BRAND MEDIA KIT

June 2024

TECH mahindra

GLOBAL CHESS LEAGUE

Index

MASTER LOGO

Introduction

There are only two color variants of the logo, mono-positive (Purple logo) and negative (White logo). The mono-positive variant can be placed across all the Tech Mahindra Global Chess League brand colors in the background apart from the Purple color. Subject to wider graphic elements in play and availability of a suitable contrast, the negative variant can be used to balance the visual field.

POSITIVE

TECH
mahindra
GLOBAL
CHESS
LEAGUE

NEGATIVE

TECH
mahindra
GLOBAL
CHESS
LEAGUE

Clear Space

For the title sponsor of the tournament, the clear space rules are the same as the GCL logo(shown here) subject to the width of the sponsor word mark.

The logotype baseline (last line of the brand name or base of the holding box) should be placed on the checker baseline as shown here.

TECH mahindra

GLOBAL CHESS LEAGUE

Sizes

The official emblem artwork is available in a number of sizes for different formats. Minimum size and size ranges differ according to usage and application of the official emblem as specified in this section.

File set-up and correct usage are unique to each type of application, so please take time to familiarize yourself with the different artwork formats to ensure the best possible outcome. The total height of the official emblem measures sizes. Artwork is provided at a minimum size. Where possible, reproduce the official emblem at a size larger than the minimum.

	Print		Special applications		On-screen
	Full-color formats	**Single-color formats**	**Embroidery formats**	**Embossing/engraving and debossing formats**	**Full-color formats**
Landscape version	Large: 12mm+	Small: 8-11mm Large: 12mm+	Small: 42-57mm Large: 58mm+	Small: 12-24mm Large: 25mm+	Small: 39-58px Medium: 59-113px Large: 114px+

Print

A variety of artwork is provided to allow reproduction across a number of applications and printing constraints. These include full-color and single-color formats.

4 colour CMYK tonal
· CMYK process printing

4 colour CMYK flat
· CMYK process printing at small sizes or when the 4 colour CMYK tonal version cannot be reproduced clearly or at high quality

Pantone® solid
· Spot color printing (Pantone® PMS)
· Screen printing
· Vinyl cut

Black solid
· Single-color printing on contrasting backgrounds

White solid
· Single-color printing on contrasting backgrounds

Special applications

Artwork for special application processes are modified for the best results in the selected reproduction environment.

Embroidery Pantone® solid
· Full-color embroidery (8 thread colors)
· Woven applications

Embroidery black solid
· Single-color embroidery on contrasting backgrounds (1 thread color)
· Metallic color embroidery on contrasting backgrounds
· Woven applications

Embroidery white solid
· Single-color embroidery on contrasting backgrounds (1 thread color)
· Metallic color embroidery on contrasting backgrounds
· Woven applications

Embossing/engraving
· Blind embossing – raised from the surface with no color printing
· Foiling on contrasting backgrounds
· Surface engraving
· Etching

Debossing
· Blind debossing – stamped into the surface with no color printing

On-screen

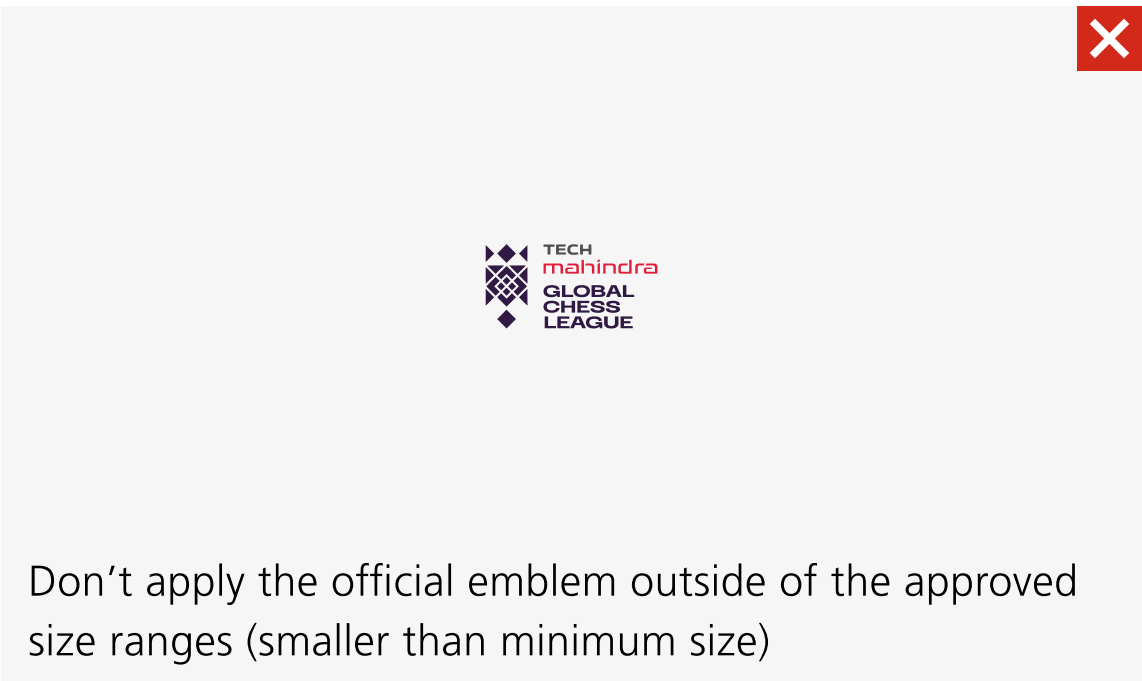A specially modified on-screen format of the official emblem is provided in full color.

Full color RGB tonal
· On-screen for websites, broadcasts, etc.

Getting It Right

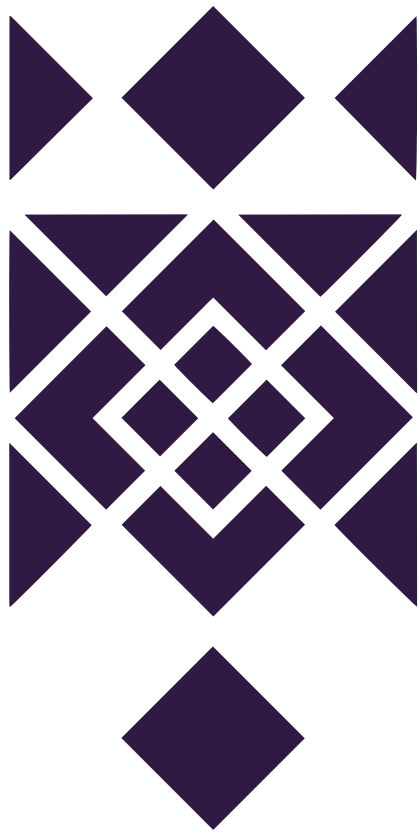This page shows examples of the incorrect usage of the official emblem.

Don't crop the official emblem

Don't apply the official marks to a busy background

Don't stretch or otherwise change the official emblem

Don't apply the official emblem outside of the approved size ranges (smaller than minimum size)

COMPOSITE LOGO

Introduction

The composite logo is the combination of the official emblem with another logo or logotype in a prescribed relationship, accompanied by the official designation which describes that relationship. To help create a composite logo, templates with the portrait official emblem are provided.

If contractual rights allow, a composite logo may be created by using the landscape version of the official emblem. Ask your designated contact for approval.

TITLE SPONSOR
LOGO

Presents

TECH
mahindra
GLOBAL CHESS LEAGUE

Powered By

POWERED BY
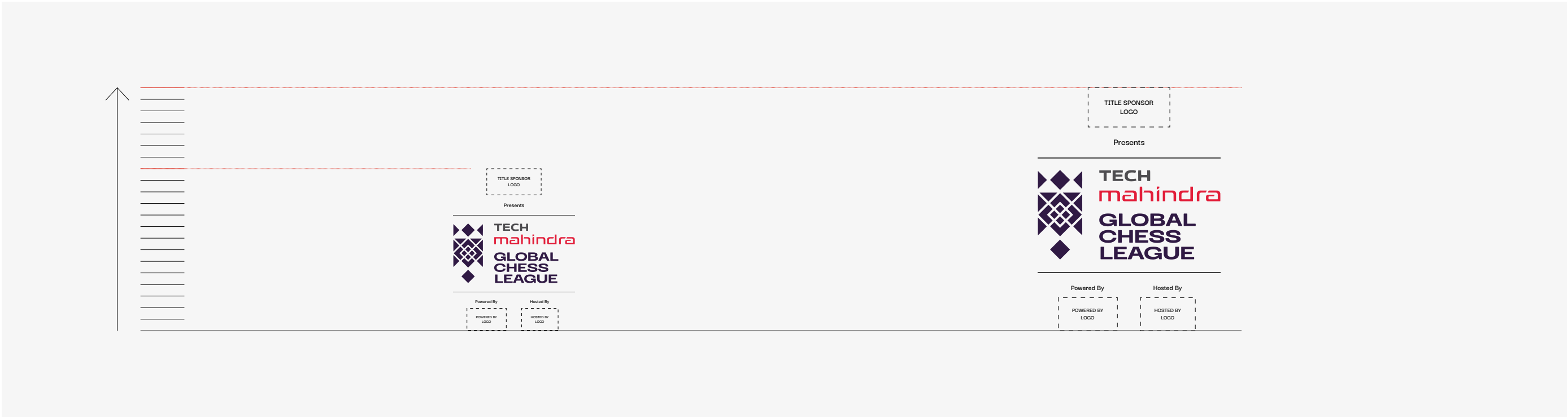LOGO

Hosted By

HOSTED BY
LOGO

Clear Space

As the logo of sponsors come in different shape and sizes, each sponsor logo should be balanced in size visually - proportionally similar and sitting on the same baseline as illustrated here.

TITLE SPONSOR
LOGO

Presents

TECH
mahindra

GLOBAL
CHESS
LEAGUE

Powered By   Hosted By

POWERED BY
LOGO

HOSTED BY
LOGO

Sizes

As the logo of sponsors come in different shapes and sizes, each sponsor logo should be balanced in size visually - proportionally similar and sitting on the same baseline as illustrated here.

	Print		Special applications		On-screen
	Full-color formats	Single-color formats	Embroidery formats	Embossing/engraving and debossing formats	Full-color formats
Landscape version	Large: 12mm+	Small: 8-11mm Large: 12mm+	Small: 42-57mm Large: 58mm+	Small: 12-24mm Large: 25mm+	Small: 39-58px Medium: 59-113px Large: 114px+

OFFICIAL LOOK

Typefaces

The elegant primary typeface, Darker Grotesque is highly legible on screen. Use caps for basic titling and title case for body copy/longer stretches of type. It is complemented by the graphical typeface, Audiowide, which can be introduced in dynamic graphics such as scores and timers.

NOTE:
The Audiowide graphic typeface could be tournament specific. A new complimentary typeface will retain a fresh and dynamic feel with the trusted consistency of the primary typeface.

PRIMARY

Darker Grotesque - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!?@£$%^&*({});:"

Darker Grotesque - SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!?@£$%^&*({});:"

Darker Grotesque - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!?@£$%^&*({});:"

Darker Grotesque - ExtraBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
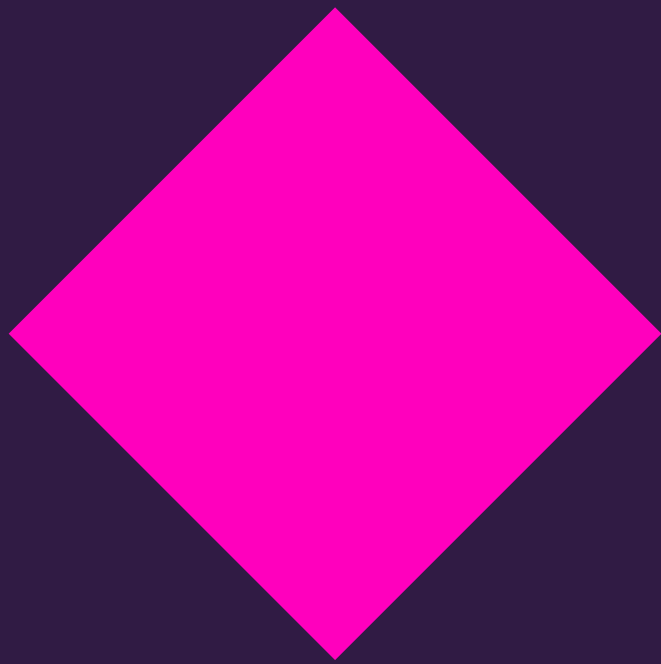0123456789!?@£$%^&*({});:"

GRAPHIC

AUDIOWIDE REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!?@£$%^&*({});:"

Logos and Images for visual representation purposes only

Colours & Gradients
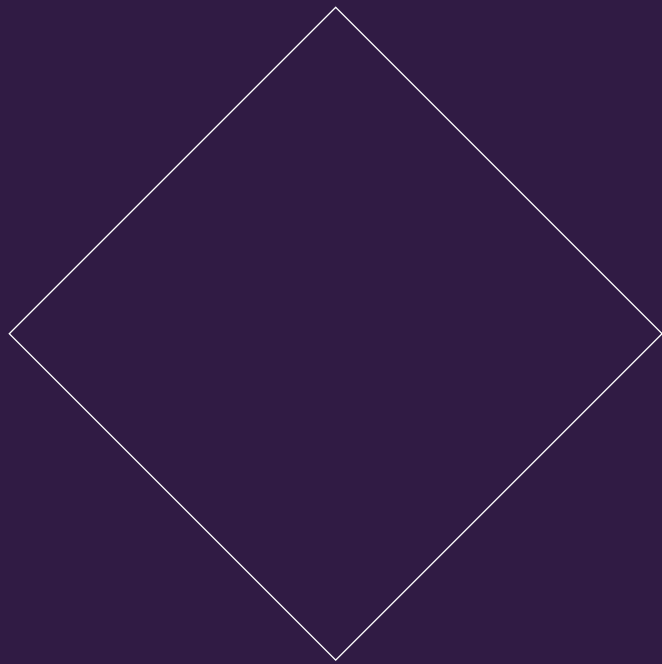
GCL PURPLE

PANTONE: 2695 C

C: 81 M: 91 Y: 19 K: 40

R: 45 G: 28 B: 66
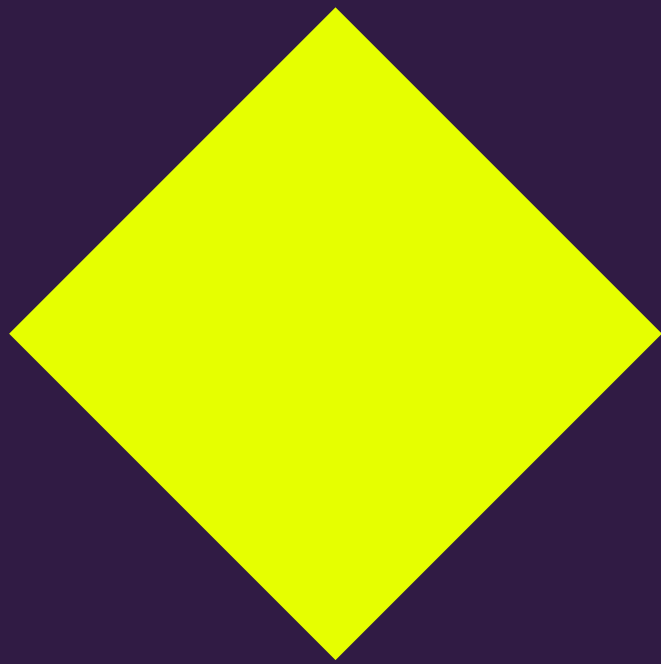
HEX: 2D1C42

GCL PINK

PANTONE: 807 C

C: 17 M: 73 Y: 0 K: 0
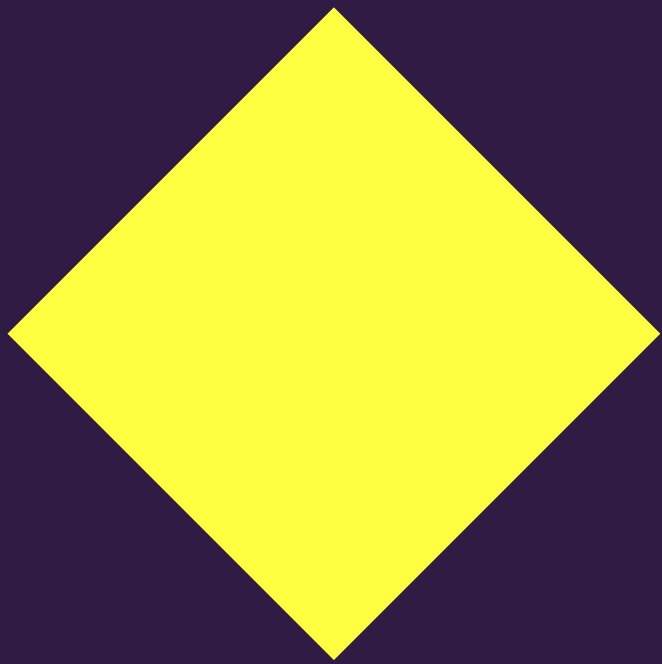
R: 237 G: 0 B: 184

