



# MCES

## GUIDELINES



# Guidelines

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# Introduction

Back in 2017, we understood through our 13 years old son that something big was happening, a new culture was booming around gaming and its competitive aspect :  
esport

We traveled all around the world, met famous teams, fans and enjoyed live competitions. We understood the power of esport and decided to jump into this market and use it as a pretext. Indeed, very quickly, we are hit by the similarity with traditional sport, our ecosystem for more than 12 years.

At the same time, we realize that a lot of work remains to be done to structure the amateur world and reconnect the generations. In our world and generation, gaming is still largely perceived as a problem, creating anxiety and disconnecting kids and parents.

Our purpose is set : we want to connect those worlds !

*SANDRA & ROMAIN*

# About us

## OUR VISION

We build bridges between the fragmented parts of ourselves, between the 'world' of 'me' and the 'worlds' of 'others', the world of kids and the world of adults, between the masculine and feminine, between inner and outer, between physical and virtual worlds, between rational and emotional, between our courage and vulnerability.

Through the connection of those different worlds, sport and esports, pro & amateurs, young fans & their parents, social impact and business development, and a unique talent development program, the MCES vision is positioned at all the steps of the value chain, with a very assertive humanistic approach.

## OUR CONCEPT

The MCES method is to provide all the services necessary for players to improve their performance (practice of sport, diet monitoring, neuro- cognitive performance tests, stress management...) . The supervision of esports, the promotion of sport practice and the promotion of the societal role of gaming are at the heart of the MCES project.



# Our values

PLAYER CARE  
TRANSMISSION **IMPACT**  
**PLEASURE** PERFORMANCE  
EXCELLENCE **LOYALTY**  
**RESPECT**





# 1. Logo





# 1.1. Company name

## **Four letters for a genuine vision :**

They are a reference to our historical brand dedicated to the framing of amateur esports.

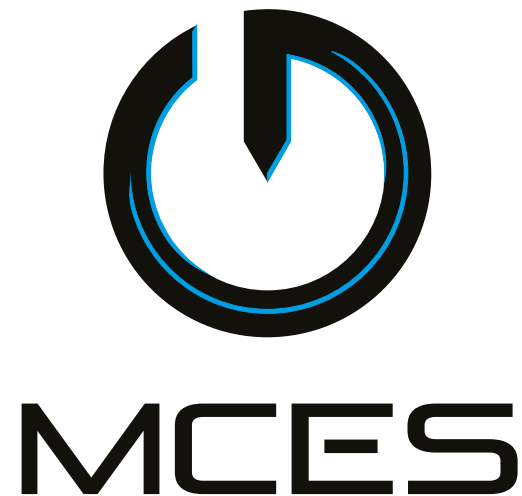
MCES in the logo base reinforces the idea of importance of amateur esports, the base of our pyramid.

The logo consists of the letters 'MCES' in a bold, black, sans-serif font. The letters are evenly spaced and centered within a white rectangular box.

