



# VCT EMEA FINALS

BARCELONA

BRAND  
GUIDELINES



# LOGO

- [03] LOGO
- [04] FULL BRAND MARKS
- [05] ICON MARK

# COLORS

- [06] COLOR PALETTE

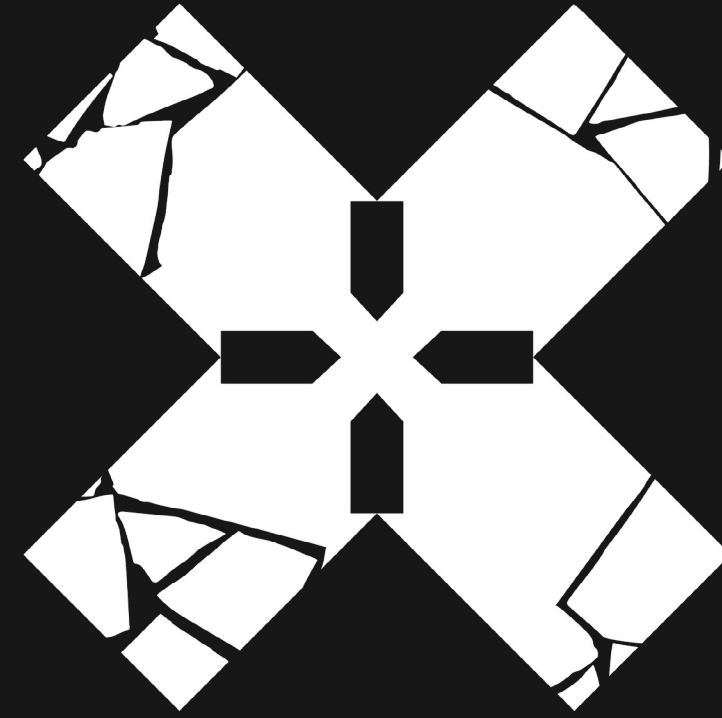
# TYPOGRAPHY

- [07] TYPOGRAPHY

# ELEMENTS

- [08] GRAPHIC ELEMENTS
- [10] BACKGROUNDS
- [11] KEY VISUAL
- [12] FLOATING ELEMENTS
- [13] FURNITURE
- [14] LAYER CAKE

FINALS LOGO



# VCT EMEA FINALS

 BARCELONA 

FINALS LOGO  
FULL BRAND  
MARKS

FULL LOGO (H)

Each brand logo is available as vertical and horizontal lockups.

File formats are provided in the Brand Kit as Ai, SVG, and PNG.

Additional special use versions may be available in vector format.

[Download here](#)



FULL LOGO (V)

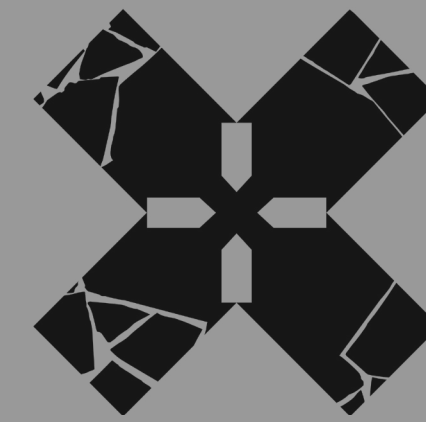
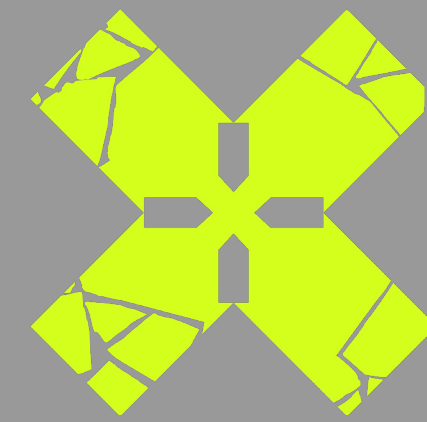


FINALS  
ICON MARK

## MARK

Each mark is available  
as vertical and horizontal  
lockups.

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COLORS

The VCT EMEA brand has a fresh and unique color palette. The core colors act as the main body of color on a design, while the secondary colors are there to highlight and accent the design.

Midnight is the priority color to be used and should be used majority of the time in designs. Dark Violet helps to balance Midnight and is to be used in combination.

