

TEAM PHOENIX



VISUAL GUIDE

INTRO

Team Phoenix's visuals should always capture the attention of our supporters and esports fans around the world. By adding depth to our narratives and standing out with creative designs, we unite our community in a way that reflects the strong spirit of our brand.

This means every design we create should make our fans feel that it's made especially for them. Anyone who sees Team Phoenix's visuals should know it's crafted to celebrate their passion and unwavering support.



All graphics should feel...

Composed

Inclusive

and always

Pique Curiosity

HORIZONTAL LOGO



ON LIGHT



ON DARK



CLEARSPACE: HALF THE HEIGHT OF CREST

VERTICAL LOGO



ON LIGHT

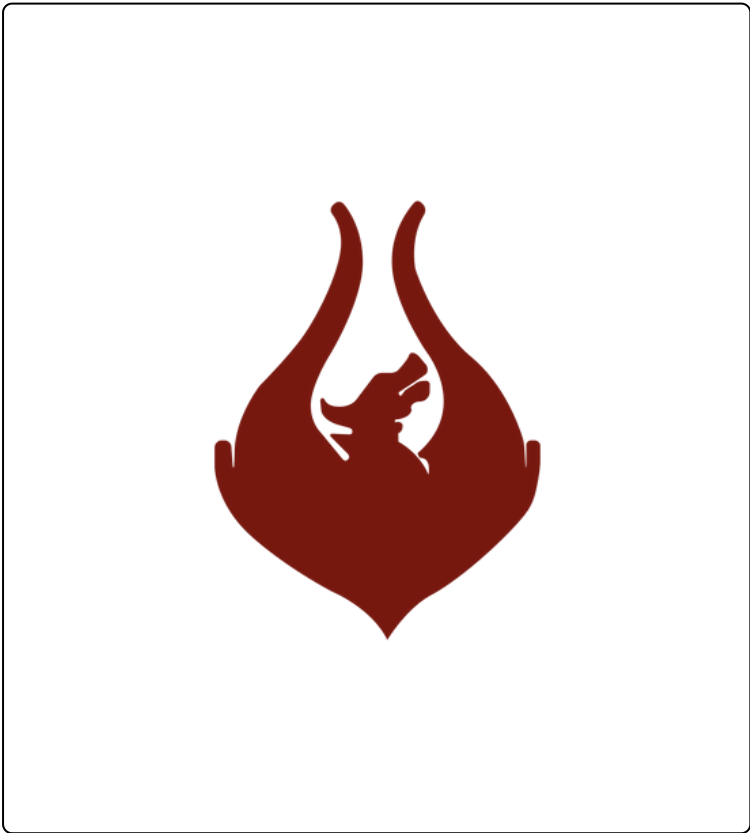


ON DARK



CLEARSPACE: HALF HEIGHT OF CREST

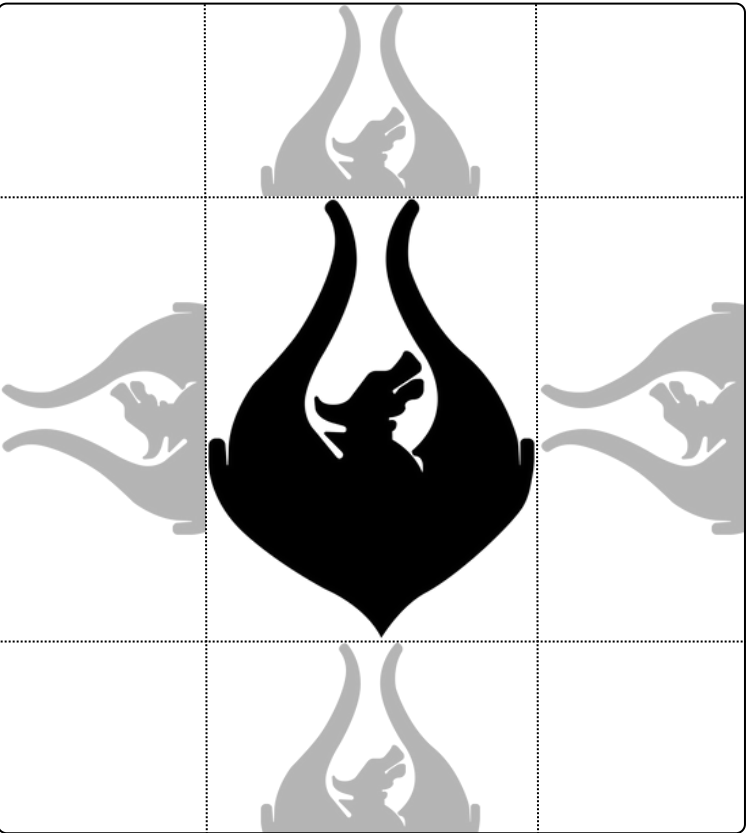
CREST



ON LIGHT



ON DARK



CLEARSPACE: HALF HEIGHT OF CREST

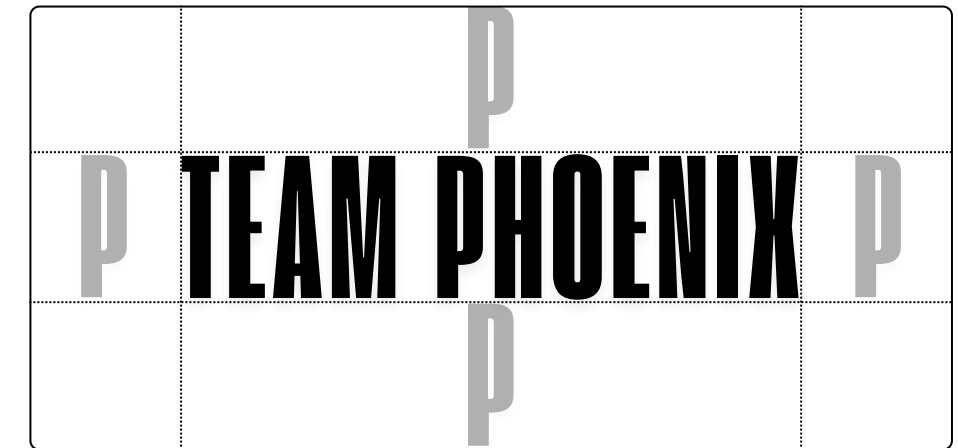
WORDMARK



ON LIGHT



ON DARK



CLEARSPACE: HALF HEIGHT OF P

TEAM PHOENIX



When aligning the word mark with other elements, do not align entire words off-line or include the downstroke.

TEAM PHOENIX



When aligning letters with other elements, align all letters with the bulk of the sign.



