

E Blacks



Brand Identity



Navigation Page.

03

Who We Are

04

Logo

05

Color Palette

06

Tone & VOice

07

Font Overview

08

Contact Us

We are the E Blacks. Bold in the way we play, relentless in the way we train, and unshakable in the way we represent New Zealand on the world stage.

We weren't expected to be here, but that's what makes us dangerous. We thrive as the unexpected, proving time and time again that New Zealand can go head-to-head with the best.

We don't wait for permission. We don't ask to be taken seriously. We show up, put in the work, and let our game speak for itself.

Esports isn't just a pastime. It's a test of skill, strategy, and dedication. And we're here to prove that New Zealand belongs in the fight.

We are a team. We are here. We are the E Blacks.

**Bold.
Relentless.
Unshakable.**

Logo.

Logo Features

LOGO MARK



WORD MARK



The E Blacks logo is a core part of our identity and should always be used with consistency and respect. The full logo (icon + brand name) is the primary version and should be used wherever possible. The icon alone may only be used in spaces where the full logo is impractical. The logo must always be clear, proportional, and unaltered—no stretching, recolouring, or adding effects. It should be placed on contrasting backgrounds for visibility and kept free from obstructions. By following these guidelines, we ensure the E Blacks brand remains bold, recognisable, and respected.

Primary Logo



Logo Meaning

The icon is a deconstructed fern, a nod to tradition, but on our own terms. We represent New Zealand with pride, yet do it the way gamers do, unconventionally.

Its sharp, structured lines give a military edge, not for combat, but for discipline, preparation, and resilience. Esports, like any sport, demands strategy, precision, and teamwork. We focus on performance, not just play, looking after both our minds and mechanics.

At its centre, the diamond shape represents the head of the Pouākai, Aotearoa's legendary eagle. The descending lines form wings, symbolising strength, speed, and dominance, everything the Pouākai stood for, everything we strive to be.

Like a diamond in the rough, New Zealand esports is still carving its place on the world stage. But just as the Pouākai once ruled the skies, we are ready to rise.

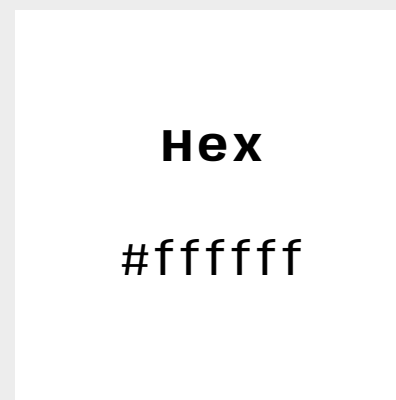
Color Palette.

Our primary colours, black and white, reflect our identity as a New Zealand national team, symbolising tradition, unity, and strength.

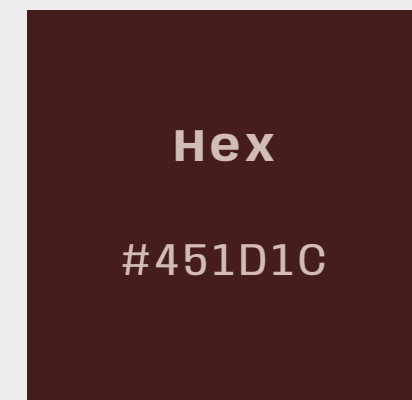
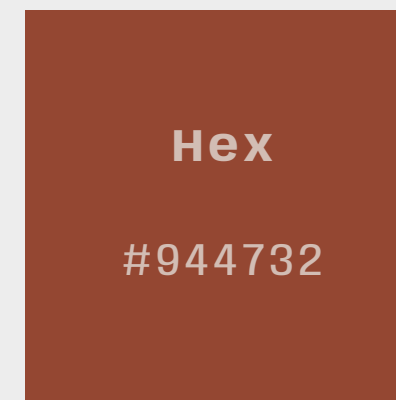
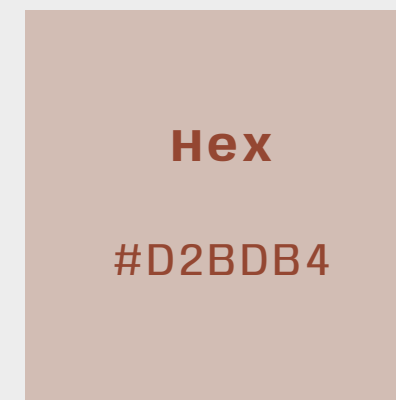
Complementing this, our warmer secondary palette draws from the deep reds, earthy browns, and rich oranges of Aotearoa's landscape, inspired by the Pouākai, the legendary Haast's eagle.

These colours bring warmth and intensity to our brand, reinforcing the bold, relentless, and unshakable mindset of the E Blacks. We honour tradition while always looking forward, ready to take flight.

Primary Colour Palette



Secondary Colour Palette



**Sharp.
Banter.
Authentic.**

Tone & Voice.

We don't do stiff or corporate talk. we keep it real, we keep it fun, and yeah, we might roast you a little, but it's all love. We talk how we play, quick, sharp, and with a sprinkle for inspiration. We show up for the banter, and if you toss us some sass, expect it right back.

On stage, in chat, on socials, we're bringing the same authentic vibe, with no filter. Gamers have their own way of talking, and lucky for us, we're fluent.

Font Overview.

Our fonts are more than just letters on a page, they set the tone for who we are. Bricolage Grotesk brings the boldness, making sure our statements land with impact. Anybody keeps things clean and readable while still carrying personality, sharp, but never stiff. Subway adds a playful edge, bringing in just the right amount of flair when we need it. Together, they make sure the E Blacks brand feels exactly how we sound, confident, witty, and impossible to ignore.

Bricolage Grotesk

ABCDEFGHIJKLMNOPQRSTUVWXYZ
UVWXYZabcdefghijklmnopqrstuvwxyz.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
UVWXYZabcdefghijklmnopqrstuvwxyz.**

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
UVWXYZabcdefghijklmnopqrstuvwxyz.*

Anybody

ABCDEFGHIJKLMNOPQRSTUVWXYZ
UVWXYZabcdefghijklmnopqrstuvwxyz.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
UVWXYZabcdefghijklmnopqrstuvwxyz.**

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
UVWXYZabcdefghijklmnopqrstuvwxyz.***

Subway

ABCDEFGHIJKLMNOPQRSTUVWXYZ
RSTUVWXYZabcdefghijklmnopqrstuvwxyz.

Uniforms.



Contact Us.



E BLACKS

MAIL

info@esf.nz

SOCIAL MEDIA

[@eblacks_](#)

SHOP

eblacks.nz/store

SITE

www.eblacks.nz