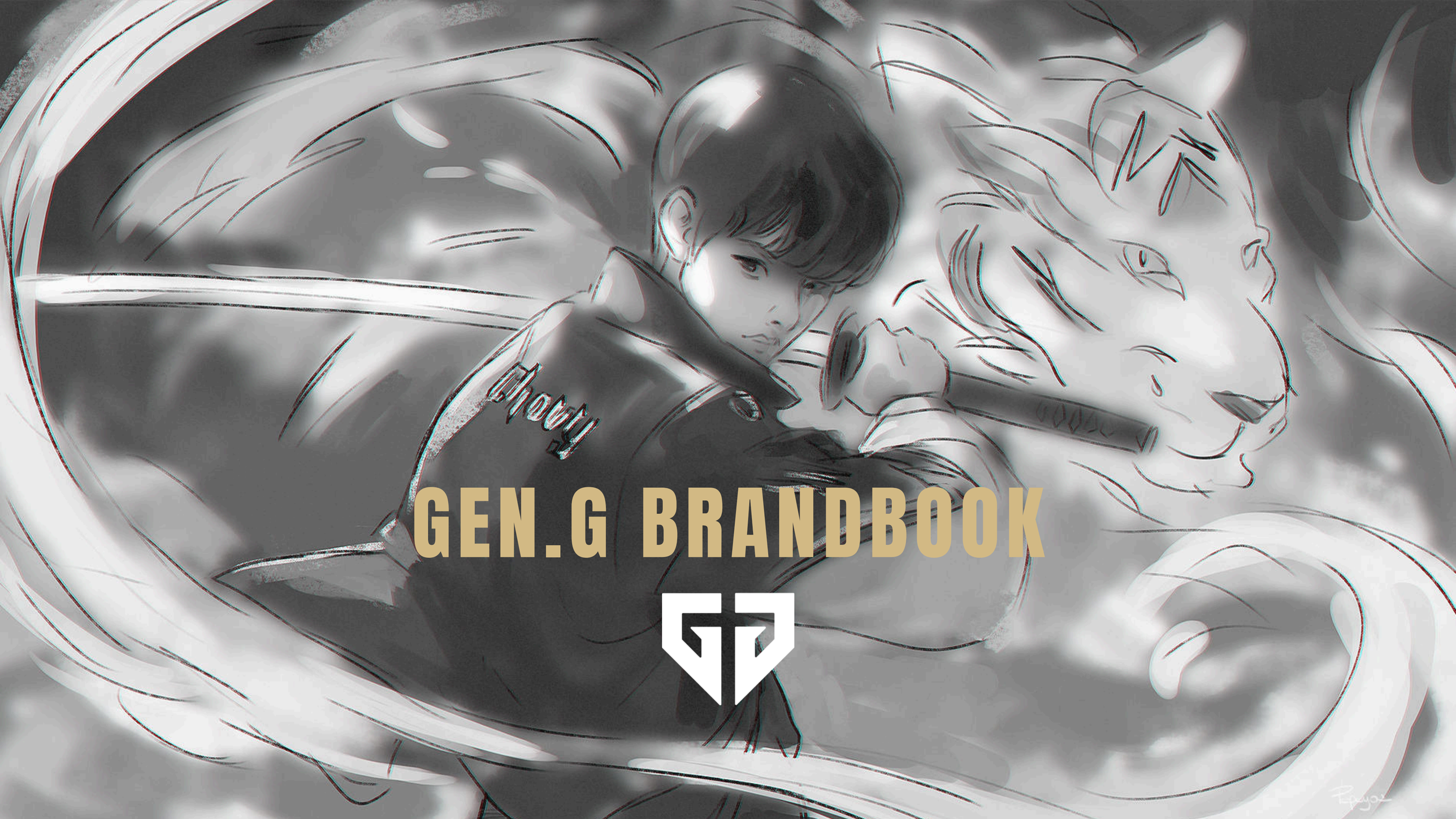


GEN.G BRANDBOOK

BRANDBOOK

GEN.G

BRANDBOOK

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WHO WE ARE ?

GOLD IS A MINDSET.

For us, gold isn't a trophy — it's a way of seeing potential.

We spot it in the rookie before anyone else. In the long hours, the quiet progress, the players who choose growth over hype. That's our standard, and we hold everyone to it.

