BRAND GUIDELINES



2021—01

023378-9

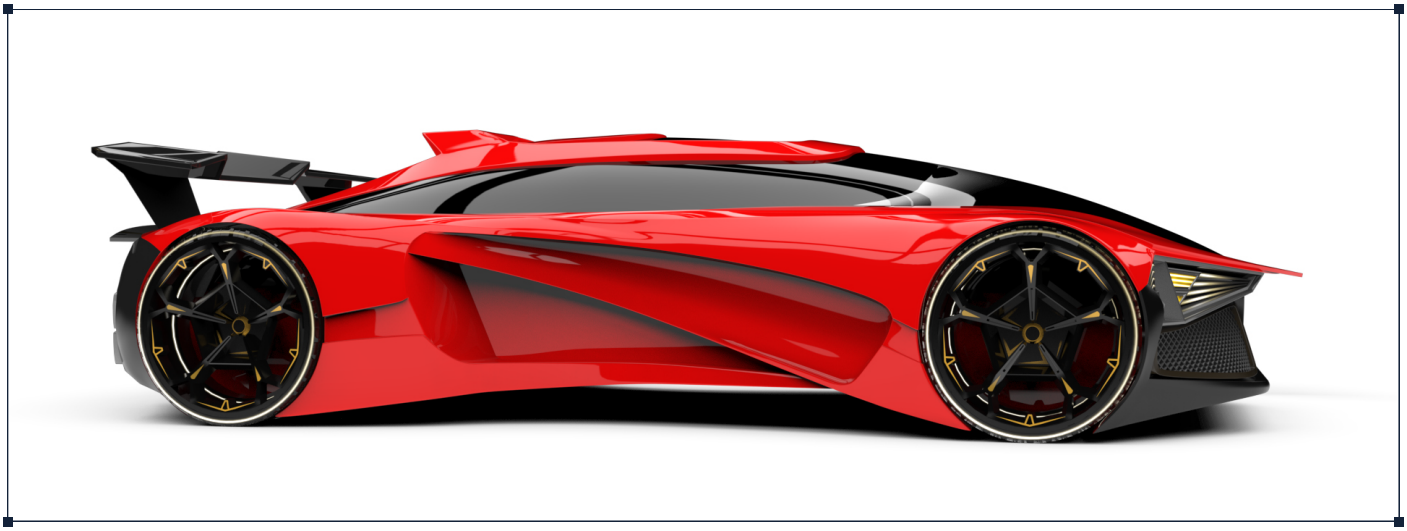
0901V-2 Blockchain | 555648-0 Game Rute | FFFF3V-0 NFT SERIEL | RRRRTE-2 GAME No

OVERVIEW

Nitro League is an NFT based car racing platform that is backed up by a blockchain network. This virtual car racing platform allows its users to trade and collect digital assets to upgrade their cars. Each race is exceptionally unique, and the users/ audience can trade or deal in the game resources. In simpler words, this is NFT based gaming platform.

GOAL

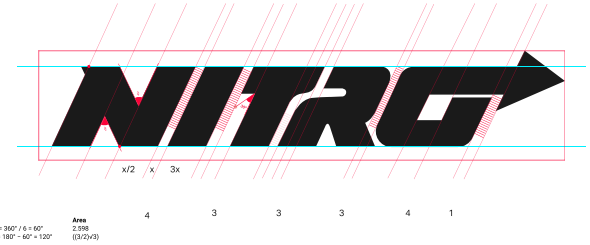
Our goal was to develop a brand identity that can be distinguished from the flock. We have focused on creating a look and feel that gives an impression of speed and thrill to the users and the audience with a futuristic appeal stemming from the scientific-fiction genre.



