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@ButlerEsports
The primary Butler Esports logo should be used in all applications whenever possible.

Use of the logo without supporting wordmark should be restricted to applications where scale reduces legibility of the wordmark or the title is used within the same composition.
The one-color version of the primary logo should be reserved for limited color applications.

Use of the logo without supporting wordmark should be restricted to applications where scale reduces legibility of the wordmark or the title is used within the same composition.
Primary Logo Horizontal / Full Color

The horizontal version of the primary logo should be used in lieu of the vertical primary logo in compositions that have less accommodating vertical space.
Primary Logo Horizontal / One Color

The one-color version of the primary logo should be reserved for limited color applications.
The Club Esports logo serves as the visual identifier for all nonvarsity-related gaming and should be used in all club-related applications whenever possible.

Use of the logo without the supporting wordmark “Butler Club Esports” SHOULD NOT be done when only referring to club esports activities. That logo is reserved for use in the parent Butler Esports brand. When referring to club esports activities, the club esports logo with supporting wordmark always should be used.

Restricted use for Club Esports
Primary Club Logo Horizontal

The Club Esports logo serves as the visual identifier for all nonvarsity related gaming and should be used in all club-related applications whenever possible. The horizontal version of the primary logo should be used in lieu of the vertical primary logo in compositions that have less accommodating vertical space.
**LOGO USAGE**

**Clear Space**

To retain brand integrity, no other assets, such as copy, co-branding or competing marks, should infringe on the defined clear space as outlined in the diagram below.

Clear space for the logo is determined by “X,” which equals the squared cap-height of “BUTLER.”

---

**Examples:**

- **Logo**
- **Butler Esports**
- **Butler Esports**
**LOGO USAGE**

**Minimum Scale**

To ensure legibility, the Butler Esports logo should never be reproduced smaller than the outlined requirements on this page.

Screenprinting and embroidery may require a larger scale than represented here to execute.

Print: .75” height
Digital: 60px height

Print: 1.2” wide
Digital: 87px wide

Print: .5” height
Digital: 36px height
**LOGO USAGE**

*Common Misuse*

- Do not alter the proportions of the mark.
- Do not skew or distort the mark.
- Do not alter the logo’s colors.
- Do not crop the logo in any way.
- Do not rotate the logo.
- Do not place the logo over distracting backgrounds.
- Do not add strokes or other graphical elements.
- Do not place the logo in proximity to any other corporate mark.
**Color Information**

Learning the difference between color modes and color codes are important before beginning any design or using the elements of the brand. First, you must know the deliverable format in which the design will be used, *e.g.*, *print, digital (on-screen), or apparel, etc.*

Starting with the correct color mode is important when executing designs, pulling the correct version of the logo and knowing how the deliverable will be used.

- Pantone (PMS) = Print / Accurate color standardization
- CMYK = Print
- RGB = Digital and on-screen
- Madiera / Robison-Anton = Thread for apparel

For more detailed information and terminology on color usage, refer to the Glossary of Terms on page 36.

<table>
<thead>
<tr>
<th><strong>PANTONE</strong></th>
<th><strong>CMYK</strong></th>
<th><strong>RGB</strong></th>
<th><strong>MADIERA</strong></th>
<th><strong>ROBISON–ANTON</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS 2767</td>
<td>100-90-10-77</td>
<td>19-41-75</td>
<td>1976</td>
<td>2603</td>
</tr>
<tr>
<td>PMS 299</td>
<td>86-8-0-0</td>
<td>0-163-224</td>
<td>1593</td>
<td>2435</td>
</tr>
<tr>
<td>PMS Cool Gray 9</td>
<td>30-22-17-57</td>
<td>122-123-126</td>
<td>1689</td>
<td>2731</td>
</tr>
<tr>
<td>PMS Cool Gray 3</td>
<td>8-5-7-16</td>
<td>202-202-199</td>
<td>1085</td>
<td>2537</td>
</tr>
<tr>
<td>White</td>
<td>0-0-0-0</td>
<td>255-255-255</td>
<td>1001</td>
<td>2297</td>
</tr>
</tbody>
</table>
**Design Elements & Build**

**Typography**

The fonts used in the Butler Esports brand are Address Sans Pro - Extra Bold Italic and Sackers Gothic Square AT.

**Address Sans Pro - Extra Bold Italic**

This font should be used as the primary font for headlines and sub-headlines. Typically the font is shown in CAPS for headlines, but can also be used as case sensitive for sub-headlines and other text.