PRIMARY - ON PHOTO



PRIMARY - ON PATTERNS



PRIMARY - ON GRADIENT

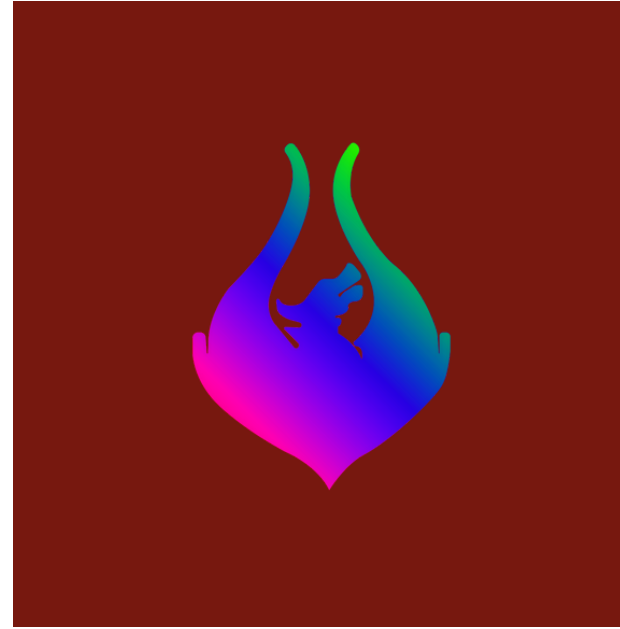


PRIMARY - ON FLAT

LOGO DO NOT'S 



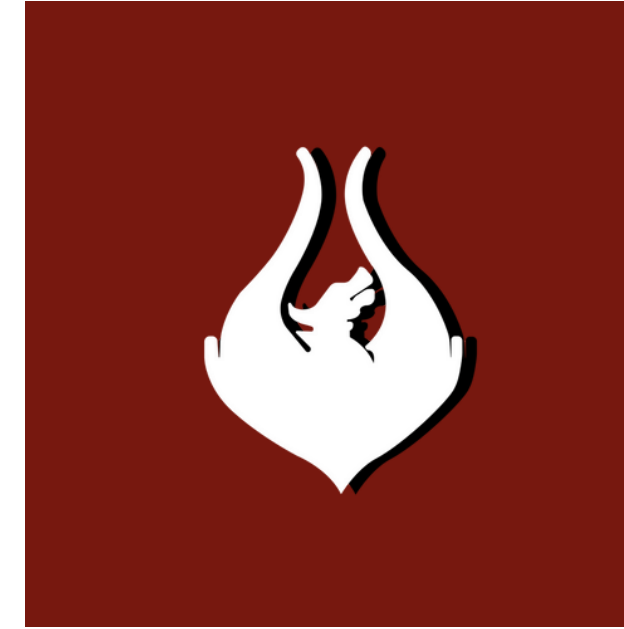
DO NOT TRANSFORM



DO NOT RECOLOR



DO NOT FADE



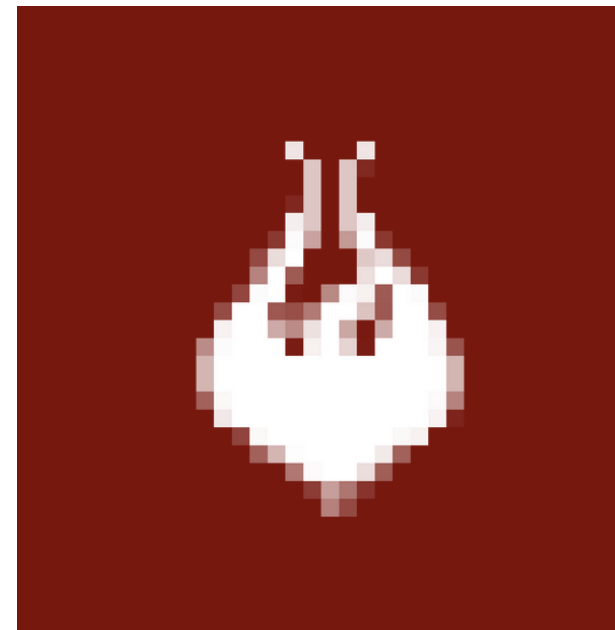
DO NOT PUSH TO EDGE



DO NOT ADD DIFFERENT COLOR TO THE OUTER LAYER



DO NOT ANTHROPOMORPHIZE



DO NOT PIXEL



