

**CHAMPION OF
CHAMPIONS TOUR**

BRAND GUIDELINES

YOU'RE A PART OF THE CCT

The CCT shall unite many brands to build into a wider circuit that shall deliver value-in-kind back to its partners as the Tour continues year on year.

We created these brand guidelines to present to you the vision & spirit of the Champion of Champions Tour translated into modern & vivid visuals focused on integration and uniqueness.

Let's experience it together.



1.0 ABOUT

2.0 LOGOTYPE

- 2.1 PRIMARY & COLOR VARIATIONS
- 2.2 FORBIDDEN USE

3.0 REGIONAL TRANCHES

- 3.1 PRIMARY & COMPLEMENTARY
- 3.2 OTHER

4.0 COLOR PALETTE

- 4.1 MAIN & REGIONAL PALETTE

5.0 TYPOGRAPHY

- 5.1 PRIMARY FONT
- 5.2 SECONDARY FONT

6.0 BACKGROUNDS

7.0 SINGULAR ELEMENTS

8.0 VISUAL EXAMPLES

- 8.1 SOCIAL CARDS & PR ANNOUNCEMENTS
- 8.2 BANNERS & PANNELS
- 8.3 BROADCAST OVERLAYS



1.0 ABOUT



In 2021, under GRID's governance, esports companies Elisa, Relog Media, Eden Esports, Pinnacle and FunSpark united to form **a new tournament circuit** and formed the Champion of Champions Tour. By putting all of their CS:GO events under one umbrella and adding an overarching Global Ranking System, the community witnessed a united year of content.

Each tournament circuit featured a wide range of content and teams from across the globe. Consistent development of viewership and quality allowed the circuit to become a celebrated and respected member of the CS:GO community. As we now begin to close out our season one efforts, **we're ready to showcase what's in store for season two.**

The CCT shall be comprised of 7 regions spanning across the Americas and Europe, working with multiple leading Tournament Organisers within CS:GO. Its primary purpose is to drive consolidation and growth to a fragmented scene.

Our mission is to build into the ecosystem of professional Counter Strike scaling content across many tiers to promote predictable, long term revenue with our partners.





2.0 LOGOTYPE

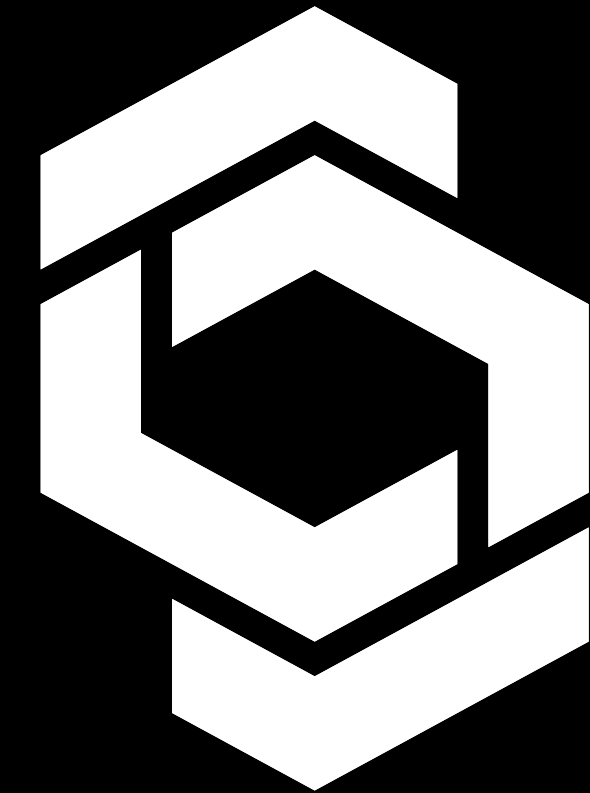
2.1 PRIMARY & COLOR VARIATIONS

2.2 FORBIDDEN USE

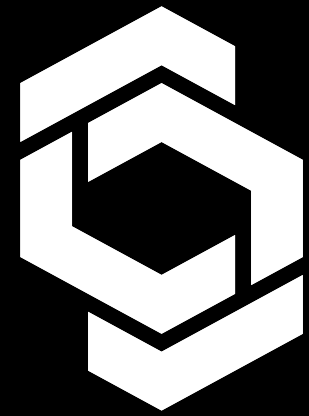


The CCT logo is a monographic, 2D logo that reflects the two C letters symbolizing words: Champion & Champions. The C's are faced towards each other to form a shape reflecting the feeling of unity and strength.

It's also no coincidence that our C's are split into 4 separate elements. They're representing the structures of 4 stages being a part of the Champion of Champions Tour.



2.1 PRIMARY & COLOR VARIATIONS



PRIMARY CCT LOGO
SIMPLIFIED/FAVICON

Primary CCT logo shall be used in the following cases:

- common static and video materials, e.g. social cards, stream overlays, etc.
- can be used as favicon



SECONDARY CCT LOGO
HORIZONTAL

Primary CCT logo with text (horizontal version) shall be used in the following cases:

- announcements
- intro/outro static and video materials
- title pages

Important note: avoid using logo in small size



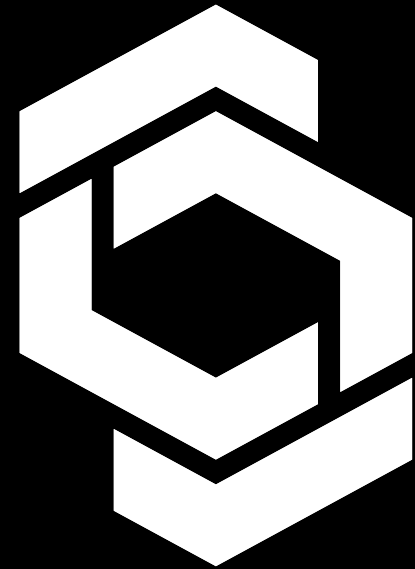
SECONDARY CCT LOGO
VERTICAL

Primary CCT logo with text (vertical version) shall be used in the following cases:

- DTP materials, offline materials
- in assets where the space limits the visibility of the text part of the logo

Important note: avoid using logo in small size

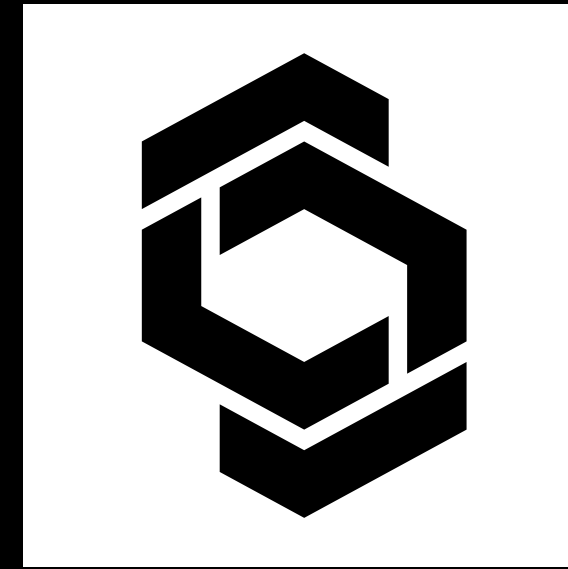
2.1 PRIMARY & COLOR VARIATIONS



LOGO LIGHT
(ON DARK BG ONLY)

The light logo can be used for the main and regional announcements and the regional partner communication in the following cases:

- the background color makes the regional colored logo less/hardly visible, e.g. in dark coloured backgrounds
- on assets where the regional color is being strongly implemented in different elements
- on colorful assets where the logo in the regional color is not very visible



LOGO DARK
(ON LIGHT BG ONLY)

The dark logo can be used for the main and regional announcements and the regional partner communication in the following cases:

- the background colour makes the regional colored logo less/hardly visible, e.g. in light colored backgrounds
- on assets where the regional colour is being strongly implemented in different elements
- on colorful assets where the logo in the regional color is not very visible

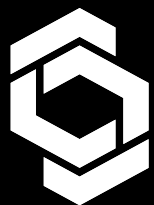


LOGO YELLOW
(ON DARK BG ONLY)

The yellow logo can be used only for the global finals announcements and other graphics with the following requirements:

- the graphics background features one of the main brand backgrounds, with or without a dark overlay, so the yellow CCT logo is visible
- the yellow logo can not be used for general communication. In that case the light or dark logo is to be used