EMEA Lime Green is a core color but should be used sparingly when compared to Midnight and Dark Violet as it can quite easily dominate a design. There are circumstances where this is desirable to create an eye catching piece of content, but it is not the focus of our color palette.

Dust is primarily used as a neutral supporting color. For small accents of color, Clove Purple replaces Dust to introduce more vibrancy while maintaining brand consistency.

CORE COLORS

<p>MIDNIGHT</p> <p>— #231C26 R: 035 G: 028 B: 038 C: 74% M: 74% Y: 57% K: 71% PMS: 5255C</p>	<p>DARK VIOLET</p> <p>— #3C2543 R: 060 G: 037 B: 067 C: 75% M: 86% Y: 44% K: 46% PMS: 518C</p>	<p>EMEA LIME GREEN</p> <p>— #D4FF1D R: 212 G: 255 B: 029 C: 22% M: 0% Y: 100% K: 0% PMS: 388C</p>
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SECONDARY COLORS

<p>STAR BLUE</p> <p>— #651DFF R: 101 G: 029 B: 255 C: 75% M: 77% Y: 0% K: 0% PMS: 2726C</p>	<p>CLOVE PURPLE</p> <p>— #D558E2 R: 213 G: 088 B: 226 C: 42% M: 69% Y: 0% K: 0%</p>	<p>DUST</p> <p>— #919097 R: 145 G: 144 B: 151 C: 46% M: 39% Y: 33% K: 2% PMS: 877C</p>
<p>WHITE</p> <p>— #F2F2F2 R: 242 G: 242 B: 242 C: 4% M: 2% Y: 2% K: 0% PMS: COOL GRAY 1C</p>	<p>BLACK</p> <p>— #161616 R: 22 G: 22 B: 22 C: 73% M: 67% Y: 65% K: 80% PMS: NEUTRAL BLACK C</p>	

## TYPOGRAPHY

The VCT EMEA refresh features a bold new identity that incorporates three distinct typefaces to create a strong visual presence.

Foundry Gridnik is our primary typeface in design work and is reserved for short headlines and numbers and is used to bring boldness and dominance to layouts throughout the broadcast package.

Our secondary typeface is Replica, a versatile option that can be used in both upper and lowercase.

While primarily used in the background, Replica comes to the foreground for longer large copy such as quotes and callouts.

Note: It is important to note that all fonts used in the VCT EMEA brand must be properly licensed for use.

