



INSOMNIA

THE GAMING FESTIVAL

BRAND GUIDELINES 2023

CONTENTS

Page 1 -2 - Introduction

-

Page 3 - Assets

-

Page 4 - Typography

-

Page 5 - Insomnia Logo

-

Page 6 - i70 Secondary Logo

-

Page 7 - CTA

-

Page 8 - Invalid Logo Placement

-

Page 9-10 - Main Key Visual

-

Page 11-12 - Group Key Visual

-

Page 13 - 17 - Category Key Visual

-

Page 18 - Colour Breakdown

-

Page 19 - 21 - Digital Placement

-

Page 22 - 25 - Social Media

PURPOSE

To ensure brand consistency in all aspects of marketing, and to provide tools and assets to create impactful, exciting, and informative content complementing the advertising of this event and the overarching brand.

Fonts are not provided by and must be purchased separately unless otherwise noted.

ASSETS VALID THROUGH 2023 INSOMNIA GAME FESTIVAL.

WHEN DIGITAL MEETS REALITY

As we expand the *Insomnia* brand we combine the design language of digitising and photography together creating an electrifying ownable brand aesthetic. Putting the consumer first, the brand communication must drive connection, inspire action and develop loyalty to the event. Our guideline provides an overview of key visual elements that support this endeavour along with their role in the communication hierarchy. The assets shown within are for general brand use and scope of the 2023 Gaming Festival campaign.

ASSETS

INSOMNIA
THE GAMING FESTIVAL

TYPOGRAPHY | FONT FAMILY - Inter Sans or Inter Font

AaBbCc

12345

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***Note: Inter Sans font is not provided, therefore will need to be purchased.**
Whilst different weights of the Inter Sans font can be used alongside each other, no other font should be alongside it. Alternatively Inter font can be used if Inter Sans is not available.

AaBbCc

12345

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INSOMNIA LOGO | EN

INSOMNIA
THE GAMING FESTIVAL



MINIMUM CLEAR SPACE

To achieve maximum readability it is important that assisting graphical elements and/or other brand logos are to not be in direct contact with the Insomnia logo. By visually imagining a box around the artwork, any accompanying elements should at least be an "O" width away. No drop shadows are to be used on coloured artwork.

LOGO COLOUR BREAKDOWN

R:0 G:0 B:0 | C:0 M:0 Y:0 K:100

R:255 G:255 B:255 | C:0 M:0 Y:0 K:0

***Note:** Not all digital formats allow space for this so please apply where applicable.
The white logo/type should be used on top of the coloured artwork and black should be used on top of any white artwork, this is to insure key information stands out

i70 SECONDARY LOGO | EN

#i70[◊]

X-HEIGHT OF i70
MATCHES BELOW



INSOMNIA
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SECONDARY LOGO

The i70 logo acts as a secondary logo which should be added onto any creative if it allows. The i70 x-height should always be secondary to the main Insomnia logo. To achieve maximum readability it is important that the x-height of the i70 logo is measured from the bottom of the Insomnia logo to the bottom of 'THE GAMING FESTIVAL.' No drop shadows are to be used on coloured artwork.

LOGO COLOUR BREAKDOWN

R:0 G:0 B:0 | C:0 M:0 Y:0 K:100

R:255 G:255 B:255 | C:0 M:0 Y:0 K:0

***Note:** Not all digital formats allow space for this so please apply where applicable. The white logo/type should be used on top of the coloured artwork and black should be used on top of any white artwork, this is to insure key information stands out

CTA | EN

IT'S NEVER JUST A GAME

The CTA is to be placed on the creative when artwork allows under the size guidelines. 'IT'S NEVER JUST A GAME' should always sit underneath the main Insomnia logo. To achieve maximum readability and hierarchy it is important that graphical elements are to not be in direct contact with the CTA and should always be an "O" width away. No drop shadows are to be used on coloured artwork.



