FNATIC BRAND

COLOUR

COLOUR

We are black and orange and we should shout about it.
Fnatic Orange is punchy, futuristic, street – it's bold and should be used boldly.

Fnatic Orange is our primary colour and is used with Black to create bold, distinctive designs.

Both Black and White should be used heavily for backgrounds, typography, UI elements and clothing.

FNATIC ORANGE	#FF5900 R255 G089 B000 C00 M66 Y99 K00 PANTONE 1585 C
BLACK	#000000 R000 G000 B000 C60 M40 Y40 K100
WHITE	#FFFFFF R255 G255 B255 C00 M00 Y00 K00

LOGO

LOGO

Our logo is simple, clean and sharp. The logomark is hyper adaptable and is bold and solid to be used across a range of cases, from apparel to digital, hardware design to in game assets.

LOGOMARK CONSTRUCTION

The logomark is constructed on a grid of circles to create a final symbol that is geometrically perfect and aesthetically balanced. Sharp angles are present throughout the logo with the curves from the circle guides used to juxtapose to the edges and bring equilibrium back to the mark as a whole.

LOGOMARK ALIGNMENT

The logo is easy to align thanks to the bounding box that is built into the logo asset that's available for download.

To optically balance the logo, a small amount of padding is needed at the top in order to align it vertically centered. This is built into the logo with its invisible bounding box.

WORDMARK

The wordmark remains unchanged. The logomark was designed to work perfectly with the wordmark. The angled cuts in the wordmark hint at the sharp cuts on the logomark, whilst the round edges of the “N” and “A” are balance with the curved “arms” of the logomark.

FNATIC

LOGO USAGE

The logomark and the wordmark should work in unison, however in most cases, they should not be locked-up as one item. They should be used as separate symbols that balance each other. Both are a strong part of Fnatic's branding and should be able to be used alone to hold the brand.

LOGOMARK + WORDMARK

The logomark and wordmark should rarely be used together as a single item. They hold their own as marks and combining them in close proximity should be avoided in nearly all cases. However, when the elements need to be used very close together for specific situations, they should be aligned as shown.

The only time they should be used in this way is when used in a single place where no other Fnatic branding will exist. For example on a partner's website.

LOGOMARK + WORDMARK

When essential, align the symbol and wordmark horizontally.
Never align the symbol and wordmark in any other way.

USAGE RULES

The logo primarily be used in Fnatic Orange, Black or White depending on the background. It should be used in Fnatic Orange wherever possible, either on a very dark or very light background.

Over images, video or busy backgrounds, black or white should be used.

Never use the logo in any other colours, unless used in a campaign where the entire look and feel of the environment is away from the core branding.