HEX: ED00B8

GCL TEAL

PANTONE: 3252 C

C: 62 M: 0 Y: 23 K: 0

R: 0 G: 210 B: 212

HEX: 00D2D4

GCL LIME

PANTONE: 389 C

C: 14 M: 0 Y: 83 K: 0

R: 235 G: 255 B: 0

HEX: EBFF00

GCL YELLOW
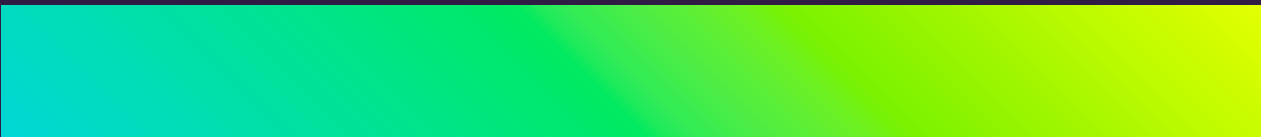
PANTONE: 100 C

C: 6 M: 0 Y: 62 K: 0

R: 255 G: 255 B: 104

HEX: FFFF68

GCL PINK → **GCL YELLOW**

45°

GCL TEAL → **GCL LIME**

Grid Pattern

A checkerboard pattern adds depth to the standard gradients. Depending upon the complexity of information presented over it, the intensity can be dialed up and down for impact. For instance, a nameplate could use the Loud version, whereas a full stats dashboard could use the Subtle version. The background can be flipped on the horizontal axis to suit the layout. The scale can also be altered so there are more, or fewer diamonds visible.

LOUD TWO COLOUR & HORIZONTAL FLIP
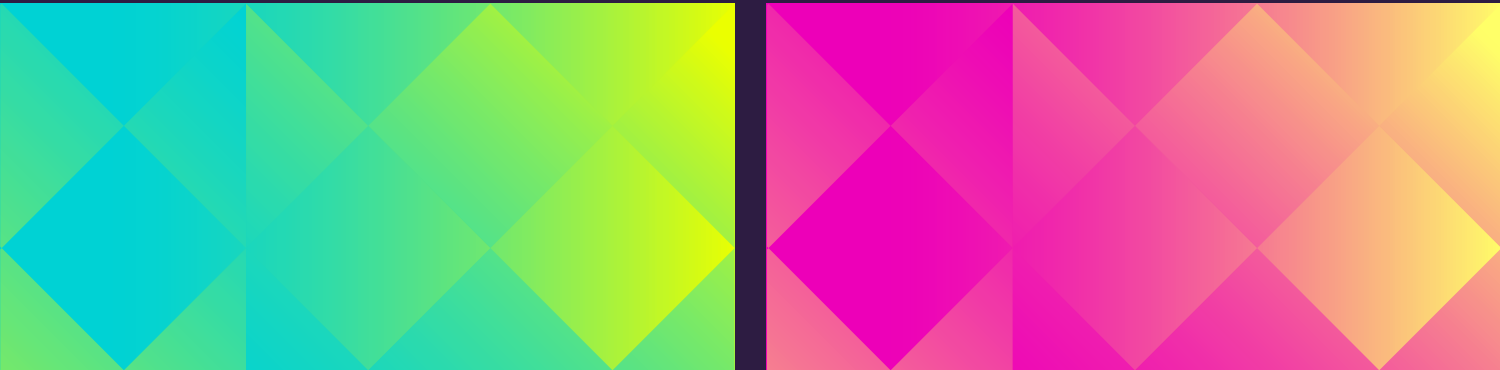
SUBTLE TWO COLOUR & HORIZONTAL FLIP

SUBTLE SINGLE COLOUR

Grid Vs Logo

Note that the base 'diamond' of the logo must bisect
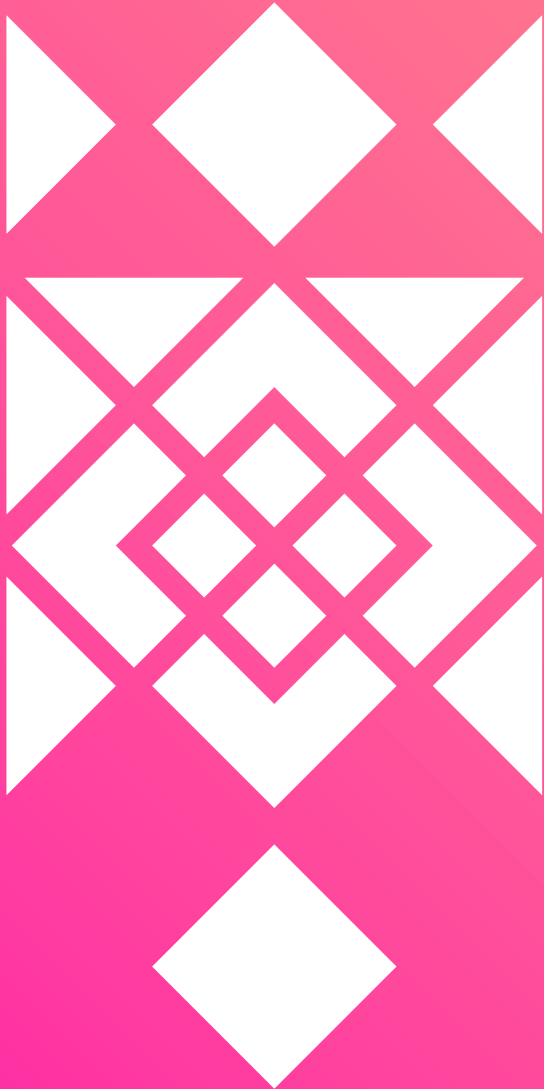a crossover section on the grid (illustrated here).

Logos and Images for visual representation purposes only

Component Elements

The logo can be the catalyst for wider graphic elements to be created for future applications.
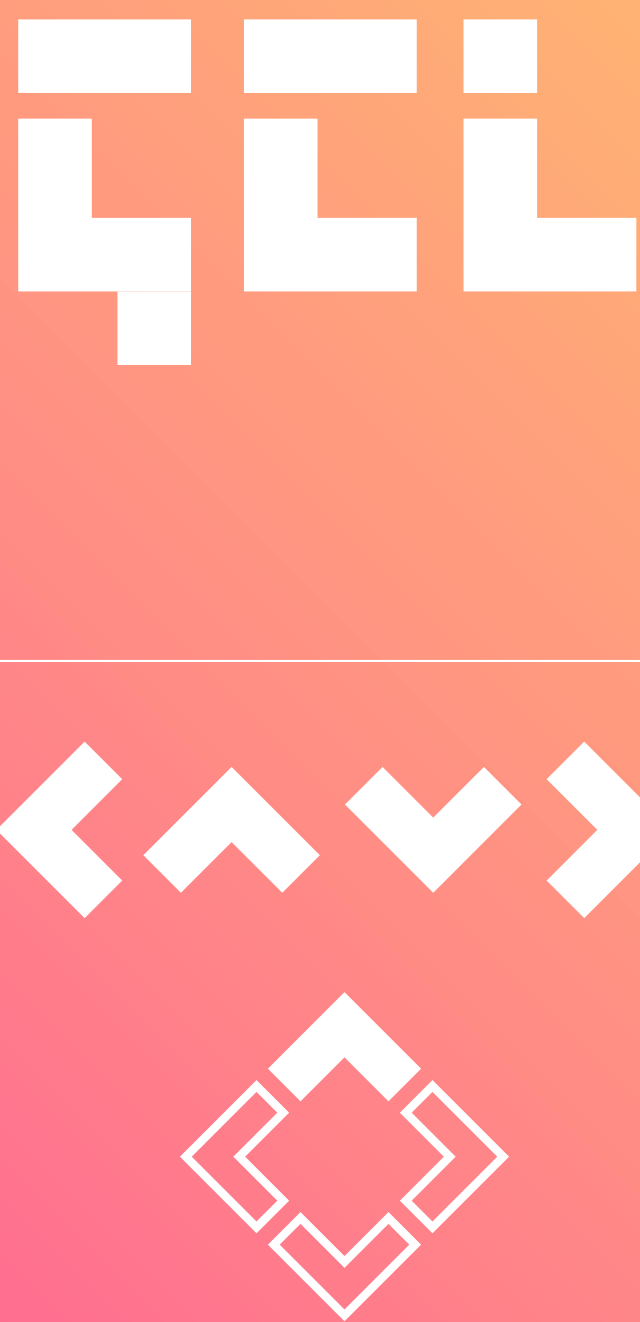
Conceptual elements are illustrated here.

MASTER

COMPONENTS

'GCL' ANIMATICS

CHESS PIECE ICONOGRAPHY

DIRECTION ELEMENTS

Logo Placement

Regardless of communication size or dimension, the logo can only ever be placed in 5 locations. This keeps logo placement simple and consistent, while allowing enough flexibility to accommodate our dynamic graphic system. Please keep in mind the logo exclusion zone when placing the logo in the corner

1. Top Left Corner
2. Top Right Corner
3. Lower Left Corner
4. Lower Right Corner
5. Center
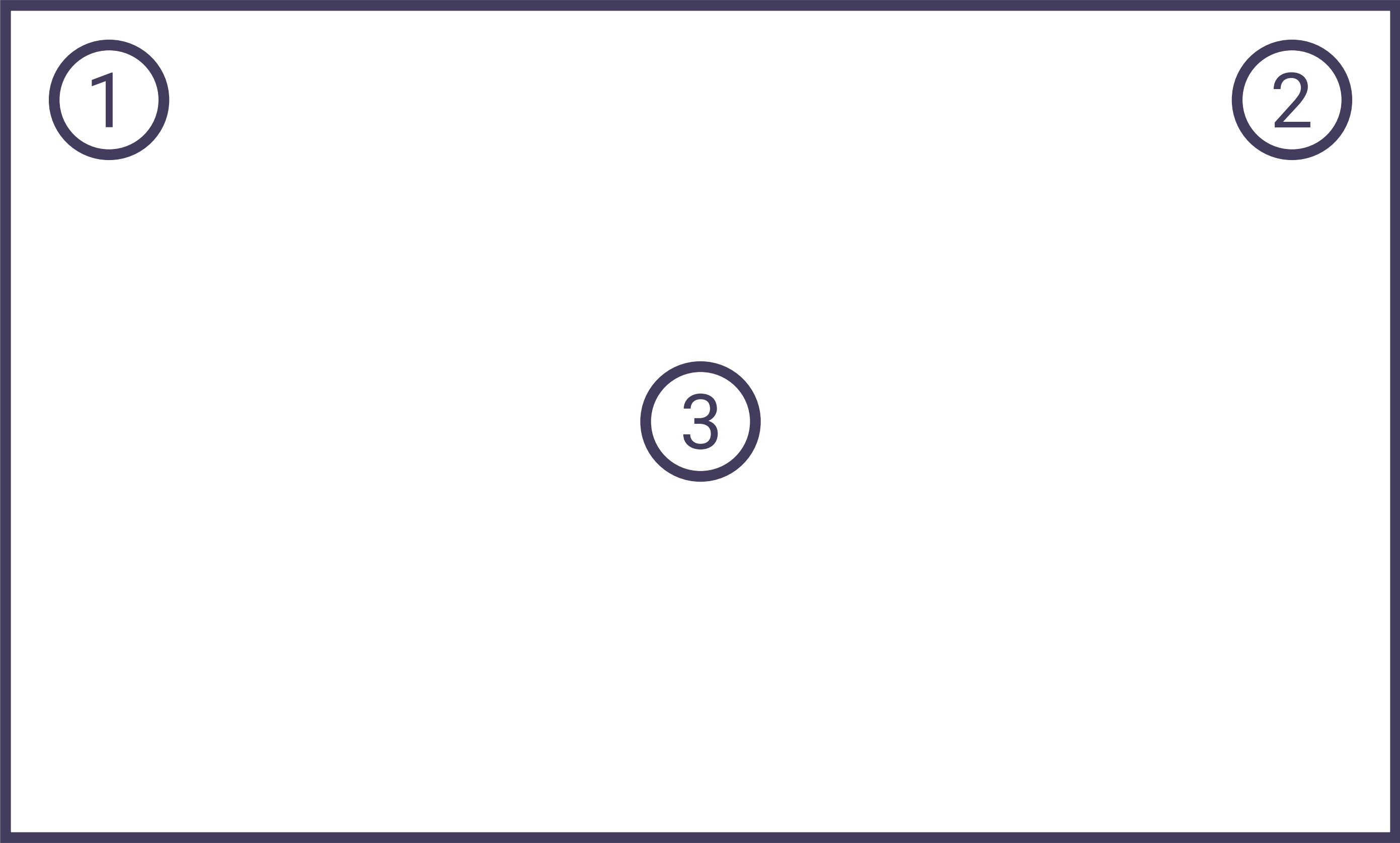
Backgrounds

Official emblem artwork files can be applied to any background, both light and dark, provided the official emblem contrasts well. Official emblem/Logo is provided in positive and reversal format.

To ensure clarity of the official emblem on any application background, please consider these points:

· Avoid placing the official emblem artwork on busy backgrounds.

· The full-color emblem can be placed in a holding shape, which would contrast well against a background.