## 1. FOUNDRY GRIDNIK - EXTRA BOLD

**A B C D E F G H I J K L M**  
**N O P Q R S T U V W X Y Z**  
**0 1 2 3 4 5 6 7 8 9 / / ! ?**

## 2. REPLICA - BOLD

**A B C D E F G H I J K L M**  
**N O P Q R S T U V W X Y Z**  
**0 1 2 3 4 5 6 7 8 9 / / ! ?**

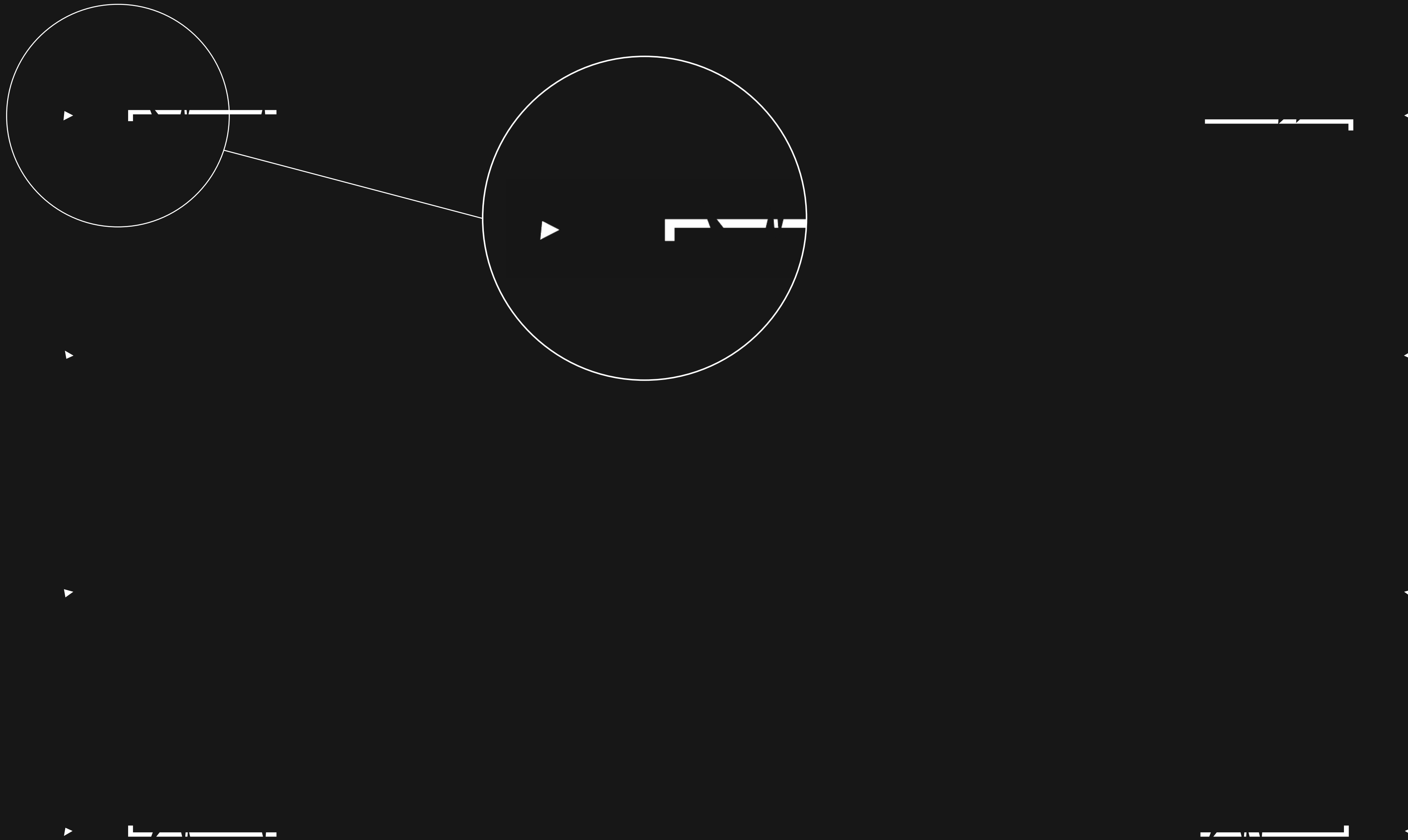
## 2. REPLICA - BOLD

**A B C D E F G H I J K L M**  
**N O P Q R S T U V W X Y Z**  
**0 1 2 3 4 5 6 7 8 9 / / ! ?**

GRAPHIC  
ELEMENTS

The Brand Kit comes equipped with an extensive collection of supplementary graphics, suitable for use as secondary elements in any design. For the Masters Finals event in Barcelona, the visual language is inspired by Trencadís, the iconic mosaic technique formed from broken ceramic pieces, deeply rooted in the city's architectural identity.

This approach reflects both the energy of competition and the fragmented, unpredictable nature of play at the highest level. Individual elements come together like shards to form bold, cohesive compositions, mirroring how teams and moments combine to define the Masters Finals. Graphic elements should feel like layered fragments, sharp, dynamic, and intentionally constructed, adding movement and tension to layouts.

