BEARCLAW
BRAND GUIDE
2021

VISION

BearClaw started in 2020 as a way for the youth and women to be seen and heard in esports. We care about the community and want to bridge the gap between professional esports and the casual fan.

At BearClaw our goal is to open up opportunities to everyone and allow for anyone in the world to feel the passion and power of esports. Not only will we bring the best content, we want to bring you to the world of competitive gaming.

Our company culture is to always push past our limits and "*Affect The Future*" by constantly bringing new ideas and opportunities to the next generation of pros.

BearClaw strives to be the future of esports and beacon to aspiring youth. We constantly look for growing opportunities and show the world the power of young voices. With professionalism and passion we bring out the best in our organization.

TONE OF VOICE

As a future thinking company we like to constantly show the newest features and ideas BearClaw has to offer. We love to show up and show out with the latest tech and apparel. In doing this we see ourselves as a Cyberpunk netrunner.

BearClaw goes against the norm and leads by example but will ultimately go for what is right and will be transparent when wrong.

When it comes to BearClaw we want to be future focused, tech savvy, nerdy, sleek, and fashionable; because who doesn't like to defeat the enemies in style.
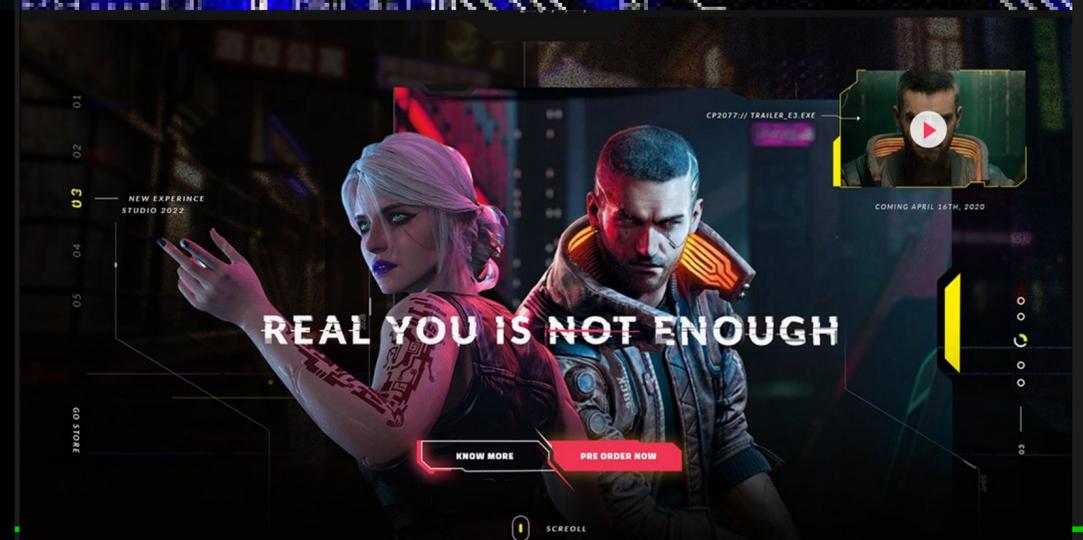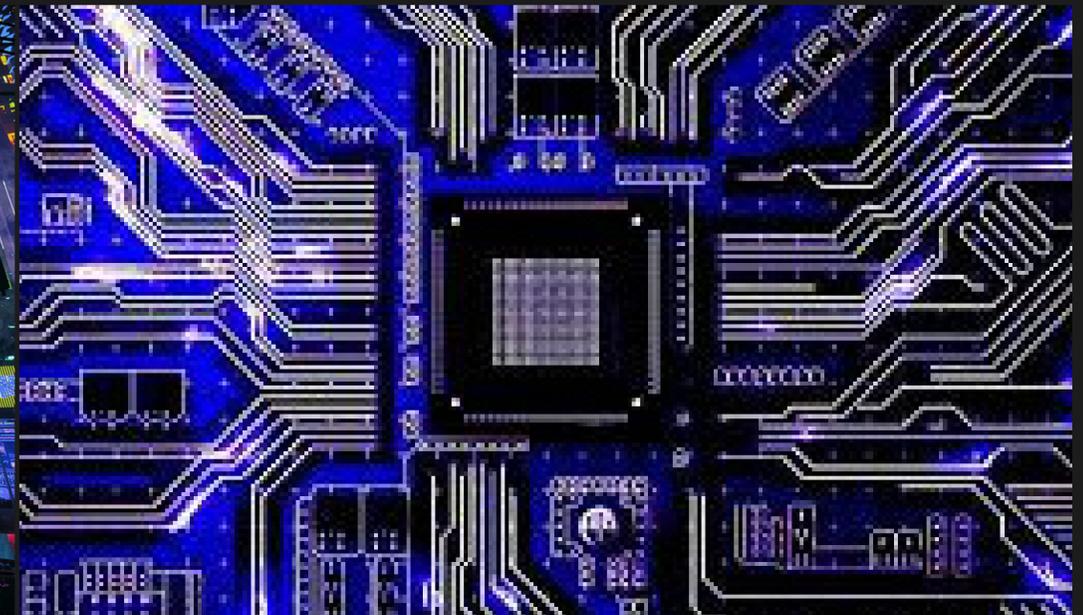
There is nothing too big or too small as at BearClaw we will always be there!

