

GRID BRAND GUIDELINES 2024

# BRAND BOOK

Welcome to the GRID Brandbook.

This detailed guide will help you navigate and understand everything about the GRID brand.

Inside, you'll find all the necessary information and materials to bring our brand to life.

**Get on the GRID.**

# ANGENDA

- 1. Mission & Vision
- 2. Logotype
- 3. Colors
- 4. Fonts
- 5. Design Elements
- 6. Iconography
- 7. Visual Logic

# MISSION & VISION





## Mission

Unlock the potential of in-game data for everyone.



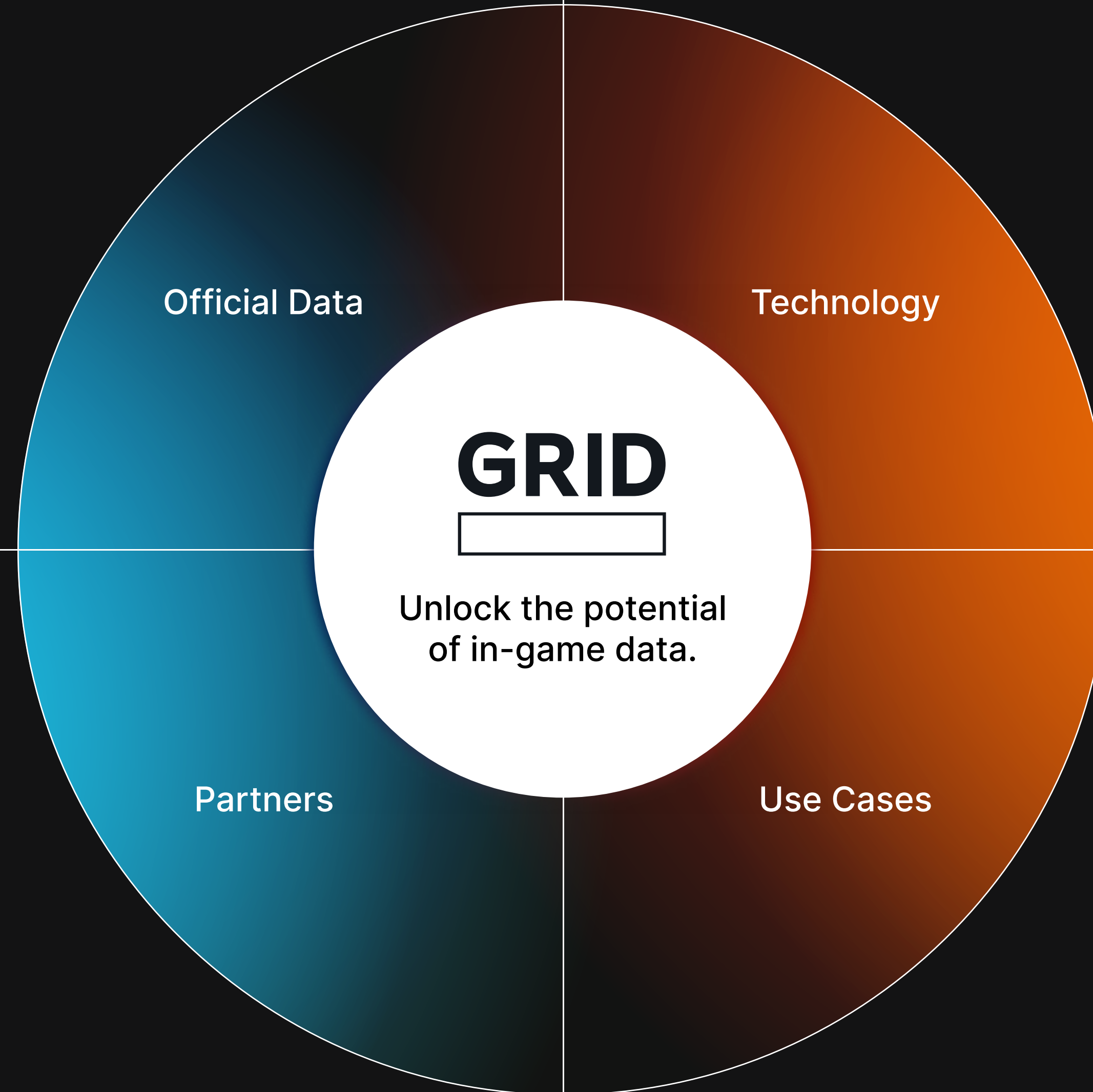
## Vision

GRID Data is the game industry standard to fuel a rich and sustainable ecosystem where official game data thrives.

GRID's Pillars

First-party  
Official  
Secure, granular  
Game-server data

Rights Holders  
Game Developers  
Tournament Organizers  
Tech Partners



Platform  
Infrastructure  
Automated  
For all games

Esports  
Game-wide  
Betting  
Media  
Integrity  
Player Performance

# LOGOTYPE

Primary logotype





Logotype variations



Primary

This is the preferred logotype. Use it wherever possible, unless the available space is too small and impacts the readability of the logo.