SEOUL IS HOME.

We were born across continents, but our heart beats in Seoul.

In Korea, we found a culture of mastery — where players are forged by patience and defined by what they leave behind. From the LCK to the world, that heritage runs through every team we field.

TOGETHER, OR NOT AT ALL.

A title is never won alone.

Behind every player stands a coaching staff, a community, a generation of fans who carry our colors with pride. We don't build rosters.

We build a family.



VISION

A LEGACY IN MOTION.

To build a legacy in motion, one where every generation of players, fans, and dreamers finds their gold.

We're not here to win a season. We're here to define an era.



MISSION

WHERE TALENT BECOMES LEGACY.

We exist to discover, develop, and amplify the next generation of esports talent — and to give our fans, wherever they are in the world, a brand they can wear with pride.

Every roster we build, every collection we launch, every story we tell is part of the same purpose: turning potential into greatness, and greatness into legacy.

VALUES

Our values are what shape Gen.G from the inside — the way we train, the way we lose, the way we win back. They live in our craft, our patience, our community, and the heritage we carry from Seoul to the world.

Five words. One direction. Everything we are.

MASTERY
Skill is earned in repetition, not declared in interviews. We celebrate the hours no one sees.

RESILIENCE
Setbacks are part of the path. We don't avoid them — we use them. Every loss sharpens the next victory.

COMMUNITY
Our fans are not spectators. They are part of the team. Every win is shared, every story is collective.

HERITAGE
The Korean DNA of our flagship rosters is not a marketing angle — it's an inheritance, and we honor it.

AMBITION
We don't compete to participate. We compete to define what the next era of esports looks like.

OUR COMPETITIVE DNA

MASTERY

RESILIENCE

AMBITION

CLUB VALUES

HERITAGE

COMMUNITY

TONE OF VOICE

Our tone reflects how we play: calm, elevated, and earned.
Whether we're talking to fans, rivals, or the world, we speak with calm and clarity.

No noise, no filler — just the voice of a team that knows what it's worth.

THREE PRINCIPLES, ONE VOICE.

WE AFFIRM, WE DON'T SHOUT.

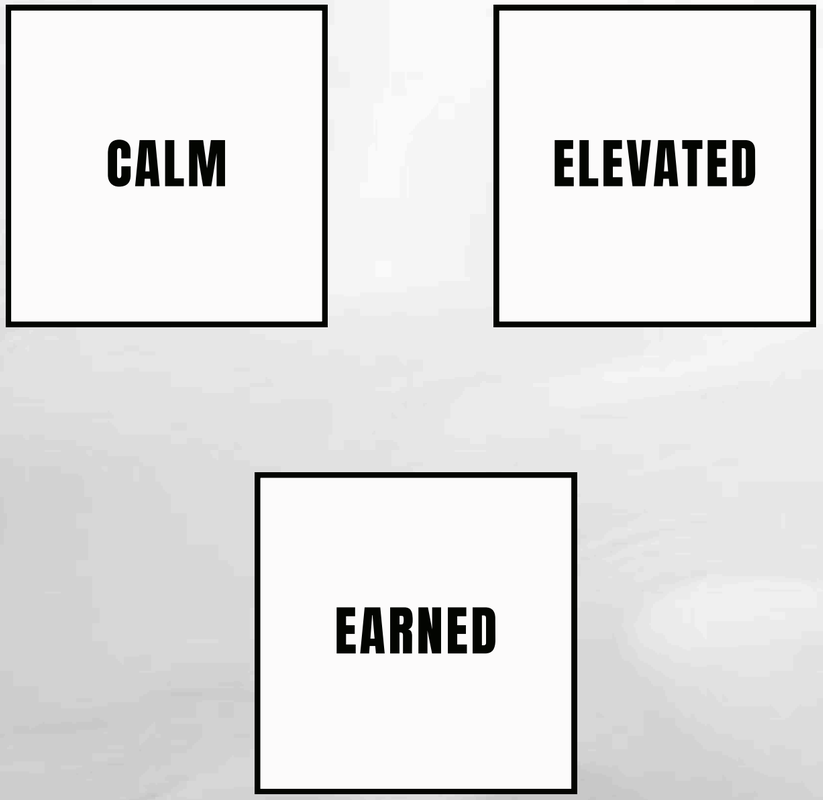
No exclamation marks. No slang. No caps unless it's a title. Our power lives in the calm of our sentences.

