



GEN.G ESPORTS

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UNITED UNDER #TIGERNATION, GEN.G'S CORE MISSION IS TO HELP FANS AND ATHLETES USE THE POWER OF GAMING AND ESPORTS TO GET AHEAD IN AND BEYOND THE COMPETITION. WITH AN EMPHASIS ON EDUCATION, DEI INITIATIVES, AND INNOVATIVE PARTNERSHIPS, GEN.G IS A COMMERCIAL AND THOUGHT LEADER, BUILDING A GLOBAL, INCLUSIVE AND CROSS-CULTURAL FUTURE FOR GAMING. ITS UNIQUE PORTFOLIO OF TEAMS INCLUDES THE SEOUL DYNASTY (OVERWATCH LEAGUE), LEAGUE OF LEGENDS CHAMPIONS KOREA (LCK), THE GEN.G & GEN.G BLACK VALORANT TEAMS, THE PUBG GEN.G TEAM, AND THE NBA2K'S GEN.G TIGERS (THE FIRST NON-NBA OWNED TEAM IN THE NBA 2K LEAGUE). GEN.G HAS ALSO BEEN A MAJOR PROPONENT IN SEAMLESSLY BRINGING IN NON-ENDEMIC BRAND PARTNERS TO THE WORLD OF GAMING AND ESPORTS, INCLUDING 1PASSWORD, BURBERRY, CROCS, KING'S HAWAIIAN, MCDONALD'S, MOBIL 1, PROCTER & GAMBLE, TOYOTA, AND MORE. GEN.G ALSO OPERATES THE ELITE ESPORTS ACADEMY, THE WORLD'S FIRST FULLY-INTEGRATED ACADEMIC ESPORTS PROGRAM IN KOREA. GEN.G'S TEAMS, CONTENT CREATORS AND CORPORATE STAFF WORK OUT OF THEIR OFFICES IN LOS ANGELES, SEOUL AND SHANGHAI. FOR MORE INFORMATION, VISIT [GENG.GG](https://www.geng.gg) OR FOLLOW ON TWITTER @GENG.



COMPANY LOGO

“The two G’s facing each other form the Gen. G shield—a recognizable symbol for tank players. Look closely and a sword, for DPS, appears in the middle. Together, the logo is shaped like a heart, symbolic of support players.” — Kevin Chou, Gen.G Chairman & Founder

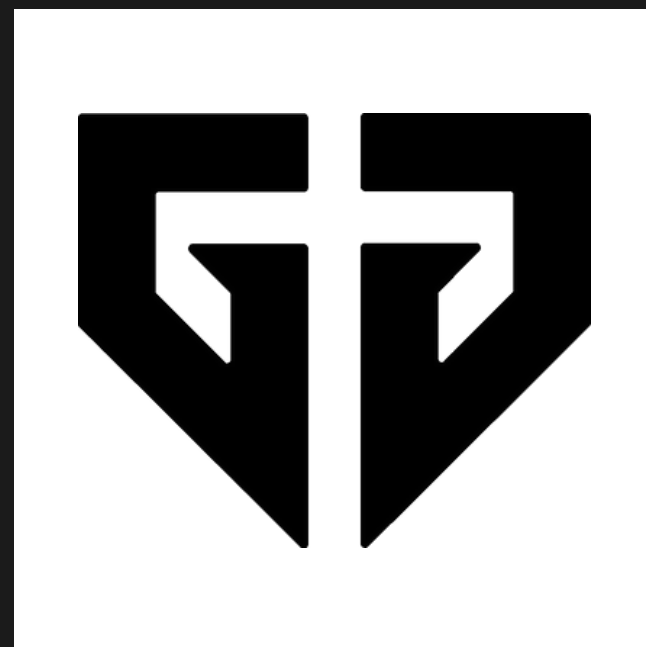
PRIMARY SYMBOL

[DOWNLOAD LOGO FILES HERE](#)



LIGHT BACKGROUND

Please use this color variant on a light background.



LIGHT BACKGROUND

Please use this color variant on a light background.



DARK BACKGROUND

Please use this color variant on a dark background.



DARK BACKGROUND

Please use this color variant on a dark background.

LOGO USAGE

Use the “shield” portion of the logo only, omitting the top text.

