

***INNOVATEX
GAMING
EVENT***

27 May. 2024

Oman Convention
& Exhibition Center



Client
Innovatex Gaming Event

Service
Branding

Year
2024-2025

Innovatex Gaming Event "IGE" unites gamers, influencers, and developers from Oman in a thrilling experience. Participants can engage in intense competitions, gain insights from top gaming influencers, and unleash creativity in a game design hackathon. With high-stakes matches, exploration of the latest gaming trends, and collaboration on innovative game concepts, the event caters to a wide range of interests within the gaming community.

The event features three dynamic sections designed to cater to all aspects of the gaming community:

1. Competitions:

Thrilling tournaments provide a platform for gamers to showcase their skills and compete for top honors across various popular games.

2. Event:

Sessions with leading gaming influencers offer insights into the latest trends, career advice, and predictions on future developments in the industry

3. Hackathon:

A creative challenge where developers and designers collaborate to create innovative game prototypes, providing exposure and feedback from industry experts.

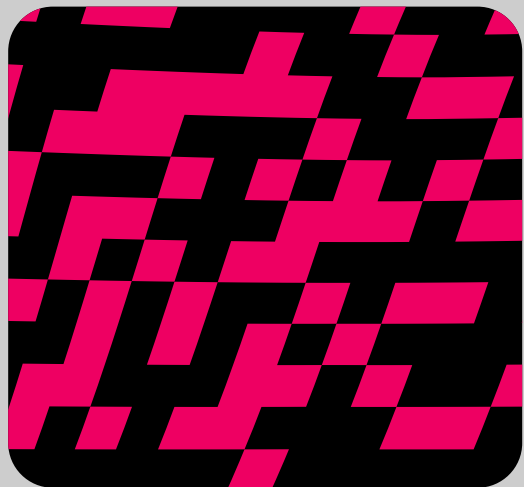
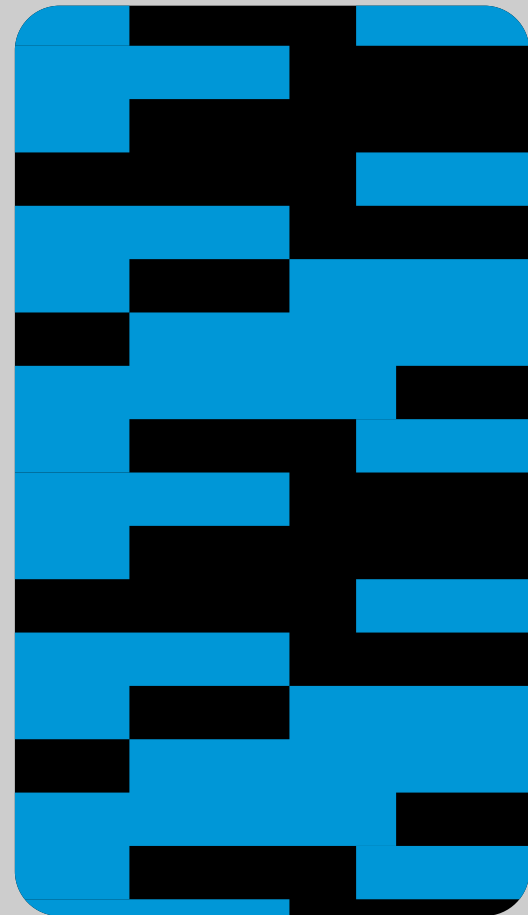




**INNOVATEX
GAMING EVENT**

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The brand mark for Innovatex Gaming Event is a modern and geometric design, meticulously crafted for a positive user experience. Using bold shapes within a grid system, it ensures perfect visual balance.

Adaptability:

This versatile logo works seamlessly with CYMK print and RGB web screens, maintaining its integrity across platforms. The design draws inspiration from the modern and geometric elements seen in successful gaming logos, such as Call of Duty

User-Centric Approach:

The goal is to create a positive impact on user experience, offering a stylish and timeless logo that aligns with the event's innovation theme.

Conclusion:

Innovatex Gaming Event's brand mark is a sophisticated blend of modernism and geometric precision, delivering a professional and memorable visual identity for the gaming community.

