



INNY GOOSSENS

PORTFOLIO



DISCOVER: ESPORTS



TEAMS



TOURNAMENTS



GAMES



PLATFORMS



FANS



“Discover: Esports is a unique, educational conference designed to demystify the complex world of esports.”

My goal was to create a visual identity that captured the team’s passion - and their love for the colour purple - while also reflecting the conference’s beginner-friendly approach towards showcasing the world of esports.

Designing with flexibility in mind, my aim was to create a meaningful logo with a complimentary set of graphic assets to ensure consistent brand representation across any format.

Inspired by the team’s proud Northern heritage, the end result was a vibrant, multi-faceted gem design that embodies the brand’s colours. From the various facets that make up the logo, five were chosen to represent some of the most integral aspects of the esports landscape: teams, tournaments, games, platforms and fans.

For an in-depth look at this project, follow the link [here](#).



29-30 NOVEMBER 2022



DISCOVER: ESPORTS

EVERYTHING YOU NEED TO KNOW ABOUT THE COMPETITIVE GAMING LANDSCAPE #DISCOVERESPORTS

SPEAKER ANNOUNCEMENT



DISCOVER: ESPORTS

EVERYTHING YOU NEED TO KNOW ABOUT THE COMPETITIVE GAMING LANDSCAPE #DISCOVERESPORTS

JAMES DEAN
Founder & CEO
ESL UK

29-30 NOVEMBER 2022

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DISCOVER:
ESPORTS

29-30 NOVEMBER NEWCASTLE UPON TYNE
#DISCOVERESPORTS

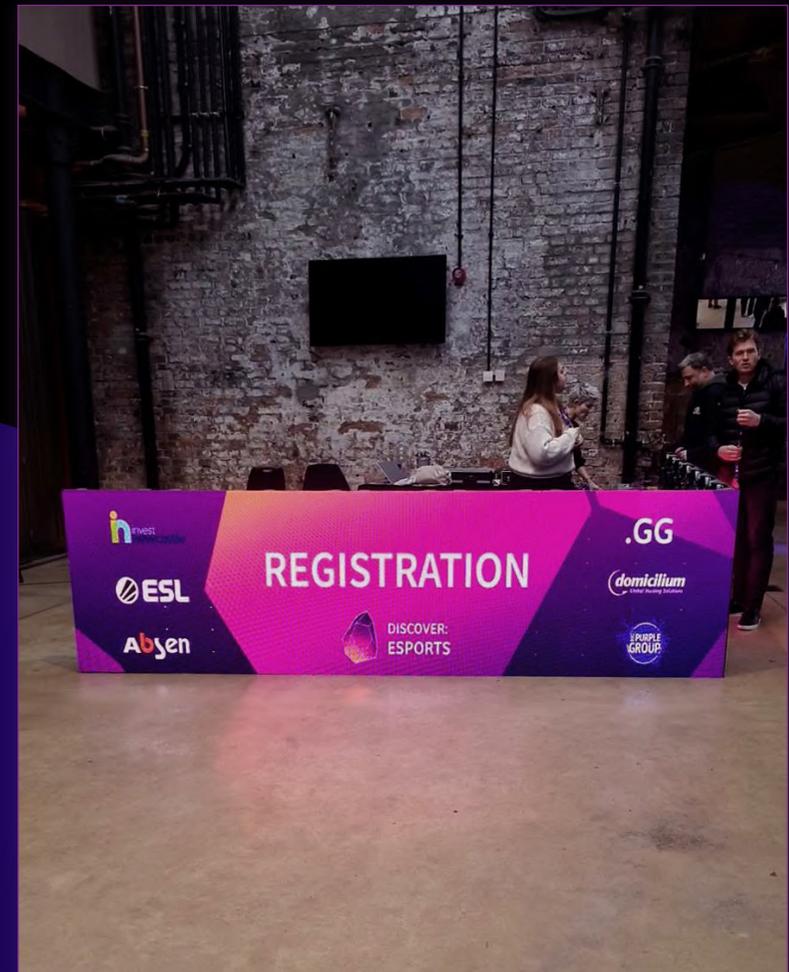
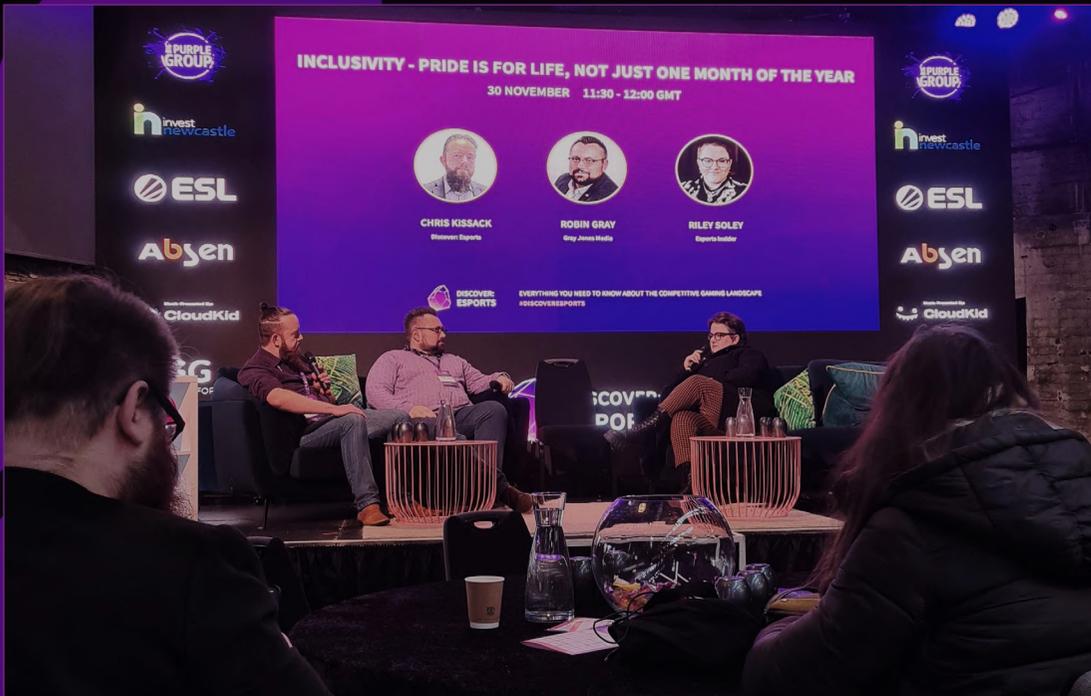
Vicky Cheng
Sportskred