LOGO

The inspiration for the Nitro League Logo is rooted in exhibiting speed and racing symbols that mentally stimulate the users to envision an exciting racing journey. The italic style in the logo streamlines the text to make it seem like a swiftly zooming entity

- Grid



Angles
Exterior Angle = 360° / 6 = 60°
Interior Angle = 180° − 60° = 120°

Area
2.598
((3√2)^3)

- Logo variant no. 2



- Final Logo



- Logo Icon



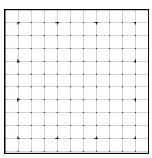
- Final Logo



- MARS WARS and MAGISTRAL

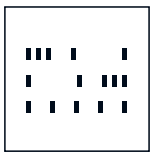


- Branding memphis


Grid



Digits code

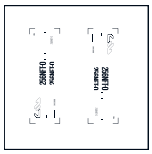

sci fi Square


sci fi Shapes



Barcode Digits


Race Lines


Target Dot


NITRO
LEAGUE


NITRO
LEAGUE

COLOR THEORY

The color theory behind choosing the color palette for the brand identity has been inspired by human pathos and perception of colors.

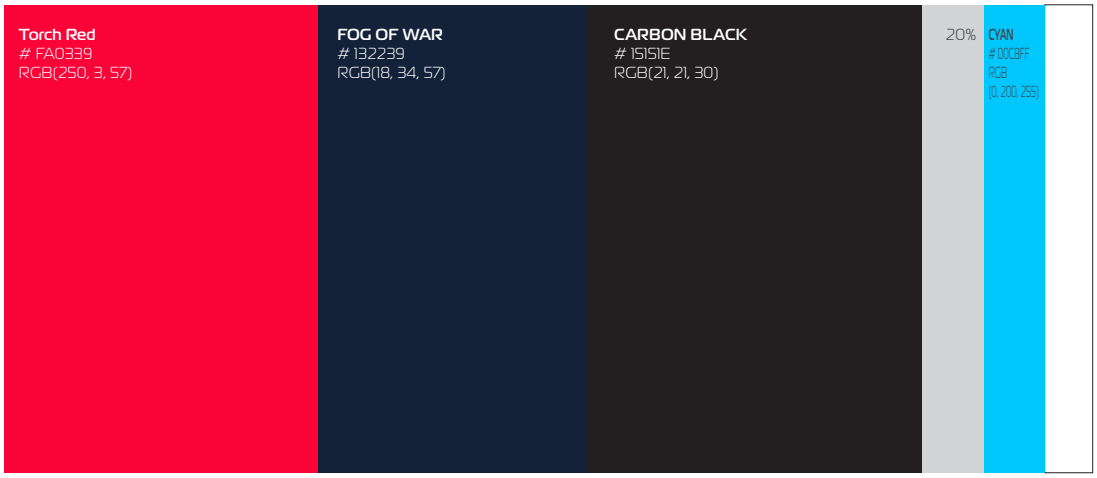
Torch red color is believed to be associated with energy, determination, and passion, therefore aimed at motivating users through the vigorous red color.

Fog of war is used to evoke emotions of power and authority, guiding the user to strive more towards leading in the game.

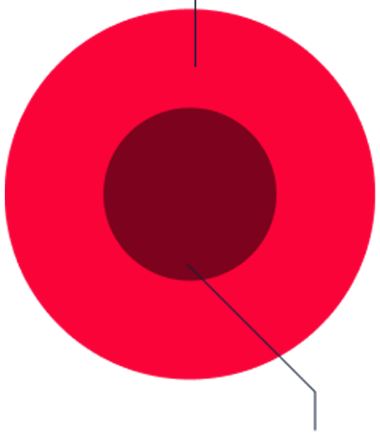
Carbon black is used for strength, mystery and combustion along with supporting grey neutral shades to feel the burning of tyres and tracks.

Tech Cyan is typically associated with vitality, Liveliness, youth and energy, therefore aimed to give a power push.

White color is used to balance other flare bright colors, it is also believed to bring up feelings of bravery and boldness in the users.