WE ELEVATE, WE DON'T HYPE.

We talk about craft, growth, and mastery — never about crushing or dominating. We are the standard, not the storm.

WE EARN, WE DON'T DEMAND.

Attention isn't given — it's earned, word by word, season by season. We don't beg for engagement, we build it.



OUR UNIVERSE

A legacy isn't just built through victories — it is shaped through systems, culture, and vision.

Gen.G is more than a roster. Around its competitive teams, the brand has built a wider universe — physical spaces, educational programs, and cultural icons that extend the Gen.G experience beyond the game.

At Gen.G, performance doesn't stand alone. It connects to something larger.

Through its key initiatives, the brand creates spaces, develops talent, and builds identity.

From experience to education to culture, each element plays a role in something greater.

THIS IS HOW GEN.G BUILDS MORE THAN A TEAM.
THIS IS HOW IT BUILDS A GLOBAL STANDARD.

GGX

GEN.G GLOBAL ACADEMY



GEN.G XPERIENCE

WHERE GEN.G BECOMES A PLACE.

GGX is more than a venue — it's where Gen.G comes to life.

Launched in Seoul, this flagship space brings together players, fans and creators in one immersive environment.

Gaming, culture, and community converge into a single destination designed to be experienced, not just watched.

From premium setups to shared spaces, GGX transforms esports into something tangible.

This is not where people come to play.
This is where they come to belong.



GEN.G GLOBAL ACADEMY

WHERE LEGACY CONTINUES.

GEN.G GLOBAL ACADEMY is where tomorrow's talent is built.

Briging Korean excellence with global education, GGA develops players, coaches and professionals through a system rooted in discipline, knowledge, and performance.

More than training skills, it transmits a mindset — one shaped by those who came before.



GENRANG

MORE THAN A SYMBOL.

GENRANG is more than a mascot — it is a presence.

Inspired by the Korean tiger, a figure of protection and quiet power, it embodies the balance between control and strength that defines Gen.G.

Not a predator, but a guardian, it exists to watch, to protect, and to endure.

Now evolving as a digital companion, GenRang connects the brand to its global community, across cultures and languages.




CHAMPION
CHAMPION

LOGO

Our logo is the most visible expression of who we are. It carries our heritage, our standard, and the trust of every fan who wears our colors.

It must be used with care, in its proper form, on every official surface — from the smallest icon to the largest banner.

Different logo variations also exist. Shiffting right side color.

A LOGO IS A PROMISE. OURS IS GOLD.