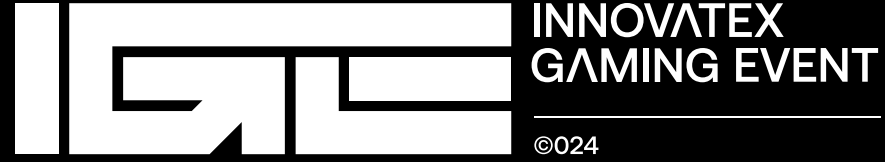
INSPIRATION



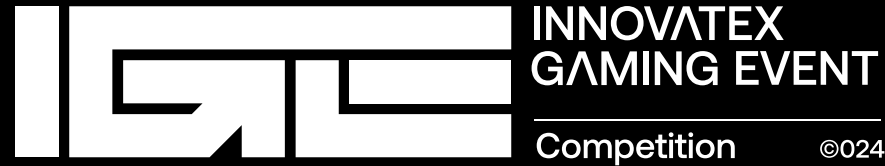
Dynamics / Playstation / Competition / Challenge
Teams / Game / Event



Main logo



Sub Categories



Black

HEX 000000
RGB 0,0,0
CMYK 75,68,67,90

Razzmatazz

HEX E71E63
RGB 231,99,30
CMYK 0,87,57,9

Dark Magenta

HEX 961D95
RGB 150,29,149
CMYK 0,81,1,41

Tiffany Blue

HEX 00B0A7
RGB 176,0,167
CMYK 100,0,5,31

Metallic Seaweed

HEX 007D8A
RGB 138,125,0
CMYK 100,9,0,46

Vivid Cerulean

HEX 00A1DE
RGB 222,161,0
CMYK 100,28,0,13

Gainsboro

HEX DEDEDE
RGB 222,222,222
CMYK 0,0,0,13

Pear

HEX CBDA39
RGB 57,218,203
CMYK 7,0,74,15

Philippine Silver

HEX B2B2B2
RGB 178,178,178
CMYK 0,0,0,30

HELVETICA NEUE MEDIUM CAPS TITLES

Primary Font

Headings

Primary Paragraph Typeface

Helvetica

3 Weights

Innovatex Gaming Event have wide variety of fonts to ensure that the brand is going as consistent as possible. Helvetica bold is used for the headings. The remaining weights can be used for the paragraph. There is also another font that is used as a secondary font for the paragraph, the font name is Kode Mono.

