

WEC24

R I Y A D H

IESF

16TH WORLD ESPORTS CHAMPIONSHIP

The world's biggest Esports stage is all set — The 16th World Championship awaits!

For over a decade, this tournament has crowned the best players on the planet.

This year, it's bigger than ever! More than six hundred players across five popular games will battle it out for the top spot in the world. Overload with exciting matches, brilliant strategies, and unforgettable moments that will leave a lasting impression.

Building bridges, not barriers, breaking down cultural and geographical differences with national pride and, through the power of Esports!

LOGO EVENT



WORDMARK

A symbol of unity, sportsmanship, and competition that awaits 130 Nations.

IESF Empowers the spirit of the host nation, the logo is adorned in the rich green of Saudi and the opulent gold that reflects Arabia.

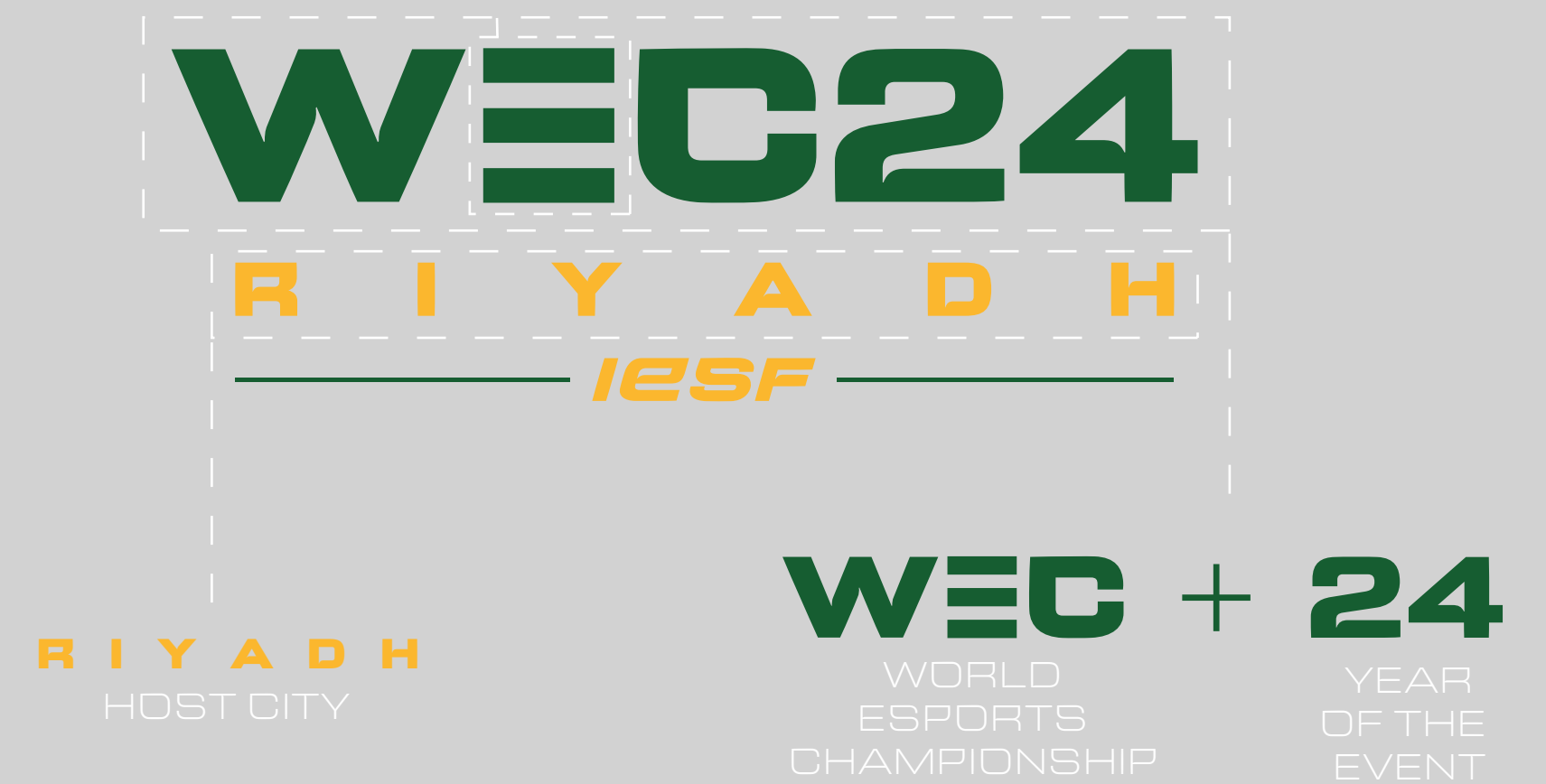
LOGO CONSTRUCTION



x is 1/2 height of the landscape format of the '≡' from logo

three lines - three stages of the event (road to wec):