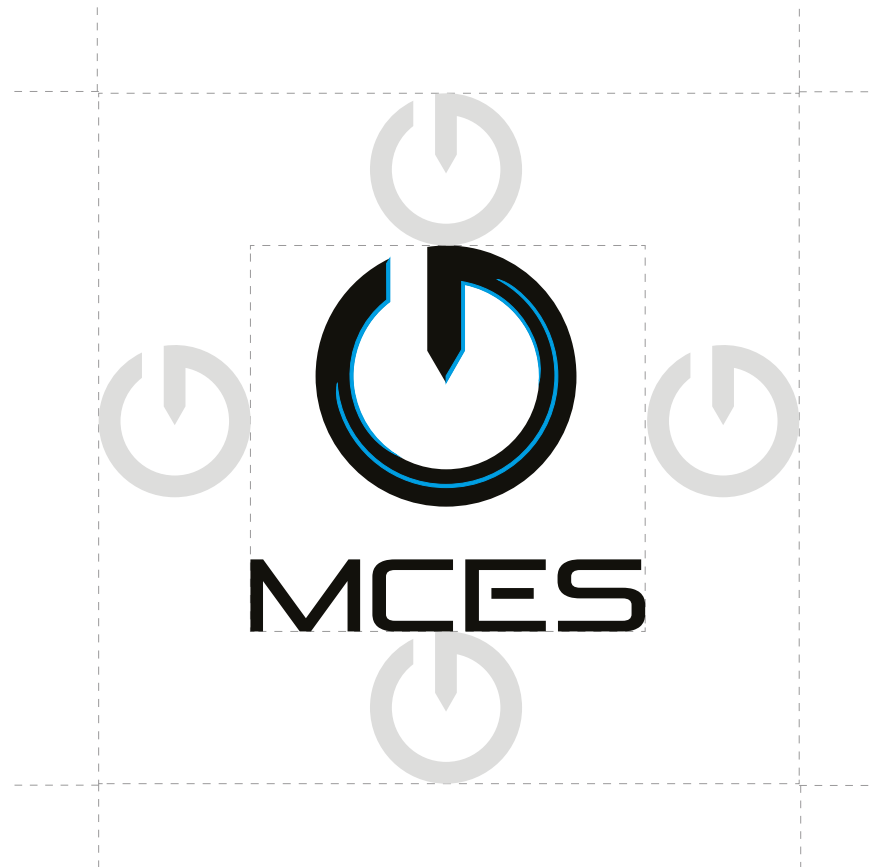
## 2.2. Company logo

### POWER

Start your day off,  
Start a new adventure,  
Connect with the world around you,  
Opens up new perspectives, opportunities  
MCES accompanies you and gives you  
the power to get started, to move forward,  
to surpass yourself  
MCES as a starting point for so many stories to  
write together



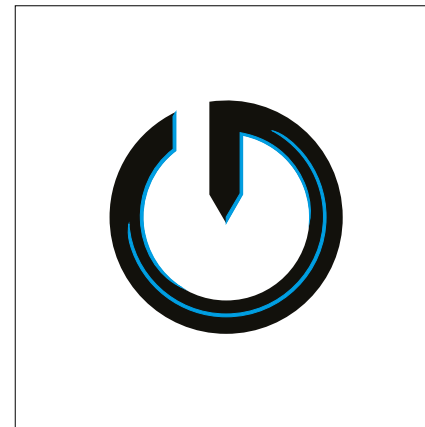
## 2.3. Clear space



## 2.4. Monogram

### ONLY USE OF THE MONOGRAM

Use of the logo without marks only when the mark is illegible. Also used for profile pictures on social networks.





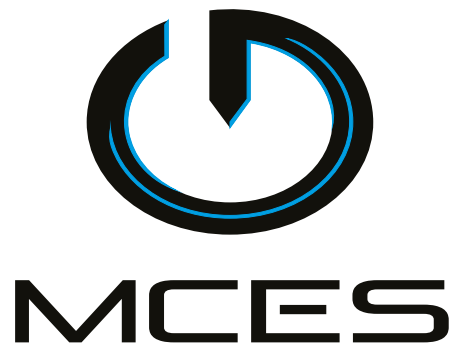
## 2.5. Other arrangement



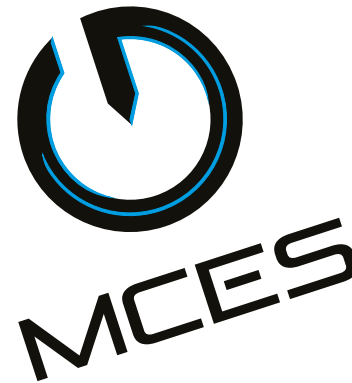
## 2.6. Don't

### LOGO

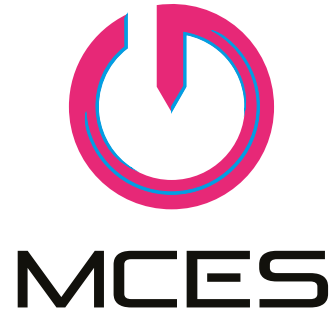
The logo must not be altered in any way outside the uses listed in the charter.



