

BLAST PRO SERIES BRAND CHARTER

The BLAST Pro Series Brand Charter is our mission, helps to maintain consistency across all touchpoints, and ensures understanding and compliance with our brand positioning. In short, it makes BLAST Pro Series the most valuable esports brand in the world.

OUR BRAND ESSENCE

To excite and entertain our audience.
We will make BLAST Pro Series the preferred entertainment choice on every screen.

OUR MISSION

To excite and entertain by being authentic, approachable,

OUR VISION

Put BLAST Pro Series on every screen.

OUR VALUES

PREMIUM

- We move fast and smart
- We always look incredible, no matter where we are or what we're doing
- We provide world-class competitive entertainment and performance

ENTERTAINING

- We are daring, exciting, distinctive and addictive
- We surprise, amaze and make your heart race
- We unabashedly share our passion and excitement

APPROACHABLE

- We will always make you feel welcome
- We are inclusive and easy to connect with wherever we are, whatever we are doing
- We do not promote negative or violent messaging

CREDIBLE

- We stay true to the heritage and legacy of esports through knowledge and authenticity
- We showcase mainstream Counter-Strike by focusing on entertainment, skills and performance

EDGY

- We are the tastemakers and the pacesetters
- We never follow the pack
- We are not corporate, suit wearing flunkies

OUR BRAND GUIDELINES

- Always ensure that we live and exhibit our brand values - in the way we act and talk to both media, brands and our audience
- Always refer to the Brand Charter as a useful tool and foundational code of conduct between our brand and every stakeholder
- Always use the Brand Charter as a benchmark to measure any brand behaviour, performance or activity
- Always ensure that at least three of our brands values are met at all times when making any brand related decisions
- Always apply the Brand Charter as a tool for dialogue, sparring and to constantly challenge yourself in all BLAST Pro Series related matters