

Brand Identity

October, 2020

Our brand

Origins

Over the last several years, the modding of video games has skyrocketed to exciting new levels, that have inspired content creators around the world to come together and share in their knowledge and experiences

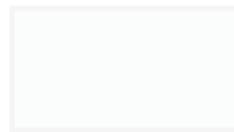
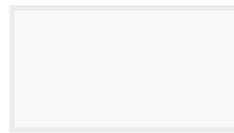
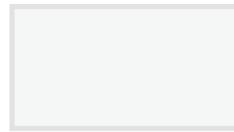
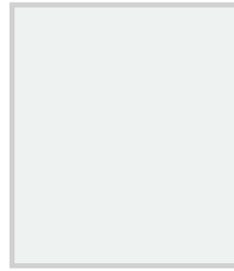
2KM is a WWE 2K modding hub that has been built by the community, for the community. The first of its kind, **2KM** is a database that stores, showcases and celebrates the creative works of some of the most talented content creators in the WWE 2K community.

Color Guide

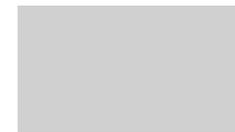
#E21445



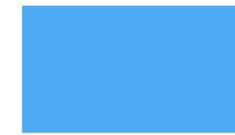
#EEF3F1



#171616



#2196F3



Typography

Header text weight

Aa

Sub header text weight

Aa

Body text weight

Aa

Font specimen

Pro
Wrestling

Logo variations

Primary



Secondary



Our logo

Usage

The 2KM marks includes the 2KM name and logo, and any word, phrase, image, or other designation that identifies the source or origin of any of 2KM's platforms. Please don't modify the marks or use them in a confusing way, including suggesting sponsorship or endorsement by 2KM, or in a way that confuses 2KM with another brand (including your own).

Logo and wordmark



Monochrome logo and wordmark



Icon



Monochrome



Monochrome



Our logo

Secondary theme

Our secondary theme is based on a classic "dark mode", a color scheme that uses light-colored text, icons, and graphical user interface elements on a dark background.

The many benefits of switching to a dark mode include:

- Improved Readability of Text
- Better Contrast
- Reduced Eye Fatigue
- Less Flicker (if existing issues)
- Less Blue Light

Logo and wordmark (Secondary)



Monochrome logo and wordmark (Secondary)



Icon (Secondary)



Monochrome



Monochrome



Typography

Museo Sans

Museo Sans is to be used on all 2KM branded digital materials. It has been chosen because it is simple, clean, modern and is highly legible. It conveys clarity across a wide range of collateral. Good typography is primarily about clarity and communication.

Constant attention to typographic detail helps establish a professional style. Museo 300, 500 and 700 are the preferred weights and should be used most often. Where there is a “number heavy” document, Arial can be used to replace Museo.

Museo Sans

Museo Sans 300

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!"#\$%^&*()

Museo Sans 500

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!"#\$%^&*()

Museo Sans 700

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!"#\$%^&*()

Font specimen

Pro Wrestling

Header text weight

Aa

Sub header text weight

Aa

Body text weight

Aa

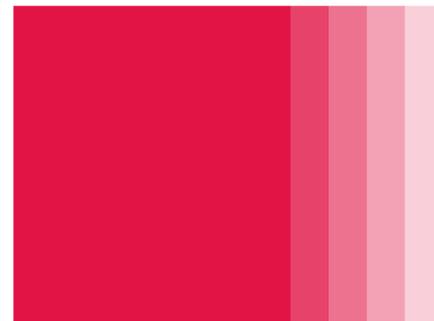
Colors

Color palette

The 2KM color palette is primarily gray and red, with a secondary palette of darker gray and blue. Additional shades are used at **80, 60, 40** and **20%** opacity of the original.

Color is a recognizable and important element of the 2KM platform. Applying our core color palette will help create strong visual communication in everything from platform UI to illustration and iconography.

