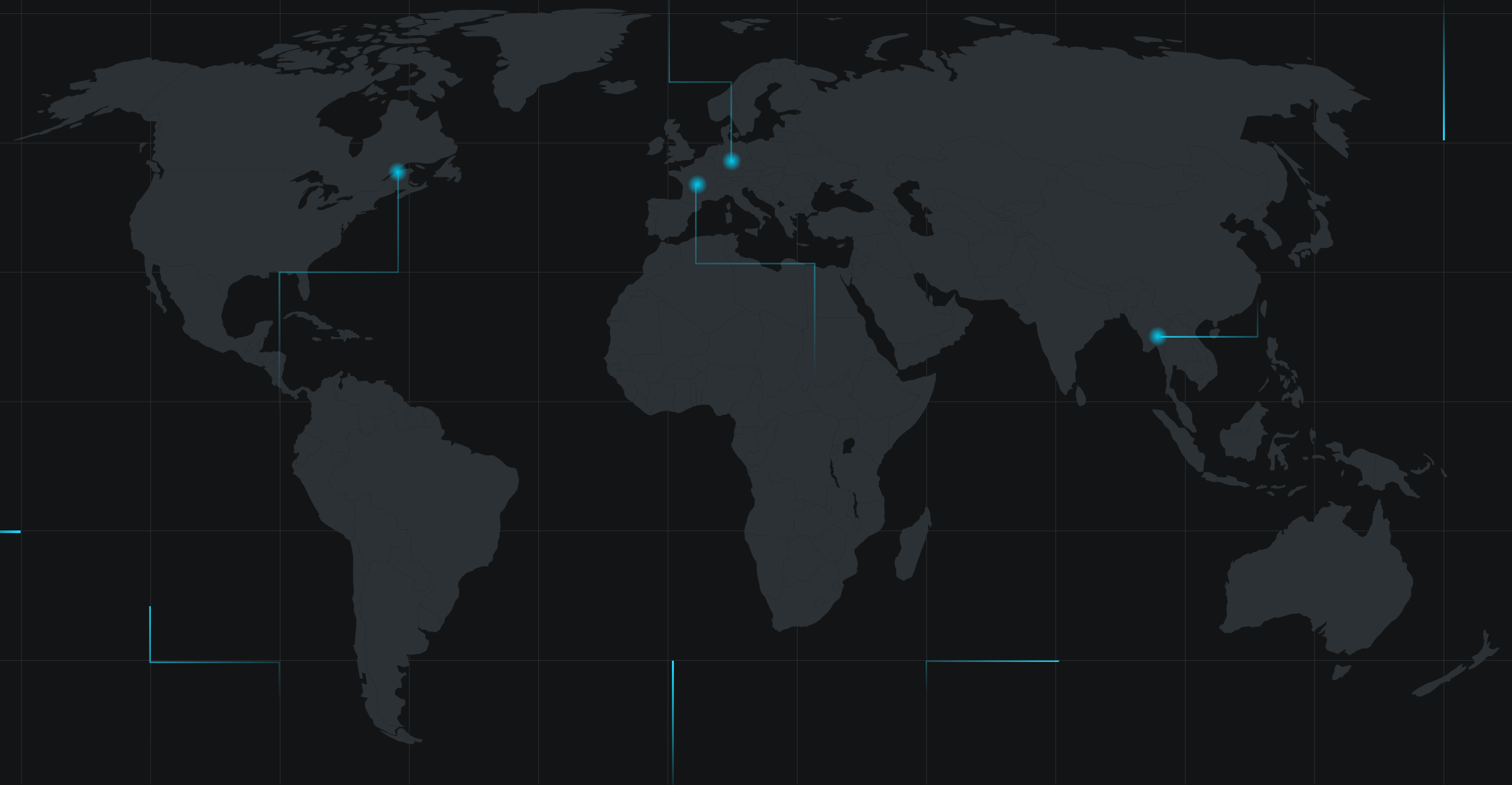
HOW IT ALL STARTED

The only way to understand where we are going, is to understand the path we've laid so far.

From a team of 5 collected within a small room in Berlin, **GRID's** first service was conceptualised, designed and built to distribute official data for the CSGO London Major, which took place in September of 2018.

Over 2019 we expanded our team and locations to include Berlin, Poland, Sweden, China and the USA. We believe a diverse industry is best served with a diverse workforce.

Throughout 2020, the **GRID** platform matured its services and reach to cover multiple titles and products. By the close of the year **GRID** had secured the majority of esports data rights available in the market.



