

BRAND GUIDELINES



PANDA CUP

CORE SYMBOL

Shown here is the Panda Cup symbol.

The symbol together with the wordmark (see next page) form the Panda Cup logos. The following pages show the approved proportional relationships for the logos and guidelines for their use.

Only in some instances should the symbol be used alone — for example, as a social media avatar, a favicon, or a decorative pattern.



WORDMARK

Shown here is the Panda Cup wordmark.

The letters for the name “Panda Cup” consist of the font Dharma Gothic C Heavy. The letters for the name “Featuring Super Smash Bros.” consist of the font Source Sans Variable.

The wordmark along with the Panda Cup symbol (shown on page 1) combine to make up the Panda Cup logos. The following pages show the approved relationships between symbol and wordmark that are used to create each logo.

PANDA CUP
FEATURING SUPER SMASH BROS.™

LOGO LOCKUPS



LOGO COLOR PALETTE

Color is an essential part of the Panda Cup identity system. The Panda Cup colors are a specific shade of green for the symbol, and black or white for the wordmark. These colors have been carefully selected to align with the main Panda Entertainment brand.

When the logo appears on a black or dark-colored background, the wordmark is white. When the logo appears on a white or light-colored background, the wordmark is black.



Panda Green

Pantone® 375C / 374U
C51 M0 Y86 K0
R63 G229 B47
Hex 3FE52F

Black

C0 M0 Y0 K100
R0 G0 B0
Hex 000000

White

C0 M0 Y0 K0
R255 G255 B255
Hex FFFFFFFF

SECONDARY COLOR PALETTE

Shown here is the Panda Cup secondary color palette. The secondary color palette supports the Panda Global identity and can be used where appropriate for accents, highlighted information, or for graphs and charts. The secondary colors are provided to allow for the flexibility required in many of Panda Cup's applications.

Color Specifications

Pantone® spot colors, as well as 4 / C process colors, are specified for print use. RGB and Hex specifications are for use with on-screen and web applications, and are provided for a consistent appearance across different media.

Player 1 Red

Pantone® 185C
C0 M100 Y82 K8
R234 G0 B41
Hex EA0029

Player 2 Blue

Pantone® 285C
C95 M42 Y0 K18
R10 G121 B210
Hex 0A79D2

Championship Gold

Pantone® 113C
C0 M17 Y62 K4
R245 G203 B92
Hex F5CB5C

Background Blue

Pantone® 276C
C46 M51 Y0 K85
R21 G19 B39
Hex 151327

Victory Purple

Pantone® 258C
C25 M45 Y0 K35
R125 G91 B166
Hex 7D5BA6

Light Blue

Pantone® 298C
C80 M21 Y0 K7
R48 G188 B237
Hex 30BCED

LOGO LOCKUPS - SPECIAL

The Panda Cup logo should be used in its green color whenever possible. The green is an essential part of the Panda Cup identity and its consistent use will help grow the brand's recognition.

However, there may be special occasions where another temporary color treatment may be appropriate. Shown here is one such example, an alternate lockup for use as the main branding from the final Panda Cup event.



FINALE



FINALE

TYPOGRAPHY

Using a consistent family of typefaces visually reinforces the Panda Cup's identity system. Along with Panda Cup's logo and colors, typography contributes enormously to the visual voice of the brand.

Panda Cup headlines, titles, and calls to action on branded materials should be set in Dharma Gothic C in ALL CAPS. Refer to the extended font family for easier legibility if needed.

For text and subheads on communications such as brochures, publications, and documents, use Source Sans Variable. If unavailable, supplement with Arial.

DHARMA GOTHIC C HEAVY

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 ±!@#\$%^&

SOURCE SANS VARIABLE

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890±!@#\$%^&

VISUAL LANGUAGE

Horizontal Lines (Background)



Arrows



Outline text



Rendered Elements



Color Blocks



Rounded Rectangles



Circles



VISUAL LANGUAGE AND ELEMENTS - IN USE



PANDA CUP

FEATURING SUPER SMASH BROS.™

WAYS TO QUALIFY

- LICENSED COMMUNITY EVENTS
- ONLINE TOURNAMENTS
- LAST CHANCE QUALIFIER
- EXPERT COMMUNITY PANEL



FINALS

32 ULTIMATE PLAYERS
MELEE PLAYERS

PANDACUPFINALS | NINTENDO


IF YOU WANT TO PLAY IN THE
PANDA CUP, YOU MUST FIRST BE
A LICENSED COMMUNITY EVENT

32 ULTIMATE PLAYERS
32 MELEE PLAYERS

WINNERS OF FINAL MEET THE BEST QUALIFY FOR PANDA CUP
WINNERS OF FINAL MEET THE BEST QUALIFY FOR PANDA CUP

WINNERS OF FINAL MEET THE BEST QUALIFY FOR PANDA CUP
WINNERS OF FINAL MEET THE BEST QUALIFY FOR PANDA CUP

WINNERS OF FINAL MEET THE BEST QUALIFY FOR PANDA CUP
WINNERS OF FINAL MEET THE BEST QUALIFY FOR PANDA CUP




OFFICIAL SCHEDULE

WATCH THE INAUGURAL EVENT OF THE FIRST EVER
SUPER SMASH BROS.™ NORTH AMERICAN CIRCUIT

JUNE 24TH, 2022

AND WATCH THE BEST PLAYERS BATTLE FOR THE GOLD AT



FINALE

DEC 16-18TH, 2022

FEATURED COMMUNITY STOPS

- CEO GOAL
- SMASH FACTOR 9
- LOST TECH CITY
- THE BIG HOUSE 10
- LET'S MAKE MOVES: MIAMI
- SAVING MR. LOMBARDI 8
- DREAMHACK ATLANTA
- LAST CHANCE QUALIFIER

JUN 24
JUL 18
JUL 18
JUL 18
SEP 18
OCT 18
OCT 18
NOV 18
NOV 18
DEC 18



VODS

WATCH THE BEST PLAYERS BATTLE FOR THE GOLD AT

WATCH THE BEST PLAYERS BATTLE FOR THE GOLD AT



PANDA CUP

NORTH AMERICA

SILVER SQUAD SERIES

ONLINE TOURNAMENTS

WINNERS OF FINAL MEET THE BEST QUALIFY FOR PANDA CUP

NEW CHANNEL

ANNOUNCEMENT

PANDACUP



ONLINE TOURNAMENT SCHEDULE

FIRST QUALIFIER

DATE	REGION	DATE	REGION
JUL 08	NORTHWEST USA	JUL 18	NORTHEAST USA
JUL 15	SOUTHWEST USA	JUL 25	MID-ATLANTIC USA
JUL 22	HEARTLAND USA	JUL 29	SOUTHEAST USA
JUL 29	MEXICO	JUL 30	SOUTH CENTRAL USA

