

Team Spirit

Brandbook

2022



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WHO WE ARE

Team Spirit is a Russian esports organization founded in 2015. The organization is currently represented by rosters in CS:GO, Dota 2, and Hearthstone. All parts of the organization participate in tier-1 tournaments competing with the best players in the world.



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ALL LOGOS

Optical kerning, a refined width, a certain safe zone, and a clear layout in relation to other content

- All these features make our logo recognizable regardless of its size or context.

[DOWNLOAD PACK](#)

Download the logo pack to use in branding, development, as well as provide it to other design studios and partners you will be working with.

Updated 24/01/2022

TEAMSPIRIT.RU

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LOGO

Team Spirit's logo icon is a silhouette of a dragon. It symbolizes discretion, resilience, and confidence.

Team Spirit's logo icon is the main visual element of our brand.

Here you can see the black version of the logomark. It can't be distorted or redrawn to avoid violation of the visual integrity.

Use the original design for accurate reproduction.



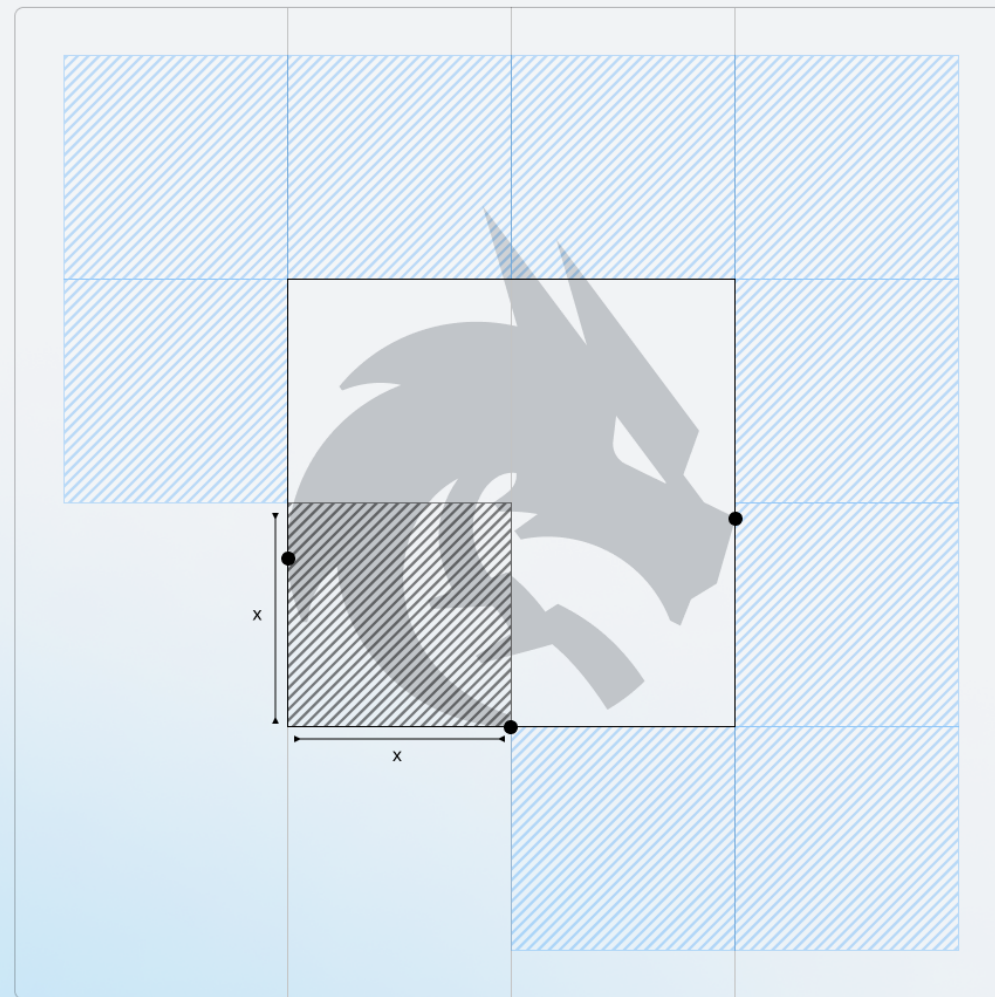
05


LOGO ALIGNMENT

The logomark should be surrounded by some empty space for a better visual perception.

If you want to find the mark that constitutes the standard, we've specifically put it in a square, so that the left, right, and bottom parts touch the borderlines.

The side of the $\frac{1}{4}$ of the square is the "x" unity. Any other element not related to the logomark should not be part of that area.