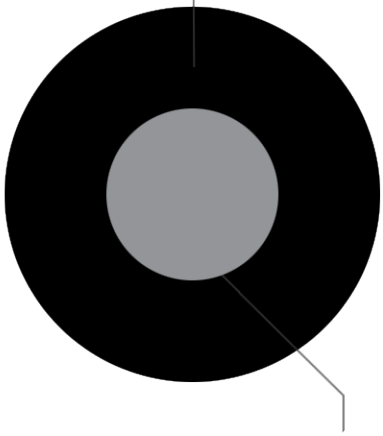


BRAND COLORS



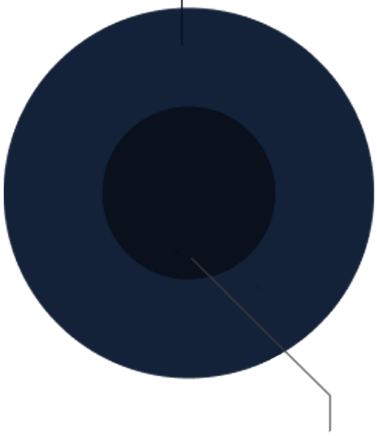
Torch Red
# FA0339
RGB(250, 3, 57)

Torch Red (50%)
# FA0339
RGB(250, 3, 57)



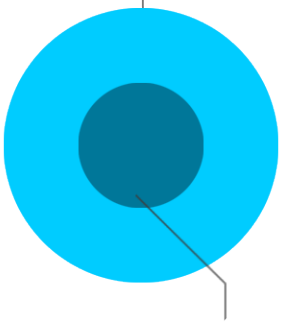
Carbon Black
# 15151E
RGB(21, 21, 30)

Carbon Black (50%)
# 939598
RGB(147, 149, 152)



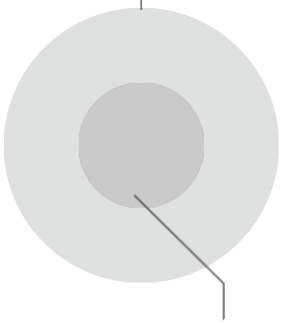
Fog Of War
# 132239
RGB(19, 34, 57)

Fog Of War (50%)
# 0A111D
RGB(10, 17, 29)



Cyan
# 00C8FF
RGB(0, 200, 255)

Cyan (50%)
# 00C8FF
RGB(0, 200, 255)



Intrepid Grey
# DFE1E0
RGB(223, 225, 224)

Intrepid Grey
# CACACA
RGB(202, 202, 202)

BRAND TYPOGRAPHY

Typography and writing style is rooted in the pop-culture-inspired futuristic writing styles to make the users delve into believing the sci-fi-oriented potential of the game while also conveying a sleek impression of the written text.

Giorgio Sans LCG-Black	**This Is Our Voice Of Strength**
Giorgio Sans LCG-Bold	**Heavy Is Our Main Heading Voice**
Magistral Medium	Medium Is Our Technical and Futuristic Voice
Magistral Light	Light is to be used for long-reads of text

TYPOGRAPHY - Heading and Body

Typography and writing style is rooted in the pop-culture-inspired futuristic writing styles to make the users delve into believing the sci-fi-oriented potential of the game while also conveying a sleek impression of the written text.

Giorgio Sans LCG-Bold	**Heavy Is Our Main Heading Voice**
Magistral Light	Light is to be used for long-reads of text