- 1. National qualifiers
- 2. Regional Qualifiers
- 3. World Esports Championship



LOGO SCALE



Height
200px



Height
100px



Height
50px

Optimal Screen Size:
height 50px

LOGO LOCKUPS

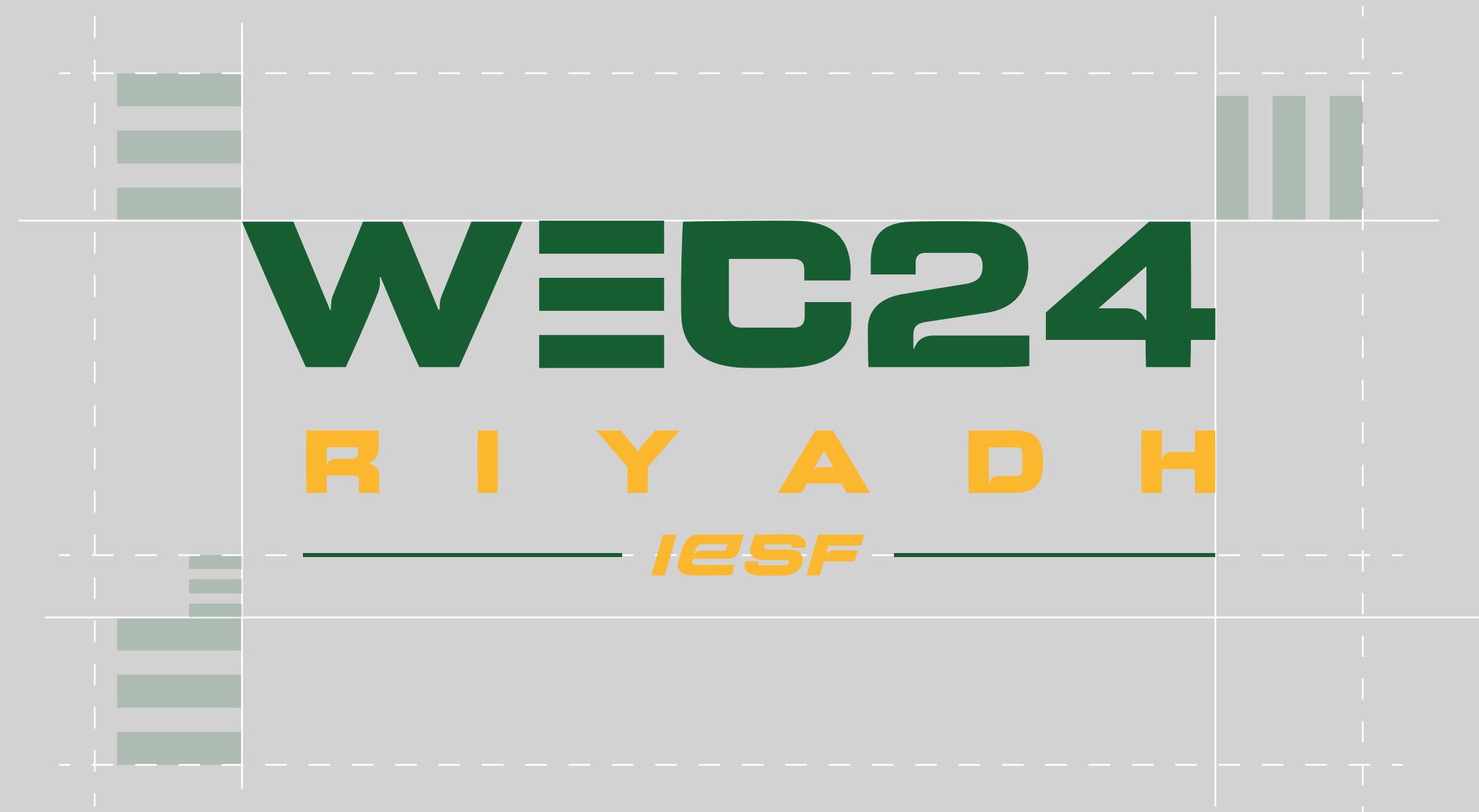


Black Background

White Background