***Note: Inter Sans font is not provided, therefore will need to be purchased.** Whilst different weights of the Inter Sans font can be used alongside each other, no other font should be alongside it. Alternatively Inter font can be used if Inter Sans is not available. **The white logo/type should be used on top of the coloured artwork**

INVALID LOGO PLACEMENTS | EN



INSOMNIA #i70
THE GAMING FESTIVAL



INSOMNIA
THE GAMING FESTIVAL
IT'S NEVER
JUST A GAME



#i70
INSOMNIA
THE GAMING FESTIVAL



#i70
INSOMNIA
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IT'S NEVER
JUST A GAME

MAIN KEY VISUALS

INSOMNIA
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MAIN KEY VISUAL

The main key visual has been built to drive connection and electrify consumers with its bright colours. Type/logos are always placed in the middle of artwork where the brightest hexagons can be seen (when creative dimensions allow). It is important that to achieve maximum readability a darker blue gradient is placed behind each piece of type/logo.

COLOUR BREAKDOWN

R:35 G:69 B:243 | C:84 M:72 Y:0 K:0 | HEX: #2345F3

***Note: Inter Sans font is not provided, therefore will need to be purchased.** Whilst different weights of the Inter Sans font can be used alongside each other, no other font should be used. **The white logo/type should be used on top of the coloured artwork and black should be used on top of any white artwork, this is to insure key information stands out**

GROUP KEY VISUAL

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GROUP KEY VISUAL

The Group shot key visual has been built to drive connection and electrify consumers with it's bright colours and audience who attend the festival. Type/logos are always placed in the middle of artwork where the brightest hexagons can be seen (when creative dimensions allow). It is important that to achieve maximum readability a darker blue gradient is placed behind each piece of type/logo.

