

Initial Study

**ARCTIC
ARENA**

From Svalbard to the world

The Arctic Arena's audience will be global, for that reason, this research was broken down into the following groups: championships, teams and websites. The main goal is to study references and competitors before creating Arctic's Arena's logo.

Initial Study

Championships

This is probably the most important group. These are the most famous championships from different games.

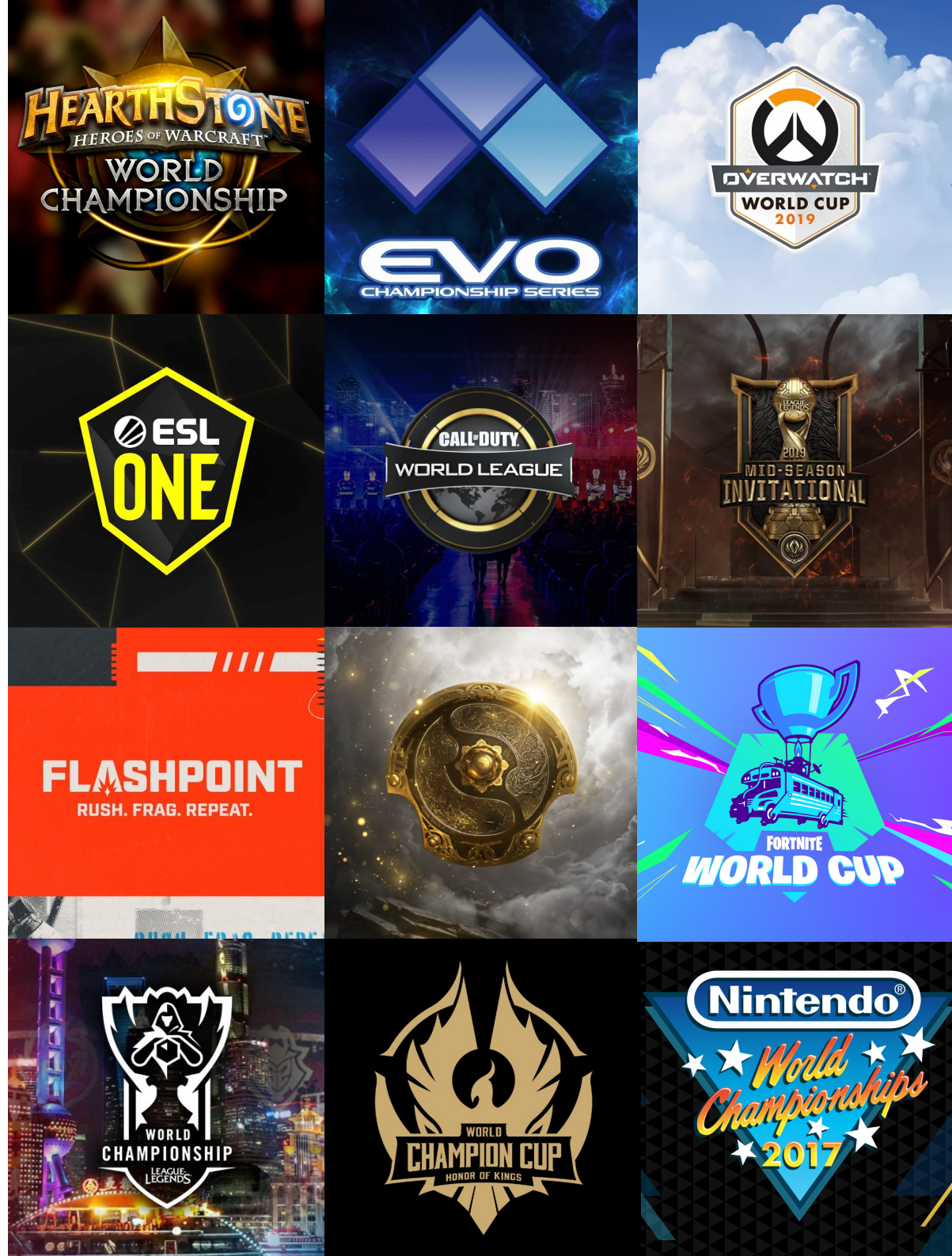
Similarities

Saturated and bright colors, highlighted titles, blazon and epic background.

Differences

The main difference is that some brands have flat design and others are quite detailed.

Main colors



Blazon

Epic Background

Bright colors



Flat design

Saturated colors

Detailed design

Initial Study

Not official esports teams

These are some esports brands vectors available to buy online. They are a good option if you have an esports team and need a basic logo.

