

UGCZA

— BRAND BIBLE —



UGCZA

OVERVIEW

ABOUT US ...

THE ULTIMATE GAMING CHAMPIONSHIPS (UGCZA) IS AN ESPORTS SOUTH AFRICAN BASED COMPANY THAT FOCUSES ON CREATING 'TALK-OF-THE-TOWN' OFFLINE AND ONLINE TOURNAMENTS, WHICH DRAWS ATTENTION TO THE WORLD OF COMPETITIVE GAMING. BY PRODUCING HIGH QUALITY CONTENT, ENTERTAINING STREAMS AND PROFESSIONAL TOURNAMENTS, UGCZA POSITIONS ITSELF AS ONE OF THE LEADING TOURNAMENT ORGANISERS AND CONTENT CREATORS FOR THE LOCAL ESPORTS SCENE.





DOWNLOAD
LOGO HERE



BLACK & WHITE



COLOUR

MAKE SURE NOT TO CHANGE THE SIZE RATIO.

IE: DON'T STRETCH OUT THE IMAGE, THE LOGO MUST ALWAYS REMAIN PROPORTIONAL.

THE LOGO MUST ALWAYS REMAIN IN THE UGCZA COLOURS OR IN BLACK AND WHITE. NEVER CHANGE THE COLOURS TO ANYTHING ELSE, UNLESS SPECIFIED BY THE UGCZA TEAM.

THE LOGO WILL BE PROVIDED TO YOU.

UGCZA

LOGO & USES

UGCZA

TYPOGRAPHY



UGCZA

THE
ULTIMATE GAMING CHAMPIONSHIPS

ANTON

UGCZA

THE
ULTIMATE GAMING CHAMPIONSHIPS

BEBAS

UGCZA

THE
ULTIMATE GAMING CHAMPIONSHIPS

SF MOVIE POSTER

UGCZA

THE
ULTIMATE GAMING CHAMPIONSHIPS

ORBITON



CMYK 21|92|100|1
#EA3700



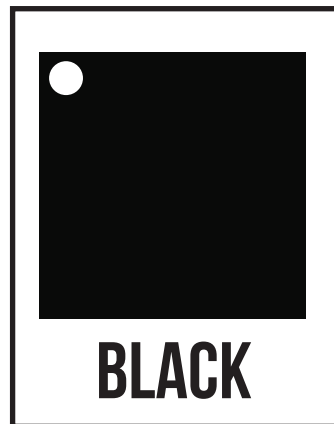
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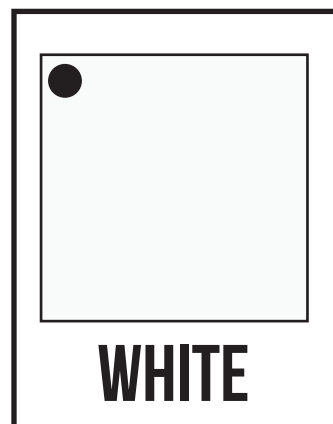
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#E96007



CMYK 83|56|64|54
#1E3A38



CMYK 74|67|66|86
#0A0A0A



CMYK 2|1|1|0
#F9FAFA

UGCZA

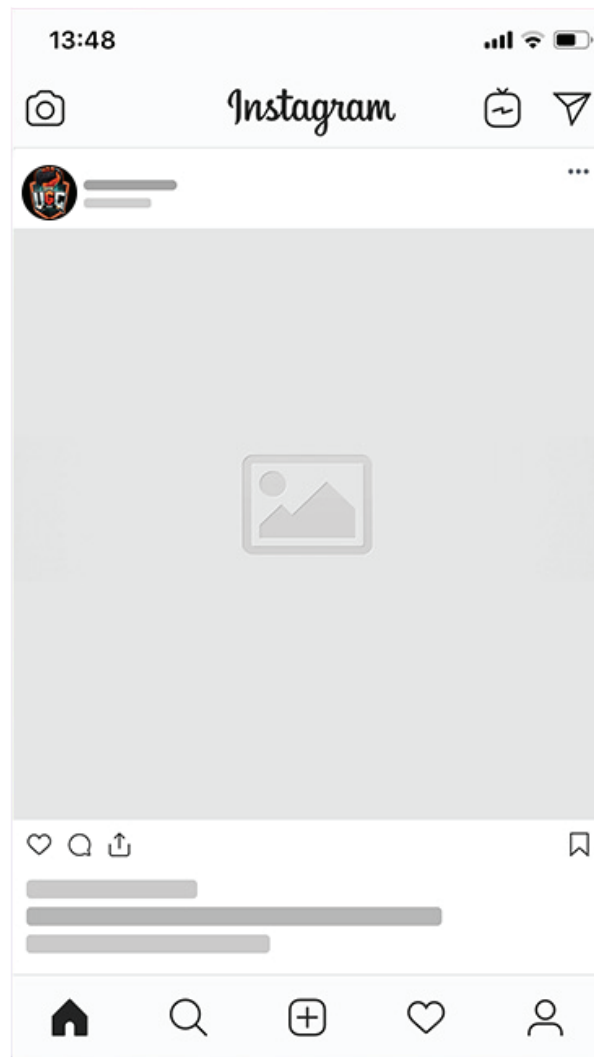
COLOUR PALETTE

UGCZA LETTERHEAD & BUSINESS CARDS

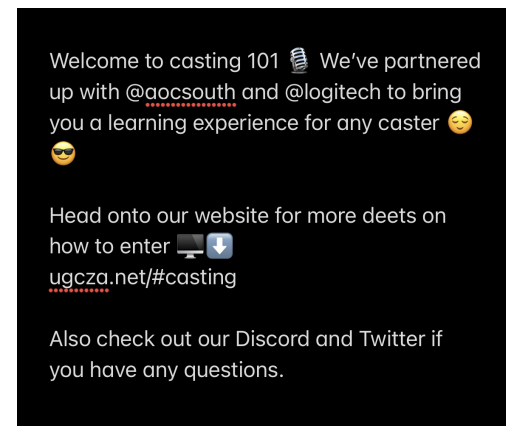


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TEMPS HERE





OUR WRITING STYLE IS PROFESSIONAL WITH A TOUCH OF HUMOUR. SPELLING AND GRAMMER IS IMPORTANT. MAKE SURE THE INFORMATION SUPPLIED IS CORRECT. GENERALLY, OUR POSTS SERVE TO BE INFORMATIVE FOR TOURNAMENTS, UPCOMING EVENTS AND COLLABORATIONS WITH BRANDS.



UGCZA POSTS,
STYLE & TONE

- **USE HIGH RESOLUTION IMAGES WHEN DESIGNING**
- **SAVE IN HIGH RESOLUTION**
- **NEVER CHANGE THE RATIO ASPECT**
- **CHANGE SIZES WHILE KEEPING THE IMAGE PROPORTIONAL**
- **DON'T USE ANYTHING THAT WILL PIXELATE**

UGCZA SOCIAL

MEDIA GUIDELINES



FACEBOOK
1920 W X 1080 L



TWITTER
1280 W X 720 L



INSTAGRAM
1080 W X 1350 L

INSTASTORY
1080 W X 1920 L

THANK YOU

