

EWIC

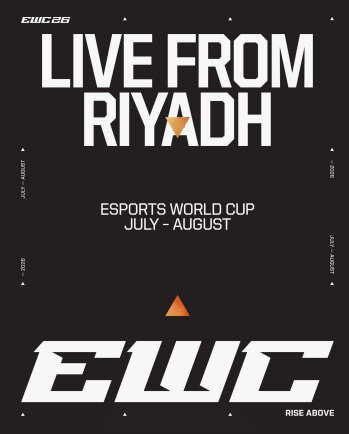
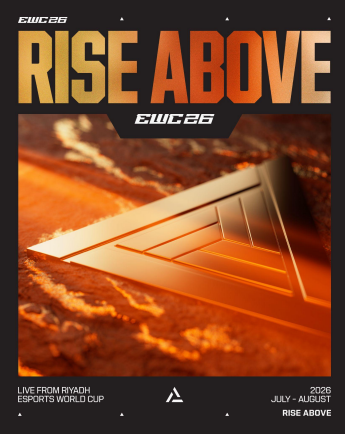
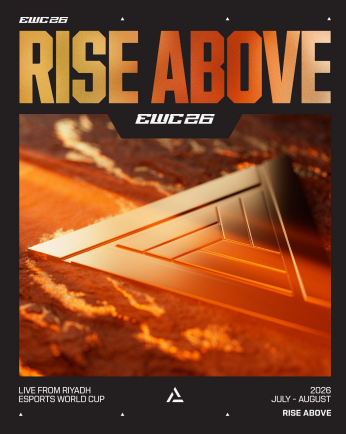
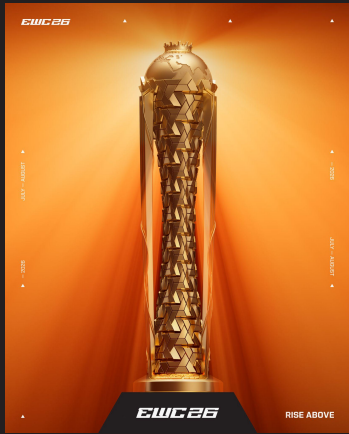
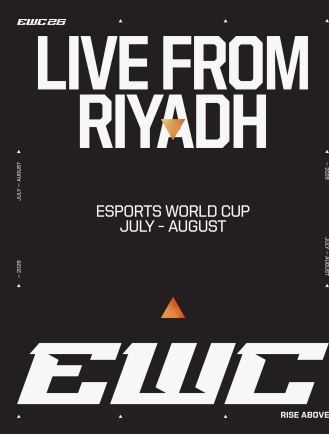
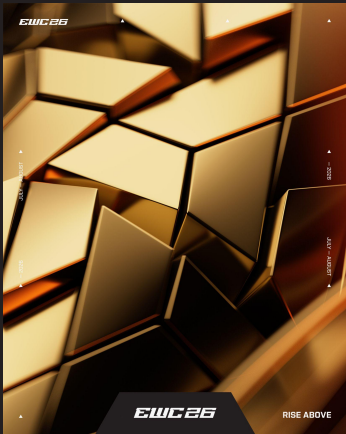
FINAL GRAPHIC KIT



Welcome to the **EWC 26 Brand Guidelines**.
This is a visual guide to the assets
that will be used across all EWC 26
tournament touchpoints.

OVERVIEW

EWC26



CORE ASSETS

EW26

LOGO

[LOGO FILES](#)

CORE PRIMARY LOGO EWC 26

THIS IS THE PRIMARY LOGO PRIMARY LOGO
FOR THE **EWC 26** TOURNAMENT.

PLEASE USE THIS LOGO ON ALL SMALLER BRANDING
INSTANCES INCLUDING WITHIN SHAPE LANGUAGE
AND PAGE FURNITURE.

WHILST THIS IS THE CORE LOGO, IT **CANNOT** BE USED
WITH PARTNERSHIP / GAME LOGO LOCK UPS, IN THOSE
INSTANCES WE ALWAYS REFER TO THE THE BRAND WITHOUT
THE ADDITIONAL YEAR.

The logo features the text 'EWC 26' in a bold, italicized, sans-serif typeface. The letters are white with a slight shadow effect, giving them a three-dimensional appearance. The 'E' and 'C' have a unique, angular design. The '26' is also stylized, with the '2' having a sharp, pointed end.**LOGO FILES**

CORE PRIMARY LOGO EWC 26 W/CLEARANCE AREA

THIS IS THE PRIMARY LOGO PRIMARY LOGO
FOR THE **EWC 26** TOURNAMENT.

PLEASE USE THIS LOGO ON ALL SMALLER BRANDING
INSTANCES INCLUDING WITHIN SHAPE LANGUAGE
AND PAGE FURNITURE.

WHILST THIS IS THE CORE LOGO, IT **CANNOT** BE USED
WITH PARTNERSHIP / GAME LOGO LOCK UPS, IN THOSE
INSTANCES WE ALWAYS REFER TO THE THE BRAND WITHOUT
THE ADDITIONAL YEAR.

EWC26



LOGO CLEARANCE GUIDE

LOGO FILES

CORE PRIMARY LOGO EWC 26 STROKE W/CLEARANCE AREA

THE OUTLINE STROKE VERSION OF THE EWC 26 LOGO IS CONSIDERED THE MORE EXPRESSIVE VERSION.

THIS SHOULD BE LIMITED TO INSTANCES WHERE THE LOGO CAN BE USED AT A LARGER SCALE OR ON INSTANCES LIKE APPAREL AND MERCH.

THIS CAN BE USED OVER GRADIENT AND FILL BACKGROUNDS.



LOGO CLEARANCE GUIDE

LOGO FILES

**CORE PRIMARY LOGO EWC 26 EXPRESSIVE
W/CLEARANCE AREA**

THIS IS THE EXPRESSIVE VERSION OF THE EWC 26 LOGO
INCLUDING THE GRADIENT.

PLEASE USE THIS WITHIN MERCHANDISE
AND OTHER SIMILAR INSTANCES.

THIS SHOULD **ONLY** BE USED WHEN POSITIONED
OVER A SOLID FILL BACKGROUND.

NEVER USE A GRADIENT LOGO OVER OTHER GRADIENT
VISUAL ASSETS. THIS IS TO ENSURE FULL LEGIBILITY
OF THE LOGO.



LOGO CLEARANCE GUIDE

LOGO FILES

THE EWC 26 ISOLATED NUMBERS

THIS IS THE EXPRESSIVE 26 LOGO.
PLEASE USE THIS FOR MERCHANDISE APPLICATIONS ONLY.

SOLID FILL MONOCHROME 26 LOGO



- SHOULD BE PREDOMINANTLY USED
- USED FOR SMALLER INSTANCES OF LOCKUP
- CAN BE USED ON GRADIENT OR FLAT COLOUR BG'S

STROKE FILL MONOCHROME 26 LOGO



- CAN BE USED ON LARGER APPLICATIONS.
- PREDOMINANTLY USED ON MERCH & APPAREL

GRADIENT FILL 26 LOGO



- SHOULD BE PREDOMINANTLY USED
- CAN ONLY BE USED ON FLAT COLOUR BG'S

LOGO FILES

CORE PRIMARY LOGO EWC 26

The logo 'EWC 26' is rendered in a bold, italicized, sans-serif font. The 'E' and 'W' are connected, as are the 'C' and '2'. The '6' has a distinctive shape with a horizontal bar. The entire logo is in charcoal black.

CHARCOAL BLACK ON OFF-WHITE

The logo 'EWC 26' is rendered in a bold, italicized, sans-serif font. The 'E' and 'W' are connected, as are the 'C' and '2'. The '6' has a distinctive shape with a horizontal bar. The entire logo is in off-white.

OFF-WHITE ON CHARCOAL BLACK

The logo 'EWC 26' is rendered in a bold, italicized, sans-serif font. The 'E' and 'W' are connected, as are the 'C' and '2'. The '6' has a distinctive shape with a horizontal bar. The entire logo is in off-white.

OFF-WHITE ON GRADIENT

The logo 'EWC 26' is rendered in a bold, italicized, sans-serif font. The 'E' and 'W' are connected, as are the 'C' and '2'. The '6' has a distinctive shape with a horizontal bar. The 'EWC' part is in off-white, and the '26' part is in a gradient of orange and yellow.

OFF-WHITE & GRADIENT ON CHARCOAL BLACK

ADDITIONAL LOGOS

CORE PRIMARY LOGO EWC ABBREVIATED

THIS IS THE ABBREVIATED PRIMARY LOGO FOR EWC.

THIS VERSION SHOULD BE USED IN LARGER INSTANCES
TO CREATE IMPACT WITH THE LOGO.

The logo consists of the letters 'EWC' in a bold, italicized, sans-serif font. The letters are white with a slight 3D effect, featuring a dark grey shadow on the right side of each letter.

LOGO CLEARANCE GUIDE

LOGO FILES

SECONDARY LOGO FULL WORDMARK LOCKUP

THIS IS THE FULL EWC BRAND WORDMARK. PLEASE ONLY USE THIS IN WIDER APPLICATION EXAMPLES WITH MINIMAL VISUAL ASSETS IN USE. THIS INCLUDES WIDE BILLBOARDS, SOCIAL MEDIA BANNERS AND SIMILAR WIDTH EXAMPLES.

USE THE SECONDARY LOGO ON MERCH AND APPAREL.

'**ESPORTS WORLD CUP**' SHOULD NEVER BE TYPED OUT USING OUR BRAND FONTS. WHEN REQUIRED, THE LOGO MARK SHOULD BE USED.

**ESPORTS
WORLD CUP**



LOGO CLEARANCE GUIDE

LOGO FILES

CHAMPIONSHIP WEEKEND TYPOGRAPHY

FOR THE CHAMPIONSHIP WEEKENDS,
THERE IS AN TYPE LOCKUP TO USE ON LAYOUTS.

CHAMPIONSHIP WEEKEND

LOGO FILES



LOGO OVERVIEW

HERE IS AN OVERVIEW OF THE ABOVE LOGOS, AND THE DIFFERENT COMBINATIONS FOR 2026



PRIMARY LOGO
EWC 26



SECONDARY LOGOS
26



SECONDARY LOGOS
EWC ABBREVIATED LOGO



SECONDARY LOGOS
FULL WORDMARK

LOGO FILES

LOGO RULES

LOGO MISUSE

SOME BASIC RULES ON THE LOGO.
ONLY USE THE LOGO FILES UPLOADED TO THE SHARED DRIVE,
DO NOT CREATE ANY ADDITIONAL BESPOKE OPTIONS.



DO NOT ADJUST THE SCALING OF THE
LOGO COMPONENTS



DO NOT INCREASE THE LEADING



DO NOT ADJUST THE LOGO ALIGNMENT



DO NOT STRETCH THE LOGO



DO NOT ADJUST THE STROKE WIDTHS



DO NOT ROTATE THE LOGO



DO NOT CHANGE THE ORIENTATION OF
THE LOGO LOCKUP



DO NOT CREATE NEW VARIATIONS ON
THE LOGO

PARTNER LOGOS

LOGO LOCKUP FILES

EWC 26 GAME IPs

ALL IP GAME LOGOS FROM EWC 26.

[LOGO LOCKUP FILES](#)

PRIMARY EWC PARTNERSHIP LOCKUPS

THE PRIMARY LOCKUPS USED ACROSS ALL LAYOUTS UTILISE THE GAME IP LOGO AND THE ABBREVIATED EWC LOGO. THIS ENSURES CLARITY OF INFORMATION.

THIS SHOULD NEVER INCLUDE THE 26.



LEAGUE OF
LEGENDS

EWC

LOGO LOCKUP FILES

PRIMARY EWC PARTNERSHIP LOCKUPS HORIZONTAL

THE HORIZONTAL LOCKUP SYSTEM ENSURES ALL IP LOGOS WORK ALONGSIDE THE EWC LOCKUP IN A CONSISTENT MANNER.

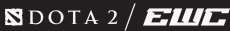
THESE SHOULD BE USED WITHIN LAYOUTS WHEN THE FOCUS INVOLVES A SPECIFIC IP.

ENSURE EFFICIENT USE OF SPACE AND TO AVOID CROWDING OF VISUAL ASSETS.



LOGO LOCKUP FILES

PRIMARY EWC PARTNERSHIP
LOCKUPS HORIZONTAL
ALL IP'S FROM EWC 26



PRIMARY EWC PARTNERSHIP LOCKUPS VERTICAL

THE VERTICAL LOCKUP SYSTEM ENSURES
ALL IP LOGOS WORK ALONGSIDE THE EWC LOCKUP
IN A CONSISTENT MANNER.

THESE SHOULD BE USED WITHIN LAYOUTS WHEN
THE FOCUS INVOLVES A SPECIFIC IP.

ENSURE EFFICIENT USE OF SPACE AND
TO AVOID CROWDING OF VISUAL ASSETS.

**LEAGUE^{OF}
LEGENDS**

EWC



LOGO LOCKUP FILES

PRIMARY EWC PARTNERSHIP
LOCKUPS VERTICAL



PARTNER LOGOS

(WITH ESPORTS WORLD CUP WORDMARK)

**SECONDARY EWC
PARTNERSHIP LOCKUPS**

A FULL WORDMARK VERSION OF THE LOCKUP IS AVAILABLE.

THESE SHOULD ONLY BE USED IN ISOLATION ON LAYOUTS
WHERE THERE ISN'T MUCH INFORMATION OR CONTENT.



**LEAGUE^{OF}
LEGENDS** / ***ESPORTS
WORLD CUP***



**LEAGUE^{OF}
LEGENDS**

***ESPORTS
WORLD CUP***

LOGO LOCKUP FILES

SECONDARY EWC PARTNERSHIP WORDMARK LOCKUPS HORIZONTAL

A HORIZONTAL LOCKUP SYSTEM TO ENSURE ALL
IP LOGOS WORK ALONGSIDE THE EWC WORDMARK
CONSISTENTLY.

PLEASE USE THESE SECONDARY EXAMPLES IN WIDER OR
LARGER LAYOUT EXAMPLES WHERE LESS VISUAL ASSETS
ARE IN USE.

**LEAGUE^{OF}
LEGENDS** / ***ESPORTS
WORLD CUP***



LOGO LOCKUP FILES

EWC PARTNERSHIP
LOCKUPS HORIZONTAL



SECONDARY EWC PARTNERSHIP WORDMARK LOCKUPS VERTICAL

A VERTICAL LOCKUP SYSTEM TO ENSURE ALL IP LOGOS
WORK ALONGSIDE THE EWC WORDMARK CONSISTENTLY.

PLEASE USE THESE SECONDARY EXAMPLES IN WIDER OR
LARGER LAYOUT EXAMPLES WHERE LESS VISUAL ASSETS
ARE IN USE.