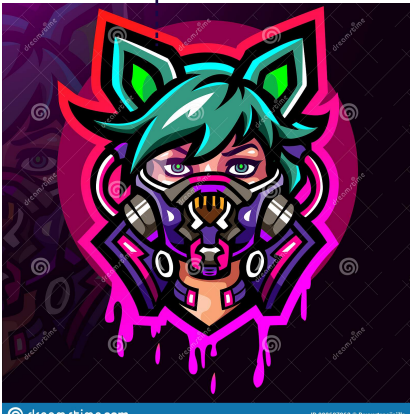
Similarities

Saturated colors, animal mascots, metallic fonts and blazon.

Main colors



Saturated colors



Metallic Fonts, Blazon

Animal Mascots

Initial Study

Official Esports Teams

These are some of the most famous esports teams from different games.

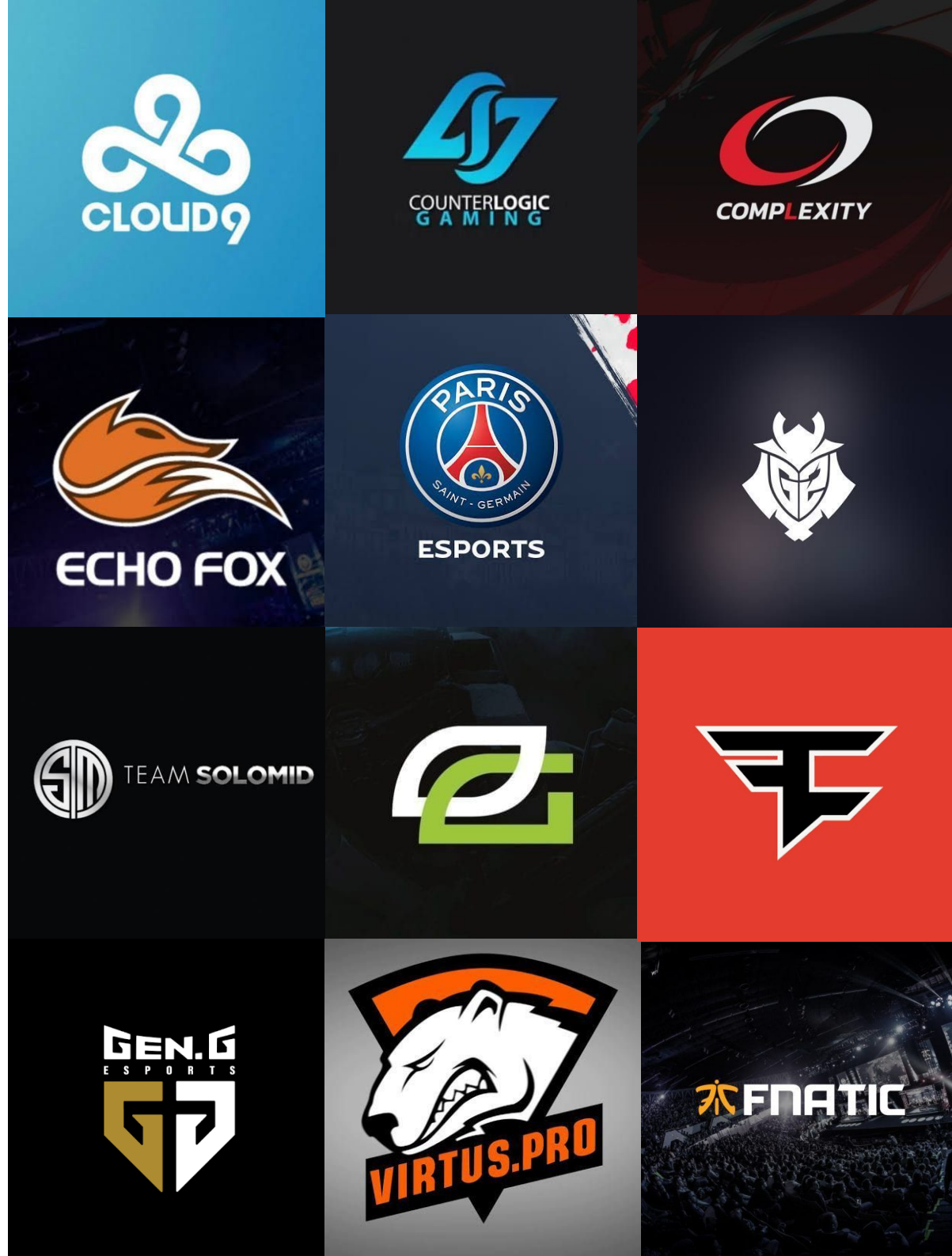
Similarities

Flat design, traditional design (symbol + name), using the letters of the name to create the symbol.

