THE GOLDEN GAUNTLET

2023 STYLE GUIDE

V1 | 12.14.22

LOGO

PRIMARY LOGO

Use as often as possible.

The colors, sparkles & gradients of our full resolution logo reflect the campiness & exaggeated mood of the event.

ALT VERSION I

Use when application is very small (<200px wide)

EX: Media overlays, with thin margins, PFPs

ALT VERSION II

Use only for backgrounds, step & repeats.

ALT VERSION III

Literally never use these. The gold is important to reference the "metal" theme of the event.

However, they're here if one desperatelty needs them.

MOODBOARD

SURPRISE IT'S STILL PROHIBITION

PROHIBITION & KOROLEV MEDIUM SHOULD FAMILIAR TO YOU, THIS PAGE IS REALLY JUST ABOUT THE TYPE TREATMENT

KOROLEV MEDIUM, TRACKING:80 • KOROLEV MEDIUM, TRACKING:80 • KOROLEV MEDIUM, TRACKING:80

PROHIBITION, TRACKING:0 • PROHIBITION, TRACKING:0

KOROLEV MEDIUM, TRACKING:80 • KOROLEV MEDIUM, TRACKING:80 • KOROLEV MEDIUM, TRACKING:80

FEEL FREE TO DO ANYTHING TO JUST

TAKE UP AS MUCH SPACE AS YOU CAN

AND USE UR CREATIVE FREEDOM TOO

ITS KINDA LIKE A NEWSPAPER

★ ★ ★ SILLY WRESTLING NAME HERE ★ ★ ★

VS

★ ★ ★ THE OTHER GUYS NAME HERE ★ ★ ★

COLOR IS NICE FOR HIERARCHY

FONT STYLE APPLICATION

Prohibition/Korolev

Lots of decorative text. Color theory and type hierarchy used to differentiate important information from flavor text.

Feel free to change things up and use more negative space when you add in visuals. As long as everything is tight and boxed in I think we're good.

COLOR

#191919
GG BLACK

#3F382C
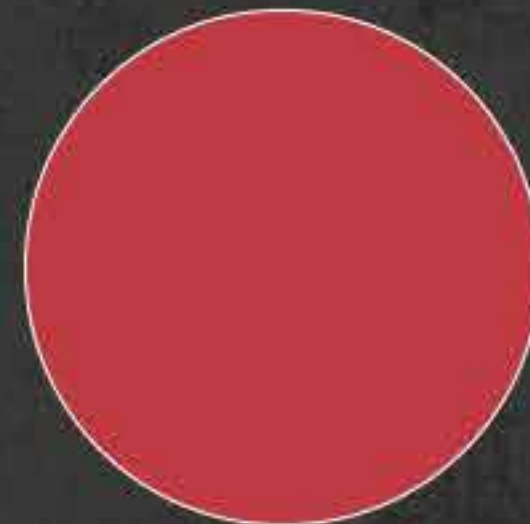PATINA

#625336
BRONZE

#9A8B50
ALLOY

#E0B15A
GG GOLD

#FFF8C5
HIGHLIGHT

#BF3942
GRUDGE MATCH

Gradients of high-polished gold.

Feel free to choose an accent color. I chose red here, but I think there's potential for other colors.

TEXTURE

ROUGH
CONCRETE

BRUSHED
METAL

MATERIALS:

Concrete, Brushed Metal, Chain, Mood Lighting and Torn Paper

Limit torn paper brushes for the ripped poster effect, use concrete texture overlays.
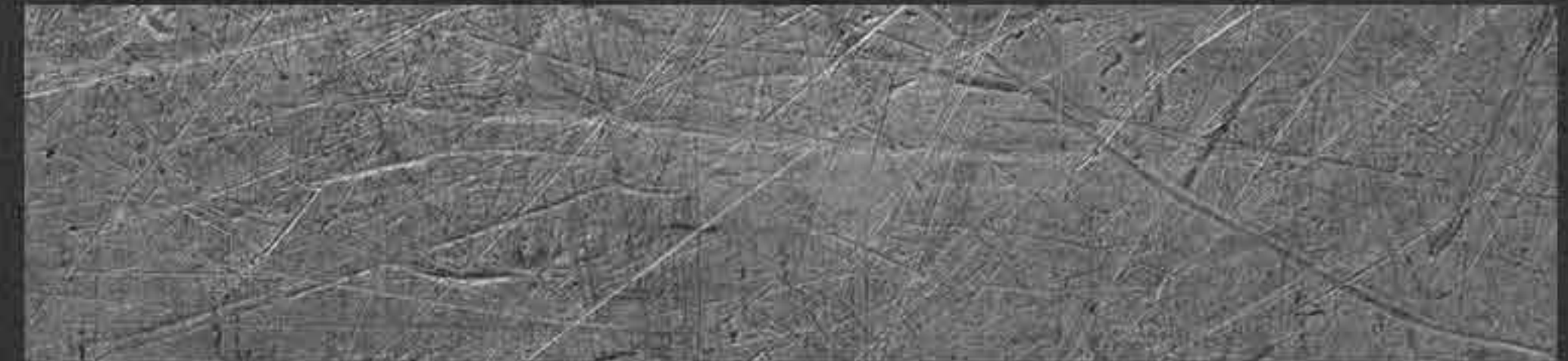
Chains and fencing as decorative elements.