LEAGUE^{OF} LEGENDS

ESPORTS WORLD CUP



LOGO LOCKUP FILES

EWC PARTNERSHIP LOCKUPS VERTICAL



**ESPORTS
WORLD CUP**



**ESPORTS
WORLD CUP**



**ESPORTS
WORLD CUP**

CHESS

**ESPORTS
WORLD CUP**



**ESPORTS
WORLD CUP**



**ESPORTS
WORLD CUP**



**ESPORTS
WORLD CUP**



**ESPORTS
WORLD CUP**



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**ESPORTS
WORLD CUP**



**ESPORTS
WORLD CUP**



**ESPORTS
WORLD CUP**



**ESPORTS
WORLD CUP**



**MIDSEASON
CHAMPIONSHIP**

**ESPORTS
WORLD CUP**



**ESPORTS
WORLD CUP**



**ESPORTS
WORLD CUP**



**ESPORTS
WORLD CUP**



**ESPORTS
WORLD CUP**



**ESPORTS
WORLD CUP**



**ESPORTS
WORLD CUP**



**ESPORTS
WORLD CUP**



**ESPORTS
WORLD CUP**



**ESPORTS
WORLD CUP**

**PRIMARY EWC
SPONSOR LOCKUPS**

A FULL WORDMARK VERSION OF THE LOCKUP IS AVAILABLE.

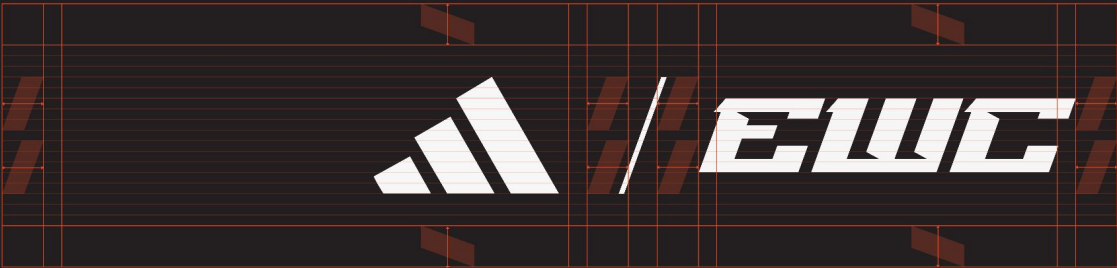
THESE SHOULD ONLY BE USED IN ISOLATION ON LAYOUTS
WHERE THERE ISN'T MUCH INFORMATION OR CONTENT.

**LOGO LOCKUP FILES**

SECONDARY EWC
SPONSOR LOCKUPS

A FULL WORDMARK VERSION OF THE LOCKUP IS AVAILABLE.

THESE SHOULD ONLY BE USED IN ISOLATION ON LAYOUTS
WHERE THERE ISN'T MUCH INFORMATION OR CONTENT.



LOGO LOCKUP FILES

EWC PARTNERSHIP
LOCKUPS HORIZONTAL



EWC PARTNERSHIP
LOCKUPS HORIZONTAL



**SECONDARY EWC
SPONSOR LOCKUPS**

A FULL WORDMARK VERSION OF THE LOCKUP IS AVAILABLE.

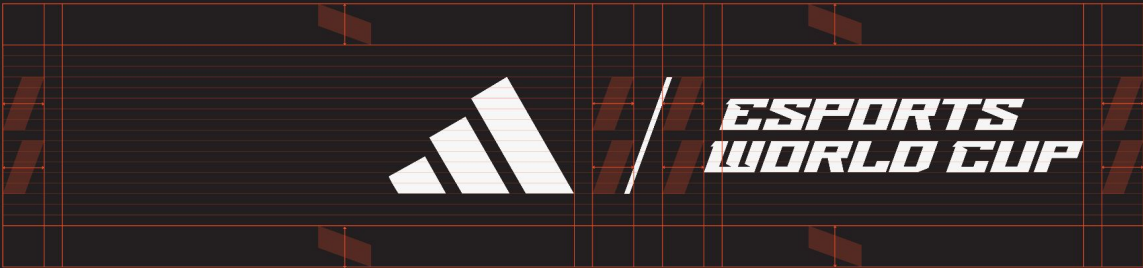
THESE SHOULD ONLY BE USED IN ISOLATION ON LAYOUTS
WHERE THERE ISN'T MUCH INFORMATION OR CONTENT.

**LOGO LOCKUP FILES**

SECONDARY EWC
SPONSOR LOCKUPS

A FULL WORDMARK VERSION OF THE LOCKUP IS AVAILABLE.

THESE SHOULD ONLY BE USED IN ISOLATION ON LAYOUTS WHERE THERE ISN'T MUCH INFORMATION OR CONTENT.



LOGO LOCKUP FILES

EWC PARTNERSHIP
LOCKUPS HORIZONTAL



EWC PARTNERSHIP
LOCKUPS HORIZONTAL



TYPOGRAPHY

TYPOGRAPHY

TYPOGRAPHY
BREAKDOWN

HEADING	XNARROW BOLD	RISE ABOVE	SECONDARY HEADING NARROW BOLD	LIVE FROM RIYADH
SUBHEADING	MEDIUM	ONE STAGE. RISE ABOVE.		
LABEL 1	REGULAR	ONE STAGE. RISE ABOVE.	LABEL 2 BOLD	ONE STAGE. RISE ABOVE.
PULL QUOTE	NARROW MEDIUM	“LOREM IPSUM DOLOR SIT AMET, CONSECTETUER ADIPISCING ELIT, SED DIAM NONUMMY”		
BODY COPY 1	LIGHT	Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore		

TYPOGRAPHY

TYPOGRAPHY IN USE

THIS IS A TYPICAL HEADLINE LAYOUT SHOWING HOW FONTS ARE USED AND IN WHAT INSTANCES.

REFER TO THE PREVIOUS SLIDE FOR A BREAKDOWN OF EACH OF THESE FONTS.

HEADING: GEAR XNARROW BLACK



BODY COPY 1: GEAR REGULAR

LABEL 2: GEAR BOLD (PAGE FURNITURE)

TYPOGRAPHY

TYPESETTING

THERE ARE TWO HEADLINES TO USE FOR THE EWC 26 GRAPHIC KIT. FOLLOW THESE TYPESETTING RULES WHEN APPLYING ALL HEADLINES

THIS EXAMPLE IS FOR THE PRIMARY HEADING

LEADING: 71.5% OF POINT SIZE

KERNING: 0



TYPOGRAPHY

TYPOGRAPHY IN USE

THERE ARE TWO HEADLINES TO USE FOR THE EWC 26 GRAPHIC KIT. FOLLOW THESE TYPESETTING RULES WHEN APPLYING ALL HEADLINES

THIS EXAMPLE IS FOR THE SECONDARY HEADING

LEADING: 74% OF POINT SIZE

KERNING: -4



TYPOGRAPHY

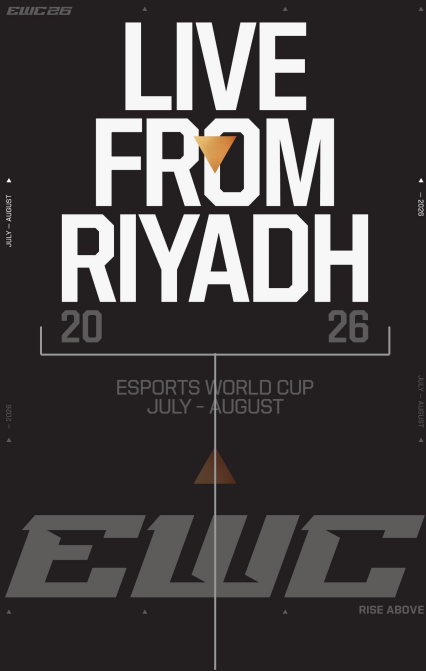
HEADINGS

THERE ARE TWO HEADLINES TO USE FOR THE EWC 26 GRAPHIC KIT.

FOR LONGER COPY EXAMPLES, THE SECONDARY HEADING FONT SHOULD BE USED TO MAINTAIN LEGIBILITY. FOR SHORTER HEADINGS PLEASE USE THE PRIMARY HEADING FONT FOR MAXIMUM IMPACT.

THE GRADIENT MAY ONLY BE CROPPED INTO THE PRIMARY HEADING AND NEVER THE SECONDARY HEADING FONT.

SECONDARY HEADING



ALL HEADLINES ARE CENTRALLY ALIGNED

PRIMARY HEADING



ALL HEADLINES ARE CENTRALLY ALIGNED

TYPOGRAPHY

THIS IS AN EXAMPLE OF A TYPICAL LOCKUP FROM THE
PLAYER HIGHLIGHT LAYOUT

THIS SHOWS THE SCALE DIFFERENCES BETWEEN HEADINGS AND SUBHEADINGS AND TEAM LOGOS



THIS IS AN EXAMPLE OF A TYPICAL LOCKUP FROM THE
PLAYER HIGHLIGHT LAYOUT

THIS SHOWS THE SCALE DIFFERENCES BETWEEN HEADINGS AND SUBHEADINGS AND TEAM LOGOS



TYPOGRAPHY
BREAKDOWN ARABIC

HEADING BOLD

PRIMARY

باعصلا زواجت

SUBHEADING BOLD

قوف قترا .ةدحاو ةلحرم
.عيش لك

LABEL 1 BOLD

قوف قترا .ةدحاو ةلحرم
.عيش لك

LABEL 2 BOLD

قوف قترا .ةدحاو ةلحرم
.عيش لك

PULL QUOTE BOLD

تيس رولود موسبي ا مي رول
جنسي بي دا ريوتك يسنوك ،تي ما
ي م ونون ما يد دس ،تيلي ا

BODY COPY 1 BOLD

تيس رولود موسبي ا مي رول
جنسي بي دا ريوتك يسنوك ،تي ما
ي م ونون ما يد دس ،تيلي ا

COLOR

COLOR

EWC COLOUR
BREAKDOWN

THE ESPORTS WORLD CUP
COLOUR PALETTE FOR 2026.

PRIMARY COLOUR PALETTE

OFF-WHITE

HEX: #F7F7F7
RGB: 247, 247, 247
CMYK: 2, 1, 1, 0
PANTONE: USE WHITE OF PAPER OR, PANTONE 7541 C

OFF-WHITE USAGE:

TO BE USED FOR BACKGROUND COLOUR, PAGE FURNITURE, TYPE, NOTCH DETAILS, LOGO AND GRADIENT ONLY.

CHARCOAL BLACK

HEX: #231F20
RGB: 35, 31, 32
CMYK: 70, 67, 64, 74
PANTONE: PANTONE BLACK 2 C

CHARCOAL BLACK:

TO BE USED FOR BACKGROUND COLOUR, PAGE FURNITURE, TYPE, NOTCH DETAILS AND LOGO ONLY.

GOLD

HEX: #D1B26E
RGB: 209, 178, 110
CMYK: 19, 27, 67, 0
PANTONE: PANTONE 10403 C

GOLD USAGE:

GOLD TO BE USED AS A GRADIENT, ONLY.
CANNOT BE USED AS A FLAT COLOUR.

ACCENT COLOUR

ORANGE

HEX: #FF3600
RGB: 255, 54, 0
CMYK: 0, 91, 100, 0
PANTONE: BRIGHT RED C

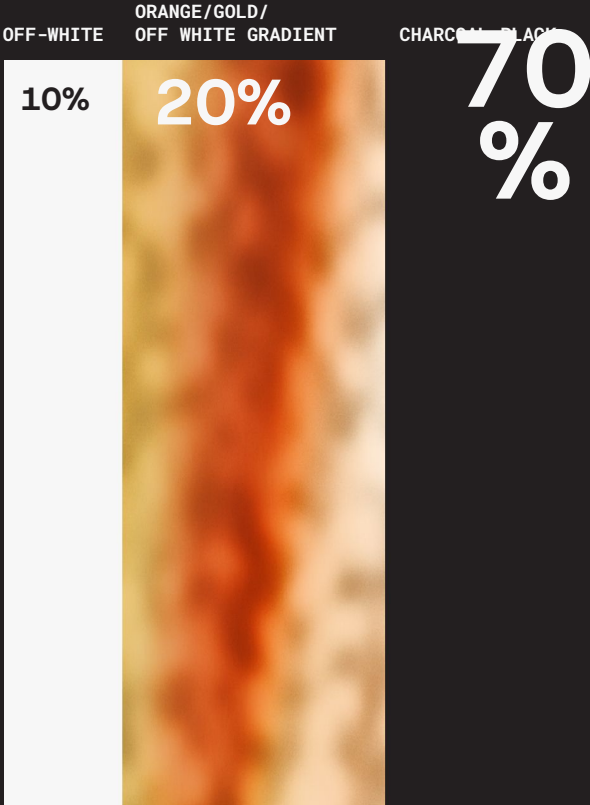
ORANGE USAGE:

ORANGE TO BE USED AS A GRADIENT, ONLY.
CANNOT BE USED AS A FLAT COLOUR.

COLOR

COLOR RATIO

THIS PALETTE SHOWS THE RATIO OF COLOR USAGE AND WHAT COLORS SHOULD BE SEEN MORE PREDOMINANTLY THROUGHOUT THE EWC GRAPHIC KIT LAYOUTS.



COLOR

EWC GRADIENT

GRADIENT MUST ALWAYS BE GOLD TO ORANGE TO OFF WHITE, LEFT TO RIGHT. NO OTHER COLOUR CAN BE USED TO MAKE A GRADIENT.