EVERYTHING YOU NEED TO KNOW ABOUT THE COMPETITIVE GAMING LANDSCAPE



With Discover: Esports' vibrant new visuals finalised, the next step involved integrating them across all aspects of the conference's graphics. This included a variety of marketing graphics and announcements, the D:E sales deck, ID badges and even an esports bingo leaflet.





Last but not least, I designed a variety of LED screen displays (the mainstage, registration desk and digital poster boards) that stood out in vibrant contrast to the industrial features of the event's location (the Boiler Shop).





PINNACLE ESPORTS // Character Illustrations & Graphics (CS2, LoL, Dota 2 & Valorant)



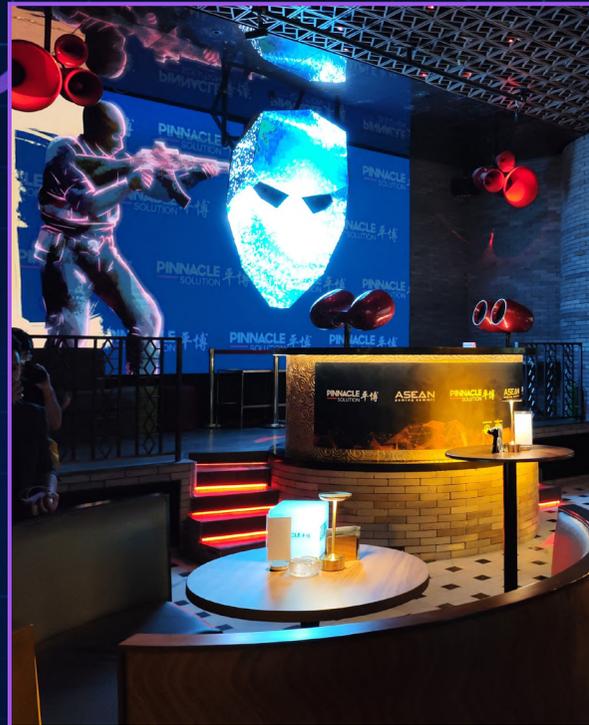


One of my most impactful achievements at Pinnacle was the creation and implementation of custom esports characters and creatives for Counter-Strike, Dota 2, League of Legends and Valorant.

