



Team Spirit brand identity guidelines

2026

Who we are

Team Spirit is an international esports organization based in Belgrade. Founded in 2015, the organization currently has teams competing in CS2, Dota 2, MLBB, PUBGM and Hearthstone.



Downloads

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.

Learn more about the guidelines for using our logos in your materials in the following slides.

Download Full Pack

Don't get confused

Despite the fact that we informed the media and tournament operators about the redesign when we changed the logo in 2022, many fans and colleagues are still using our old logo.

At a point, we decided that our dragon was done looking down. In the updated version he is proudly looking forward to our future victories. And his gaze is less aggressive, yet wiser.

Along with the general turnaround, the lines of the logo became more smooth. And now no one will confuse the neck or chest of a dragon with an open mouth anymore.



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.



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 logo is the "x" unity that defines the safe zone around the logo. Any other element not related to the logomark should not be part of that area.



 Safe zone

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 wordmark consists of the words "TEAM SPIRIT" in a bold, white, sans-serif font. The letter "I" is stylized with a small, white, three-dimensional dragon head emerging from the top of the "I".

Wordmark alignment

The wordmark also needs a safe zone.

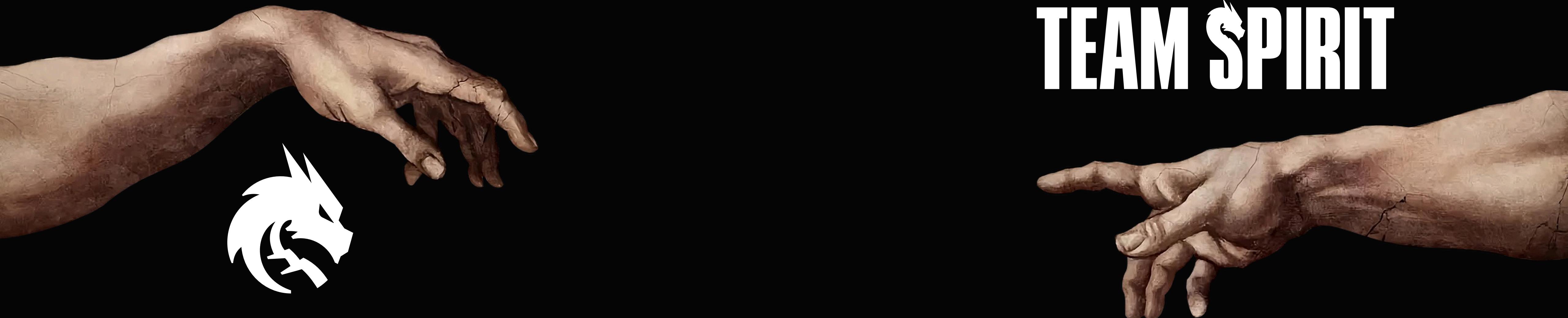
The letter «M» is the unity that defines the safe for the text part of the logo.



Combining logos

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

They cannot be used simultaneously.



Logo 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.