GRADIENT CAN BE USED:

- HEADLINE TYPE
- LARGER SCALED LOGOS

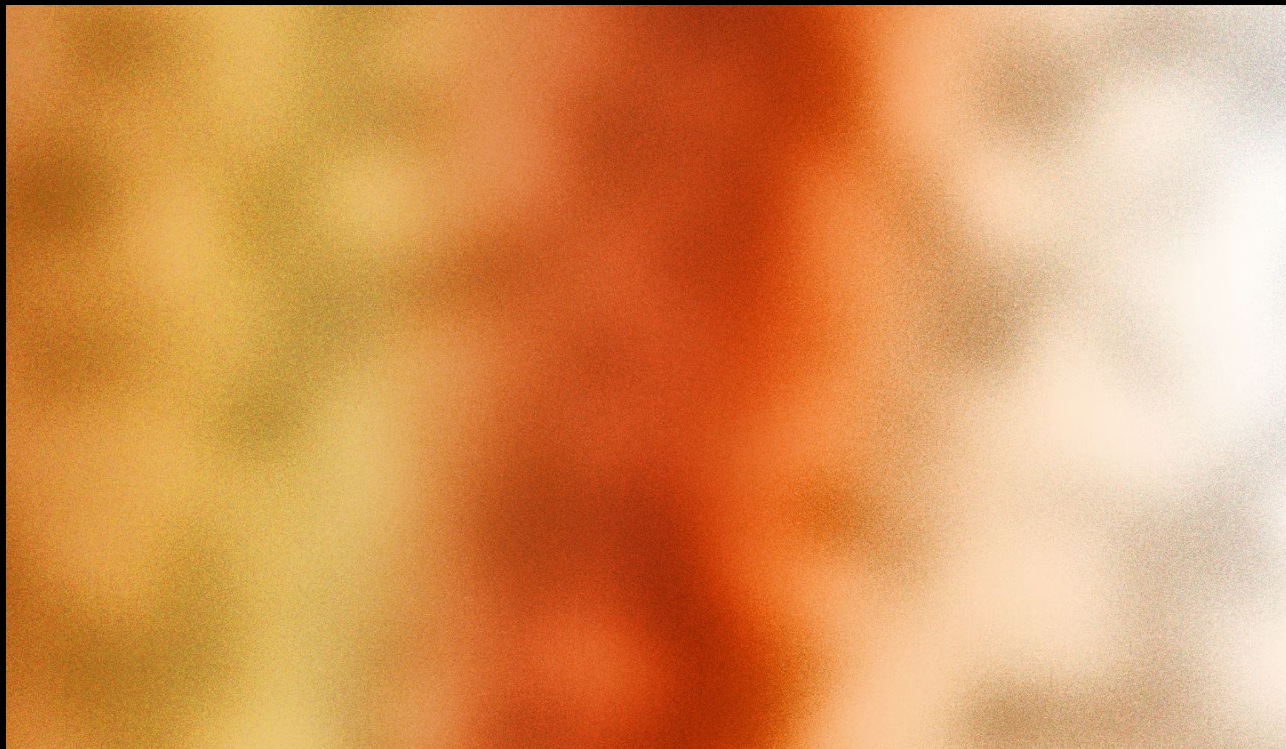
GRADIENT CANNOT BE USED FOR:

- MAIN BACKGROUND COLOUR
- TYPE
- SMALLER SCALED LOGOS
- SHAPE LANGUAGE
- BACKGROUND COLOUR

GOLD

ORANGE

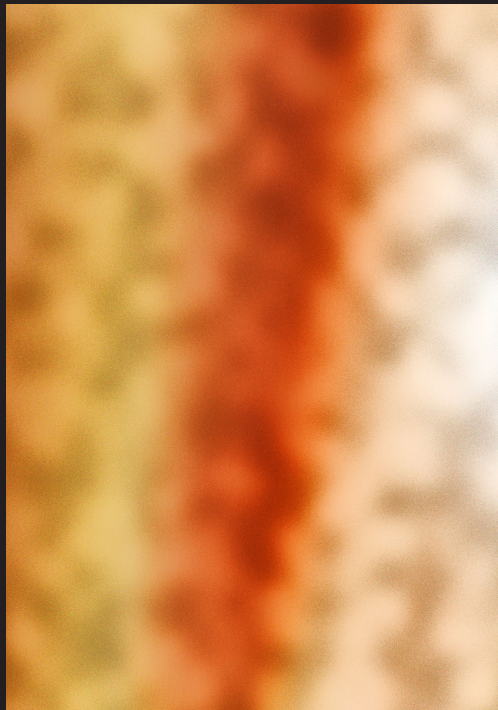
OFF WHITE

**COLOR**

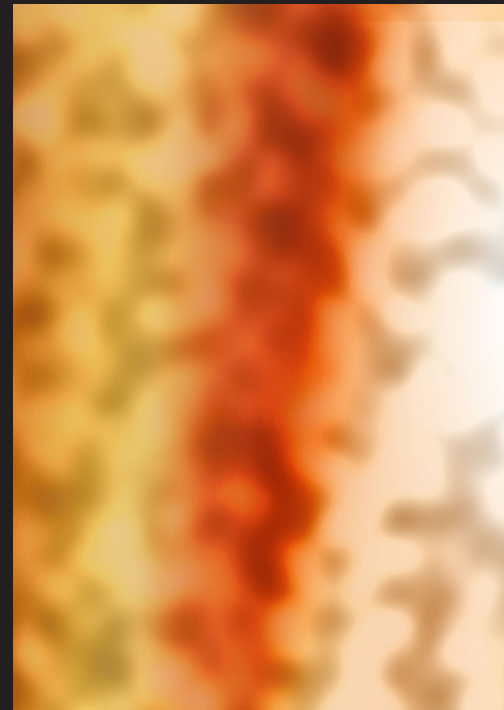
GRADIENT TREATMENT

THERE ARE TWO VERSIONS OF THE GRADIENT TREATMENTS TO USE WITHIN THE GRAPHIC KIT, AND THEY NEED TO BE USED AT SPECIFIC MOMENTS.

- GRADIENT TREATMENT WITH NOISE TEXTURE SHOULD BE USED ON LAYOUTS WITH LARGER HEADLINES. REFER TO THE NEXT SLIDE FOR AN EXAMPLE OF THIS IN USE
- THE GRADIENT TREATMENT WITHOUT NOISE TEXTURE SHOULD BE USED FOR SMALLER LAYOUT DEVICES LIKE THE KEY ICON OR HIGHLIGHT BARS. THIS IS TO ENSURE THE NOISE TEXTURE DOES NOT INTERFERE WITH THE LEGIBILITY OF ANY OVERLAID TEXT. REFER TO THE THE NEXT SLIDE FOR AN EXAMPLE OF THIS IN USE



GRADIENT TREATMENT WITH NOISE TEXTURE



GRADIENT TREATMENT WITHOUT NOISE TEXTURE

COLOR

GRADIENT TREATMENT

THESE LAYOUTS SHOW EXAMPLES OF WHERE TO USE THE GRADIENT WITH AND WITHOUT TEXTURE.

THE GRADIENT MAY BE USED ON LARGE INSTANCES LIKE HEADLINE CROPS (LEFT EXAMPLE).

IN SMALLER INSTANCES WHERE COPY IS OVERLAID; PLEASE USE THE GRADIENT WITHOUT THE TEXTURE TO AVOID LEGIBILITY ISSUES.



LAYOUT EXAMPLE WHEN THE TEXTURED GRADIENT MAY BE USED

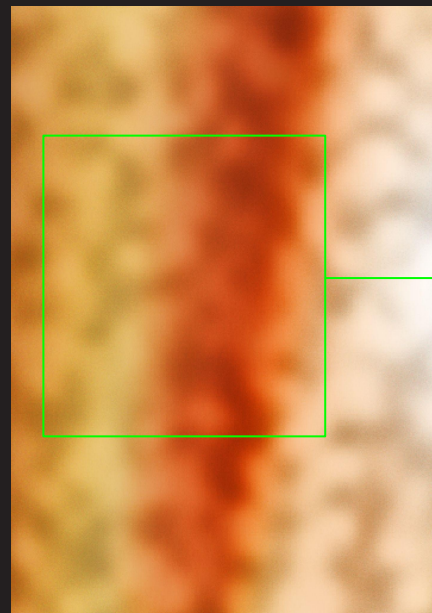
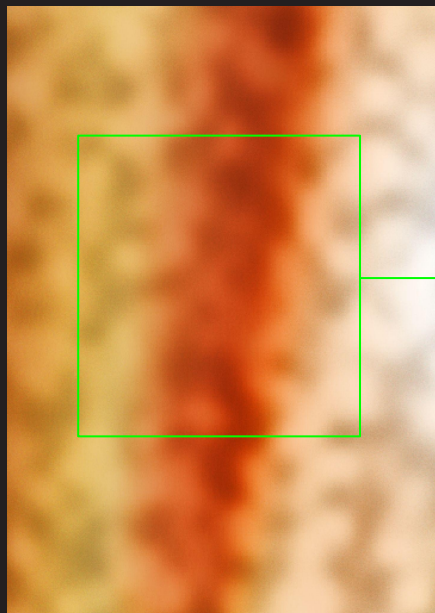


GRADIENT TREATMENT WITHOUT NOISE TEXTURE

COLOR

GRADIENT TREATMENT PLACEMENT HEADLINE TYPE

THE CROP OF THE GRADIENT WILL VARY DEPENDING ON WHETHER A DARK OR LIGHT BACKGROUND IS BEING USED AND TO ENSURE LEGIBILITY REMAINS THE SAME.

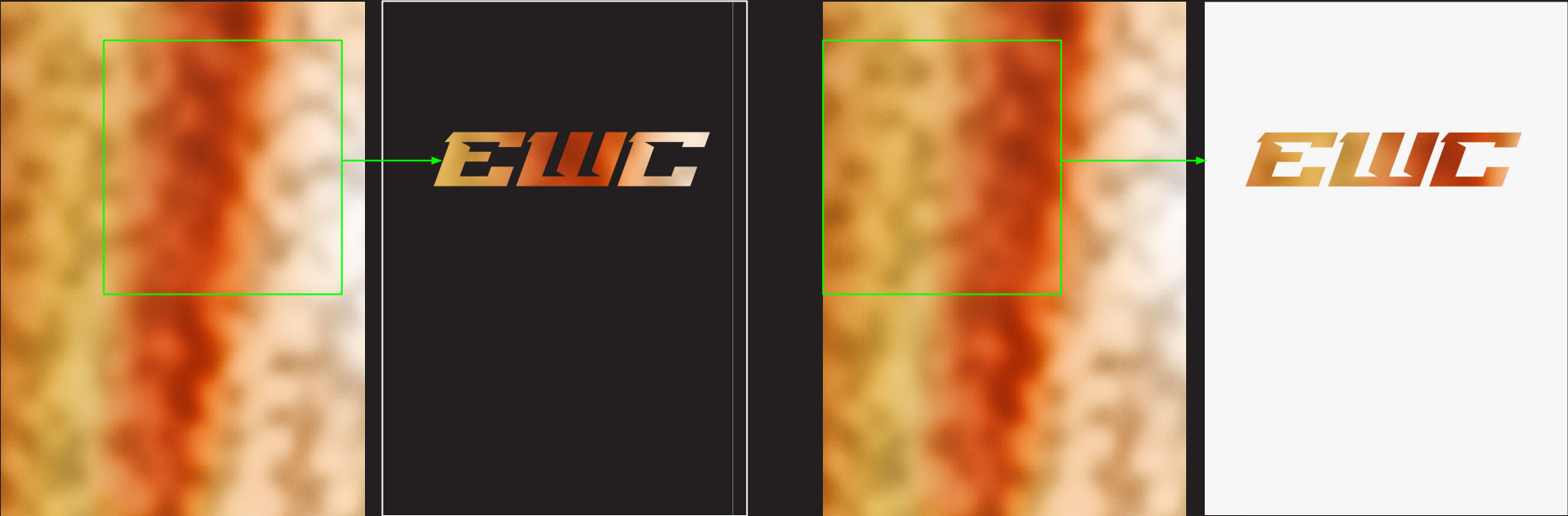


GRADIENT SHIFTS ON LIGHTER BACKGROUND

COLOR

GRADIENT TREATMENT PLACEMENT
LOGO

THE CROP OF THE GRADIENT WILL VARY DEPENDING
ON WHETHER A DARK OR LIGHT BACKGROUND IS
BEING USED AND TO ENSURE LEGIBILITY REMAINS THE
SAME.



COLOR

GRADIENT SHIFTS ON LIGHTER BACKGROUND

GRADIENT TREATMENT PLACEMENT

WHEN USING THE GRADIENT AVOID USING THE OFF WHITE IN LIGHTER LAYOUTS AS IT BECOMES DIFFICULT TO READ.



USING JUST THE GOLD/ORANGE FROM THE GRADIENT



USING THE OFF WHITE WILL AFFECT LEGIBILITY

COLOR

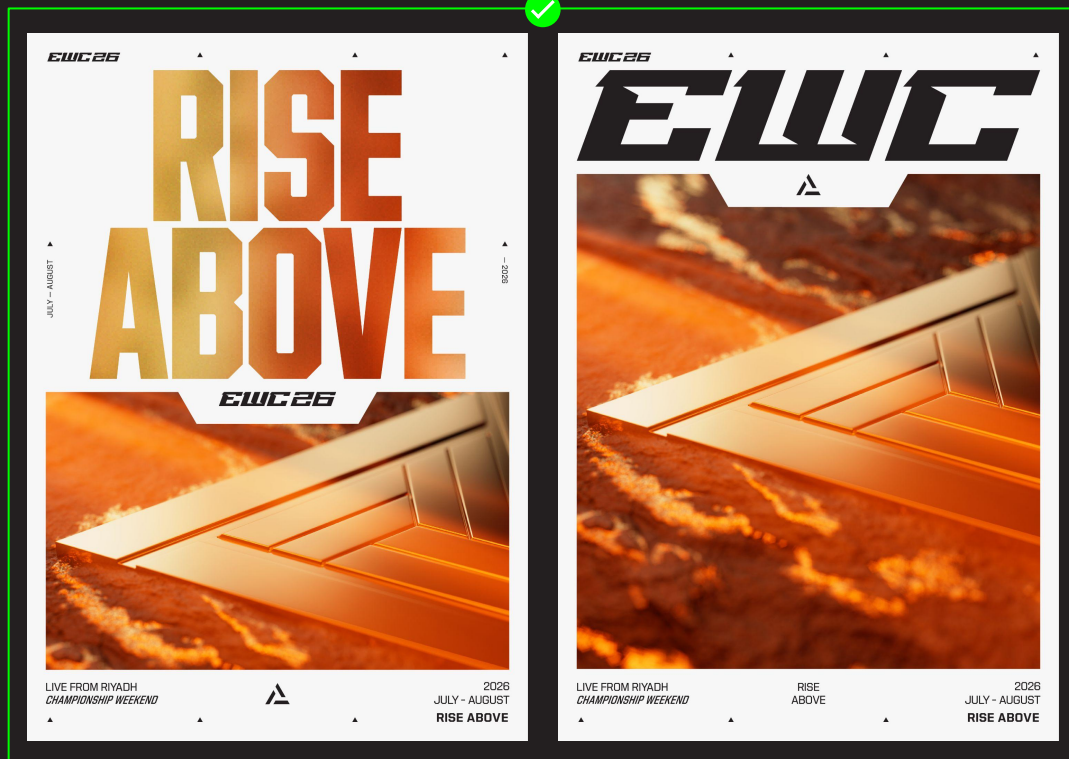
GRADIENT TREATMENT

DO'S

USAGE RULES WHEN APPLYING THE GRADIENT TREATMENT. THIS IS TO ENSURE LEGIBILITY AND TO PRESERVE THE TREATMENT EFFECTS APPEARANCE.

GRADIENT TREATMENT **ONLY** TO BE USED ON

- HEADLINE TYPE
- LARGER SCALED LOGOS.