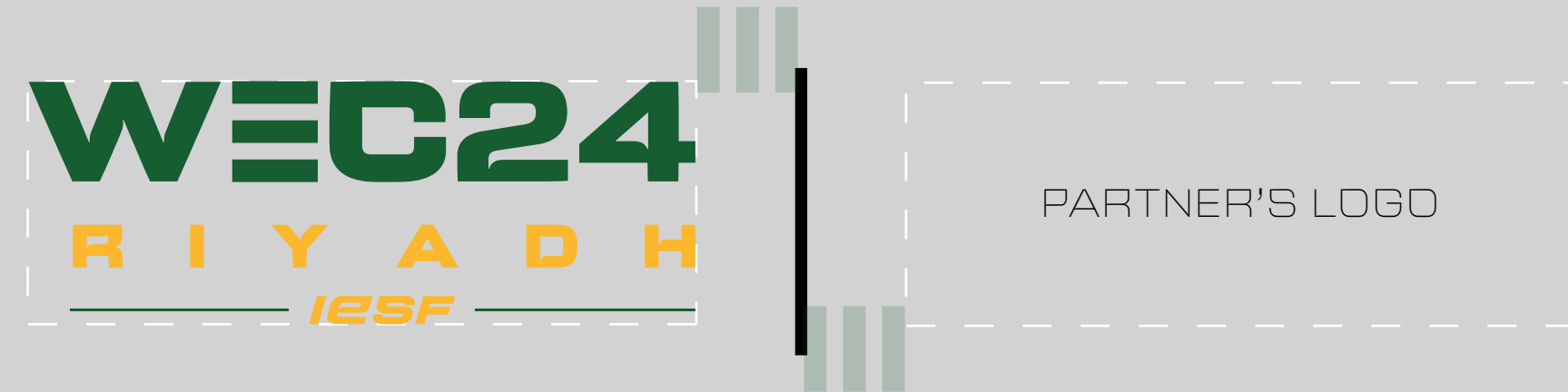
Green Background

LOGO CLEAR SPACE



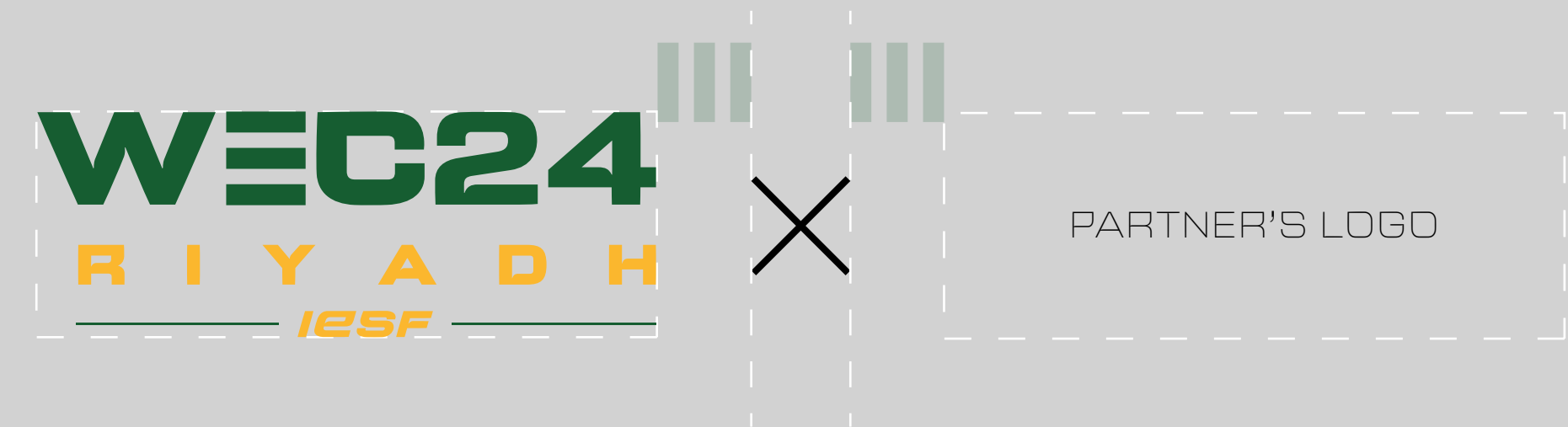
The clear space around the logo should be the height of the portrait '≡' up and down, and the width of the landscape '≡' left and right