Differences

The main difference is that some brands are a blazon.

Main colors





Initial Study

Esports games

These are the most famous esports games. They are part of the business, so it is important to include them as references.

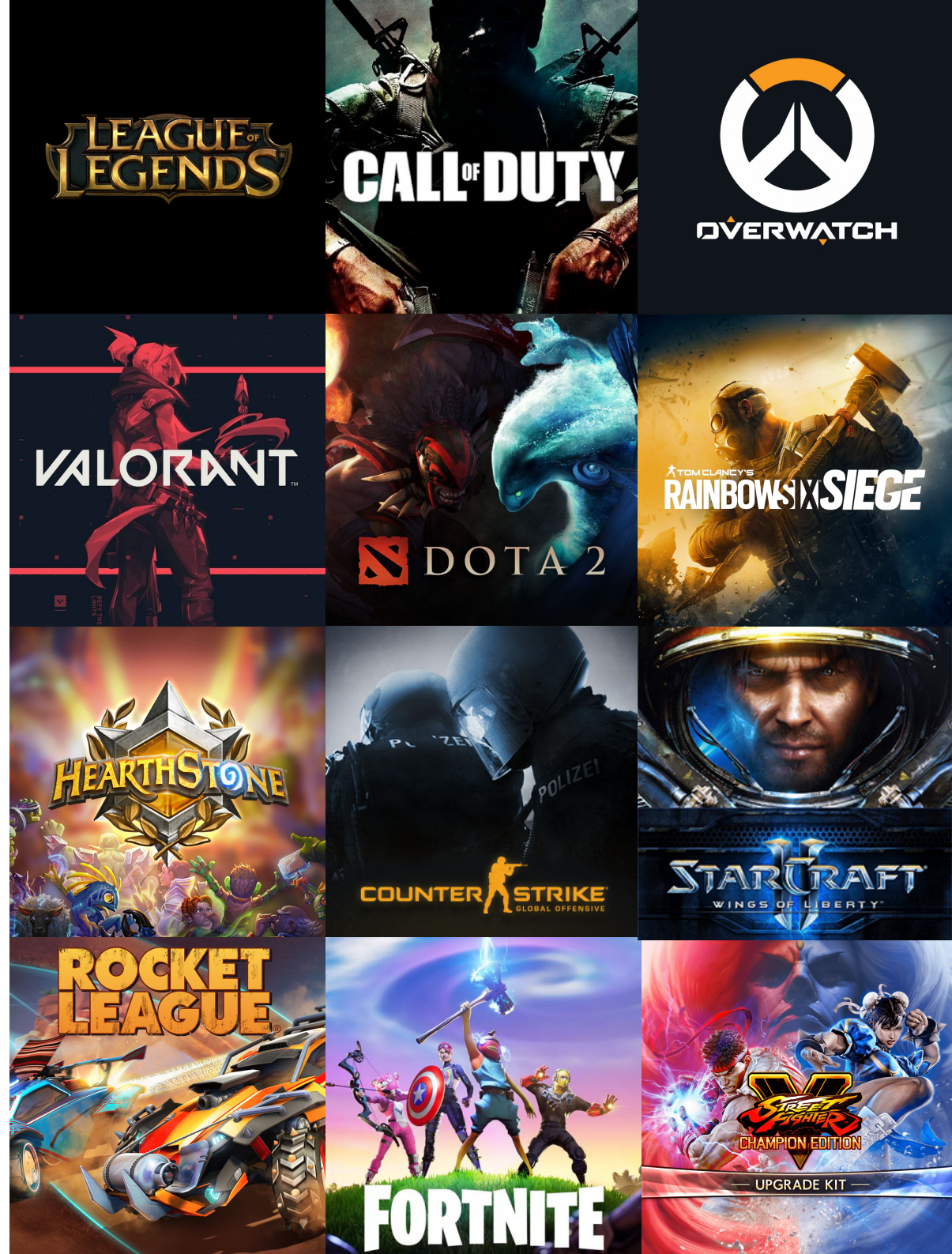
Similarities

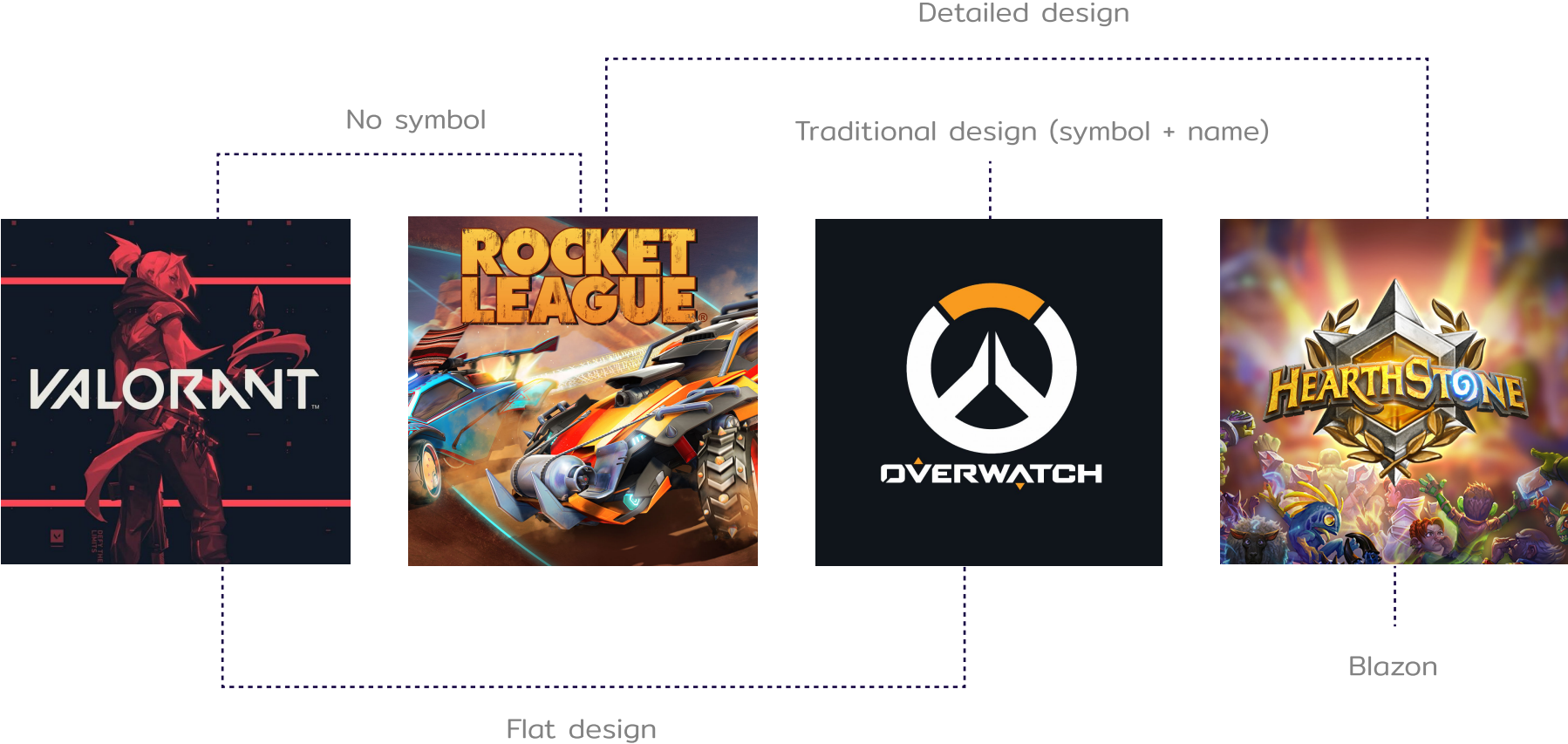
Highlighted titles.

Differences

Each game has a single style. Some brands are flat design while others are quite detailed. Some brands have a symbol while others other have just the title.

Main colors





Esports news websites and others

These are sports website logos - news, tips, tutorials, and others.

Similarities

Flat design, highlighted titles, traditional design (symbol + name).

Differences

The main difference is that some brands have no symbol and while other brands being just a symbol.