TREATMENT USED ON HEADLINE TYPE

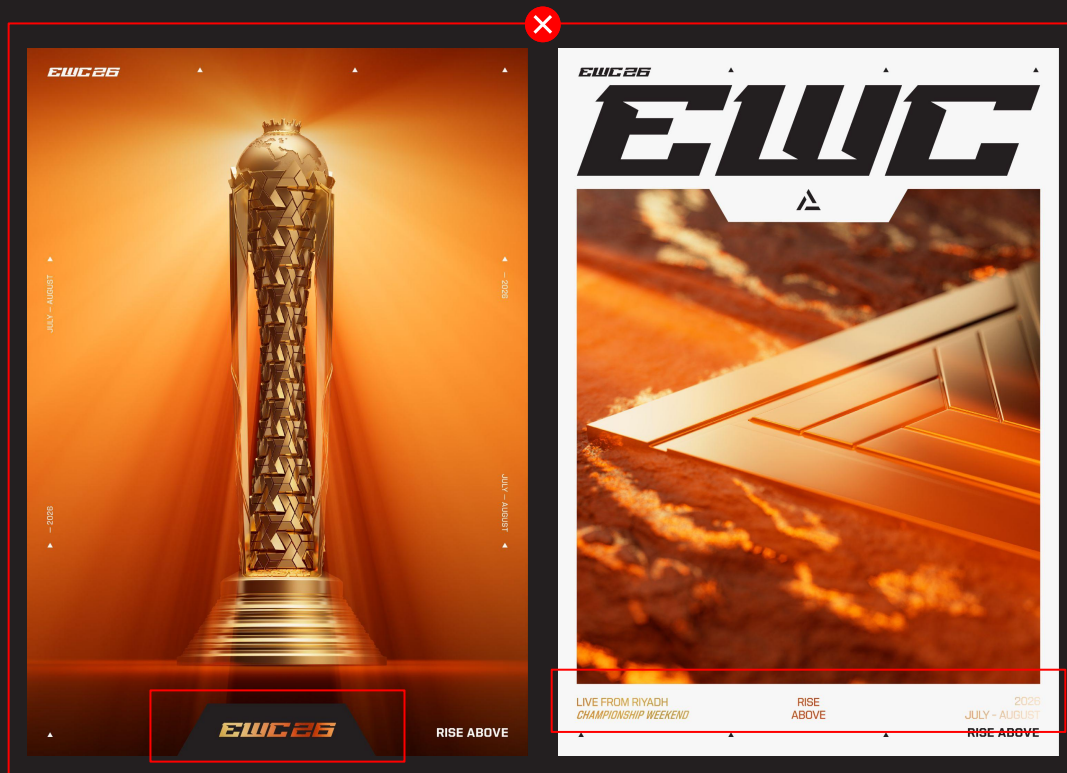
TREATMENT USED ON LARGER SCALED LOGOS

COLOR

GRADIENT TREATMENT DON'TS

GRADIENT TREATMENT **CANNOT** BE USED ON

- MAIN BACKGROUND COLOUR
- TYPE
- SMALLER SCALED LOGOS
- SHAPE LANGUAGE
- BACKGROUND COLOUR



COLOR

TREATMENT **NOT** TO BE USED ON SMALLER
SCALED LOGOS

TREATMENT **NOT** TO BE USED ON BODY COPY

COLOUR EXAMPLES

LIGHT AND DARK LAYOUTS

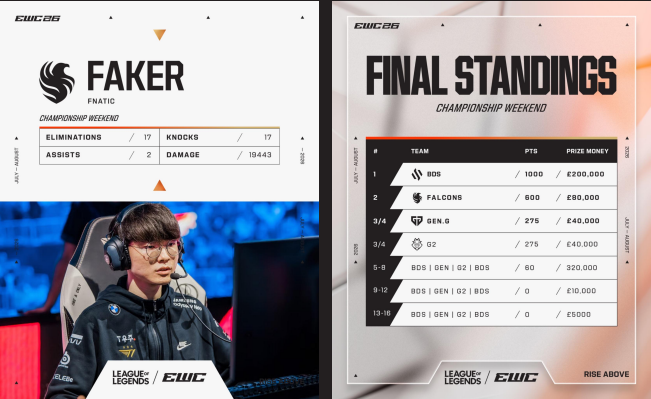
AS YOU WILL SEE IN LATER LAYOUTS, WE HAVE TWO DISTINCT APPROACHES TO COLOUR. LIGHT AND DARK.

DARK LAYOUTS



LAYOUTS WITH DARK BACKGROUNDS SHOULD BE USED FOR NON-COMPETITIVE TOURNAMENT INSTANCES. THIS INCLUDES LAYOUTS LIKE HEADLINE, LOGO OR KV CONTENT.

LIGHT LAYOUTS



LAYOUTS WITH LIGHT BACKGROUNDS SHOULD BE USED IN COMPETITIVE TOURNAMENT EXAMPLES. THIS INCLUDES DURING THE CHAMPIONSHIP WEEKEND, ALL GROUP STAGES AND EARLY TOURNAMENT STAGES.

COLOR

LIGHT AND DARK LAYOUTS

FOR THE EWC 26 GRAPHIC KIT, THE COLOR VARIATION IN LAYOUTS IS DETERMINED BY THE 3D BACKGROUND.

DARKER 3D BACKGROUNDS SHOULD BE USED PREDOMINANTLY THROUGHOUT THE GRAPHIC KIT.

WHEN IT IS A CHAMPIONSHIP WEEKEND, THE LIGHTER 3D BACKGROUNDS SHOULD BE IN USE TO HIGHLIGHT THE SHIFT IN THE TOURNAMENT STATUS.

PLEASE FOLLOW THE RULES HIGHLIGHTED ON THIS SLIDE TO BUILD A LAYOUT FOR LIGHT OR DARK LAYOUTS

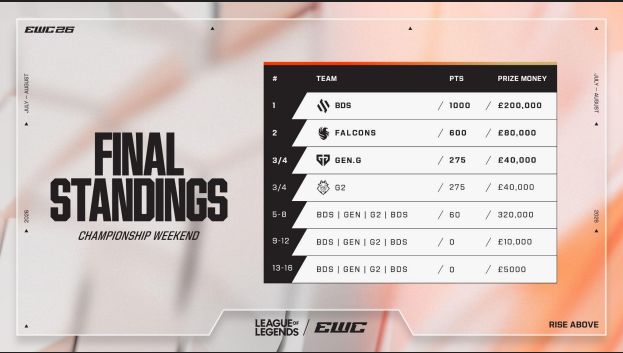
DARK LAYOUT EXAMPLE

- DARK BACKGROUNDS SHOULD ALWAYS INCLUDE:
- LIGHT HEADLINES
- LIGHT PAGE FURNITURE
- LIGHT LOGO LOCKUP
- TABLES SHOULD APPEAR THE SAME REGARDLESS OF LIGHT OR DARK



LIGHT LAYOUT EXAMPLE

- DARK BACKGROUNDS SHOULD ALWAYS INCLUDE:
- DARK HEADLINES
- DARK PAGE FURNITURE
- DARK LOGO LOCKUP
- TABLES SHOULD APPEAR THE SAME REGARDLESS OF LIGHT OR DARK



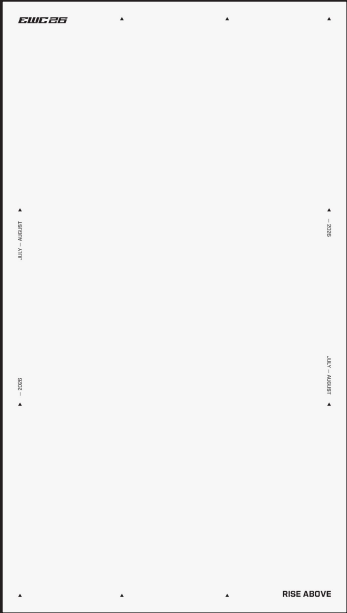
COLOR

PAGE FURNITURE

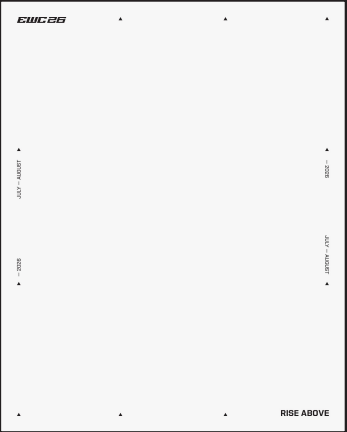
PAGE FURNITURE

PAGE FURNITURE

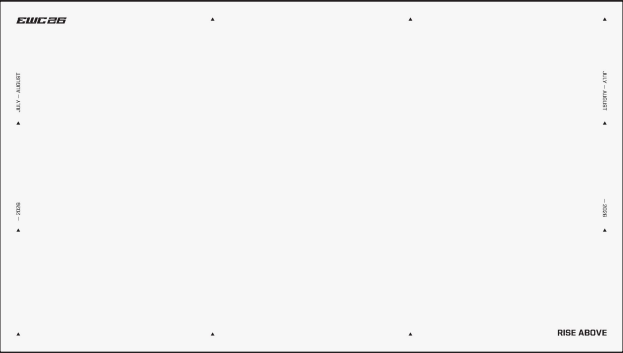
PAGE FURNITURE HAS BEEN DESIGNED TO BRING TOUCHES OF EWC BRANDING IDENTITY TO LAYOUTS.



9x16



4x5



16x9

PAGE FURNITURE

SHAPE LANGUAGE

SHAPE LANGUAGE

SHAPE LANGUAGE ORIGIN

ALL SHAPE LANGUAGE WITHIN THE EWC 26 GRAPHIC KIT IS DERIVED FROM THE KEY ICON AS ILLUSTRATED HERE.

THE ANGLES ARE ALWAYS CONSISTENT TO THE ICON SHAPE, ONLY THE HEIGHT AND WIDTH OF THE SHAPE LANGUAGE SHIFTS DEPENDING ON THE LAYOUT USED.(I.E THE SHAPE LANGUAGE IS WIDER ON 16X9 LAYOUT EXAMPLES).

NEVER ALTER THE ANGLE OF THE SHAPE LANGUAGE SIDES, THIS IS AN ESSENTIAL AND RECOGNISABLE CORE DETAIL OF THE EWC BRAND.