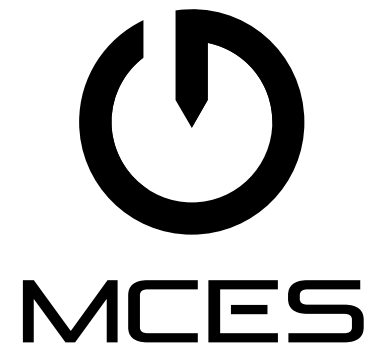
**DON'T DISTORT**



**DON'T TURN**



**DON'T CHANGE THE COLOUR**



**DON'T REMOVE  
THE BLUE INSERT**

# 3. Tagline



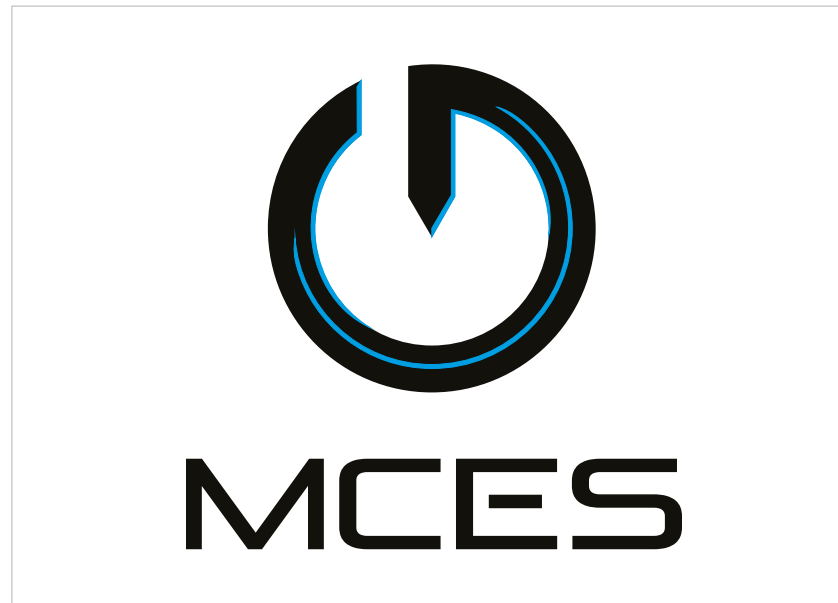


# CONNECTING WORLDS

# 4. Color



## 4.1. Brand colors



# Primary colors

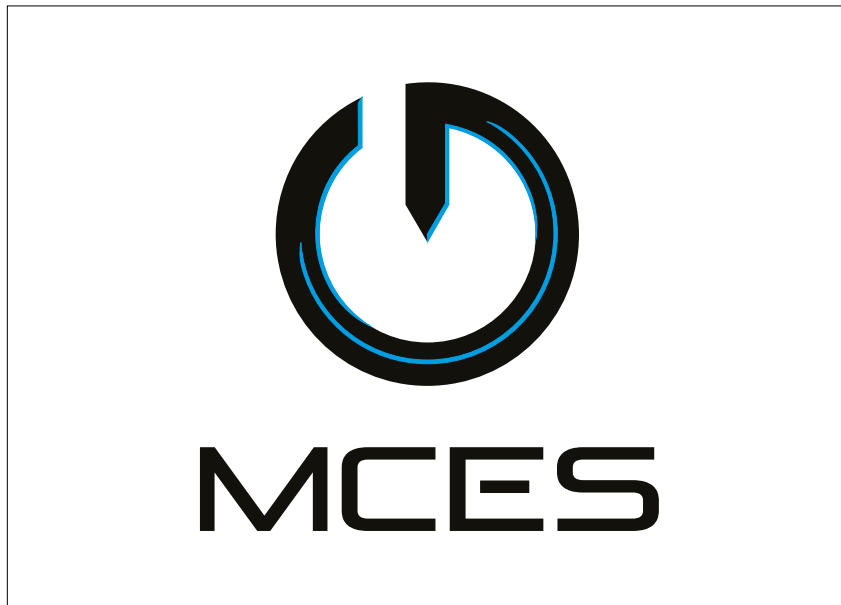
Blue	Black	Grey
CMYK 76   22   0   0	CMYK 0   0   0   100	CMYK 13   10   10   0
RGB 22   156   216	RGB 0   0   0	RGB 219   219   219
HEX/HTML 169cd8	HEX/HTML 000000	HEX/HTML dbdbdb