ABCDEFGHIJKLMN
OPQRSTUVWXYZabc
defghijklmnopqr
stuvwxyz0123456
789!@#\$%^&*()_+

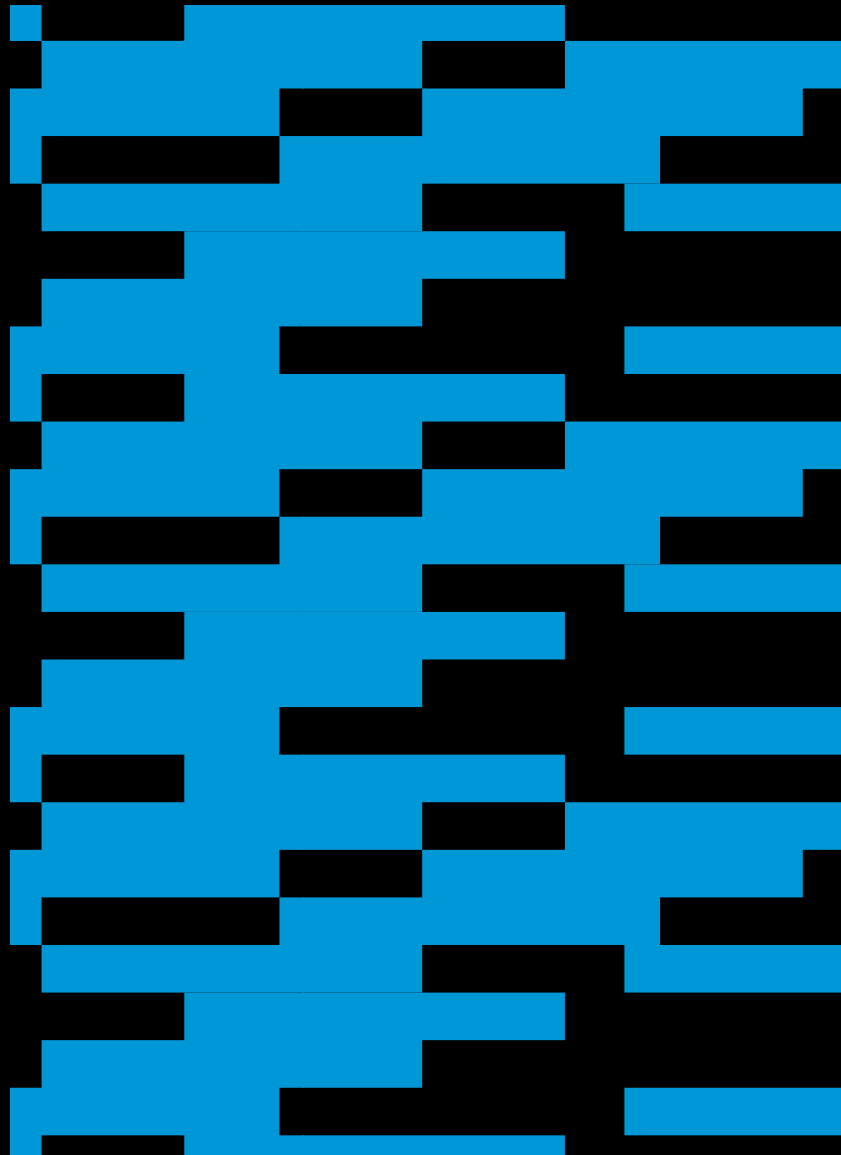
Secondary Paragraph Typeface
Kode Mono

Light

Regular

Bold





Event Category:

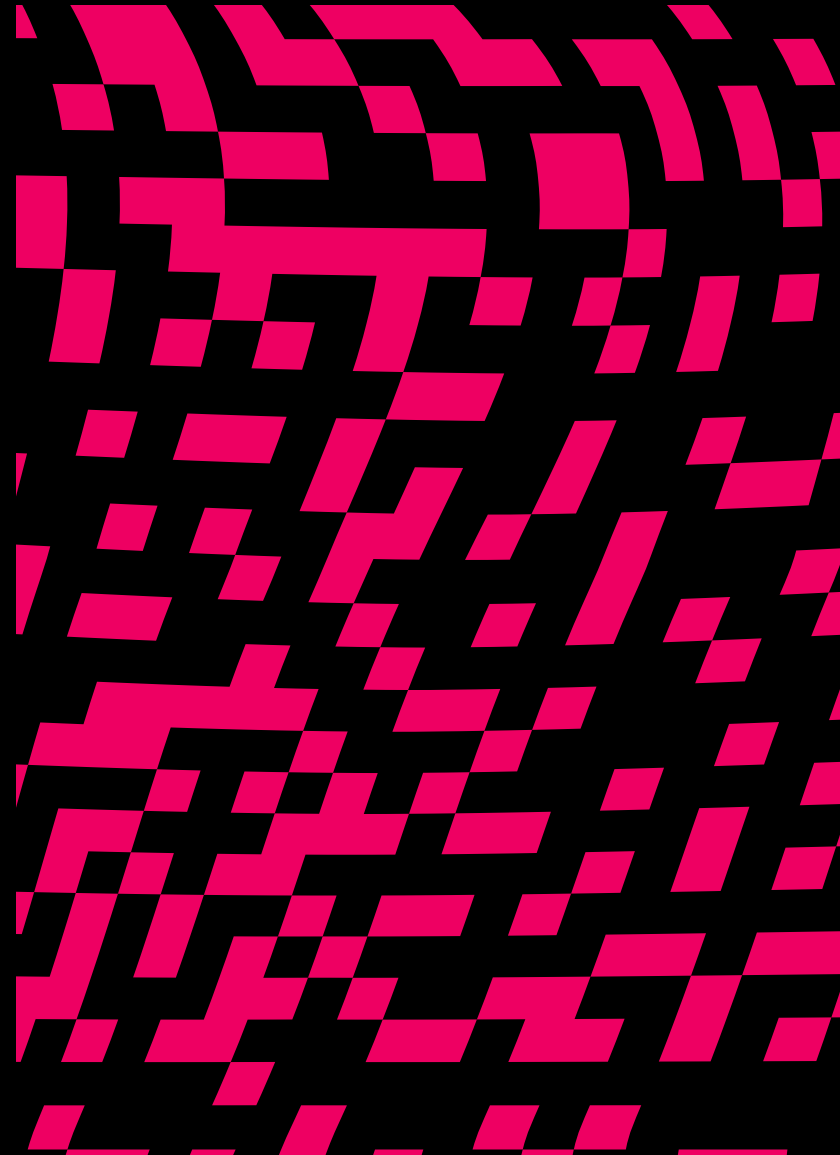
Main Pattern

Main Pattern:

Pixels

Creating a pattern out of the logo for the main theme ties the entire brand identity together. This approach not only reinforces brand recognition but also imbues the brand's essence into various aspects of the event.