Secondary



Favicon

Logotype Colors

Light

HEX: #FFFFFF  
RGB: 255, 255, 255  
CMYK: 0, 0, 0, 0



Dark

HEX: #131415  
RGB: 19, 20, 21  
CMYK: 10, 5, 0, 92



Logo Colorway

Dark Logo

Light Logo

Over Imagery

Over Light/Light Gradient

Over Dark/Dark Gradient

Over Blue

Over Orange

GRID

GRID

X

GRID

GRID

GRID

X

GRID

X

X

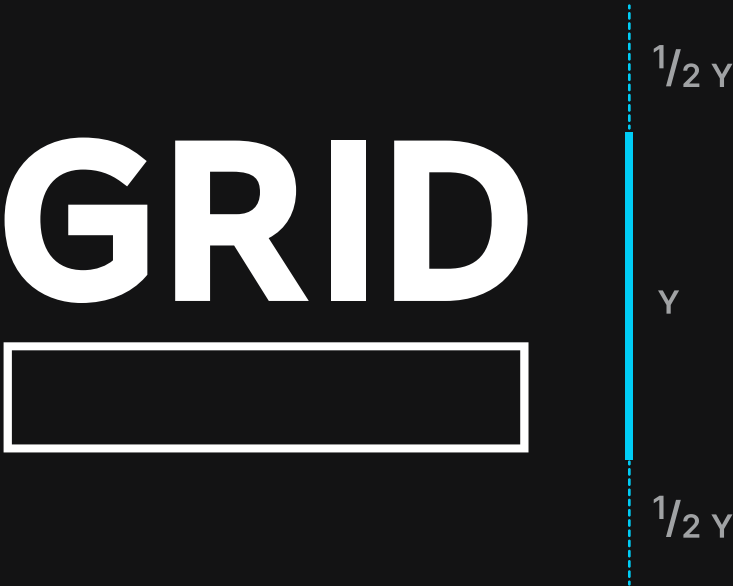
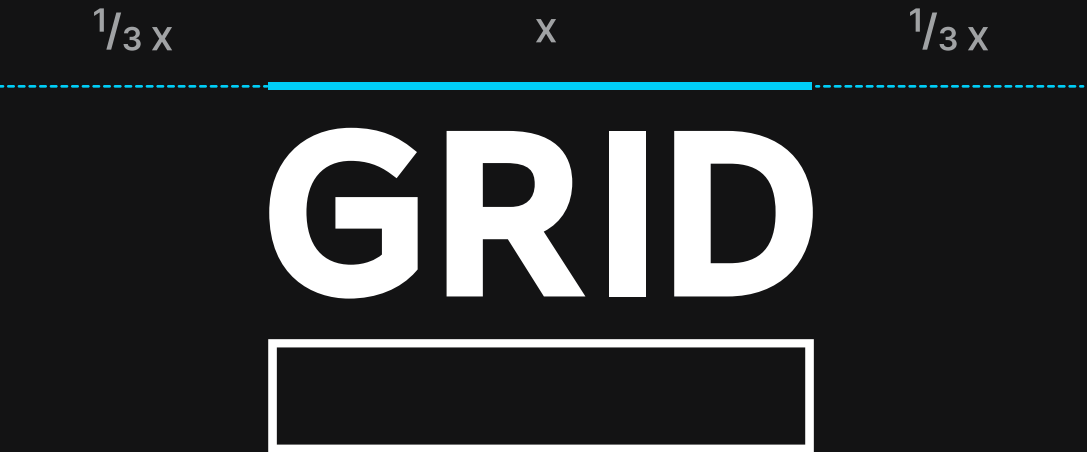
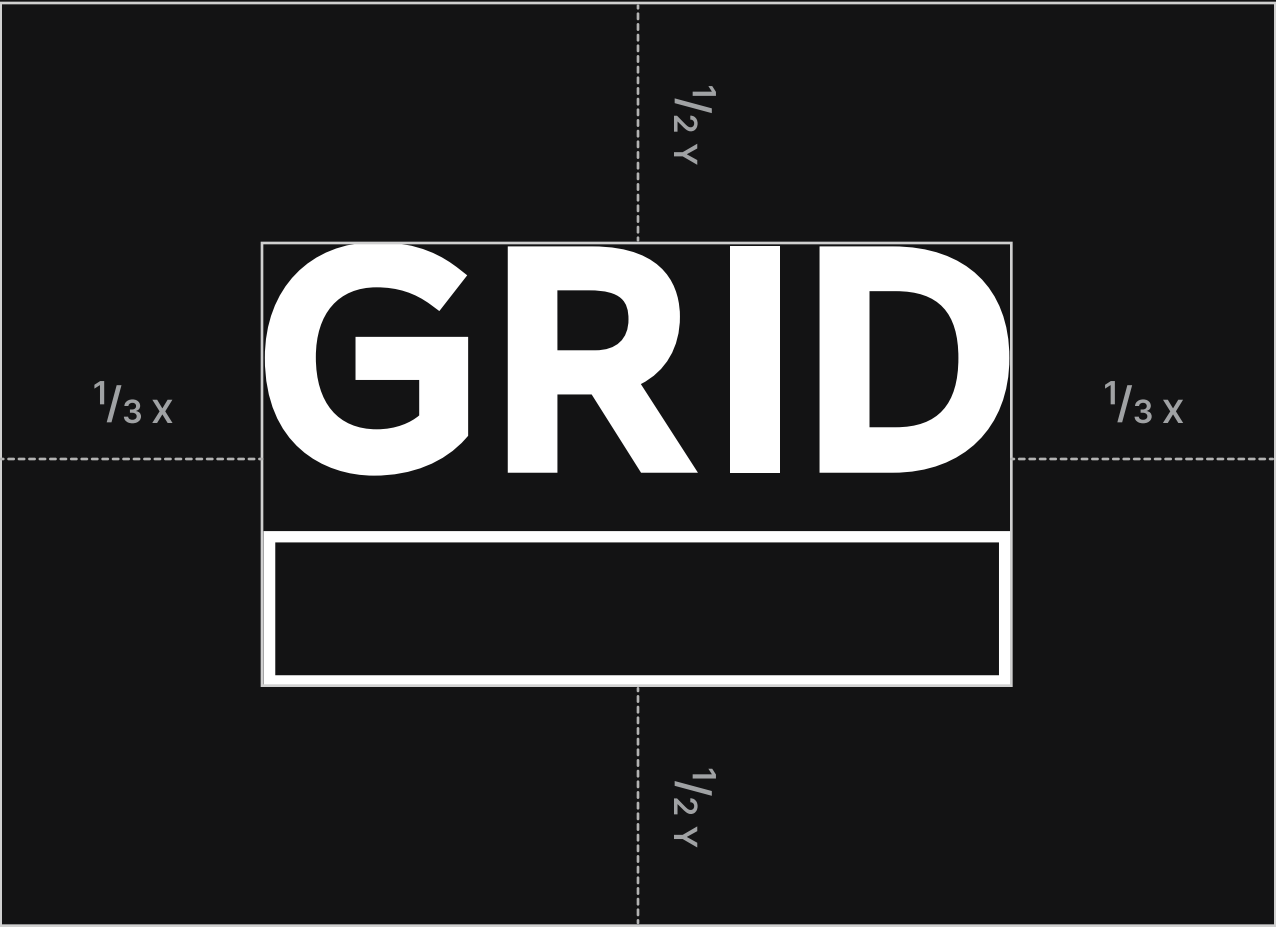
\*use dark logo on light-colored and light logo on dark-colored imagery.