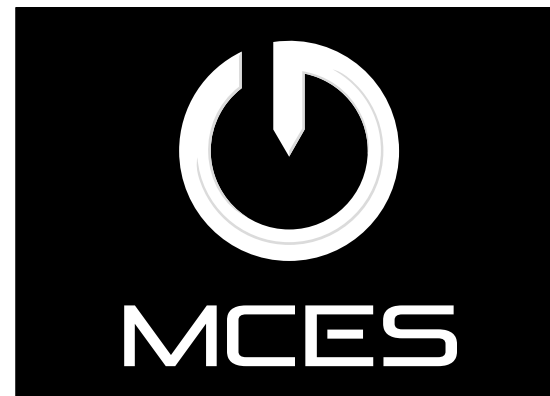
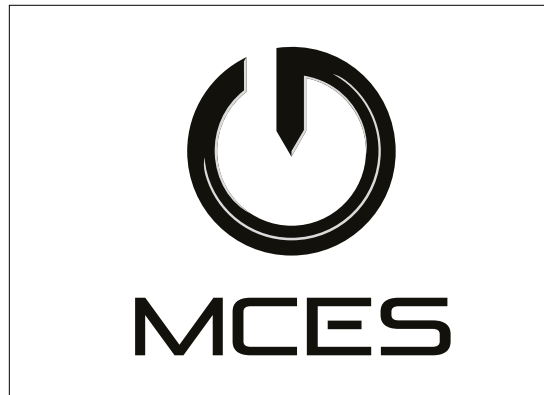
# Secondary colors

Sky Blue	Pink	Light Pink	Orange	Peach
CMYK 49   0   3   0	CMYK 0   93   18   0	CMYK 0   52   30   0	CMYK 0   44   86   0	CMYK 0   36   40   0
RGB 128   218   249	RGB 246   28   118	RGB 255   153   153	RGB 247   161   47	RGB 252   183   151
HEX/HTML 80daf9	HEX/HTML f61c76	HEX/HTML ff9999	HEX/HTML f7a12f	HEX/HTML fcb797

## 4.2. Color versions



## 4.3. Monochrome versions



# 5. Typography



For the current text, we will use the Gilroy typeface.  
For the headlines of stream, competition or event announcements, we will use  
Termina with Buchery.



# 5.1. Main

**GILROY**



**Aa**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890(!".\$%&/=^\*~Ç,.-;:\_)**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890(!".\$%&/=^\*~Ç,.-;:\_)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890(!".\$%&/=^\*~Ç,.-;:\_)



## 5.2. Secondary

# TERMINA



# Aa

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890(!".\$%&/=^\* Ç,.-;:\_)**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890(!".\$%&/=^\* Ç,.-;:\_)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890(!".\$%&/=^\* Ç,.-;:\_)