2.1 PRIMARY & COLOR VARIATIONS



BLACK	Hex #000000
WHITE	Hex #FFFFFF

PRIMARY

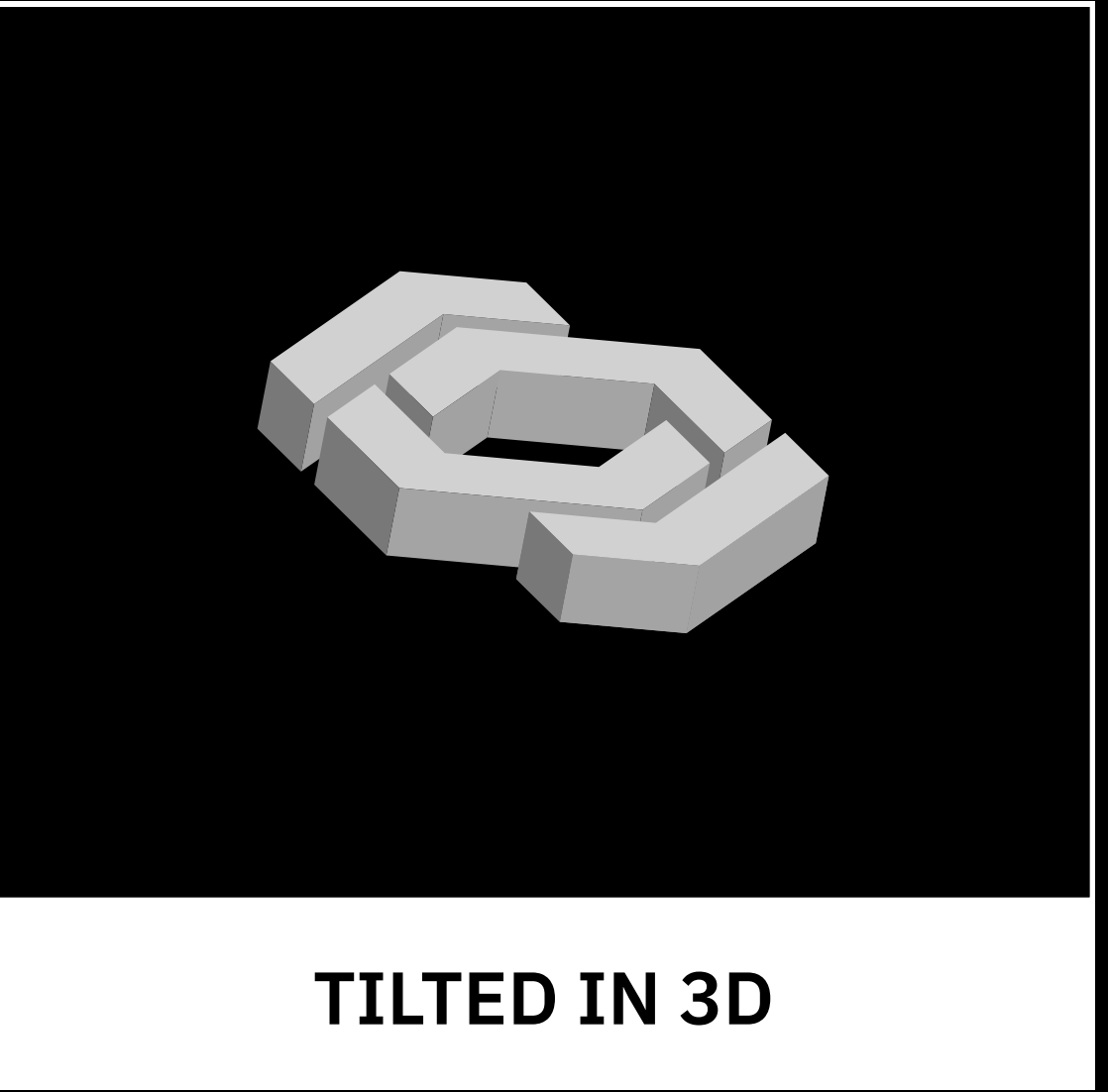
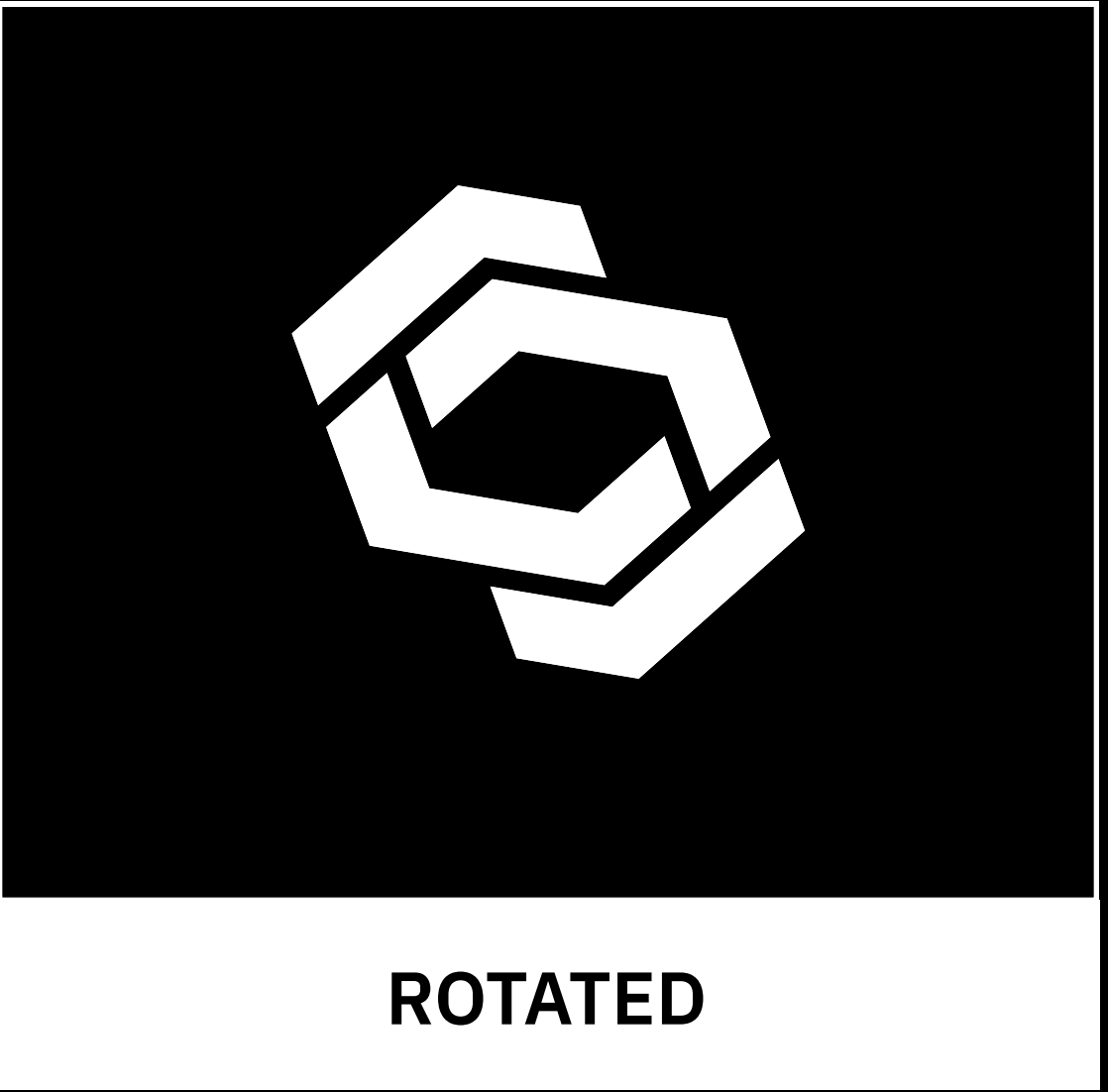
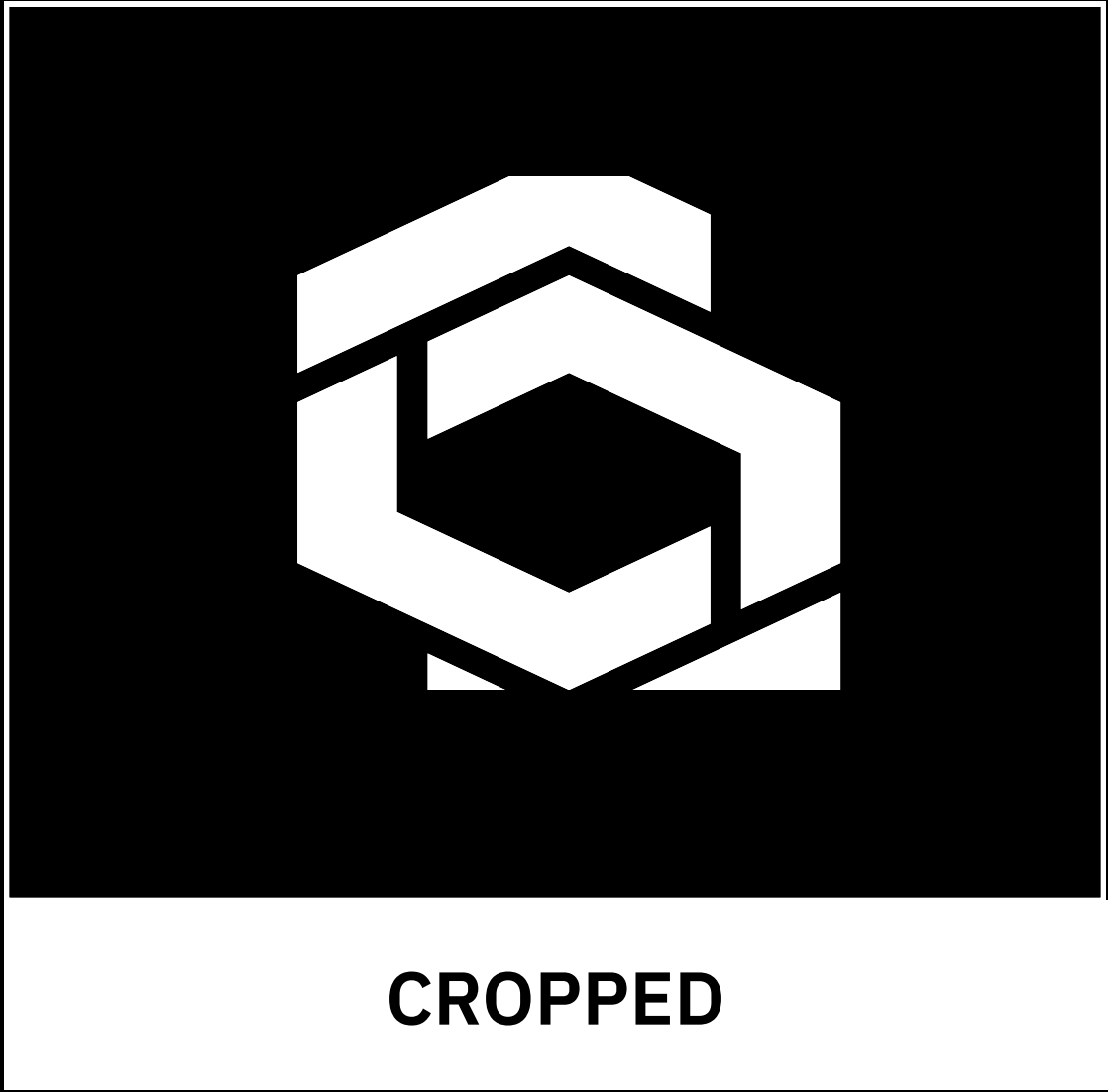