Clearspace

Clearspace shall be:

- 1/3 of the length of the logo in use, on the left & right side
- 1/2 of the height of the logo in use, on the top & bottom

Same clearspace rules should be applied for the secondary logo and favicon.



POWERED BY

GRID

EXCEPTION



Logo  
Lockups

GRID’s logo is the primary icon of our identity, however it can be paired with the company’s slogan “Play with Data”.

GRID Logo



GRID + Play with Data.



Play with Data.



GRID | Play with Data.

Examples



Meet The GRID Team At social media asset

GRID | Play with Data.

The Role of In-game Telemetry Data in Esports:  
Tapping into the Game-Changing Dynamics  
of the competitive scene.

READ MORE >>

Social Media Blog Post Announcement Visual

# COLORS

## Blue:

**Meaning:** Blue is the GRID's primary color, symbolizing its digital world. It represents stability, order, and innovation.

**Use case:** Products, Values, People, Platform, Tech - represents foundations and stability.

#1FDAFF

R 31  
G 218  
B 255

C 88  
M 15  
Y 0  
K 0

## Gradient Blue:

**Meaning:** Gradients provide a modern touch to GRID's visual communication. The blue color in a gradient serves the same symbolism as a solid color.

**Use case:** The blue gradient is the foundation for GRID assets. It is the primary color in visual communication, and the gradient fill is a clear background.

■ #81EAFF  
■ #1FDAFF  
■ #24ADC6  
■ #032B78

## White:

**Meaning:** White represents purity and creation.

**Use case:** It is used for clear, readable text.

#FFFFFF

R 255  
G 255  
B 255

C 0  
M 0  
Y 0  
K 0

## Orange:

**Meaning:** Orange represents the spirit of innovation and creativity on the GRID. As a vibrant and energetic color, it symbolizes the creation of new ideas and technologies.

**Use case:** Orange is a secondary color in the GRID brand. It highlights buttons, lines, and minor visual elements, adding a touch of innovation to GRID.

#FD7D04

R 253  
G 125  
B 4

C 0  
M 51  
Y 98  
K 1

## Gradient Orange:

**Meaning:** The orange gradient represents new ideas and innovation, novelty to the GRID.

**Use case:** The orange gradient adds an additional element to a blue gradient background, introducing innovation and energy. It can also function as an independent background for innovation-driven content - announcements, new partners, blog posts, knowledge hub, infographics.

■ #FFD335  
■ #FD7D04  
■ #D36600  
■ #EE2F15

## Dark:

**Meaning:** A deep blue, almost black color symbolizes the eternity and complexity of digital space.

**Use case:** This dark hue serves as the primary background color and can also be used as a text color when white does not provide sufficient contrast with the background.