BUCHERY



AA

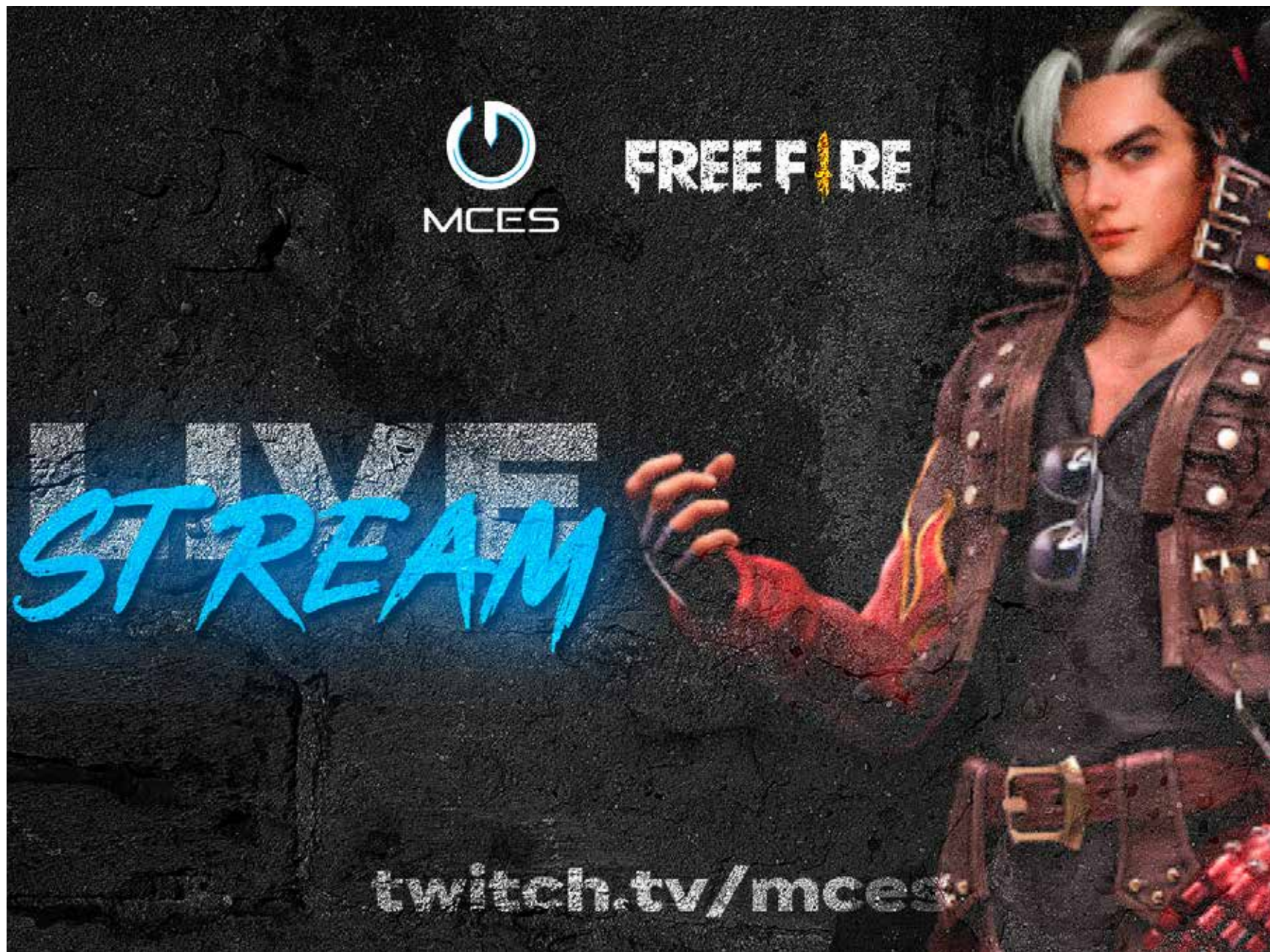
ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890(!'\$/&|=^\*ç,-:~\_)









# 6. Graphic elements



# 6.1. Background

## BLACK BACKGROUND

The black textured background refers to the world of esports by adding flash colors on top.