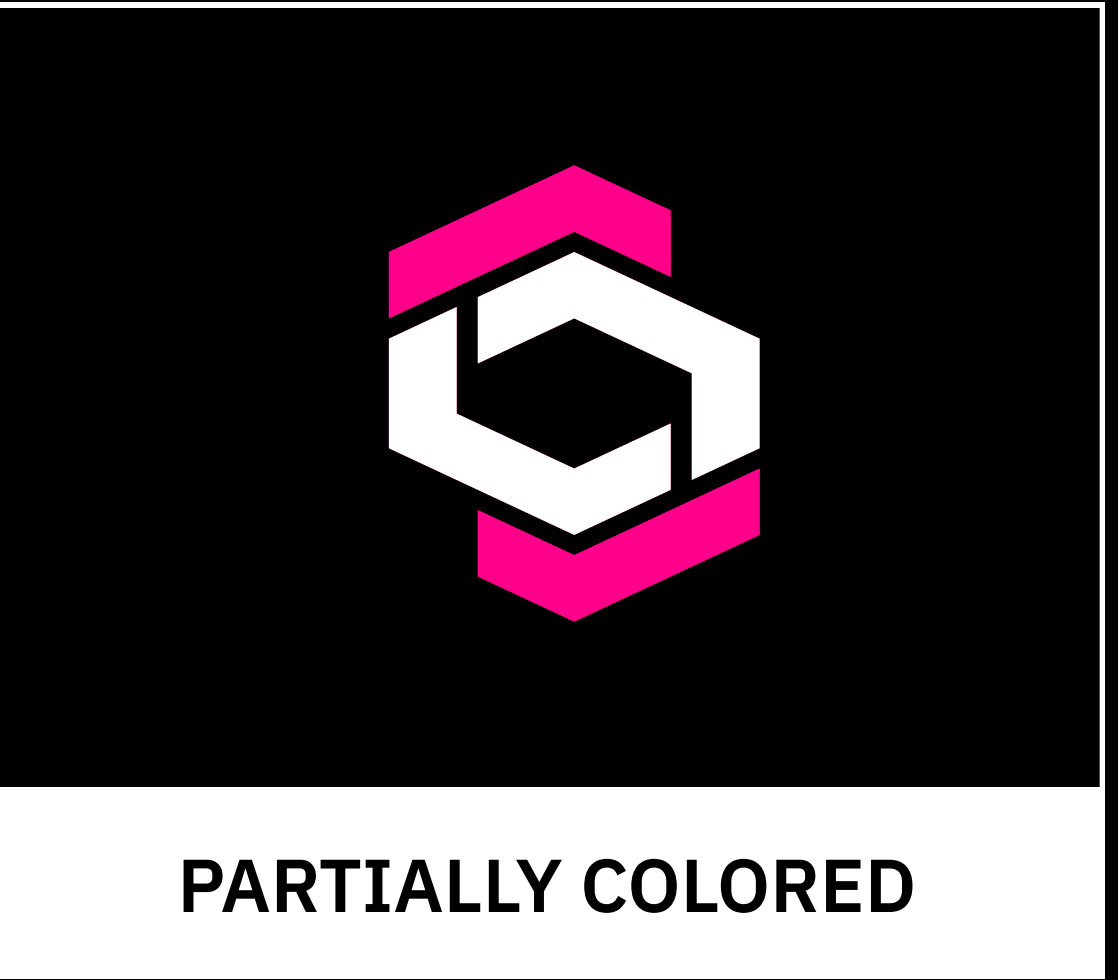
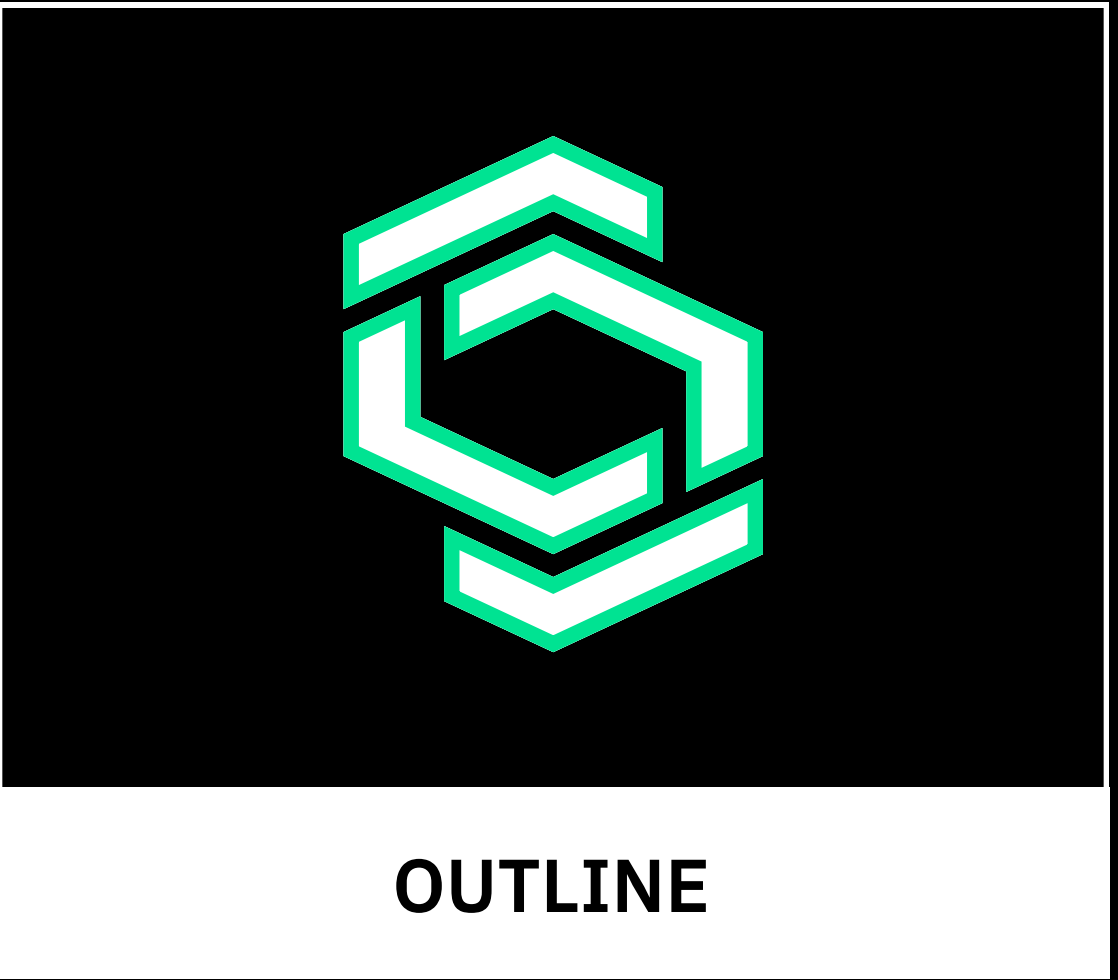
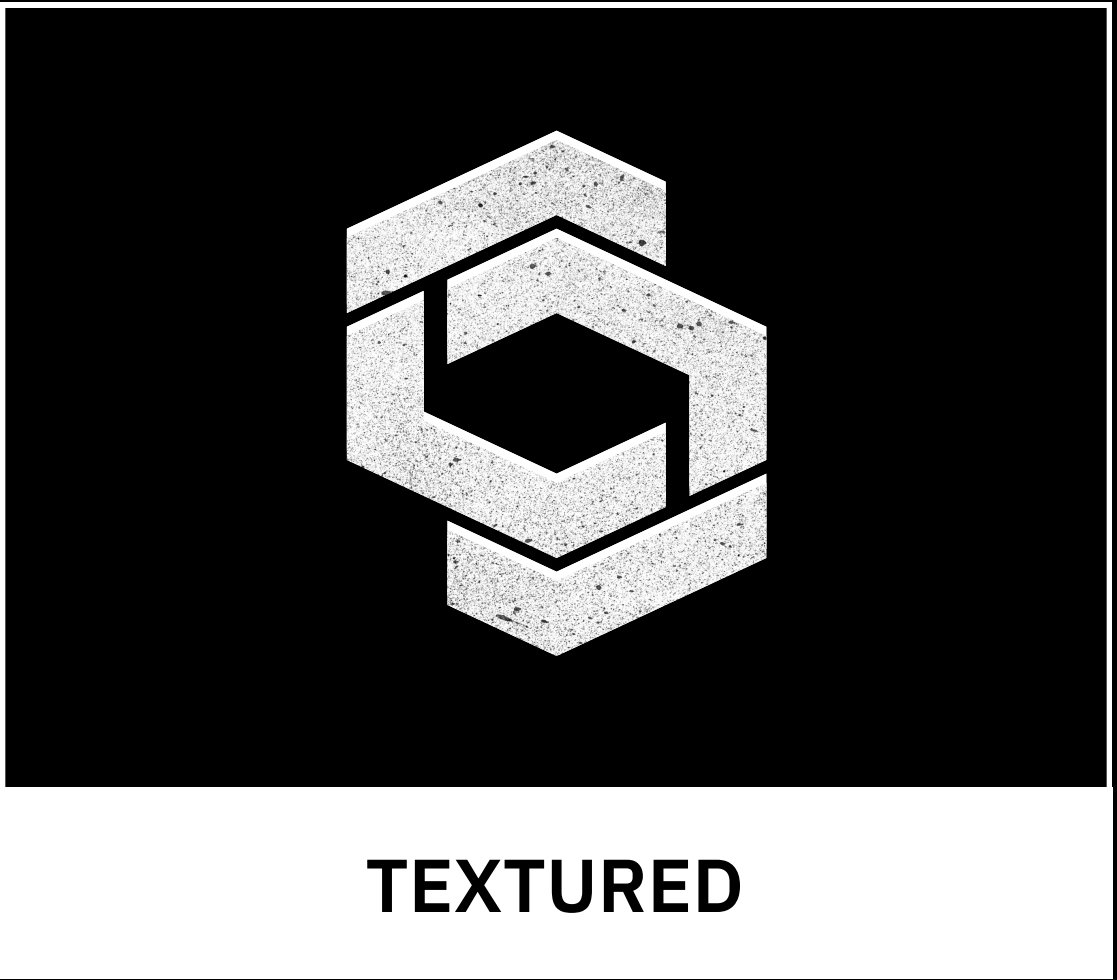
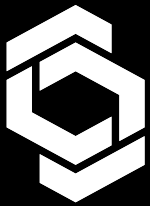
The primary colors are used as a foundational base for the CCT branding.