#131415

R 19  
G 20  
B 21

C 10  
M 5  
Y 0  
K 92

**FONT**



Inter

Inter is a modern, highly legible font designed specifically for screens, making it ideal for tech-forward brands. Its clean sans-serif design ensures clarity across digital platforms, from websites to social media, and it remains readable even at small sizes, making it suitable for both digital and print use.

Blending geometric precision with subtle humanist features like slight curves and varying stroke widths, Inter feels both modern and approachable. This versatility allows it to be used consistently across different media, with multiple weights and styles to maintain a cohesive brand identity.

As an open-source font, Inter is widely supported and optimized for web use, ensuring smooth integration across all devices. Its balanced aesthetic remains consistent in headers, body text, or captions, making it an ideal choice for a brand with a tech-savvy image like GRID.

Aa Bb Cc

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Xx Ww Yy Zz

# DESIGN ELEMENTS



**Meaning** The minimalistic approach directs attention to the key elements of design.

**Use case** Open composition with minimal number of design elements highlight the contrast between the real world and the virtual. This minimalism also serves to focus attention on key elements.

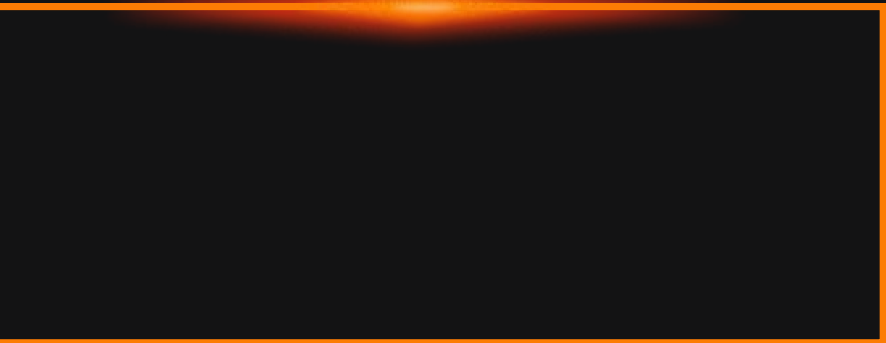
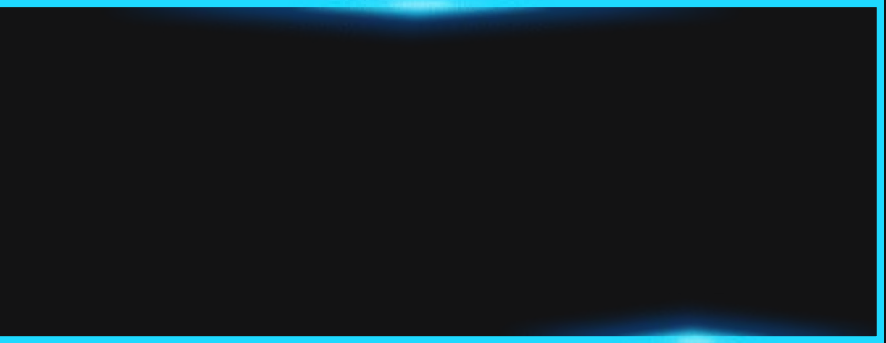
**GRID** | Play with Data.

