



# GENESIS LEAGUE GOALS

## “A NEW ERA OF SPORTS GAMES”

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**Genesis League Goals (GLG)** foundation is inextricably linked to the emotional and digital experience of excitement, gratification and inclusion. GLG was designed to give power and ownership back to the players. By matching a fun, fast paced game with back end economics and staking, players are not only able to take part in playing the game, they can also help govern it too.

GLG operates on the Hive blockchain in order to make every game-obtained asset hold real world value for the player. Every match and transaction is broadcast on the blockchain in order to provide transparency to the players, alongside the game being developed and grown with help from community input and guidance. The players come first.

*Horizontal Logo*



**Primary Logo & Icon**

Our logo is bold and powerful, yet inviting. It is symbolic of sports and the choices a player must make when leading their team into the game. GLG also has a 1:1 and horizontal logo which can be used when smaller assets are required.



**LOGO USE**

Our logo is a valuable element of our visual identity. The following examples are intended to demonstrate how to use the logo and icon across a variety of situations to ensure it is always presented in the best possible light.

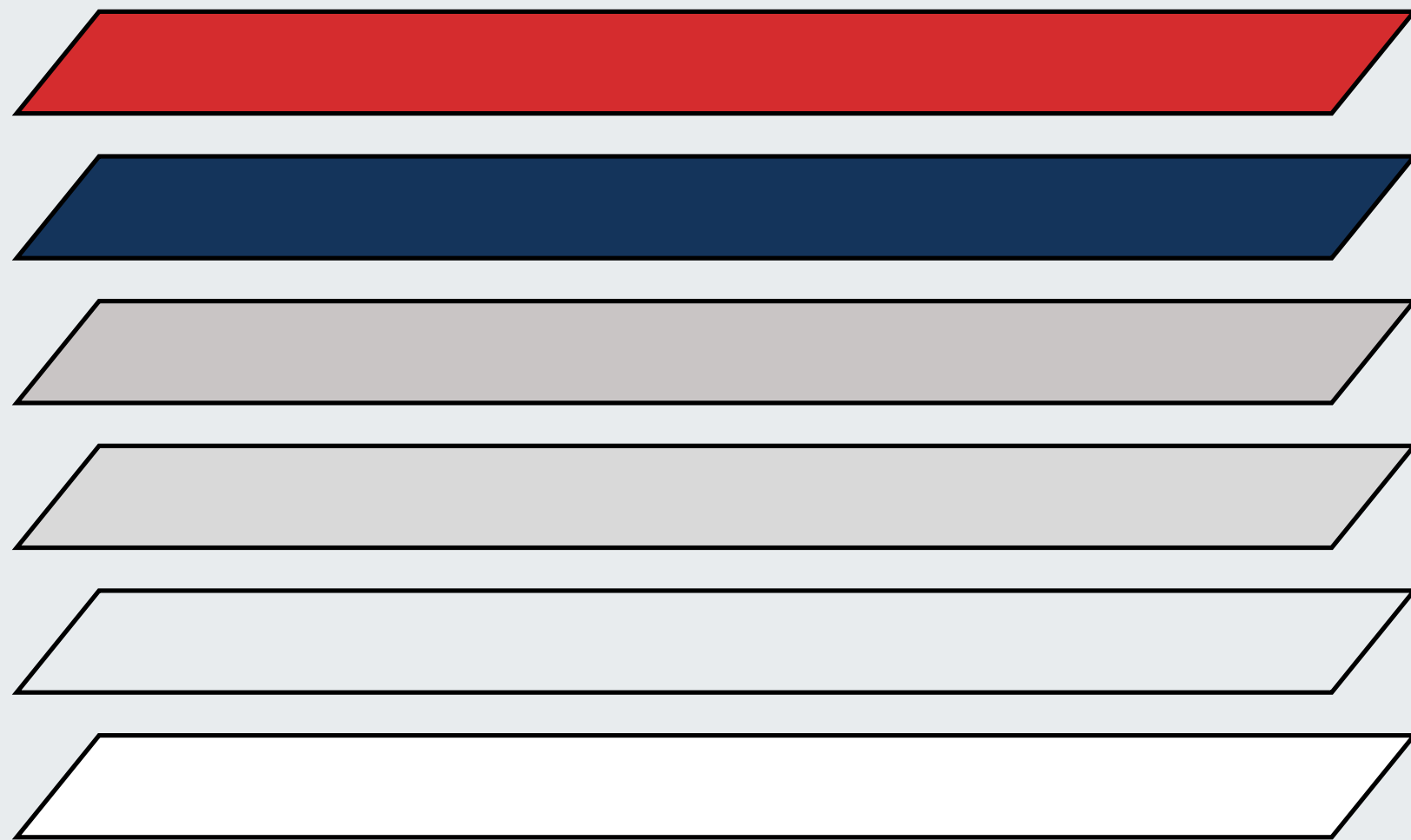




# COLORS & TYPE

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## Palette



Our brand colors have been carefully selected to balance the excitement that playing the game brings with the intelligence and power of its players.

The color breakdown defined here are meant to capture the emotional reward that is synonymous with victory.

## Font

We carefully selected typefaces for maximum legibility both digitally as well in print. **Libre Franklin** should be used for all text related mediums.

For headers, please default to **Mulish Black Italic** for H1, H2, and H3's or any other header variants.

**MULISH BLACK ITALIC**

Libre Franklin Light



# VOICE 4

## **Philanthropic**

We're trying to leave the world a better place than we found it through blockchain technology. Peace, prosperity and freedom are the driving forces for founders, Aggy and Matt, with GLG. We just want to make a cool project that the world can get excited about and that can help give back. We don't believe that people should invest in us without getting something in exchange first.

## **Style**

Informal writing, lots of jot notes, exclamation marks. We tend to avoid emojis in the posts themselves but will use emojis in the social messages to highlight the initial posts. The writing style is quite loose as we have multiple authors. The one resounding thing tying them together is the informal writing that is directed directly at the user (again, you, we, etc) and use of punctuation to convey excitement (lots of exclamation marks, etc)

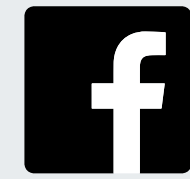
## **Tone**

Excited, informal and directly addressing the audience (you, we, etc), inclusive/encouraging to everyone to get involved, geeky (we are a bunch of gamers and we love nerding out about gaming related projects).

# 5 SOCIALS



*twitter.com/genesislsports*



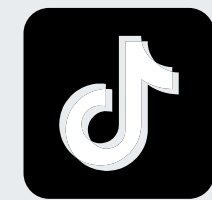
*facebook.com/GenesisLeagueSports/*



*instagram.com/genesisleaguesports/*



*twitch.tv/genesisleaguesports*



*tiktok.com/@GenesisLeagueSports*



*reddit.com/user/GenesisLeagueSports*

# **6** **ASSETS**

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[https://drive.google.com/drive/folders/1GD8FXK9AcBdBbmC-cV\\_IrJtCRKn3B9MF](https://drive.google.com/drive/folders/1GD8FXK9AcBdBbmC-cV_IrJtCRKn3B9MF)

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**LEAGUE**  
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