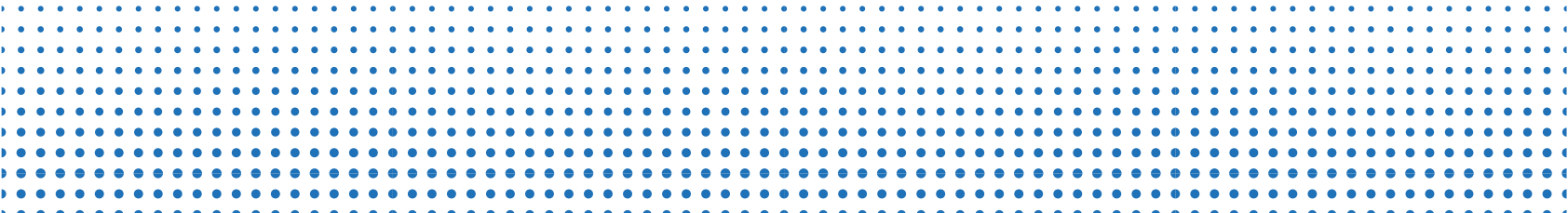
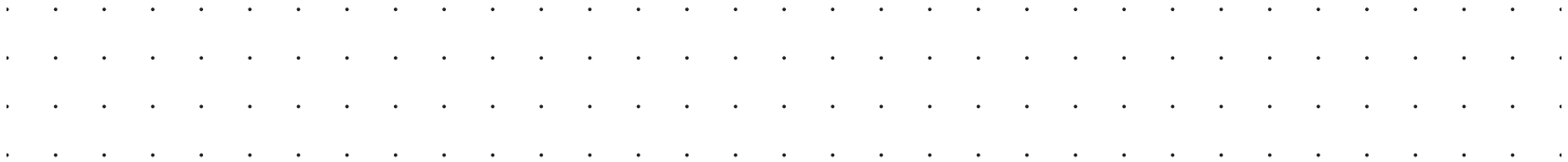




## 6.2. Shapes

The background of the slide is a solid black field. It is decorated with several diagonal lines and bands of color. These include a prominent bright blue line running from the top right towards the bottom left, a thinner orange line running parallel to it but further to the left, and various grey and dark blue bands and lines scattered across the composition, creating a dynamic, abstract geometric pattern.

## 6.3. Pattern



## 6.4. Cut

### DIAGONAL BREAK

The cut gives movement here







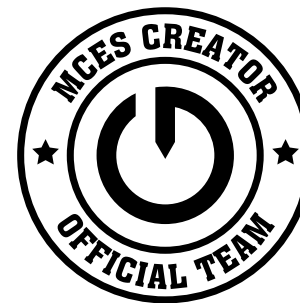
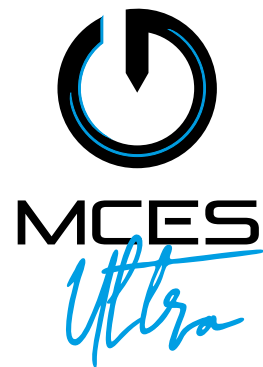