Pinnacle's esports graphics previously relied on the use of game publishers' IP, which is an act of copyright infringement that placed Pinnacle at risk.

My challenge was to create a set of bespoke characters and graphics that are easily recognisable to their respective fanbase, but designed in such a fashion as to satisfy legal constraints - striking the fine balance between originality and familiarity.





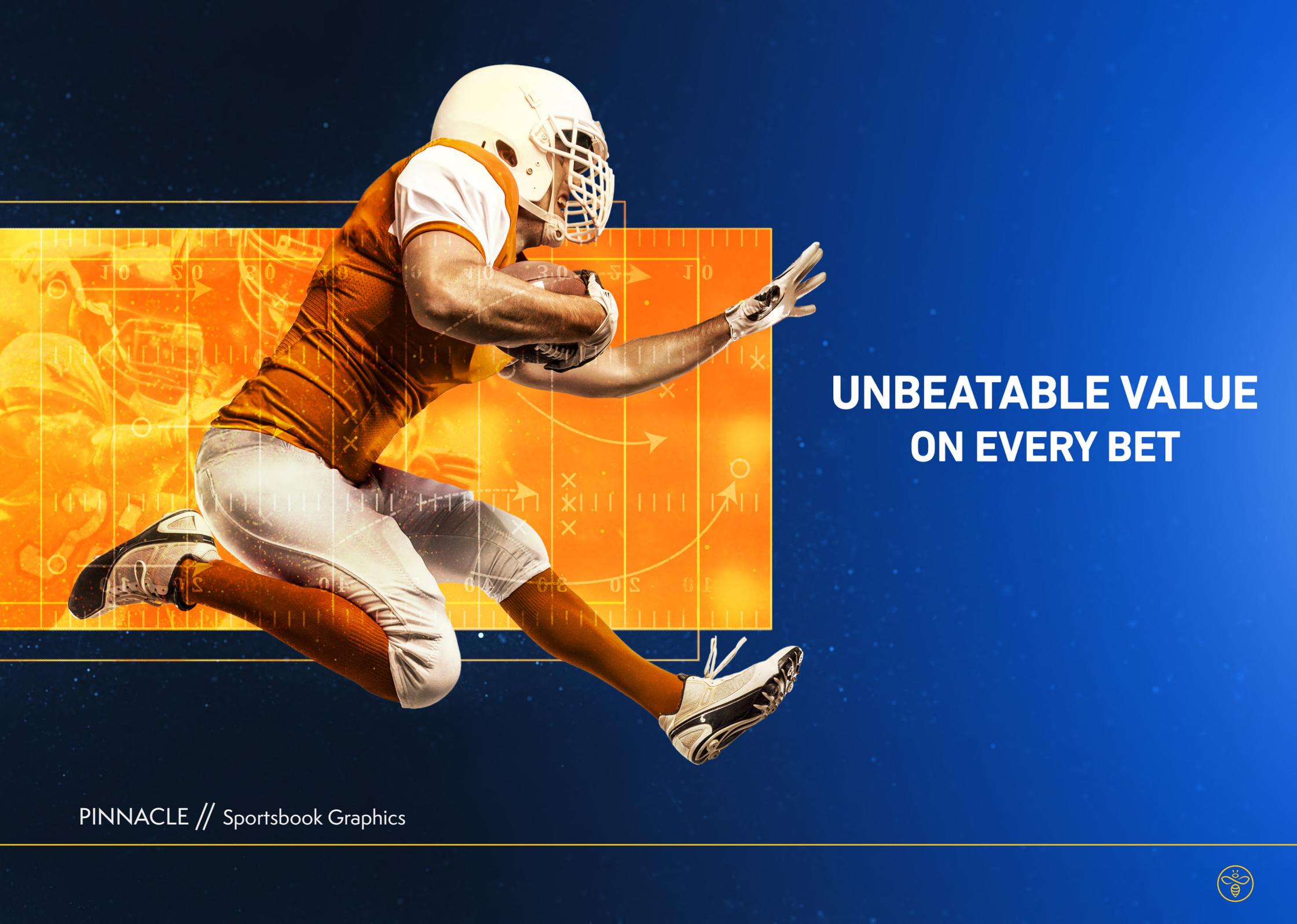
The work that I produced represented esports across all of Pinnacle's content, including tournaments and campaigns, B2B events and sales decks, websites and CRM content. *Photographs: Pinnacle Solution B2B stand designs and roller banners at events like ICE and the Asean Gaming Summit.*