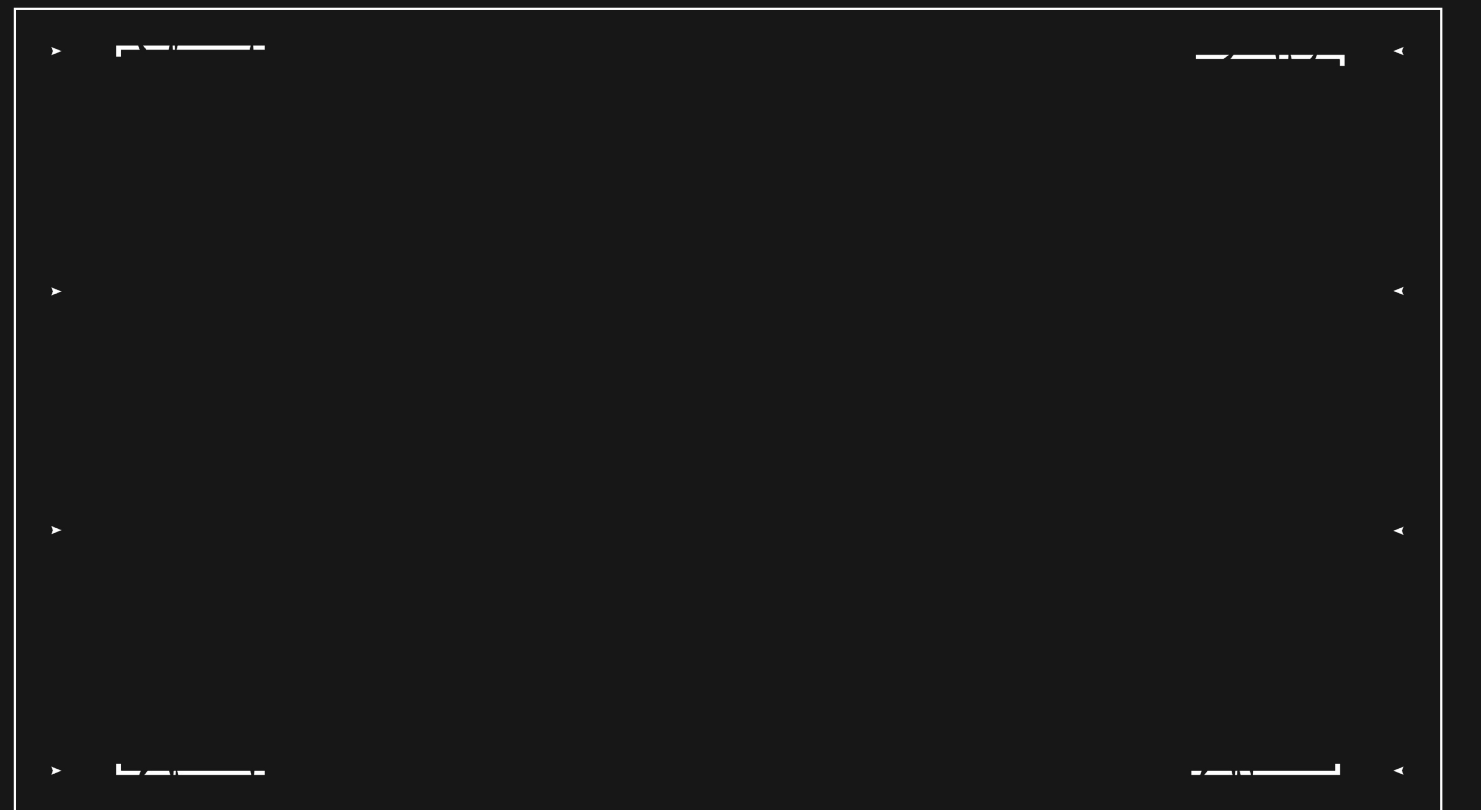
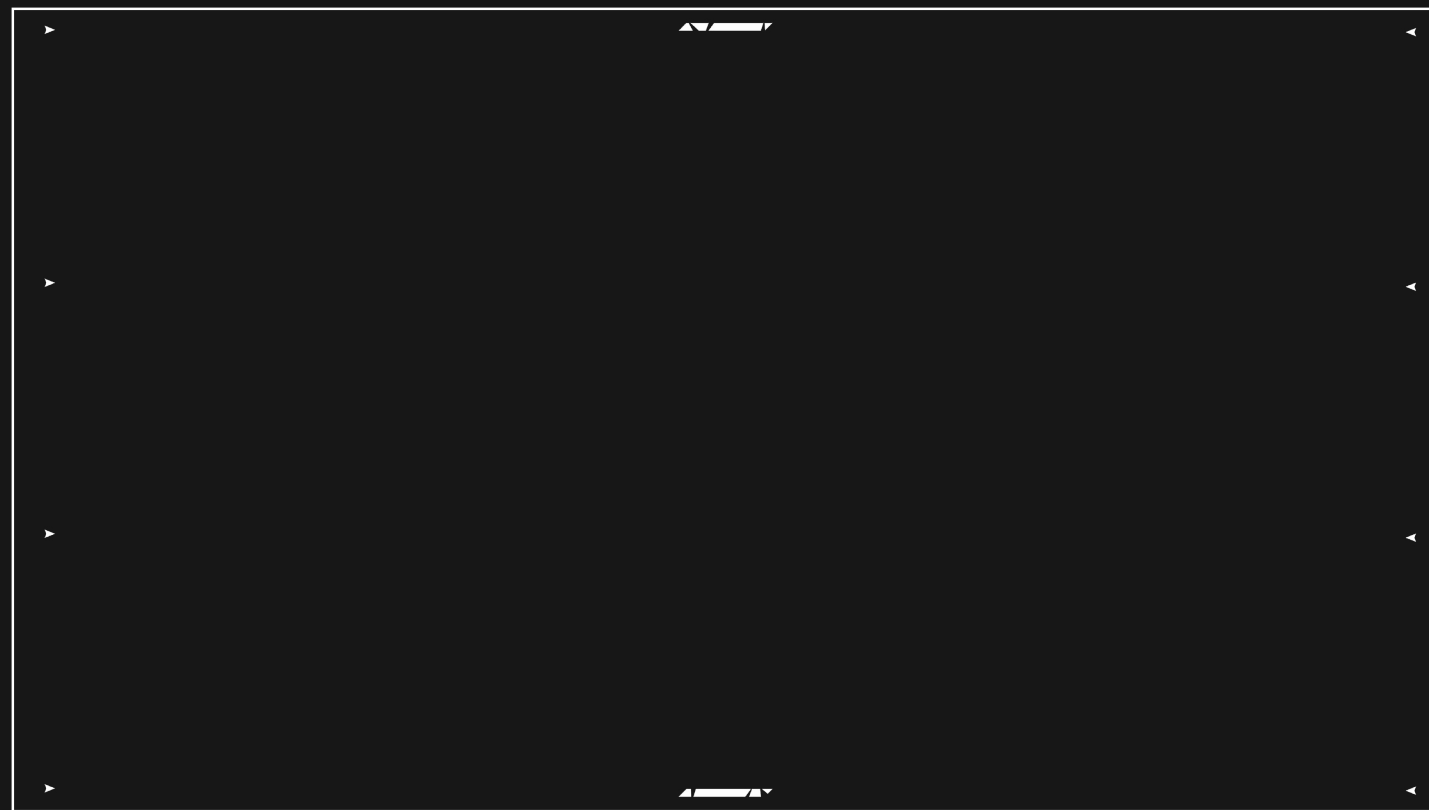