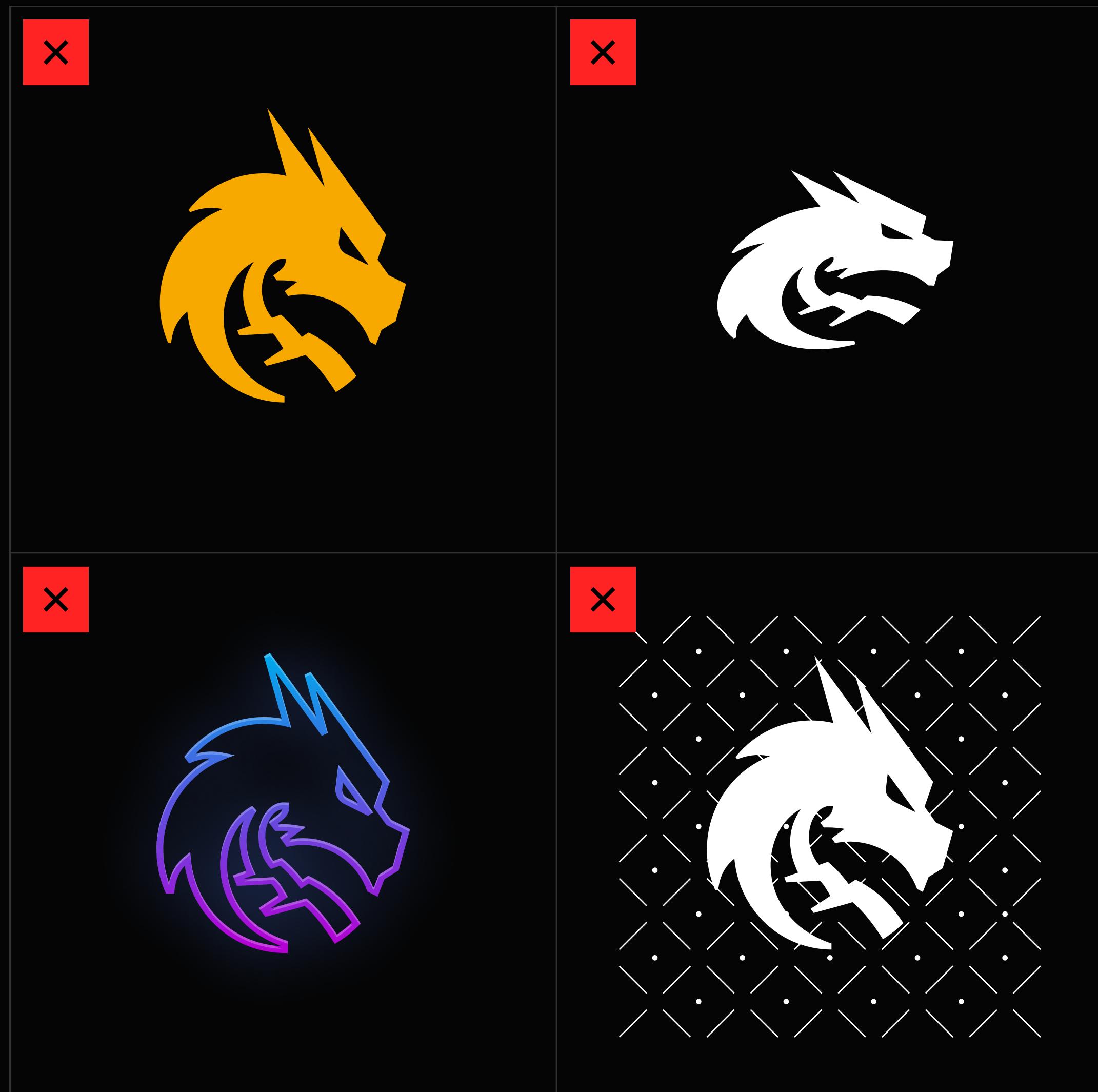
18 px / 0,25 in / 0,635 cm

Smallest size allowed (width)