ESPORTS HUB

In addition to esports illustrations, my work with Pinnacle included rebranding their flagship esports betting product, the Esports Hub, and designing the related sales deck.





**UNBEATABLE VALUE
ON EVERY BET**

PINNACLE // Sportsbook Graphics



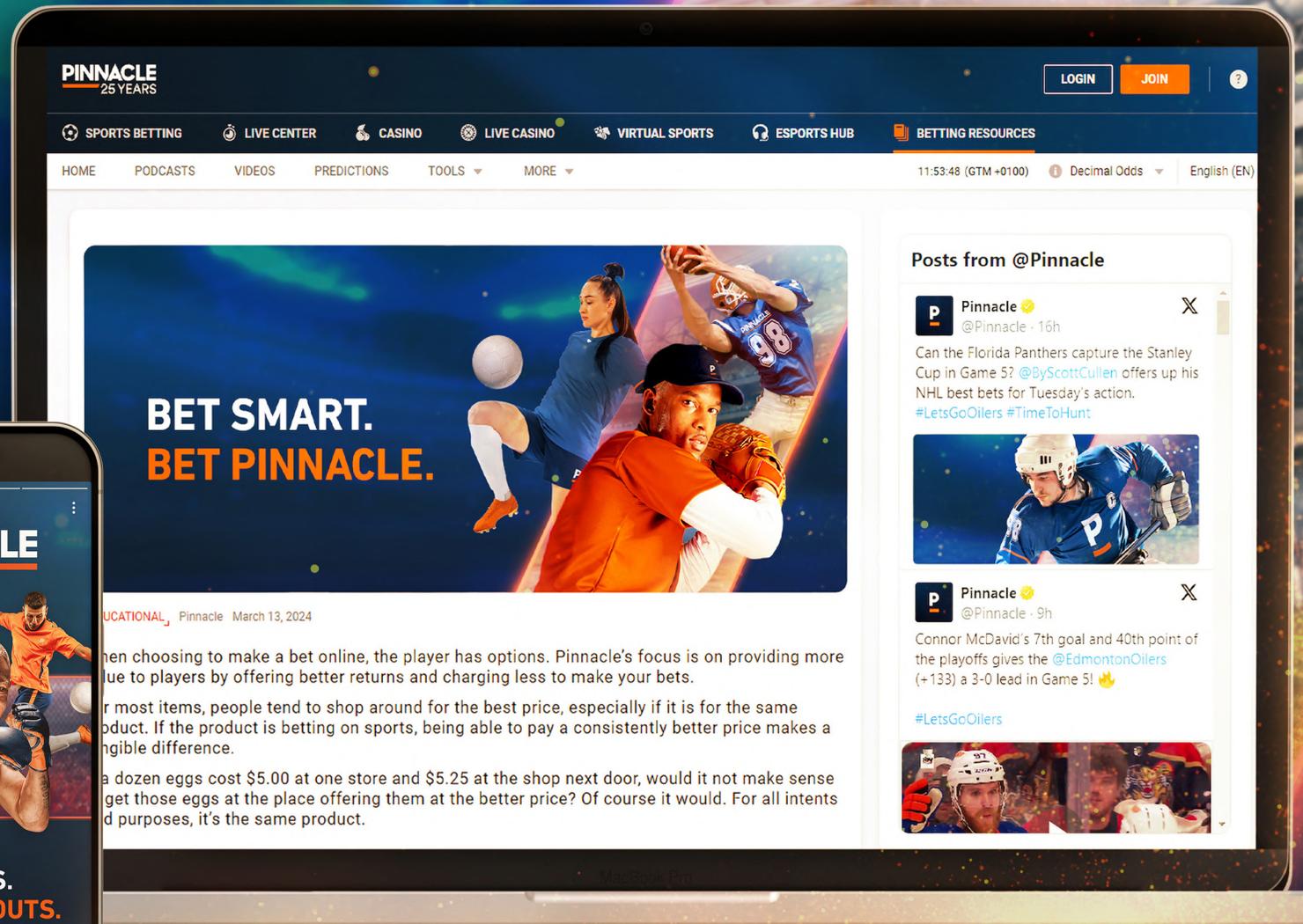
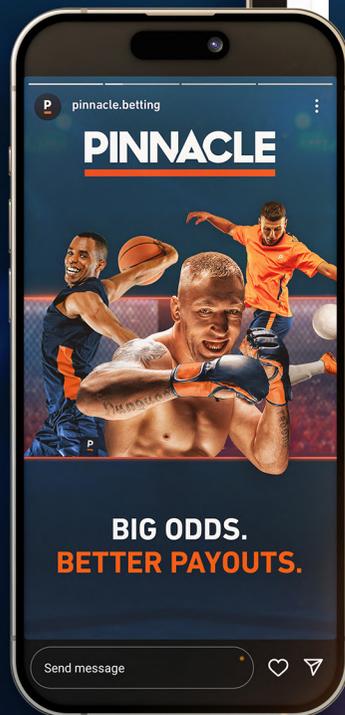
PINNACLE BRAND REFRESH