# 7. Entities







# 8. Stationery



# 8.1. Business card

## SIZE

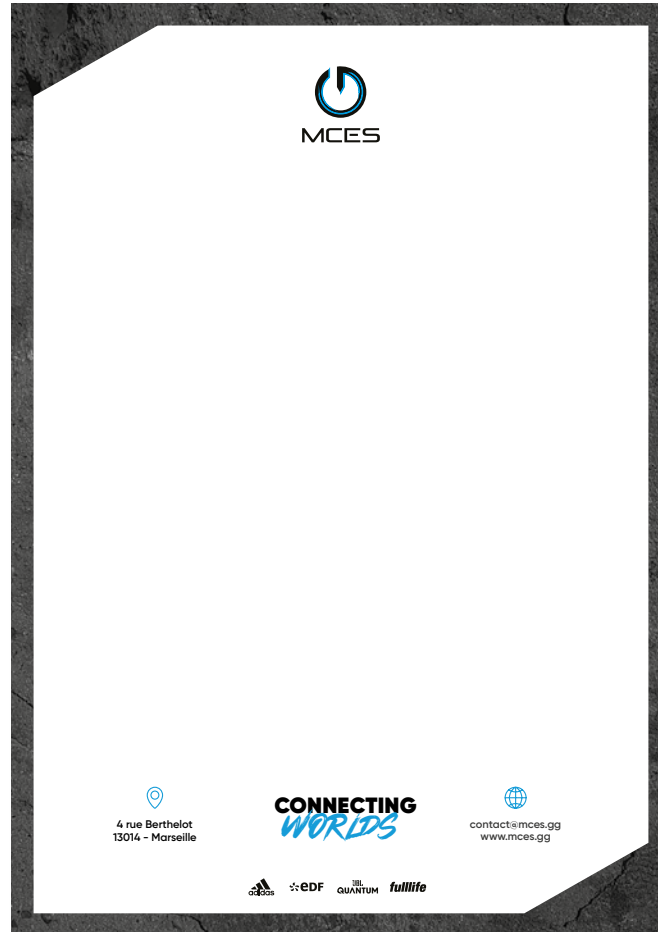
55 mm X 85 mm



## 8.2. Letterhead

### SIZE

210 mm X 279 mm



## 8.3. Envelope





# 8.4. Press release

## SIZE

210 mm X 279 mm





## 8.5. Tag

### CONCEPT

A small booklet that would accompany the parcels with an inner leaflet that explains the history of MCES and next to it a space for a personal note