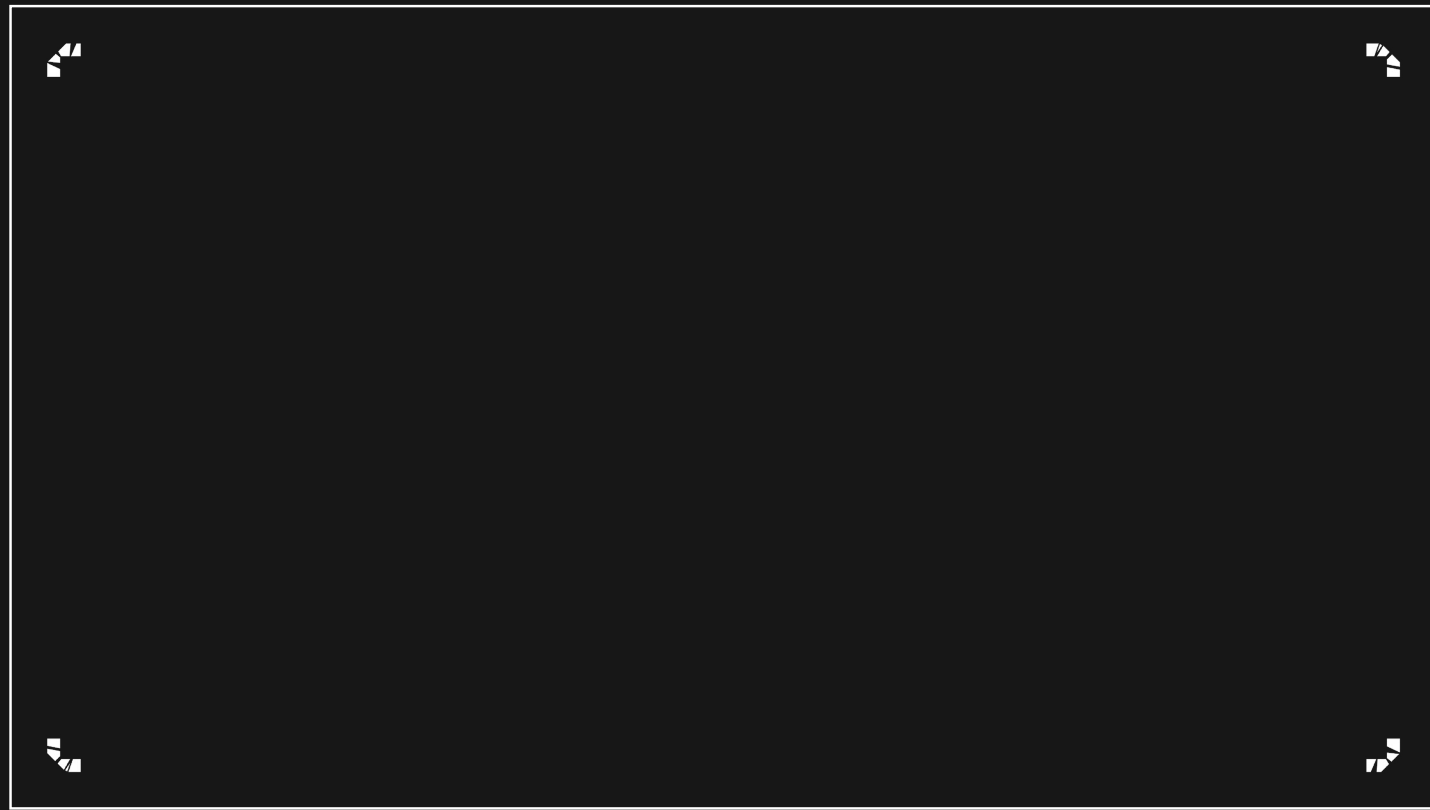