SHAPE LANGUAGE
WIDTH EXAMPLES



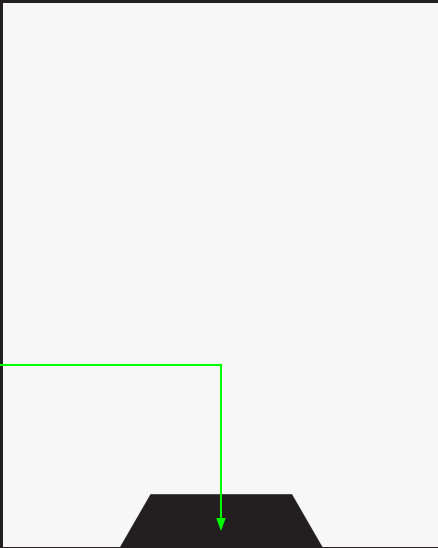
4X5 EXAMPLE

16X9 EXAMPLE

KEY ICON



SHAPE LANGUAGE EXAMPLE

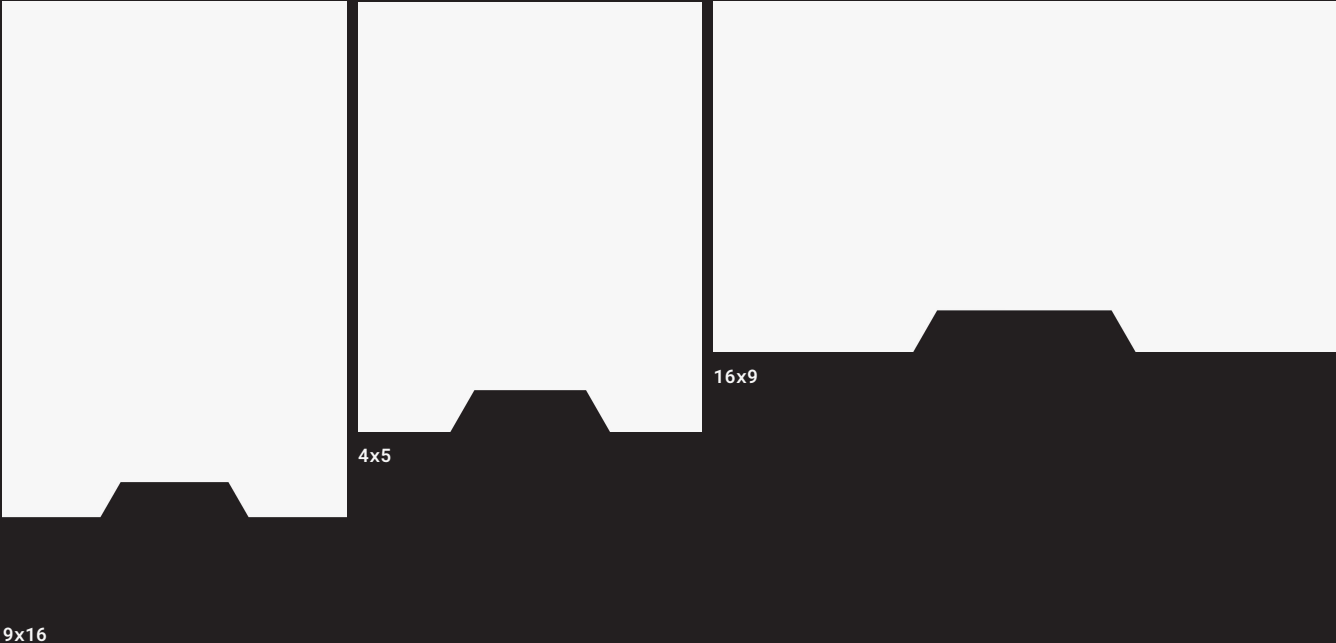


SHAPE LANGUAGE IN USE



SHAPE LANGUAGE

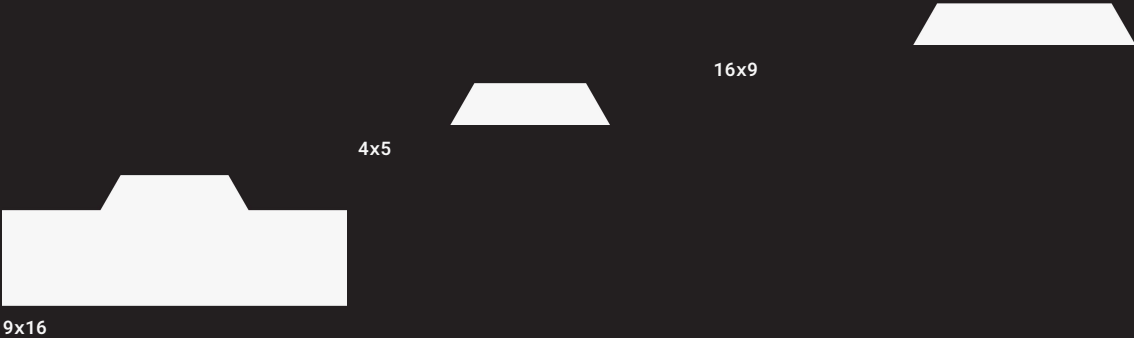
SHAPE LANGUAGE
FULL BLEED LOWER VERSION



SHAPE LANGUAGE



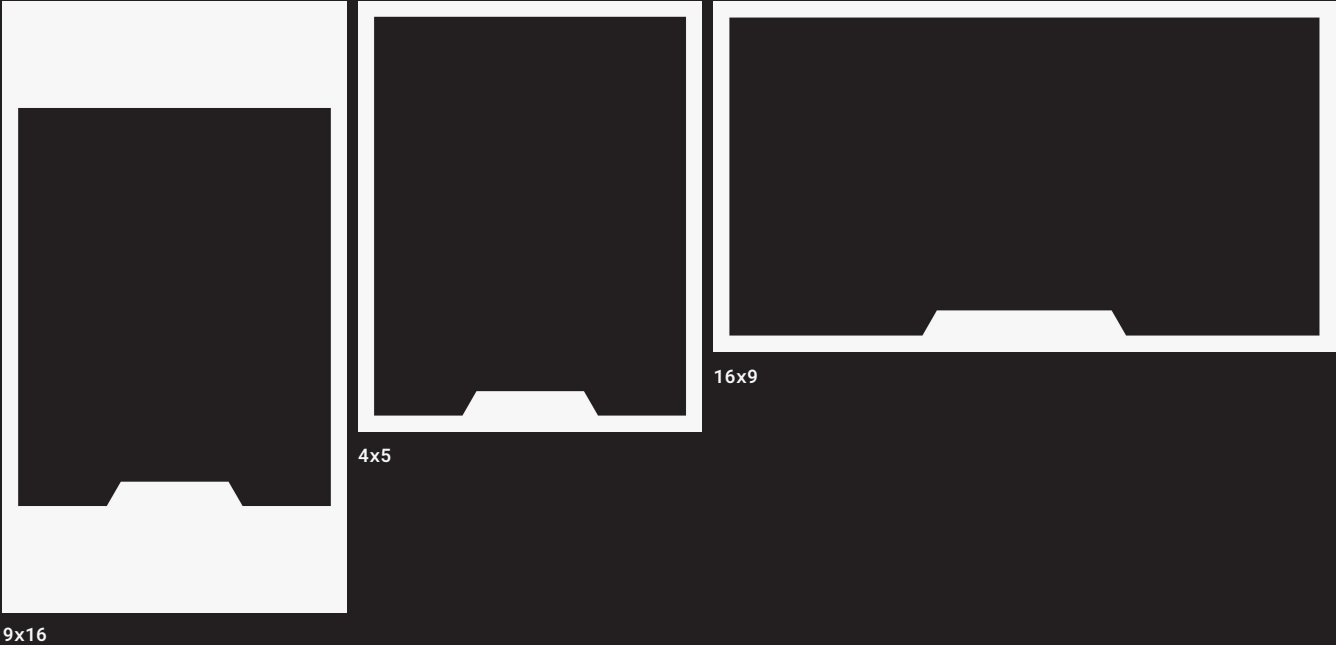
SHAPE LANGUAGE
FULL BLEED LOWER VERSION



SHAPE LANGUAGE



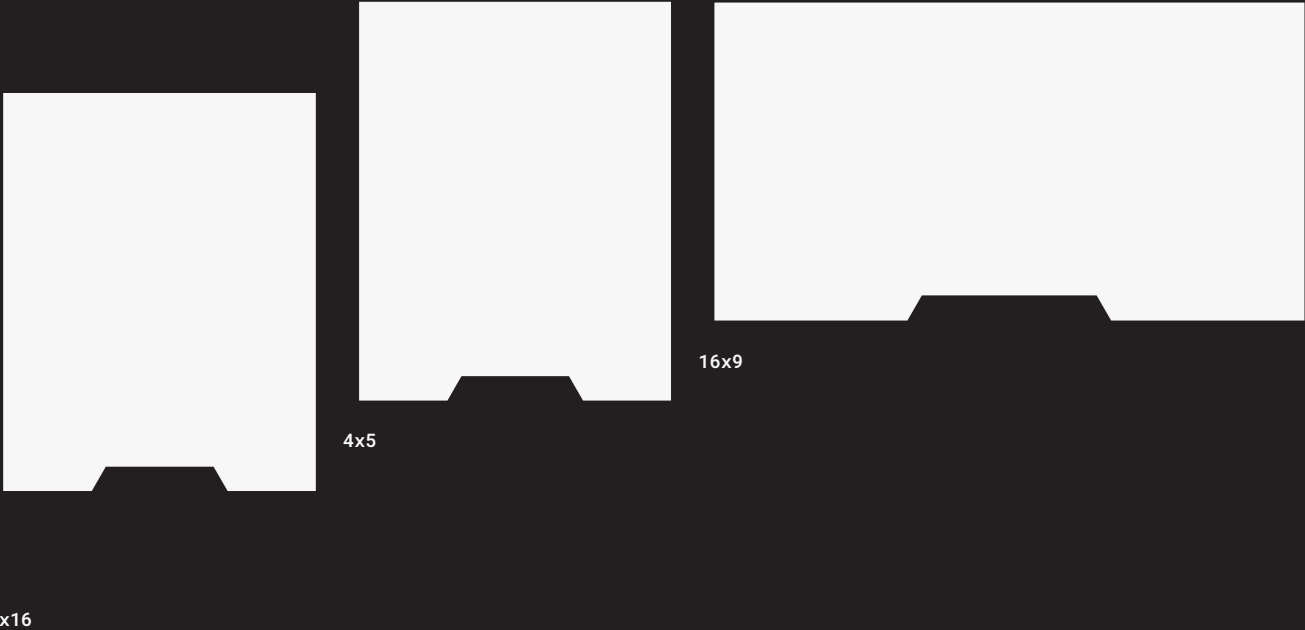
SHAPE LANGUAGE
V1



SHAPE LANGUAGE



SHAPE LANGUAGE
V1



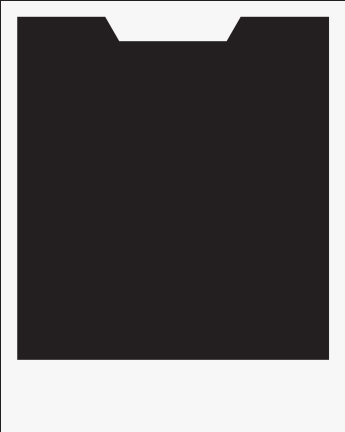
SHAPE LANGUAGE



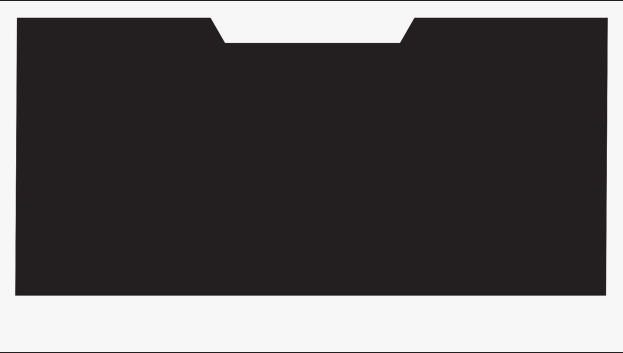
SHAPE LANGUAGE
UPPER NOTCH



9x16



4x5



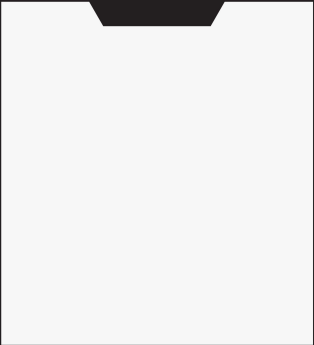
16x9

SHAPE LANGUAGE

SHAPE LANGUAGE
UPPER NOTCH



4x5



9x16



16x9

SHAPE LANGUAGE



3D ASSETS

3D_ASSETS

EWC26

KEY VISUALS

3D ASSETS

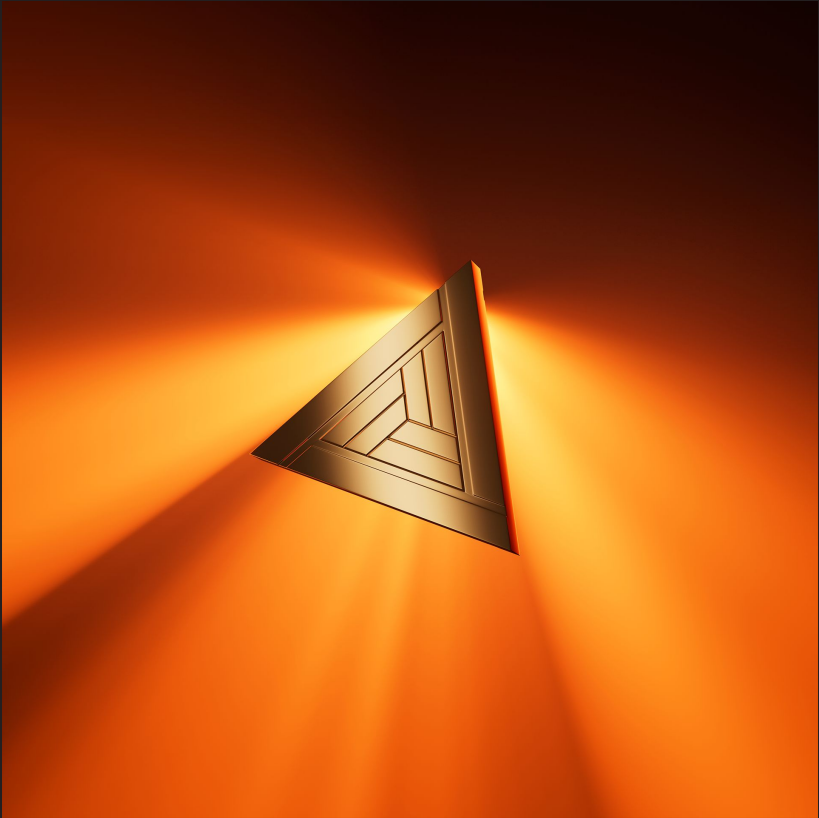
KEY VISUAL TROPHY

FOR HERO POSTERS THAT REQUIRE
VISUALS OF THE TROPHY. THIS IS THE HERO
IMAGE FOR 2026.

**3D ASSETS**

KEY VISUAL TOKEN

FOR HERO POSTERS THAT REQUIRE VISUALS OF THE KEY. THIS IS THE HERO IMAGE FOR 2026.



3D ASSETS

3D BG

3D ASSETS

3D BACKGROUNDS

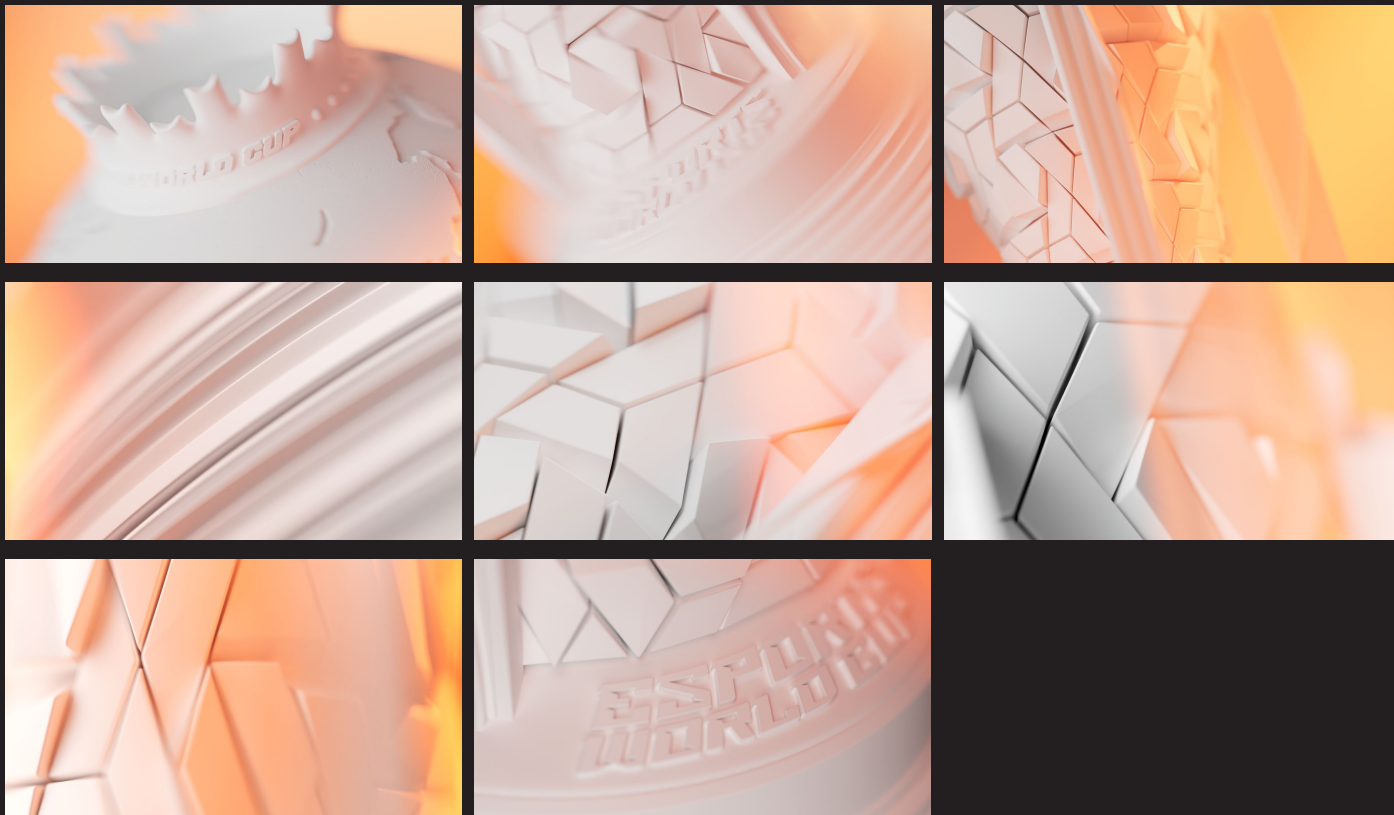
3D BACKGROUNDS THAT CAN BE USED
ON LAYOUTS



3D ASSETS

3D BACKGROUNDS WHITE BACKGROUNDS

ALTERNATIVE LIGHTER 3D BACKGROUNDS FOR
LIGHT MODE LAYOUTS.