**The Role of In-game Telemetry Data in Esports:**  
Tapping into the Game-Changing Dynamics  
of the competitive scene.

**READ MORE** 

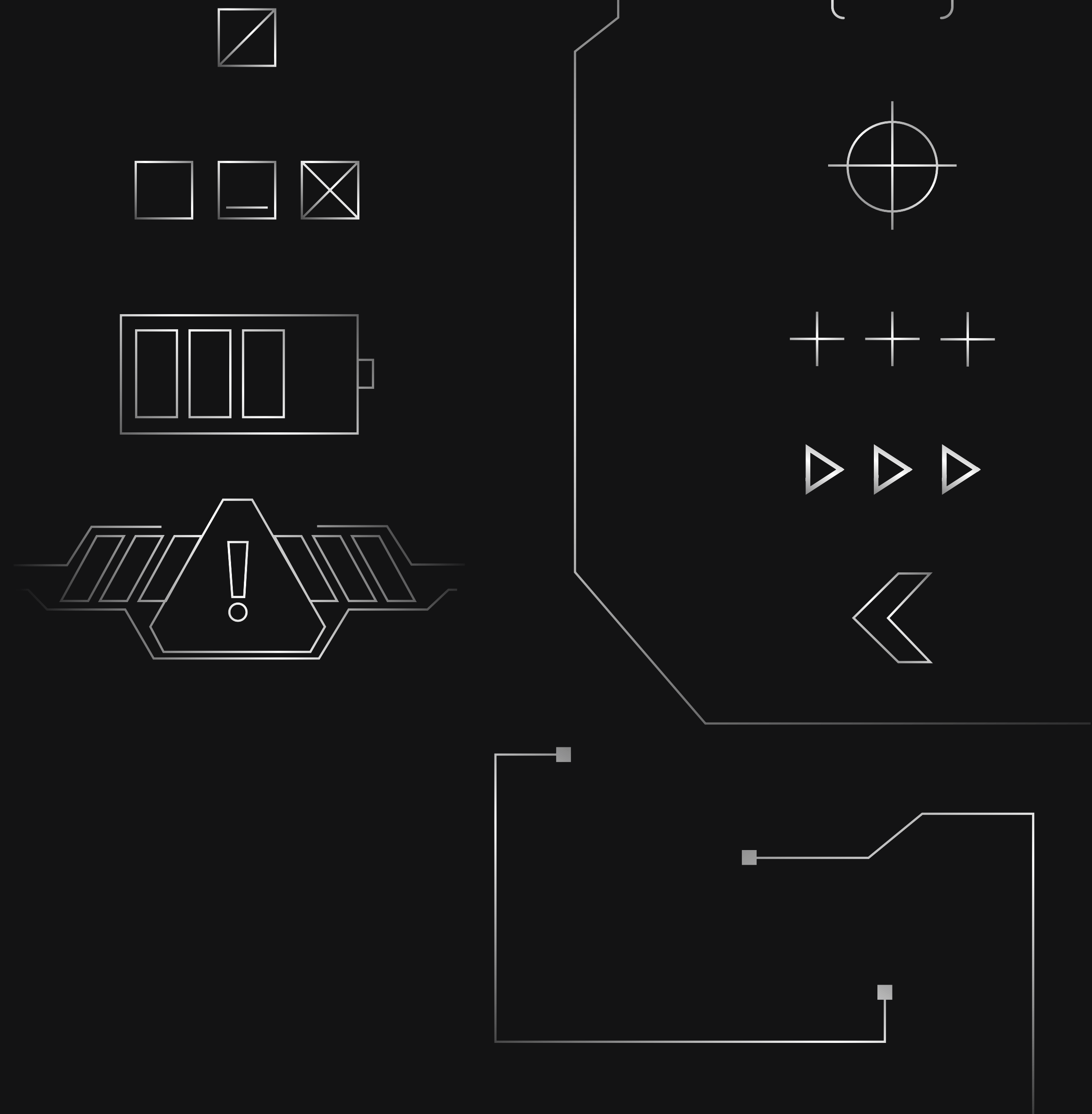


Meaning	Light trails go everywhere data goes. They are used as connectors and help to highlight important information.
Use case	Light trails go everywhere data go. They are used as connectors and help to highlight important information.