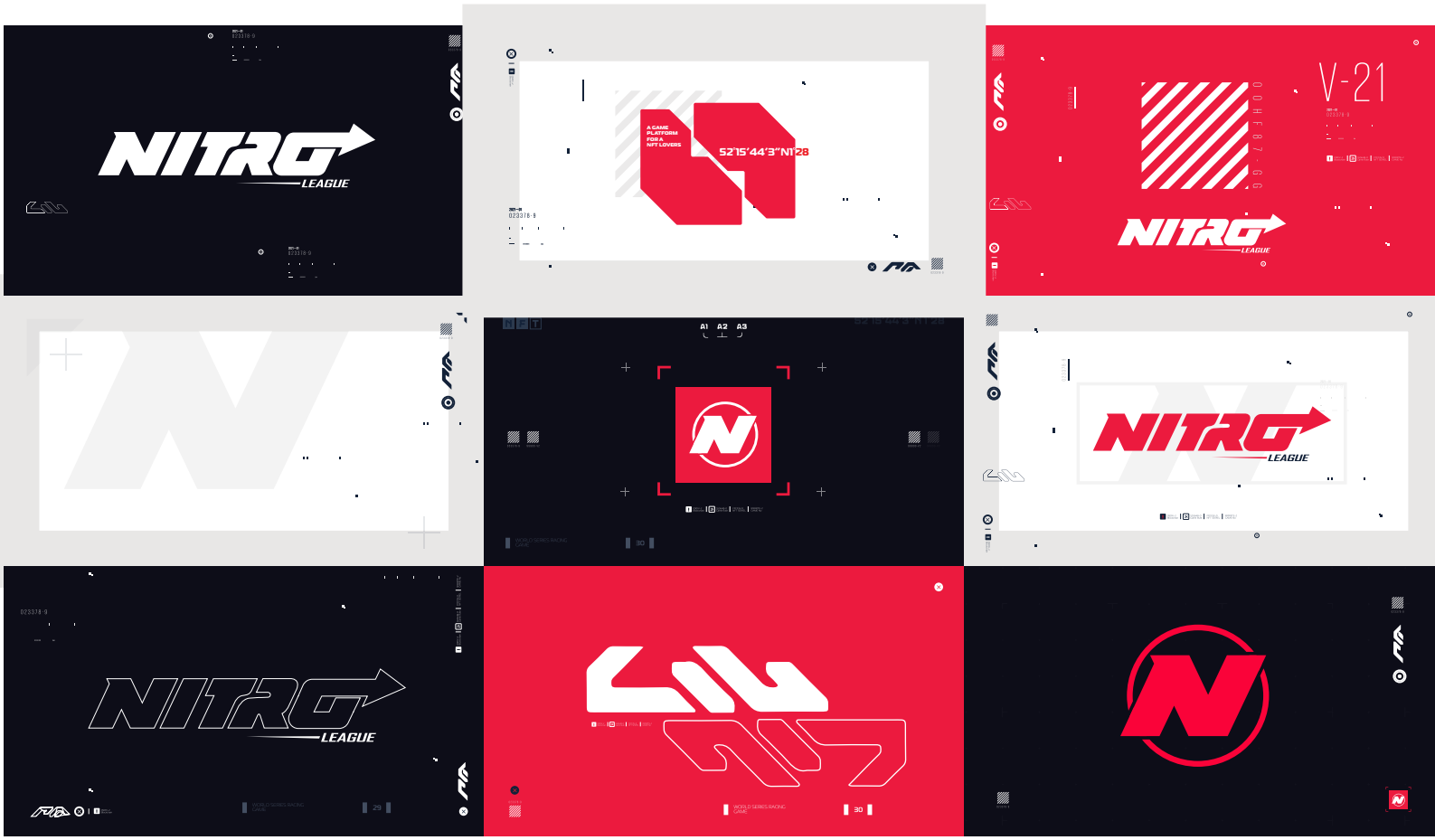
// POLEN

HEADING-Main Voice

Tipp // 01 // Body text

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec aliquam dictum justo, et rhoncus quam lacinia ac. Pellentesque vitae consectetur lacus. Integer et egestas tellus, nec porta orci. Ut ultricies imperdiet tortor, ac venenatis nibh. Curabitur lobortis nec velit sed luctus. Sed libero elit, facilisis sed magna in, consectetur ornare quam.

GRAPHICS



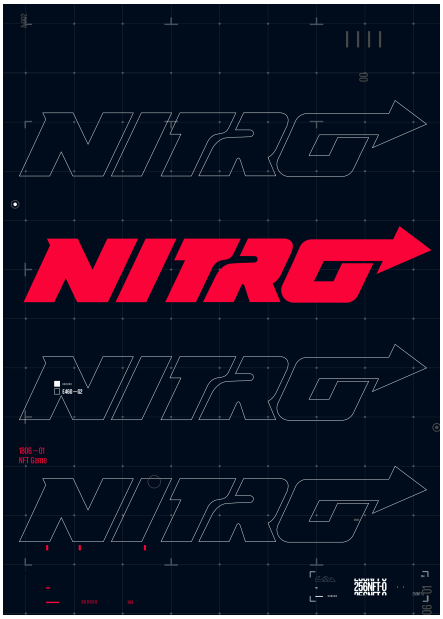
These visuals have been curated to present various components of brand identity in form of gaming visuals so they convey the idea and impression of the brand to the onlookers. The visual representation through these graphic elements is aimed at expressing the intended branding objectives to the user audience.

