

How to create a logo for your Esport team - design approach

- Understand your subject and your audience
- What do you want to communicate about your team and Esport?
- Create a team name
- In your teams create your logo

Understand your subject and your audience

Esports, or **electronic sports**, is competitive, organized video gaming, with professional players and teams competing in tournaments for prizes.

Esports first became popular in East Asia, particularly in China and South Korea. Esports are also popular in Europe and the Americas, which host regional and international events.



Existing Esport teams



The creator liked the 'Lord of the Rings' movies and the scene of horses running through water captured the mood he was after.

The horse is a symbol of power, freedom, strength, grace, nobility and loyalty.

Horses run as a herd - or teams!

Below: team mascot.

Early ideas:



Existing Esport teams



FAZECLAN®



EVIL GENIUSES



Team Falcons

Existing Games



What do you want to communicate about your team and Esport?

Things to consider:

- Your team name (symbolism)
- How it looks (shapes)
- Colours
- Lettering
- Branding (tone, messages, usage)

Your team name (symbolism)

Agree a name which you like, which could be:

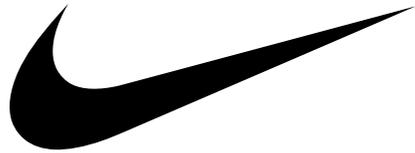
- a single or more words
- abbreviated letters
- something to do with your school or town
- an icon that symbolises what you like or want your team to represent (eg. a bird, an animal, something historical, something local to you, something from a game you like, a philosophy, attitude or an influence.

How it looks (shapes)

The shape of your logo should compliment the name. For instance you might want your logo to look; fast, strong, several parts working together, modern, retro, environmental.

Most Esport logos are set within a solid shape so they can be reproduced onto t-shirts, caps, computer screens, like a recognisable badge.

Shapes



Fast brands - suggests movement



Strong heavy shapes

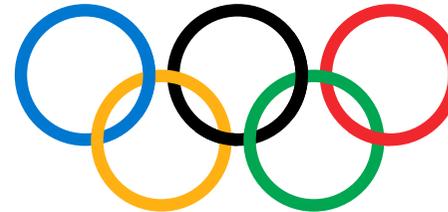
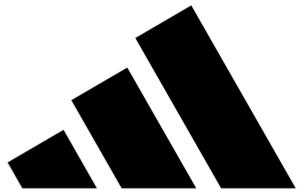


MITSUBISHI
MOTORS

Several parts
working together



Environmental



circle/oval

square/rectangular

triangle/pyramid

hexagon/geometric

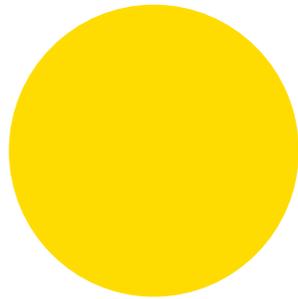
bespoke/free flowing

Colours

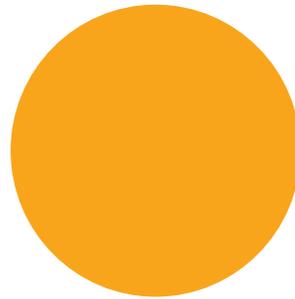
The colour of your logo should compliment the mood of your brand. Colours often have moods associated to them, as shown below. However you can simply choose a colour if it represents your country, school or your favourite colour. Your logo should ideally work on a light and dark background.