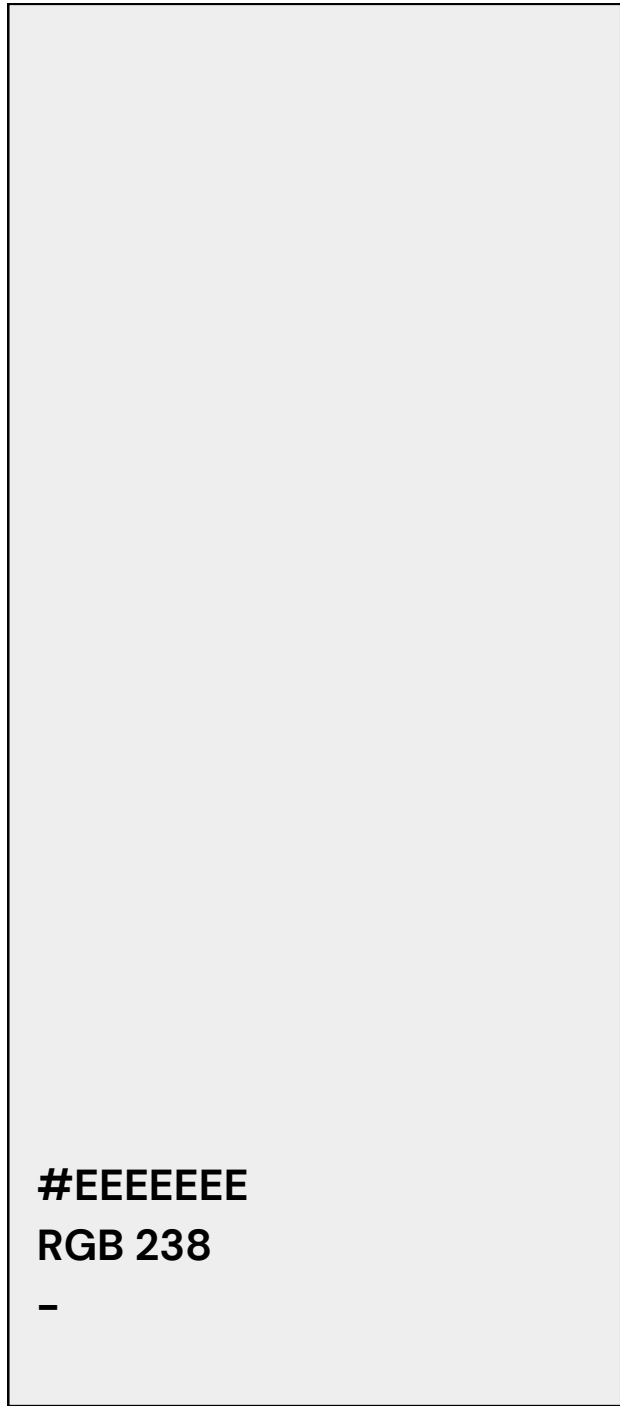
DO NOT MORPH OR EXTEND MANES

Primary

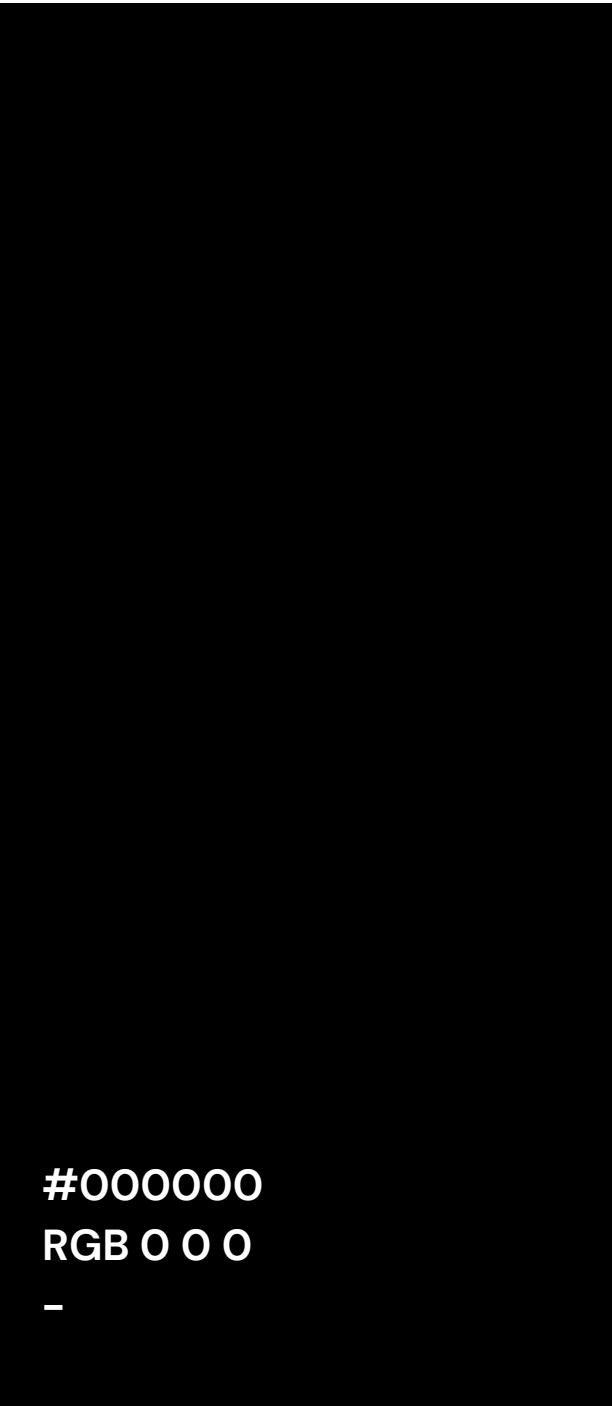


FOUNDATIONAL RED

Neutral

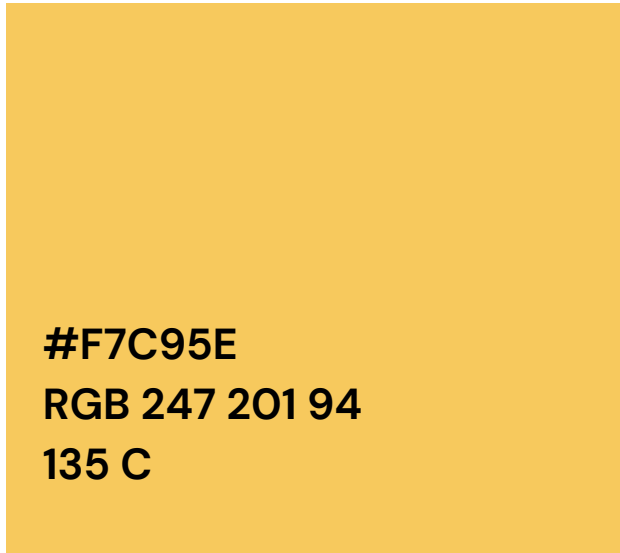


MOMENTUM WHITE

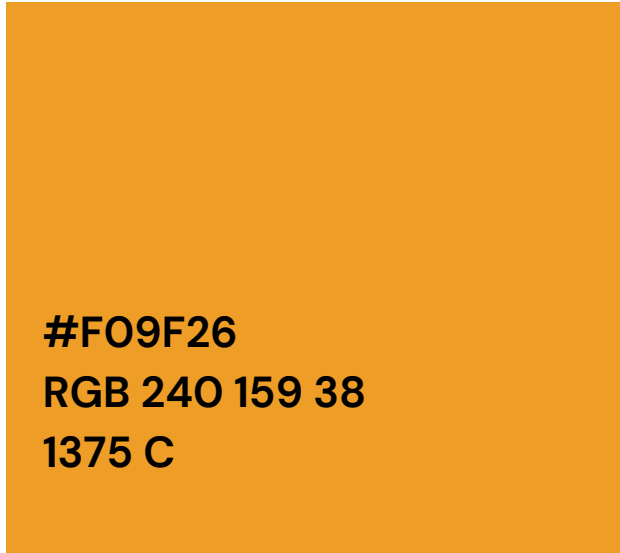


ACHROMATIC BLACK

Special



SUNRISE GOLD



SUNSET GOLD

EXTENDED COLOR PALETTE & GRADIENTS

Use to create depth in graphics. Do not use more than 2 gradients in one graphic.