### GRAPHIC ELEMENTS

These elements can be used at small or medium scale in conjunction with large typography or visuals.

When using page furniture, borders and frames, make sure to only use one and do not layer excessively, as the design can become untidy and lose clarity.

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## BACKGROUNDS

The system uses two background styles with distinct roles.

Neutral backgrounds are based on a soft Midnight gradient, subtly inspired by Trecadís and Barcelona. They feature abstract, fragmented forms and are used as a versatile base that supports content without distraction.

Tagline backgrounds integrate the DESTINO DE CAMPEONES // CHAMPION'S DESTINY as a layered texture.

They add depth and are used for more expressive, high-impact moments tied to the Masters Finals.

Both styles balance clarity and energy across the design system.

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## 1. NEUTRAL BACKGROUNDS



## 2. TAGLINE BACKGROUNDS



## KEY VISUAL

The key visual features Clove and Mike at the center of the composition, with their abilities fractured into Trecadís-inspired fragments. This treatment reflects the disruptive, high-stakes nature of the Masters Finals, where every moment feels sharp, unpredictable, and decisive.

Their abilities extend outward as broken shards, blending energy, motion, and fragmentation to create a dynamic focal point.

The visual should always prioritize the characters as the primary focus, with the fractured elements enhancing their impact while reinforcing the Barcelona-inspired aesthetic.



FLOATING ELEMENTS

Floating elements are fragments inspired by Trencadís, appearing as broken pieces that extend beyond the main composition. They introduce motion, depth, and a sense of disruption, reinforcing the fragmented visual language of the Masters Finals in Barcelona.