· Alternatively, white solid or black solid versions should be applied when no other formats offer sufficient contrast against the chosen background.
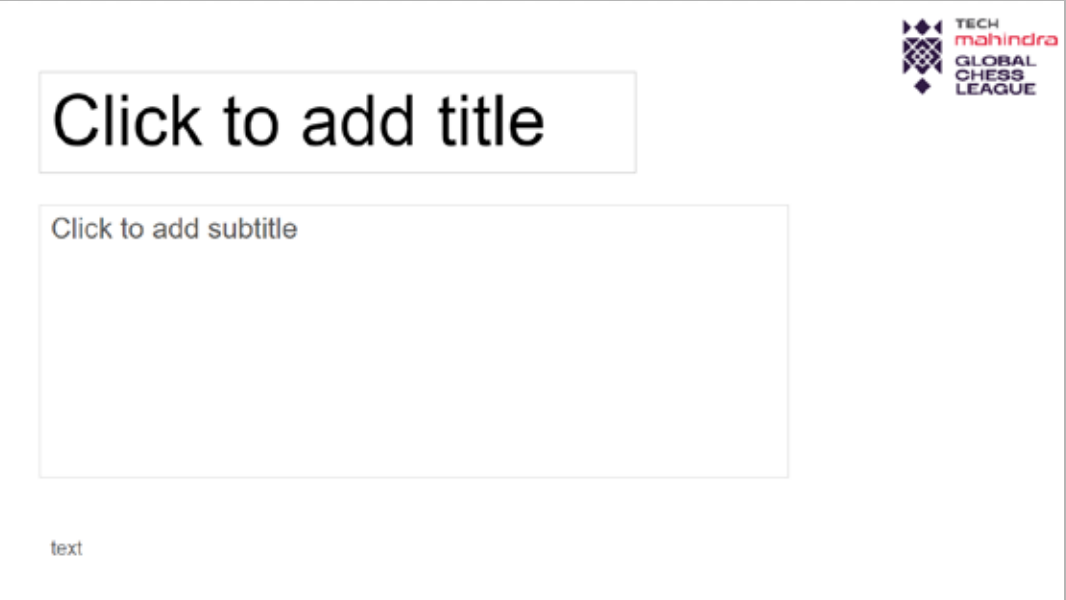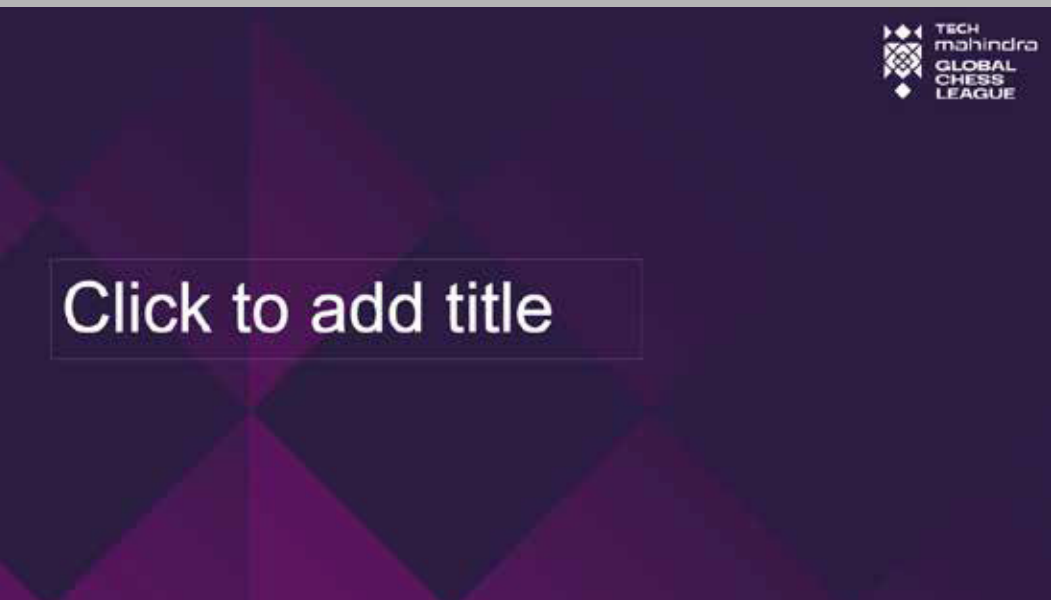
MS Word Template

Title page
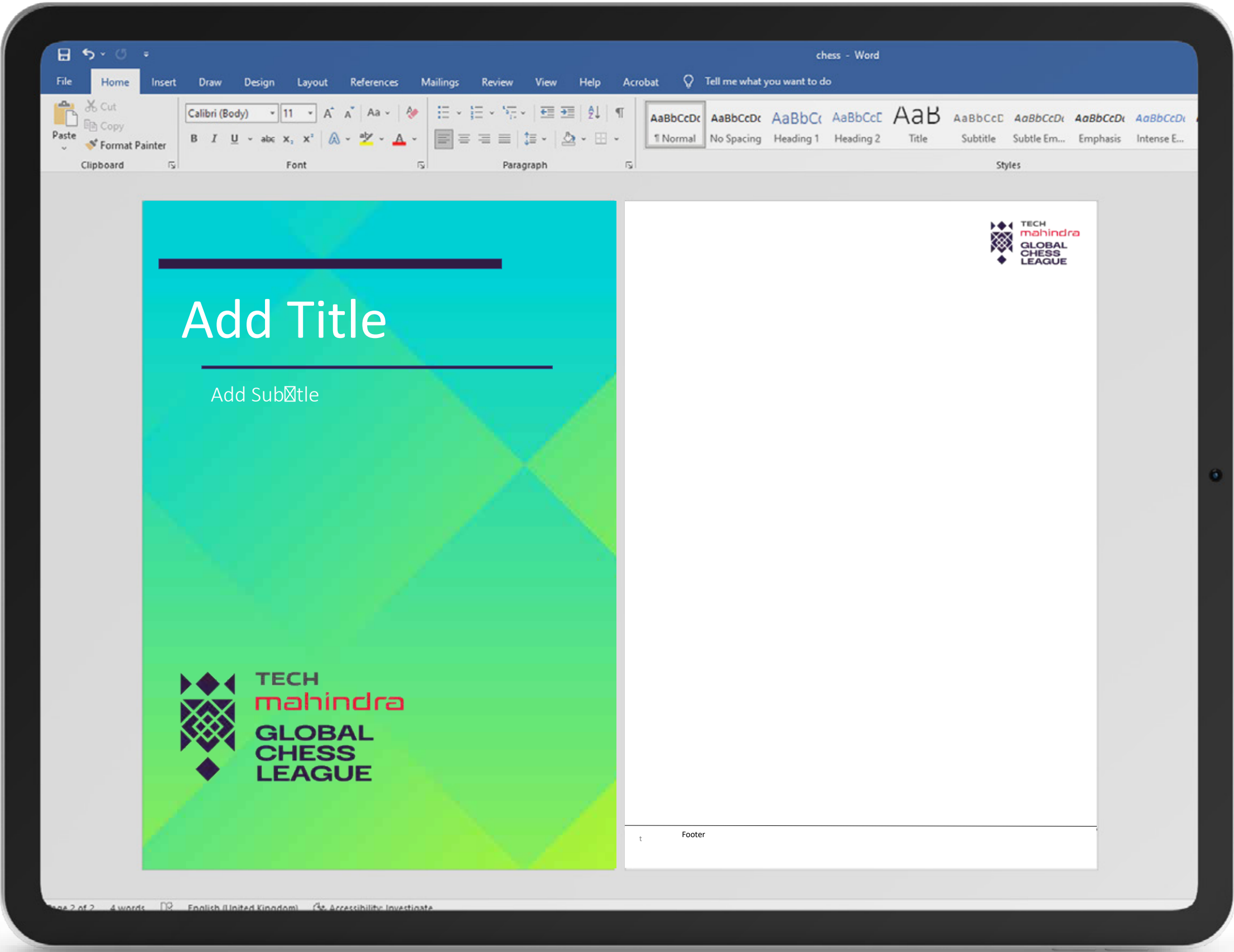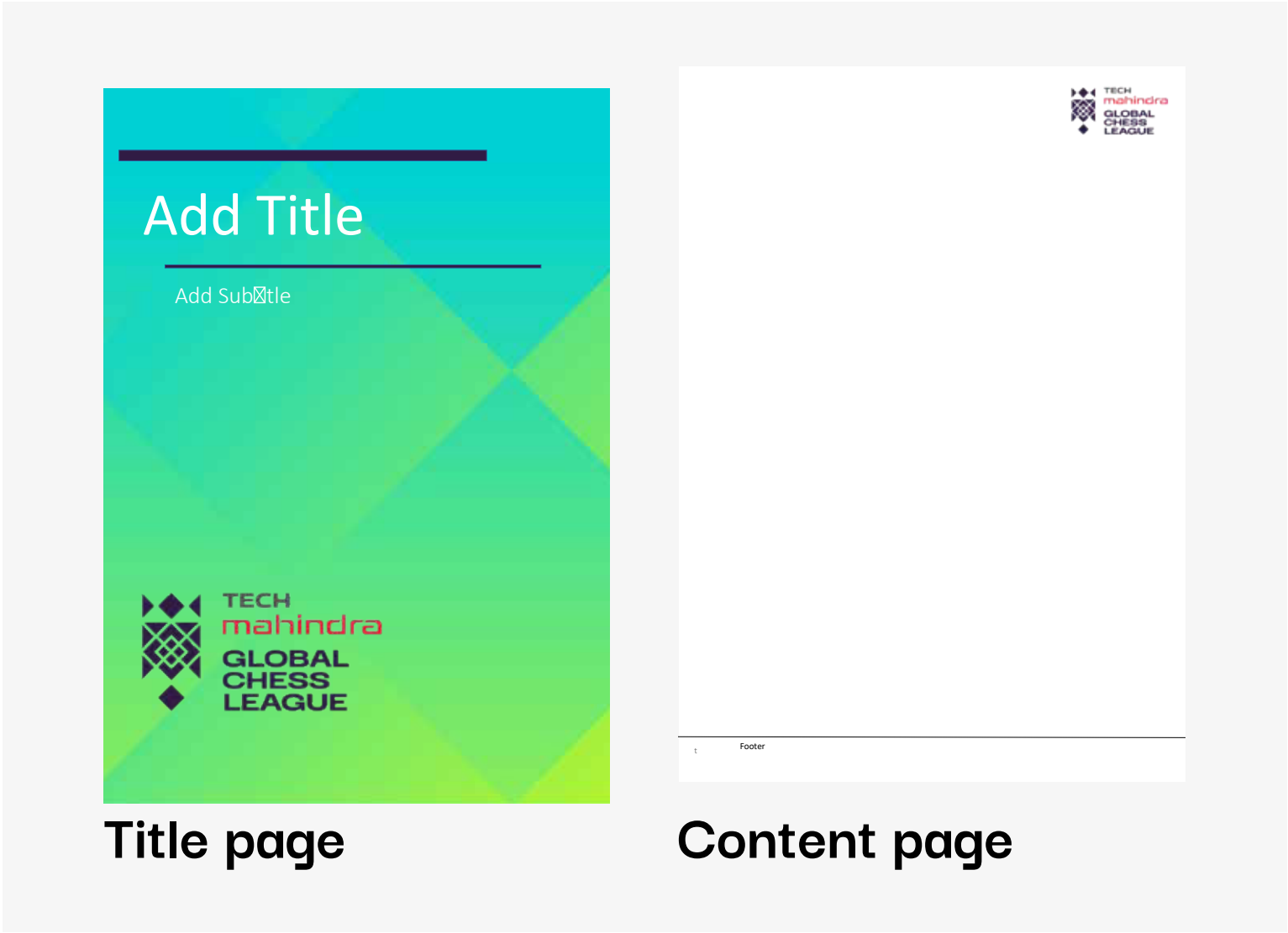
Content page

Presentation Template
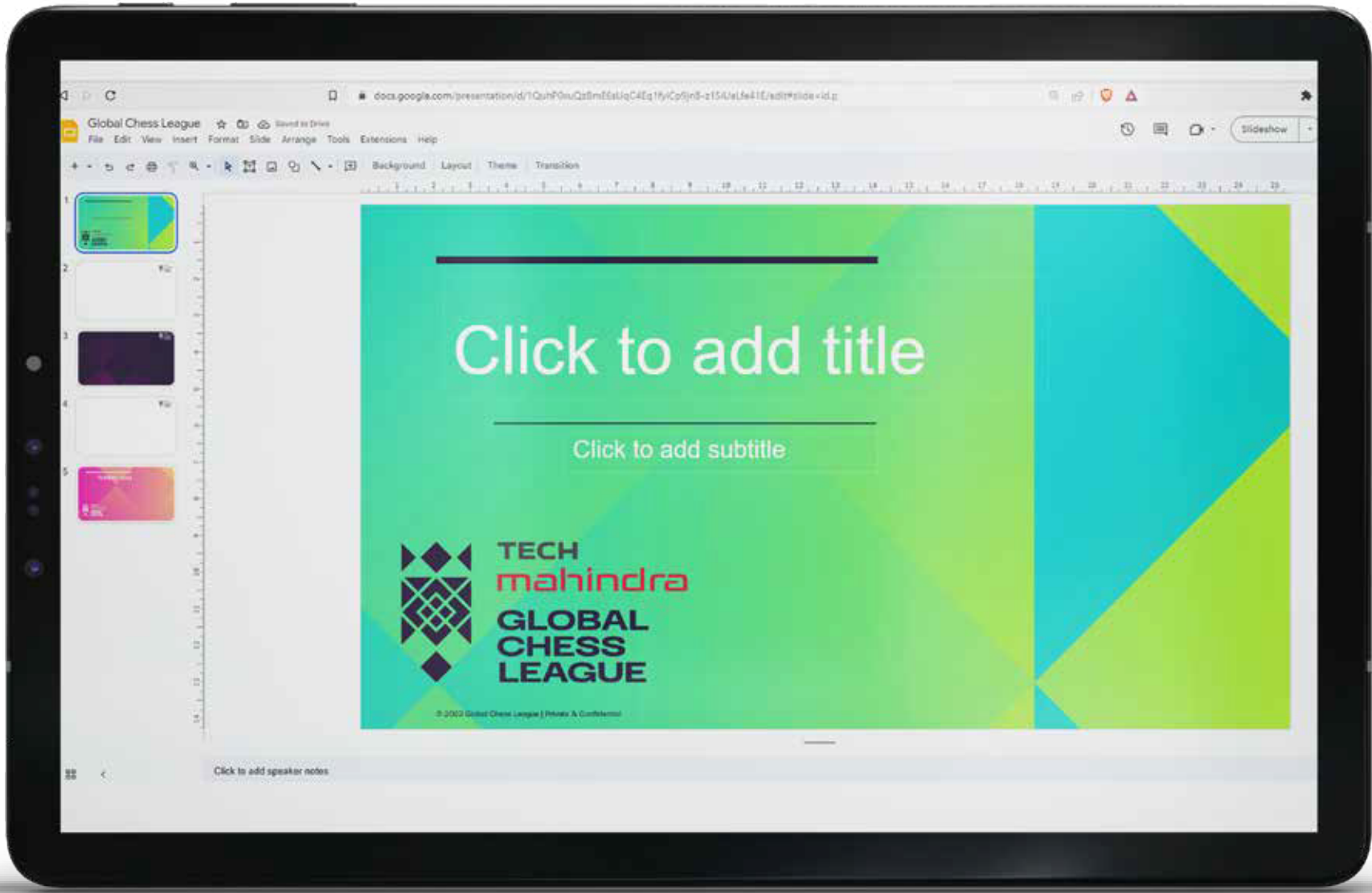
**Title page**

Content page

Divider page

Closer page

Media Backdrop

A special ratio set-up is required for use on any type of media backdrop (ie. press conference, flash interview and clear media backdrops) to maximize the exposure of the brand, Tech Mahindra Global Chess League partners and national supportersin broadcasts.