3D ASSETS

3D BACKGROUNDS ADDITIONAL BACKGROUNDS



3D ASSETS

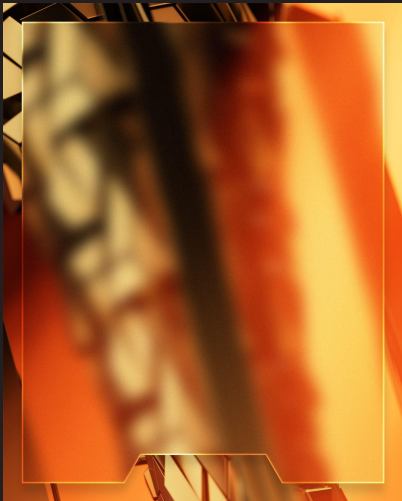
GLASS EFFECT

BREAKDOWN OF THE GLASS EFFECT

HERE IS A BREAKDOWN OF THE GLASS EFFECT AND HOW IT SHOULD LOOK WITHIN THE LAYOUTS. THE GLASS FRAME WILL ALREADY BE MASKED OUT IN THE PSD FILE DO **NOT ALTER THIS**



3D BACKGROUND



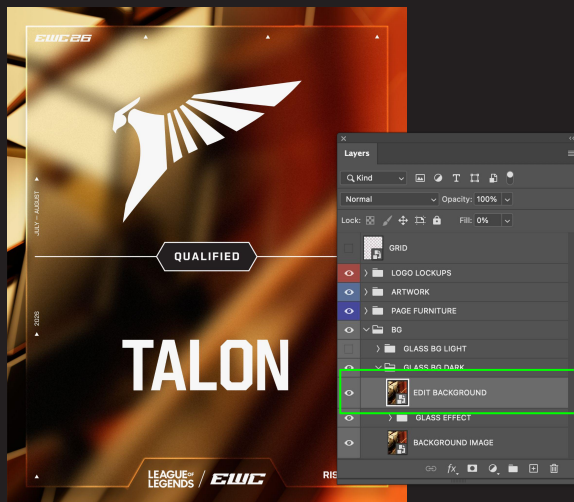
3D BACKGROUND
+
GLASS EFFECT



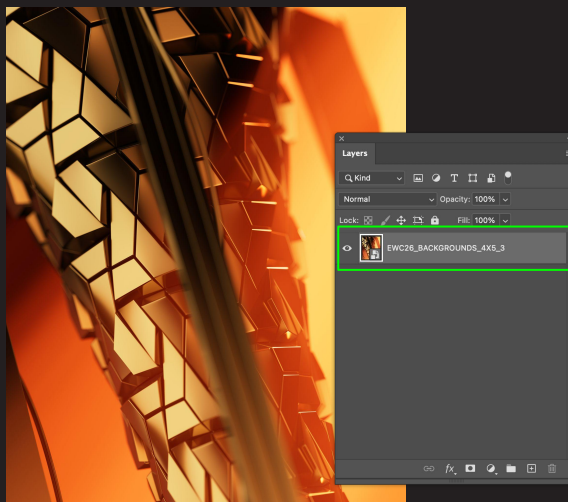
3D BACKGROUND
+
GLASS EFFECT
+
INFORMATION

HOW TO USE THE GLASS EFFECT

FOR THE EWC 26 GRAPHIC KIT, SOME LAYOUTS UTILISE THE GLASS EFFECT. TO ENSURE THE EFFECTS DO NOT GET ALTERED WHEN CHANGING THE 3D BACKGROUND, FOLLOW THESE STEPS BELOW TO REPLACE THE SMART OBJECT.



OPEN THE PSD, GO TO THE BG LAYER AND TO CHANGE THE 3D BG DOUBLE CLICK ON **EDIT BACKGROUND**.

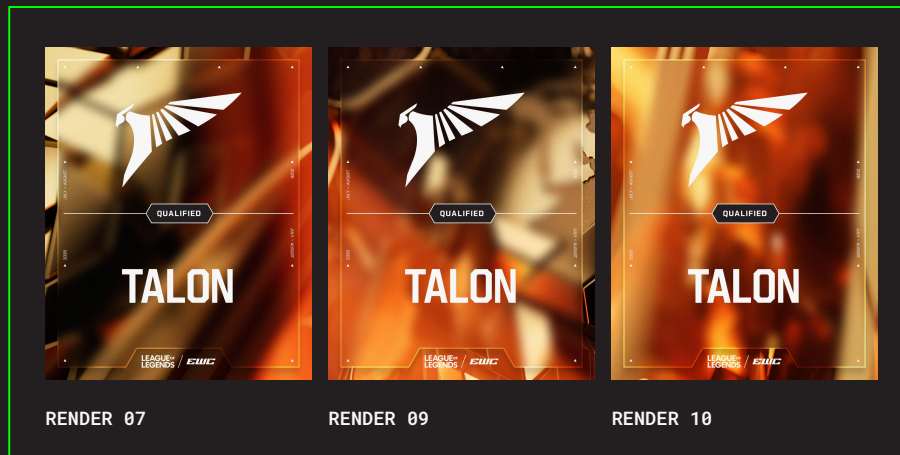


A NEW TAB WILL OPEN, DRAG AND DROP THE JPEG OF THE 3D BG YOU ARE WANTING TO USE. THEN GO TO FILE > SAVE **OR** COMMAND+S AND CLOSE THE TAB.

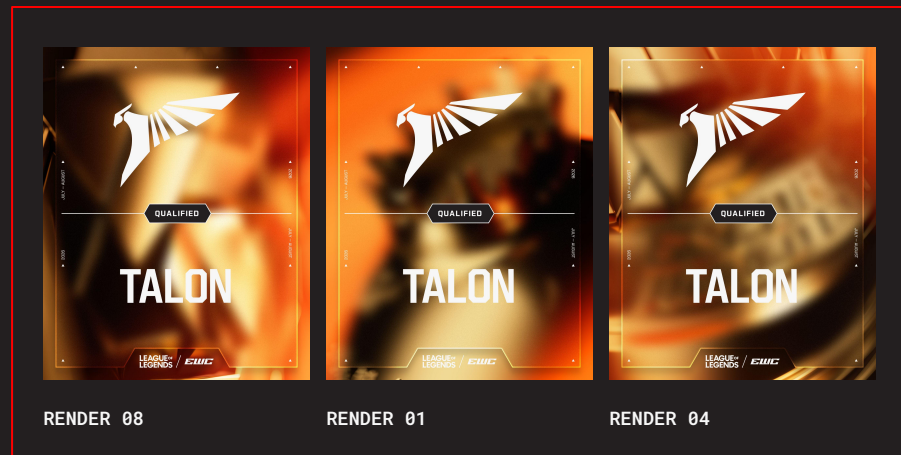


THE GLASS EFFECT WILL HAVE UPDATED IN THE PSD FILE.

HOW TO USE THE GLASS EFFECT

3D BACKGROUNDS IN **USE**

ENOUGH DARK TONES IN THE 3D RENDERS TO ENSURE THE
LEGIBILITY OF THE CONTENT AND LOGO LOCKUPS AREN'T AFFECTED

3D BACKGROUNDS **NOT** TO USE

TOO MANY LIGHT TONES IN THE 3D RENDERS WHICH ARE AFFECTING
THE LEGIBILITY OF THE CONTENT AND LOGO LOCKUPS

DO'S AND DON'TS WHEN USING THE GLASS EFFECT

SOME DO'S AND DON'TS TO ENSURE LEGIBILITY AND CONSISTENCY WHEN USING/BUILDING THE LAYOUTS.



DO USE

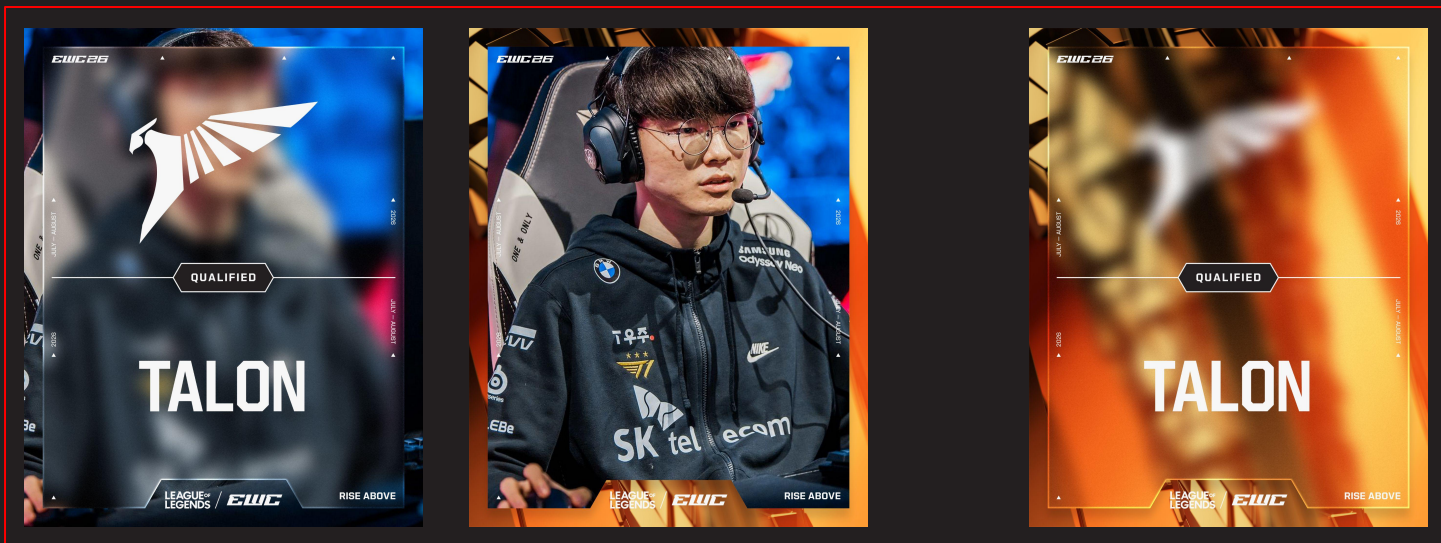
EWC 3D RENDERS (70% OF THE TIME)

DO USE

GAME KV (30% OF THE TIME)

DO'S AND DON'TS WHEN USING THE GLASS EFFECT

SOME DO'S AND DON'TS TO ENSURE LEGIBILITY AND CONSISTENCY WHEN USING/BUILDING THE LAYOUTS.

**DONT**

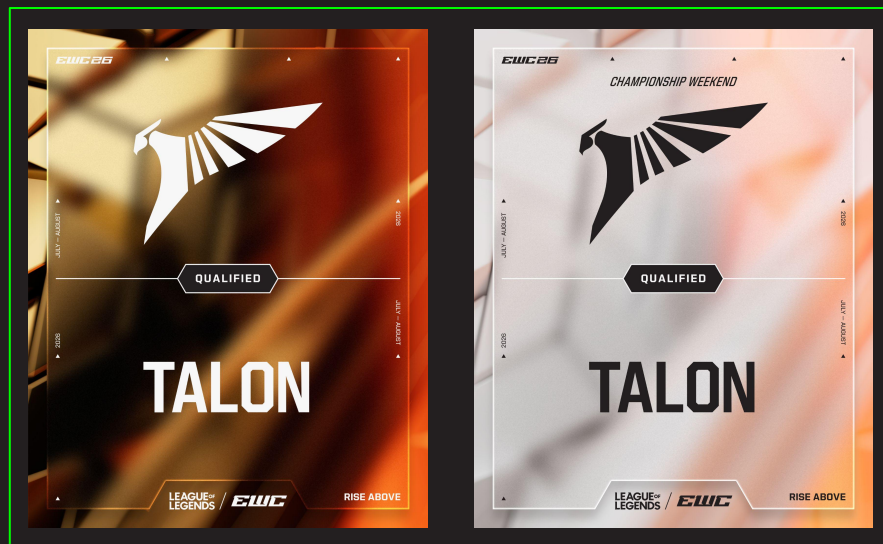
USE PLAYER PHOTOGRAPHY UNDERNEATH THE GLASS
OR MASKED INTO THE SHAPE LANGUAGE ON TOP
(THE GLASS EFFECT **WILL NOT WORK**)

DONT

USE GAME LOGOS OR SPONSOR LOGOS
UNDERNEATH THE GLASS

DO'S AND DON'TS WHEN USING THE GLASS EFFECT

SOME DO'S AND DON'TS TO ENSURE LEGIBILITY AND CONSISTENCY WHEN USING/BUILDING THE LAYOUTS.

**DO**

USE BOTH LIGHT AND DARK 3D RENDERS, ENSURING THE COLOUR FOR THE INFO IS CORRECT DEPENDING ON THE BACKGROUND.
(REFER TO SLIDE 74 IF UNSURE)

GAME IP

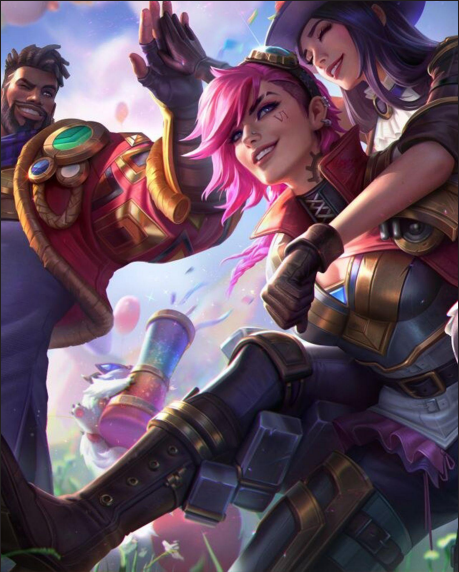
GAME IPS AND BACKGROUNDS CAN BE USED TO REPLACE THE CORE 3D BACKGROUNDS. THE PSD TEMPLATE FILES HAVE BEEN SETUP TO ENSURE THERE IS ALWAYS A SPLIT OF **70% EWC AND 30% IP**.
SPECIFIC GAME IPS WILL BE SUPPLIED BY PUBLISHERS.

THESE ARE EXAMPLES ONLY
CORRECT AND SPECIFIC GAME IP WILL BE SUPPLIED BY PUBLISHERS.

3D BACKGROUNDS
ADDITIONAL IP BACKGROUNDS

IPS CAN SWAP OUT THEIR BACKGROUNDS
WITH KEY ART. THE PSD TEMPLATE FILES
HAVE BEEN SET UP TO ENSURE THERE IS
ALWAYS A SPLIT OF:

70% EWC
30% IP



IP KEY ART BACKGROUND



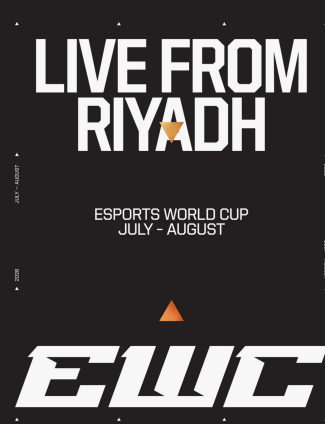
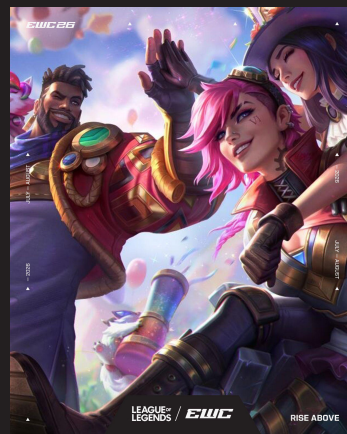
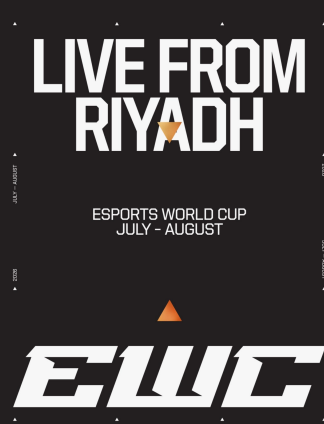
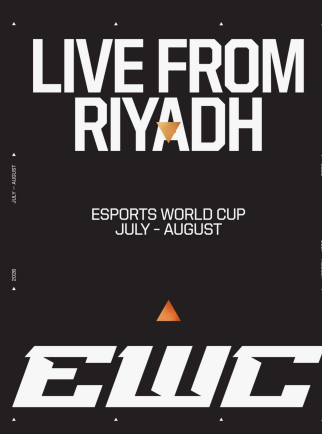
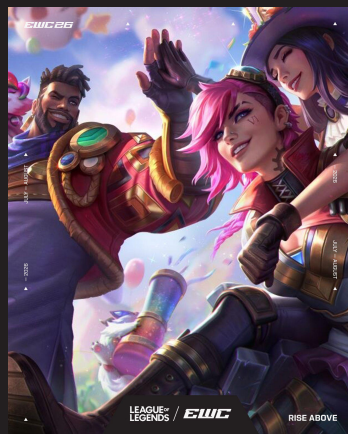
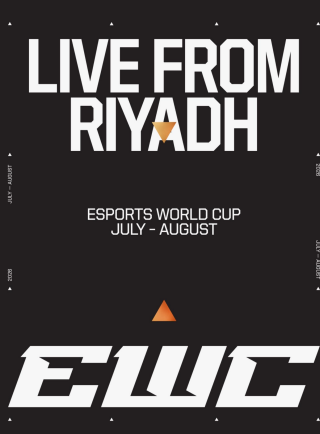
IP KEY ART BACKGROUND
+
GLASS EFFECT



IP KEY ART BACKGROUND
+
GLASS EFFECT
+
INFORMATION

LAYOUTS

THESE ARE EXAMPLES ONLY
CORRECT AND SPECIFIC GAME IP WILL BE SUPPLIED BY PUBLISHERS.