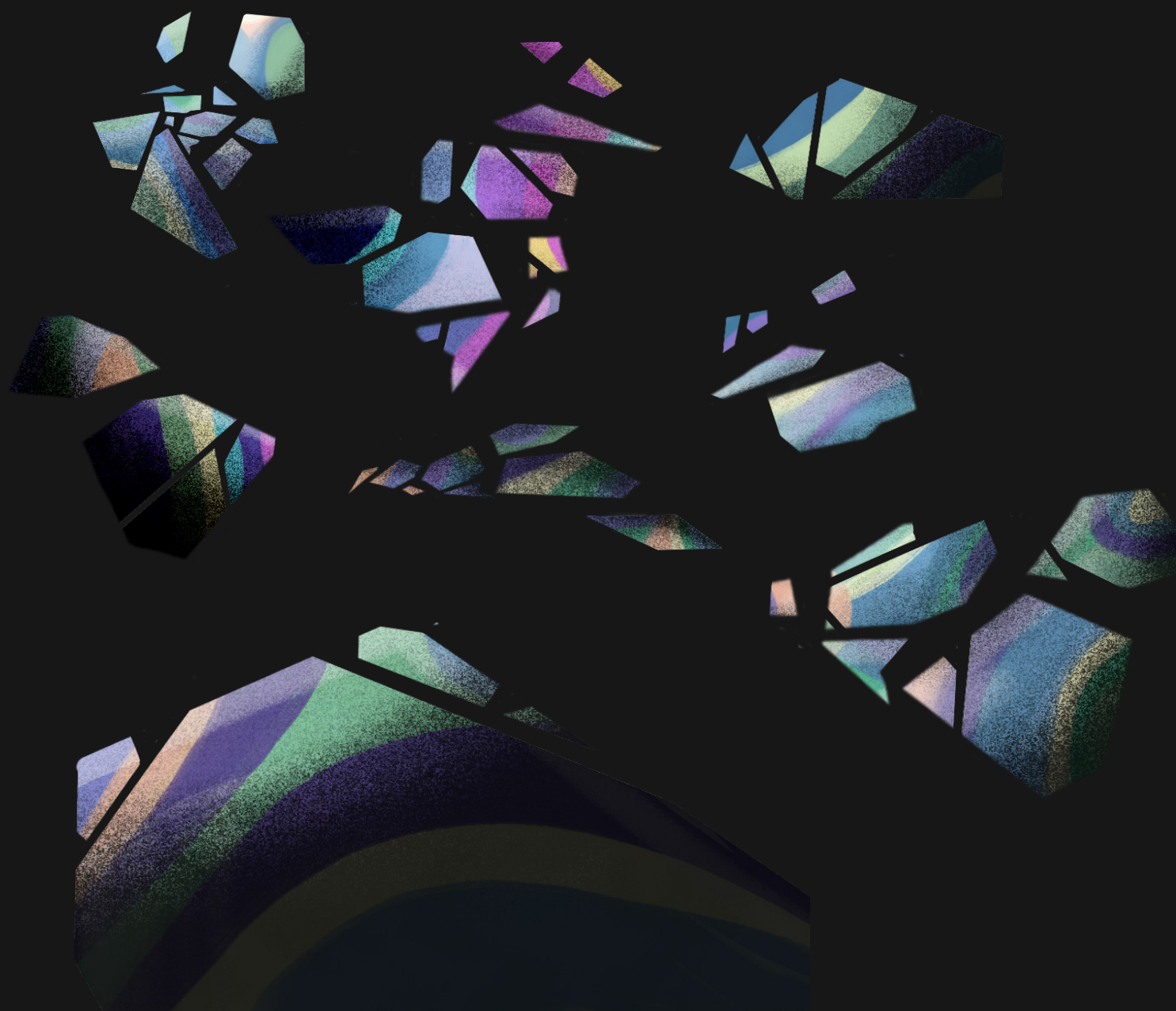
These elements should feel dynamic and directional, but remain secondary to the main subject. Use them sparingly to enhance composition, guide the eye, and create tension without cluttering the layout.

[Download here](#)