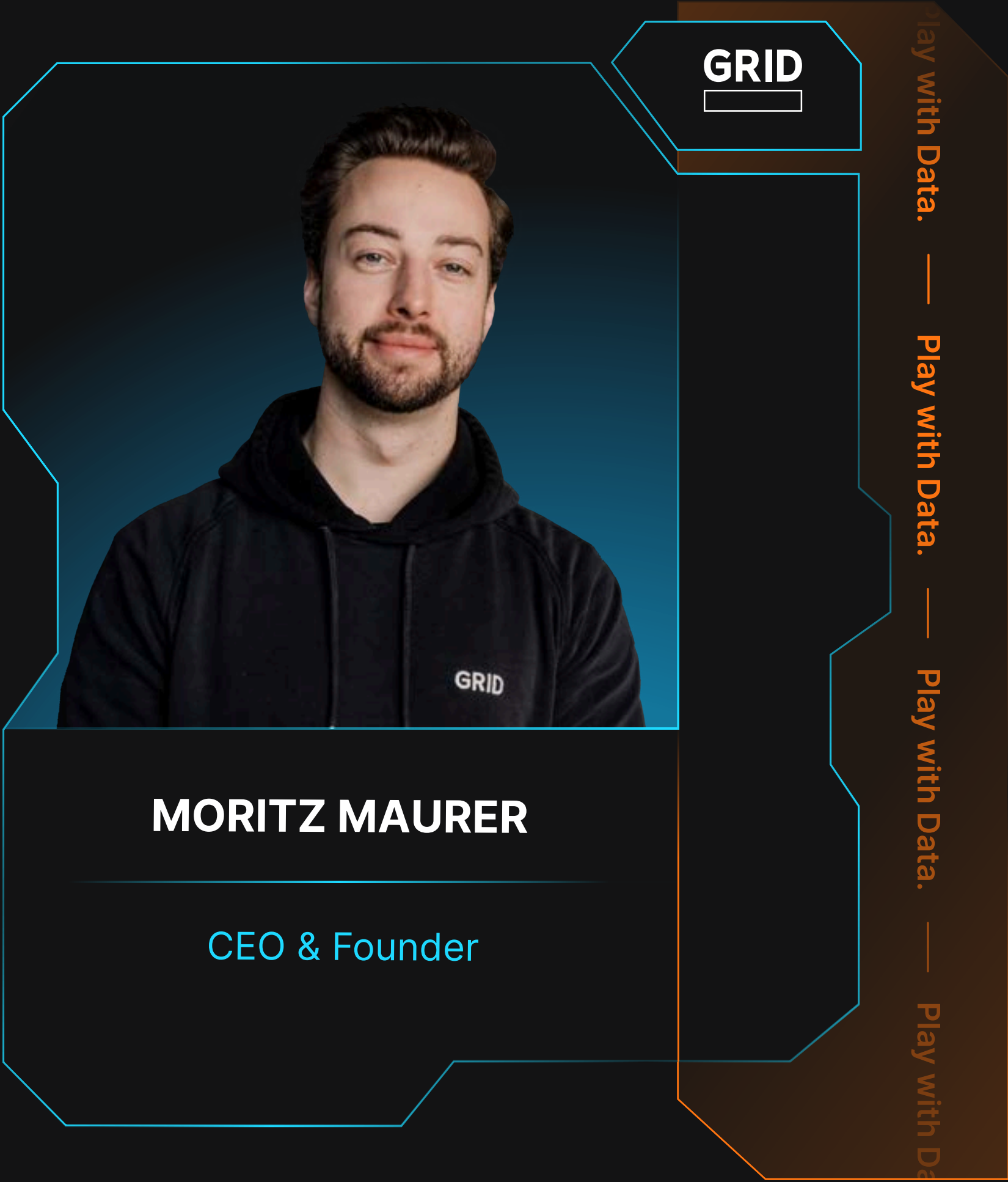


**Meaning** Game HUD elements emphasize GRID's deep roots in gaming, showcasing its expertise and familiarity with gaming interfaces. They symbolize real-time information delivery and an immersive user experience. These elements are subtly integrated into GRID's visual assets that revolve around esports. White color and thin lines add a light touch without dominating the design.

**Use case** Following elements are speckled around GRID visual assets that revolves around esports. White color and thin lines provide a light addition instead of taking all focus on the design element.



Meaning	Collecting cards represent the gamification element and the competitive spirit inherent in esports. They symbolize achievements, progression, and the collection of valuable data or insights.
Use case	These cards highlight one of GRID's main strengths—its people. Unique GRIDers are showcased as collectible game cards, emphasizing how valuable each of them is.



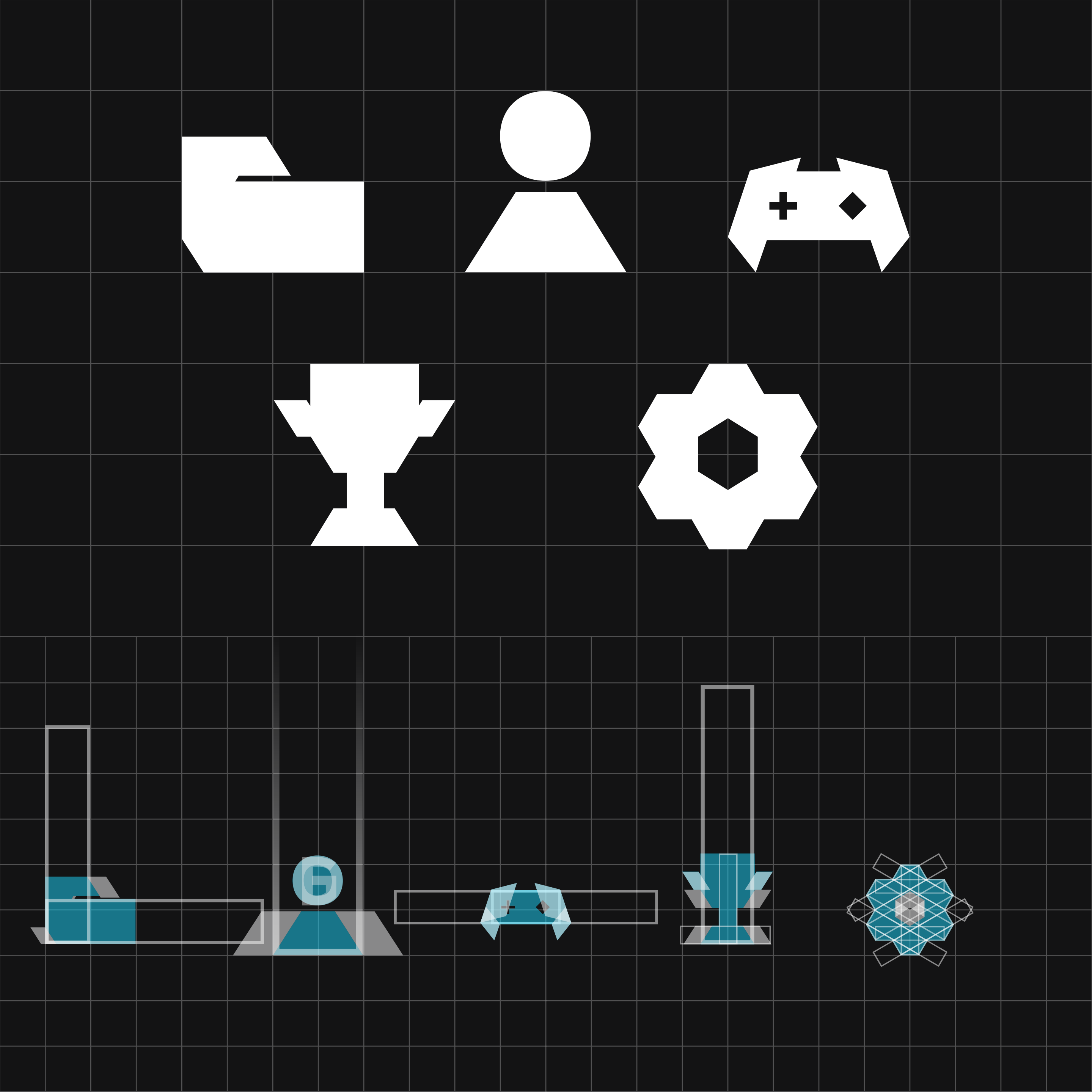
# ICONOGRAPHY

Concept

GRID is the foundation.