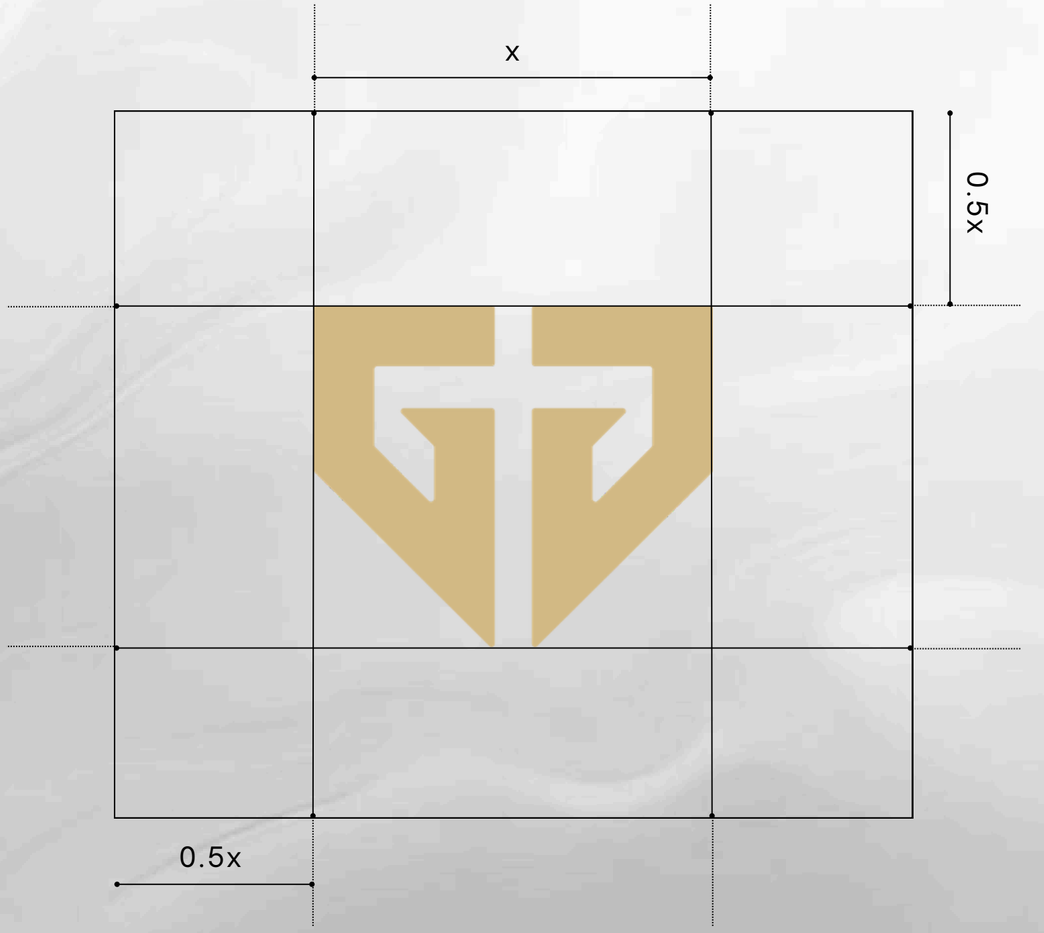


Variations



LOGO CLEARSPACE

Clearspace is the silent frame around our logo. It guarantees the mark stands on its own, without competition, without interference, without compromise.



x =

LOGOTYPE

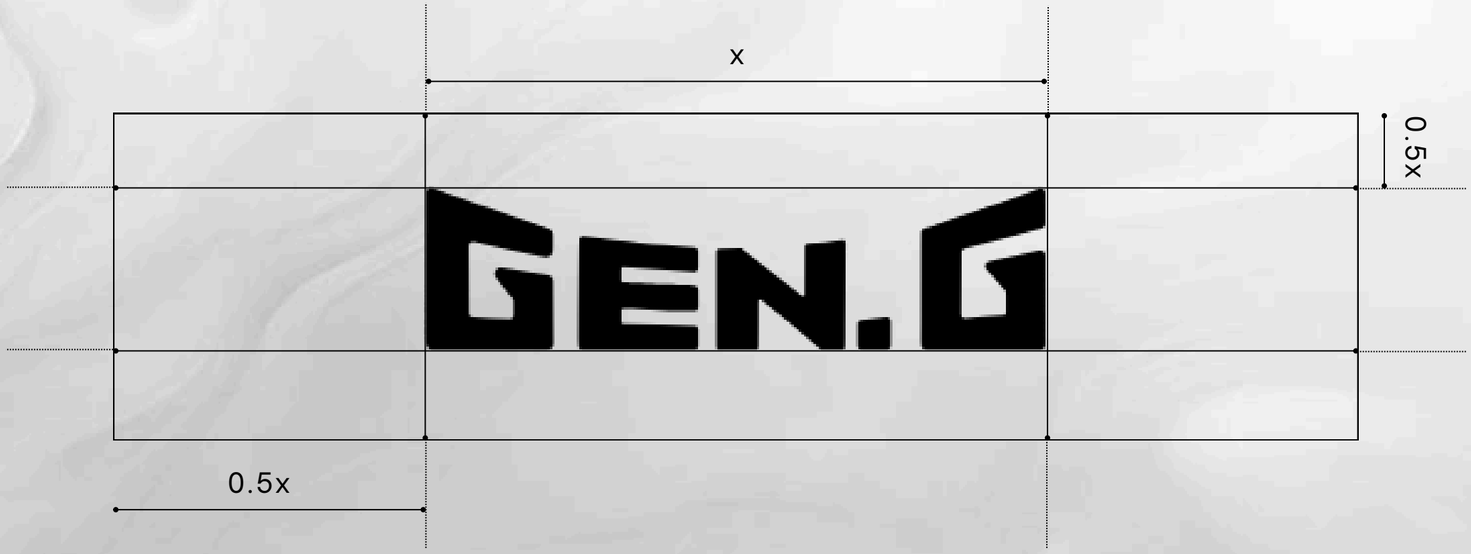
In addition to the logo, a logotype version exists for specific contexts where the logo alone isn't enough — sponsor lockups, partnership signatures, or text-led communications.