LOCKUP PARTNERS



PARTNERSHIPS

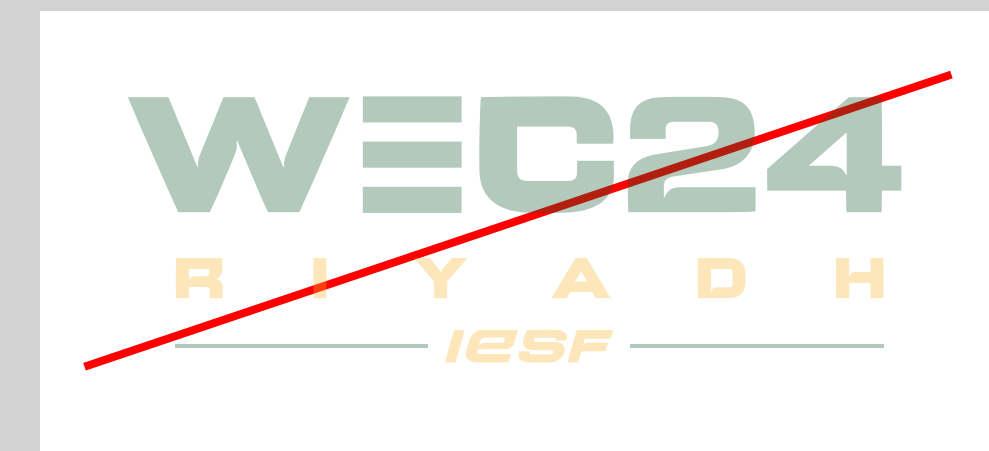
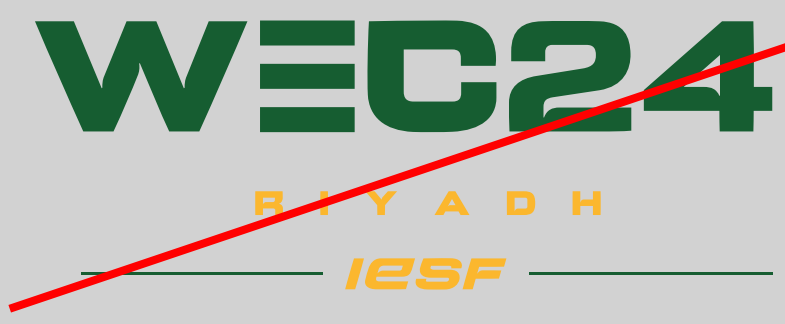
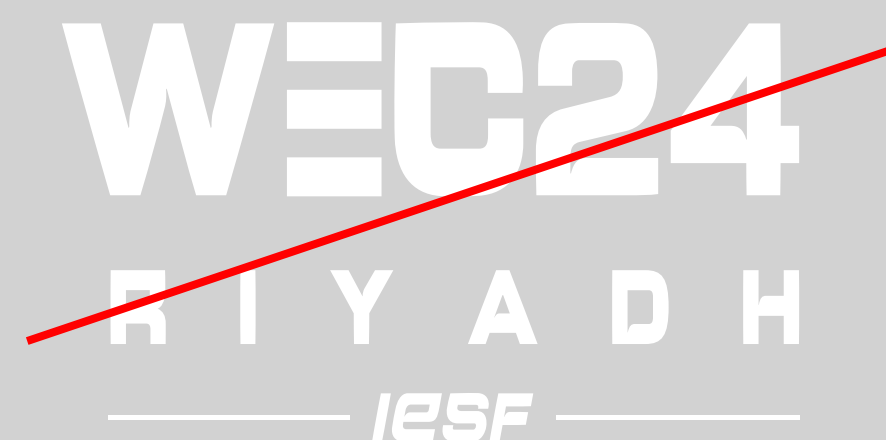
The clear space between each logo and the separating line should be the width of the landscape '≡'