GRAPHICS

POSTERS







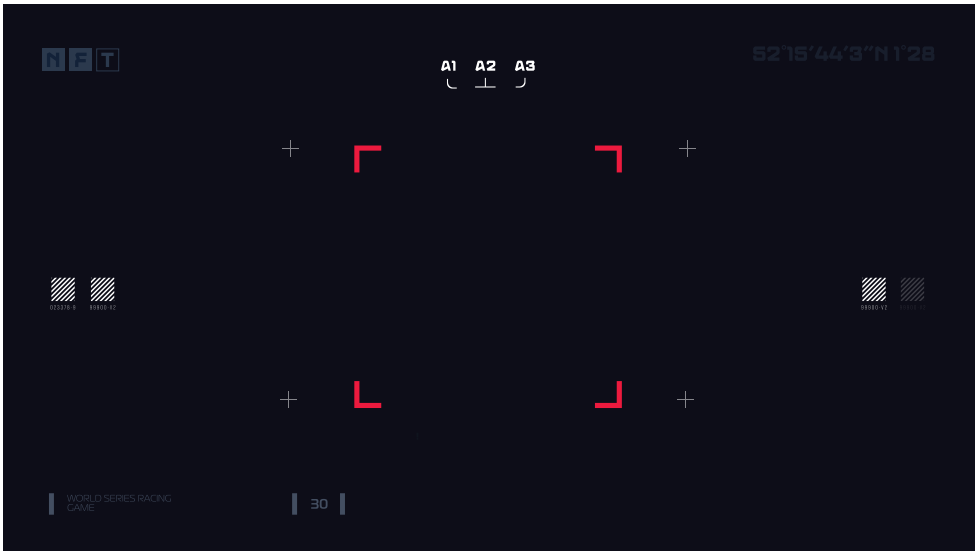




POSTERS
W 2120
H 2952

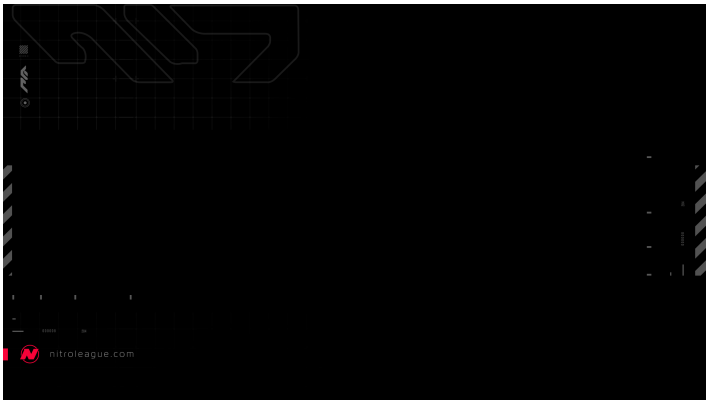
TEMPLATES


2021-01
023378-9


NFT
A1 A2 A3
52°15'44'3"N 1°28
WORLD SERIES RACING GAME
30


NITRO
LEAGUE
023378-9
2021-01
023378-9
00HF87-GG

TEMPLATES


nitroleague.com

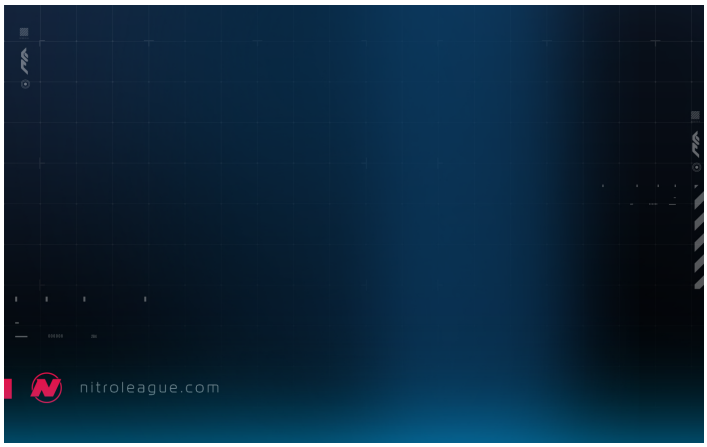