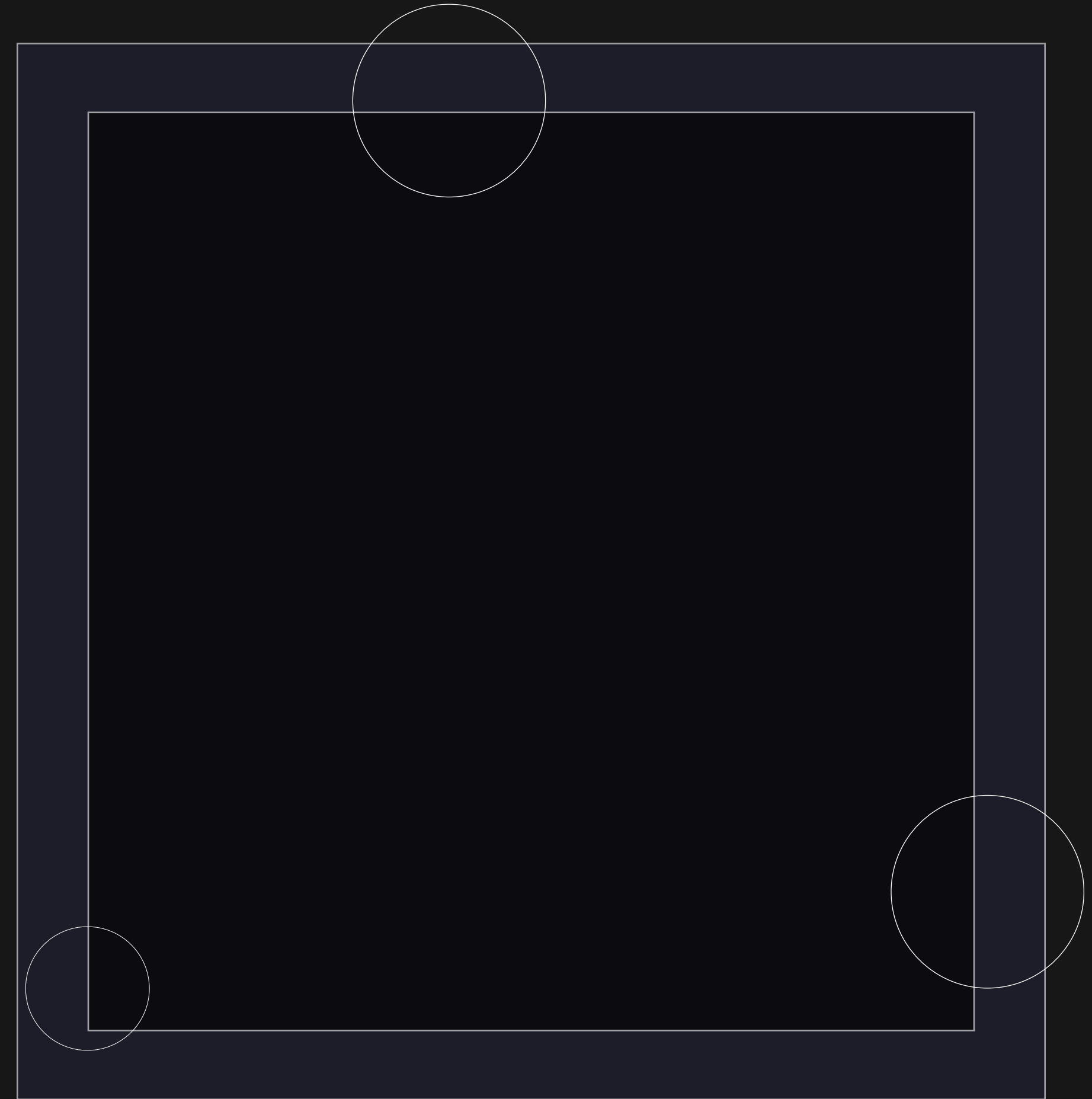
1. CLOVE'S



2. MIKE'S



USAGE



Floating elements should be placed on the edges of visuals, overlapping some elements but used sparingly

## FURNITURE

Page furniture consists of small, functional text elements used to structure layouts and provide context, such as stage labels, locations, and event identifiers. These elements should remain minimal, consistent, and unobtrusive, supporting the hierarchy without competing with primary content.

They are typically set in uppercase and aligned to the grid, reinforcing the system's precision and clarity. Page furniture should be used sparingly to anchor compositions and guide the viewer through the information.

[Download here](#)

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STAGE 2 [ 1 ]

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DESTINO DE CAMPEONES [ 2 ]

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**BARCELONA 2026** [ 3 ]

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**VCT EMEA FINALS**  
**BARCELONA 2026**  
DESTINO DE CAMPEONES [ 4 ]

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**VCT EMEA FINALS** [ 5 ]

LAYER CAKE

The visual system is built as a structured layering approach, where each component plays a distinct role within the composition. Backgrounds establish the foundation, followed by illustrations and graphic elements that add depth and energy. Flying elements extend beyond the core composition, reinforcing movement and disruption, while page furniture frames and anchors the layout.

These layers should work together to create a sense of hierarchy and controlled chaos, reflecting the fragmented Trecadís-inspired aesthetic while maintaining clarity and focus on the main subject.

