



COLLEGE CALL OF DUTY
BRAND MATERIALS

CONTENTS

- CCL LOGO PG 2
- FONTS PG 3
- SOCIAL MEDIA ART PG 4
- ARTISTIC TREATMENTS PG 5 - 6
- EXAMPLE TREATMENT PG 7
- EXAMPLE ART PIECES PG 8 - 9

CCL LOGO

College Call of Duty used a unique tournament logo compared to the usual coat of arms found in many various tournaments.

The CCL logo was adapted to a simple flat design to be used when representing the program in areas where our artistic treatments cannot be applied.

When using the CCL logo in content, make sure it is always visible in the referential content, with nothing overlaid nor any transparency.

Use cases of the flat logo:

- Watermark on photos or imagery
- Website or social media materials
- Merchandise imagery
- Partner programs materials
- Content made about the CCL



FONTS

Our primary font for our artistic treatments is Agency FB. This font provides the digital military feel we want to pair with Call of Duty.

Use cases of Agency FB:

- Text Headers
- Callsigns/phrasings subjects in imagery

Our secondary font is Open Sans Pro. This font is used for all of our body fonts to provide easy readability with a large character library and smooth text.

Use cases of Open Sans Pro:

- Text Body
- Explanatory text in imagery
- Descriptive headers for account settings in our website

AGENCY FB

Open Sans Pro



SOCIAL ELEMENTS

Here are some examples of how we use the different artistic materials for imagery used in our social media outlets and within our community discord server.

The different artistic treatments, i.e. the 3D Metallic treatment for our social media icon, are explained in the next few pages.

Social Media Icon



Social Media Header



Discord / Twitch Panels

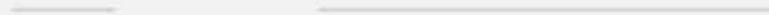


ARTISTIC TREATMENTS

3D BEVEL
METALLIC TEXTURE
DEPTH OF FIELD BLUR

Our first defining brand imagery is creating 3D Beveled versions of our logos and the competitors logos, applied with a metallic texture with appropriate scene lighting and depth of field blur. This adds an additional dimension to our materials for play, and allows us to create stylistic backgrounds for various content applications.

Examples of this treatment are on the right:



3D Metallic Logo as Subject

3D Metallic Logo as Background

ARTISTIC TREATMENTS

3D PROJECTION
HOLOGRAPHIC TEXTURE
COLOR GLOW

To further accent our spatial designs, we're using digital wireframes and holographic projections to bring color and VFX into featured components of our designs, i.e. team logos

Examples of this treatment are on the right:



Holographic Logo against 3D Metallic Background



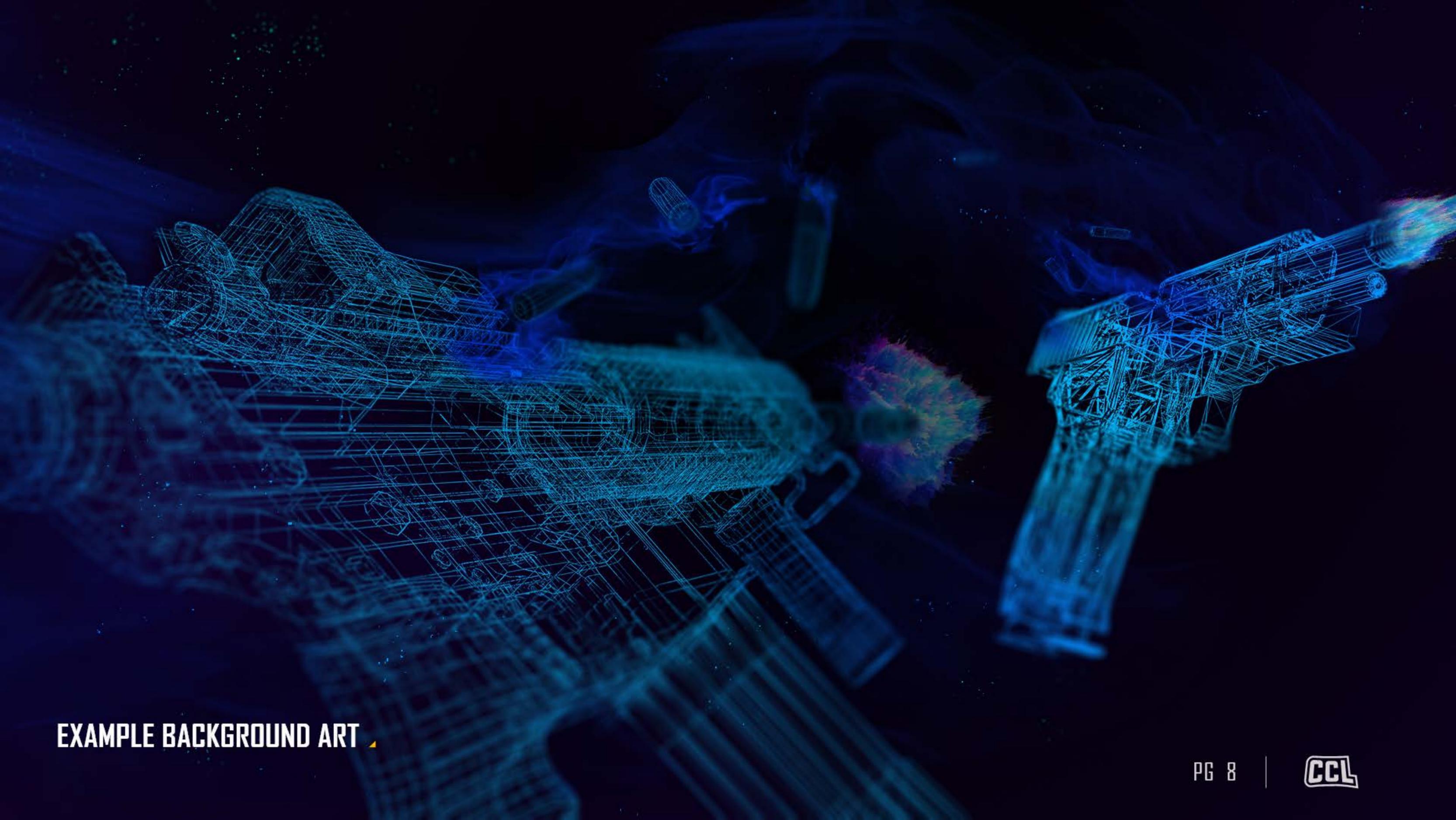
Holographic Logo against lighter background

+

QUICK STATS
Ole Miss finished 2nd in last year's CCL season

EXAMPLE COMPETITOR LOGO

MSU Esports Logo, approval given by club's design team, pending academic approval



EXAMPLE BACKGROUND ART



EXAMPLE BACKGROUND ART ▲