The pattern acts as a cohesive element, ensuring that every part of the event is unmistakably connected to the core identity of the brand.



Event Category:

Competition

Competition Pattern:

Pixels

The use of pixels and square curvy shapes reflects the digital essence of gaming. Pixels bring a sense of modernity and flexibility.

Pixels symbolizing how gaming competitions adapt and evolve, embracing both tradition and innovation.



Event Category:

Event

Event Pattern:

Triangles

Geometric triangles for the "event" category symbolize dynamism, stability, and direction. This mirrors the energy and resilience of gaming events, which bring together communities in a dynamic and vibrant atmosphere.

The directional nature of triangles also suggests forward movement and progress, aligning with the ever-evolving landscape of esports and gaming technology.



Event Category:

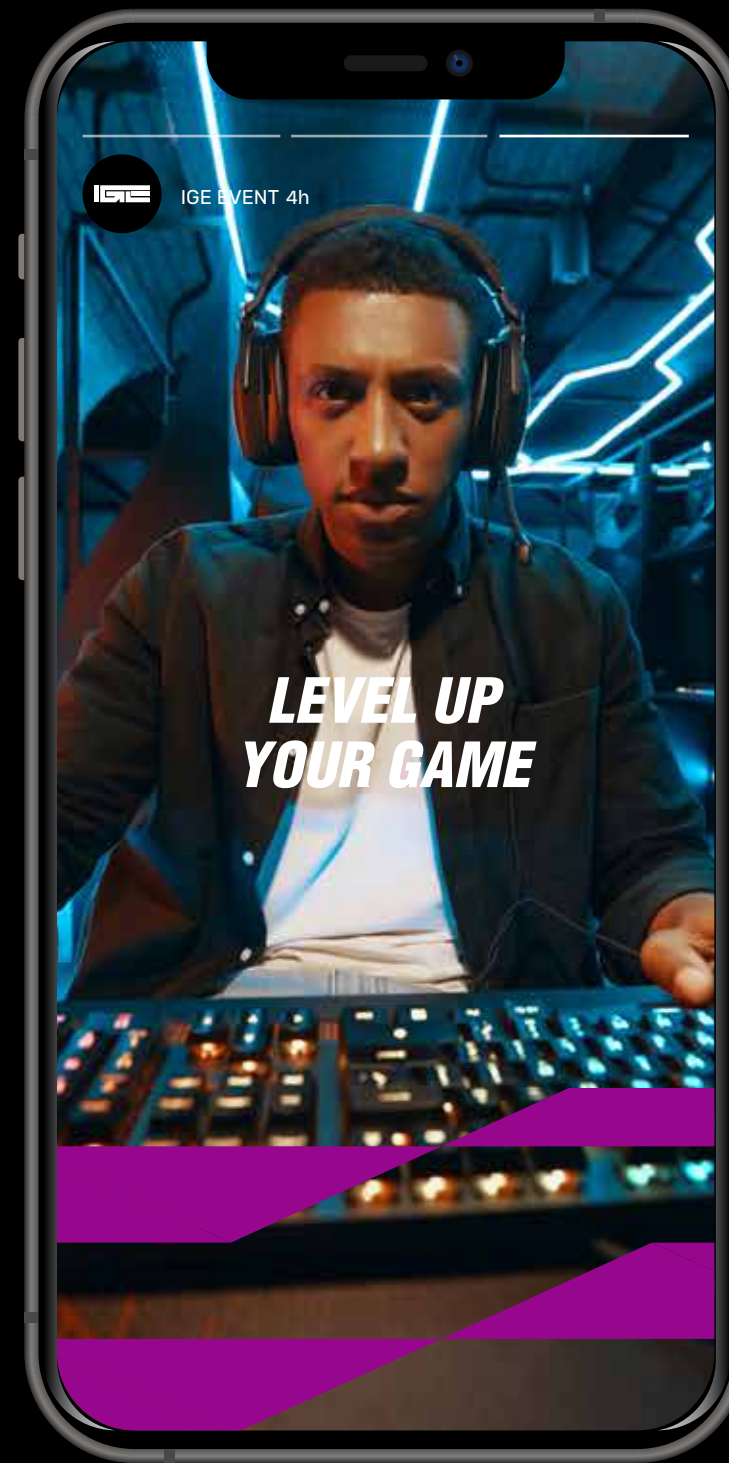
Hackathons

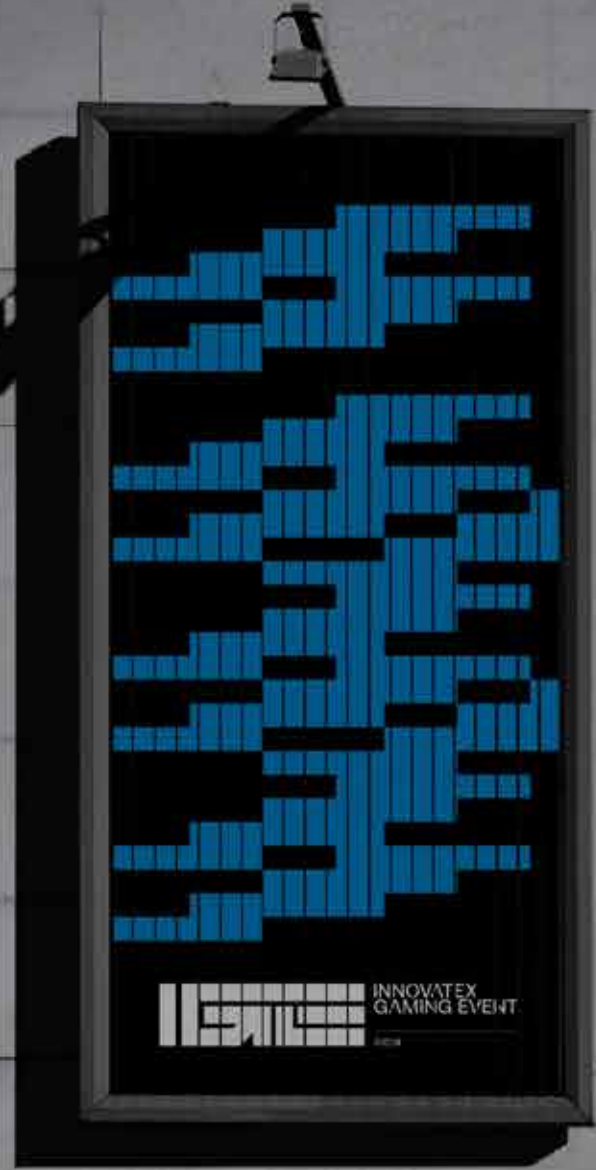
Hackathons Pattern:

Columns

The columns for "hackathons" is deeply symbolic. Columns are traditionally seen as strong, supporting structures that uphold significant edifices.

much like hackathons support innovation, creativity, and problem-solving within the gaming community.