LAYOUTS

LAYOUTS

EW26

BELOW ARE THE VISUAL EXAMPLES
WHICH BRING TOGETHER THE
CORE ASSETS.

LAYOUT ALIGNMENT

ALL CORE LAYOUTS WITHIN THE EWC 26 GRAPHIC KIT ARE CENTRALLY ALIGNED. MAKE SURE ALL CONTENT USED WITHIN THESE LAYOUTS ARE POSITIONED ON A CENTRAL AXIS AS SHOWN.

CENTRALLY ALIGNED LAYOUT EXAMPLES

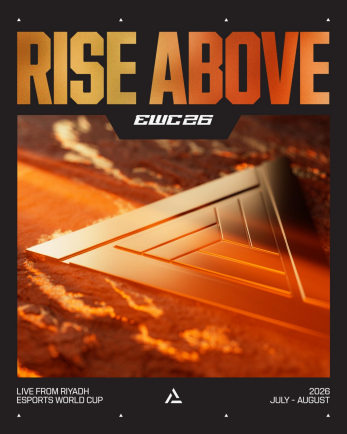
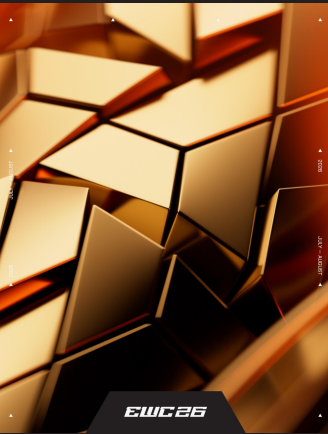
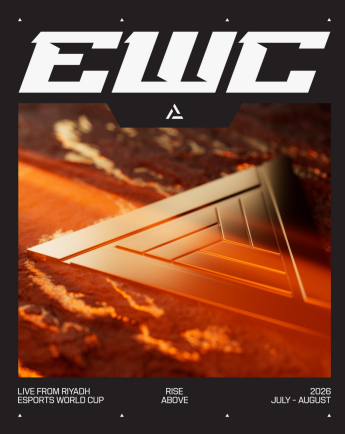
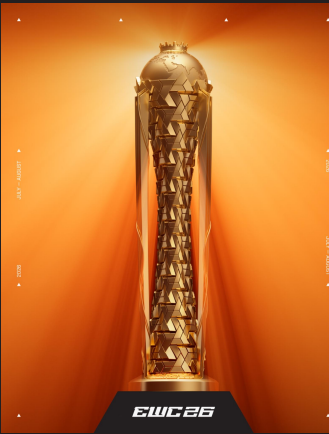
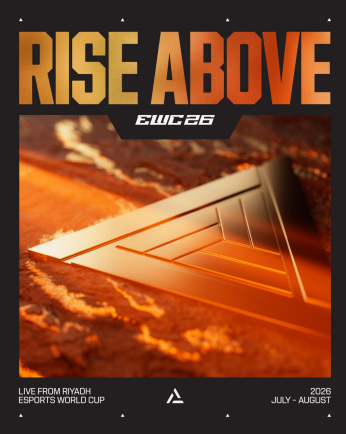
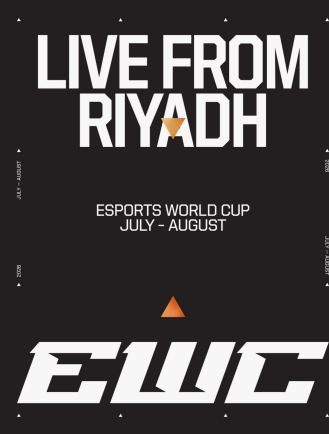
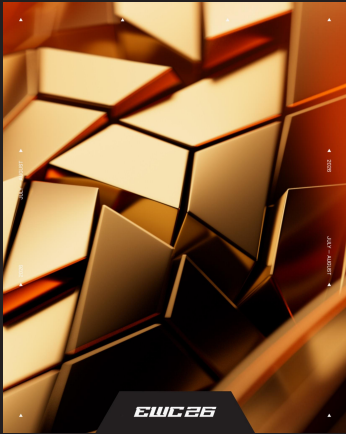


LAYOUTS

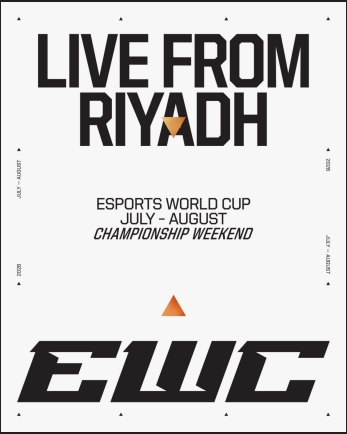
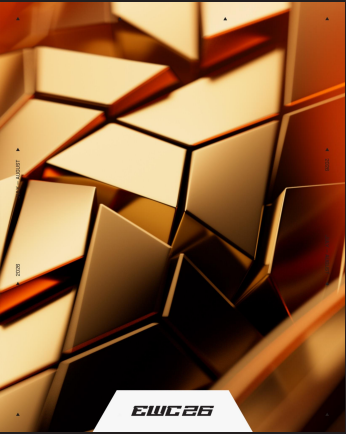
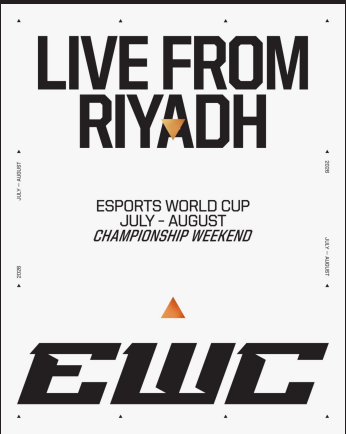
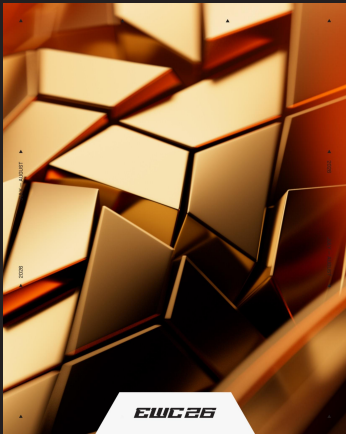
OVERVIEW

LAYOUTS

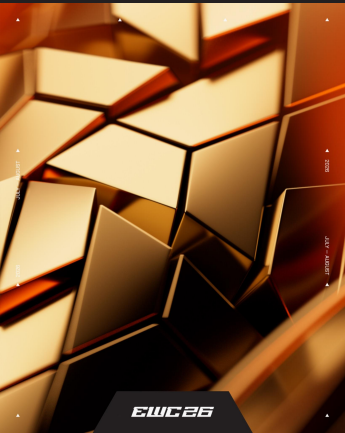
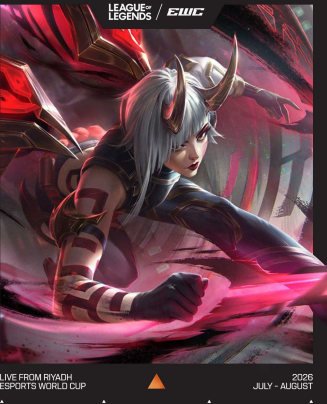
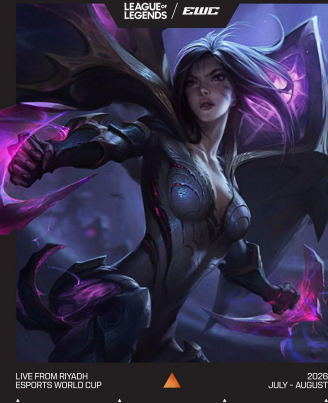
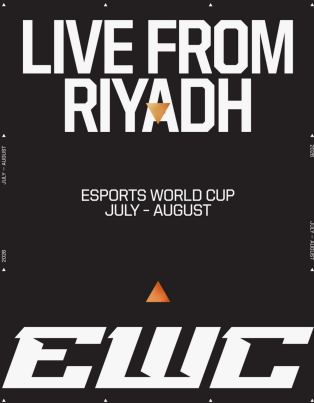
OVERVIEW : DARK LAYOUTS



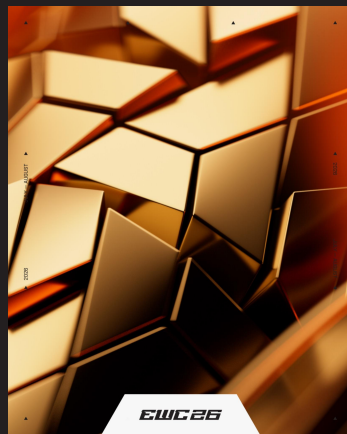
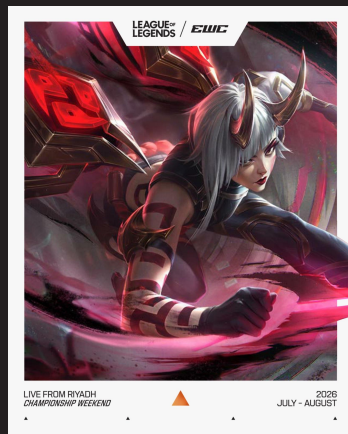
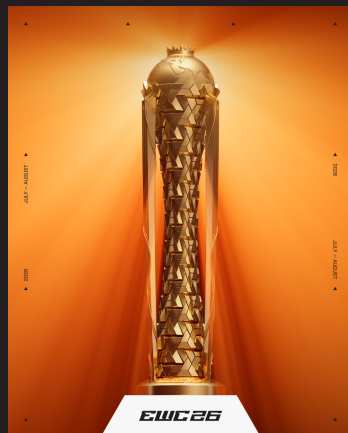
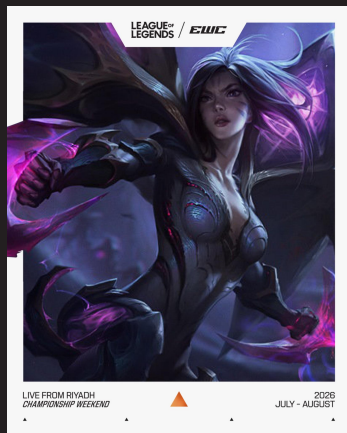
OVERVIEW : LIGHT LAYOUTS