**Address Sans Pro - XT Regular**

This font should be used as the primary font for body copy in design execution & large paragraphs.

**Sackers Square Gothic - Std Regular**

This font is the secondary font featured in the primary logo “Esports” and “Club Esports” wordmark. This font should be used as a secondary support font in the esports branding. It is mostly for use in social and digital posts or for use in other branding design deliverables as a support font when creating visual hierarchy. This font can be purchased here: https://www.myfonts.com/fon/mti/sackers-square-gothic/std-regular/

**Dharma Gothic M - Bold**

This font is reserved for use in the social media and digital brand posts only. Its bold condensed characteristics have a modern feel and allow for information to be displayed in tight spaces that are often associated with social media.*

*See page 22-28 for additional information on social media design elements and execution.*

**Secondary**

**Sackers Square Gothic - Std Regular**

This purchased font and can be provided upon request through Butler Esports or purchased through this link: https://www.myfonts.com/fonts/mti/sackers-square-gothic/std-regular/

**Primary**

**ADDRESS SANS PRO – EXTRA BOLD ITALIC**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

This font can be activated through an Adobe Cloud account and activated through the TypeKit.

**Primary - Body Copy**

**Address Sans Pro – XT Regular**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

This font can be activated through an Adobe Cloud account and activated through the TypeKit.

**Secondary – Body Copy**

**Address Sans Pro – XT Regular**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

This font can be activated through an Adobe Cloud account and activated through the TypeKit.

**Secondary – Social and Digital Use Only**

**Dharma Gothic M - Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

This font can be activated through an Adobe Cloud account and activated through the TypeKit.
The tread texture is the foundational design element for the Butler Esports brand. It can be utilized in different ways in design execution depending on the needs of the finished design piece. The texture can be displayed vertically or horizontally.

**A.** Primary tread texture for design applications. It offers a subtle textured background, which allows for high contrast for logos and texts.
- Tread texture = PMS 299 at 30%.
- Layer background = PMS 2767

**B-C.** Secondary tread textures can be used to offer contrast and flexibility in design application.
- Tread texture = PMS 299 at 30%.
- Layer background = White

**D.** Secondary tread texture can be used to offer contrast and flexibility in design application.
- Tread texture = White at 30%.
- Layer background = PMS 299

**E-F.** These are tertiary tread textures and should not be used as primary backgrounds as they offer low contrast for other design assets. These should only be used in areas that do not have logos, text information or body copy of any kind. The bulldog limited-use logo shield could be used on these backgrounds since the mark is a single contained shape.
The circuit board illustrations bring a modern digital component to the brand, which stems from video games. Its purpose is to enhance the brand and is a flexible design element that can be utilized in many different ways. Custom design elements in this same style can be created to make unique corners, edges, borders or other elements to separate text, information and images. Refer to the graphic borders of this document as an example.

**Circuit Board – Gradient**

A gradient can be, and is often applied to the circuit board illustration. To apply a gradient, follow the instructions below.

Be sure “Show Gradient Annotator” is turned on. To check (Adobe Illustrator), go to “View” > “Show Gradient Annotator”. If you see “Hide Gradient Annotator,” then it is already activated and ready to use.

**Keyboard shortcut to turn Gradient Annotator ON and OFF:**
- Mac = Command + Option + G
- Windows = Command + Alt + G

To manually edit gradients, be sure to open the “Gradients” tab. “Windows” > “Gradient”. With the “Gradient” tab open, select the “Edit Gradient” button. From there, you now have the ability to adjust the gradient, angle and other variables by clicking and dragging over the illustration.
Electric illustrations can be used in design execution as a way to flex the esports brand. This effect is most successful on a dark background to create the neon effect as it offers the highest contrast.

These should not be used externally without the presence of the primary Butler Esports logo or other branded elements.

More details on these builds can be found on the next page (page 17).
**Electric Build**

1. Start with a gaussian blur layer on the outline illustration using PMS 299 as the stroke color. Settings should be set to achieve a subtle glow and blur effect. This effect will be the bottom-most layer.

**In Adobe Illustrator**
- Effects > Blur > Gaussian Blur
- Radius = 4 pixels
  * Pixel radius will vary depending on the scale of the illustration when creating this effect.