SHOWDOWN

EA SPORTS™ FC 24



Oman Convention
& Exhibition Center

THE FUTURE OF
GAMING IS HERE

The Ultimate Gaming Showdown
2024

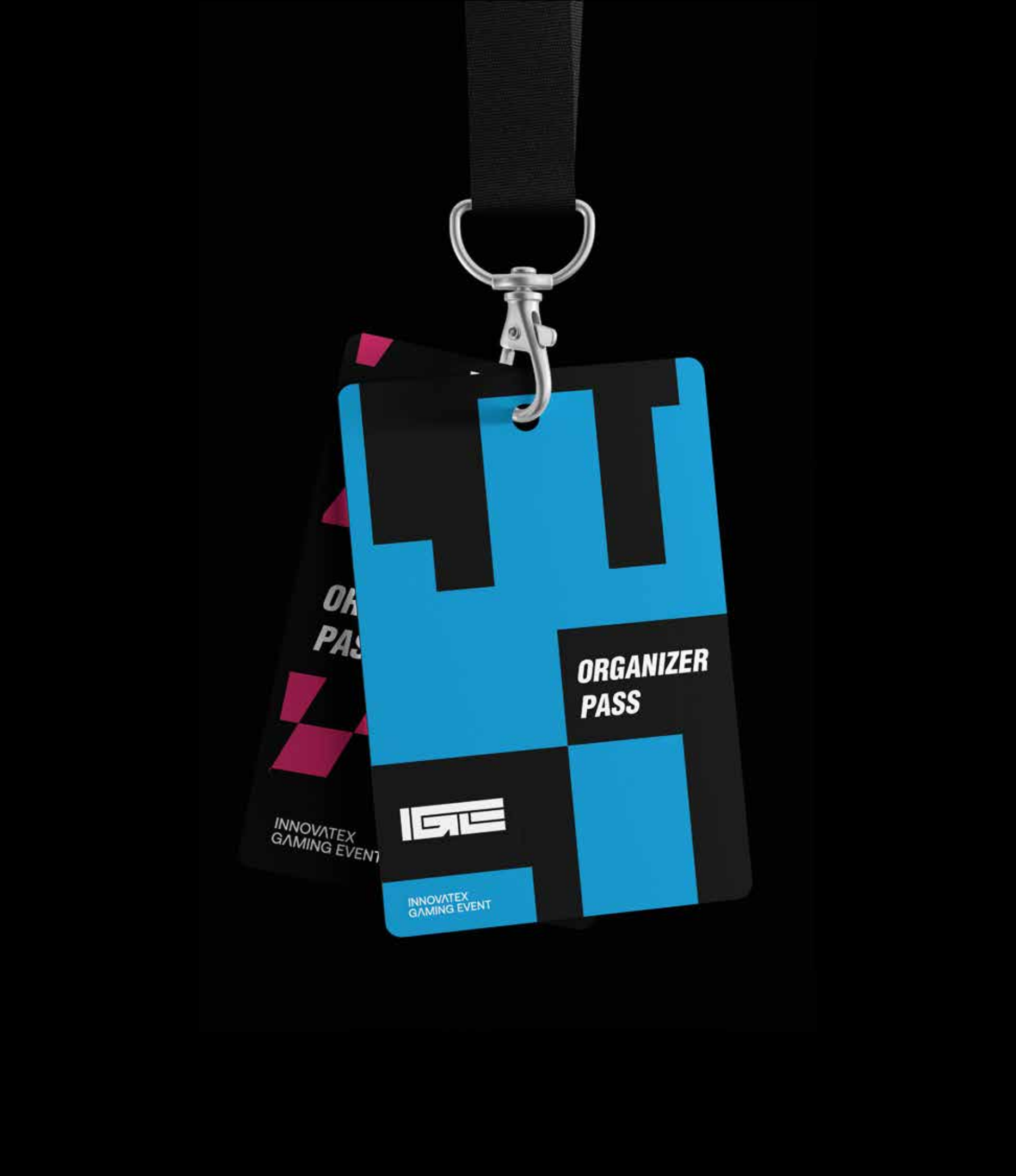


MATCH DAY

SPAIN vs ENGLAND

Final Match in EA SPORTS™ FC 24





FEEL
THE RUSH

SEIZE
THE VICTORY

IGTE INNOVATEX
GAMING EVENT
Competition ©2024

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27.May.2024

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**FEEL THE RUSH
SEIZE THE VICTORY**
LEVEL UP YOUR GAME



**FORGE YOUR PATH TO
GLORY AT IGE 2024**

LEVEL UP YOUR GAME

FEEL

THE RUSH

SEIZE

THE VICTORY

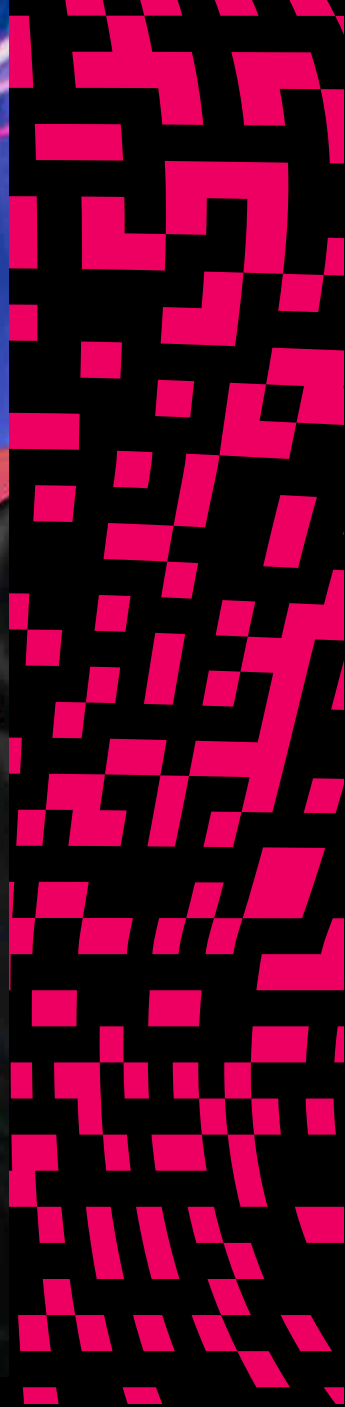
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Innovatex Gaming Event

200 followers



Dive into the heart of gaming with the most anticipated esports event of the year! IGE 2024 is your gateway to witness unparalleled skill and competition as gamers from around the globe battle it out for the title of the ultimate champion!!