Primary

R1
#FF8276

R2
#CF2111

R3
#CF2111

R4
#BF1F10

R5
#AF2619

R6
#86241A

FOUNDATIONAL RED
#77180F

Neutral

MOMENTUM WHITE
#EEEEEEE

W1
#E6E6E6

W2
#D7D7D7

W3
#BFBFBF

W4
#999999

W5
#686868

W6
#383838

B1
#464648

B2
#404042

B3
#3A383B

B4
#333132

B5
#2E2C2D

B6
#272526

ACHROMATIC BLACK
#000000

Special

G1
#FFF9E3

G2
#FEF3D1

G3
#FAE29F

SUNRISE
#F7C95E

SUNSET
#F09F26

G4
#864209

G5
#4C0B01

G6
#380000

FOR PRODUCT USE ONLY

Semantics

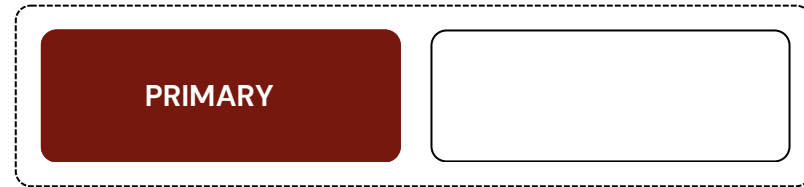
RED
#ED5651

GREEN
#3BD47D

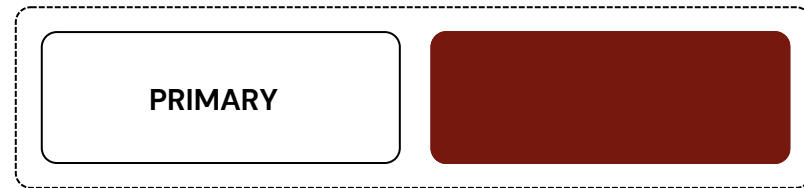
Foundation

This iconic duo is our core brand palette. Prioritize these when creating Team Phoenix graphics

CORE BRAND



PREMIUM MESSAGING



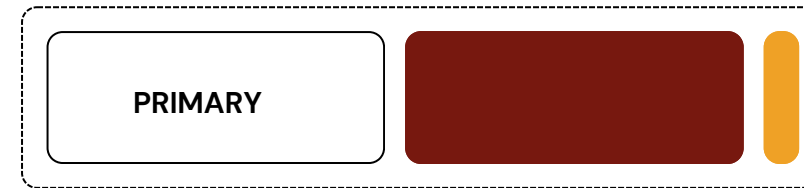
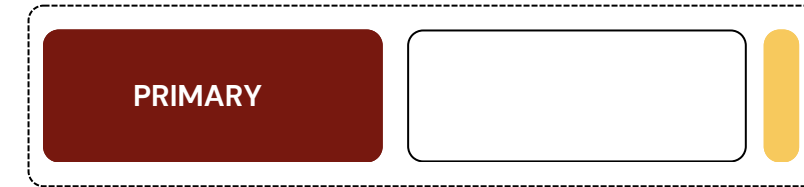
Add-on

Silver gray & smoky gray bring more depth & color to our graphics for when foundations start feeling too flat.



Accent

Our golds carries a lot of importance and weight, and should be used primarily as highlighting accents.



when using gold, sunrise should be used on red, while sunset should be used on white.

THIS IS A BIG STATEMENT.



KANEDA GOTHIC BOLD FOR DISPLAYING BIG STATEMENTS ONLY

TRACKING 1%

KERNING: OPTICAL

LEADING 90%

UPPERCASE

This is our brand font

DM SANS BOLD FOR HEADERS

TRACKING: -2% KERNING: OPTICAL LEADING: 100%

IT'S AVAILABLE ON GOOGLE FONTS TOO

DM SANS BOLD FOR CAPTIONS

TRACKING: 5% KERNING: OPTICAL LEADING: 110% UPPERCASE

Team Phoenix's visuals should always pique the curiosity of our supporters and esports fans. This means that when we create graphics, fans need to know that Team Phoenix did it for them.

DM SANS REGULER FOR BODY COPY

TRACKING: 1% KERNING: OPTICAL LEADING: 140%

This is our brand font

PLEASE ASK BEFORE USING IT

It should be used in material that reflect literature, fantasy, or nostalgia when DM Sans can't accomplish the same feeling. It's also used in long-form body copy for anything that requires a professional lift, like legal documents.



TIEMPO TEXT BOLD FOR HEADERS IN SERIF

TRACKING: -2% KERNING: OPTICAL LEADING: 100%



TIEMPO TEXT FOR BODY COPY IN SERIF

TRACKING: 1% KERNING: OPTICAL LEADING: 140%

**THIS IS A BIG STATEMENT
ON GOOGLE DOCS.**



OSWALD FOR GOOGLE DISPLAYING BIG STATEMENTS ONLY

UPPERCASE

This is our Google serif

STIX TWO TEXT BOLD FOR
GOOGLE HEADERS IN SERIF

BEST FOR PROFESSIONAL AND LEGAL DOCUMENTS HOSTED ON GOOGLE

Use primarily in official letterheads and documents hosted on Google docs. Ask before using for other applications with long body copy.

STIX TWO TEXT FOR
GOOGLE BODY COPY IN SERIF

For when we are
in 中文 日本語 한국어
and much more

NOTO SANS BOLD FOR HEADERS

TRACKING: -2% KERNING: OPTICAL LEADING: 100%

WHEN WORKING WITH NON-LATIN LANGUAGES

As a global organization, we need to have flexibility to accommodate for different languages so our brand can stay consistent for our fans all around the world.

NOTO SANS FOR BODY COPY

TRACKING: 0 KERNING: OPTICAL LEADING: 140%

Lines

Leading into text

Lines are a core part of our brand. They represent the flow to important info.

HOW TO USE

Thin over thick strokes. Use to lead the eye to subject matter and link related elements together, or as break points when elements need contrast. Avoid long, diagonal stretches.