Demonstration of the safe zone for the logomark  Safe zone

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WORDMARK

The peculiarity of Team Spirit's wordmark is that the logomark is not used with the text part of the logo.

The wordmark is only used on its own when the logo icon in the form of the dragon is not possible to use.

The image shows the wordmark for Team Spirit. The text "TEAM SPIRIT" is rendered in a bold, black, sans-serif font. The letter "S" in "SPIRIT" is replaced by a stylized dragon head icon, which is the logomark. The entire wordmark is centered within a white rectangular frame that has a thin grey border and is divided into four quadrants by a vertical and a horizontal line.

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WORDMARK ALIGNMENT

The wordmark also needs a safe zone.

The letter « M » is the unity that defines the safe for the text part of the logo.



Demonstration of the safe zone for the wordmark

Safe zone

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LOGOS USAGE

Team Spirit's logo icon and wordmark represent graphic elements that are part of the brand's identity.

They cannot be used simultaneously.



The logo icon and the wordmark

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COLOR & SCALE

The logomark should be of white color on a black background or vice versa.

The scale:

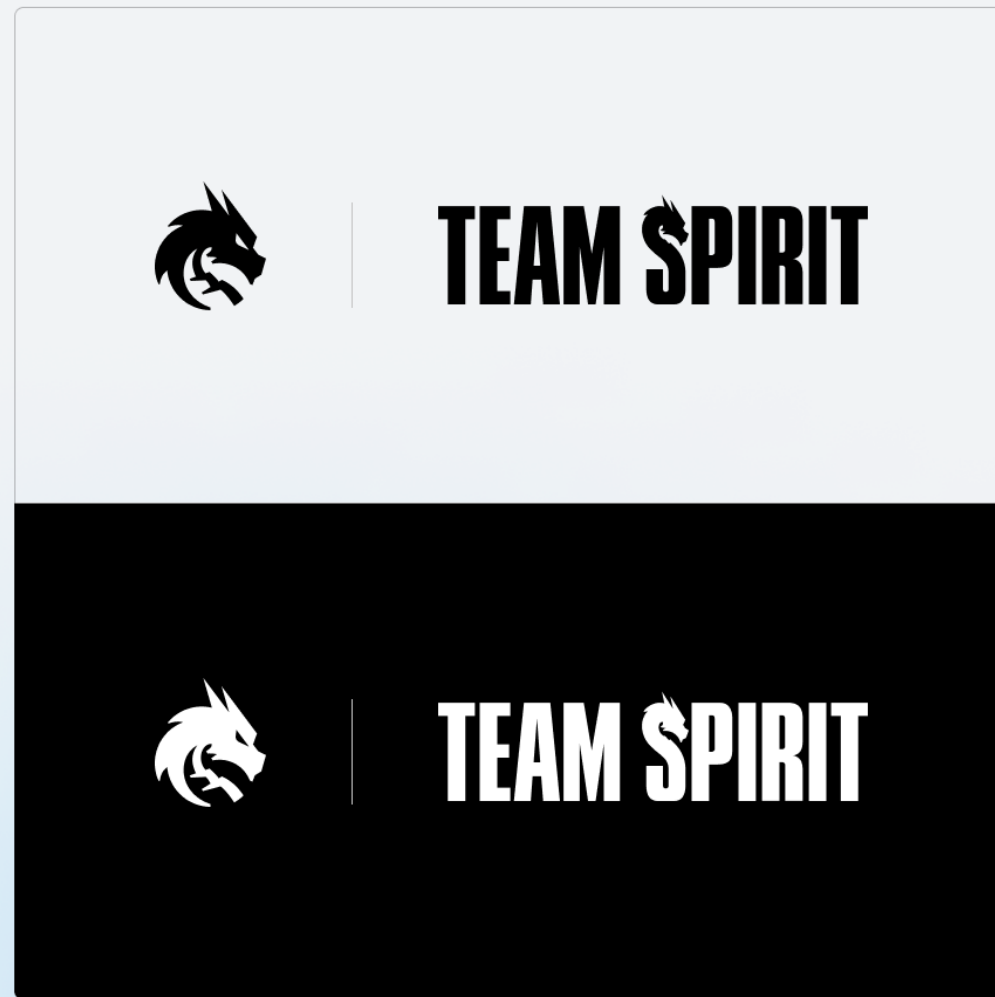
Our logo is scalable to small sizes on-screen and on printing.

The smallest size:

18 pixels wide

0,25 inches wide

0,635 centimeters wide



Demonstration of the logos on a black and a white background

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PARTNERS

The dividing line between the logotypes can be drawn with the help of the letter « M » which is the same size as the logo.