The logotype is a tool, not a substitute. The logo remains the first choice, always.



LOGOTYPE CLEARSPACE

Clearspace is the silent frame around our logotype. It guarantees the wordmark stands on its own, without competition, without interference, without compromise.



LOGO MISSUSES

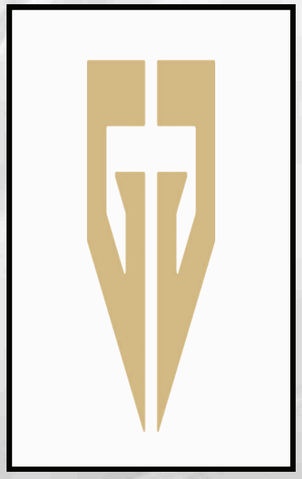
✗ Stretching or distorting the logo

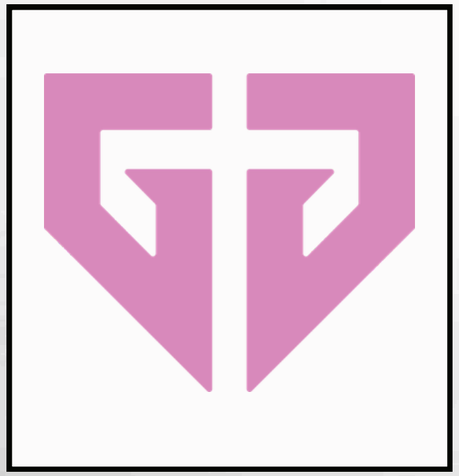
✗ Changing the colors outside the official palette (black, white, gold)

✗ Adding drop shadows, glows, or 3D effects

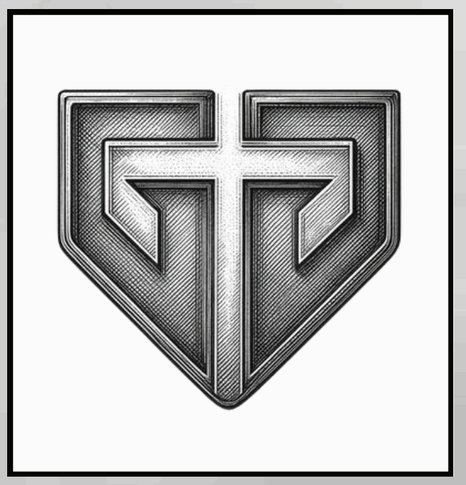
✗ Placing the logo on busy or low-contrast backgrounds

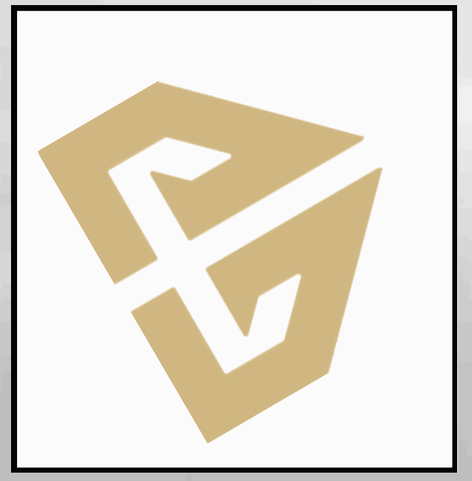
✗ Rotating the logo











LOGOTYPE MISSUSES

✗ change the logotype colors outside the official black, white, and gold palette.

✗ replace, redraw, or alter the original logotype typeface.

✗ add shadows, glows, or any decorative effects to the logotype.

✗ place the logotype on backgrounds with low contrast or poor legibility.

✗ rotate, tilt, or use the logotype at any angle.



PRIMARY COLORS

Our palette is built around three core elements: black, gold, and white.

GEN.G CLARITY WHITE : The breath in our design — clarity, balance, and contrast.

GEN.G PURE GOLD : Our signature color — heritage, prestige, and the mark of greatness earned.

GEN.G MASTERY BLACK : The foundation of our identity — sophistication, depth, and quiet authority.

GEN.G FOUNDATION GREY : The neutral foundation — versatile, modern, and built to support the gold and black.

