



UNSW
ESports

Design Guidelines

Est. 2018

COLOURS

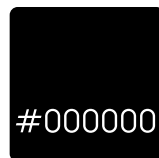
Regular

The UNSW ESports Club uses a mix of colours to establish a distinguishable identity in comparison to other Arc supported societies.

Colours in the regular palette are to be used in all branding of the society, most in-house event banners and all misc. announcements.

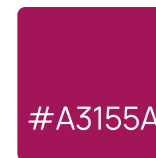
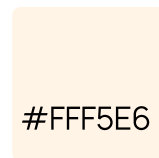
Colours in the regular palette **are not to be used** for all UNSW Contender's Cup branding and the super-casual Event banners.

Primaries

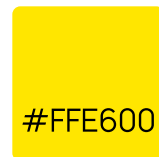


Accent Colours

UNSW Esports



UNSW & Arc colours



TYPOGRAPHY

Regular

The UNSW ESports Club uses a range of fonts in order to convey messaging in a clear and concise way.

Typography in the regular palette are to be used in all branding of the society, most in-house event banners and all misc. announcements.

Typography in the regular palette **are not to be used** for UNSW Contender's Cup branding and the super-casual Event banners.

Headings

STRETCH PRO

When using Stretch Pro, ensure that Stretch Pro is set to “Stretch” and not “Regular”.

Subheadings/captions

Niveau Grotesk

Manrope Semibold

Use Niveau Grotesk for more extravagant designs, Manrope should be used for more clearer designs.

Body Text

Manrope Regular

ELEMENTS

Regular

The UNSW ESports Club stylistically has a range of elements set to be consistently used to ensure consistency with designs.

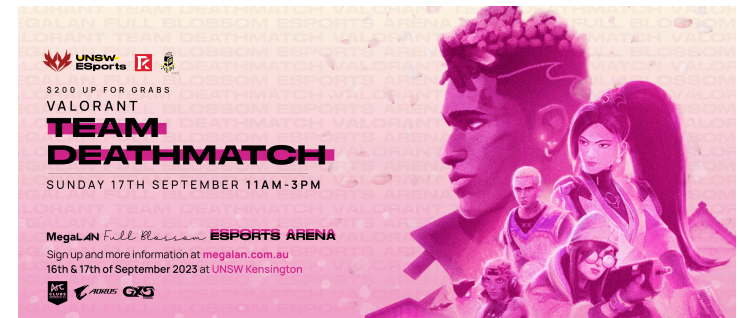
This includes decorative text in backgrounds to fill out empty space, and noise used for game characters.

See right for examples.

Regular banners



Use noise for game characters to allow for characters to pop out.



For collaboration events, use of beige should be used in conjunction with other society/ event colour.

LOGO

Regular

The UNSW ESports Club has a society logo and a professional logo.

No other colours besides the ones on the right should be used when making a logo on the regular palette. For Super Casual Events, the white colour should be used instead.

The professional logo is temporary and will be updated over the course of 2024.

Regular Logo



UNSW
ESports



UNSW
ESports



UNSW
ESports

The society logo has been designed on the basis of the motif of the state's national flower, the Waratah, with features of a lion's mane, UNSW's representative animal.

The juxtaposition between the sharp & curved lines allow for a delicate yet rough visual, encapsulating the society's approach on ESports. A stepping stone for players to approach and find their community, with a ready-to-play and win attitude (LFG channels, ESports community, Workshops & Events).

Professional Logo (Temp)

Used externally



Used internally



Super-Casual Events

Super-Casual Events are events primarily hosted and run by the UNSW Esports Events Team to increase engagement and activity within the club through activities that may not be Esports related.

Colours



Typography

Heading & Sub-Headings

Dogica

Body & Subtitle

Dogica Pixel

Elements



Super-Casual Events Examples