- Use core brand color combinations
- Do not warp, recreate, or modify the logo lock-up
- To ensure its integrity and visibility, the logo must always be kept clear of competing text
- Do not use old logo with “esports” under the Gen.G



COLOR PALETTE

BRAND GUIDELINES
2023

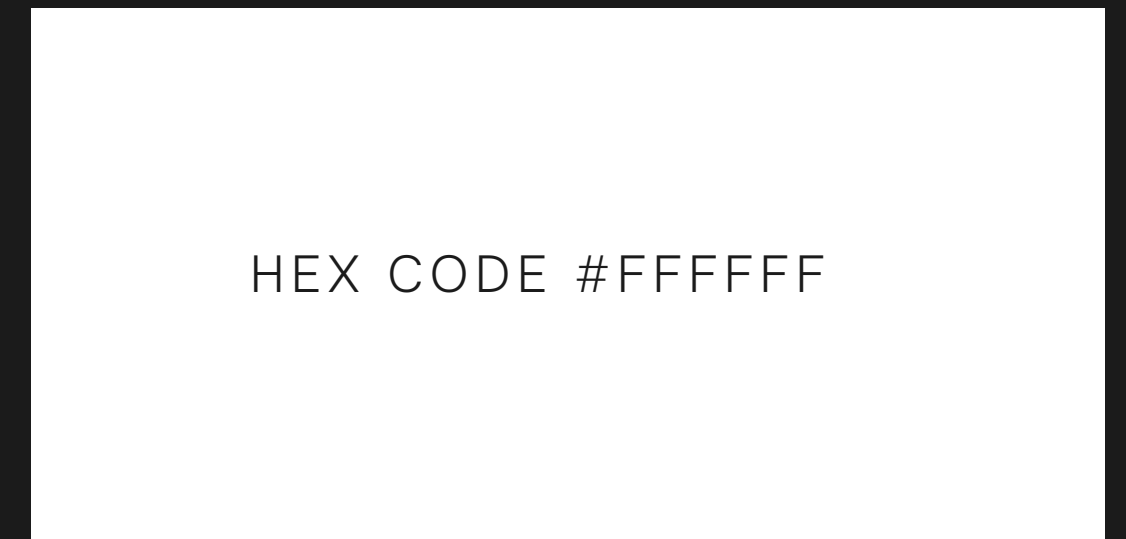
PRIMARY PALATTE



CMYK 30, 40, 100, 7 RGB 170, 138, 0

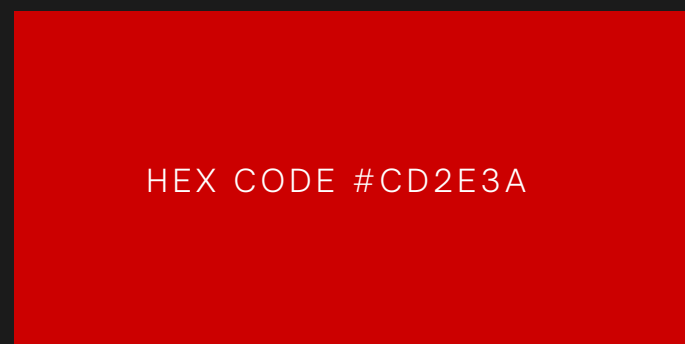


CMYK 70, 50, 30, 100 RGB 0, 0, 0



CMYK 0, 0, 0, 0 RGB 255, 255, 255

SECONDARY PALATTE



RGB 205, 46, 58 RGB 205, 46, 58



CMYK 88, 77, 0, 0 RGB 0, 0, 255

PRIMARY FONT

[DOWNLOAD TYPEFACE HERE](#)

Aa

SMITHEE EXTRA CONDENSED

Aa	Bb	Cc	Dd	Ee	Ff
Gg	Hh	Ii	Jj	Kk	Ll
Mm	Nn	Oo	Pp	Qq	Rr
Ss	Tt	Uu	Vv	Ww	Xx
Yy	Zz	00	01	02	03
04	05	06	07	08	09

//08

Brand
Guidelines
2023

CONTACT INFORMATION

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GENERAL INQUERIES

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TEAM APPLICATIONS
AND GAMING INQUERIES

_____ gaming@geng.gg

PARTNERSHIP &
ADVERTISING

_____ partners@geng.gg

PRESS & MEDIA

_____ press@geng.gg

FOR QUESTIONS OR
COMMENTS

THANK YOU

#TIGERNATION #CHANGETHEGAME