2. The next layer is the full outline illustration using PMS 299 with no blur.

3. To finish the electric effect, gradient highlights overlay the illustration. Draw a circle using the shape tool and apply a white radial gradient. The center-most point of the circle is 100% white and the outer circle is 0% white. The amount, scale and placement of the gradient circles on the illustration can be adjusted to fit the needs of the design composition to achieve the desired electric effect.

**In Adobe Illustrator**
- Gradient Slider (middle point) = 65%
  * 65% slider should be set closest to the 0% white side. Results may vary and can be adjusted for specific needs.
- Layer Effect = Overlay
- Layer Opacity = 85%
Secondary Logos

In addition to the primary Butler Esports logo system, there are also secondary logos that are associated with the brand. These logos are intended to bring more equity and flexibility to the Butler Esports brand as it continues to grow.

These logos should mostly be used for internal-facing design needs such as apparel, stickers, buttons, pins and other ancillary items. These logos should never be used in place of the primary Butler Esports logo wordmark, especially for external use when other brand assets are not present.
**DESIGN ELEMENTS & BUILD**

*Design Layers Build*

Following the layer order below is essential to creating a successful design build, regardless if it is print, digital or signage. This will ensure each piece will have the correct visual hierarchy and contrast.

The example to the right shows a complete design build.

**LAYER 1 (TOP)** - The two design elements that should always appear on the top layer(s) of any design are the text/information and the Butler Esports logo.

**LAYER 2** - To highlight the logo and add depth to the overall piece; include a radial gradient directly behind the logo. Build instructions can be found on page 17.

**LAYER 3** - Circuit board designs. Experiment and be creative with scale, placement and gradients in this layer. Be sure to always keep visual clutter away from the primary logo.

**LAYER 4** - Tread texture layer should be PMS 299 at 30% opacity.

**LAYER 5 (BOTTOM)** - The bottom layer should consist of a solid color, primarily PMS 2767. Other colors such as PMS 299 or white can also be used in alternative design explorations.
The compositions on this page are a few examples of *(but not limited to)* the design layouts and executions for the Butler Esports brand. Use the steps, rules and information in this document to be creative with even more ways to flex the brand.
**SOCIAL MEDIA BRAND GUIDELINES**

**Color Information – RGB**

Social media and design executions intended for on-screen usage should use colors associated with the RGB color space. Refer to the Glossary of Terms on page 36 to learn more about RGB colors and other helpful graphic information and terminology.

<table>
<thead>
<tr>
<th>PANTONE</th>
<th>2767</th>
<th>299</th>
<th>Cool Gray 9</th>
<th>Cool Gray 3</th>
<th>White</th>
</tr>
</thead>
<tbody>
<tr>
<td>CMYK</td>
<td>100-90-10-77</td>
<td>86-8-0-0</td>
<td>30-22-17-57</td>
<td>8-5-7-16</td>
<td>0-0-0-0</td>
</tr>
<tr>
<td>MADIERA</td>
<td>1976</td>
<td>1593</td>
<td>1689</td>
<td>1085</td>
<td>1001</td>
</tr>
<tr>
<td>ROBISON-ANTON</td>
<td>2603</td>
<td>2435</td>
<td>2731</td>
<td>2537</td>
<td>2297</td>
</tr>
</tbody>
</table>
Great photography can help set the tone and overall feeling for the brand. This page illustrates examples of some key features to focus on for photography. Whether it is a photo shoot with pre-determined lighting set-ups or action photography of players gaming, it is important to set the stage and tone from the beginning. Starting with a solid lighting foundation for photography will save editing time in post-production to achieve a similar consistent effect. Photography should not feel flat in the final image. It should be dynamic, interesting and exciting.

**Photography Direction**

- Dramatic lighting
- Group (multiple gamer) shots
- Gaming action
- Multiple facial expressions
- Interesting angles & upshots
- Emotion, drama & excitement
- Confidence
- Focus & depth
**Social Media Guidelines**

**Design Elements**

To expand on the Butler Esports design fundamentals, there are additional design elements that should be used in social media and digital content.

**Included are:**
- A. Existing assets laid out in the esports foundational design build.
- B. Paper tears.
- C. Big East Conference tab.
- D. Introduction of photography and imagery.
- E. Glued paper texture.
- F. Grit texture.

**Dharma Gothic M - Bold**

This font is reserved for use in social and digital posts only. Its bold condensed characteristics have a modern feel and allow for information to be displayed in tight spaces that are often associated with social media.