LOGO

GRID's logo is simple but powerful. Its sharp edges and well-defined letter forms reflect the precision and attention to detail that **GRID** brings to the table.

Whether displayed in bold monochrome or in a striking combination of colors from our color palette, this logotype effortlessly conveys our commitment to cutting-edge solutions.

Our primary & secondary logos are best used for:

- decks & presentations
- PR announcements
- covers & backgrounds
- DTP materials
- avatars
- Social Media assets



PRIMARY



SECONDARY

LOGO

Our favicon is best used for:

- footers & headers
- website tabs
- graphic materials where the logotype doesn't have to appear in its full form

Please note that the favicon & the full logotype can't be placed together on the same design asset.



FAVICON

COLOR WAYS

STANDARD

HEX: #13191E
RGB: 19, 25, 30
CMYK: 37, 17, 0, 88



NEGATIVE

HEX: #FFFFFFF
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0



GREYSCALE

HEX: #717578
RGB: 113, 117, 120
CMYK: 6, 3, 0, 53



FORBIDDEN USAGE

GRID

DO NOT STRETCH

GRID

DO NOT COLOUR

GRID

DO NOT APPLY TEXTURES

GRID

DO NOT CROP

GRID

DO NOT ADD SHADOWS

GRID

DO NOT OUTLINE

GRID

DO NOT ROTATE

CLEARSPACE

Clearspace shall be:

- 1/3 of the length of the logo in use, on the left & right side
- 1/2 of the height of the logo in use, on the top & bottom

Same clearspace rules should be applied for our secondary logo and the favicon.



POWERED BY

GRID

EXCEPTION

MAIN COLORS

GRID's color palette reflects the essence of future, boundless innovation and data-driven excellence. Inspired by the limitless possibilities of tomorrow, this palette captures the spirit of technological advancement and embodies the transformative power of data.

YIN **#131415**, YANG **#FFFFFF** and BLUE BYTE **#1FDAFF**

Dark color is used for:

- Backgrounds
- Text
- Icons accents

Light color is used for:

- Backgrounds
- Text
- Icons accents

Blue color is used for:

- Backgrounds details
- Text accents
- Icons base color

YIN

HEX: #131415
RGB: 19, 25, 30
CMYK: 37, 17, 0, 88

YANG

HEX: #FFFFFF
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0

BLUE BYTE

HEX: #1FDAFF
RGB: 31, 218, 255
CMYK: 88, 15, 0, 0

COMPLEMENTARY COLORS

Our complementary colors are:

OMNI ORANGE **#FF7474**, MATRIX MINT **#B6FF94**,
and INFRA IRIS **#A189FF**

Complementary color are used for:

- Product Overviews
- Additional Highlighting

**Both the main and complementary colors
can be used as single color-based gradients.**

OMNI ORANGE

HEX: #FF7474
RGB: 255, 116, 116
CMYK: 0, 55, 55, 0

MATRIX MINT

HEX: #B6FF94
RGB: 182, 255, 148
CMYK: 29, 0, 42, 0

INFRA IRIS

HEX: #A189FF
RGB: 161, 137, 255
CMYK: 37, 46, 0, 0

BASE COLORS

For the base color palette, GRID recognized 21 colors:

11 dark shades, and 10 light ones.

These colors work as a base uppon which additional information can be structured.

<div>100</div> <div>HEX: #131415</div>	<div>95</div> <div>HEX: #1F2529</div>	<div>90</div> <div>HEX: #2B3135</div>	<div>85</div> <div>HEX: #363B3F</div>	<div>80</div> <div>HEX: #42474B</div>	<div>75</div> <div>HEX: #4E5356</div>	<div>70</div> <div>HEX: #5A5F62</div>
<div>65</div> <div>HEX: #65696C</div>	<div>60</div> <div>HEX: #717578</div>	<div>55</div> <div>HEX: #7D8183</div>	<div>50</div> <div>HEX: #898D8F</div>	<div>45</div> <div>HEX: #959799</div>	<div>40</div> <div>HEX: #A1A3A5</div>	<div>35</div> <div>HEX: #ADAFB0</div>
<div>30</div> <div>HEX: #B9BBBC</div>	<div>25</div> <div>HEX: #C4C5C6</div>	<div>20</div> <div>HEX: #D0D1D2</div>	<div>15</div> <div>HEX: #DCDDDD</div>	<div>10</div> <div>HEX: #E8E8E9</div>	<div>5</div> <div>HEX: #F3F3F3</div>	<div>0</div> <div>HEX: #FFFFFF</div>

