

A detailed wireframe model of a quadcopter drone is centered in the background. The drone's frame, arms, and propellers are rendered as a complex network of white lines on a black background. The propellers are positioned in a way that suggests motion or a specific flight configuration. The overall aesthetic is technical and futuristic.

EREADRONE

AN ESPORT DRONE SIMULATOR

PressKit

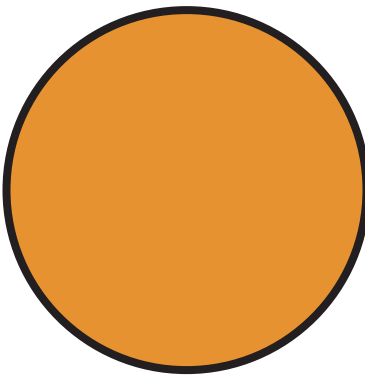
July 2024

PressKit v0.7

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Our colors



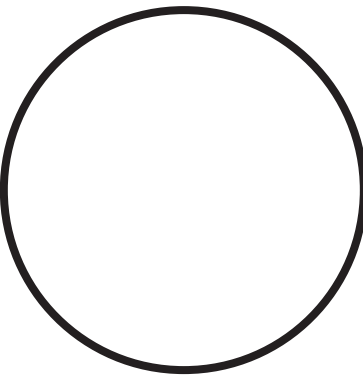
Primary color

RGB(231,146,48)
#E79230
CMYK(0,33,72,9)



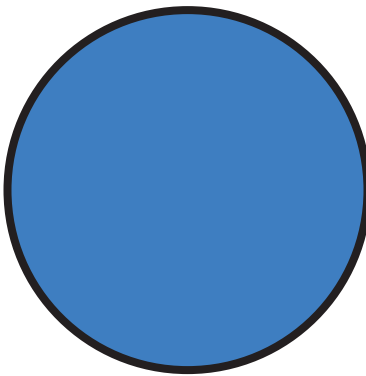
Secondary color

RGB(25,25,25)
#191919
CMYK(0,0,0,90)



White

RGB(255,255,255)
#FFFFFF
CMYK(0,0,0,0)



FAI Color

RGB(41,135,240))
#2987F0
CMYK(84,44,0,6)

Our fonts – location : Presskit/Document fonts

Titles &
Large texts

LE MANS

Small texts
(Media&Communication)

EXO

EXO

EXO 2

EXO 2

For minor information
or which aims to have a video game effect

YEAGER

YEAGER

YEAGER

Body Text
(Website&Document)
More official

Source sans

Source sans

For numeric, variable or
time values.

ProFontWindows

Presentation

EreaDrone is a cutting-edge drone simulator developed in collaboration with the ISAE-ENSMA and in partnership with the FAI. Our mission is to offer an immersive, competitive, and multiplayer drone racing experience. To achieve this, it is crucial that our visual identity reflects our commitment to innovation, precision, and community.

In this charter, you will find detailed information on our logo usage, color palette, typography, imagery, and other visual elements. By adhering to these guidelines, we ensure consistency across all platforms and materials, reinforcing EreaDrone's brand identity and helping us connect with our audience effectively.

Concept Art – location : Presskit/ConceptArt



Figure 1 - Watercolour by Dibikaa.png



Figure 2 - Artboard 4.png

Trailer – location : Presskit/Trailer



Figure 3 - 2024 eDrone Presentation



Figure 4 - 2023 Launching Trailer

Logotype – location : Presskit/Logotype



Figure 5 - logo_horizontal_dark_2@4586x430.png

Variation of the logotype – location : Presskit/VariationLogotype



Figure 6 - LOGO - Long Darker - Pride 2.png

Icons – location : Presskit/Icons



Figure 7 - Gamelcon.png



Figure 8 - icon_shadow@1424.png



Figure 9 - icon_text@1424.png



Figure 10 - ICON - _Shadow Pride.png

(For Black,Dark and colored background)