Fonts **Address Sans Pro - Extra Bold Italic** and **Sackers Gothic Square AT** can also be used in social media and digital design.

**Secondary – Social Media Use**

**Dharma Gothic M - Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

This font can be activated through an Adobe Cloud account and activated through the TypeKit.
Design Build Examples – Instagram Stories

As shown below, the social media and digital design examples have more flexibility and versatility in their executions. Designs are not limited to the examples below. Be creative with layouts and design executions. These offer a wide range of possibilities for the esports brand.

Photography examples used are for placeholder purposes only. Official photos should be used in design execution.
Design Build Examples – Facebook & Twitter

As shown below, the social media and digital design examples have more flexibility and versatility in their executions. Designs are not limited to the examples below. Be creative with layouts and design executions. These offer a wide range of possibilities for the esports brand.

Photography examples used are for placeholder purposes only. Official photos should be used in design execution.
Animation Principles

The six animation principles on this page should be followed when creating movement. Animations are not limited to the principles below and they do not all have to be used at the same time. Follow these basic principles as much as possible to create brand consistency.

When creating social media animations, often the timeframe is short for animation execution. These principles should be animated quickly and in combination with one another to create dynamic and eye-catching visuals while following the other design principles in the esports brand.

Stroke
Fade
Shine
Slide
Drop-In
Flip
**Animation Example**

The sequence below is a static visual of an animation walk-through using the principles from the previous page. You can see how the animation principles can be used in combination with one another to execute an animation from beginning to end as the sequence progresses.
ACTIVATION EXAMPLES

Buttons, Pins & Stickers
ACTIVATION EXAMPLES

Luggage Tags, Door Hangers & Lanyard

Front

Back
ACTIVATION EXAMPLES

Letterhead, Envelope, Business Card & Brand Accessories
Pocket Folder
ACTIVATION EXAMPLES

Custom Mailer Box
### Logo Pack Folder Structure

<table>
<thead>
<tr>
<th>Description</th>
<th>File Type</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Logo Sheet PDF</strong></td>
<td>Overview one-pager that includes all logos and color information for each.</td>
<td></td>
</tr>
<tr>
<td><strong>EPS Folder</strong></td>
<td>Vector marks for use in most cases for maximum scalability and accuracy. Preferred filetype in most cases.</td>
<td></td>
</tr>
<tr>
<td><strong>JPG_72 Folder</strong></td>
<td>Lower-resolution raster marks primarily for use on screen.</td>
<td></td>
</tr>
<tr>
<td><strong>JPG_300 Folder</strong></td>
<td>High-resolution raster marks primarily for use in print or when larger files are needed for digital.</td>
<td></td>
</tr>
<tr>
<td><strong>PNG Folder</strong></td>
<td>Transparent background raster marks primarily for use on screen.</td>
<td></td>
</tr>
</tbody>
</table>
To aid in locating specific file types, a distinct file naming system has been employed. The diagram on this page outlines the file naming structure for ease of use.

**Logo Pack Naming Convention**

Butler_Esports_Primary_V_FC_CP@300.jpg
**GLOSSARY OF TERMS**

**RGB (Screen)**
RGB is a system for representing the colors to be used on a computer display. Red, green, and blue can be combined in various proportions to obtain any color in the visible spectrum.

**CMYK (Print)**
CMYK is a scheme for combining primary pigments. The C stands for cyan (aqua), M stands for magenta (pink), Y for yellow, and K for Key.

**Vector**
Vector graphics are comprised of paths, which are defined by a start and end point, along with other points, curves, and angles along the way. A path can be a line, a square, a triangle, or a curved shape. Common vector formats include AI, EPS, SVG, and sometimes PDF.

**Raster**
Raster graphics are bitmaps. A bitmap is a grid of individual pixels that collectively compose an image. Raster graphics render images as a collection of countless tiny squares. Each square, or pixel, is coded in a specific hue or shade. Common raster formats include JPEG, PNG, TIFF, GIF and BMP files.

**Spot Color**
Colors created without screens or dots, such as those found in the Pantone Matching System®, are referred to in the industry as spot or solid colors.

**Pantone Matching System (PMS)**
PMS is a color standardization system that helps in color identification and matching. It uses the Pantone numbering system to identify colors, and through this numbering system printer and other equipment manufacturers can match colors without having to contact one another.