



STUDENT CHAMPS BRAND GUIDE 23/24

CONTENTS

1. WHAT ARE THE STUDENT CHAMPS?

2. THIS YEARS THEME

3. OUR LOGO

4. LOGO USES

5. TOURNAMENT LOGOS

6. OUR COLOURS

7. MAKING THE GRADIENT

8. GRAPHICS

9. FONTS

WHAT ARE THE STUDENT CHAMPS?

The British Esports Student Champs are a series of competitive gaming tournaments for students aged 12+ in schools and colleges across the UK. It is a competitive online gaming tournament that allows students to represent their school / college in a national competition over the course of the academic year.

It is an extracurricular team-based activity that will engage a wider demographic of young people. It's also been proven to increase attendance levels, leadership and communication skills, cognitive ability, and has strong links to STEAM subjects and the development of digital skills.

Esports is a fun and exciting activity and continues to provide character development and competition where traditional methods cannot. It is accessible, open and inclusive for all, regardless of physical ability, age or gender, and provides a place for those students who aren't necessarily already in a competitive or team-based club.

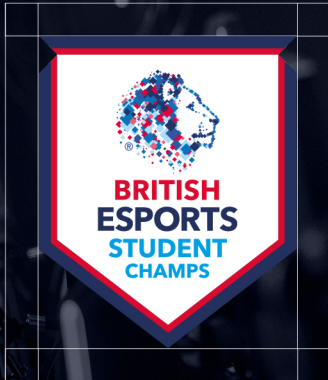
Last season we saw the best schools and colleges nationally compete on live broadcasts, culminating in a Grand Finals, which generated over 250,000 views across the weekend of our live LAN event.

THIS YEARS THEME

BE THE CHAMPION
BE YOUR BEST
BE A LEADER
BE INSPIRING

OUR LOGO

SAFE AREA



PLEASE ENSURE THAT THE SAFE AREA REMAINS CONSISTENT.

INCORRECT USES



DO NOT CROP



DO NOT ROTATE



DO NOT SKEW/DISTORT



INCORRECT FONT



DO NOT RECOLOUR

TOURNAMENT LOGOS



Used for **NATIONALS** content such as, streams, social and promo material.

Red is the overall colour for champs, and also the colour for **NATIONALS**.



Used for **OPEN** content such as, streams, social and promo material.

Blue is the overall colour for **OPEN**. This should be the main colour within Open content.



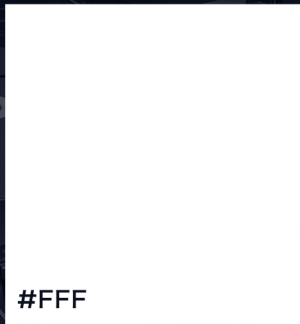
Used for **CUPS** content such as, streams, social and promo material.

Green is the overall colour for **CUPS**, this should be the main colour within cups content.

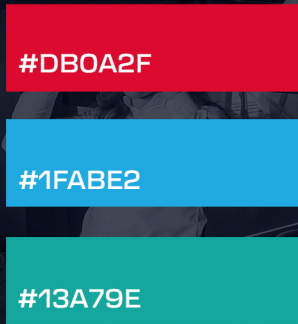
These logos should not be adapted in any way, such as changing the colour and shape, skewing or distorting the logos or adjusting the font.

OUR COLOURS

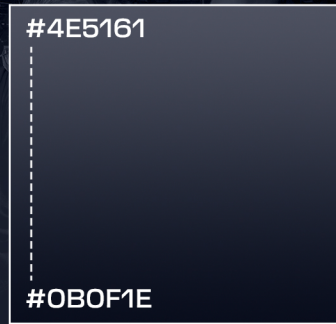
Main Text Colour



Highlight Colour



Background Gradient



HOW TO MAKE THE GRADIENT

ADD LAYER STYLE
GRADIENT OVERLAY
#0B0F1E TO #4E5161
SET BLENDING MODE
TO COLOUR

ADD LAYER STYLE
COLOUR OVERLAY
USE COLOUR #0B0F1E
SET BLENDING MODE
DARKEN AT 75%

GRAPHICS

When creating graphics for student champs, colours for each tournament style must be used for respective graphics, for example a piece of promotional material for the Open league must use a blue border on the image and have the highlight colour as blue.

STUDENT CHAMPS
NATIONALS

BE THE CHAMPION

STUDENT CHAMPS
OPEN

BE THE CHAMPION

STUDENT CHAMPS
CUPS

BE THE CHAMPION

Fonts

KUSANAGI

Font used for first titles.

TRANSDUCER

Font used for secondary titles.

JAKARTA SANS

Font used body text.

TITLE TEXT

SECONDARY TITLE

Lorem ipsum dolor sit amet, **consectetur** adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.

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Risus commodo viverra maecenas **accumsan** lacus vel facilisis.



**THANK YOU
FOR READING**

and questions please contact:
champs@britishesports.org