OVERVIEW : DARK LAYOUTS



OVERVIEW : LIGHT LAYOUTS



CORE LAYOUTS

LAYOUTS

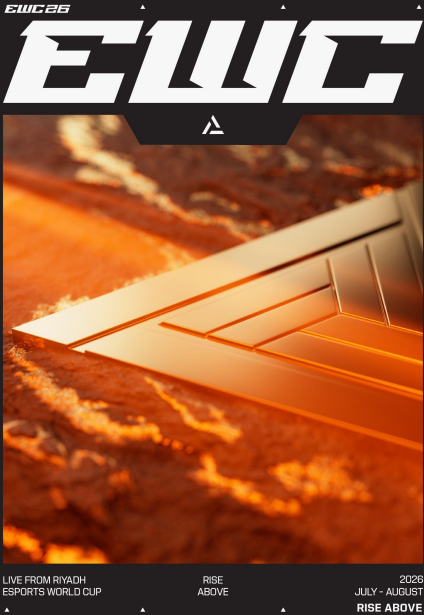
EWC TIER ONE :
HEADLINE POSTER



EWC TIER ONE :
FULL BLEED TROPHY



EWC TIER ONE :
50/50 LOGO + KV



EWC TIER ONE :
TYPOGRAPHIC



LAYOUTS

EWC TIER ONE :
HEADLINE POSTER



EWC TIER ONE :
FULL BLEED TROPHY



EWC TIER ONE :
50/50 LOGO + KV



EWC TIER ONE :
TYPOGRAPHIC



LAYOUTS

LOGO LAYOUTS

DARK BACKGROUND
LAYOUTS



4x5



16x9

9x16

LAYOUTS

LIGHT BACKGROUND
LAYOUTS



9x16



4x5



16x9

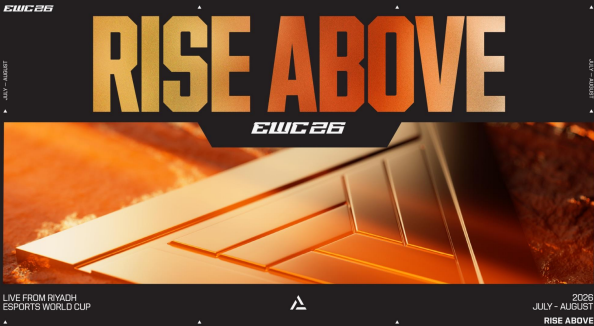
LAYOUTS

HEADLINE LAYOUTS

DARK BACKGROUND
LAYOUTS



4x5



16x9

9x16

LAYOUTS

LIGHT BACKGROUND
LAYOUTS



9x16



4x5



16x9

LAYOUTS

TYPOGRAPHY LAYOUTS

DARK BACKGROUND
LAYOUTS

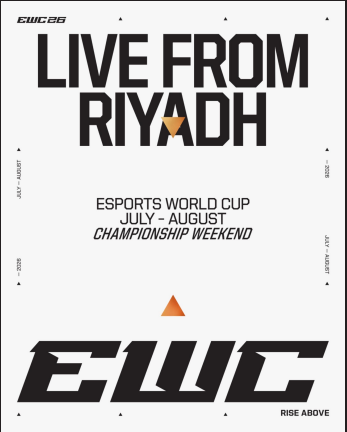


LAYOUTS

LIGHT BACKGROUND
LAYOUTS



9x16



4x5

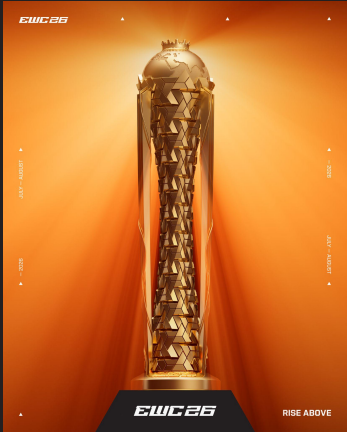


16x9

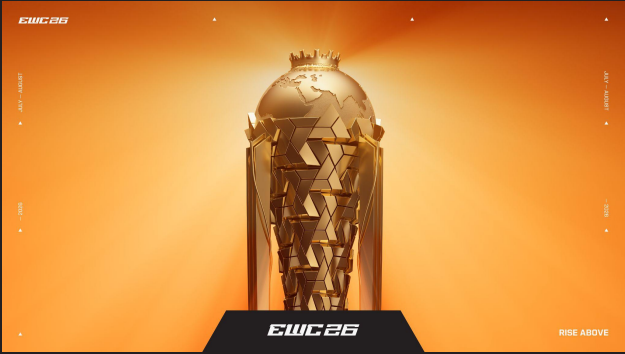
LAYOUTS

KV LAYOUTS

KV
DARK



4x5



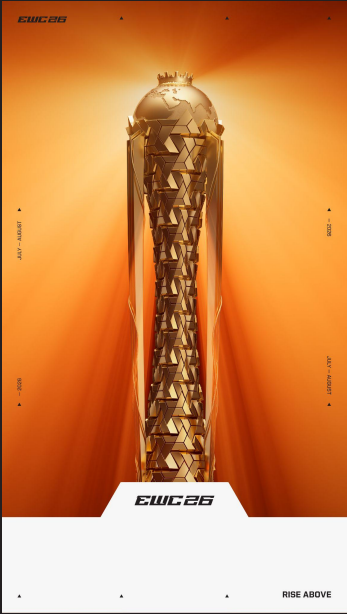
16x9

RISE ABOVE

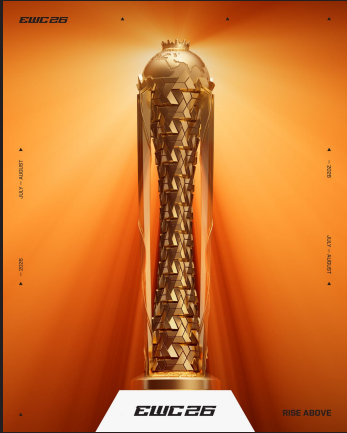
9x16

LAYOUTS

KV
LIGHT



9x16



4x5



16x9

LAYOUTS



KV V2
DARK



4x5



16x9



9x16

LAYOUTS



KV V2
LIGHT



9x16



4x5

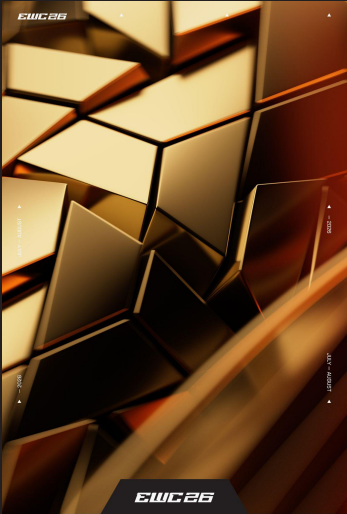


16x9

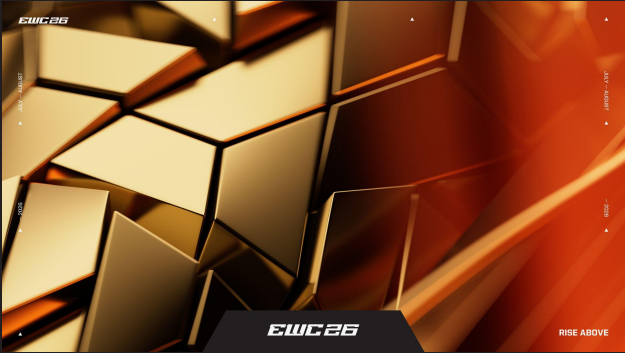
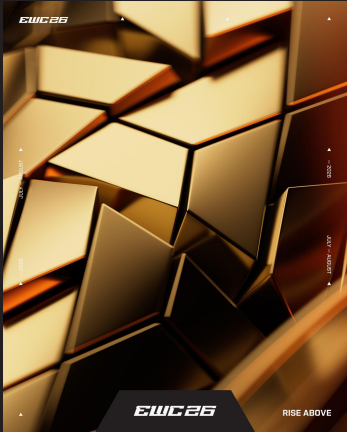
LAYOUTS



KV V2
DARK



4x5



16x9

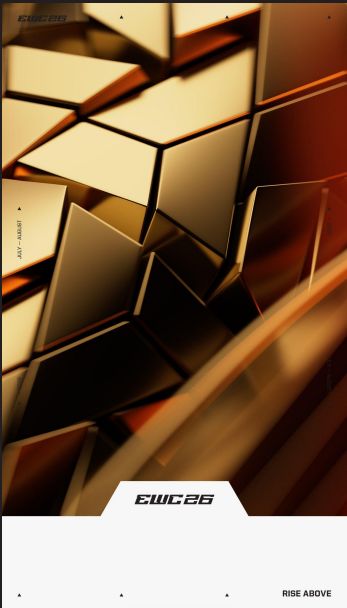
RISE ABOVE

9x16

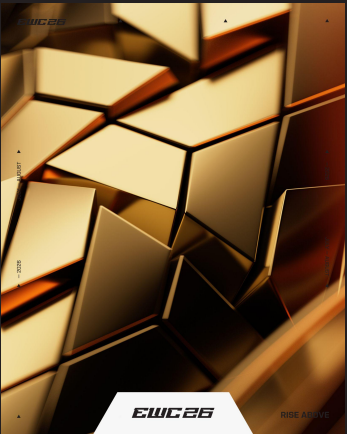
LAYOUTS



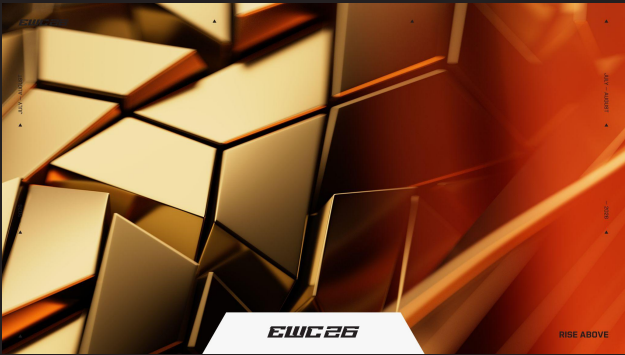
KV V2
LIGHT



9x16



4x5



16x9

LAYOUTS



INFORMATIONAL LAYOUTS

LAYOUTS

9x16

4x5

16x9

FINAL STANDINGS LIGHT
LIGHT

EW C26

FINAL STANDINGS

CHAMPIONSHIP WEEKEND

#	TEAM	PTS	PRIZE MONEY
1	BDS	/ 1000	/ £200,000
2	FALCONS	/ 600	/ £80,000
3/4	GEN.G	/ 275	/ £40,000
3/4	G2	/ 275	/ £40,000
5-8	BDS GEN G2 BDS	/ 60	/ £20,000
9-12	BDS GEN G2 BDS	/ 0	/ £10,000
13-16	BDS GEN G2 BDS	/ 0	/ £5,000

LEAGUE OF LEGENDS

EW C

RISE ABOVE

9x16

EW C26

FINAL STANDINGS

CHAMPIONSHIP WEEKEND

#	TEAM	PTS	PRIZE MONEY
1	BDS	/ 1000	/ £200,000
2	FALCONS	/ 600	/ £80,000
3/4	GEN.G	/ 275	/ £40,000
3/4	G2	/ 275	/ £40,000
5-8	BDS GEN G2 BDS	/ 60	/ £20,000
9-12	BDS GEN G2 BDS	/ 0	/ £10,000
13-16	BDS GEN G2 BDS	/ 0	/ £5,000

LEAGUE OF LEGENDS

EW C

RISE ABOVE

4x5

EW C26

FINAL STANDINGS

CHAMPIONSHIP WEEKEND

#	TEAM	PTS	PRIZE MONEY
1	BDS	/ 1000	/ £200,000
2	FALCONS	/ 600	/ £80,000
3/4	GEN.G	/ 275	/ £40,000
3/4	G2	/ 275	/ £40,000
5-8	BDS GEN G2 BDS	/ 60	/ £20,000
9-12	BDS GEN G2 BDS	/ 0	/ £10,000
13-16	BDS GEN G2 BDS	/ 0	/ £5,000

LEAGUE OF LEGENDS

EW C

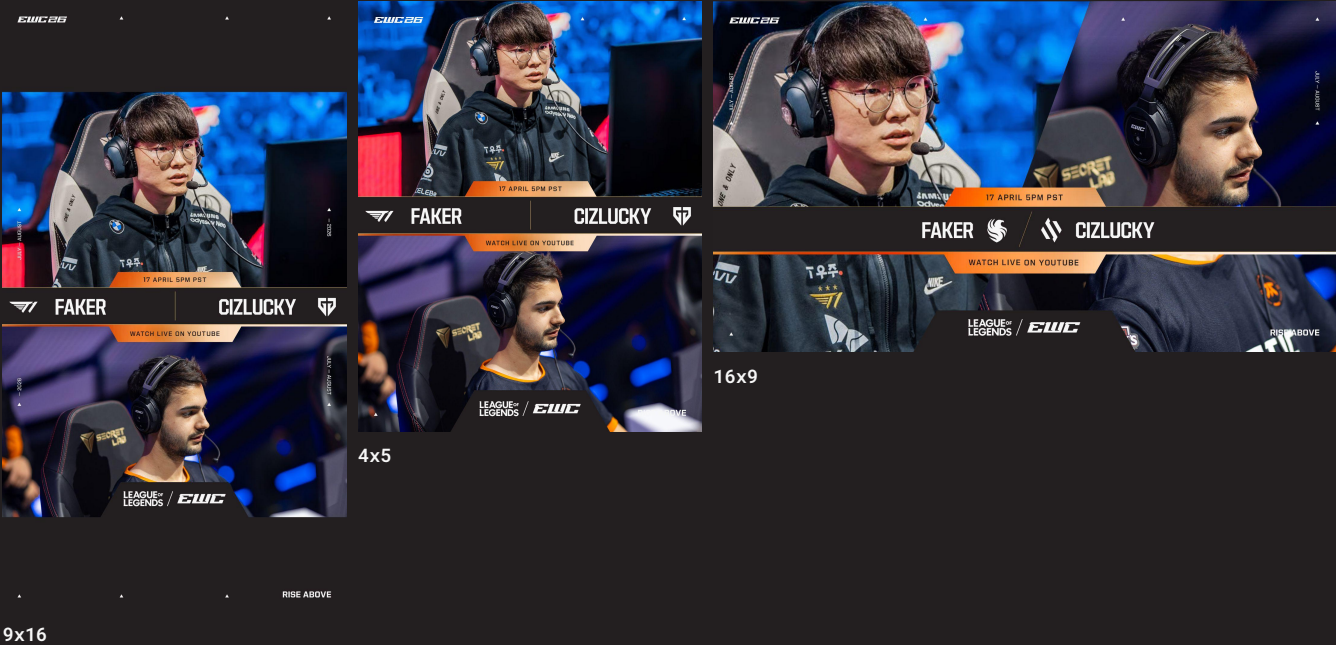
RISE ABOVE

16x9

LAYOUTS

PLAYER VS PLAYER (PHOTOGRAPHY)

PLAYER VS PLAYER (PHOTOGRAPHY)
DARK



LAYOUTS

PLAYER VS PLAYER (PHOTOGRAPHY)
LIGHT



9x16



4x5



16x9

LAYOUTS

TEAM HIGHLIGHT (LOGO)

TEAM HIGHLIGHT (LOGO)
DARK



9x16



4x5



16x9

LAYOUTS



TEAM HIGHLIGHT (LOGO)
LIGHT



9x16



4x5



16x9

LAYOUTS



PLAYER VS PLAYER (LOGO)

PLAYER VS PLAYER (LOGO)
DARK



9x16



4x5



16x9

LAYOUTS

PLAYER VS PLAYER (LOGO)
LIGHT



9x16



4x5



16x9

LAYOUTS

PLAYER HIGHLIGHT (PHOTOGRAPHY)

LAYOUTS



PLAYER HIGHLIGHT
LIGHT

EWC26

FAKER

FNATIC

CHAMPIONSHIP WEEKEND

ELIMINATIONS	/ 17	KNOCKS	/ 17
ASSISTS	/ 2	DAMAGE	/ 19443



RISE ABOVE

9x16

EWC26

FAKER

FNATIC

CHAMPIONSHIP WEEKEND

ELIMINATIONS	/ 17	KNOCKS	/ 17
ASSISTS	/ 2	DAMAGE	/ 19443



4x5

EWC26

FAKER

FNATIC

CHAMPIONSHIP WEEKEND

ELIMINATIONS	/ 17	KNOCKS	/ 17
ASSISTS	/ 2	DAMAGE	/ 19443



16x9

LAYOUTS

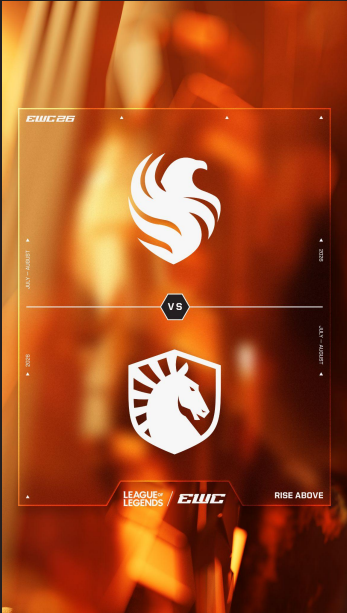
EWC 26

EWC26

135

**TEAM VS TEAM
(LOGO)**

TEAM VS TEAM
(LOGO) DARK



9x16



4x5



16x9

LAYOUTS

TEAM VS TEAM
(LOGO) LIGHT



9x16



4x5



16x9

LAYOUTS

TEAM VS TEAM (PHOTOGRAPHY)

TEAM VS TEAM
(PHOTOGRAPHY) DARK



LAYOUTS

TEAM VS TEAM
(PHOTOGRAPHY) LIGHT



9x16



4x5



16x9

LAYOUTS

MOCKUPS

EWC26



MOCKUPS



MOCKUPS

EWC 26

EWC26



MOCKUPS





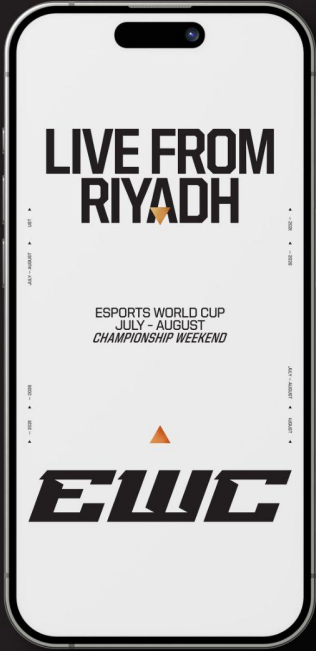
MOCKUPS



MOCKUPS

EWC 26

EWC26





MOCKUPS

EWC 26



THANKS

EWC26