The alignment of the partnership logo should conform with the rule on the safe zone of the logo icon and wordmark.



TEAM SPIRIT **M** **PARI**
MATCH

SOCIAL ICONS

Social icons are designed individually following the specifications.

They are exceptions to the safe zone rule and such icons have an optical size to fit into each form in the best way possible.



The logo in a circle with the demonstration of compensation

LOGO GUIDANCE

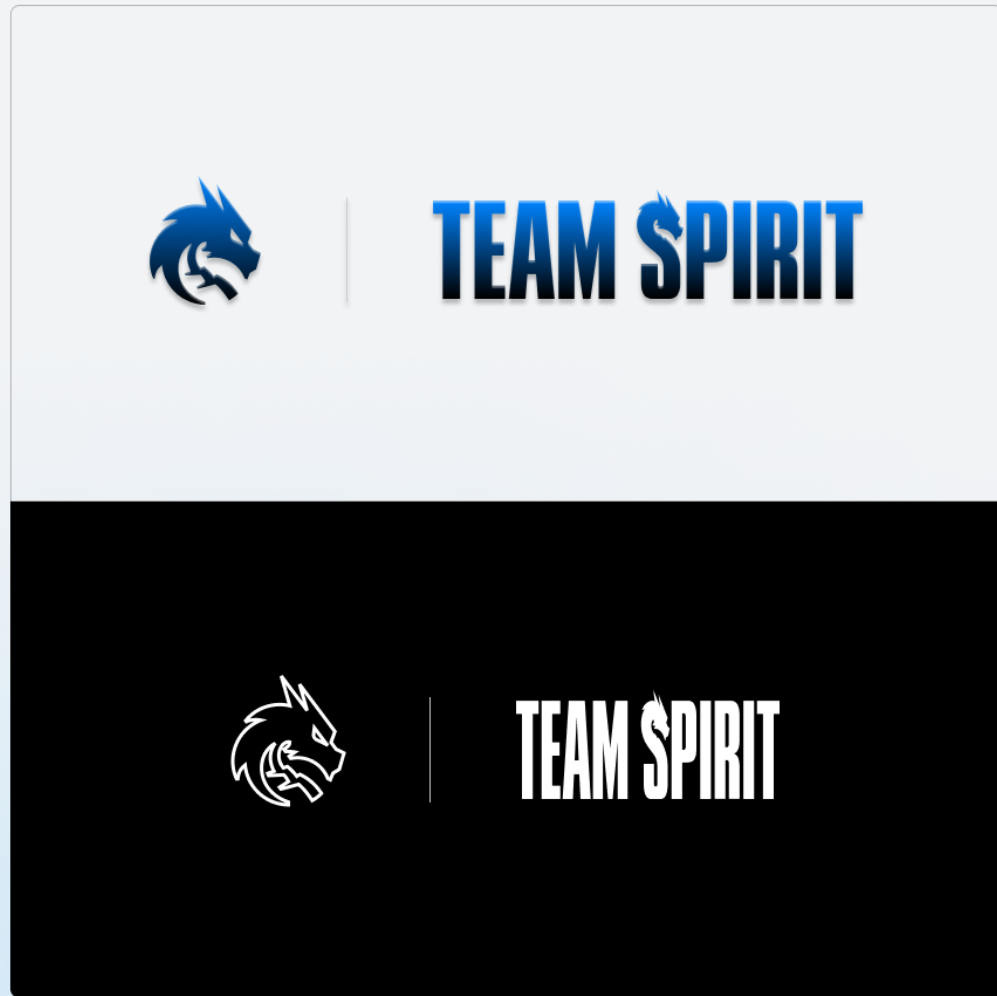
It is prohibited to use other colors for the wordmark and the logo icon aside from black and white.

It is prohibited to stretch, compress, rotate the wordmark and the logo icon.

It is prohibited to apply any visual effect (border, gradient, glow, shadow, texture, etc.) to the logomark and the wordmark.

It is not allowed to use our logo in patterns.

The logo must be used only in a single form for product branding.



LOGO GUIDANCE

It is prohibited to use any other colors for the background aside from black and white.