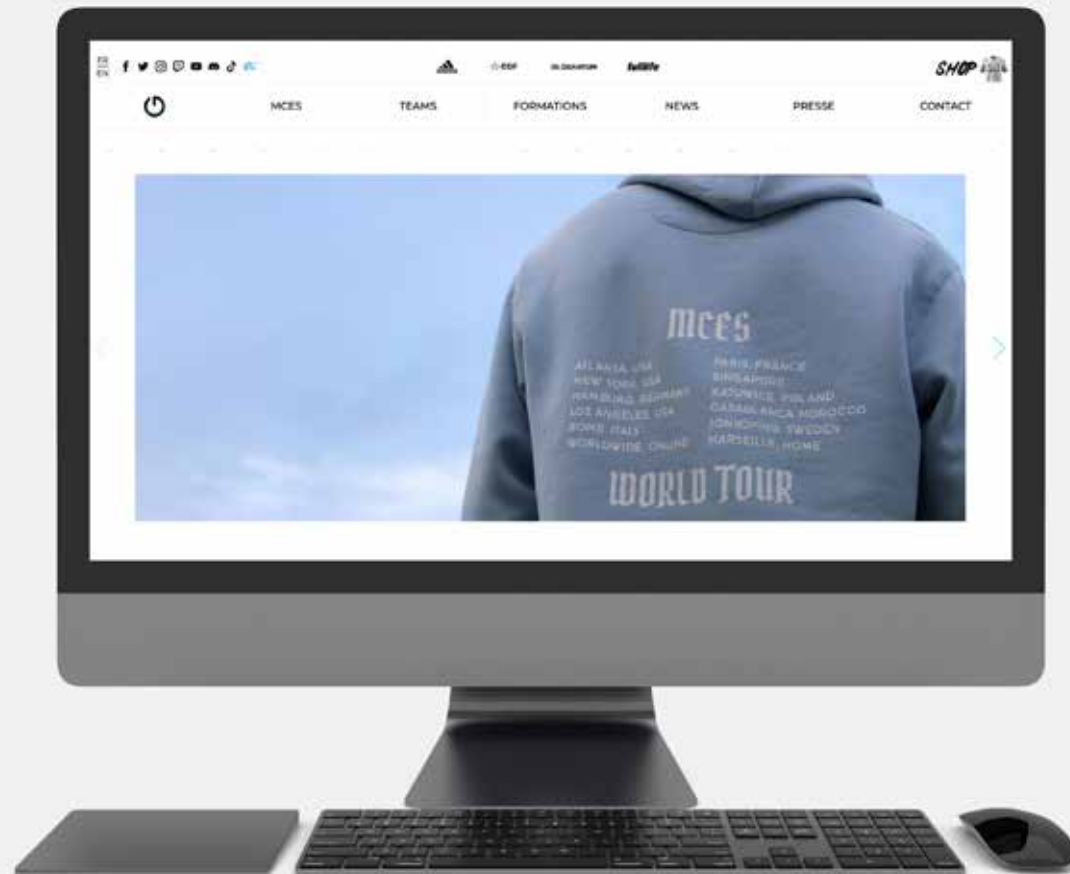


# 9. Online





# 9.1. Web





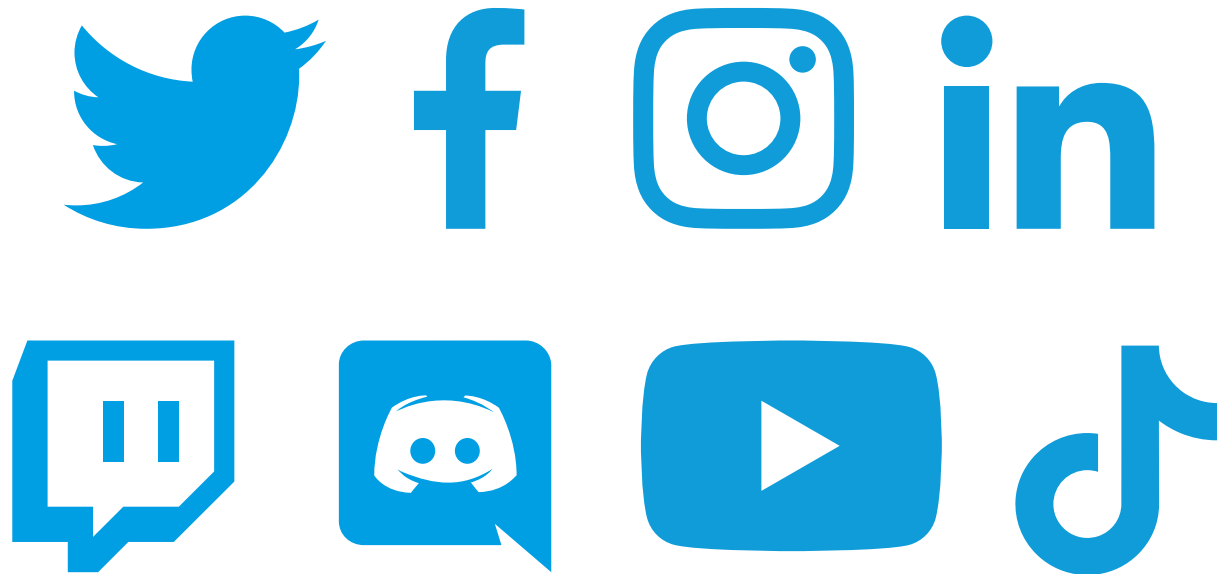
## 9.2. Email

### ANIMATION

the logo disappears and connecting worlds appears



## 9.3. Social Media







# **Around the world**









# CONNECTING *WORLDS*



4 rue Berthelot  
13014 – Marseille



[contact@mc.es.gg](mailto:contact@mc.es.gg)  
[www.mc.es.gg](http://www.mc.es.gg)