Source: Cyberpunk2077

MOODBOARD

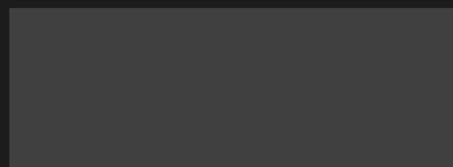Cyberpunk | Futuristic | Techwear | Cybernetic

COLOR

MAIN COLOR
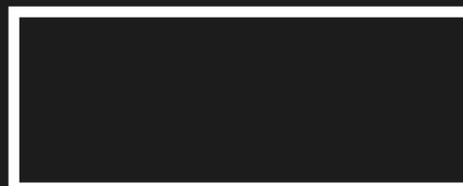
Hex code: 00cb00
CMYK: 73 - 0 - 100 - 0
Pantone:

SECONDARY COLOR

Hex code: 404040
CMYK: 66 - 61 - 60 - 47
Pantone:

BACKGROUND

Hex code: 1C1C1C
CMYK: 70 - 67 - 66 - 77
Pantone:

TYPOGRAPHY

MAIN TITLE FONT

Revamped: **BEARCLAW**
This font is only to be used for titles or special occasions.
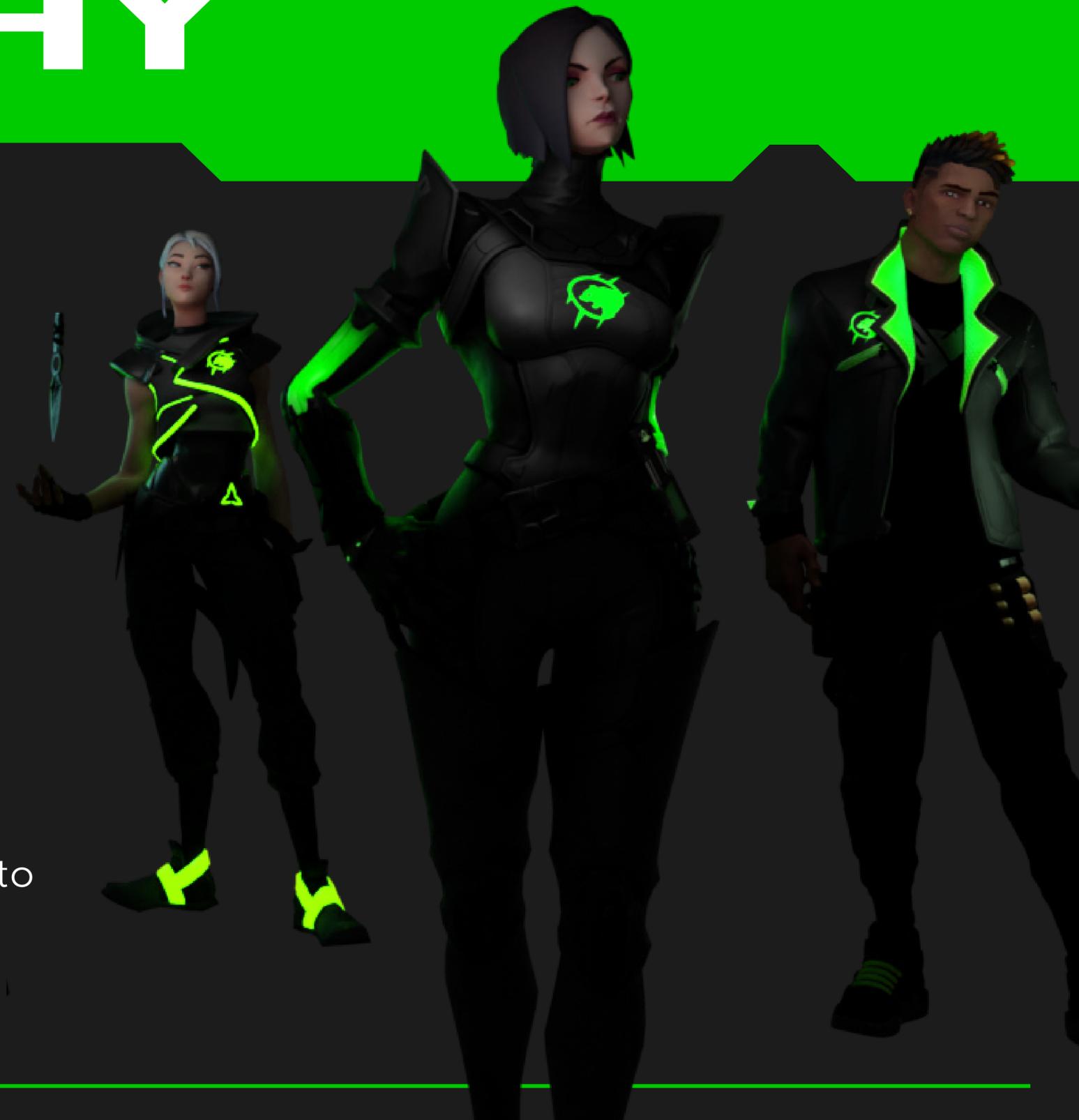
SECONDARY NAME/HEADER FONT

Horizon
Bold : **BEARCLAW**
Outlined : BEARCLAW

PLAIN TEXT FONT

Spartan
This font is meant for anything plain text, can be used in light to bold all caps or low caps.

LOGO

Dark

For on light backgrounds

Light

For on Dark backgrounds

LOGO

What not to do:

LOGO

What not to do:

SOCIAL MEDIA GRAPHICS

Formatting for social media

Twitter
Header 1500x500 px
Posts 1920x1080 px or 1080x1920 px

Instagram
Post 1000x1000px
Story 1080x1920 px

Youtube
Header 2560x1440 px
Thumbnail 1920x1080 px

Maximum YouTube Background 2560 x 1440 pixels

Minimum 2048 x 1152 pixels

Maximum Desktop 2560 x 1440 pixels

SAFE AREA 1546 X 423 pixels