Backdrop files can be ordered through your designated contact. The final design has to be approved by Single-color prior to going to production.
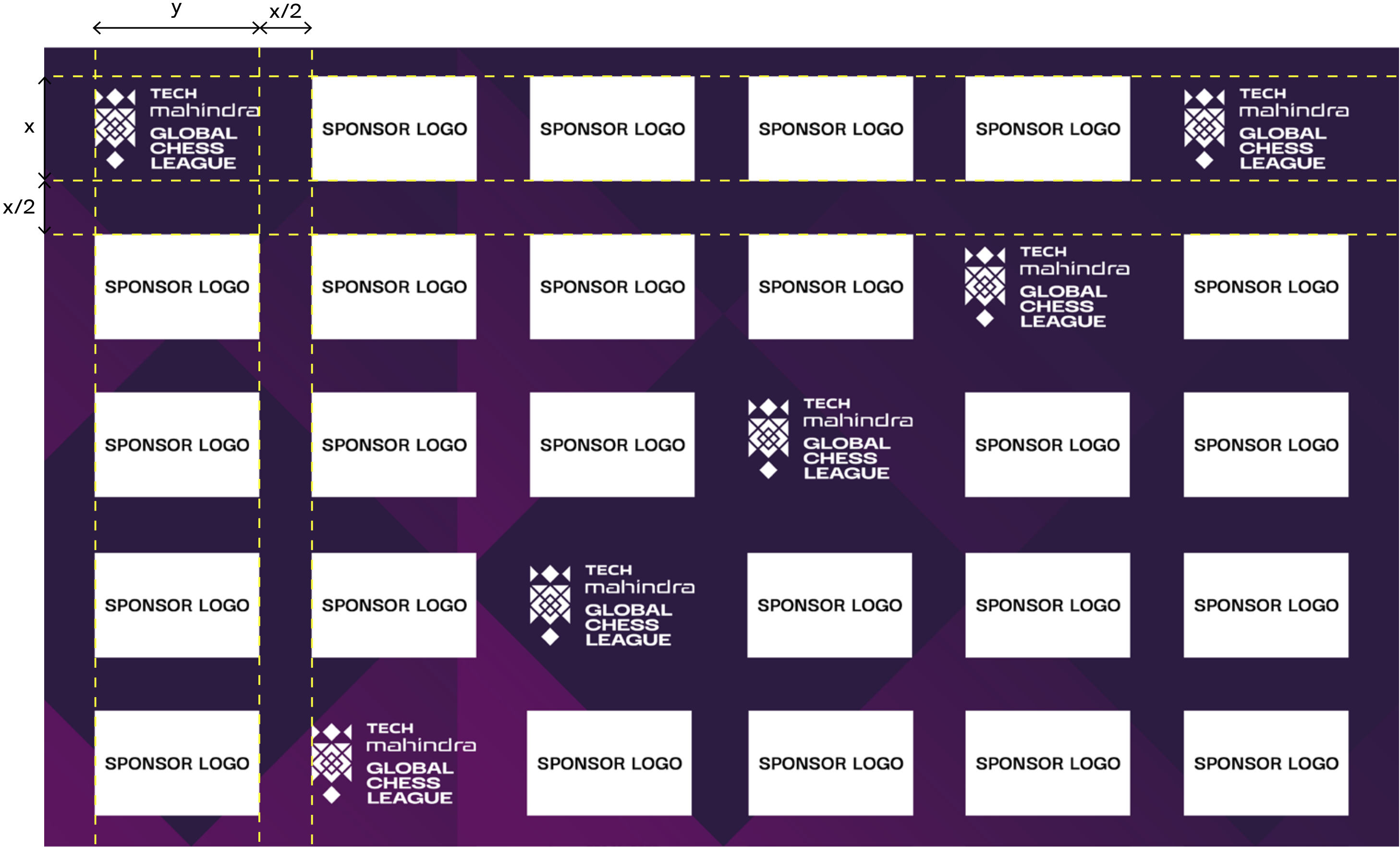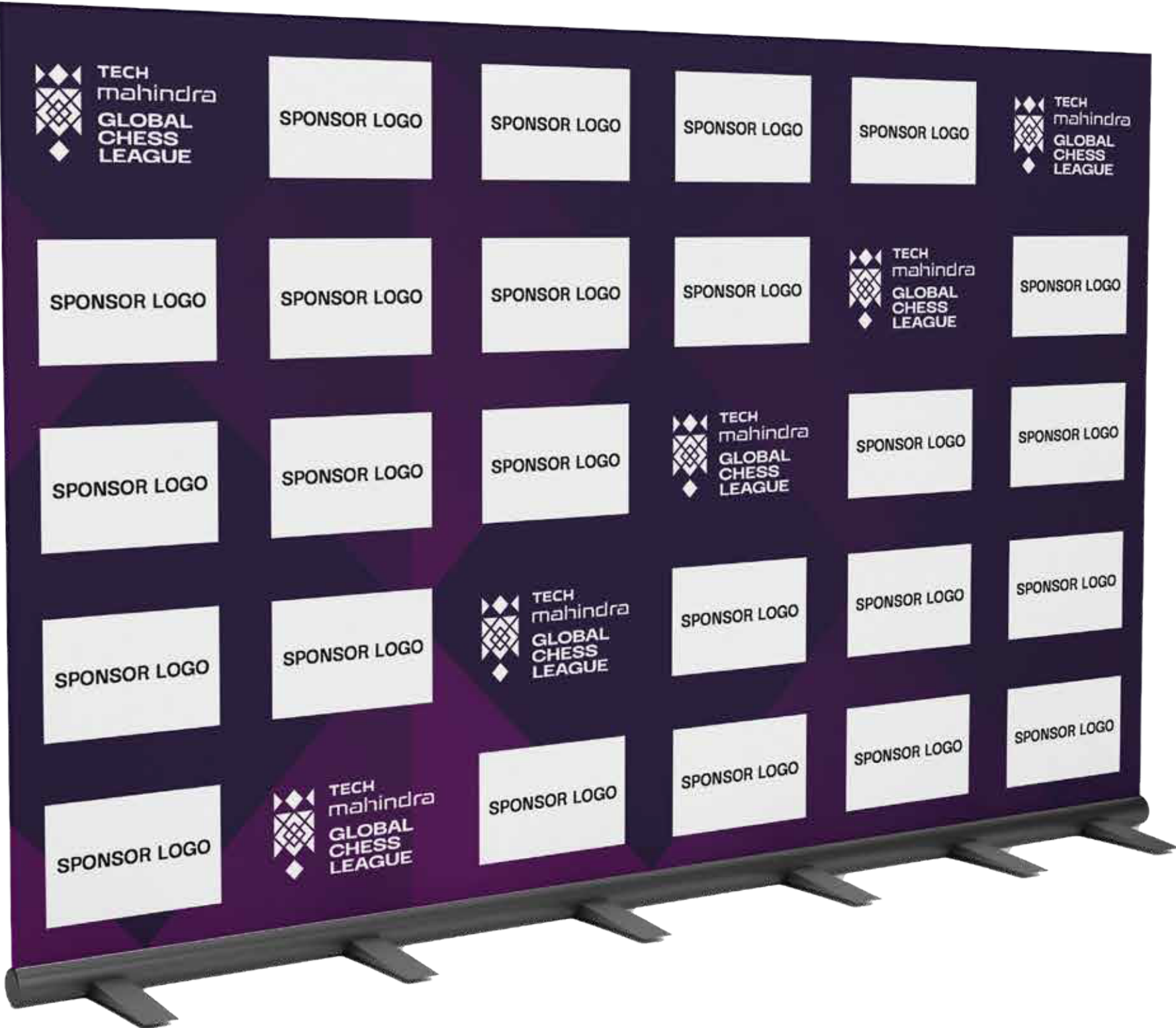
SPECIAL APPLICATIONS

Embroidery

Modified artwork has been created for
embroidery processes to ensure the best
possible reproduction of the official emblem.
Artwork is available in full color as well as
in black solid and white solid.

Backgrounds

Embossing, Engraving and Debossing

Artwork is provided for the most common special application processes. If a selected artwork does not provide the desired result, please try to use a print file instead (eg. for laser engraving). Please note that for all the special applications are shown here, the effect should be reproduced directly onto the substrate; no background color should be added to 'fill' the official emblem.
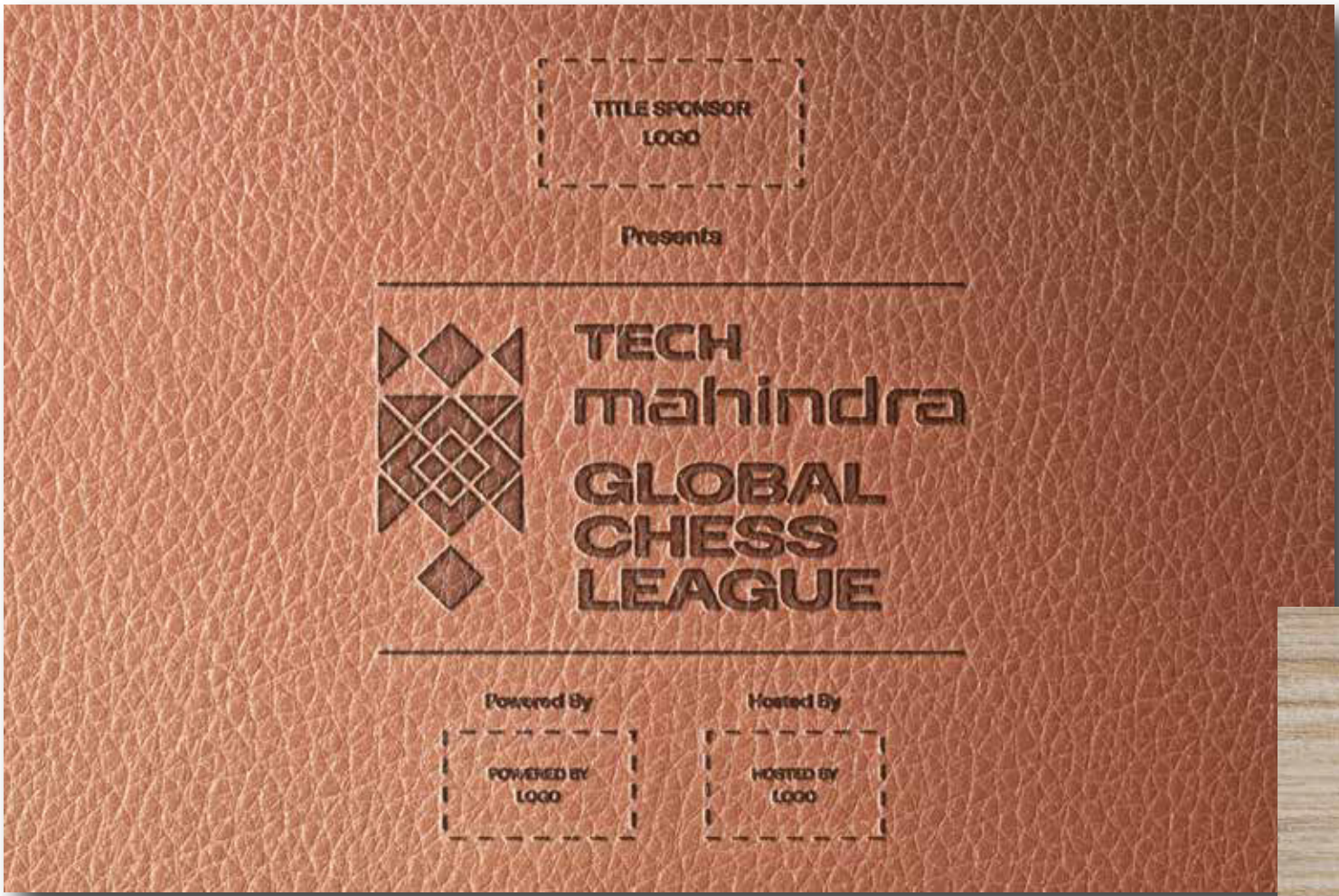
Staff Jersey

T-SHIRT

Position A - Main Logo on front of shirt
The area of the Logo must not exceed
206.45sqcm (32 square inches)

Position B - Upper Right Logo on front of shirt
The area of the Logo must not exceed
64.5sqcm (10 square inches)

Position C - Team Logo on Upper Left Front of shirt
The area of the Logo must not exceed
64.5sqcm (10 square inches)

Position D - FIDE Logo on Right Arm
The area of the Logo not exceed
129sqcm (20 square inches)
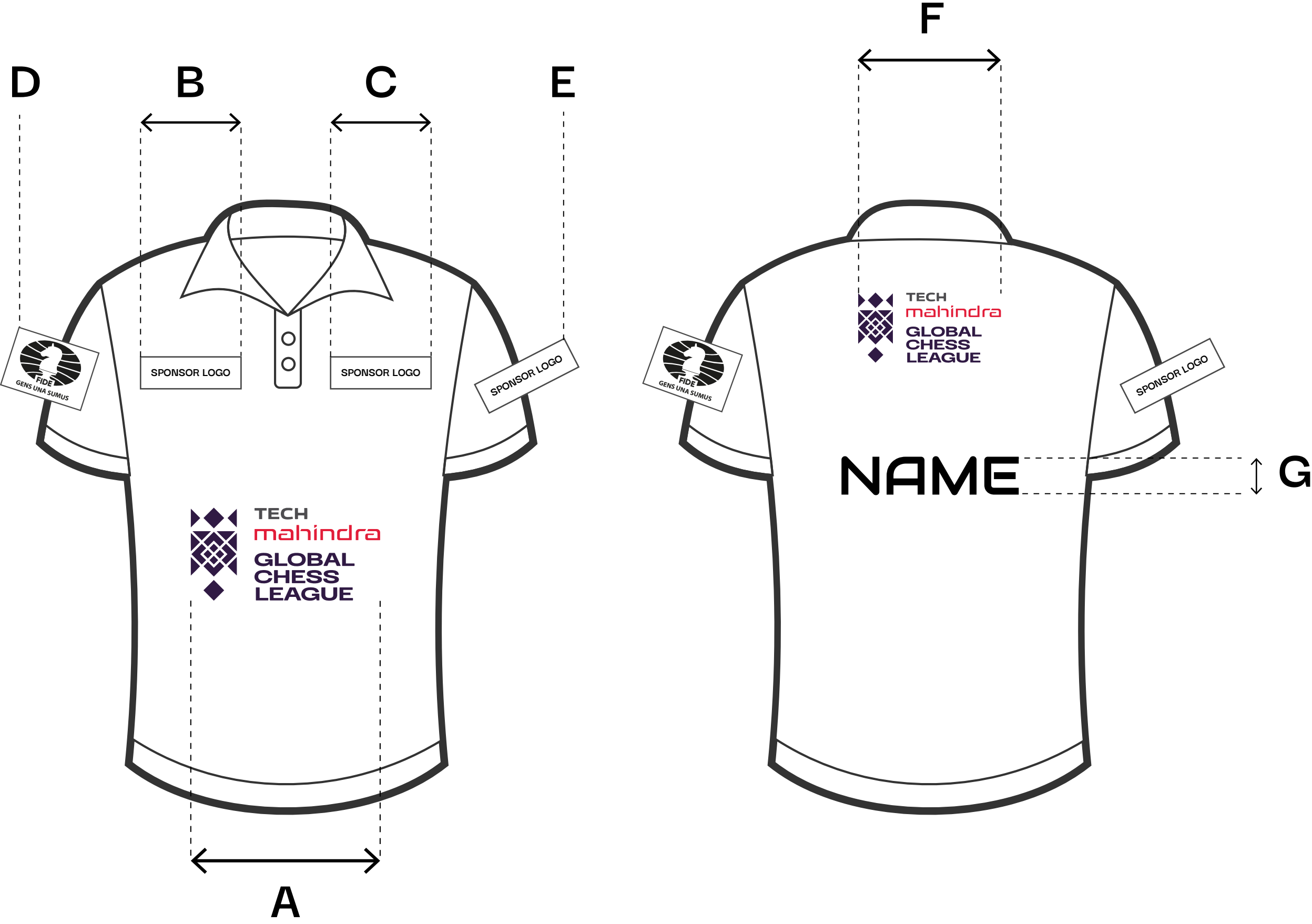
Position E - Logo on Left Arm
The area of the Logo not exceed
129sqcm (20 square inches)

