

DnK

2019-2020
BRANDING GUIDE

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CONTACT FOR MORE INFORMATION.

PRIMARY MARK

LOGO

Dink

VERSIONS

Dink
Dink

WHITE & PURPLE OUTLINES ARE ACCEPTABLE*

DO NOT MODIFY THIS LOGO IN ANY WAY SHAPE OR FORM. THE ONLY ACCEPTABLE VARIATIONS ARE LISTED **HERE.**

WORD MARKS

BACKGROUND
USE CASES

DARK

DINK ESPORTS

LIGHT

DINK ESPORTS

DINK ESPORTS

LINE MARK EXAMPLES

DINK ESPORTS
PALADINS

DINK ESPORTS
FORTNITE

THE NAMES OF GAMES MUST BE EXACTLY HALF THE SIZE OF THE WORKMARK.
DO NOT MODIFY THE COLORS BEYOND THOSE ON PAGE 6. LOGO FONT IS UNI SANS HEAVY CAPS.

TYPOGRAPHY

PRIMARY
UNI SANS

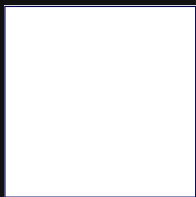
WORK MARK
UNI SANS HEAVY

SECONDARY
APEX MK3 MEDIUM
APEX MK3 EXTRA LIGHT

WHEN TYPING IN SMALL
PRINT TWO FONTS
ARE ACCEPTABLE
IF NECESSARY:

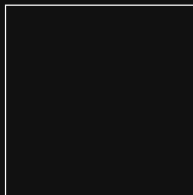
PROSTO SANS
Segoe UI

COLORS



WHITE

HEX: #FFFFFF
CMYK: 0/0/0/0
RGB: 0/0/0



NOT BLACK

HEX: #111111
CMYK: 0/0/0/0.9333
RGB: 17/17/17



DINK NAVY

HEX: #000858
CMYK: 1/0.9091/0/0.6549
RGB: 0/8/88



DINK PURPLE

HEX: #7730BC
CMYK: 37/74/0/26
RGB: 119/48/188

GRADIENTS BETWEEN THESE
COLORS ARE FAIR GAME.