FATAL AMBITION

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BRAND

Fatal Ambition's branding has been crafted to represent the organization as accurately as possible. From typography, to color, to the logo itself, the branding encompasses the entire team's public image, and must be respected as such. Fatal Ambition as an organization strives to always be the best, and the branding reflects and emphasizes its core values of precision, ambition, and skill.

LOGO

Fatal Ambition's logo may be used with the lettering or as the icon itself. The examples to the right show how the logo can be used. If used with the text, it must contain the spacer. If used as an icon only, it must be a single color only and cannot contain the spacer. The logo should not be rotated under any circumstances or resized in any way which does not preserve the natural proportions of the logo.

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TYPOGRAPHY

Fatal Ambition uses the font "Purista" for all official public-facing communications. Examples of the appearances of various text forms are shown to the immediate right, while acceptable forms of heading alignments are shown on the far right. Note that headings should be capitalized and must contain the spacer below whenever possible.

HEADINGS

Purista Bold

SUB-HEADINGS

Purista Medium

Paragraph
Purista Medium

CENTERED

This is some paragraph text.

LEFT-ALIGNED

This is some paragraph text.

RIGHT-ALIGNED

This is some paragraph text.

COLORS

Fatal Ambition uses several colors to identify the unique look of the team. Colors should be used to ensure appropriate contrast. Lime Green should be used as a highlight color only, while Off-Black and white should be used mostly for text.

#08080A
Off-Black

#00FFCC
Lime Green

#FFFFFF
White

#202020
Charcoal Gray

IMAGERY

The images used in Fatal Ambition's communications should be of the team or its members, esports in general, or photos from the games Fatal Ambition or its members participate in, such as the images shown to the right. When used as background images, images should be faded into a dark gray background or a very light gray one, as shown at the bottom.