Typographic Outlines



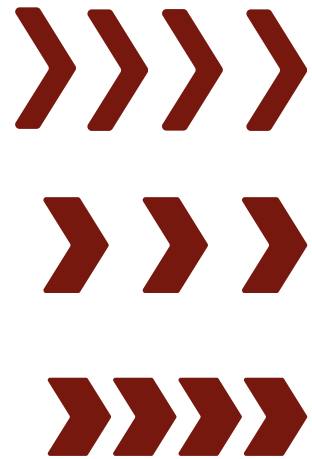
The outline of single words or big statements in our header type is an iconic marker of our brand.

HOW TO USE

Use as ornament to graphics as needed.

GRAPHIC ELEMENTS

Chevrons



Timeless brand elements that represent the momentum that moves us forward.

HOW TO USE

For clearer focus and guiding attention to key touchpoints and elements. Use singular, or in sets of 4–6.

Phases of the Moon



Representing our community—the phoenix (fans + employees) ignites and rekindles the eternal flame of the team.

HOW TO USE

Use as an ornament to graphics as needed, especially in visuals designed for fans.

Coordinates

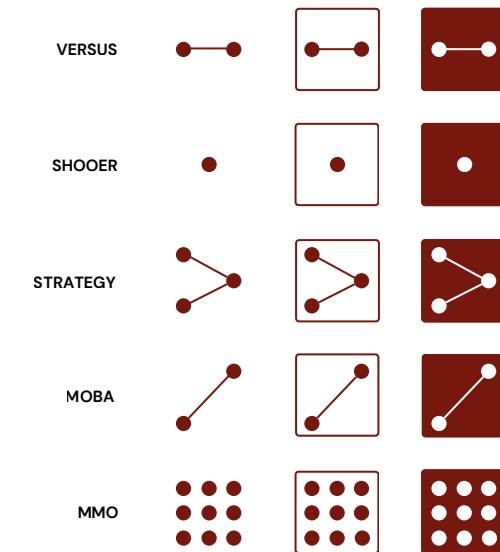
39°54'35.4"N
32°48'43.4"E

A tribute to honor our roots in each region.

HOW TO USE

Keep in caption style. Use as an ornament to graphics as needed.

Game Genres



Visually symbolizes each genre Team Phoenix competes in, in a bold, essential form.

HOW TO USE

Use as markers and ornaments in graphics relevant to each game. They can be layered to represent multi-genre games.

Examples

VALORANT -> Shooter

Wow -> MMO

Smash -> Versus icon

GRAPHIC ELEMENTS

Phoenix Army

Font - Dark Grafitti

PHOENIX
ARMY

HOW TO USE

Scale up and push to edges for a statement shot, or utilize as a slogan tag.

Let's Go Phoenix

UTILIZE IN BR COMMUNICATIONS ONLY

Font - Lost in south

LET'S GO
PHOENIX

HOW TO USE

Scale up and push to edges for a statement shot, or utilize as a slogan tag.

PATTERNS

Jersey Halftone

These patterns detail the flow and complexity of Phoenix.

HOW TO USE

Scale them big or small, depending on your design to bring in a pattern or even texture to designs

Do not use more than one pattern in a single graphic.