TRANSPARENCY IMAGE BREAKDOWN

GROUP IMAGE - 20% OPACITY

COLOUR BREAKDOWN

R:35 G:69 B:243 | C:84 M:72 Y:0 K:0

HEX: #2345F3



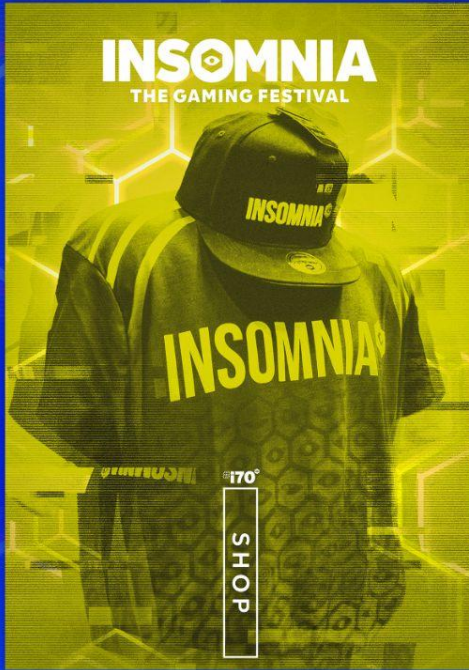
CATEGORY KEY VISUALS

INSOMNIA
THE GAMING FESTIVAL

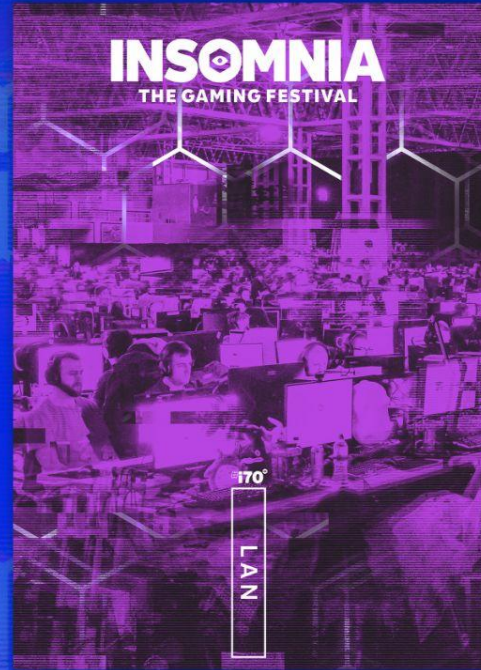
CATEGORY KEY VISUALS | PORTRAIT



R:231 G:74 B:110 | C:3 M:86 Y:39 K:0
HEX:#E74A6E



R:225 G:209 B:25 | C:15 M:10 Y:100 K:0
HEX:#EIDI19

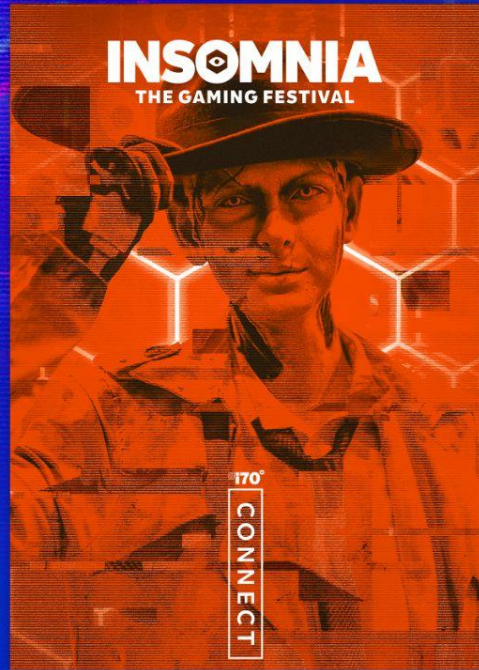


R:184 G:69 B:225 | C:45 M:78 Y:0 K:0
HEX:#B845E1

**Note: Not all photography will be the same, lighting and design is dependent on the imagery chosen. Creative freedom allowed to match design aesthetic.*

INSOMNIA
THE GAMING FESTIVAL

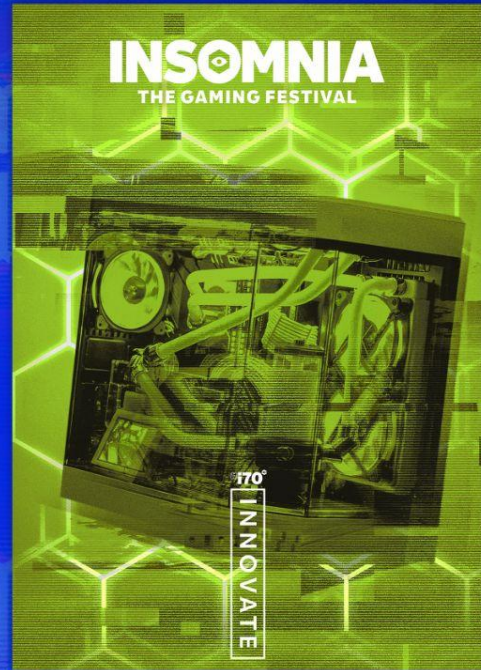
CATEGORY KEY VISUALS | PORTRAIT



R:231 G:70 B:0 | C:4 M:87 Y:100 K:l
HEX: #E74600



R:225 G:0 B:68 | C:5 M:100 Y:70 K:l
HEX: #E10044



R:147 G:193 B:37 | C:48 M:4 Y:100 K:0
HEX:#93C125

**Note: Not all photography will be the same, lighting and design is dependent on the imagery chosen. Creative freedom allowed to match design aesthetic.*

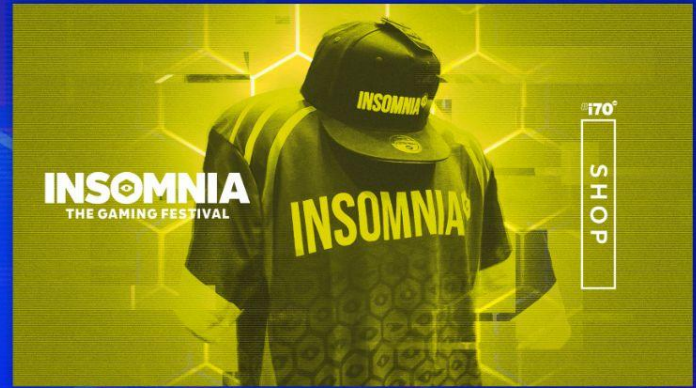
INSOMNIA
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CATEGORY KEY VISUALS | LANDSCAPE



R:231 G:74 B:110 | C:3 M:86 Y:39 K:0 | HEX:#E74A6E

**Note: Not all photography will be the same, lighting and design is dependent on the imagery chosen. Creative freedom allowed to match design aesthetic.*