CLARITY WHITE

#FCFBFB

RGB : 252 / 251 / 251
CMYK : 0% / 0% / 0% / 1%

PURE GOLD

#D2B984

RGB : 210 / 185 / 132
CMYK : 0% / 12% / 37% / 18%

MASTERY BLACK

#030501

RGB : 3 / 5 / 1
CMYK : 40% / 0% / 80% / 98%

FOUNDATION GREY

#B6B6B6

RGB : 182 / 182 / 182
CMYK : 0% / 0% / 0% / 29%

TYPOGRAPHY

Our typography carries the same standard as our visuals: clean, geometric, and built to last. We use two complementary typefaces — one for impact, one for clarity — both available in Canva and chosen for their balance between modern design and timeless readability.

ANTON
The voice of our titles. Tall, condensed, and confident. Anton brings authority to every headline, with a vertical structure that quietly echoes the geometry of Hangul characters.

MONTSERRAT
The voice of our content. Modern, geometric, and highly legible. Montserrat ensures every message is clear, balanced, and effortless to read across digital and print.

ANTON

The voice of our titles.
Used for: titles, headlines, key statements.

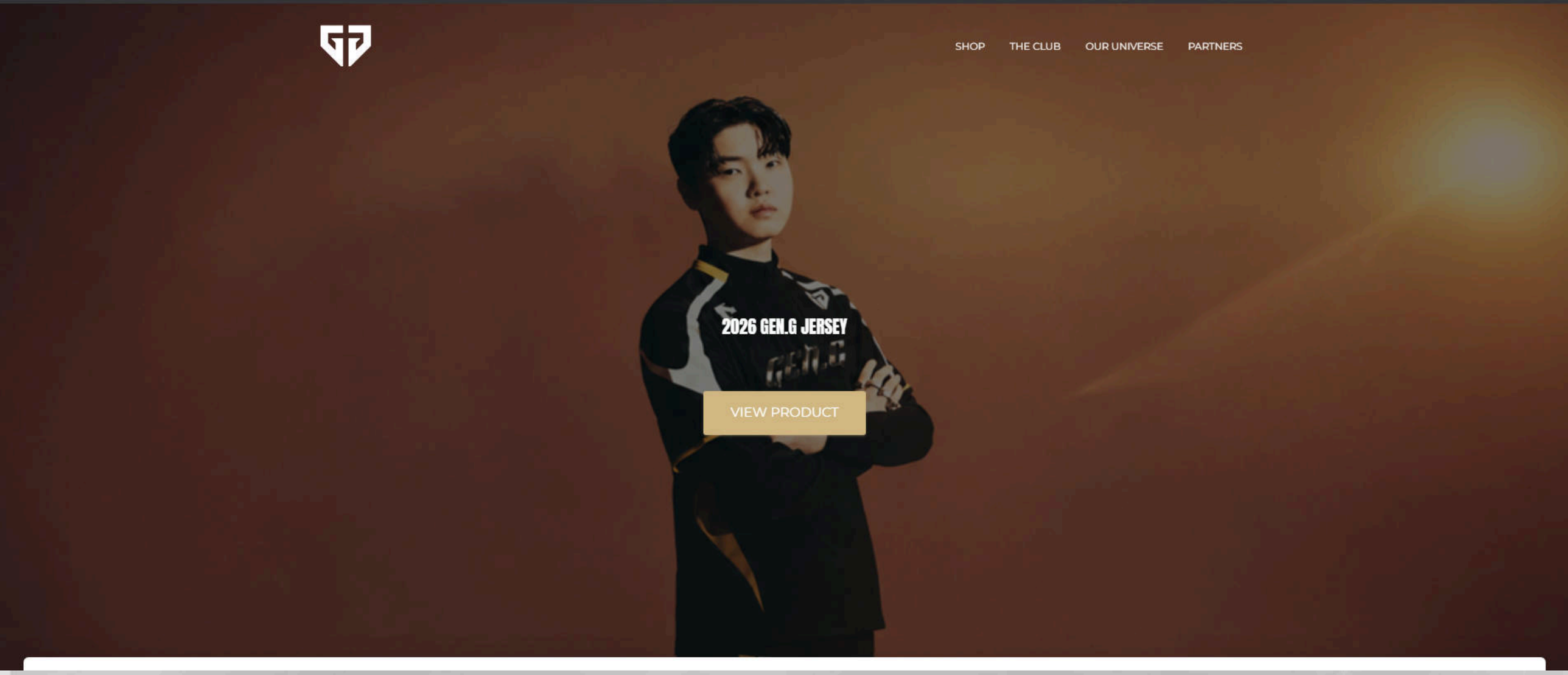
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

