

WILD RIFT
**ORIGIN
SERIES** **BRAND**
GUIDELINES



ART DIRECTION

VISUAL IDENTITY

INTRO



TRIANGLES

The triangles represents the duality of fearless opposing teams.



THE SPIKES

The spikes are at the root of our design system; it conveys the electrically charged excitement of the game.



DYNAMIC TYPEFACES

Our typefaces are both approachable (sans-serif, large weights) and dynamic (Uppercase, italic).



COLOR BALANCE

The dark dominancy makes room for intense and exciting colours, based on the blue team / red team duality.

ART DIRECTION

LOGO DO's / DON'T's

LOGOTYPE

The logo is based on the duality of both triangles and their echos. See the red line for safe zone.



DON'Ts

- Do not add or change colours
- Do not tweak the designs or remove any part
- Do not use directly on imagery, only with plain backgrounds



ART DIRECTION
LOGO VARIATIONS



Main logo



OS version



Finals version



Main logo stacked



OS version stacked



*Small size version
[<200px or <15mm]*



Colour version per background (see [Design Toolkit](#) for vector assets)

ART DIRECTION
THE SPIKES



THE SPIKES

The spikes are at the root of our design system; it conveys the electrically charged excitement of the game. Every touch point should hold spikes in the backgrounds or in containers' builds. Thought the shapes convey dynamism and fearlessness, the colour contrast must remain low to avoid aggressivity.



HEADLINES

TT FIRS NEUE BLACK ITALIC

Large size + Duplicated with a 3° angle and 30% opacity. UPPERCASE. Kerning: 0

Use for important headlines and trICODES.

HEADLINES 2

TT FIRS NEUE BLACK ITALIC

Large size + colours. UPPERCASE. Kerning: 0

Use as headlines. Colours can be added (WROS Accent colours) to bring variation or to refer to a team colour.

SUBLINES

TT FIRS NEUE DEMIBOLD ITALIC

Medium size. UPPERCASE. Kerning: 0

Sublines are intermediate states between a headline and a regular text. It can be used as impactful short texts.

SCORES LIST

TT FIRS NEUE BLACK

Medium size. UPPERCASE. Kerning: 0

This non-italic version is used for tabs and lists of scores.

Bold Body Copy

Citadina Black Italic

Body copy size, Sentence case. Kerning: 0

Citadina is the preferred typeface for body copy, with Black Italic and Medium Italic versions.

Body Copy

Citadina Medium Italic

Body copy size, Sentence case. Kerning: 0

ART DIRECTION
COLOUR PALETTE

WHITE #FFFFFF	VIOLET #361D4F R54 G29 B79 PANTONE® 2695 C OVERLAY TYPEFACE: WHITE RED BLUE	VIOLET ACCENT #871175	RED #FF005B R255 G0 B91 PANTONE® 1925 C OVERLAY TYPEFACE: WHITE VIOLET	RED ACCENT #A250C2	BLUE #00E7FF R0 G231 B255 PANTONE® 311 C OVERLAY TYPEFACE: VIOLET WHITE	VIOLET ACCENT #A869E1
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Used for texts only.

Main colour to use for backgrounds, graphics and texts.

Secondary colour to use in gradients for graphics.

Accent colour to use for backgrounds, graphics and texts.

Secondary colour to use in gradients for graphics.

Accent colour to use for backgrounds, graphics and texts.

Secondary colour to use in gradients for graphics.

ART DIRECTION
COLOUR PALETTE



BRAND ELEMENTS
DESIGN TOOLKIT

1 **LOGO & VARIATIONS**

[DOWNLOAD LOGOS ↓](#)
[ANIMATIONS \(STINGER & LOOP\) ↓](#)

2 **FONTS**

[DOWNLOAD GENERIC FONTS ↓](#)
[DOWNLOAD ARABIC FONTS ↓](#)

3 **KEY VISUAL**

[DOWNLOAD PSD ↓](#)

4 **SPIKES**

[DOWNLOAD PSD ↓](#)

5 **TITLE SEQUENCE**

[DOWNLOAD PSD ↓](#)
[DOWNLOAD ANIMATIONS ↓](#)

THANK YOU!