ENTER THE ARENA
BECOME A LEGEND



Like



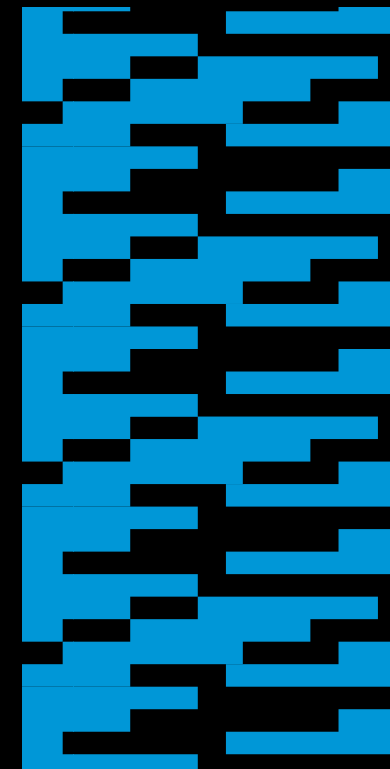
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Repost



Send



Unlock Your Potential
Dominate the Arena



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Oman Convention
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The Ultimate Gaming Showdown
2024

*Feel
The rush*

**INNOVATEX
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EVENT**

Seize the victory



innovatexor





**FEEL THE RUSH
SEIZE THE VICTORY**

LEVEL UP YOUR GAME

**FEEL
THE RUSH
SEIZE
THE VICTORY**



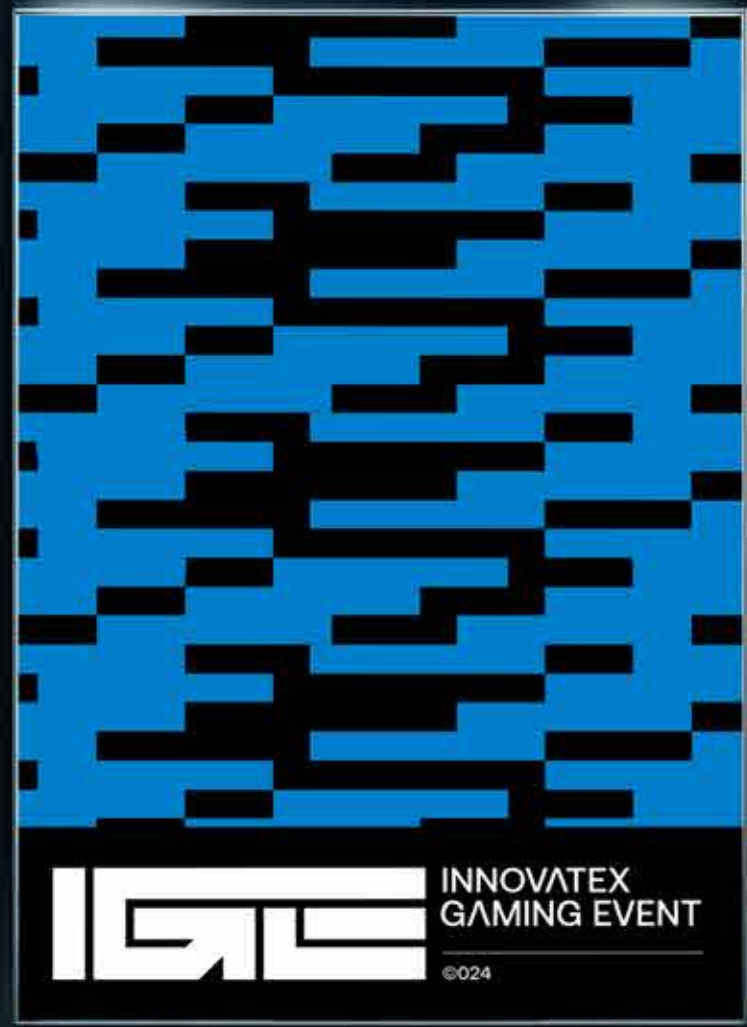
**FORGE YOUR PATH TO
GLORY AT IGE 2024**

LEVEL UP YOUR GAME

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GAMING EVENT
Hackathon ©2024

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GAMING EVENT
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GAMING IS HERE
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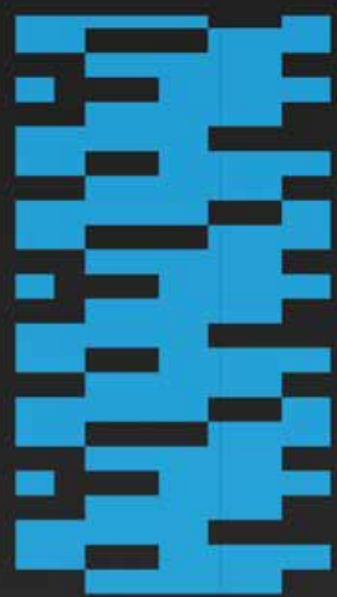
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Join us for an exhilarating day of competition and entertainment at the IGE. Get ready to witness the greatest battle ever.