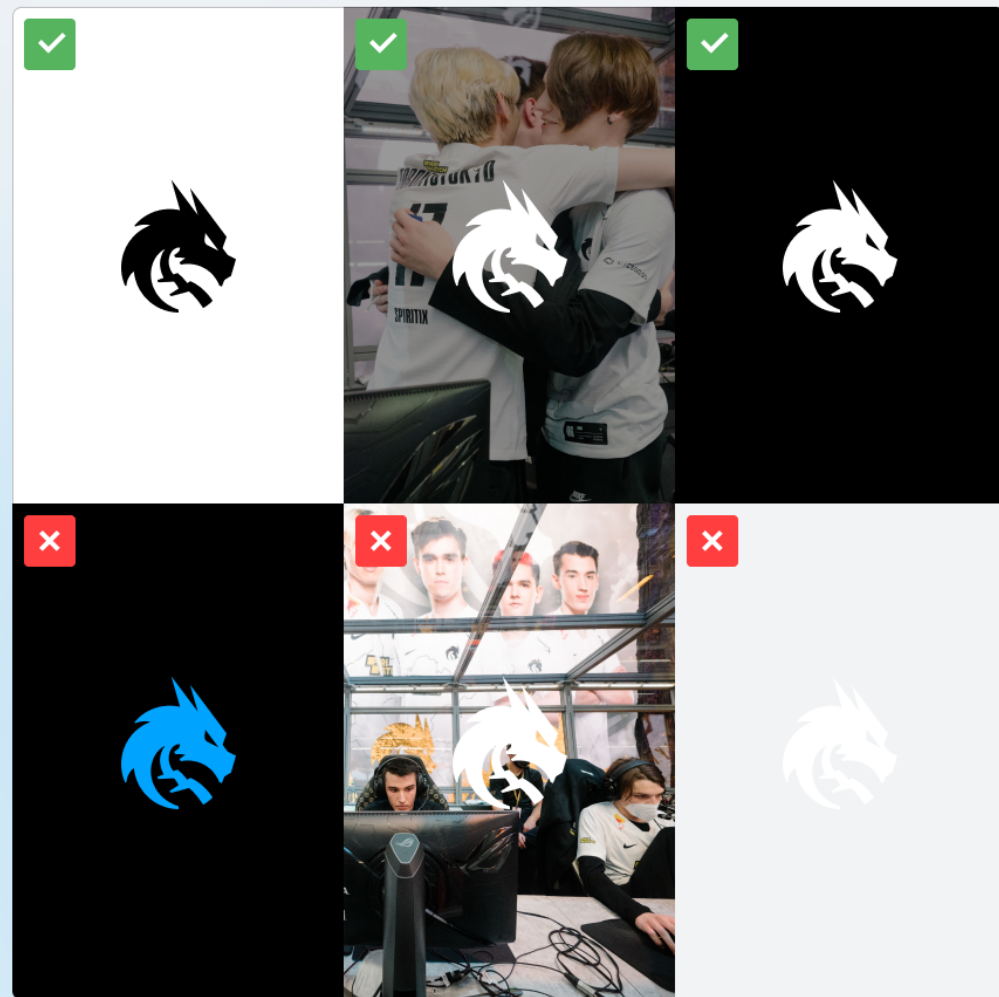
The only exception is photos:

When using the **white** icon:

It is necessary to overlay black color on an image with 40% of transparency.

When using the **black** icon:

It is necessary to overlay white color on an image with 40% of transparency.



LOGO GUIDANCE RULES

- ⁰¹ Do not use the wordmark with the logomark at the same time.

- ⁰² Black and white colors only.

- ⁰³ Do not change the font, the glyph, the size of the logo. Do not stretch it or change its proportions either.

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COLORS

<p>White</p> <p>RGB: 255 255 255 CMYK: 0 0 0 0 HEX: #FFFFFF</p>	<p><small>ONLY FOR DIGITAL USE</small></p> <p>Grey</p> <p>RGB: 241 243 245 CMYK: 7 4 4 0 HEX: #F1F3F5</p>
<p>Black</p> <p>RGB: 0 0 0 CMYK: 0 0 0 100 HEX: #000000</p>	<p>Sky blue</p> <p>RGB: 33 168 243 CMYK: 86 31 0 5 HEX: #21A8F3</p>

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TYPOGRAPHY

Our typography is as simple and unique as we are.

Inspired by the examples provided by the best companies, a unique font with the right pair makes our typography recognizable and easy to read.

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TYPOGRAPHY

Press Gothic

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

TT Interphases

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

TeamSpirit Beta 2

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

PAIRING

It is important to preserve these font pairs. It provides clarity, order, and a strict hierarchy for all types of communication.

The medium font should match the bold one.



TYPOGRAPHY SUMMARY

- 01 Our signature font is the foundation of our brand.
- 02 Strive for a contrast between the font styles.
- 03 Combine medium and bold fonts to create the right font composition.

THANK YOU!