



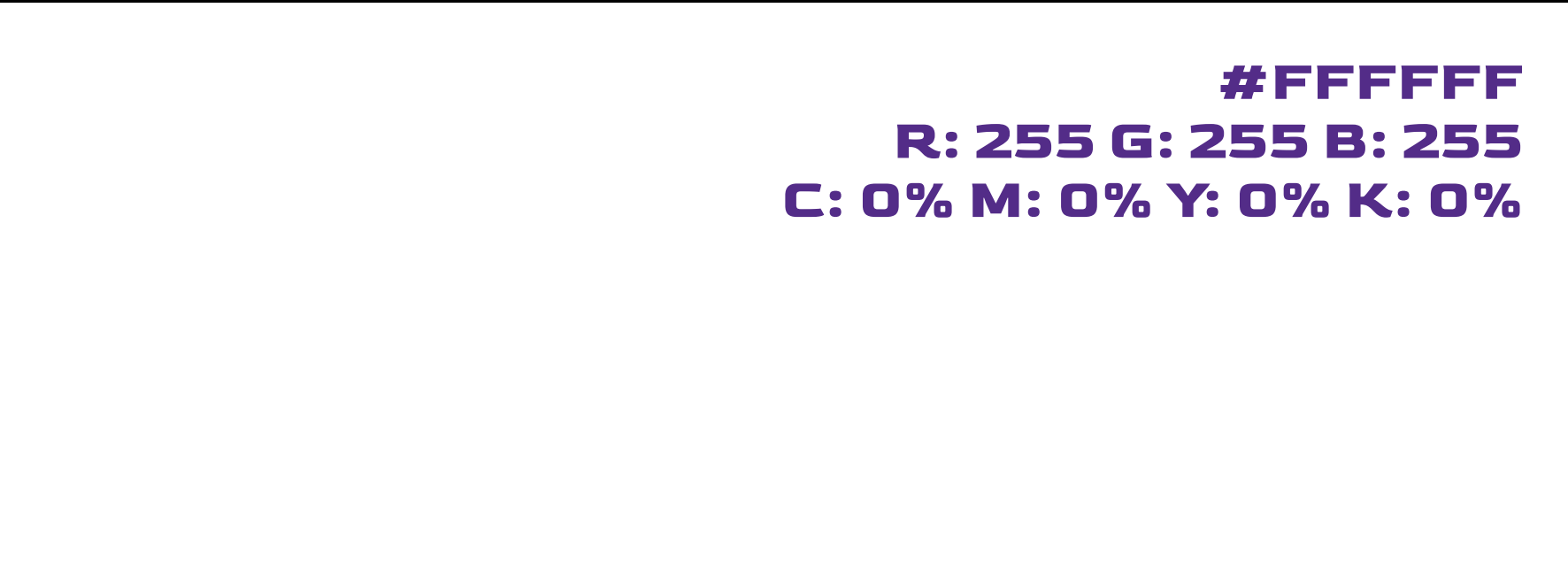
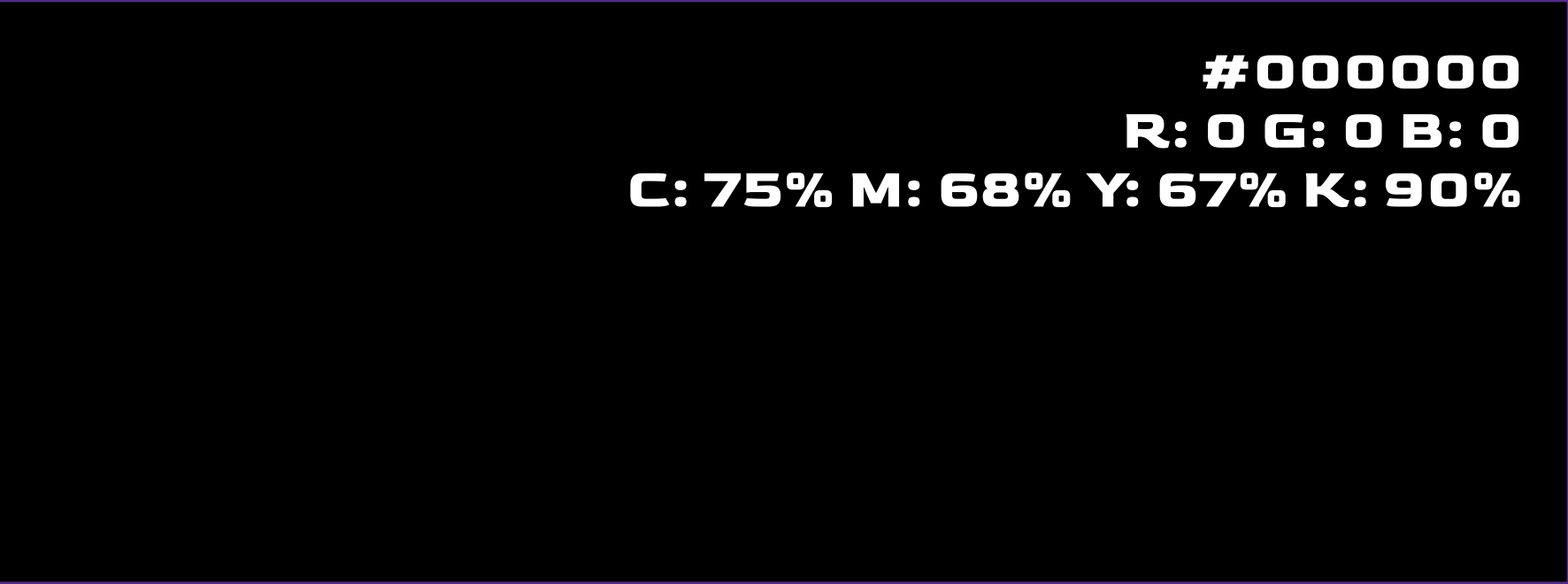
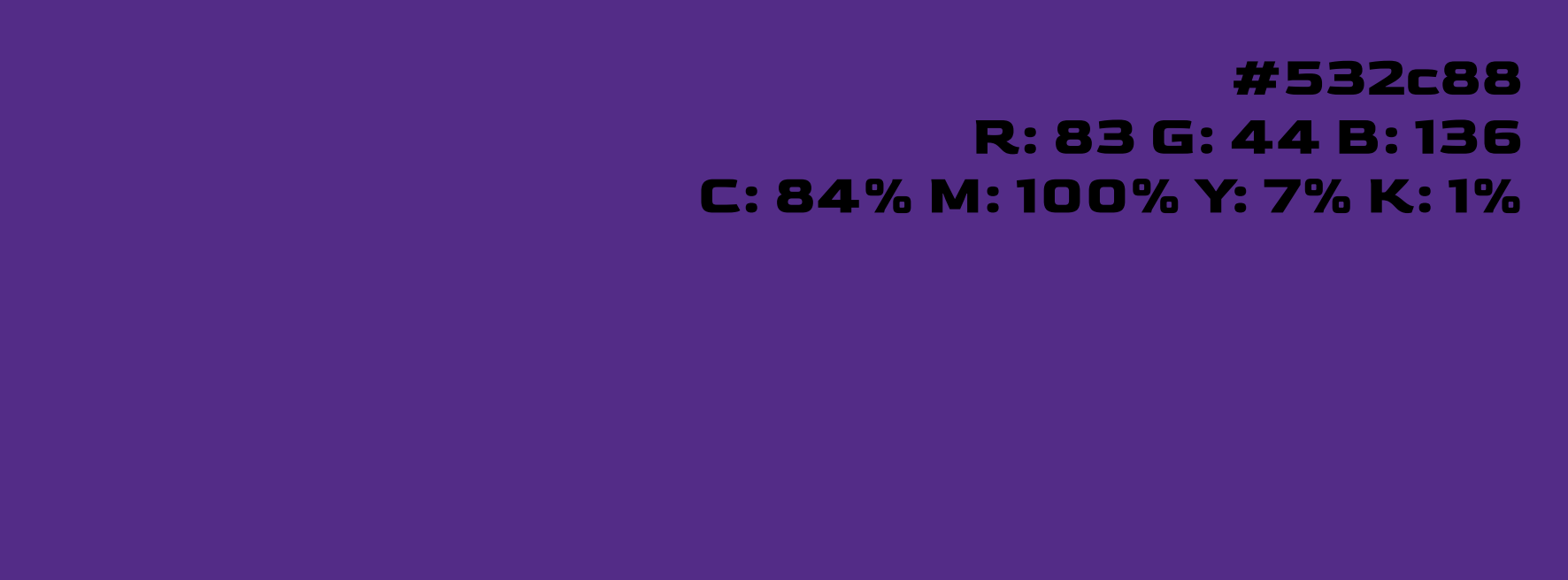
COLOUR & TYPE