CROSSOVERS

The clear space between each logo and the separator should be the width of the landscape '≡'

LOGO DO'S AND DON'TS



LOGO COLORS

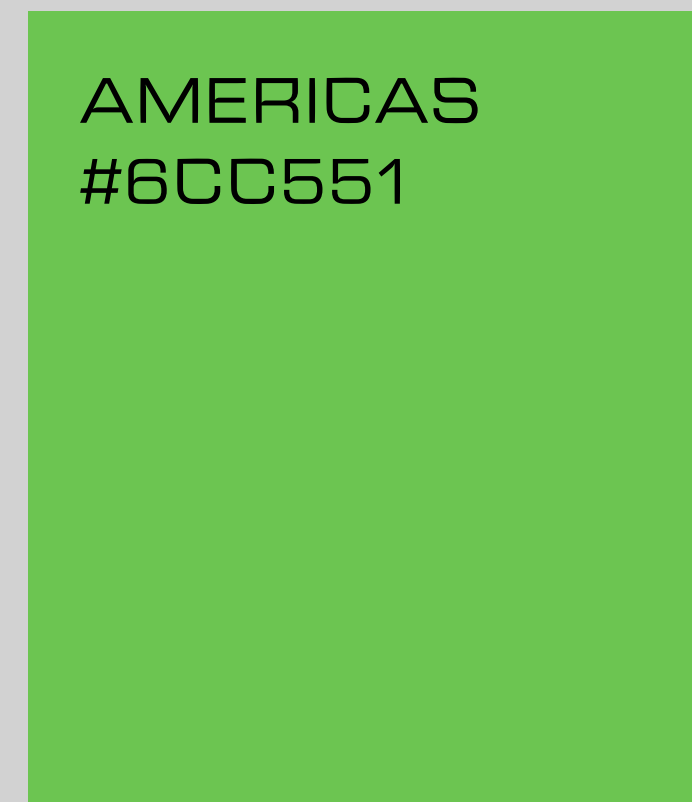
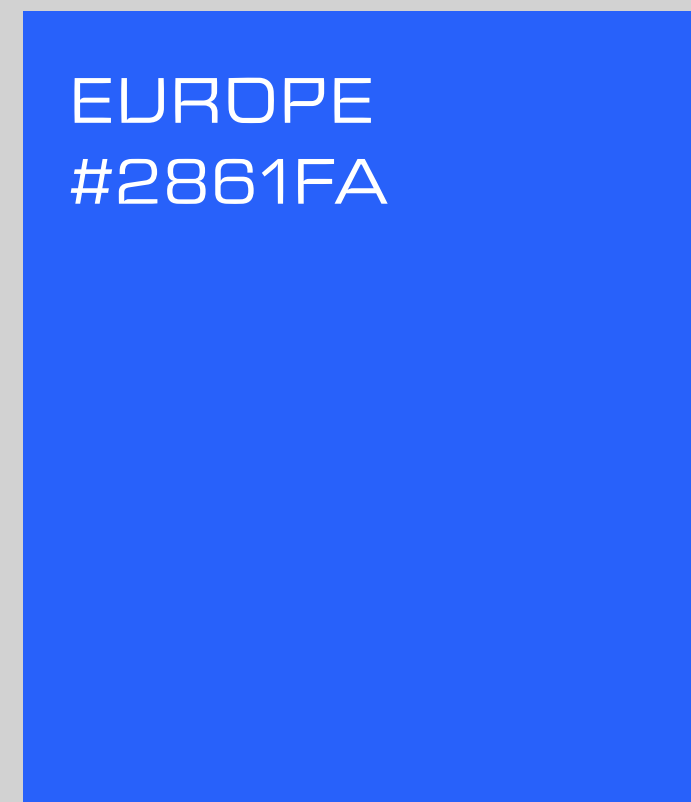
RIYADH GREEN #165d31 CMYK 90/40/100/30	GOLD YELLOW #fbb72e CMYK 0/30/90/0	BLACK #000000 CMYK 50/50/50/100	WHITE #FFFFFF CMYK 0/0/0/0
#134d29			
#114129			
#0f331c			
#0c2313			