The decision to update Pinnacle's visual identity meant rethinking how the brand presents and expresses itself across all of its platforms and content. While this was an opportunity for fresh ideas, it was also important to stay true to the core of the original brand.

My suggestions included expanding the existing palette to include brighter, analogous colours, new options for typography and vibrant graphics that express excitement and optimism.



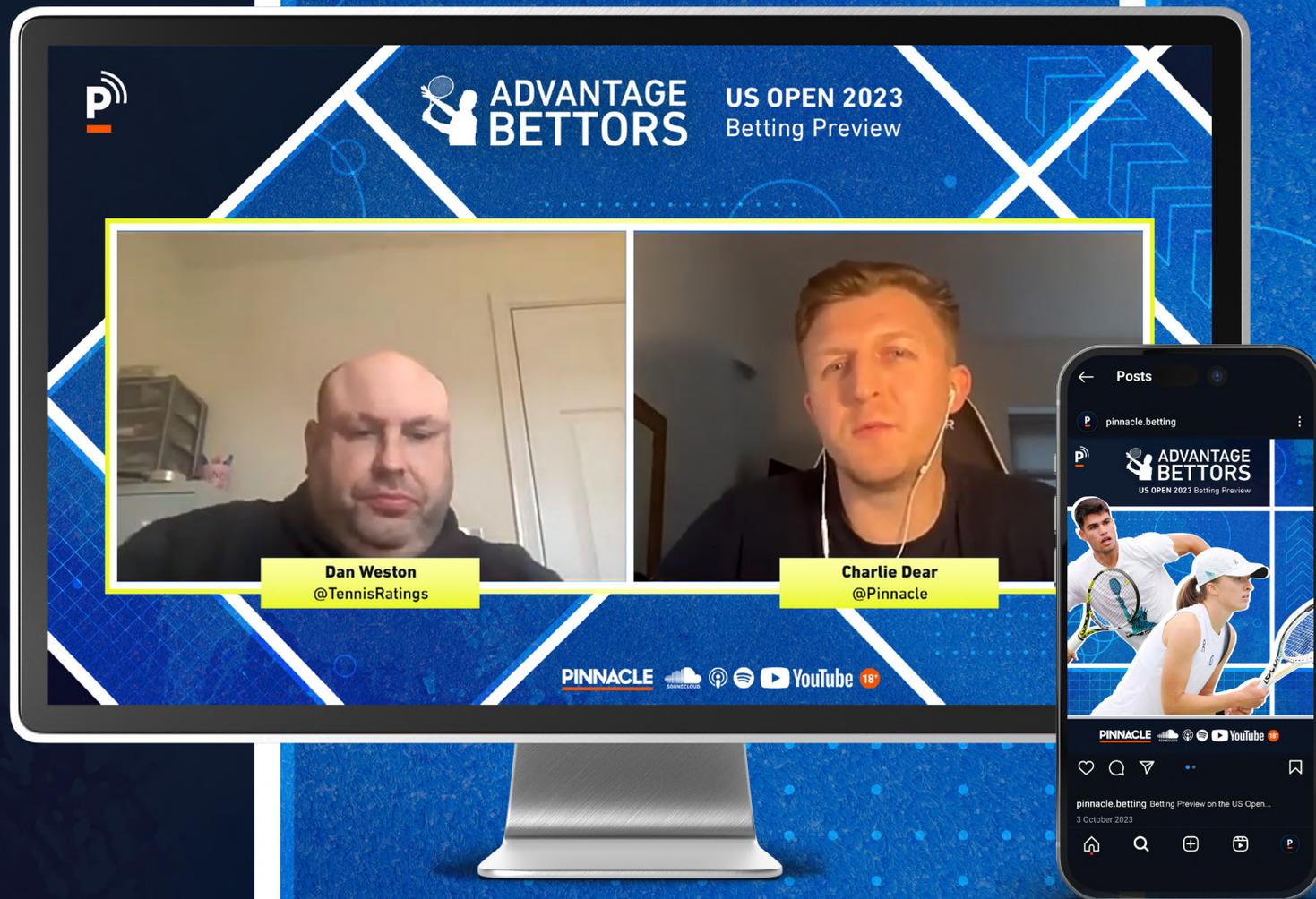
The end result of the team's collective effort featured branded sports players emerging from either the 'A' or the underline from the Pinnacle logo, marked by a glowing orange stroke. Stadium imagery relevant to the featured sport fades subtly into the dark blue background, providing clear space for accompanying text.



PODCASTS

Part of my responsibilities at Pinnacle also included redesigning the creative for every podcast series and managing all related updates and content, ensuring that visuals stay fresh and relevant.

The example here is for the tennis podcast, Advantage Bettors.



PINNACLE

CUP

BRASIL

PINNACLE CUP BRASIL // Tournament Graphics



“ Pinnacle Cup established itself as a niche within the category, a tournament series dedicated to not only underserved regions, but also tier 2 teams. Pinnacle Cup positioned itself as a unique opportunity to help build careers and develop talent within the esports community. As a result, we have continued the development of this series spanning a three year period, across two major esports titles (CS and Dota2). Our commitment to esports is not only established with this event, but through our product offering (notably Esports Hub), educational and story driven content, online activations with major influencers within the esports community.

Throughout the years, we have seen notable teams with the Pinnacle Cup that go on to win other major competitions, such as Team Spirit, the 2021 champions of Dota 2's The International, won a Pinnacle Cup ahead of their large upset at TI.

Pinnacle Cup Championship Champions Heroic also kickstarted a successful 2022 campaign with a victory in Lund and have since continued to place 2nd at the Rio Major and recently won the Blast Fall Finals.

