



TeamU

Style Guide



Welcome to Team iQ's style guide. This guide was created to display's Team iQ's visual identity, It contains proper usage for logos, typography, and color.

Founded in 2021, Team iQ has pushed and elevated esports with a sustainable foundation approach in achieving higher learning. Our success is rooted in the ability to be multi-dimensional in all aspects of life. As iQ gauges the future, our commitment to excellence will drive our continued dominance across elite gaming as we attract top talent and strategic partnerships.

Overview



The iQ in Team iQ must always contain a lowercase "i" and an uppercase "Q".
Never use it as IQ, Iq, or iq

~~Team IQ~~

~~Team Iq~~

~~Team iq~~

Team iQ

Name



TeamiQ

Combination mark

iQ

Logomark

teamiQ.gg

Logotype

iQ / tts

Lockup for logomark and TTS logotype

Logos

All logos can be used in black or white.



Groovy green



Based Purp

Logomark Variations



Established in Summer 2020 with the purpose of bringing competitive/motivating, engaging tournaments, evidence-based health information, resources, and education to students in a fun virtual environment!

The Gamer EDU's mission is to provide a safe gaming space for students with their overall health and academic success in mind. The Gamer's EDU is powered by Team iQ.

The Gamer's EDU





THE GAMERS
EDU

The Gamer's EDU Logotype

BLITZ

Blitz

CVL

CVL Logotype

WCS

WCS Logotype

Logos



- Do not distort the logos (e.g. squishing, stretching, skewing).
- Do not cut or adjust the logo forms.
- Do not edit the logo colors unless sampled from brand colors.
- Do not change the layouts of the logos. This includes changing the orientation of the logos.
- Do not obscure or place logos too close to graphic elements.
- Do not change the font used for logos.
- Apply logos to graphics when appropriate (e.g. Team iQ logo for Team iQ event)

Proper Logo Usage



Examples



Pablo “Dayoman” Munoz-Synder is the first of Team iQ’s speedrunners. He is well known for his Spyro the Dragon (1998) speedruns and Team iQ is proud to have partnered with Dayoman to support the speedrunning community.

PAINTED LADY

Font | Header/Decorative

- Typography guides apply for the Header font
- Use Dayo’s images and related images as appropriate
- Dayoman’s name can be shortened to “Dayo” as needed.

Dayoman



The Gamer's EDU Health and Wellness program promotes EDU's values of supporting students' overall health and success.

- Scale icons when appropriate.
- Do not stretch icons.
- Length of health bar icon can be lengthened when appropriate.
- Icon colors are adjustable when appropriate.

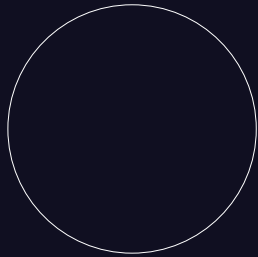


Heart icon

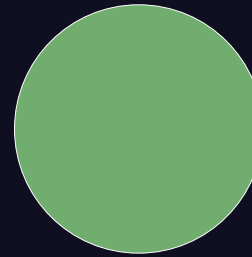


Health bar icon

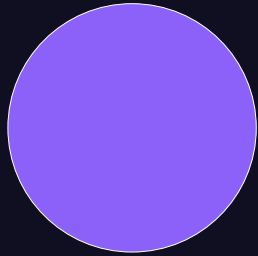
Health and Wellness



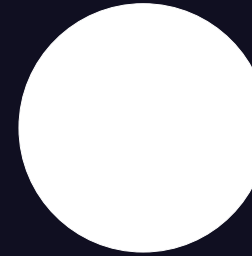
Deep Purp
#100f21
RGB (16, 15, 33)
CMYK (83%, 78%, 56%, 74%)



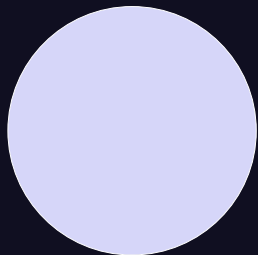
Groovy Green
#70ad6e
RGB (112, 173, 110)
CMYK (61%, 12%, 74%, 0%)



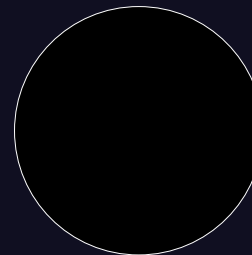
Based Purp
#8c61f9
RGB (140, 97, 249)
CMYK (61%, 68%, 0%, 0%)



Just White
#ffffff
RGB (255, 255, 255)
CMYK (0%, 0%, 0%, 0%)



Bloo Grey
#d7d7f9
RGB (215, 215, 249)
CMYK (13%, 13%, 0%, 0%)



Just Black
#000000
RGB (0, 0, 0)
CMYK (75%, 68%, 67%, 90%)

Colors

Use appropriate judgement for visually appealing contrast with brand colors.



FLOOD STD

Font | Graphics/Decorative/Headers

Kallisto

Typeface | Graphics/Display/Headers | 75 tracking

**Commuter
Sans**

Typeface | Graphics/Display | 75 tracking

Montserrat

Typeface | Website and Communication

Arial

Typeface | Used when Montserrat is not available

- Use different weights to contrast and establish hierarchy.
- Use appropriate and proper tracking, kerning, and leading for text.
- Use proper typography practices, such as using em and en-dashes.
- Do not adjust typeforms (e.g. stretching, squishing) unless excepted.

Typography