LOGO COLORS

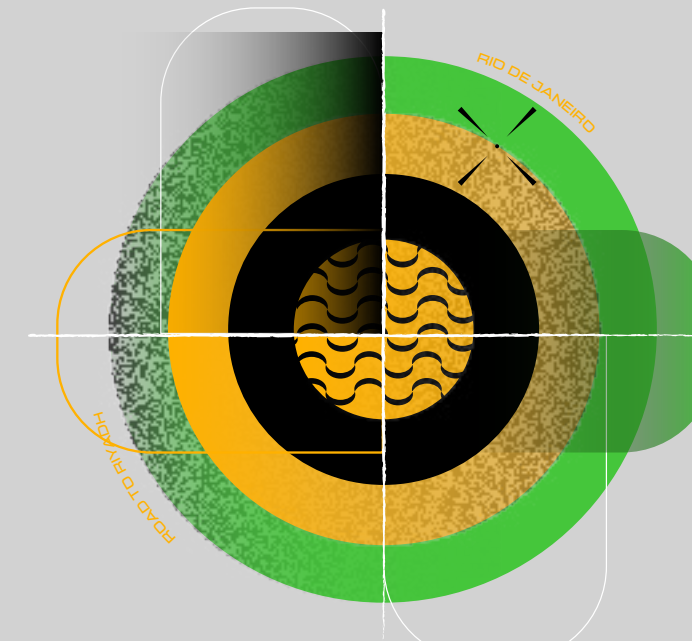
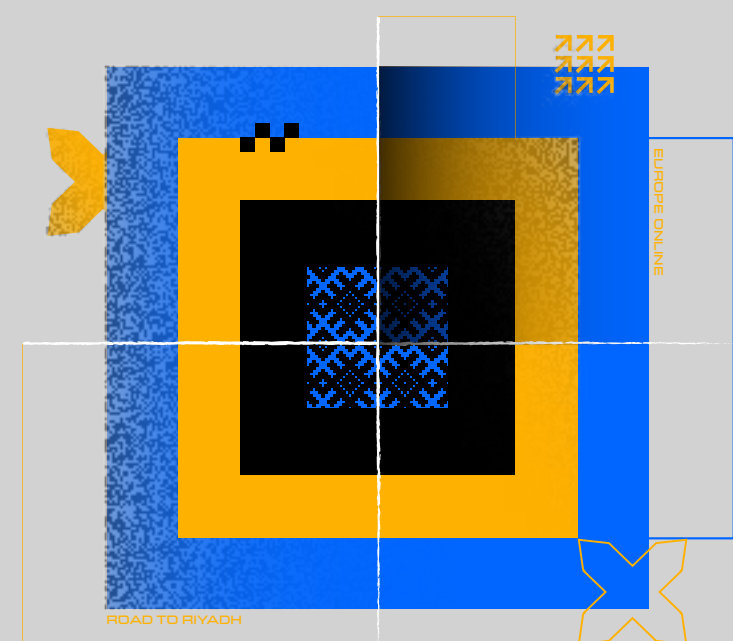
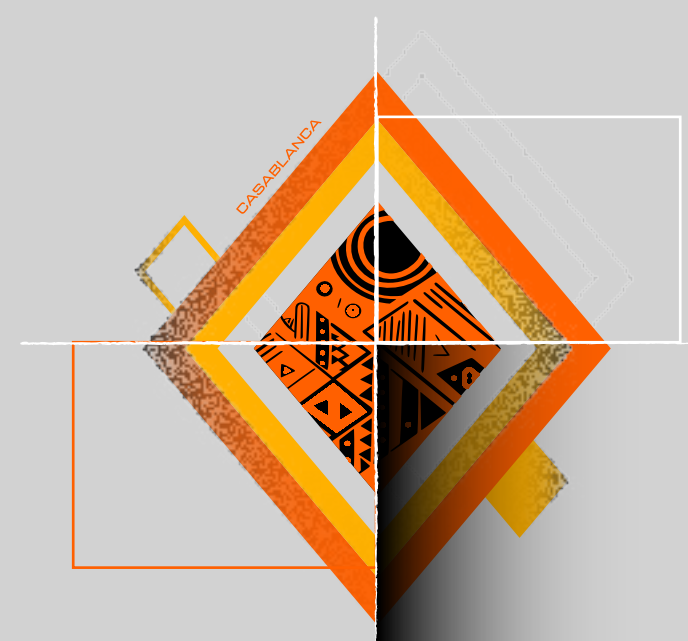
Riyadh Green
Saudi Arabia flag, new beginnings, growth