VICTORIOUS YELLOW	Hex #FFDE00
------------------------------	----------------

GLOBAL FINALS PRIMARY

This global finals color is dedicated only for the main brand during the global finals, outside of the regional color coding.

2.2 FORBIDDEN USE





3.0 REGIONAL TRANCHES

3.1 REGIONAL COLORS

3.2 NAMING LOCKUP

3.1 REGIONAL COLORS



- general logotype with the EU color
- associated strictly with EU region
- used for the EU announcements and the regional partner communication
- the white logotype is to be used in the cases when the background or any of its elements appear in full regional color to increase the visibility

Hex
#AD4DF9



- general logotype with the NA color
- associated strictly with NA region
- used for the NA announcements and the regional partner communication
- the white logotype is to be used in the cases when the background or any of its elements appear in full regional color to increase the visibility

Hex #FF665C



- general logotype with the SA color
- associated strictly with SA region
- used for the SA announcements and the regional partner communication
- the white logotype is to be used in the cases when the background or any of its elements appear in full regional color to increase the visibility

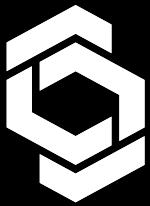
Hex #00E392



- general logotype with the EU color
- associated strictly with EU region
- used for the EU announcements and the regional partner communication
- the white logotype is to be used in the cases when the background or any of its elements appear in full regional color to increase the visibility

Hex #416AFC

3.2 NAMING LOCKUP



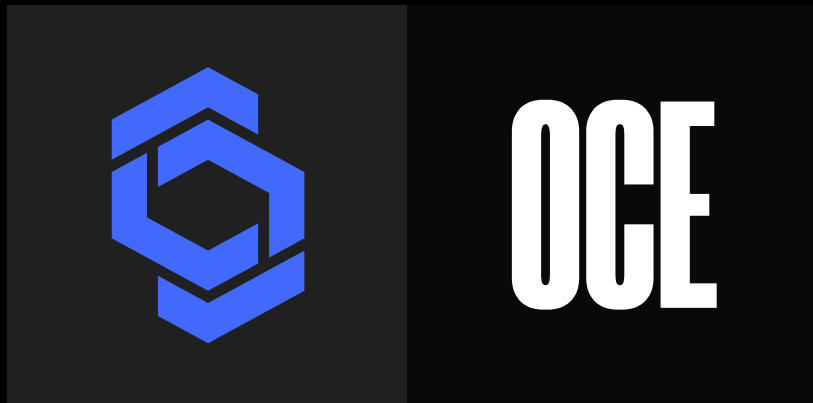
STAGE NAME



STAGE NAME



STAGE NAME



STAGE NAME



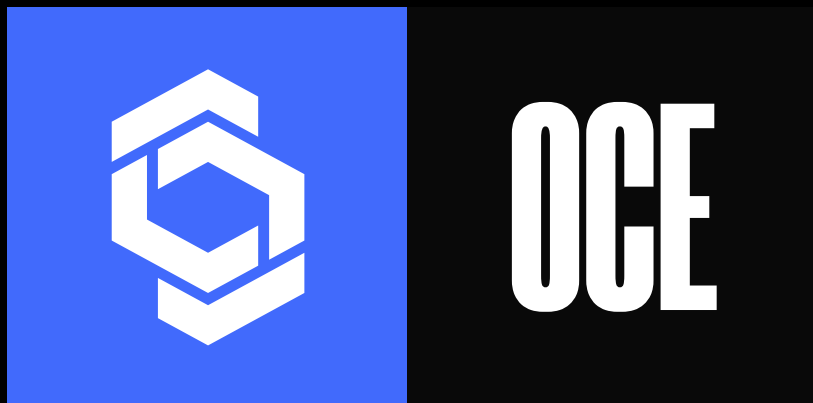
STAGE NAME



STAGE NAME



STAGE NAME



STAGE NAME



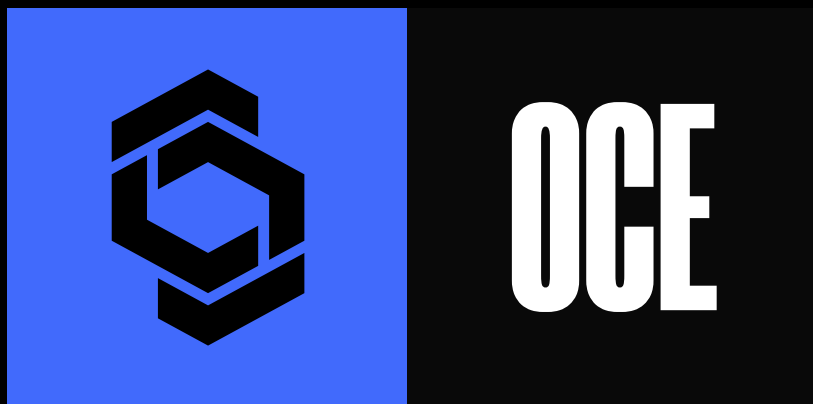
STAGE NAME



STAGE NAME



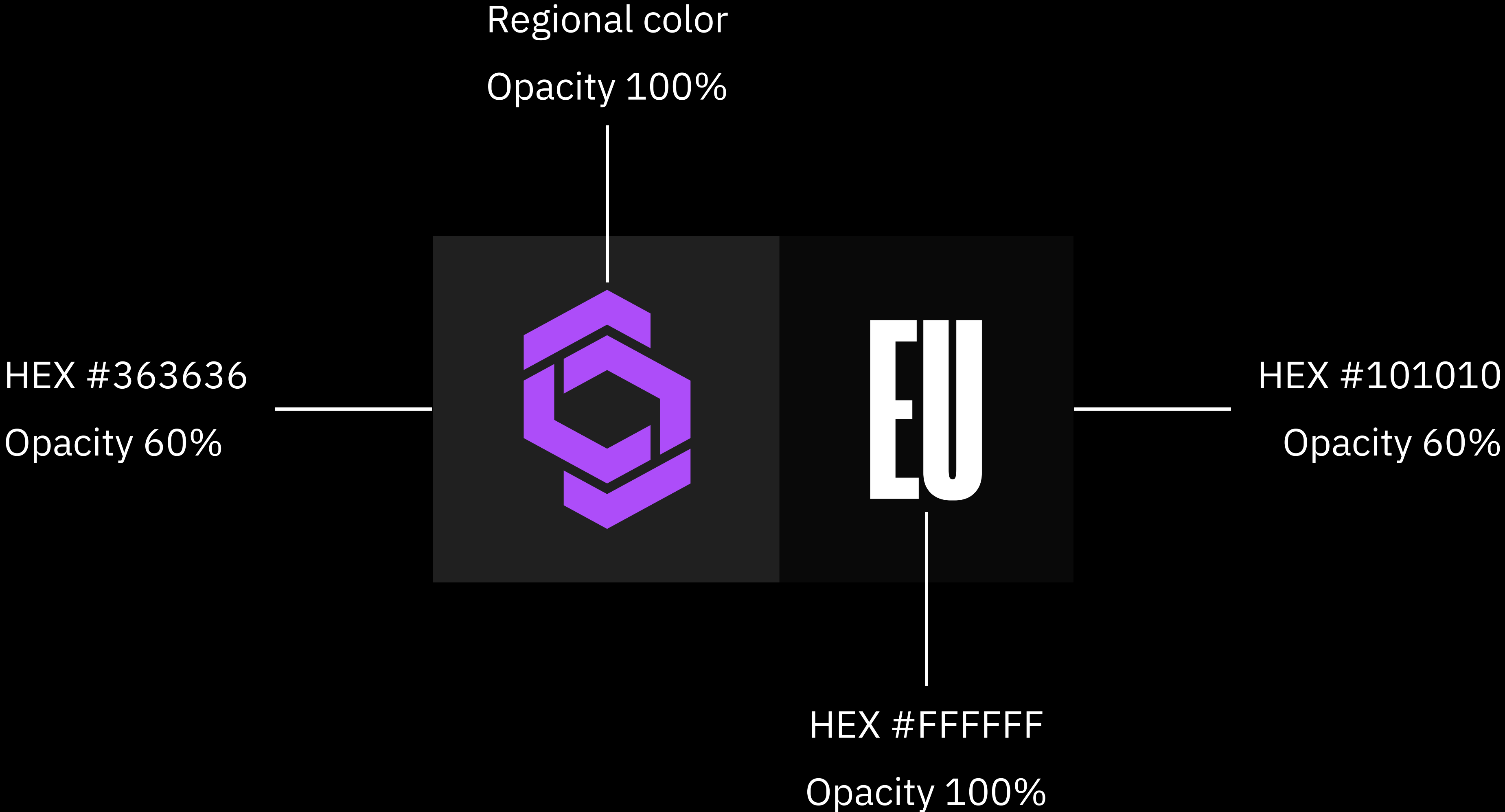
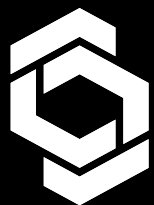
STAGE NAME



STAGE NAME

THE NAME LOCKUP CAN BE USED WITH OR WITHOUT THE “STAGE NAME”

3.2 NAMING LOCKUP





4.0 COLOR PALETTE

4.1 MAIN & REGIONAL PALETTE

4.1 MAIN & REGIONAL PALETTE



Besides the main and regional colors that were seen above, the CCT brand includes 2 additional colors that work as the **slate palette**, and consist of shades of grey.

The slate palette can be used on all communications and graphics:

- **Main brand**
- **Regional brands**
- **Global Finals brand**

The slate palette can be used only on singular elements, not on the logotypes.

MIDNIGHT FURY

Hex #101010

SHADOW STORM

Hex #363636

Both colors to be used only with 60% opacity.



4.0 TYPOGRAPHY

4.1 PRIMARY FONT

4.2 SECONDARY FONT

4.1 PRIMARY FONT



Aa

Morganite

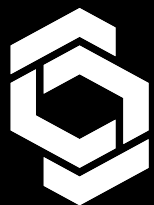
DISPLAY FONT (GOOGLE FONTS)

Primary font: **Morganite Black**

Should be used for all social media assets, headlines, sub-headlines, and key information across the brand communication (social media visuals, broadcast overlays, etc).

BLACK

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



Aa

IBM Plex Sans

FONT-FAMILY (GOOGLE FONTS)

Secondary Font: **IBM Plex Sans**

Should be used as a body text for all social media assets, broadcast overlays, etc.