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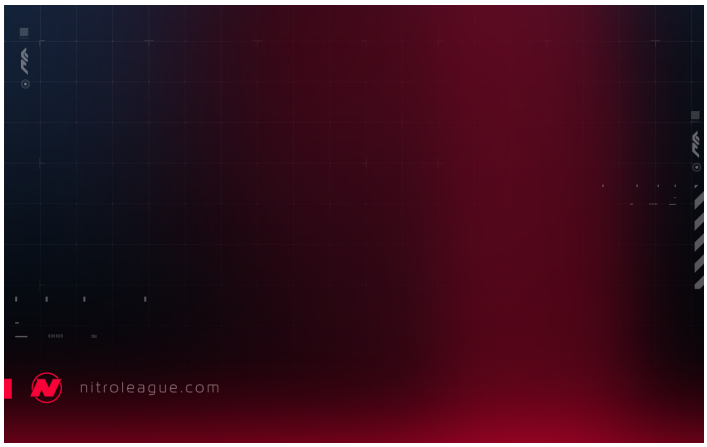

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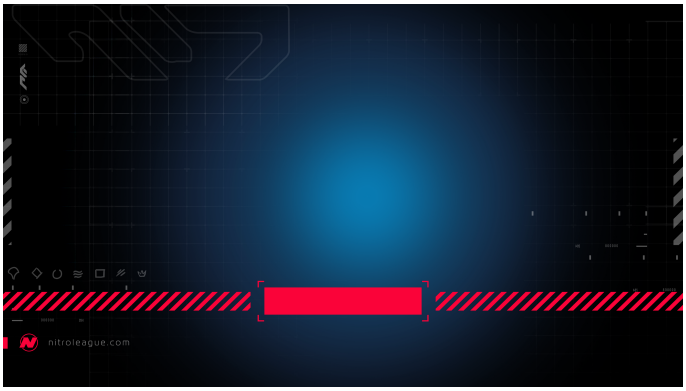

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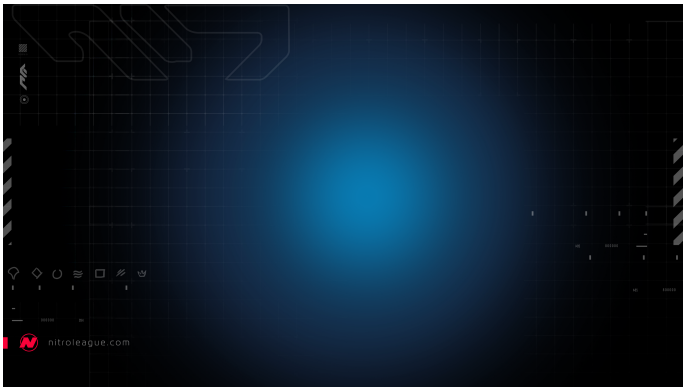

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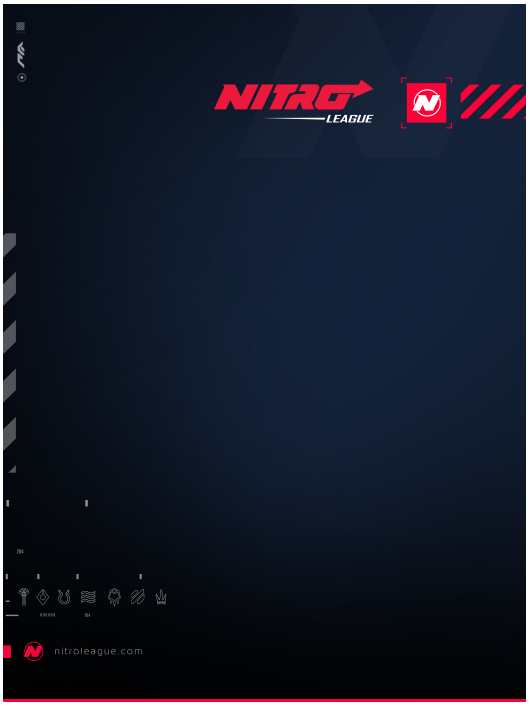

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