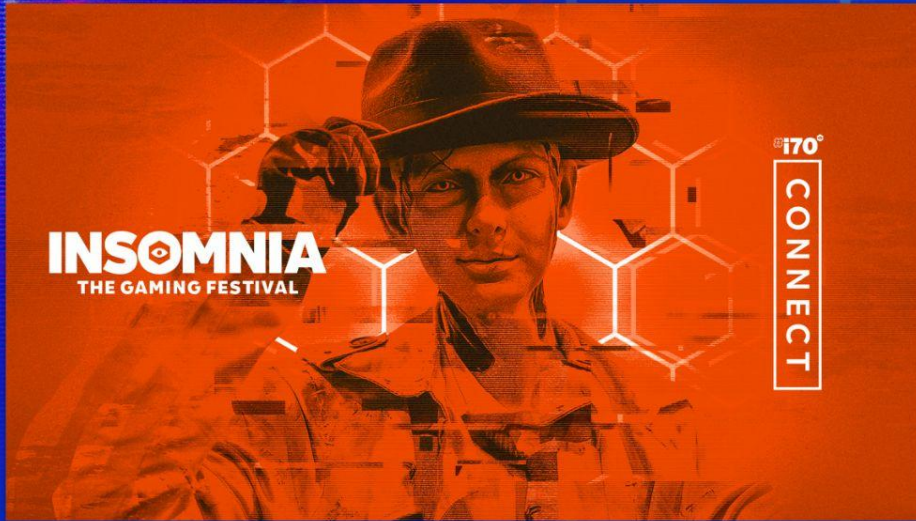
R:225 G:209 B:25 | C:15 M:10 Y:100 K:0 | HEX:#E1D119



R:184 G:69 B:225 | C:45 M:78 Y:0 K:0 | HEX:#B845E1

INSOMNIA
THE GAMING FESTIVAL

CATEGORY KEY VISUALS | LANDSCAPE

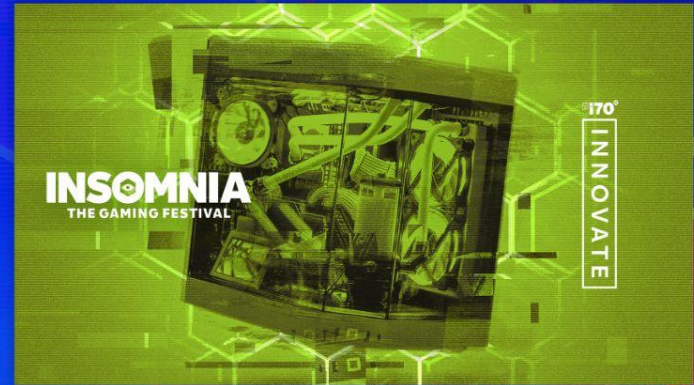


R:231 G:70 B:0 | C:4 M:87 Y:100 K:I | HEX: #E74600

**Note: Not all photography will be the same, lighting and design is dependent on the imagery chosen. Creative freedom allowed to match design aesthetic.*



R:225 G:0 B:68 | C:5 M:100 Y:70 K:I | HEX: #E10044



R:147 G:193 B:37 | C:48 M:4 Y:100 K:0 | HEX:#93C125

INSOMNIA
THE GAMING FESTIVAL

COLOUR BREAKDOWN | MAIN & CATEGORY KEY VISUALS



MAIN BLUE

R:35 G:69 B:243

C:84 M:72 Y:0 K:0

HEX: #2345F3



MAIN PINK

R:255 G:0 B:120

C:0 M:98 Y:21 K:0

HEX: #FF0078

***Note: CMYK (Printing) v RGB (Digital) Difference**
When printing a creative in CMYK the colours will appear duller/a different shade than RGB creatives. RGB can produce a greater range of brighter colours when mixed (additive mixing) it is made up of three colours Red, Green and Blue whereas CMYK cannot produce bright colours like RGB and therefore when mixed (subtractive mixing) it creates a duller colour made up from Cyan, Magenta, Yellow and Key.



