







### **CORE SYMBOL**

Shown here is the Panda Cup symbol.

The symbol together with the wordmark (see next page) form the Panda Cup logos. The following pages show the approved proportional relationships for the logos and guidelines for their use.

Only in some instances should the symbol be used alone — for example, as a social media avatar, a favicon, or a decorative pattern.



### WORDMARK

Shown here is the Panda Cup wordmark.

The letters for the name "Panda Cup" consist of the font Dharma Gothic C Heavy. The letters for the name "Featuring Super Smash Bros." consist of the font Source Sans Variable.

The wordmark along with the Panda Cup symbol (shown on page 1) combine to make up the Panda Cup logos. The following pages show the approved relationships between symbol and wordmark that are used to create each logo.



FEATURING SUPER SMASH BROS.™

### LOGO LOCKUPS







### LOGO COLOR PALETTE

Color is an essential part of the Panda Cup identity system. The Panda Cup colors are a specific shade of green for the symbol, and black or white for the wordmark. These colors have been carefully selected to align with the the main Panda Entertainment brand.

When the logo appears on a black or dark-colored background, the wordmark is white. When the logo appears on a white or light-colored background, the wordmark is black.



#### Panda Green

Pantone® 375C / 374U C51 M0 Y86 K0 R63 G229 B47 Hex 3FE52F Black

C0 M0 Y0 K100 R0 G0 B0 Hex 000000

White

C0 M0 Y0 K0 R255 G255 B255 Hex FFFFF

## **SECONDARY COLOR PALETTE**

Shown here is the Panda Cup secondary color palette. The secondary color palette supports the Panda Global identity and can be used where appropriate for accents, highlighted information, or for graphs and charts. The secondary colors are provided to allow for the flexibility required in many of Panda Cup's applications.

#### **Color Specifications**

Pantone® spot colors, as well as 4 / C process colors, are specified for print use. RGB and Hex specifications are for use with on-screen and web applications, and are provided for a consistent appearance across different media.

#### Player 1 Red Player 2 Blue Pantone® 285C C95 M42 Y0 K18 Pantone® 185C C0 M100 Y82 K8 R10 G121 B210 R234 G0 B41 Hex 0A79D2 Hex EA0029 Background Blue Championship Gold Pantone® 113C Pantone® 276C C0 M17 Y62 K4 C46 M51 Y0 K85 R245 G203 B92 R21 G19 B39 Hex F5CB5C Hex 151327 Victory Purple Light Blue Pantone® 258C Pantone® 298C C25 M45 Y0 K35 C80 M21 Y0 K7 R125 G91 B166 R48 G188 B237 Hex 7D5BA6 Hex 30BCED

## LOGO LOCKUPS - SPECIAL

The Panda Cup logo should be used in its green color whenever possible. The green is an essential part of the Panda Cup identity and its consistent use will help grow the brand's recognition.

However, there may be special occasions where another temporary color treatment may be appropriate. Shown here is one such example, an alternate lockup for use as the main branding from the final Panda Cup event.





### TYPOGRAPHY

Using a consistent family of typefaces visually reinforces the Panda Cup's identity system. Along with Panda Cup's logo and colors, typography contributes enormously to the visual voice of the brand.

Panda Cup headlines, titles, and calls to action on branded materials should be set in Dharma Gothic C in ALL CAPS. Refer to the extended font family for easier legibility if needed.

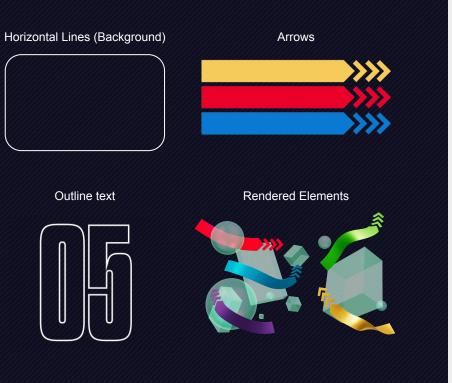
For text and subheads on communications such as brochures, publications, and documents, use Source Sans Variable. If unavailable, supplement with Arial.

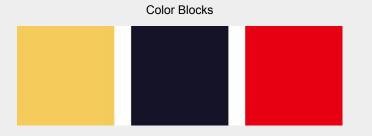
# DHARMA GOTHIC C HEAVY Abgdefghijklmnoporstuvwxyz 1234567890 ±!@#\$%^&

### SOURCE SANS VARIABLE

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890±!@#\$%^&

### VISUAL LANGUAGE





**Rounded Rectangles** 



Circles

### **VISUAL LANGUAGE AND ELEMENTS - IN USE**