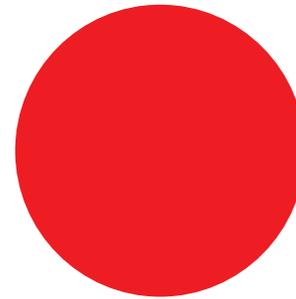
Pastel colours:
calm, delicate,
natural



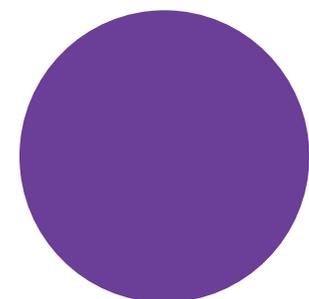
Happy,
optimistic,
energy



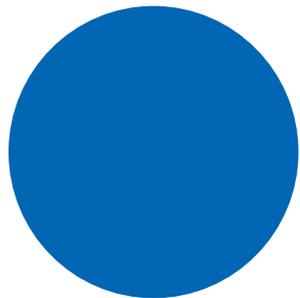
Warmth, creativity,
adventure



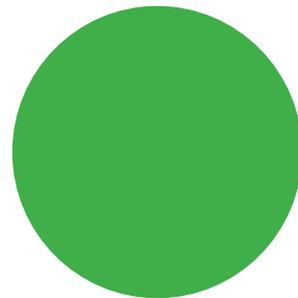
Passion, danger,
attention-grabbing



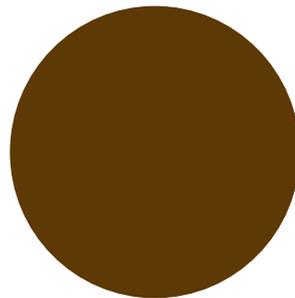
Power, royalty,
luxury, wisdom



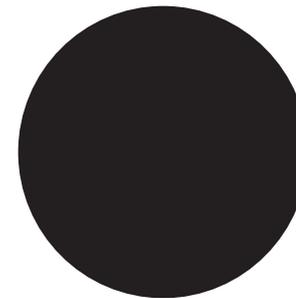
Cold, corporate
professional,
protection



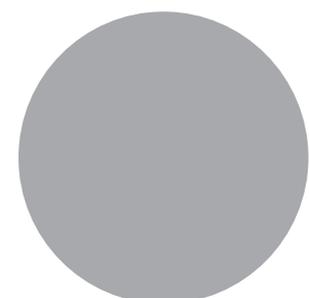
Nature, growth,
harmony, health,
calm



Stability,
earthiness,
organic



Power, authority,
dark, elegance



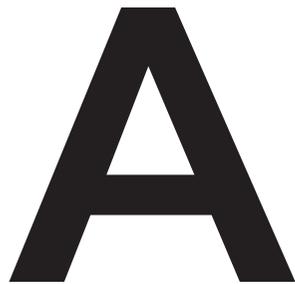
Neutral, balance,
wisdom

Lettering

The style of lettering or typography can determine the tone of your logo. There are hundreds of thousands of different fonts, which fall into 5 main categories.



Serif



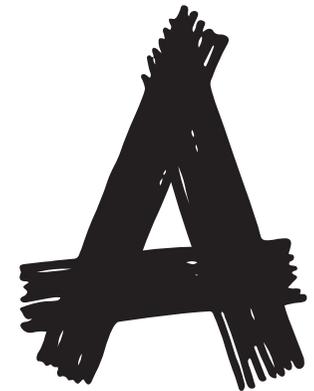
Sans-serif



Script
(or calligraphy)



Monospace



Display
(or decorative,
or hand drawn)

Lettering examples as brands

The word "VOGUE" is written in a classic, black, all-caps serif font. The letters are tall and narrow, with prominent serifs at the top and bottom of the stems.

Serif

The word "Google" is written in its signature multi-colored sans-serif font. Each letter is a different color: G (blue), o (red), o (yellow), g (blue), l (green), e (red).

Sans-serif

The word "Coca-Cola" is written in its iconic red script font. The letters are highly stylized, with flowing, cursive-like connections between them.

Script

The word "Disney" is written in its classic black display font. The letters are thick and stylized, with a large, decorative 'D' and a cursive 'y'.

Display

The words "ALMA" and "MONO" are stacked vertically. "ALMA" is in dark blue and "MONO" is in white, both in a bold, all-caps monospace font. They are set against a solid red rectangular background.

Monospace

Branding - merchandise



EVIL GENIUSES

Home

Team

Partners

Genius League

News & Media

Contact Us

Meesh

Live Proud

Our Legacy

STORE

LOOK EVIL. FEEL GENIUS.

MERCH STORE



Holographic Masterclass Crest
Sticker



Masterclass Genius Jersey



OG EG Enamel Mug

SHOP MORE MERCH

**Lets get creative and design
your own team logo!**



REMINDER

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