PLAY

R:231 G:74 B:110

C:3 M:86 Y:39 K:0

HEX:#E74A6E



SHOP

R:225 G:209 B:25

C:15 M:10 Y:100 K:0

HEX:#E1D119



LAN

R:184 G:69 B:225

C:45 M:78 Y:0 K:0

HEX:#B845E1



CONNECT

R:231 G:70 B:0

C:4 M:87 Y:100 K:1

HEX: #E74600



ESPORTS

R:225 G:0 B:68

C:5 M:100 Y:70 K:1

HEX: #E10044



INNOVATE

R:147 G:193 B:37

C:48 M:4 Y:100 K:0

HEX:#93C125

DIGITAL FORMATS

INSOMNIA
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DIGITAL ASSETS

1920 x 1080



851 x 475



1920 x 480



GOOGLE ADS | DIGITAL

600 x 600



580 x 400



930 x 180



160 x 600



SOCIAL MEDIA

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THE GAMING FESTIVAL

DOs & DON'Ts | DIGITAL



✓ DO

- USE BRAND BLUE FOR MAIN POSTS
- USE BRAND COLOUR BACKDROPS FOR OTHER CATEGORY POSTS
- INTEGRATE THE HEX FRAME WITH BACKDROP
- USE DESIRED TYPOGRAPHY
- COMBINE HEX GLITCH WITH PHOTOGRAPHY



✗ DON'T

- USE UNSPECIFIED TYPOGRAPHY
- PLAY WITH TYPOGRAPHY ALIGNMENT
- USE INCORRECT BACKGROUND COLOURS
- DISCONNECT HEX FRAME FROM BACKDROP
- MIX WRONG COLOURS AND IMAGERY
- USE UNLICENSED IMAGERY
- USE UNAPPROVED SHAPES

EVENT TIMETABLE | DIGITAL

INSOMNIA

STAGE

FRIDAY 7TH APRIL

| | |
|---------------|----------------------------------|
| 10:30 - 11:00 | OPENING CEREMONY FEAT. MRGREGLES |
| 11:30 - 12.15 | THE HOT SEAT |
| 13:00 - 13:45 | UBISOFT: JUST DANCE OFF |
| 14:15 - 15:00 | PANDA'S EMBARRASSMENT |
| 15:30 - 16:30 | ADDITIONAL VOICES |

 Discord

ESPORTS

STAGE

FRIDAY 7TH APRIL

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 Discord  Abyen  EPOS

FESTIVAL

STAGE

FRIDAY 7TH APRIL

| | |
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| 10:30 - 11:00 | OPENING CEREMONY FEAT. MRGREGLES |
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 Discord

FULL COPY POSTS | DIGITAL

LOREM IPSUM

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INSOMNIA
THE GAMING FESTIVAL

LOREM IPSUM

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INSOMNIA
THE GAMING FESTIVAL

LOREM IPSUM

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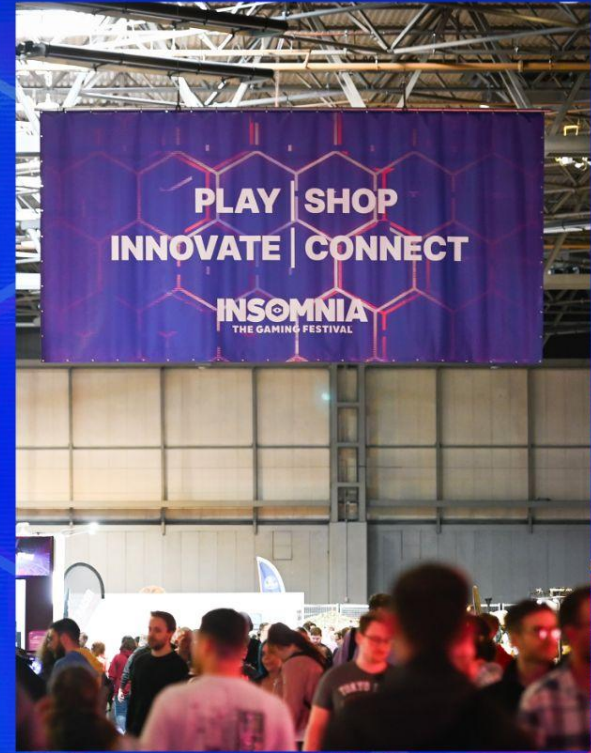
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THANK YOU!