Grid space represents order and structure in a digital world of potential and cutting-edge technology. Everything that happens—happens on the grid.

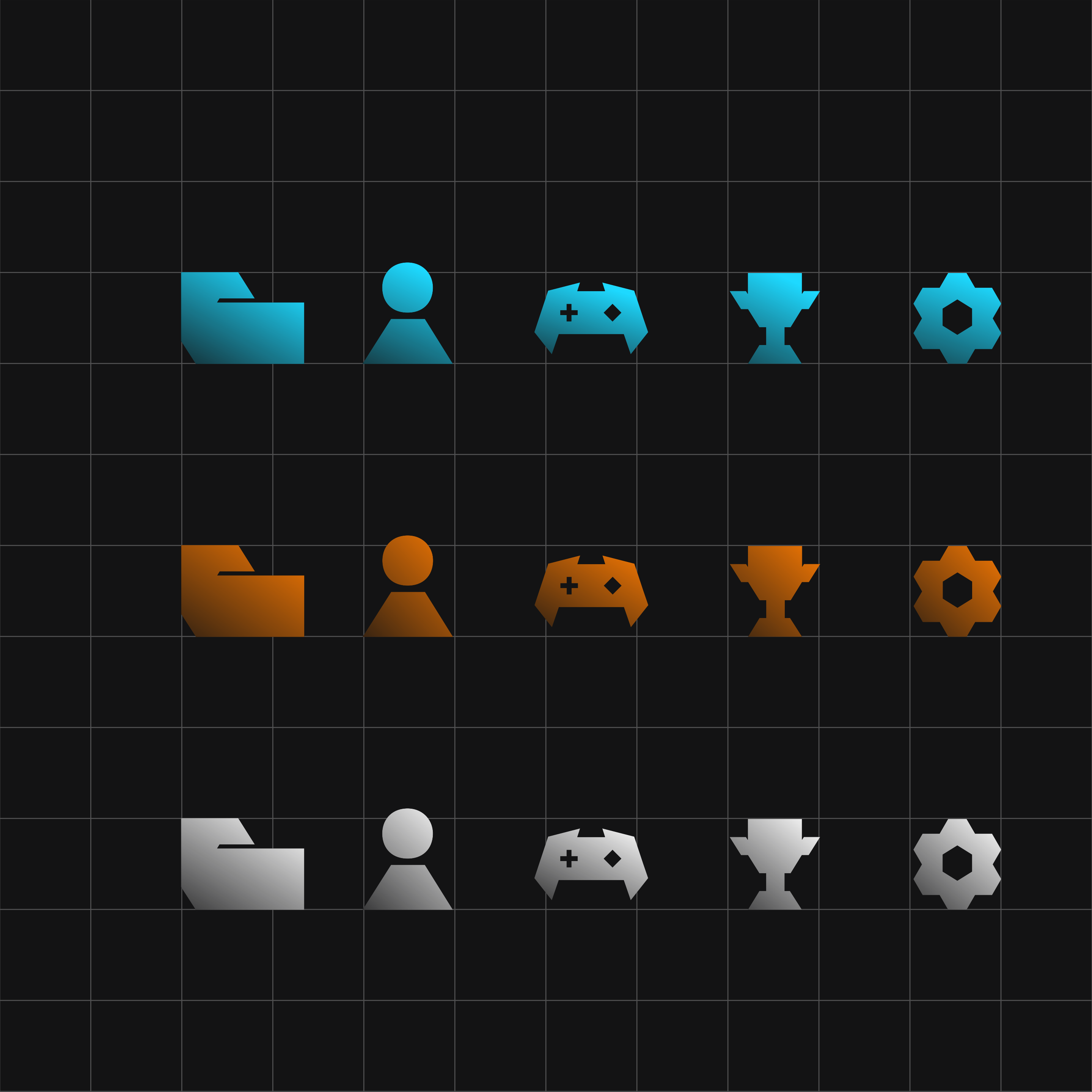
GRID iconography features sharp edges to reflect the digital and futuristic nature of the grid. The GRID logotype serves as the foundation for each and every design element.



Color

GRID iconography presented in three gradient fill colors—blue, orange and white.

This variety of color options allows for selecting the most fitting color to match the text and balance the composition of a visual.





# VISUAL LOGIC

# Partnership Announcement Visual

The grid pattern reflects the precision and order of the digital world.

The right side is reserved for the partner's logotype. The orange gradient signifies the new ideas and innovation the partner introduces to the GRID.

GRID



GRID

The left side is reserved for the GRID logotype. The blue gradient signifies the stability that GRID brings to its partners.