Gold Yellow
Gold, hope, happiness, enthusiasm

EVENT COLORS



Elements per region



PATTERN
Arabic
Calligraphy

LOGO FONT

PRIMARY



Logik LITE Wide Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789**

This typeface is used as a primary font for all IESF communication during the 16th World Esports Championship

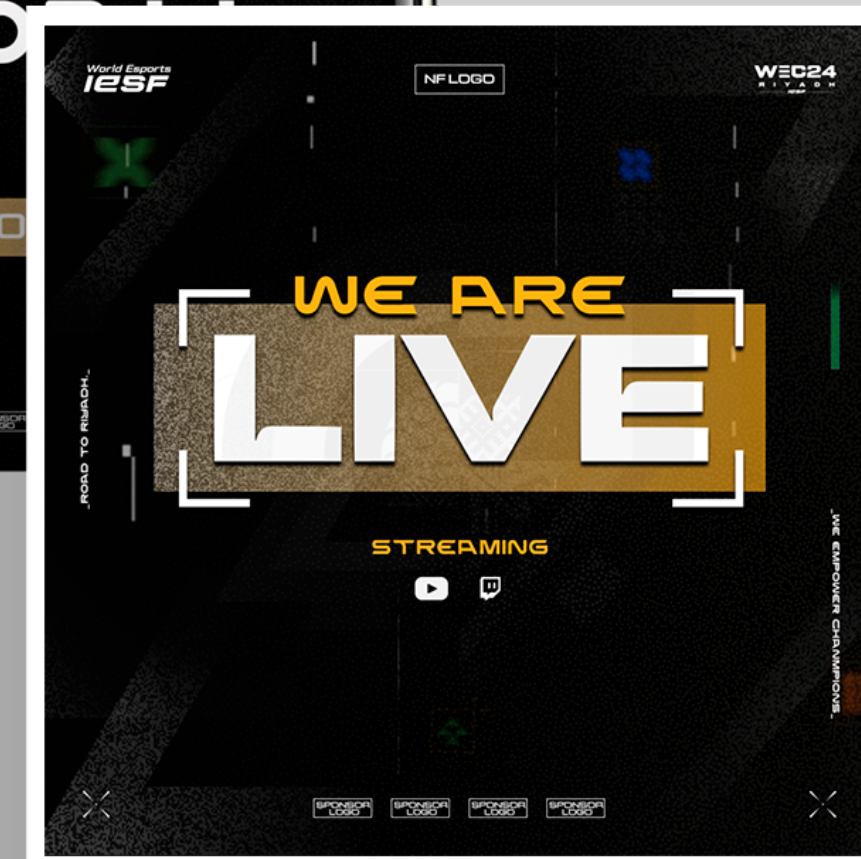
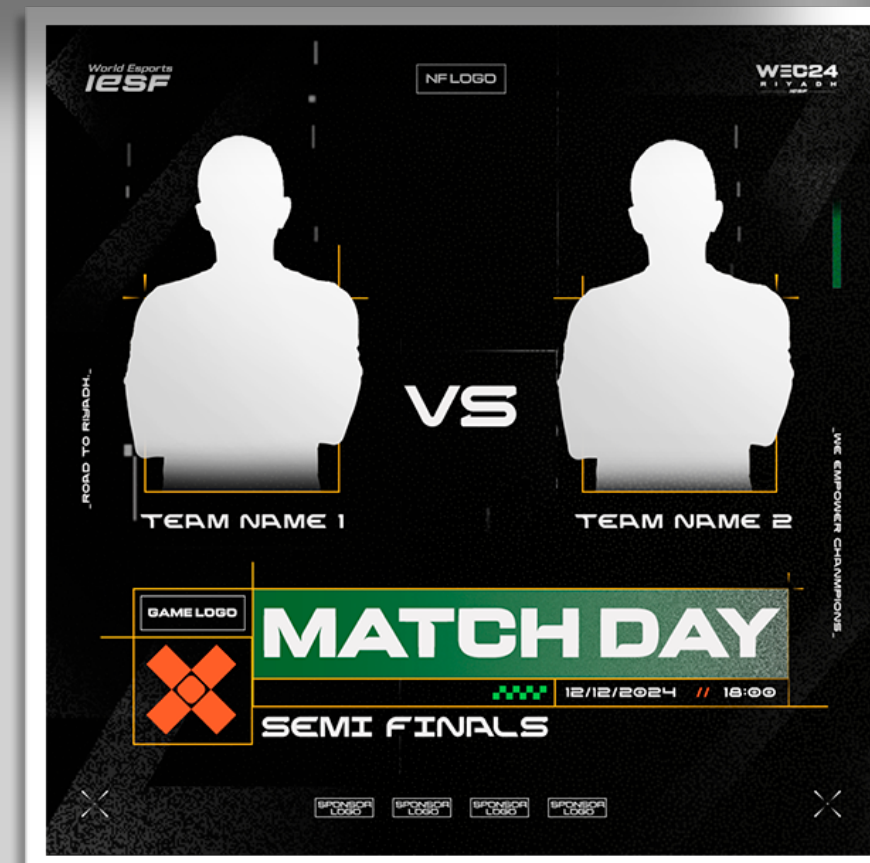
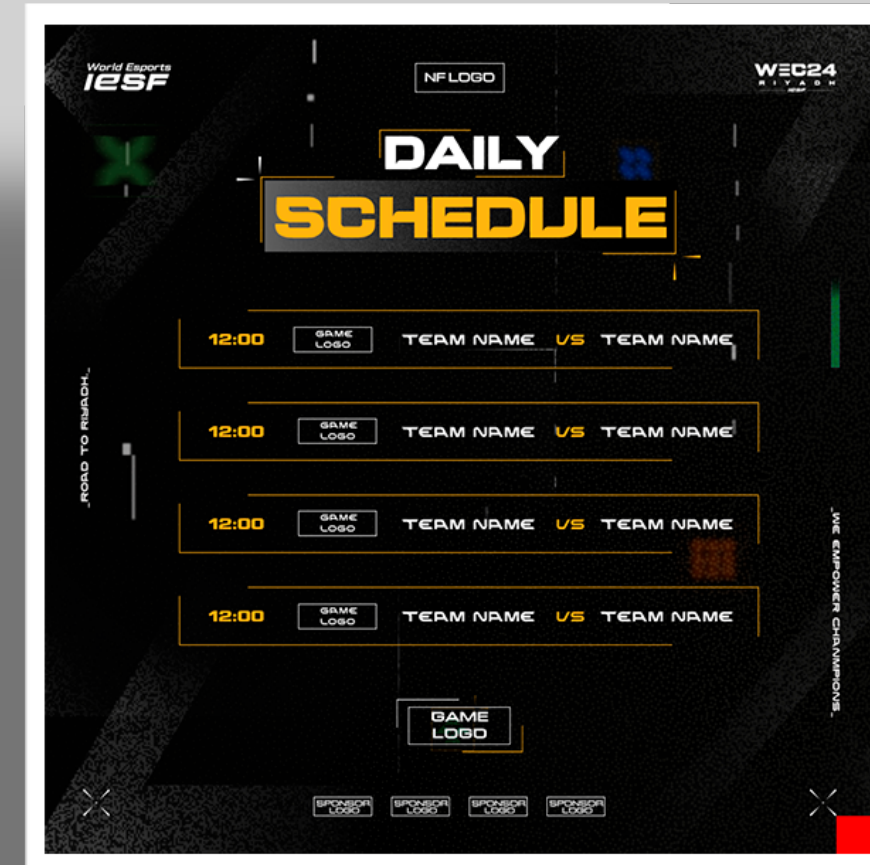
BRAND FONT

SECONDARY

DENA REGULAR

CAPS	A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
no CAPS	A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
	0 1 2 3 4 5 6 7 8 9

This typeface is used as a secondary font for communication during the 16th World Esports Championship both in print and web



WE EMPOWER CHAMPIONS

Grow beyond limits, experiences that last a lifetime.

WEC24

R I Y A D H

— IESF —

