

TD

BRAND GUIDELINES / 2026

ONE CREST. NO NOISE.

The essential rules for using the Team Dogs name, crest, colour and type. If a decision is not covered here, choose the quieter option.

CONFIDENTIAL

PARTNER EDITION

SEASON

2026 / 2027

CONTACT

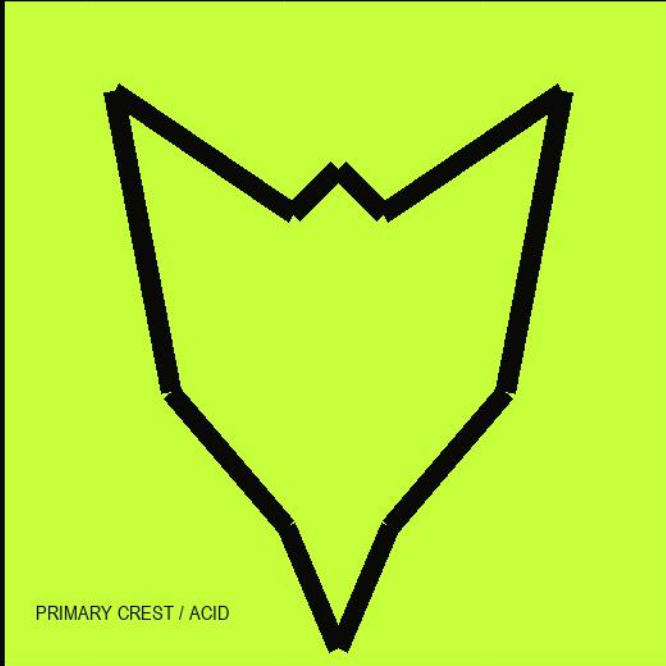
PARTNERS@TEAMDOGS.GG

TEAM DOGS

LOYAL TO THE FIGHT.

01 / 03

THE MARK.



THE SHIELD IS FIXED.

Two ears, two eyes, one jaw. Never redraw the geometry, never add a gradient, never place the crest on a busy photograph without the ink scrim.



HUNT ACID
#C8FF3D



KENNEL INK
#0A0B09



BONE
#F3F0E7



SIGNAL
#FF5A36

TYPE.

Anton

DISPLAY / HEADLINES / SCORES

Manrope

BODY / UI / LONG FORM

IBM Plex Mono

LABELS / DATA / TICKERS

Instrument Serif

EDITORIAL ACCENTS ONLY

SHORT. DRY. HUMAN.

We sound like the person in the group chat who actually knows what they are talking about. No hype adjectives, no fake urgency, no exclamation marks. Say the thing, then stop.

- Lead with the specific: a score, a city, a time, a name.
- Confident, never arrogant. We credit the opponent.
- Warm to fans. Impatient with shortcuts.
- Bilingual copy is written, never translated word-for-word.