LIGHT

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

REGULAR

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

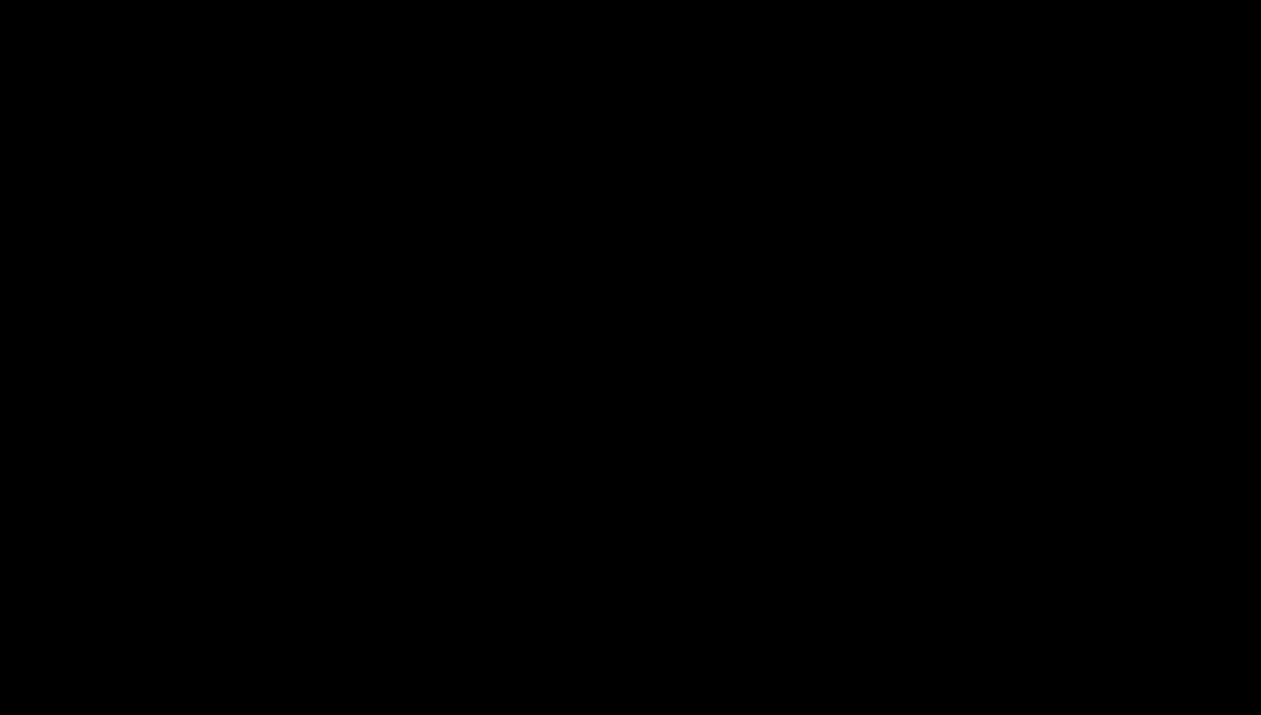
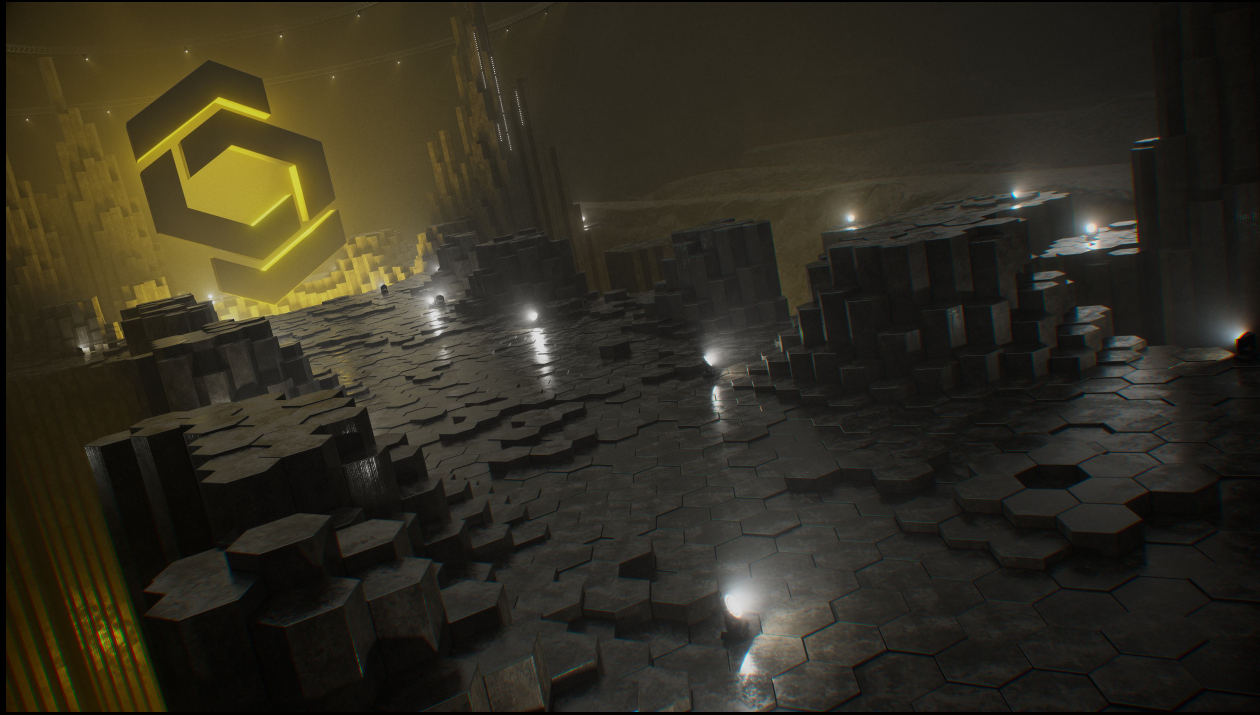
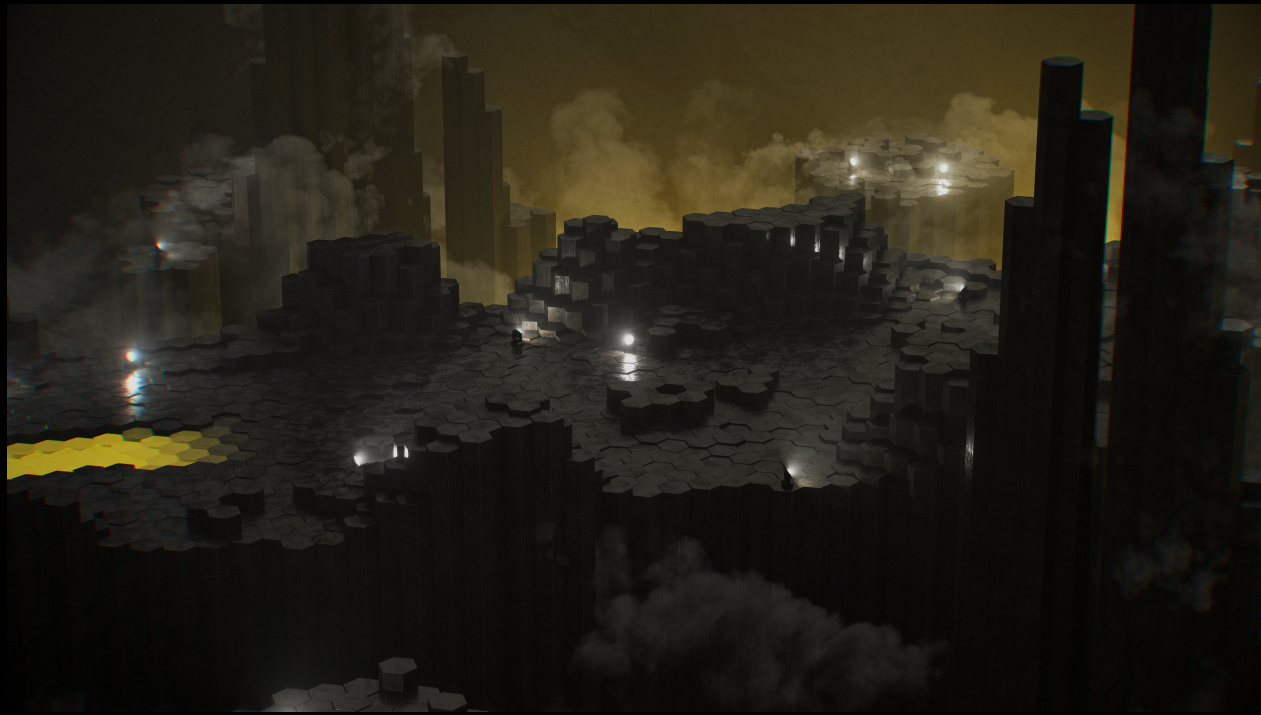
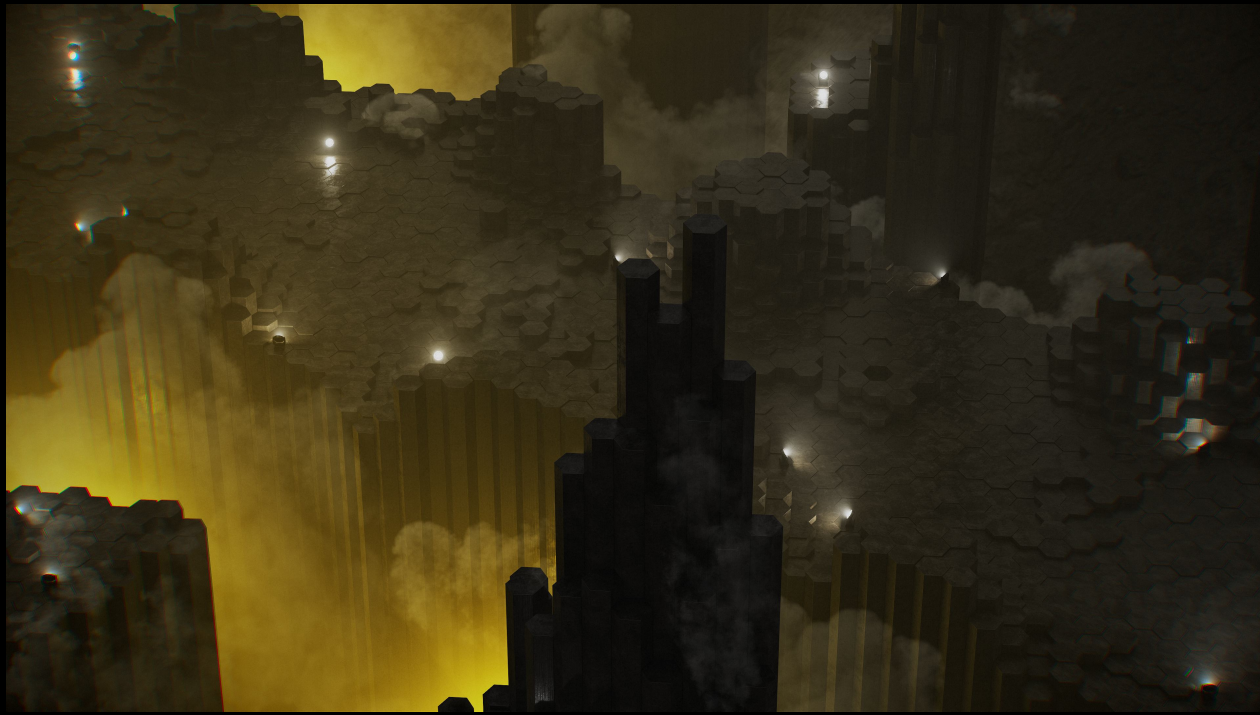
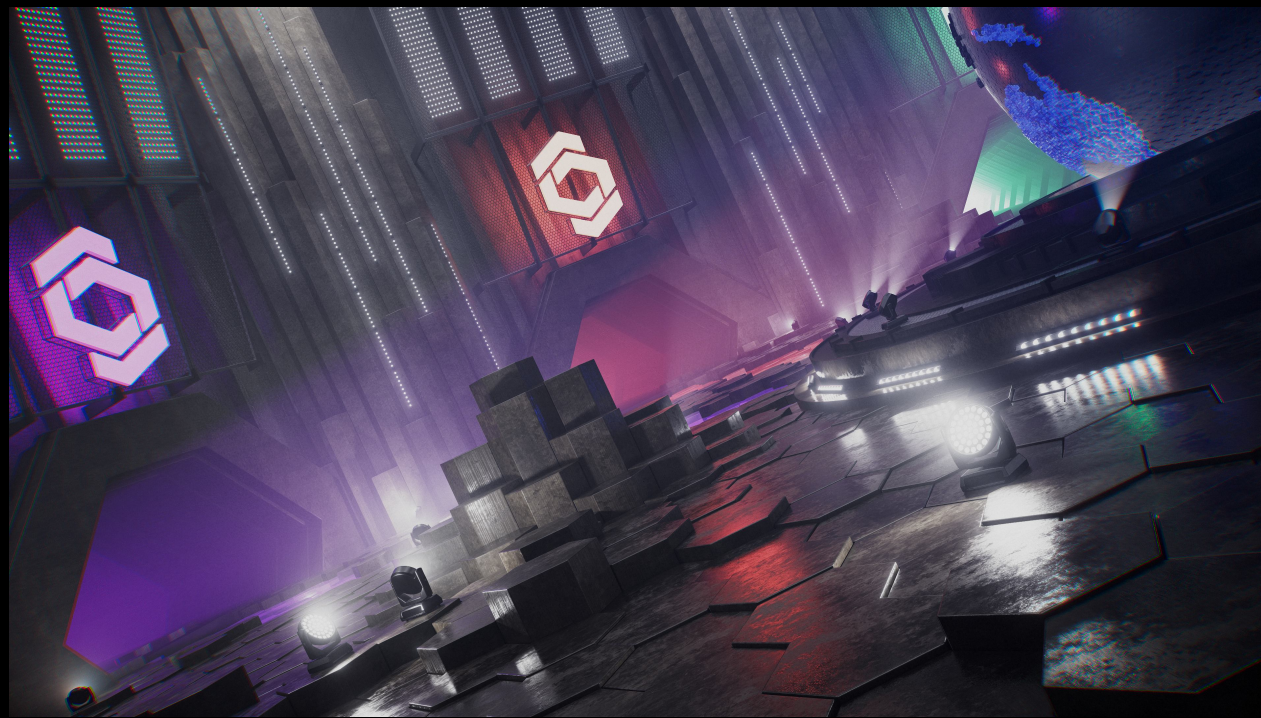
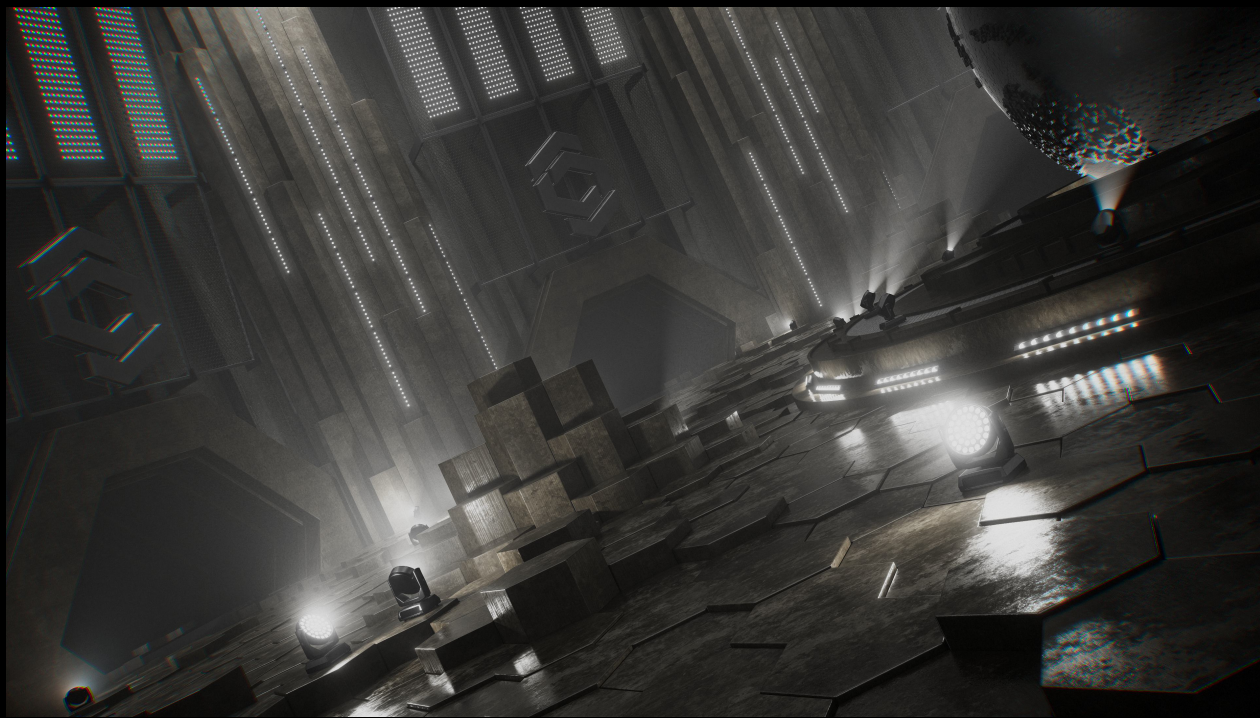
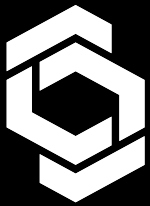
BOLD