Primary Colors

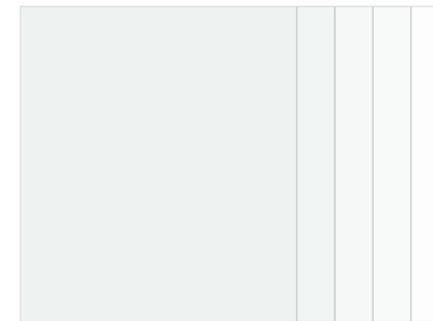


Color Codes

CMYK | 2, 98, 62, 1

RGB | 226, 20, 69

HEX | #E21445



Color Codes

CMYK | 8, 2, 7, 0

RGB | 238, 243, 241

HEX | #EEF3F1

Secondary Colors



Color Codes

CMYK | 77, 69, 61, 85

RGB | 23, 22, 22

HEX | #171616



Color Codes

CMYK | 73, 35, 0, 0

RGB | 33, 150, 243

HEX | #2196F3

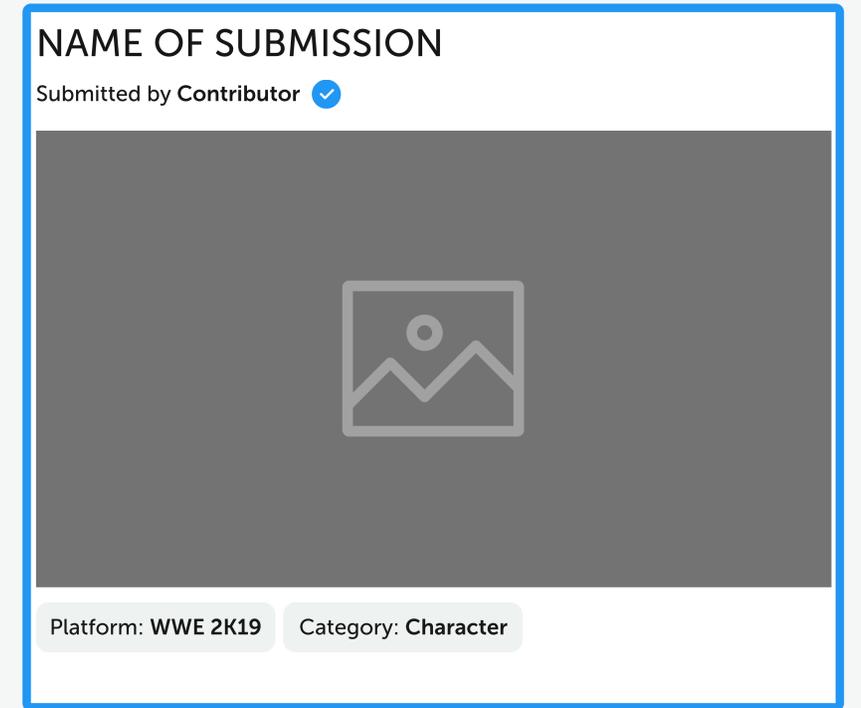
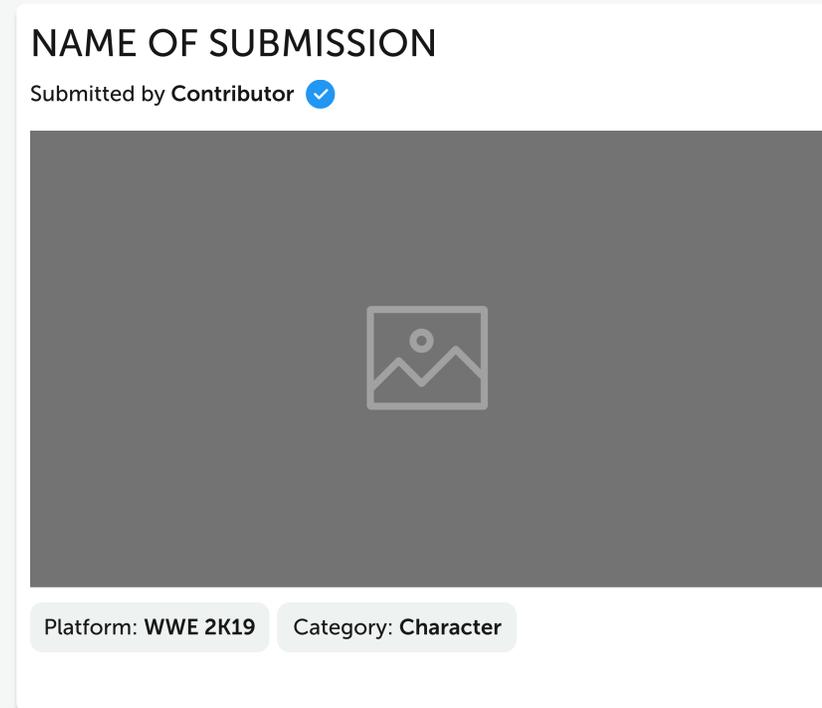
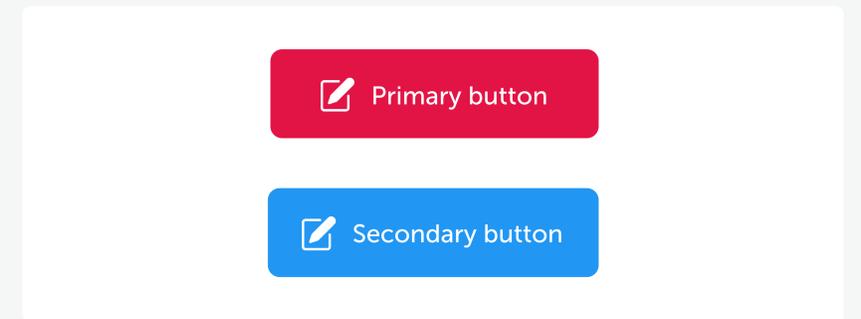
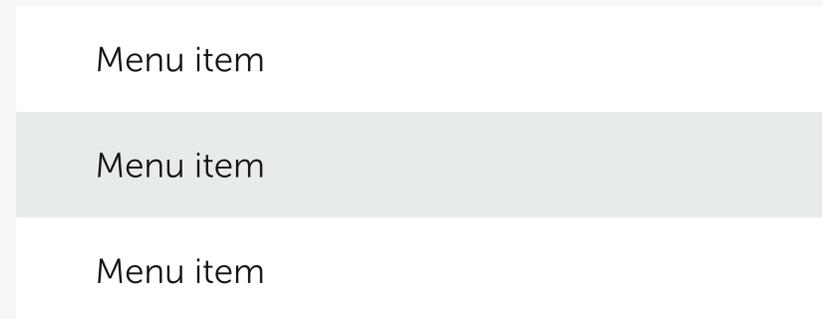
Digital