Position F - Main Logo on Upper Back
The area of the Logo must not exceed
206.45sqcm (32 square inches)

Position G - Staff Name
Each letter should be from the English alphabet and
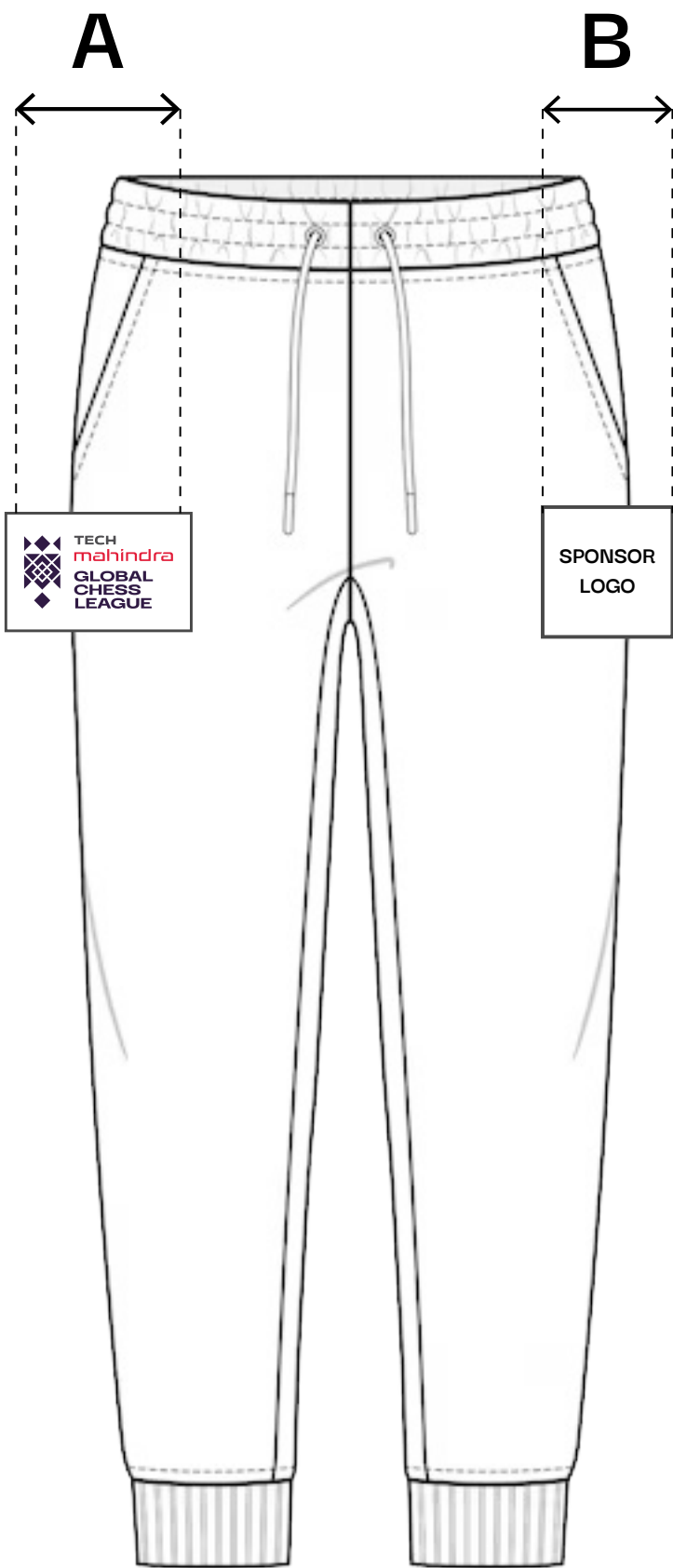be between 5cm to 8cm in height

TROUSER

Position A - Main Logo on Right
The area of the Logo must not exceed
206.45sqcm (32 square inches)

Position B - Sponsor Logo on Left
The area of the Logo must not exceed
206.45sqcm (32 square inches)

A   B

TECH
mahindra
GLOBAL
CHESS
LEAGUE

SPONSOR
LOGO

Left Side

Right Side

Team Jersey

T-SHIRT

Position A - Main Franchise sponsor Logo position on Front of shirt

The area of the Logo must not exceed 206.45sqcm (32 square inches)

Position B - GCL Logo on Front of shirt

The area of the Logo must not exceed 64.5sqcm (10 square inches)

Position C - Team Logo on Front of shirt

The area of the Logo must not exceed 64.5sqcm (10 square inches)

Position D - Team Main Franchise Sponsor Logo Upper Position Right Arm

The area of the Logo must not exceed 64.5sqcm (10 square inches)

Position E - Team Main Franchise Sponsor Logo Lower Position on Right Arm

The area of the Logo must not exceed 64.5sqcm (10 square inches)

Position F - League Powered By Sponsor Logo Upper Position Left Arm

The area of the Logo must not exceed 64.5sqcm (10 square inches)

Position G - League Powered By Sponsor Logo Lower Position Left Arm

The area of the Logo must not exceed 64.5sqcm (10 square inches)

Position H - Player Jersey Number

Each number should be in English numerals between 17cm to 22cm in height

Position I - Player Name

Each letter should be from the English alphabet & be between 8cm to 10cm in height

NOTE: A player's Playing Shirt number may be any number from "1" to "999". Each player's number shall be unique within the franchise playing squad. No number or 0 or a four digit number should be done in discretion with the league.

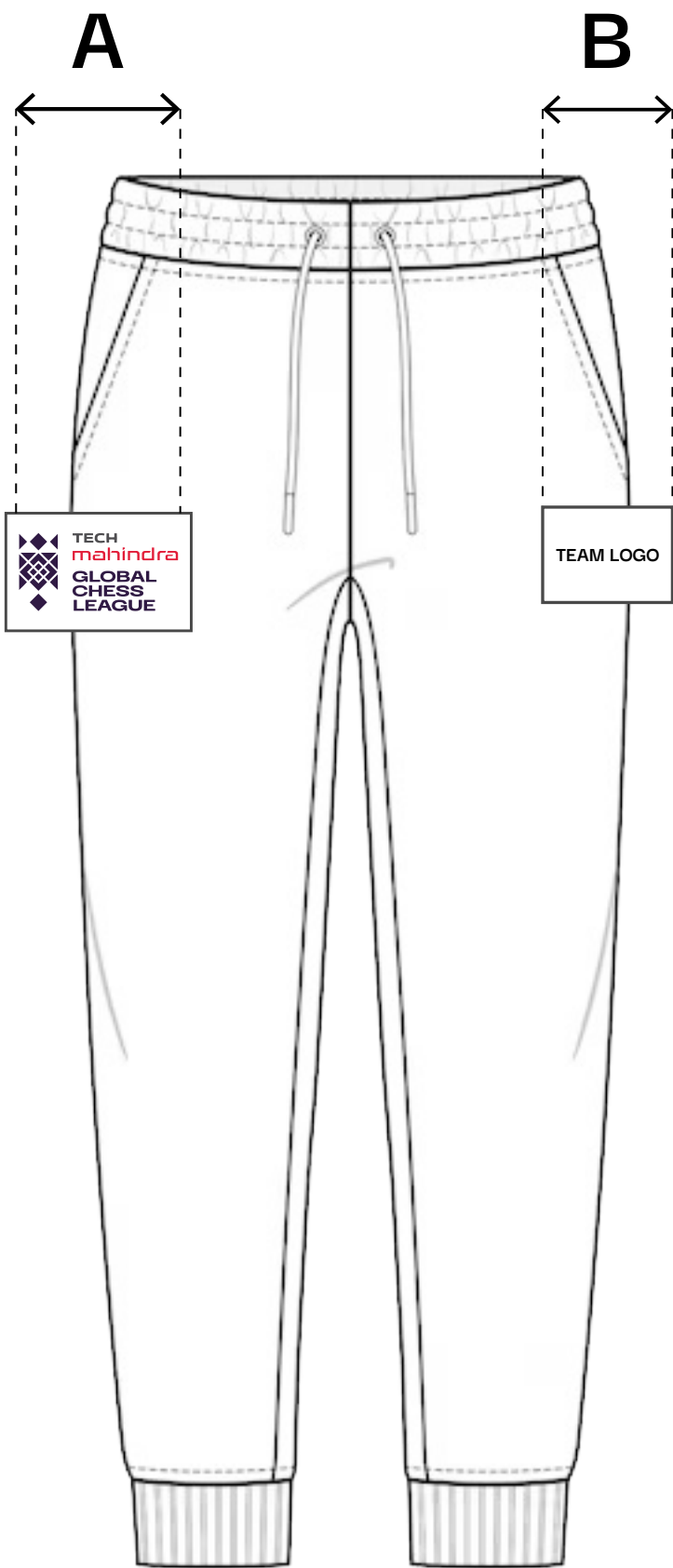**Position J - Team Main Franchise sponsor Logo on Upper Back**
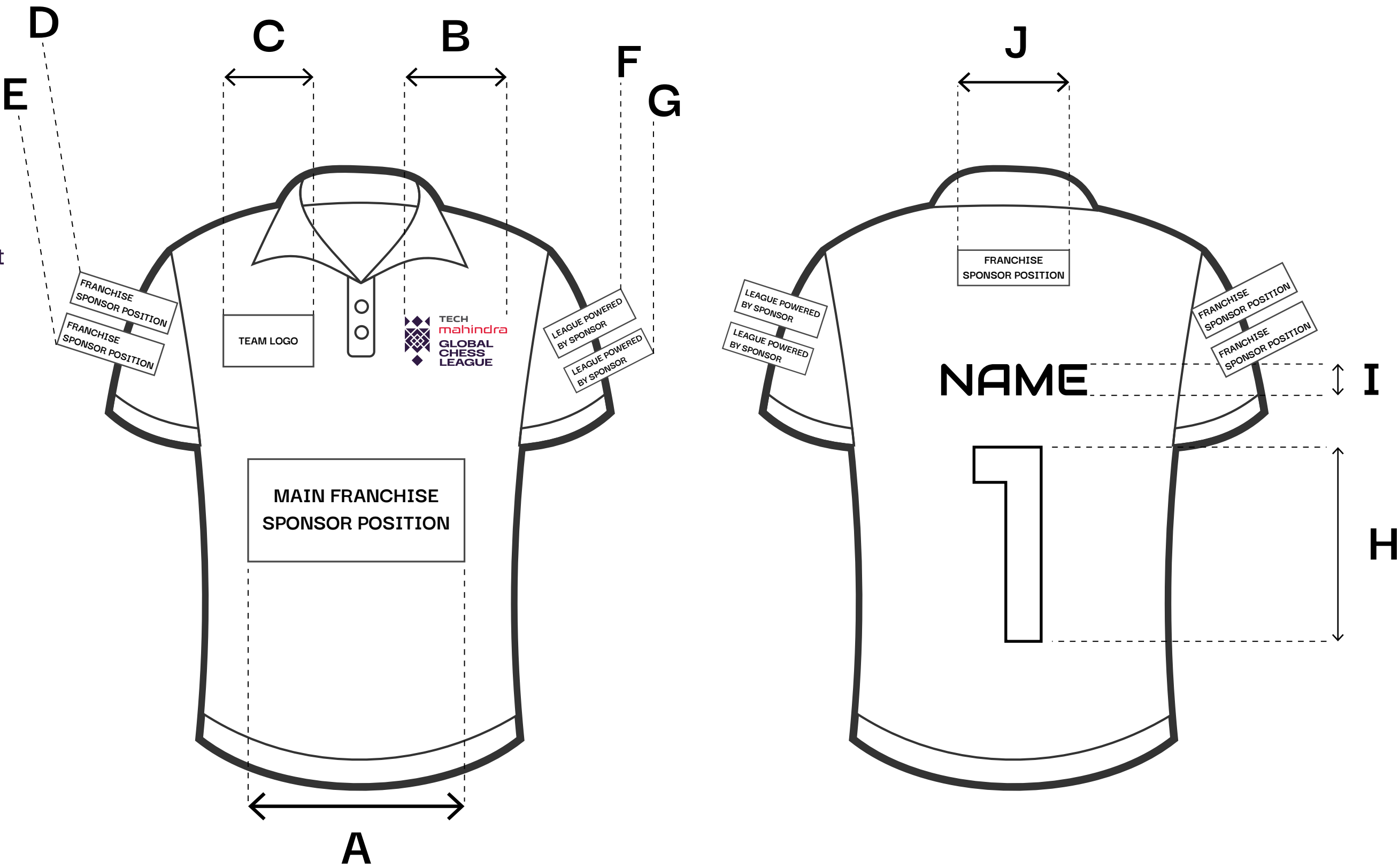
The area of the Logo must not exceed 206.45sqcm (32 square inches)

TROUSER

Position A - Main Logo on Right

The area of the Logo must not exceed 206.45sqcm (32 square inches)

Position B - Sponsor Logo on Left

The area of the Logo must not exceed 206.45sqcm (32 square inches)

A   B

TECH
mahindra
GLOBAL
CHESS
LEAGUE

TEAM LOGO

Left Side

Right Side

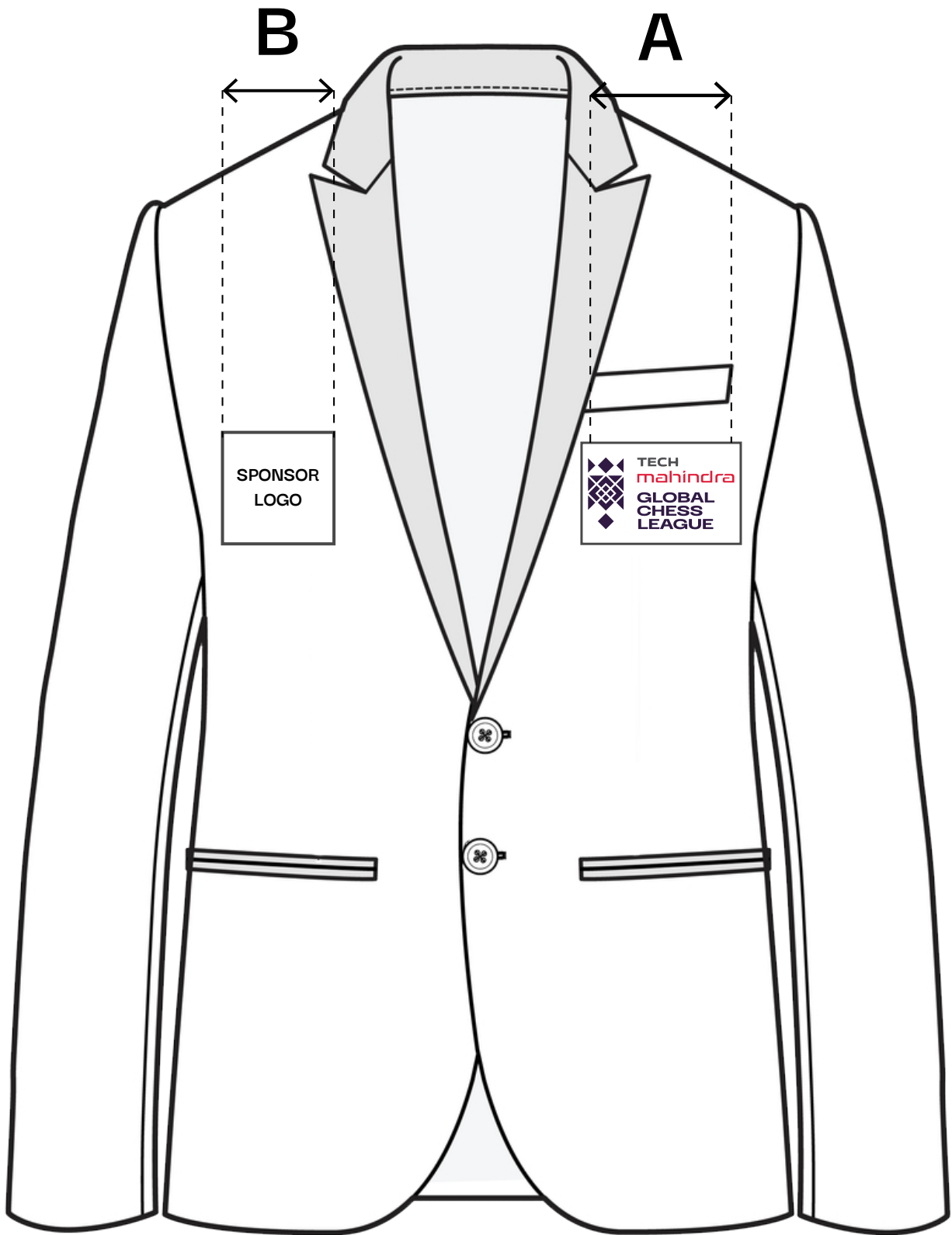TEAM LOGO

TECH
mahindra
GLOBAL
CHESS
LEAGUE

Blazer

Position A - Main Logo on Left

The area of the Logo must not exceed 206.45sqcm (32 square inches)