MAY 29-27 08:00



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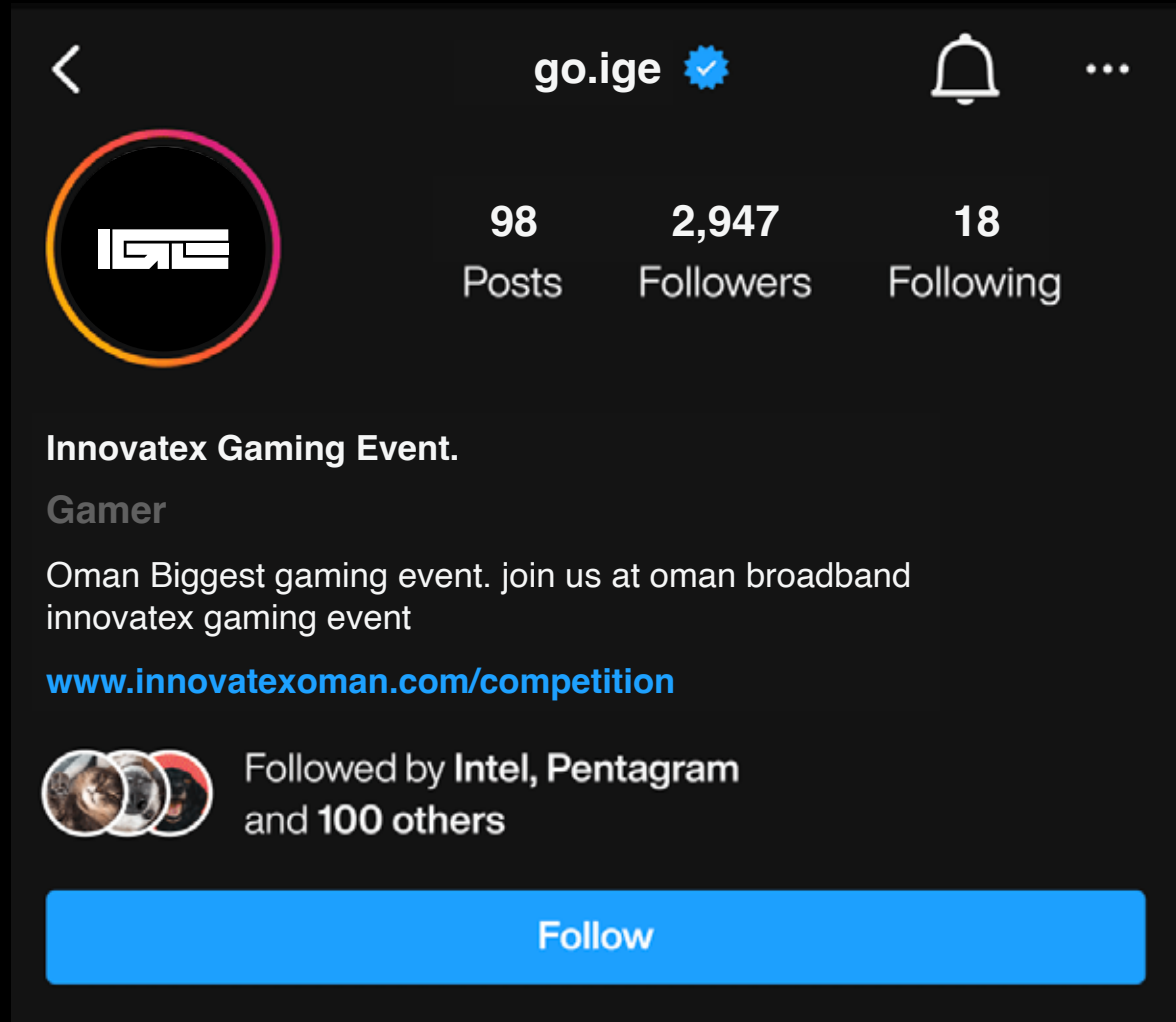
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
MAY 29-27 08:00





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THE RUSH**

**INNOVATEX
GAMING
EVENT**

Seize The Victory

IGE



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