

ESPORTS TRADE ASSOCIATION (ESTA).

BRAND GUIDELINES



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ESTA IN A NUTSHELL

Our Vision

Our vision is to be an instantly recognized community with the talent, infrastructure, and investment that drives the success of esports businesses.

Our Mission

Our mission is to unify, serve, and ethically advance the business interests and sustainability of the esports industry.



OUR BRAND'S FACE



ESPORTS
TRADE ASSOCIATION

The logo is displayed on a light gray grid background. The word "ESPORTS" is in a large, bold, sans-serif font. The "E" is dark blue, and the remaining letters "SPORTS" are yellow. Below "ESPORTS", the words "TRADE ASSOCIATION" are written in a smaller, dark blue, sans-serif font.

TYPOGRAPHY

ESPORTS TRADE
ASSOCIATION

ESPORTS TRADE
ASSOCIATION

Montserrat Semi-Bold

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 1 2 3 4 5 6 7 8 9 0

Montserrat Classic

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 1 2 3 4 5 6 7 8 9 0



OUR COLOR PALETTE

6

PRIMARY COLORS



**MIDNIGHT
BLUE**
#113360



GOLD
#f3b844



SKY BLUE
#006998

SECONDARY COLORS



**CADET
BLUE**
#3a627c



**DARK
GOLD**
#d8a03c



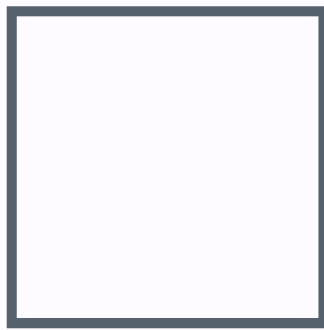
**WHITE
SMOKE**
#c1baaa



**SKY
BLUE**
#4dadd7



**SLATE
GRAY**
#55616d



WHITE
#ffffff





BRAND SUMMARY

Video games have changed immensely over the years, and so have the people who play them. Having been popular among young people for decades, video games are now a legitimate global phenomenon experiencing explosive growth. With this boom in esports, the Esports Trade Association is saying game on, the directive that reinforces our mission: to unify, serve, and ethically advance the business interests and sustainability of the esports industry.

ESTA convenes decision-makers, advocates for the industry, and promotes operational excellence and innovation. ESTA is an invitation to budding entrepreneurs looking for a place to call home as well as established businesses looking to expand their horizons and reach within the industry. Our aim is to elevate a dynamic industry by transforming the environment in which esports operates.

CONTACT INFORMATION

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