Position B - Fide Logo on Right

The area of the Logo must not exceed 206.45sqcm (32 square inches)

TROUSER TAG

Position - Main Logo on Left
Recommended Tag size (25mm x 15mm)

Arbiter Uniform

Position A - Main Logo on front of shirt
The area of the Logo must not exceed 206.45sqcm (32 square inches)

Position B - Upper Left Logo on front of shirt
The area of the Logo must not exceed 64.5sqcm (10 square inches)

Position C - Upper Logo on Right Arm
The area of the Logo must not exceed 64.5sqcm (10 square inches)

Position D - Lower Logo on Right Arm
The area of the Logo must not exceed 64.5sqcm (10 square inches)

Position E - Upper Logo on Right Arm
The area of the Logo must not exceed 64.5sqcm (10 square inches)
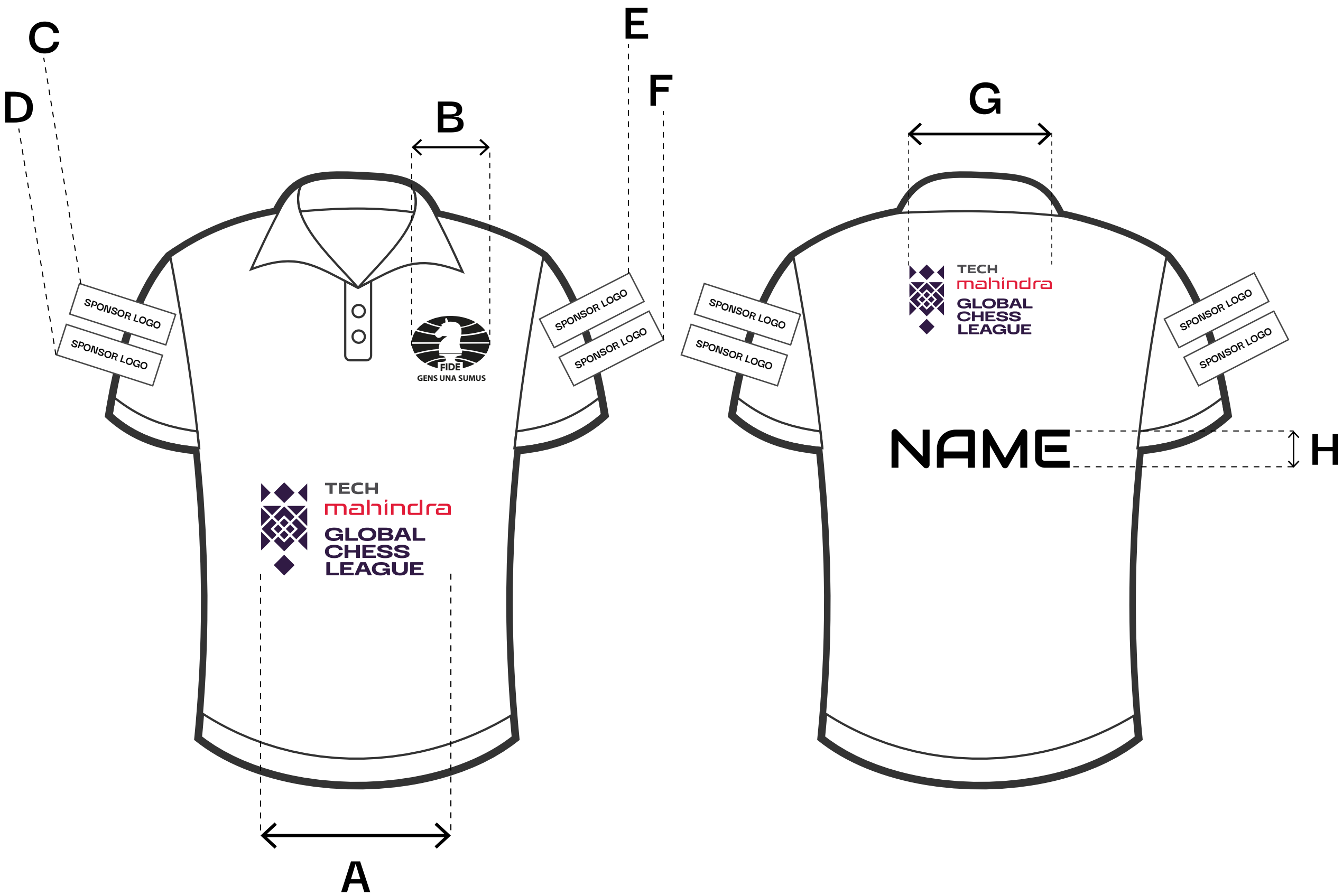
Position F - Lower Logo on Right Arm
The area of the Logo must not exceed 64.5sqcm (10 square inches)

Position G - Main Logo on Upper Back
The area of the Logo must not exceed 206.45sqcm (32 square inches)
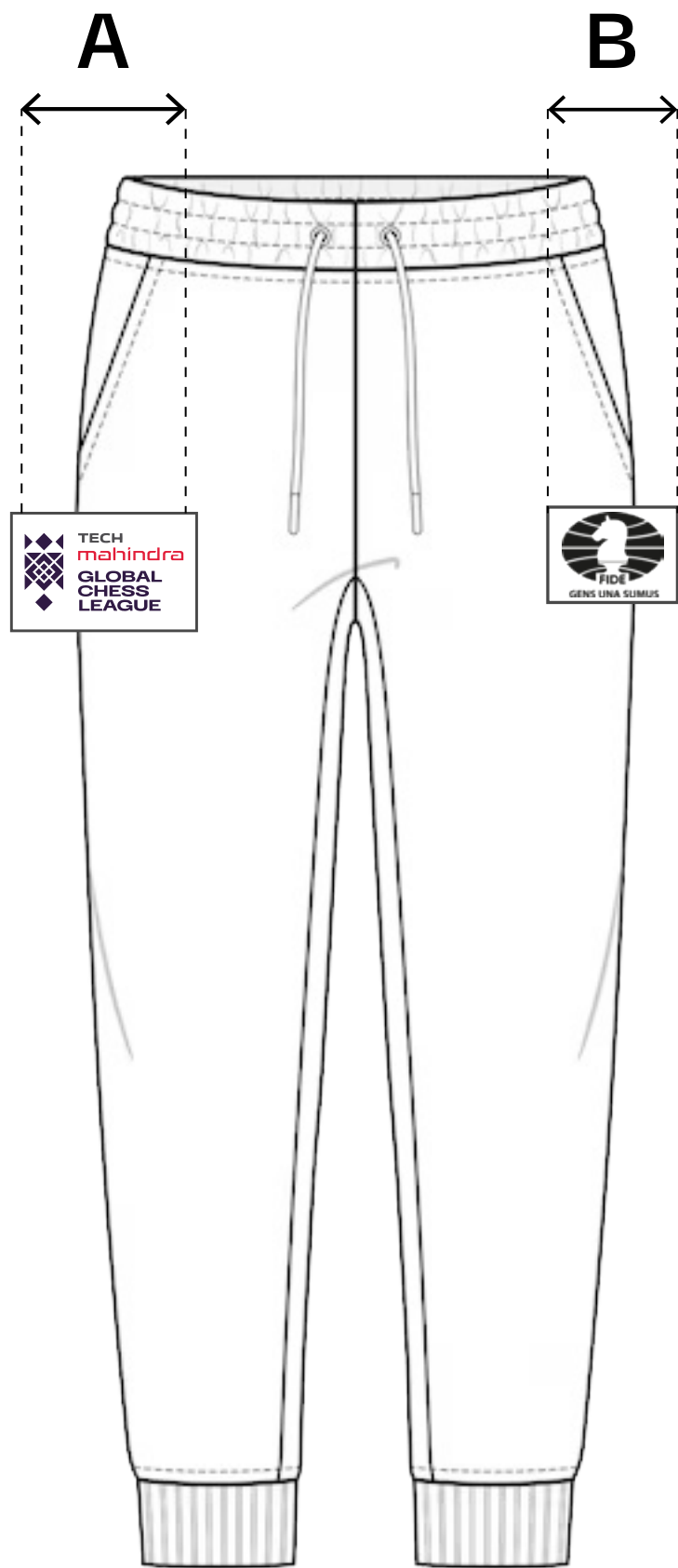
Position H - Arbiter Name
Each letter should be from the English alphabet and be between 5cm to 8cm in height

TROUSER

Position A - Main Logo on Right
The area of the Logo must not exceed 206.45sqcm (32 square inches)

Position B - Sponsor Logo on Left
The area of the Logo must not exceed 206.45sqcm (32 square inches)

A   B

Left Side   **Right Side**
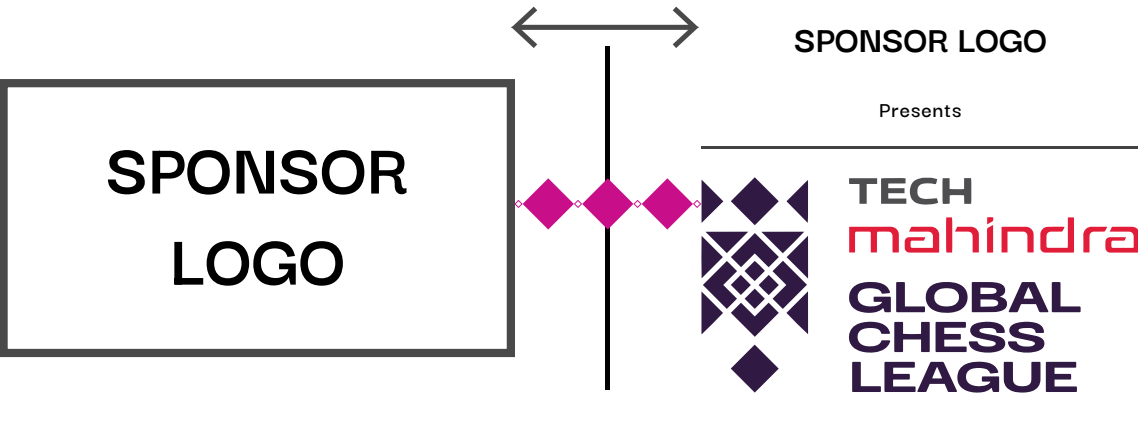
LOGO USAGE FOR SPONSORS AND TEAMS

Digital Usage by Sponsors and Teams

When incorporating our logo into sponsorships, we kindly request GCL logo to be positioned at the top right corner to ensure brand integrity. A dividing line should be present between the GCL and sponsor logos, in order to provide specific care in ensuring spacing tonality. We have prepared a visual representation that exemplifies the ideal placement:

SPACING UNIT

LOGO SPACING

SPONSOR LOGO

SPONSOR LOGO

Presents

1:1 Ratio

4:5 Ratio

16:9 Ratio

9:16 Ratio

Creatives By Sponsors

When incorporating our logo with sponsor logo, we kindly request GCL logo to be positioned at the top right corner to ensure brand integrity. A dividing line should be present between the GCL and sponsor logos, in order to provide specific care in ensuring spacing tonality. We have prepared a visual representation that exemplifies the ideal placement.
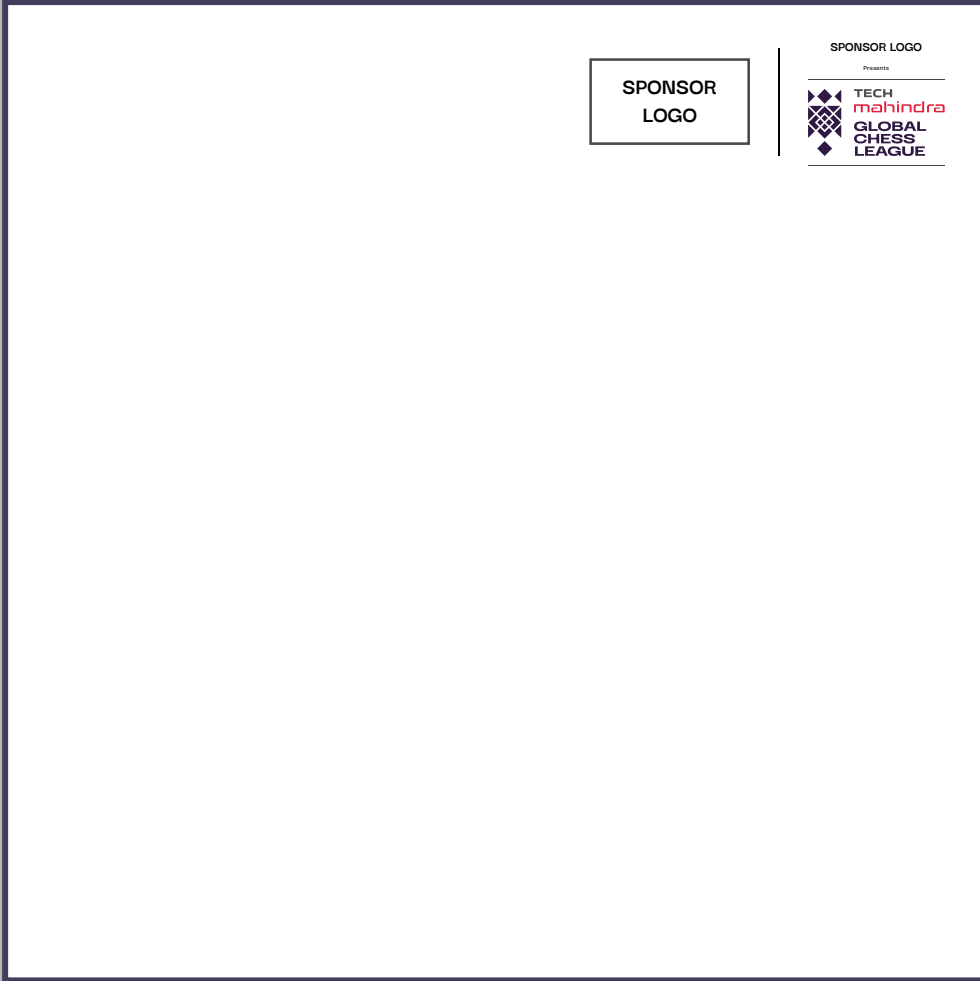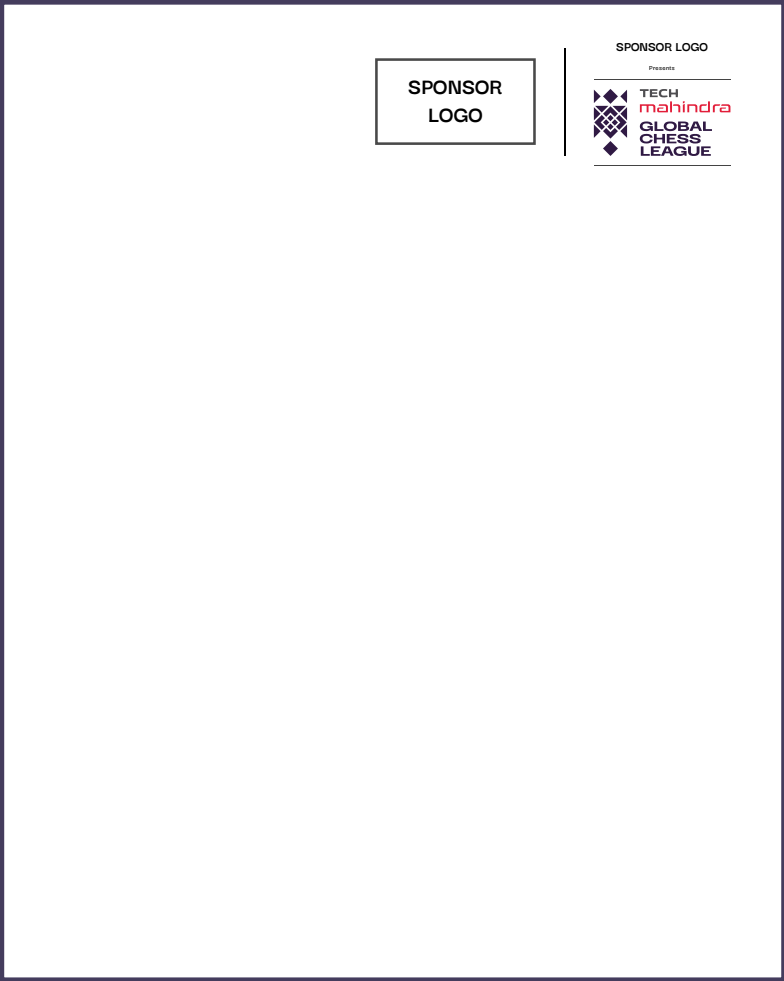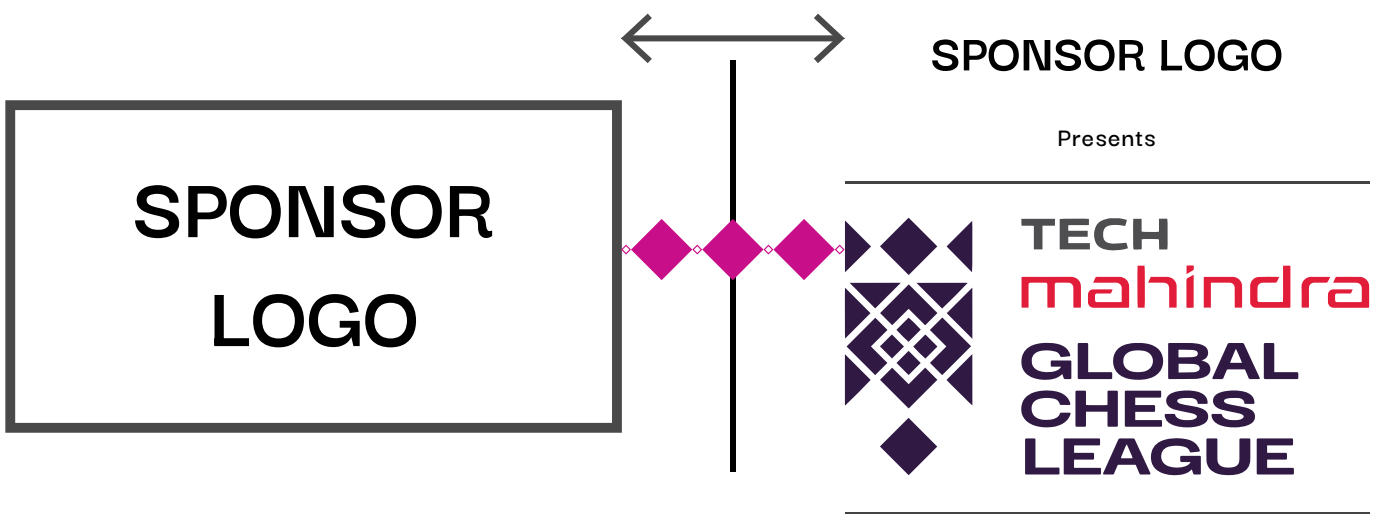
SPACING UNIT

LOGO SPACING

1:1 Ratio

4:5 Ratio

9:16 Ratio

Creatives By Teams

When incorporating our logo with team logo, we kindly request GCL logo to be positioned at the top right corner to ensure brand integrity. A dividing line should be present between the GCL and team logos, in order to provide specific care in ensuring spacing tonality. We have prepared a visual representation that exemplifies the ideal placement.
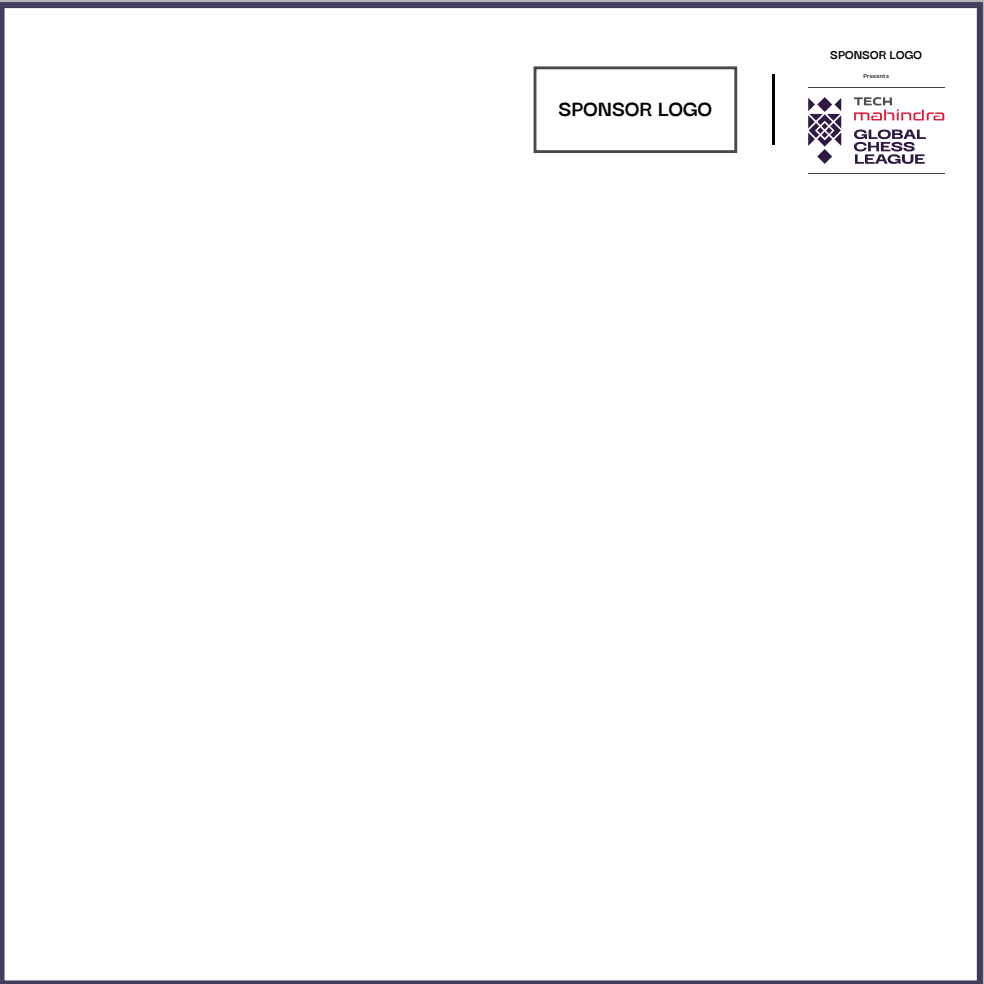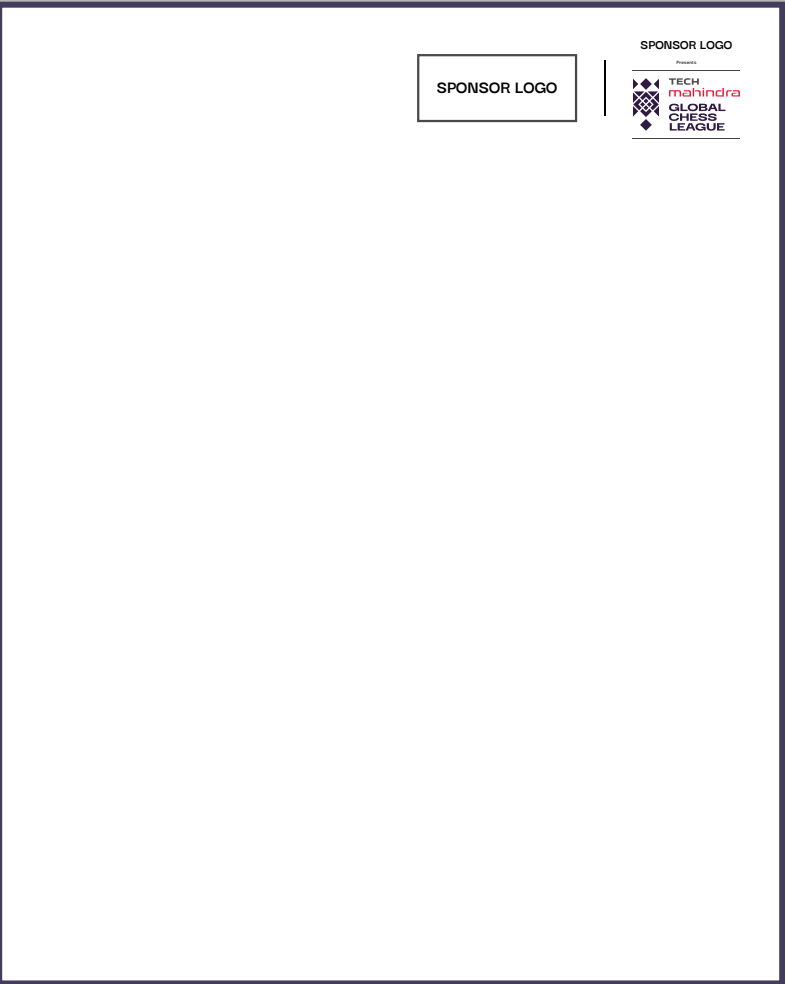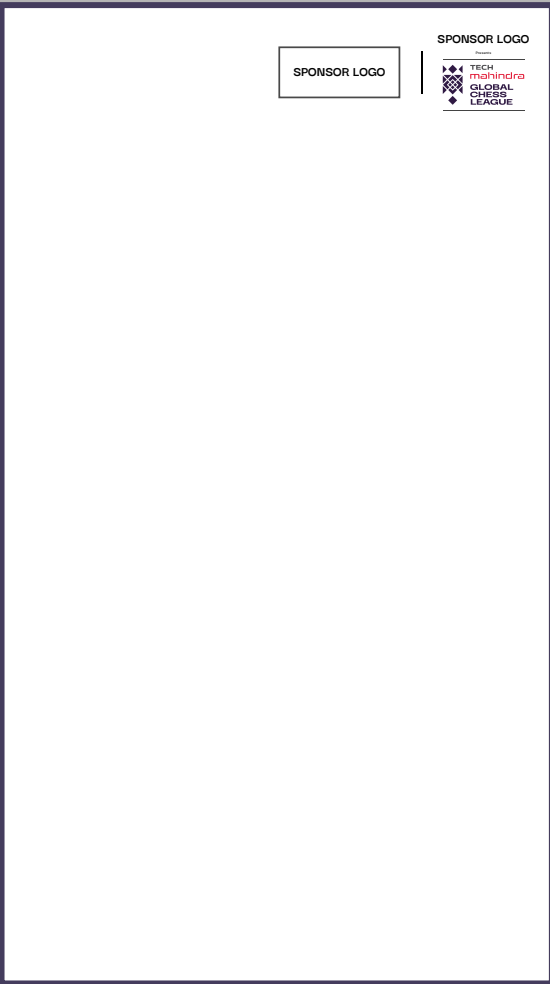
SPACING UNIT

