

GRID BRAND GUIDELINES 2025

# 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

# 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.

# 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
Dark Logo					
Light Logo					

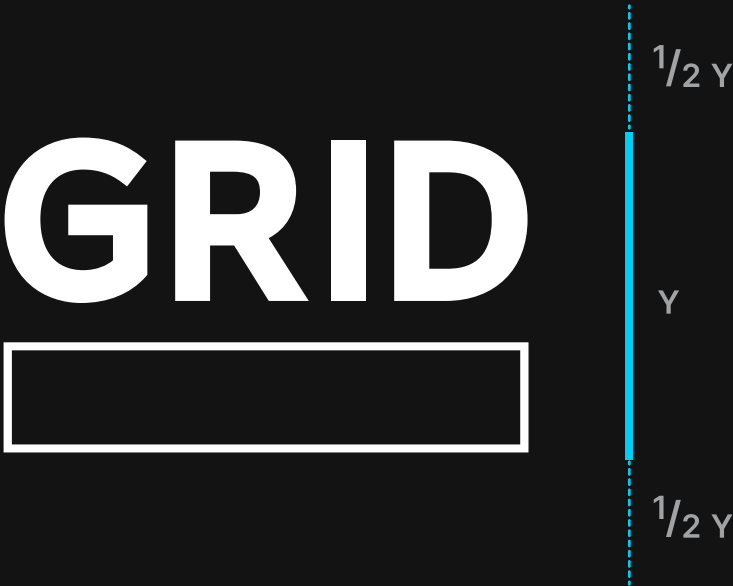
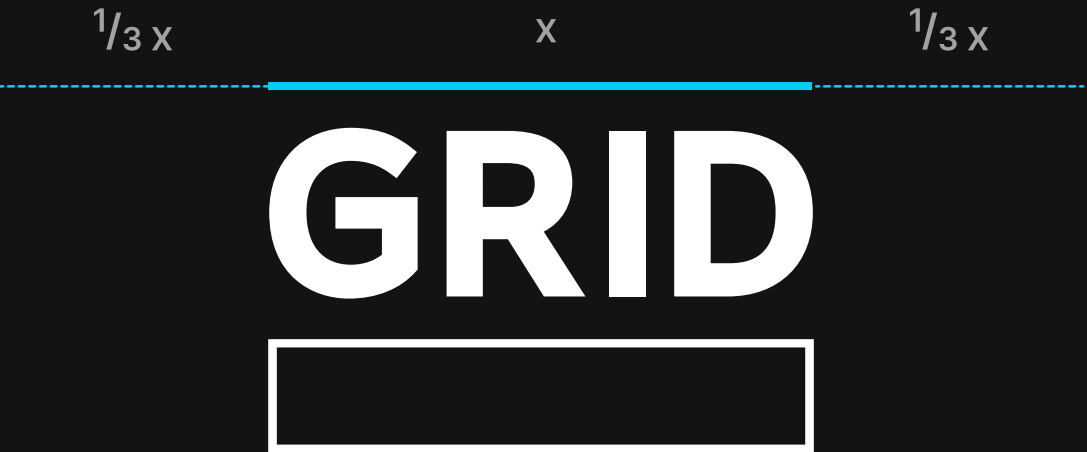
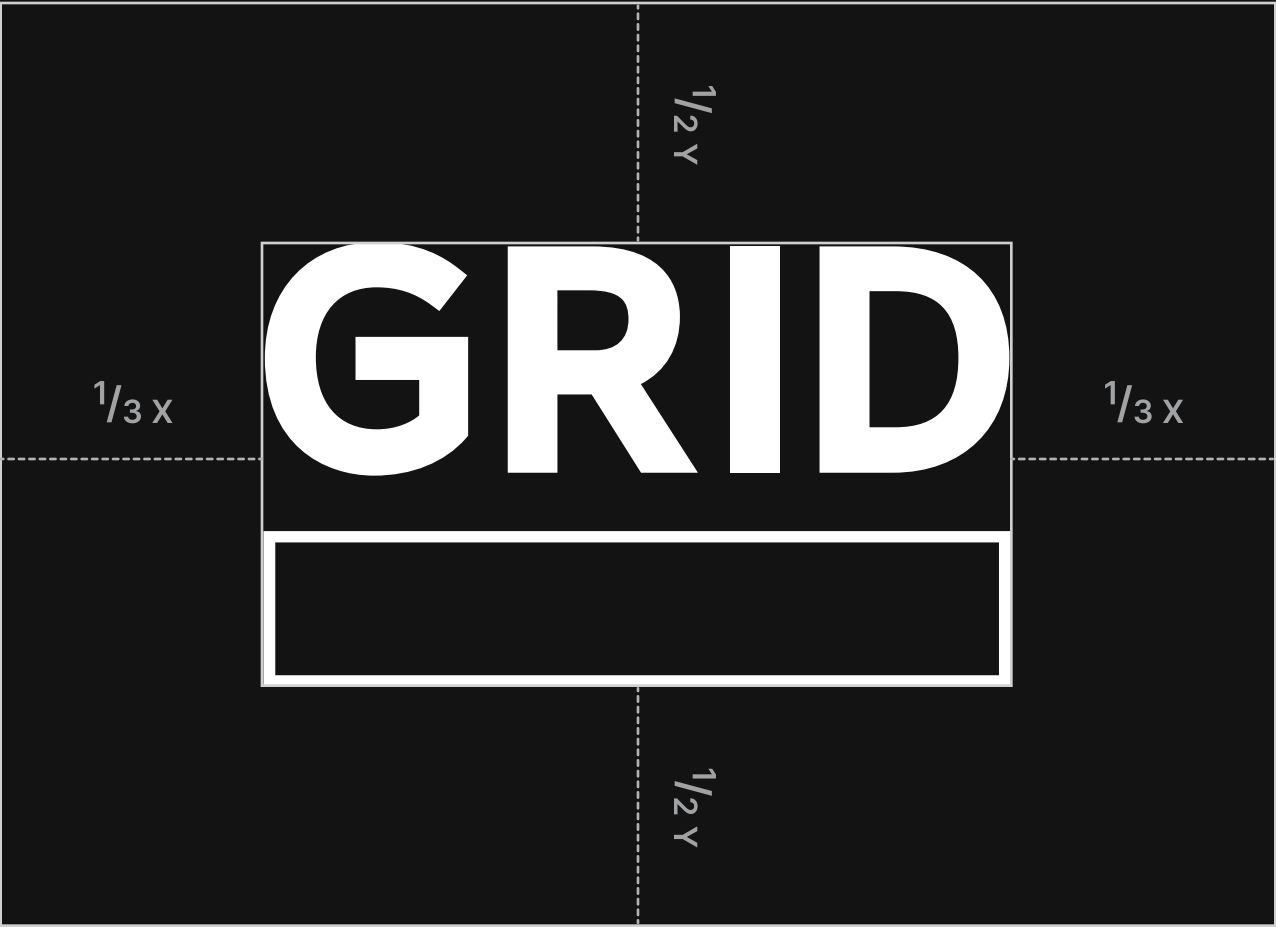
\*use dark logo on light-colored and light logo on dark-colored imagery.

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

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# THANK YOU