**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**

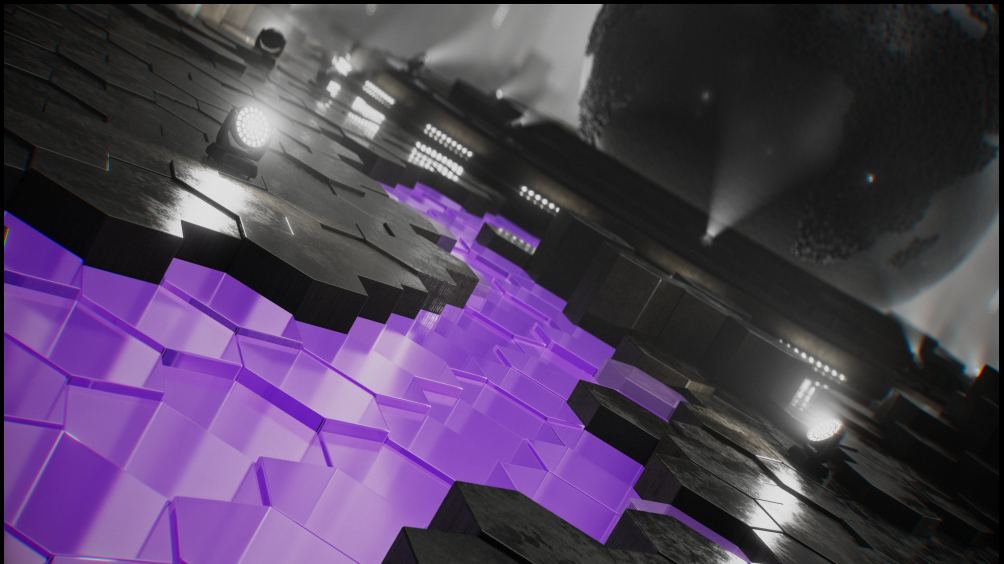
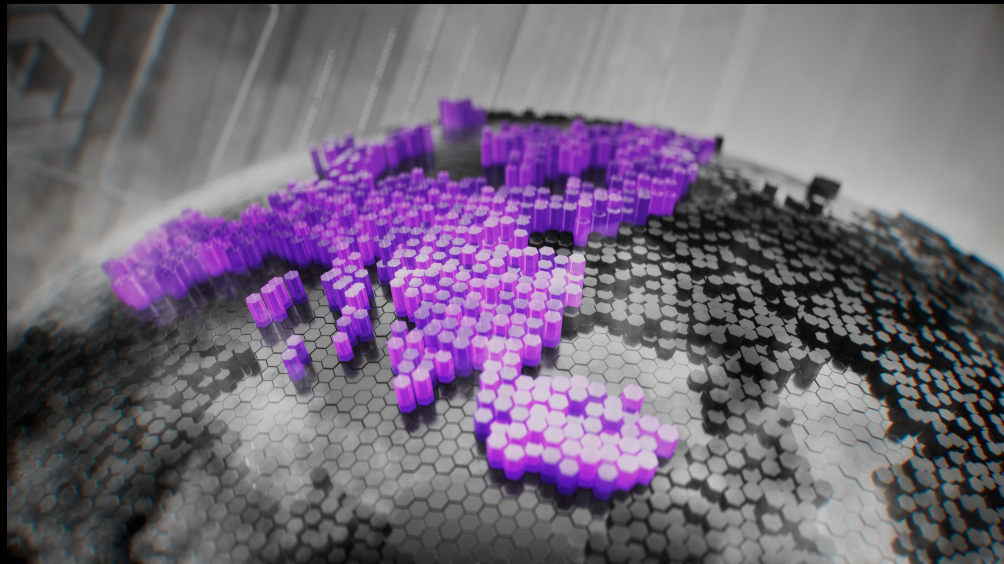
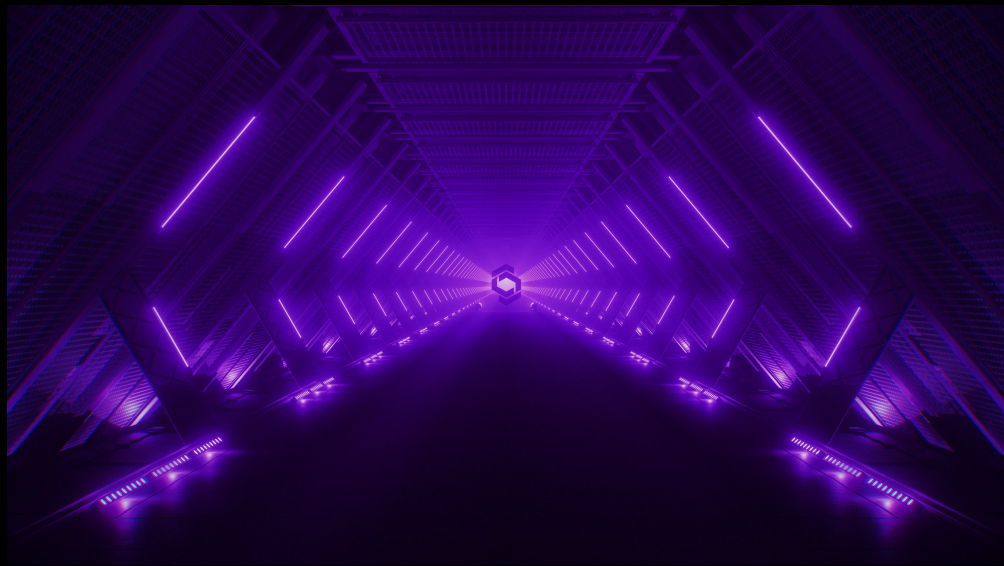