LOGO SPACING
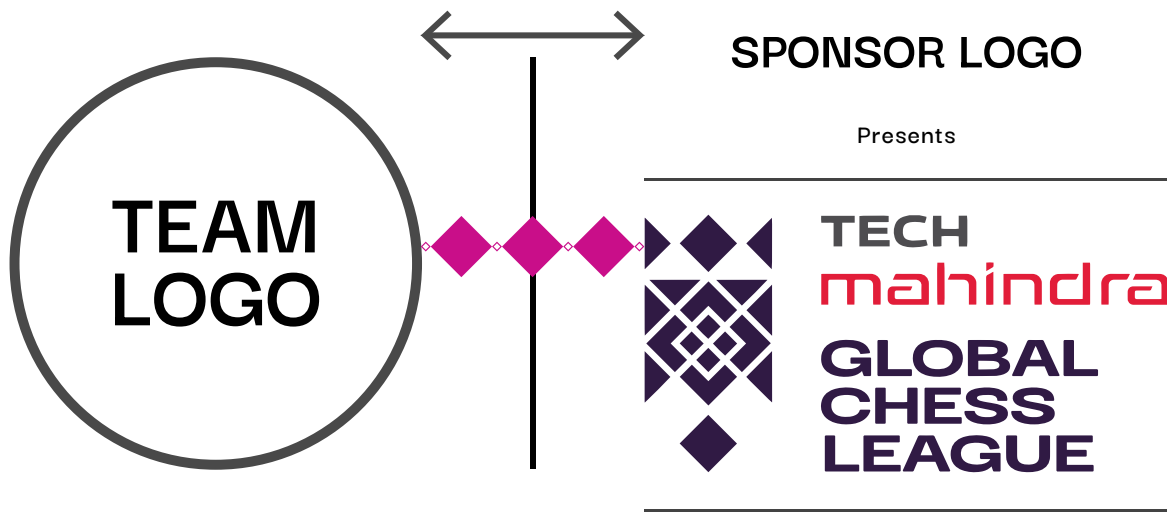

1:1 Ratio
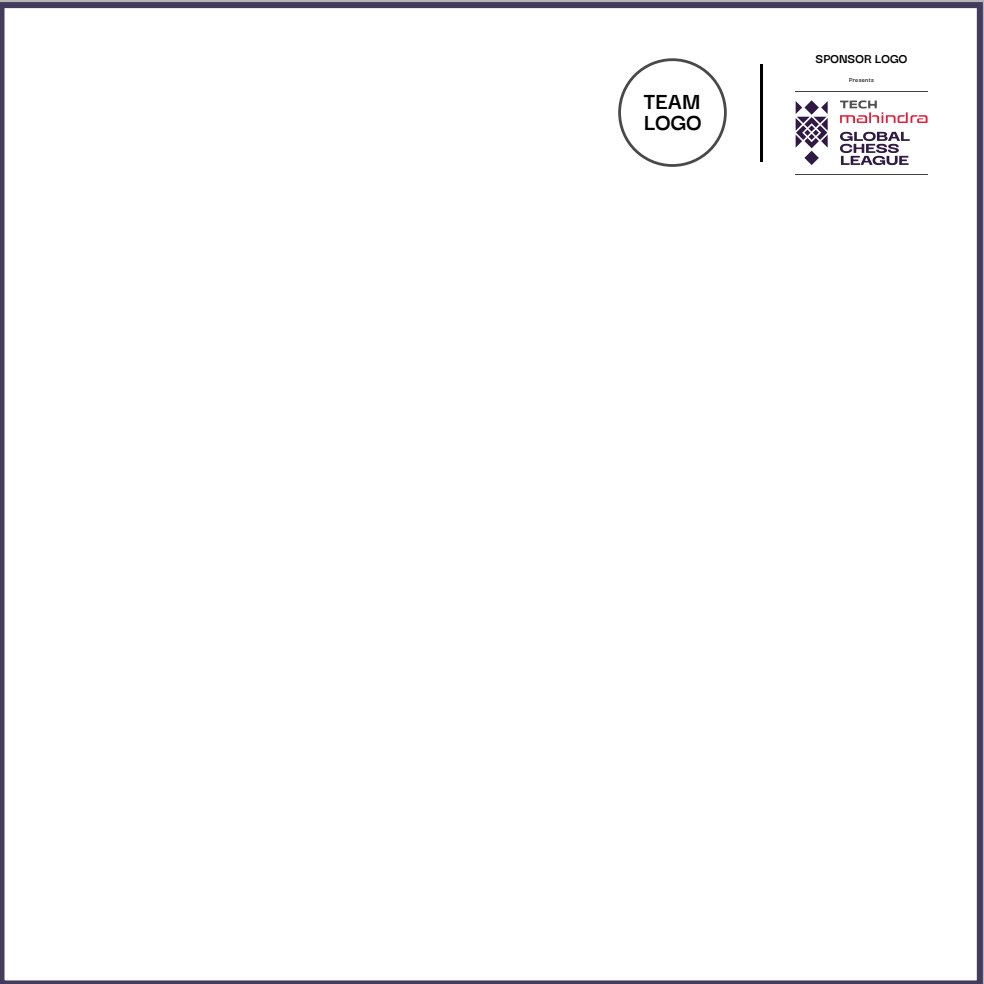
4:5 Ratio

9:16 Ratio
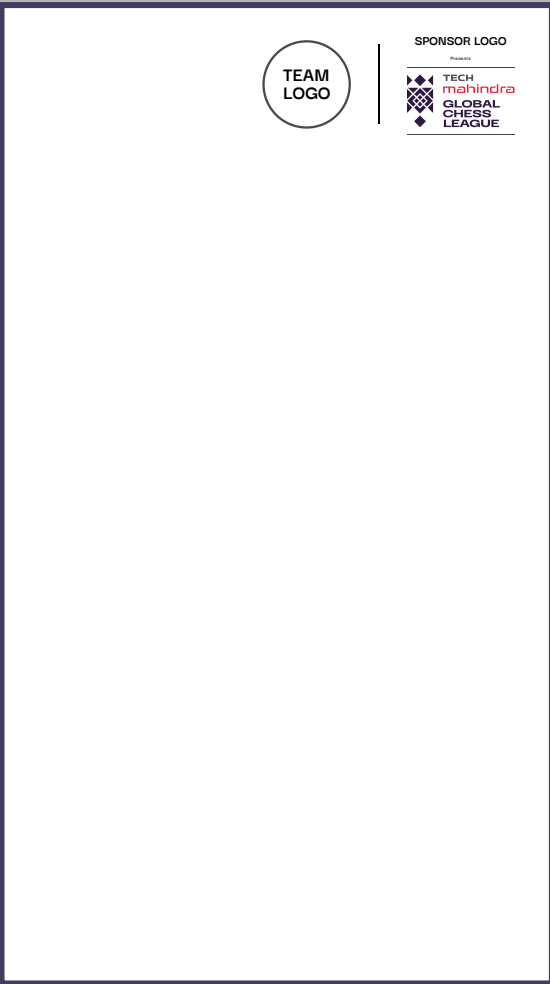
Sponsor Video End Plate

When incorporating our logo in the video end plate, the order of elements should be as illustrated. The elements should be centered within the frame, regardless of the video's aspect ratio to maintain a visually balanced composition.

Frame 01

A Joint Initiative By

TECH mahindra | FIDE GENS UNA SUMUS

Frame 02

Hosted By

SPONSOR LOGO

Frame 01

SPONSOR LOGO

Presents

TECH mahindra GLOBAL CHESS LEAGUE

Team Video Endplate

Frame 01

A Joint Initiative By

TECH mahindra | FIDE GENS UNA SUMUS

Frame 02

SPONSOR LOGO

Presents

TECH mahindra GLOBAL CHESS LEAGUE

Frame 03

Hosted By

SPONSOR LOGO

Frame 04

Powered By

| SPONSOR LOGO | SPONSOR LOGO |

Premium Sponsors

| SPONSOR LOGO | SPONSOR LOGO |

Frame 05

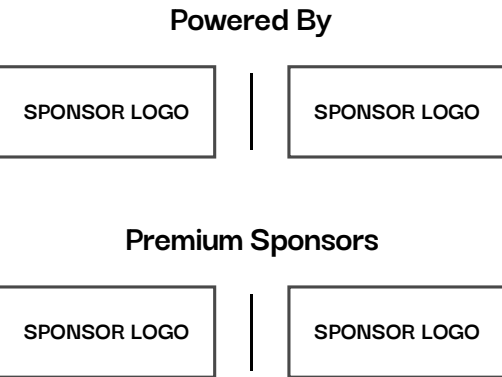| Sponsor Title	Sponsor Title	Sponsor Title
SPONSOR LOGO	SPONSOR LOGO	SPONSOR LOGO
Sponsor Title	Sponsor Title	Sponsor Title
SPONSOR LOGO	SPONSOR LOGO	SPONSOR LOGO
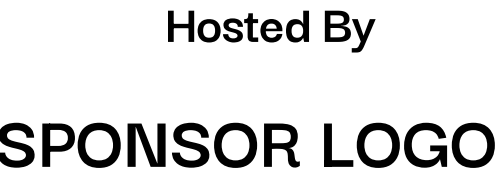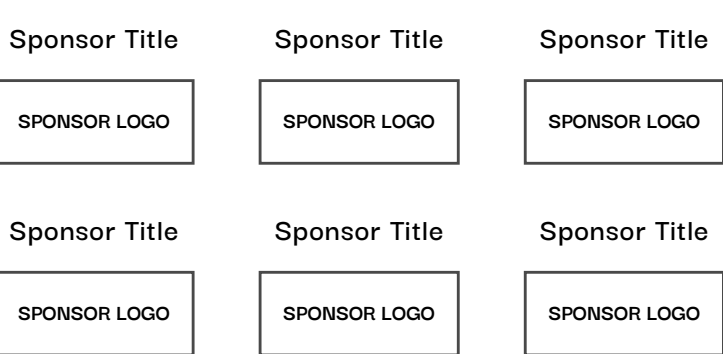
GCL Social Media Carousel

While ending the carousel, our logo units should be in the order as illustrated. The elements should be centered within the frame, regardless of the aspect ratio to maintain a visually balanced composition.

Hosted By

SPONSOR LOGO

FIDE
GENS UNA SUMUS

Main Sponsor Frame

Powered By

| SPONSOR LOGO | | SPONSOR LOGO |

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OOH Template

In order to maintain a consistent and professional visual identity, we have established a set of guidelines for logo usage and placement.

When it comes to incorporating team logos, it is important to position them in the right column of the creative. On the other hand, sponsor logos should be prominently displayed in the bottom section of the entire creative.

By following these guidelines, we can elevate our brand presence and present a cohesive image that resonates with our audience. Please note that the Tech Mahindra Global Chess League logo will occupy 20-25% of the space on the creative.

16:9 Ratio

1:1 Ratio

5:4 Ratio
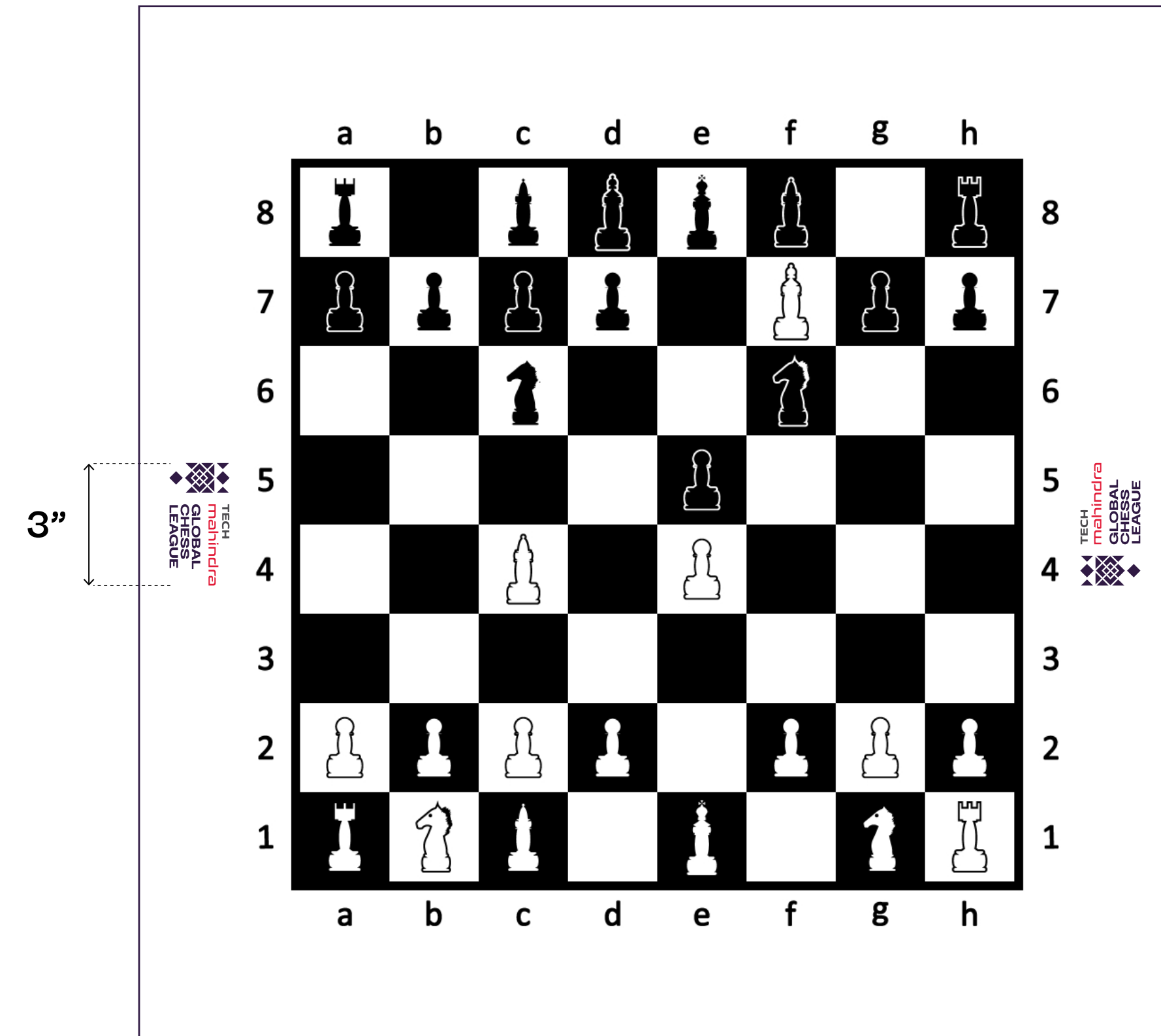
PREMIUMS

Chess Board

Score Sheet

Official FIDE Logo along with the GCL Logo has to be placed in the top left corner of the score sheet.

Sponsors logo to be accommodated at the bottom of the page in a particular ratio.

TECH mahindra GLOBAL CHESS LEAGUE | **FIDE GENS UNA SUMUS**

OFFICIAL SCORE SHEET

Event					Date			
Round		Board			Section		Opening	
White					Ranking			
Black					Ranking			
Time Control					Pairing No.			

#	White	Black	#	White	Black	#	White	Black
1			21			41		
2			22			42		
3			23			43		
4			24			44		
5			25			45		
6			26			46		
7			27			47		
8			28			48		
9			29			49		
10			30			50		
11			31			51		
12			32			52		
13			33			53		
14			34			54		
15			35			55		
16			36			56		
17			37			57		
18			38			58		
19			39			59		
20			40			60		

Results: ☐ White Won ☐ Black Won ☐ Draw Duration:

Signatures: Signatures:

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APPENDIX

Using The Artwork Files

Artwork is available on the GCL Digital Archive. There are different sizes of artwork available for use to enable best reproduction.

AI files
· Adobe® Illustrator® CC series users should work with the AI files. This will provide a broader range of design options.
· Users working with an Adobe® Illustrator® version lower than the CC series should work with the EPS file as described below.

EPS files
· These vector graphics can be opened in Adobe® Illustrator® CS or higher and can be placed in any layout software.
· Please take care when opening EPS files in Freehand or CorelDraw as the quality of the artwork may be lost.
· Some artwork in Encapsulated PostScript (EPS) format may not be provided with an image preview.
· In order to resize the Vector Graphics in Adobe® Photoshop® without loss of quality, please place the EPS files as vector smart objects.
· If opening these files in Adobe® Photoshop®, please rasterize them to 300 dpi at their end size of use.

PSD Files
· These pixel graphics can be opened in Adobe® Photoshop® and can be placed in any layout software.
· The files contain several layers which can be de-selected if appropriate.

Vector graphic (EPS/AI)

Usage Parameters

This brand manual can only be used by authorized parties who have been granted the necessary rights by GCL or appointed representatives.

Check your agreement
Check your agreement
Please check your agreement to confirm your access and usage rights to the official marks and artwork visualized in this brand manual and provided on the GCL Digital Archive. Official marks and artwork presented in this manual is not necessarily accessible to all parties, due to variations in agreements and contractual rights.

Always follow the brand manual
Observe the best practice layouts provided in the manual and please understand that the manual does not seek to describe all possible applications, but provide examples and instructions that can be translated into a wide variety of scenarios.

The manual can change and evolve
This manual has been created as a guide only and GCL reserves the right to make future amendments or updates to this document. Check the edition reference on the title page.

Approvals for all applications
All applications and uses of the official emblem artwork must be submitted to your designated contact for approval prior to release or distribution in accordance with the approval process.

GCL Digital Archive
Only use artwork files from GCL's online platform never recreate or modify the artwork.

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Official typeface (licensed software)
Darker Grotesque is not supplied with the artwork files, it must be obtained from the license owners.

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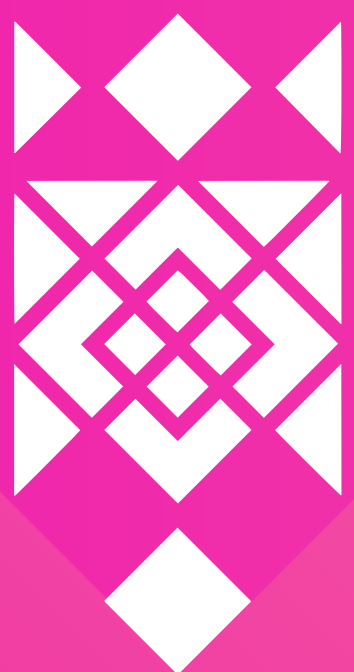
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Viewing the manual
If this manual is viewed on-screen or this file is printed from your computer, colors, sizes, and resolution may not be represented accurately.

THANK YOU

**TECH
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