Brushed metal txture on TGG logo

LIGHT
CONCRETE

PAPER

ILLUSTRATION

STYLE 1

Elegant/Smug/Confident

Illustrations of players as they are confidently, maybe with a trophy if they won a tourney against their matchup.

STYLE 2

Angry/Over-The-Top/Outrage - maybe even upset, excited etc.
Forced perspective would look cool.

This is the contrast image to show their "wrestling persona."
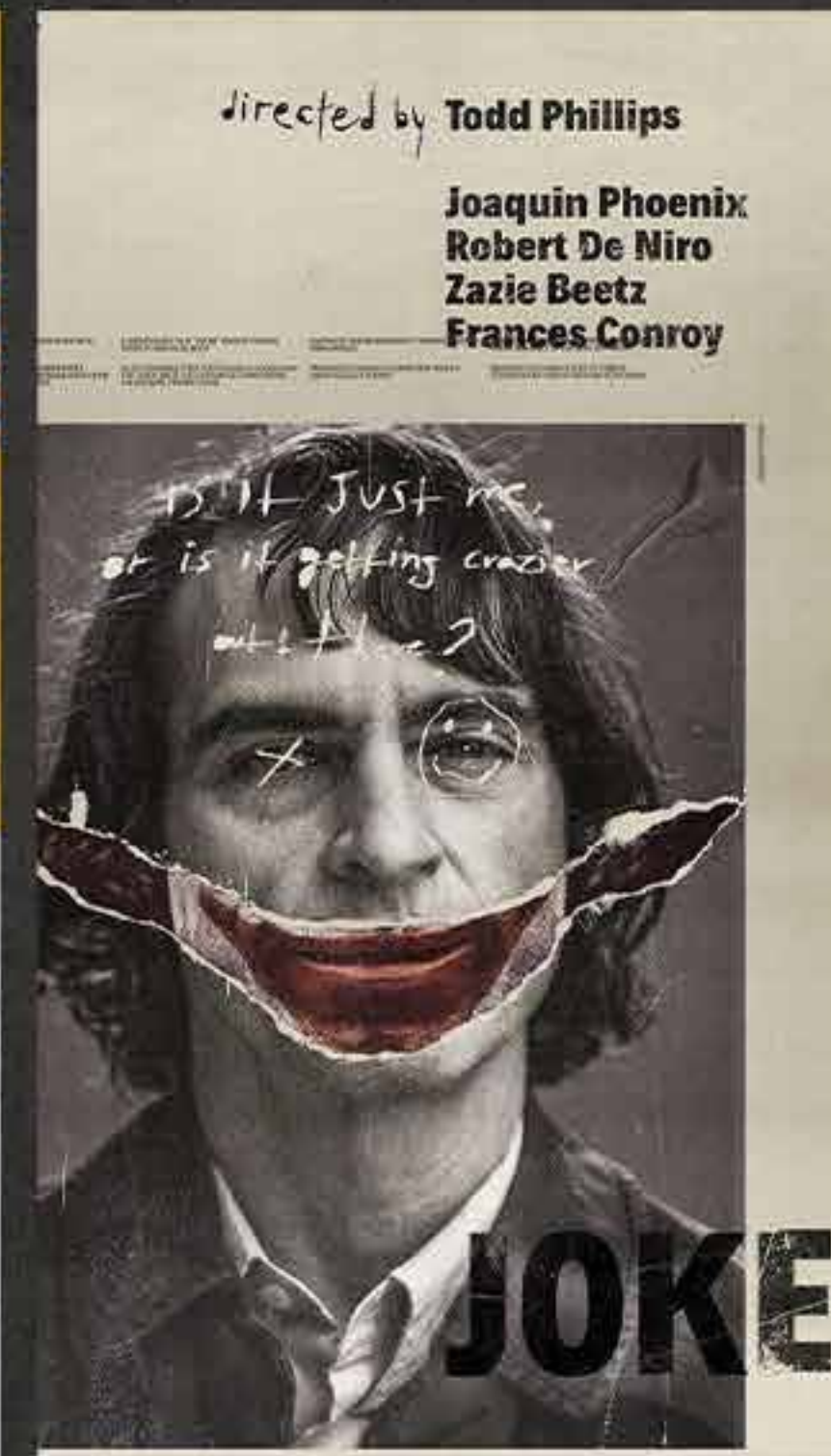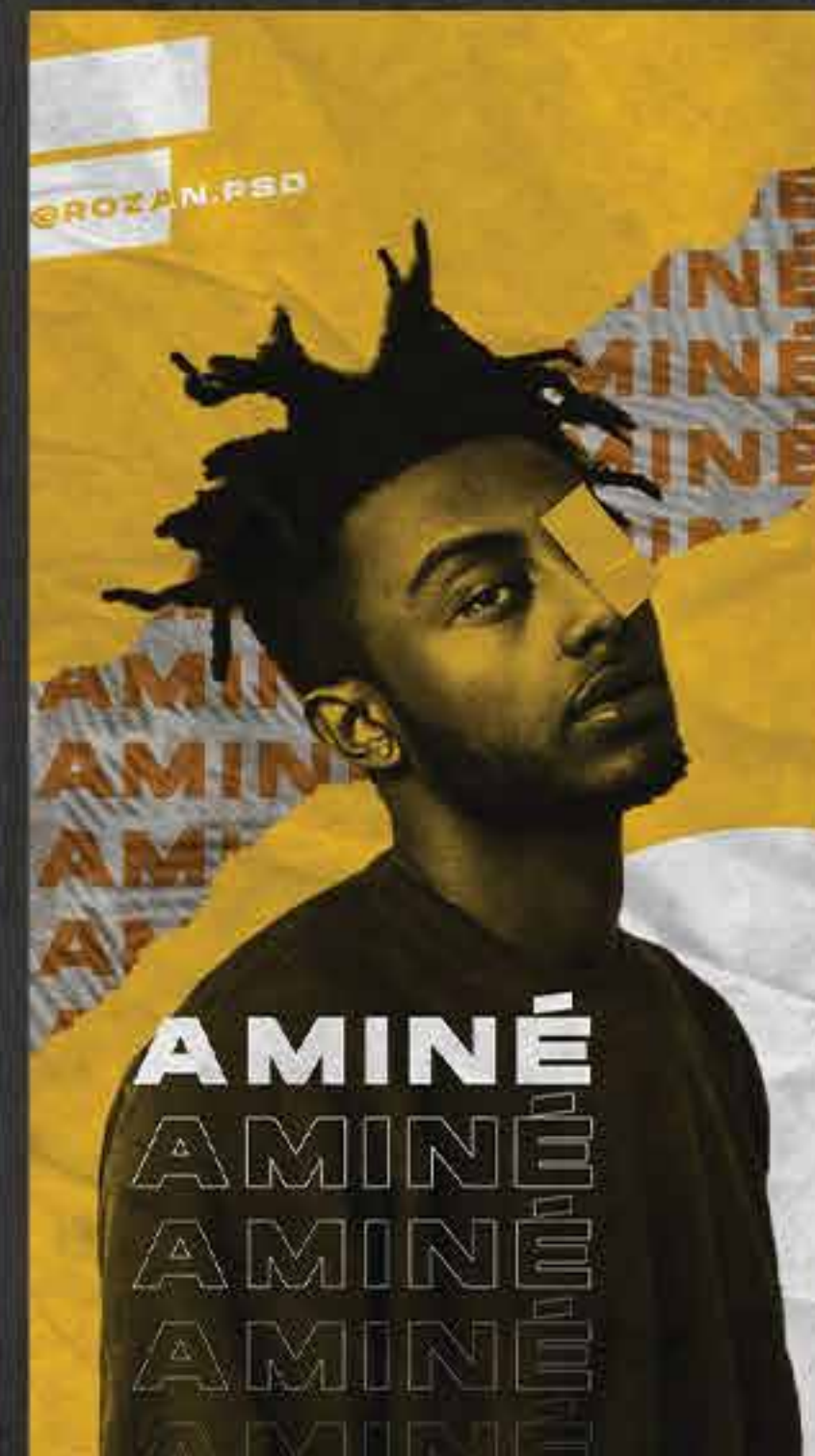Player vs. "Player in Zain's imagination"

SET DESIGN

MOODBOARD

Some references of the stage to help define the look & feel.

There is a seperate moodboard for this.

APPLICATION

Some guidance on how I saw illustrations and design looking.