Website primary theme

The primary theme utilizes the lighter grays presented in the color palette along with a flat white. No gradients are used anywhere across any theme. The theme in general is minimal. This type of UI design comes with many advantages, one of them being faster load times. Studies show slow load times lead to higher bounce rates, meaning people won't wait for a site to finish loading.

Another advantage is better user recall. A cluttered site has too much on it for your brain to remember. Visitors will remember your design without effort because it makes such a powerful statement.

HEADER TEXT



Digital

Website secondary theme

The secondary theme, or "dark mode" utilizes the darker gray tones presented in the color palette. The one consistent element between themes is the use of a blue (#2196F3) stroke around thumbnails to emphasize a hover state.

HEADER TEXT



Menu item

Menu item

Menu item

Primary button

Secondary button

NAME OF SUBMISSION

Submitted by Contributor



Platform: WWE 2K19 Category: Character

NAME OF SUBMISSION

Submitted by Contributor



Platform: WWE 2K19 Category: Character

Digital

Buttons

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco

Button states



Primary button
Used for focused actions and CTA's.



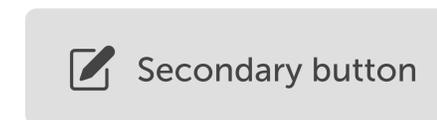
Secondary button
Used for focused actions and CTA's.



Additional states



Primary button
Used for additional actions and CTA's.



Secondary button
Used for additional actions and CTA's.