5.0 BACKGROUNDS

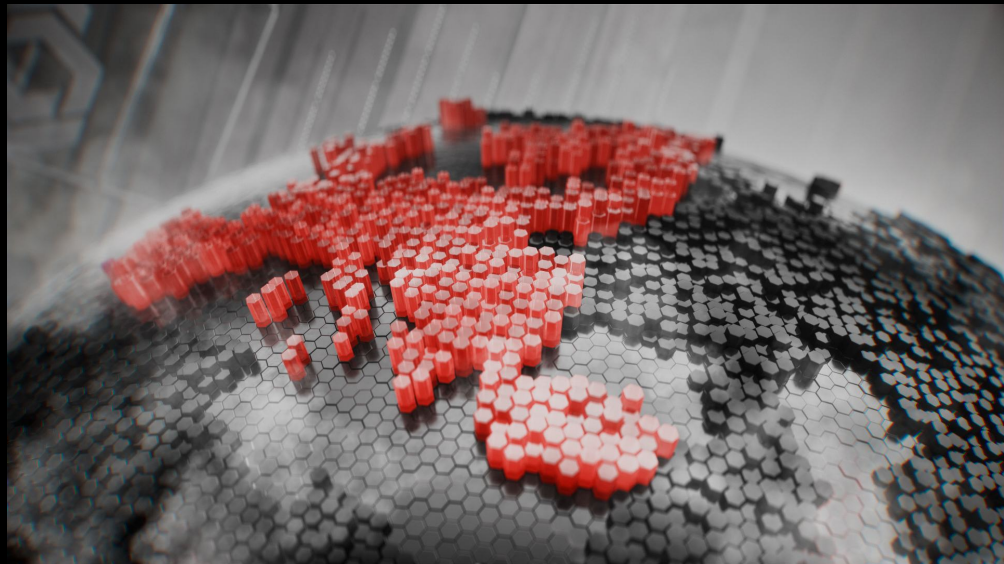
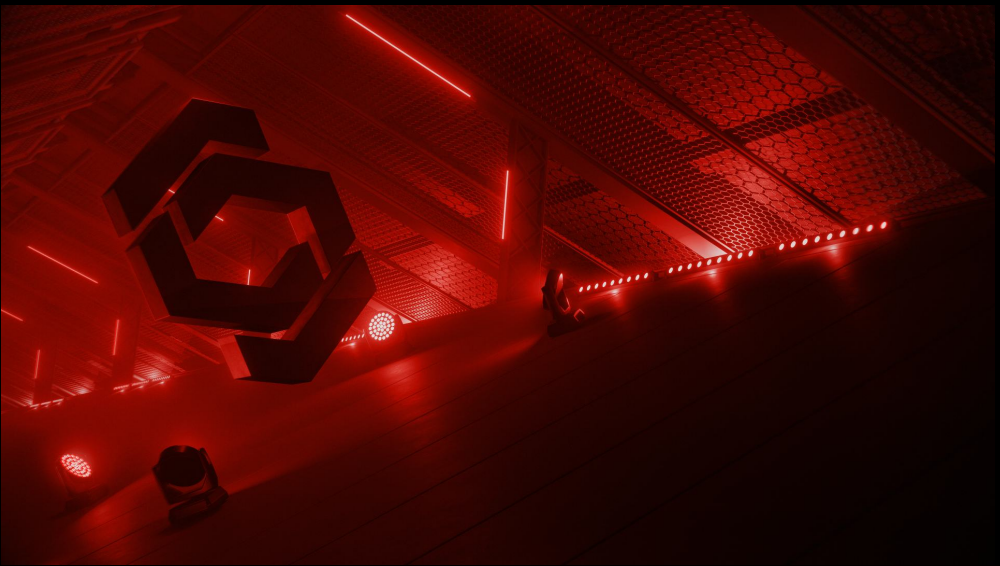
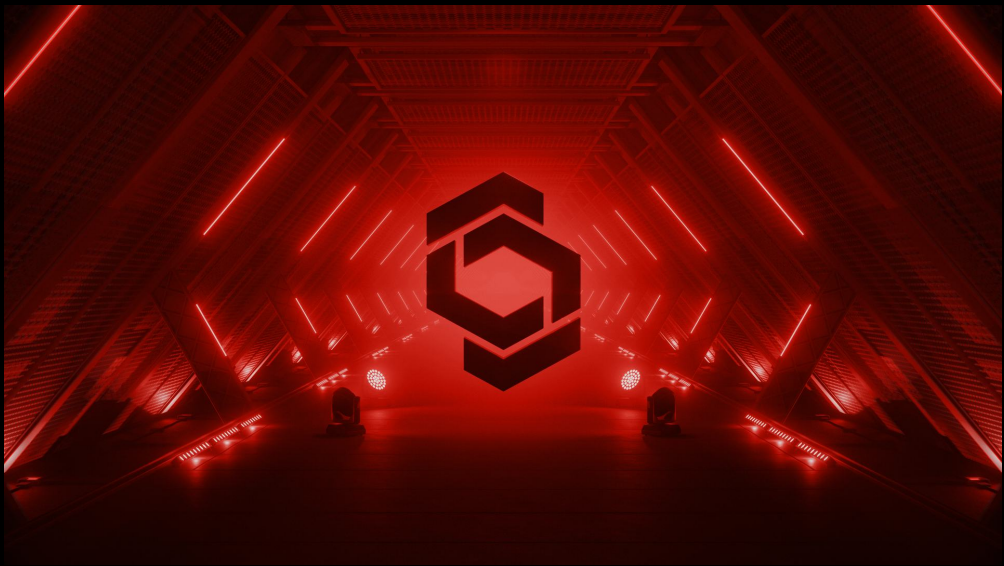
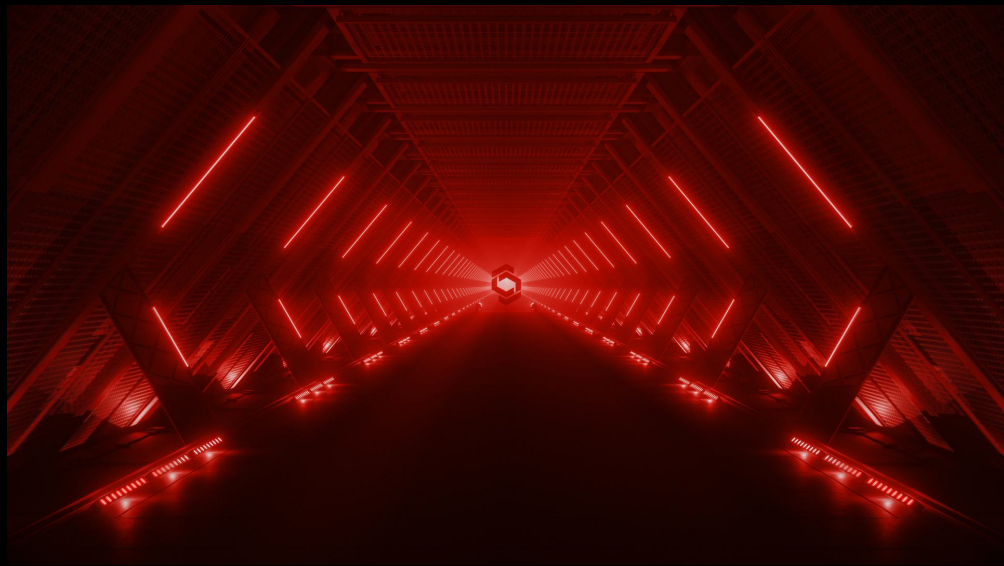
5.0 BACKGROUNDS - MAIN



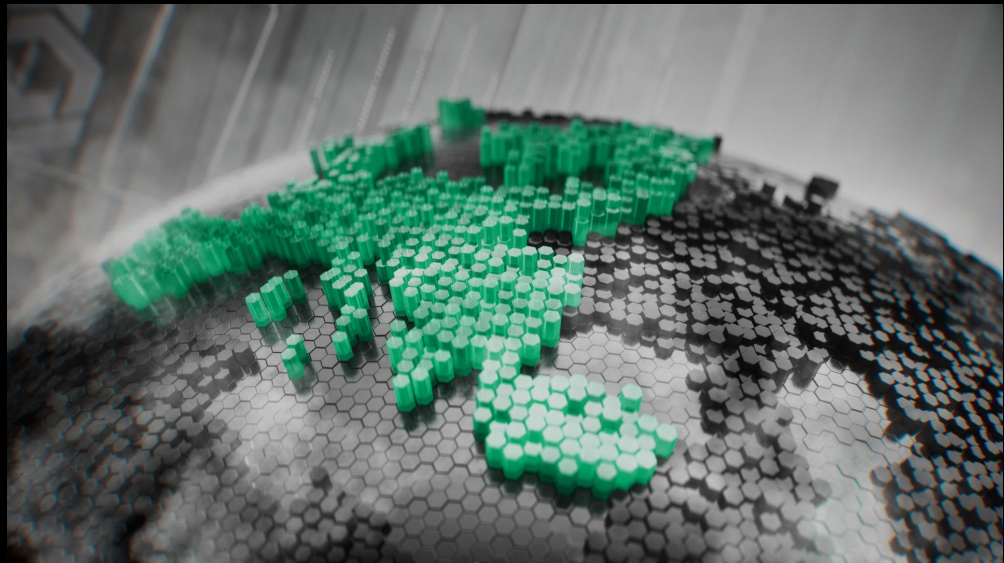
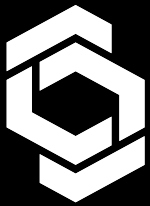
5.0 BACKGROUNDS - EUROPE