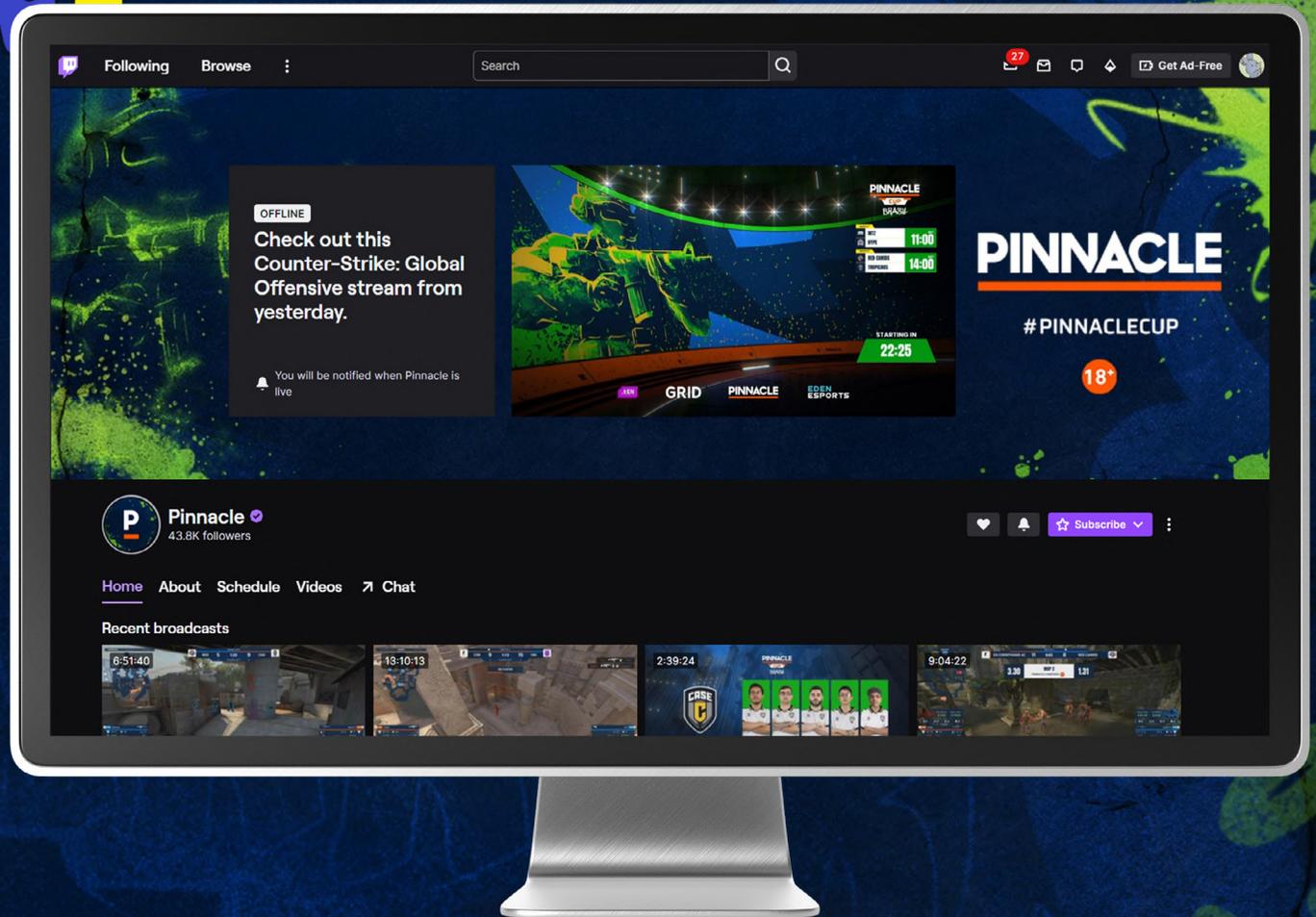
Pinnacle Cup provides a unique opportunities for the victors, community and fans, allowing players and team to compete for a chance to win the big prize, our “Winners Welcome” allows the champions and heroes of tomorrow to compete now take on the worlds best teams and demonstrate their potential on a world stage.

”





Working as a team to create a fresh, new look for each tournament in the Pinnacle Cup series has been a fantastic challenge. For Pinnacle Cup Brasil in particular, we tapped into Brazilian meme culture to create truly unique graphics that resonate well with the audience.



Pinnacle's Twitch channels are always customised to reflect the current tournament





In addition to the unique illustrations and the variety graphics produced for the tournaments, I also designed Pinnacle's esports jersey, which was featured as a prize give away at certain events.

Left: Jersey give away. Above: Player focussed graphic, designed as a customisable template to update as needed during the course of the event.





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