Logotype – location : Presskit/Logotype



Figure 11 - logo_horizontal_light@4586x430.png

Variation of the logotype – location : Presskit/VariationLogotype



Figure 12 - LOGO - Long Light - Pride 2.png



Figure 13 - logo_horizontal_white@4586x430.png

Icons – location : Presskit/Icons



Figure 7 - Gamelcon.png



Figure 8 - icon_shadow@1424.png



Figure 9 - icon_text@1424.png



Figure 10 - ICON - _Shadow Pride.png

Interdictions



Dedicated logo for dark background



Do not put a border



Dedicated logo for colored background



Don't place over busy background



Don't change the color



Don't add effects



Don't rotate



Don't stretch

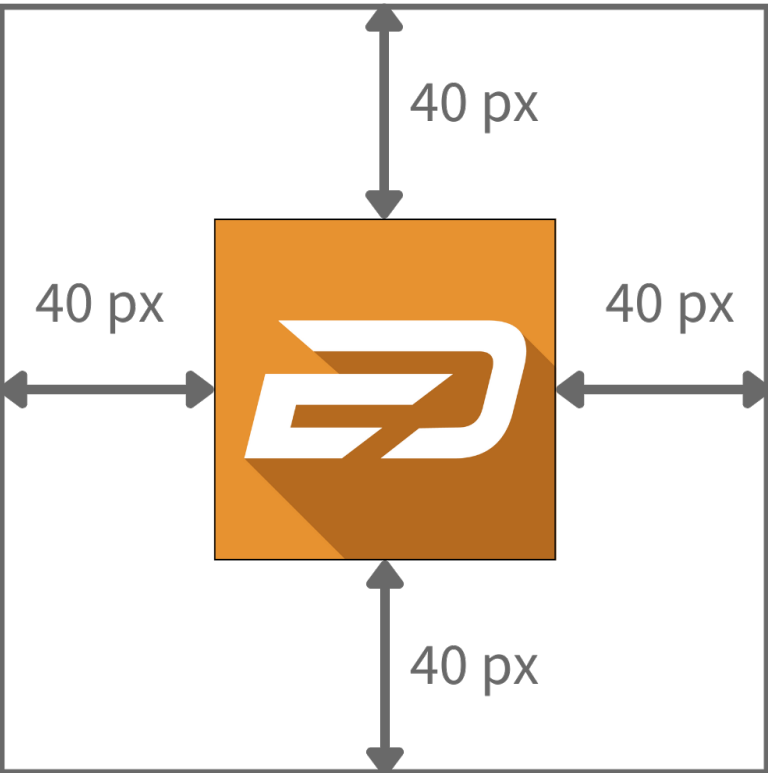
Clear space for horizontal logo

Whenever you're using the logo, make sure you're giving it enough breathing room to stand out. Try to keep at least the space of the letter "E" away from "EREA" stacked on all four sides like you see here.



Clear space for square logo

Whenever you use the logo, make sure you give it enough space to stand out. Try to keep at least 40px space around our logo.



EreaDrone's logo exists in two ratios: Horizontal and Square

The Horizontal version is the mainly used ratio and must be used whenever it is possible to use it, while the Square version must be used only when the Horizontal cannot be used.

For example, for social network avatars/profile pictures, icons, etc

Assets for composition – location : Presskit/Assets



Figure 13 - TrackPath

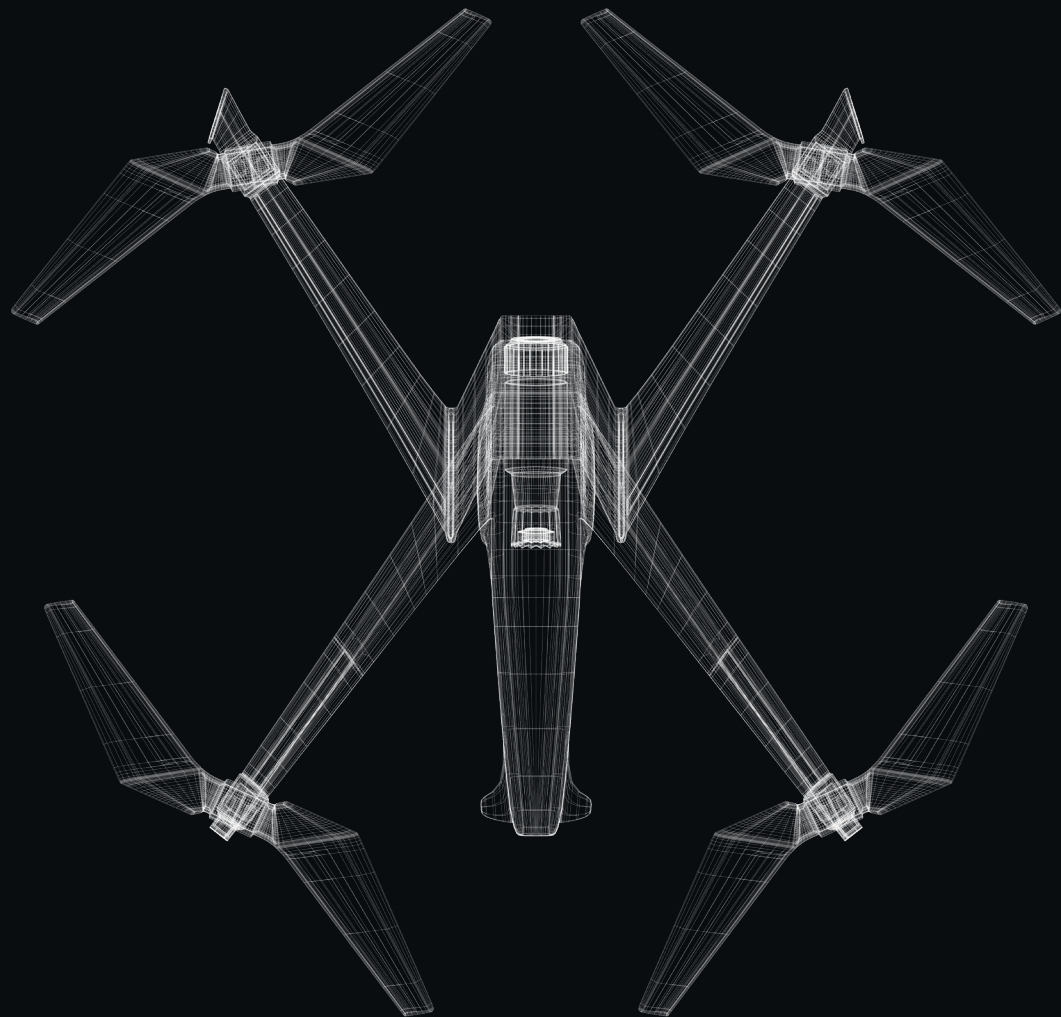


Figure 14 - Drone Wireframe



Figure 15 - SciFi Band



Figure 17 - SciFi Circle

Figure 16 - SciFi Lines

Wallpaper/Background – location : Presskit/Wallpaper&Background



Figure 18 - Background launch ereadrone



Figure 19 - Background (3840x2160)



Figure 20 - Cover for youtube



Figure 21 - Background for facebook post

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