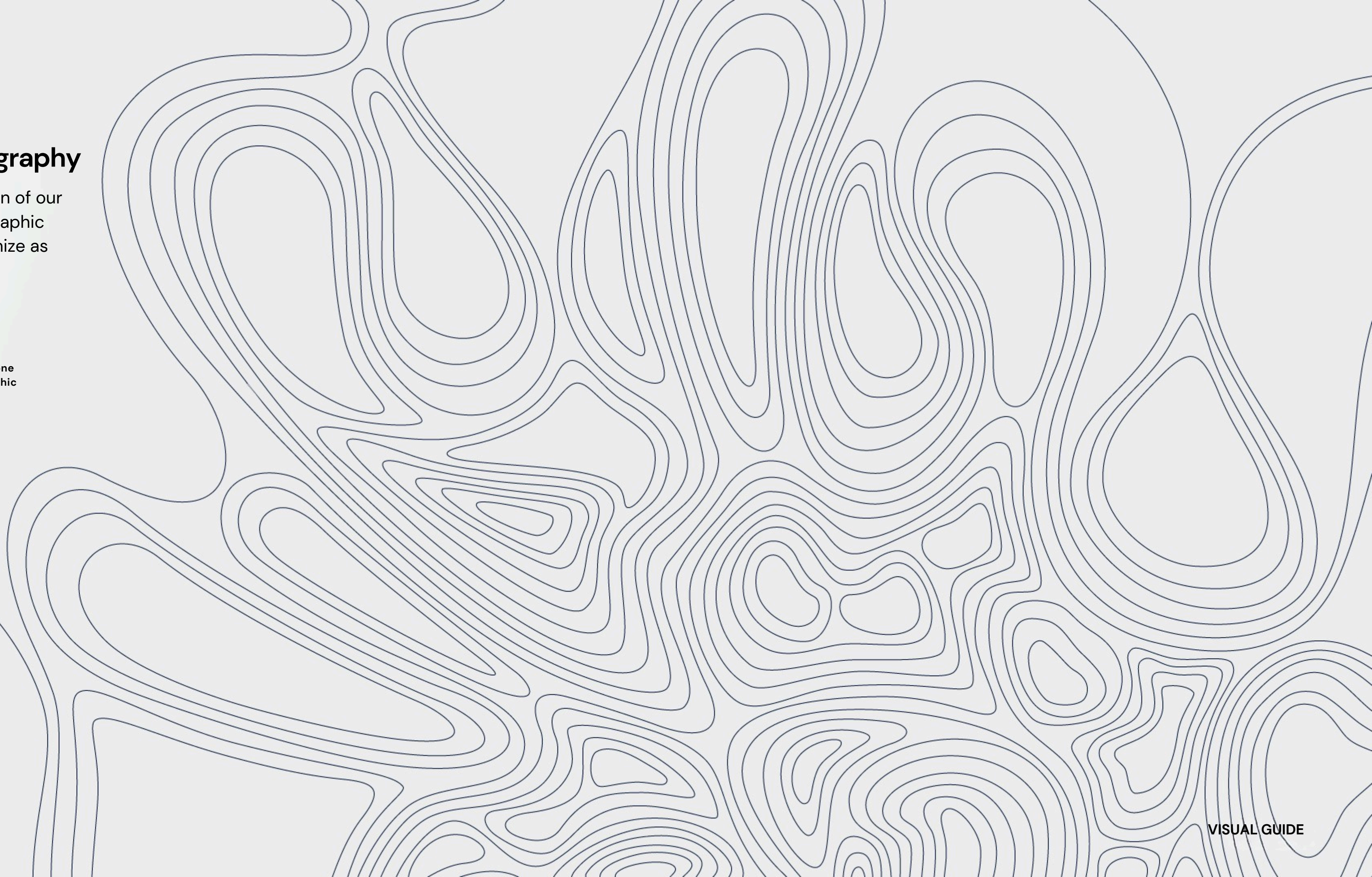
PATTERNS

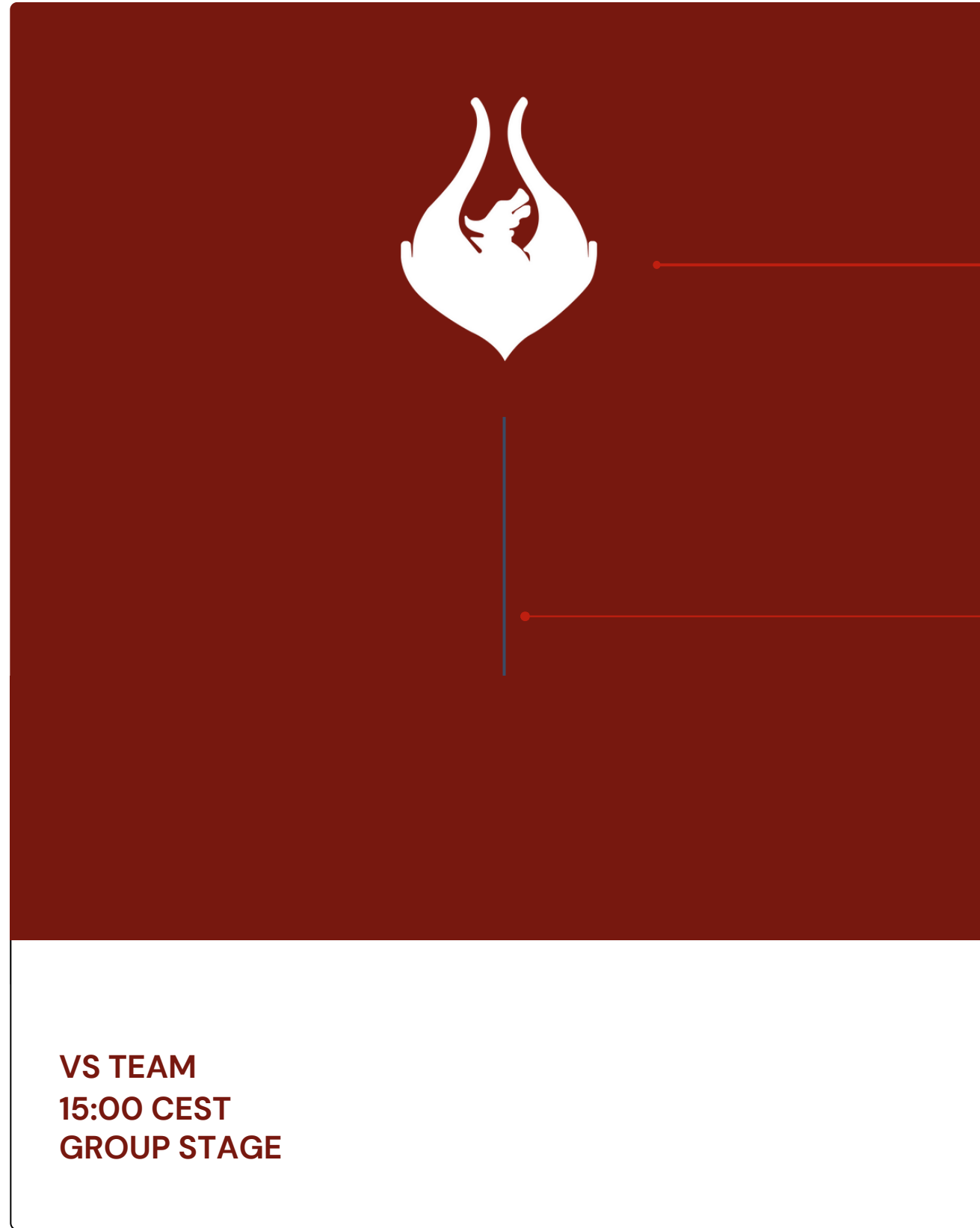
PHX Topography

A representation of our brand in topographic form, to customize as you see fit.