MONTSERRAT

The voice of our content.
Used for: body copy, sub-headings, captions.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789


THANK YOU


SHOP
THE CLUB
OUR UNIVERSE
PARTNERS
2026 GEN.G JERSEY
VIEW PRODUCT

| OFFICIAL PRO WEAR

Check collection



2026 1st Official Player Jersey

$89.00



2026 1st Official Player Jacket

$139.00



2026 Player Self Marking Kit

$17.00



2026 Offical Pro Joggers

$45.00



2025 Official Pro Jersey

$98.00

OUR PARTNERS

tech

OTOKI

GENRANG PRODUCTS

Check collection



GenRang 25cm Doll

$27.00



GenRang Hat Accessories

$25.00



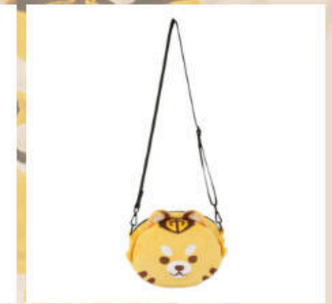
GenRang Cushion

$18.00



GenRang Headband

$19.00



GenRang Sling Bag

$25.00

| NEW ARRIVALS

Check collection



Kiin's Pentakill Metal Keyring

$16.00



GenRang Doll Keyring

$4.00



2026 Gen.G Blanket

$19.00



Gen.G GenBong Accessories

$41.00



GenRang Cherry Blossom Memo

$6.00





DON'T MISS A MOMENT

Catch every update, play and story from GEN.G



Free Shipping

Free delivery on orders over 160€.

Secure Payment

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Simplified Returns

You have 30 days to return your order.

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- GenRang
- New Arrivals
- Collaborations
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- Accessories

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67 results



2026 Official Pro Jersey

$89.00



2026 Official Pro Jacket

$139.00



2026 Player Self Marking Kit

$17.00



2026 Offical Pro Joggers

$45.00



2025 Official Pro Jersey (White)

$98.00



2025 Official Pro Jersey (Black)

$98.00



2025 Official Pro Jacket

$135.00



2025 Pro Jacket (WORLDS Edition)

$137.00



2024 Pro Jersey (WORLDS Edition)

$89.00



2024 Pro Jacket (WORLDS Edition)

$139.00



Essential Black T-Shirt

$24.00



Essential White T-Shirt

$24.00



Gen.G x Mother Ground T-Shirt

$40.00



Gen.G x Mother Ground T-Shirt

$40.00



TIGERNATION Kit

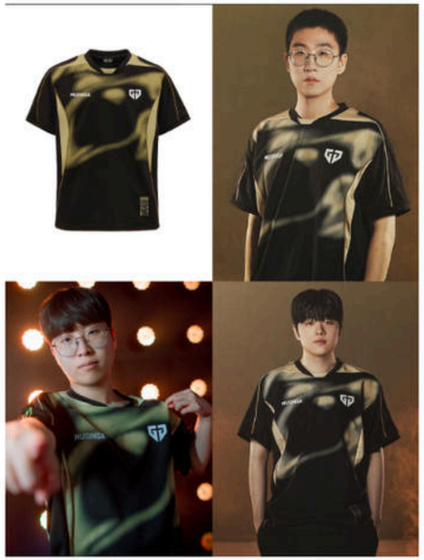
$15.00



2025 LCK Winner Scarf

$24.00

| SHOP ALL



GEN.G 2026 | Official Pro Jersey

$89.00

FIND YOUR SIZE

| COMPLETE YOUR LOOK



2026 Player Self Marking Kit (LOL)

$17.00

VIEW PRODUCT DETAIL

| YOU MAY ALSO LIKE



2026 Official Pro Jersey

$89.00



2026 Official Pro Jacket

$139.00



2026 Player Self Marking Kit

$17.00



2026 Offical Pro Joggers

$45.00

Free Shipping

Free delivery on orders over 160€.

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Simplified Returns

You have 30 days to return your order.

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