The plus and braces signs represent the unity of the two companies, bringing their best values into a powerful synergy.

# Knowledge Hub Article Announcement

**GRID** | Play with Data.

**The Role of In-game Telemetry Data in Esports:**  
Tapping into the Game-Changing Dynamics  
of the competitive scene.

**READ MORE**

The orange gradient signifies the new ideas and innovations introduced by the article.

The grid pattern showcases stability and precision.

The angle introduces a new perspective and gives a literal meaning to the asset. It's not only stable but also innovative.

The 'Read more' text in orange symbolizes the new information you'll gain from reading the article.

The arrow shape adds a gamification aspect and invites you to continue reading.

# New Hire Asset

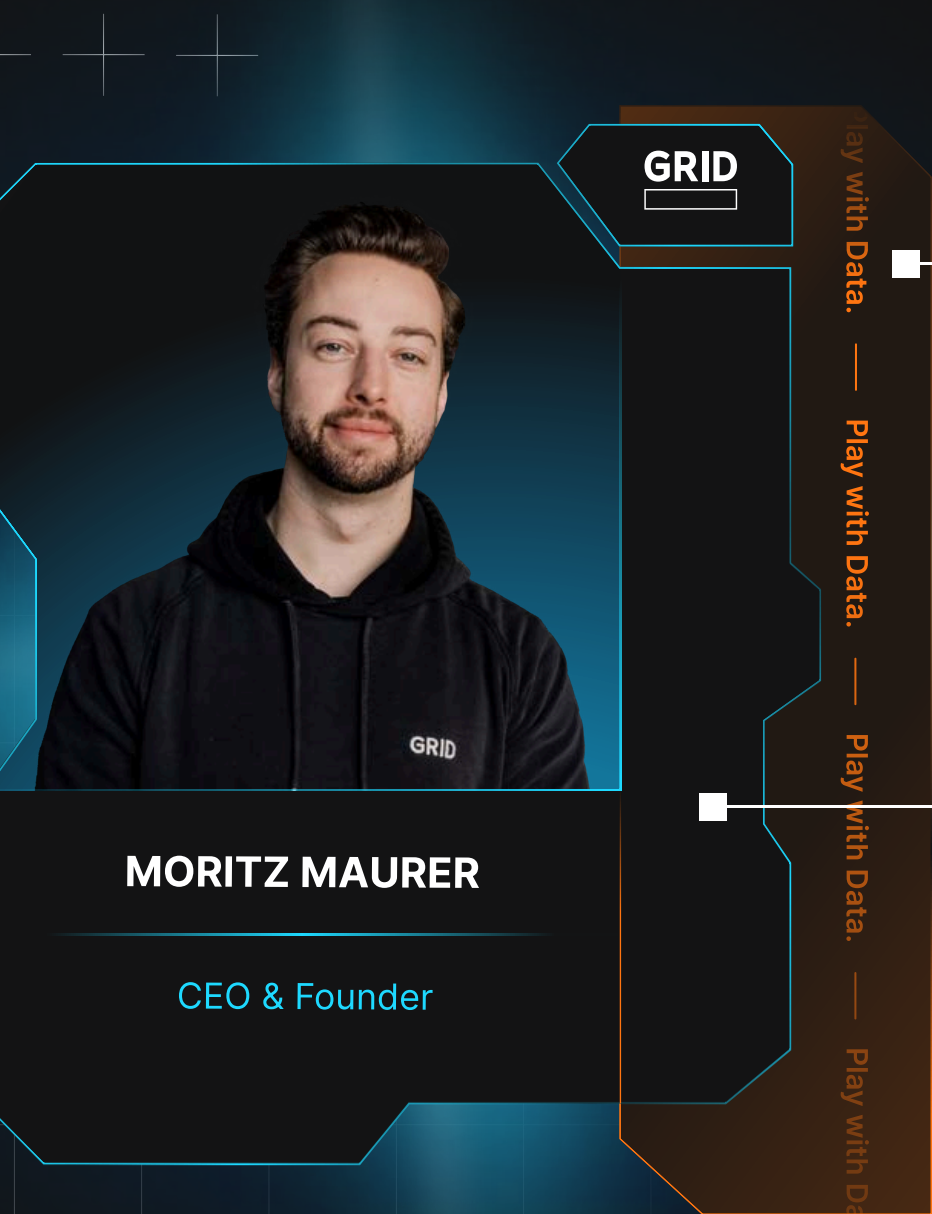
Plus signs intensify the feeling of acquiring a new asset and add a gaming touch to it.

The blue gradient is placed behind the game card.

It is shaped like a 4-point star, which mimics the discovery of a new gaming character. The blue color introduces the new character to the balanced data ecosystem.

Orange is used to highlight the 'play with data' section of the card, adding a touch of innovation to the GRID.

The gaming card evokes the feeling of collecting an important asset—a new GRIDer.



GRID

MORITZ MAURER

CEO & Founder

play with Data. — Play with Data. — Play with Data. — Play with Data.

The grid pattern reflects the precision and order of the digital world.

GRID BRAND GUIDELINES 2024

# THANK YOU