HOW TO USE

Do not use more than one pattern in a single graphic



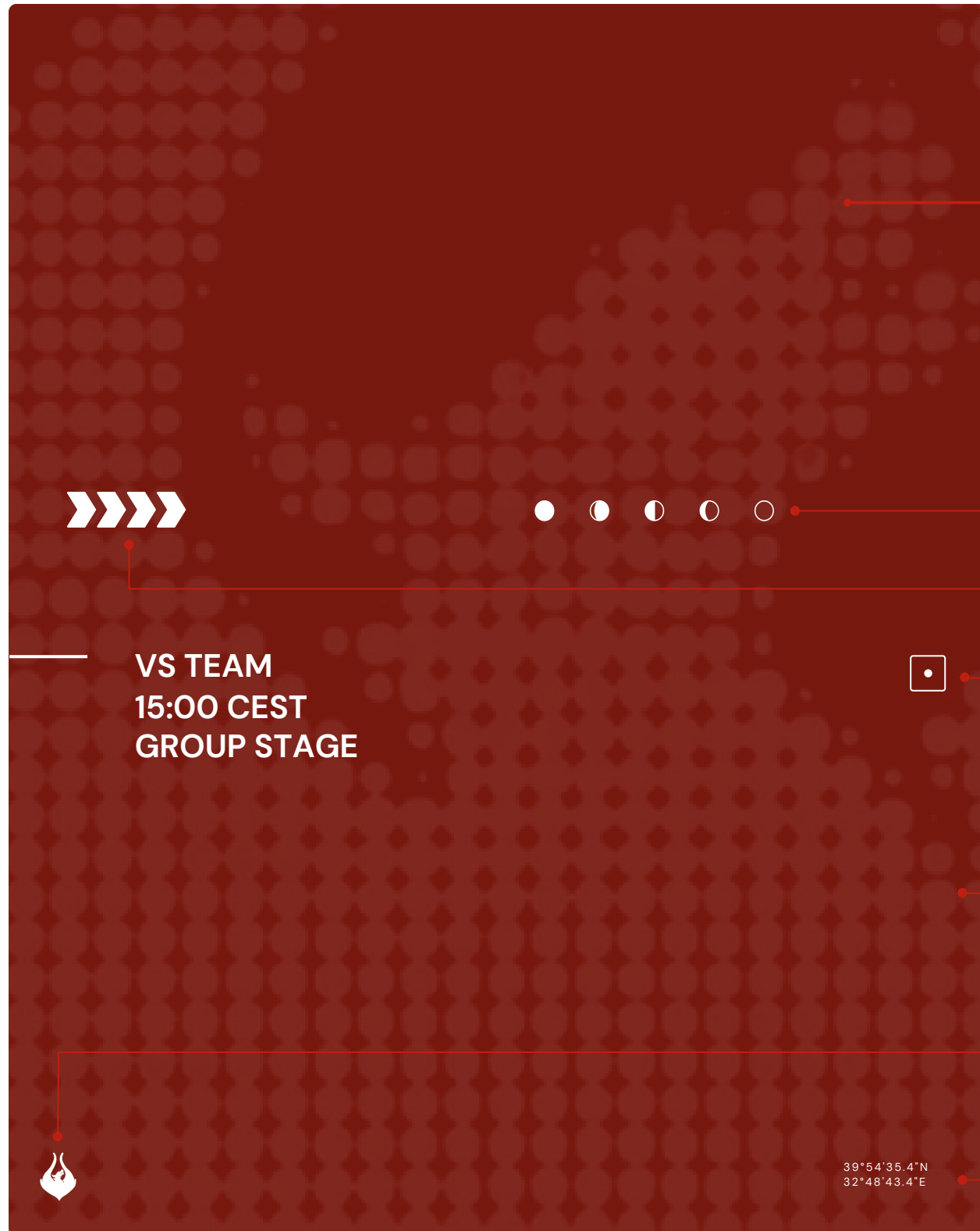


Our logo is a must when there are no other representation of us

Lines

Round corners when able. Our brand and community aren't edgy, so our visuals shouldn't feel that way either

GRAPHIC ELEMENTS: ADD-ONS



Typographic outlines

Phases of the Moon

Chevrons

Game Genre

Pattern

Our logo is a must when there are no other representation of us

Coordinates

INTRODUCING A SUBTLE GRADIENT ON THE CANVAS FOR DEPTH



Give a subject to focus on when introducing photography or 3D to the overall layout.

Thank You

Questions & Comments?
graphic@teamphoenix.com.tr