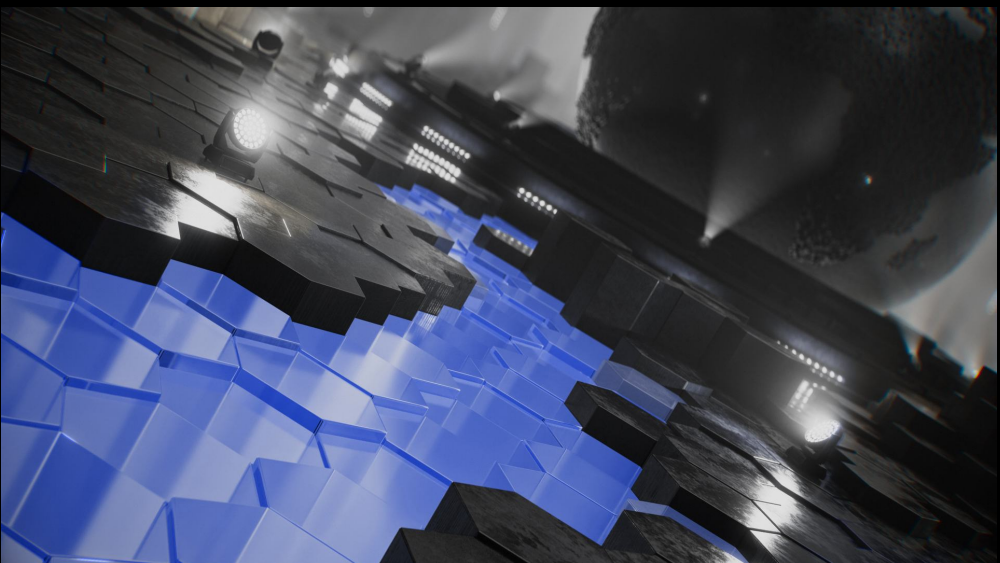
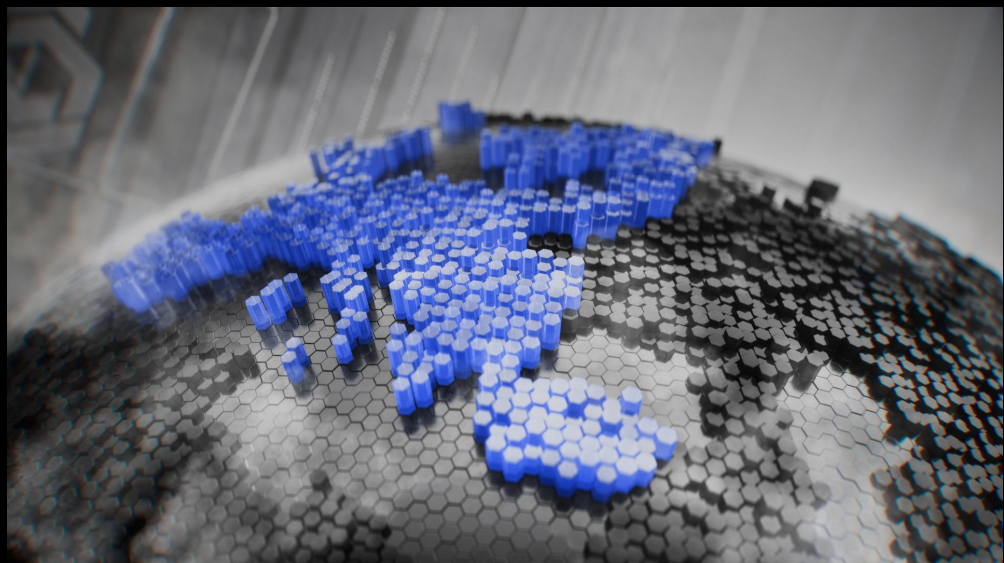
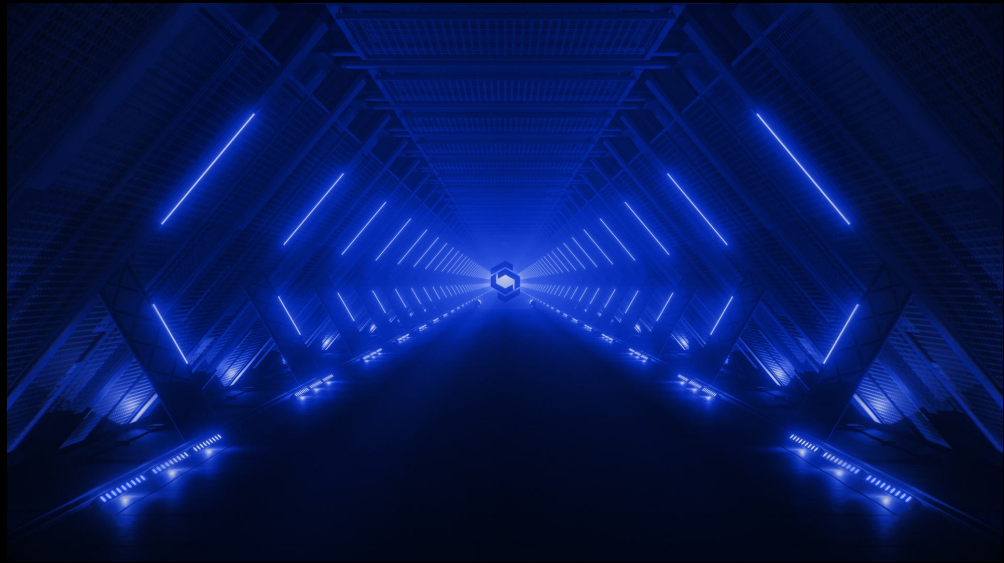
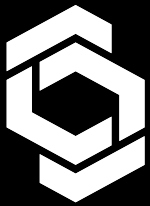
5.0 BACKGROUNDS - NORTH AMERICA



5.0 BACKGROUNDS - SOUTH AMERICA



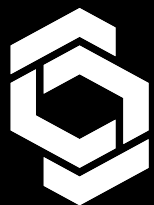
5.0 BACKGROUNDS - OCEANIA








6.0 SINGULAR ELEMENTS

6.0 SINGULAR ELEMENTS





9PANDAS ESPORTS

CEST | B03

ZEROTENACITY

WATCH LIVE:
TWITCH.TV/CCT_CS

The CCT Brand elements consist of basic shapes such as **rectangles** and **squares**. In addition, for Season 2, **bold titles** have been introduced.



PLAYOFFS

ONLINE SERIES #2

ROUND OF 16



7.0 VISUAL EXAMPLES

7.1 SOCIAL CARDS & PR ANNOUNCEMENTS

7.2 BANNERS & PANNELS

7.3 OVERLAYS

7.1 SOCIAL CARDS & PR ANNOUNCEMENTS





EU

ONLINE SERIES #1

10

DAYS LEFT



GRID





EU

ONLINE SERIES #1

PARTICIPANTS



LONG TEAMNAME

QUALIFIED



LONG TEAMNAME

QUALIFIED



LONG TEAMNAME

QUALIFIED



LONG TEAMNAME

QUALIFIED



LONG TEAMNAME

QUALIFIED



LONG TEAMNAME

QUALIFIED



LONG TEAMNAME

QUALIFIED



LONG TEAMNAME

QUALIFIED



GRID





EU

ONLINE SERIES #4

PLAY-IN DECIDERS

DECIDER MATCH 1



VS



RHYNO ESPORTS

BO3

LEON



QUALIFIED

RHYNO ESPORTS

DECIDER MATCH 2



VS



VP.PRODIGY

BO3

CPH WOLVES



QUALIFIED

VP.PRODIGY

DECIDER MATCH 3



VS



DMS

BO3

777 ESPORTS



QUALIFIED

DMS

DECIDER MATCH 4



VS



GUNS

BO3

NOM ESPORTS



QUALIFIED

GUNS



GRID



NEW PARTNERSHIP



X



LOREM IPSUM IS SIMPLY DUMMY TEXT OF THE PRINTING AND TYPESETTING INDUSTRY.

LOREM IPSUM HAS BEEN THE INDUSTRY'S STANDARD DUMMY TEXT EVER SINCE THE 1500S.



EU

ONLINE SERIES #1

MATCH MVP



2.0





LONGNICKNAME

NAME NAME

KILLS

99

DEATHS

99

ADR

9.99

RATING 2.0

9.99



GRID





EU

ONLINE SERIES #3

PLAYOFFS

ROUND OF 16



VS



PASSION UA

BO3

FURIA



VS



PASSION UA

BO3

FURIA

QUARTER-FINALS



VS



TBD

BO3

TBD



VS



TBD

BO3

TBD

SEMI-FINALS



VS



TBD

BO3

TBD



VS



TBD

BO3

TBD

FINAL



VS



TBD

BO3

TBD



VS



TBD

BO3

TBD

ROUND OF 16



VS



ZERONACTY

BO3

3DMAX



VS



ZERONACTY

BO3

3DMAX

QUARTER-FINALS



VS



TBD

BO3

TBD



VS



TBD

BO3

TBD

SEMI-FINALS



VS



TBD

BO3

TBD



VS



TBD

BO3

TBD

FINAL



VS



TBD

BO3

TBD



VS



TBD

BO3

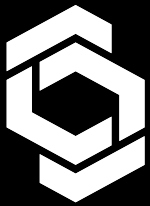
TBD



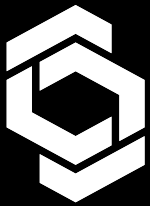
GRID



7.2 BANNERS & PANNELS



7.3 BROADCAST OVERLAYS



VITALITY	2:1	FNATIC
VITALITY	1:0	FNATIC
VITALITY	22:00	FNATIC
VITALITY	22:00	FNATIC
VITALITY	22:00	FNATIC

WE'LL BACK IN 00:00

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT

NICKNAME
@HANDLEHANDLE

NICKNAME
@HANDLEHANDLE

WE'RE LIVE IN

00:00

VITALITY	22:00	FNATIC	VITALITY	22:00	FNATIC
VITALITY	22:00	FNATIC	VITALITY	22:00	FNATIC
VITALITY	22:00	FNATIC	VITALITY	22:00	FNATIC

GROUP A

OPENING MATCH - 99 MAR

VITALITY 2:1 FNATIC

WINNERS MATCH - 99 MAR

VITALITY VS TBD

LOSERS MATCH - 99 MAR

FNATIC VS TBD

DECIDER MATCH - 99 MAR

ONLINE SERIES #99
GROUP STAGE

VITALITY

1:0

FNATIC

13:10
OVERPASS

WINNER

UP NEXT
OVERPASS

DECIDER
OVERPASS

VITALITY

WE'LL BACK IN 00:00

FNATIC

MAP VETO

NUKE

ANUBIS

OVERPASS

INFERNO

VERTIGO

MIRAGE

ANCIENT

QUESTIONS?

If you have any questions or concerns related to the visual guidelines, please reach out to us via cct@grid.gg.

Thank you.