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 background guidance

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

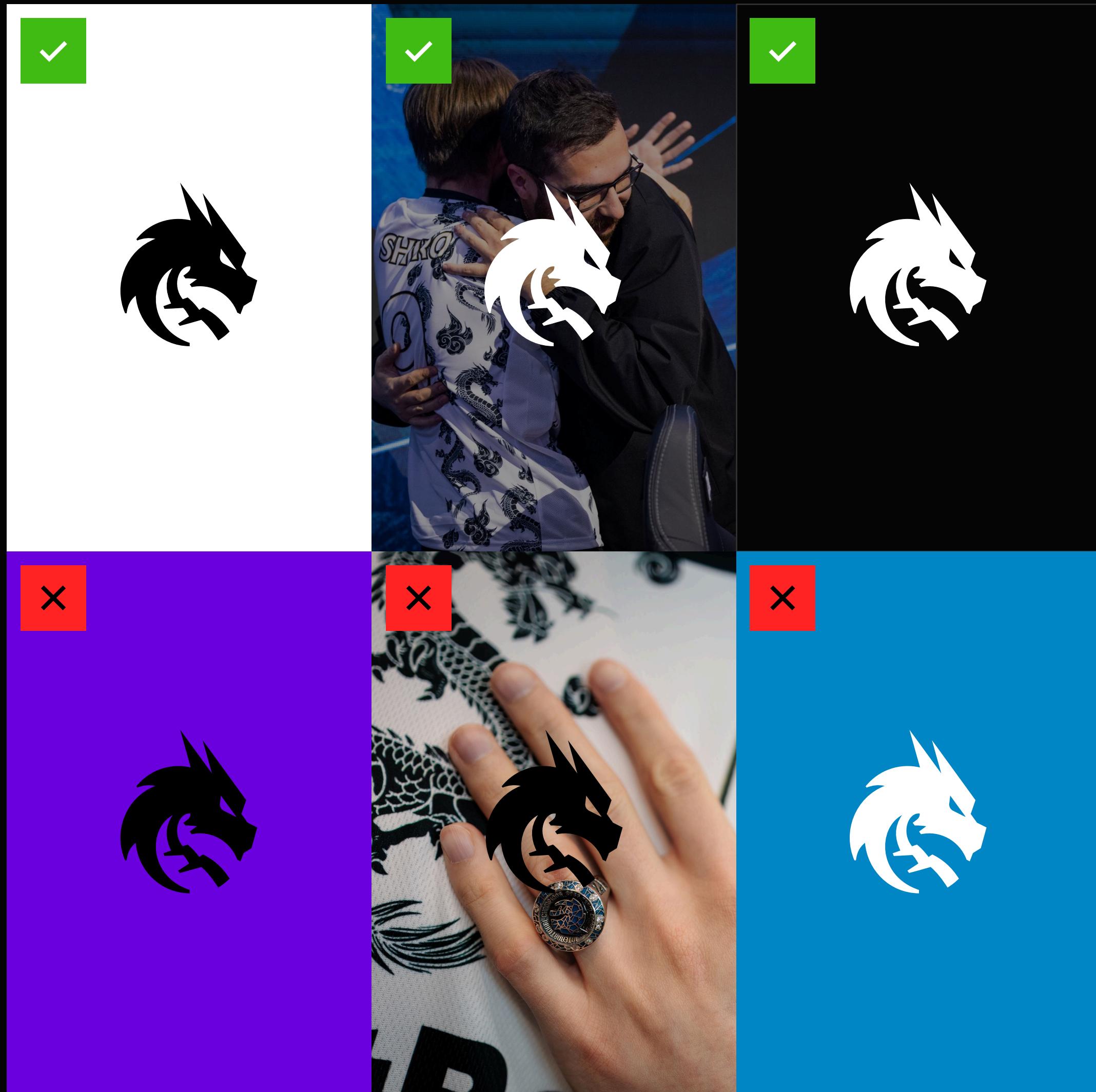
✓ **The only exception is photos**

When using the white icon

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

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Logo guidance key 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.

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 MMÖKKO

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.



Brand colors

White

HEX

#FFFFFF

RGB

255 255 255

CMYK

0 0 0 0

Pantone

White C

Black

HEX

#060606

RGB

6 6 6

CMYK

0 0 0 98

Pantone

Black C

Deep blue

HEX

#002090

RGB

0 32 144

CMYK

100 78 0 44

Pantone

Dark Blue C

Blue

HEX

#0079FF

RGB

0 121 255

CMYK

100 53 0 0

Pantone

286 C

Light Blue

HEX

#C9E2FE

RGB

201 226 254

CMYK

21 11 0 0

Pantone

2707 C

Disciplines colors

Dota	CS2	MLBB	PUBGM	CS2 Female
HEX #F8413D	HEX #597E8C	HEX #6E87FF	HEX #E8CB8F	HEX #C8D5BB
RGB 248 65 61	RGB 89 126 140	RGB 110 135 255	RGB 232 203 143	RGB 200 213 187
HEX #C92B2A	HEX #294A56	HEX #130F27	HEX #B59758	HEX #47585C
RGB 201 43 42	RGB 41 74 86	RGB 19 15 39	RGB 181 151 88	RGB 71 88 92
HEX #D6D3CB	HEX #CBD5D6	HEX #D3E3FC	HEX #D9D9D9	HEX #CBD5D6
RGB 214 211 203	RGB 203 213 214	RGB 211 227 252	RGB 217 217 217	RGB 203 213 214

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.

Inter Variable (4.0)

The quick brown fox jumps
over the lazy dragon

Druk Cyr Heavy

**THE QUICK BROWN FOX JUMPS OVER
THE LAZY DRAGON**

[Download Inter Variable](#)

The brandbook was developed in 2024.
Team Spirit design department.