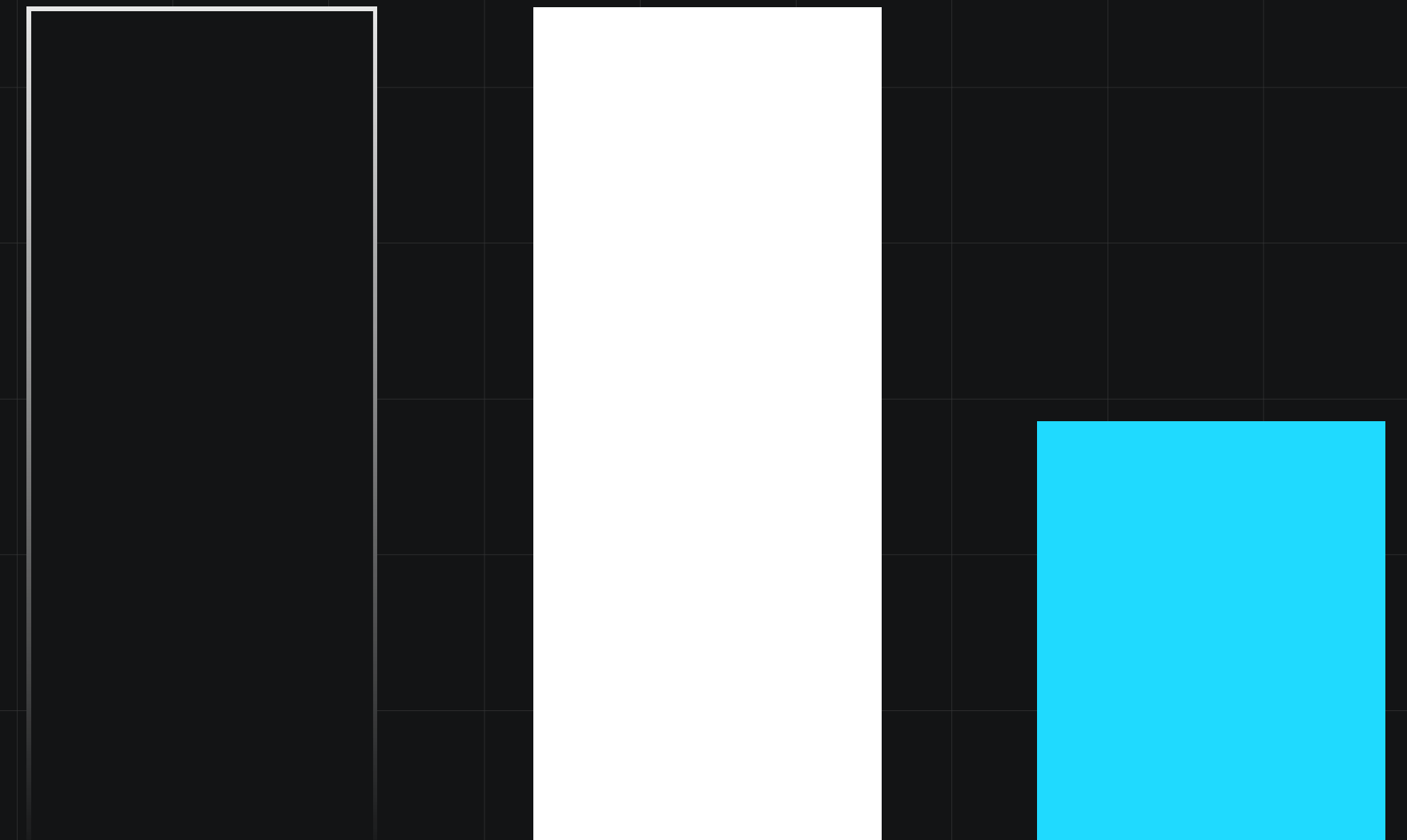
MODES

The **GRID** branding is presented in 2 color modes - Dark and Light.

GRID's color distribution in terms of the modes is presented on the right side.

The dark mode is used across the entire GRID brand, besides the documents - they are reserved for the light mode.

Color distribution:



TYPOGRAPHY

To perfectly show **GRID's** main brand states, it stands for Sans Serif fonts. The perfect combination of fonts for our branding will be **Roboto Bold** and **Montserrat** in 3 variations: Bold, Semibold and Regular.

GRID uses Roboto Bold as a font for main titles and headlines. If an addition to the title below is needed, it must be in Montserrat Regular.

For the body text, the main choice will be Montserrat.

