

EVIL GENIUSES STYLE SHEET

If you have any questions regarding branding or how to apply it, please reach out to press@evilgeniuses.gg

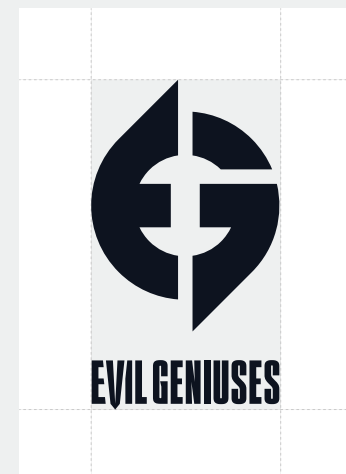
HORIZONTAL LOGO



PRIMARY LOGO: CREST



VERTICAL LOGO



1. LIVEEVIL TAGLINE



2. HORIZONTAL STAMP



3. VERTICAL STAMP

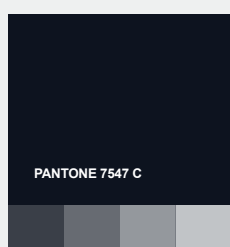


USAGE & GUIDELINES

The hashtag LIVEEVIL tagline design (1) is our primary slogan and motto.

For special occasions when you need the tagline to stand out, please use the horizontal (2) or the vertical (3) stamp if the space allows for it.

COLORWAYS



1. MIDNIGHT BLUE

CMYK 84 / 75 / 57 / 75
RGB 12 / 18 / 32
HEX# 0c1220



2. WHITE

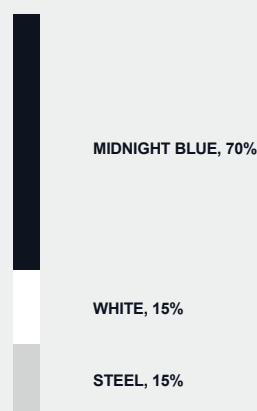
CMYK 0 / 0 / 0 / 0
RGB 255 / 255 / 255
HEX# ffff



3. STEEL

CMYK 17 / 12 / 12 / 0
RGB 209 / 211 / 212
HEX# d1d3d4

GENERAL DISTRIBUTION*



USAGE & GUIDELINES

Midnight Blue (1) is our primary color.

* The original color distribution scale may be inverted.

1. PRIMARY TYPEFACE: ANTI-SANS

ANTI-SANS

REGULAR

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789

2. SUPPORTING FONTS: DIN 2014 NARROW

DIN 2014 Narrow

Extra bold

abcdefghijklmnop
opqrstuvwxyz
0123456789

Regular

abcdefghijklmnop
opqrstuvwxyz
0123456789

3. TETRIARY FONTS: ARIAL

Arial

Regular

abcdefghijklmnop
opqrstuvwxyz
0123456789

USAGE & GUIDELINES

Anti Sans (1) is our primary typeface. Anti Sans is used for headlines and is not to be used for sentences longer than 10 words.

DIN 2014 Narrow (2) is our supporting font. Extra Bold is used for sub headlines. Regular is used for longer copy.

Arial is only used for stationery and legal items.