Main colors

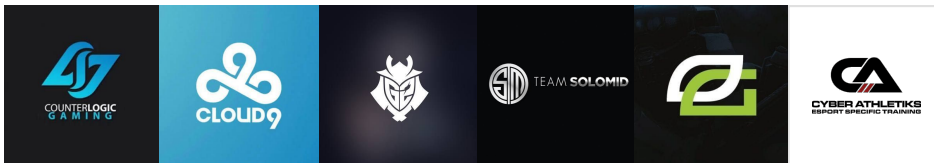


Common styles

Blazon



Use the letters of the name to create the symbol



Highlighted titles

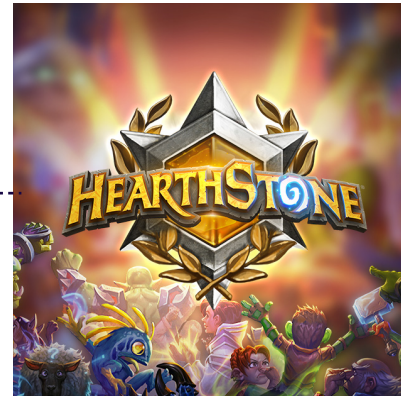


Common styles

Most simple design

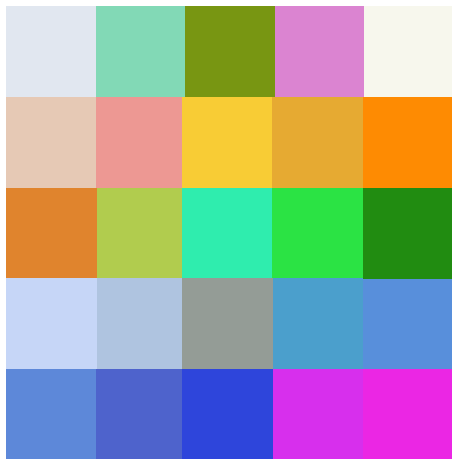


Most detailed design



Common colors

Light



Dark



Common colors

Blue



Green



Yellow



Red



Pink





ROCKET LEAGUE



YELLOW



OVERWATCH

LEAGUE OF LEGENDS

FNATIC







BLUE

WILDFISH



STARCRRAFT



EVO
CHAMPIONSHIP SERIES



FORTNITE
WORLD CUP



CYBERPUNK



WILD FISH



ASTRO
ESPORT



COUNTERLOGIC
GAMING



STAR CRAFT II



ESPORTS



 DOTA 2



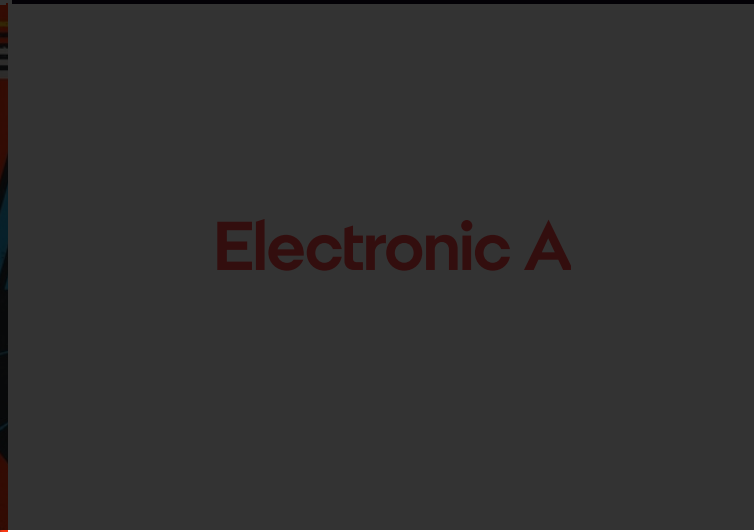
VALORANT™



IESF
International Esports Federation



FLASHPOINT
RUSH. FRAG. REPEAT.



Electronic A





GREEN



Highlikelyword





CROWD CONTROLLER



PINK





CROWD CONTROLLER



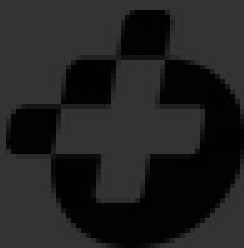


BLACK AND WHITE



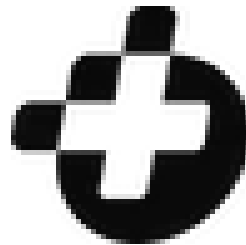
THE
GAME
AWARDS

ESPORTS GG





ESPORTS GG



Best references

Analyzing references the client sent, I believe these are the best inspirations. Some references use the letters of the name to create the symbol, like the AA below, and some have a nordic font.



VALORANT™



FNATIC