The line height for titles and subtitles - **115%**

The line heingt for body text - **150%**

Montserrat

BOLD
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Xx Ww Yy Zz

SEMIBOLD
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Xx Ww Yy Zz

REGULAR
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Xx Ww Yy Zz

Roboto

BOLD
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Xx Ww Yy Zz

Roboto Bold

Montserrat Bold

Montserrat Semibold

Montserrat Regular

Title

Subtitle

Additional elements

Body Text

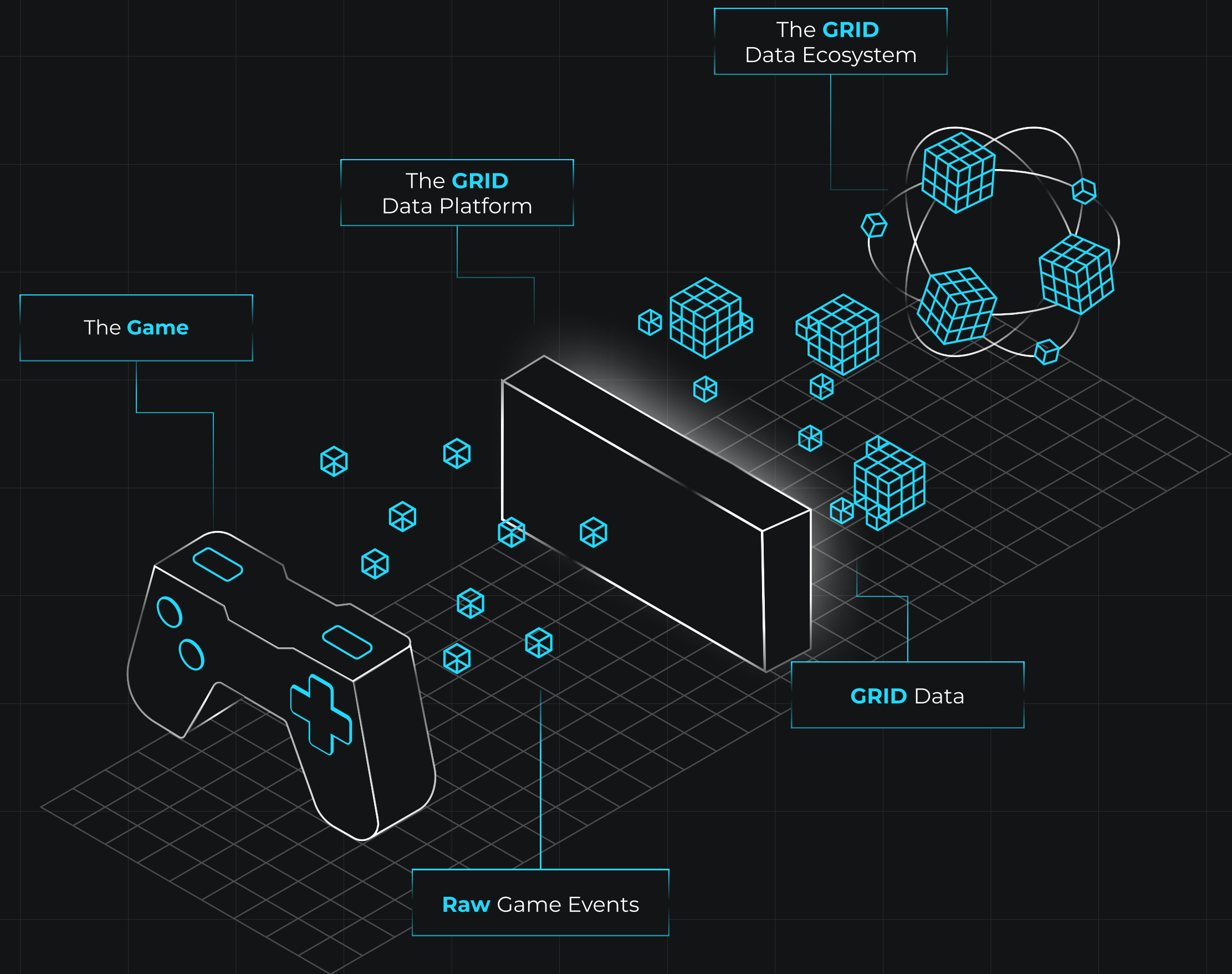
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.

SHAPES

GRID creates its key artwork in an isometric environment.

With geometric precision and vibrant color palettes, **GRID** creates a landscape that unlocks potentials and fosters innovation.

GRID's core brand shapes contain of glowing elements and linear fading, resulting in a captivating interplay of light and data.



THANK YOU

grid.gg