GOLDMAN BOLD

GOLDMAN REGULAR

We chose to use the Goldman typeface from Google Fonts for its bold, futuristic design that reflects the high-energy, tech-driven nature of competitive gaming. Its sharp, geometric lines convey strength, precision, and a modern edge—qualities that align with the brand’s identity in the digital arena.

Our color palette of purple, black, and white further enhances this image: purple symbolizes creativity, ambition, and digital innovation; black adds a sense of power, sophistication, contrast and intensity; while white provides clarity and contrast, ensuring clean, readable visuals across all platforms. Together, these design choices establish a striking and cohesive visual identity that resonates with players, fans, and sponsors alike.



LOGO

LOGO

The logo is built around the shape of a shield, symbolizing strength, protection, and identity—core values in the world of esports. Within this structure, the stylized letters “V” and “E” are integrated to represent the organization’s initials.

The sharp angles and symmetrical design convey precision, competitiveness, and modernity, while the shield form reinforces the idea of a team ready to face challenges head-on. This makes the logo not just a visual mark, but a symbol of pride and determination for players and fans alike.



WORDMARK

The wordmark is carefully scaled in relation to the emblem, maintaining balance while asserting strong visual presence. Its bold weight and sharp geometry give it enough character to stand confidently on its own, making it versatile for standalone use across digital media, merchandise, and branding materials—without losing the identity and impact of the full logo.

VENGEANCE
EXPERTS

LOGO USAGE

The emblem and wordmark are designed to function seamlessly as a unified logo, while also retaining strong individual identities. Together, they create a complete and impactful brand mark; separately, each element remains recognizable and effective, whether the emblem is used as a compact icon or the wordmark as a bold brand statement. This flexibility ensures consistent branding across all platforms and formats.

They should never be aligned in other ways



USAGE RULES

When used over photographic backgrounds, the logo maintains its impact through high contrast and clear spacing. The solid, geometric design ensures legibility, while the purple color stands out effectively on both light and dark areas. For maximum clarity, a white or black outline can be added when necessary, allowing the emblem and wordmark to remain bold and recognizable across various visual contexts.



