finals.id

MEDIA BRAND KIT.

Logo, colors, type, graphics and approved text for finals.id promotion.



Version 1.0 | November 2026 | finals.id

01 WELCOME

Welcome to finals.id

finals.id is a stats site for THE FINALS. It shows weapon and scoreboard leaderboards, player profiles, clubs, weapon stats and server status.

The Finals.id Companion App runs in the background alongside Steam & the game. It is required in order to keep your Embark token refreshed and provide you with up to date weapon stats, win rates, match history and ping information.

Do not deform the files. If you need a different format or aspect ratio, please message Tyr.

finals.id is unofficial and not affiliated with Embark Studios.

IN THIS KIT

logos
Logo, wordmark, logo + wordmark. SVG and PNG.

graphics
Screen, square post, overlay badge, Twitch panel.

fonts
Outfit and Poppins, with licenses.

colors
HEX and RGB values.

copy
Text for panels, chat and posts.

finals-id-brand-guide
This guide. PDF and HTML.

02 LOGO

The logo

Use the default logo + wordmark first.



Default logo + wordmark `finals-id-lockup.svg`



Logo `finals-id-mark.svg`



Stacked logo + wordmark `finals-id-lockup-stacked.svg`



Wordmark `finals-id-wordmark.svg`

03 SPACE AND SIZE

Clear space and minimum size

Keep this area empty.



X = half the logo height. Keep at least X on every side.

MINIMUM SIZE ON SCREEN

Default logo + wordmark
120 px wide

Stacked logo + wordmark
72 px wide

Logo
24 px tall

Wordmark
80 px wide

Shown at scale.

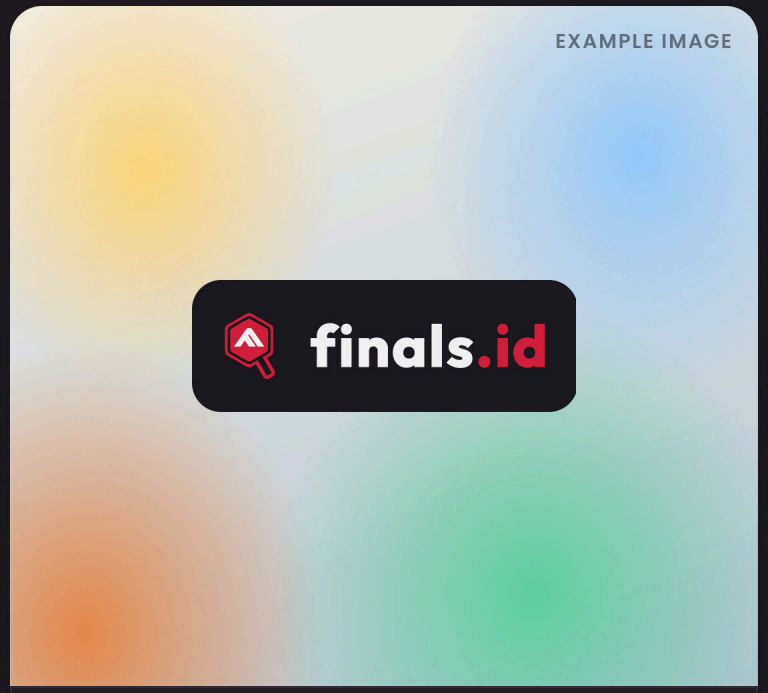
04 BACKGROUNDS

Use a dark background

The logo is always red in promotional material.



Dark background
Use as is.



Busy or bright image
Use the plate version.



Red area
Darken behind the logo.

05 MISUSE

Do not change the logo



✕ No white or one-color version.



✕ No color changes.



✕ No stretching.



✕ No rotating.



✕ No shadows, glows or outlines.



✕ No light backgrounds.



✕ No extra space between parts.



✕ No other fonts.

06 COLOR

Color

Dark, with one red accent. Red for small highlights only.

Finals red #D21F3C
RGB 210 31 60
Logo .id, icons, highlights

Background #1D1A20
RGB 29 26 32
Backgrounds

Surface #252128
RGB 37 33 40
Cards and panels

Line #322D38
RGB 50 45 56
Borders

Text #F1F2F4
RGB 241 242 244
Main text

Muted #AEABB4
RGB 174 171 180
Secondary text

Red text size
24 px or larger, or 19 px bold.

70% Background **15%** Surface **10%** Text **5%** Red

07 TYPE

Type

Outfit

Headings, numbers, labels

Aa.

Every stat — ExtraBold 800

Every stat — Bold 700

Every stat — SemiBold 600

Every stat — Regular 400

KNOW YOUR STATS.

Hero lines: ExtraBold, italic, uppercase.

Poppins

Body text, calls to action

Aa.

Every match — SemiBold 600

Every match — Medium 500

Every match — Regular 400

All the leaderboards and stats you ever wanted, tracked across every region.

Body: Regular. Calls to action: SemiBold.

✓ Sentence case for headings.

✓ Uppercase only for labels and hero lines.

✗ Never type the logo. Use the files.

08 GRAPHICS

Graphics

Examples on how our assets can be combined to create posts, images, etc.



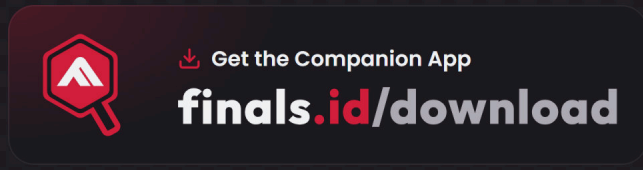


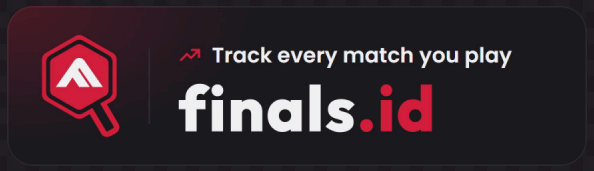
Full screen 1920 × 1080 PNG



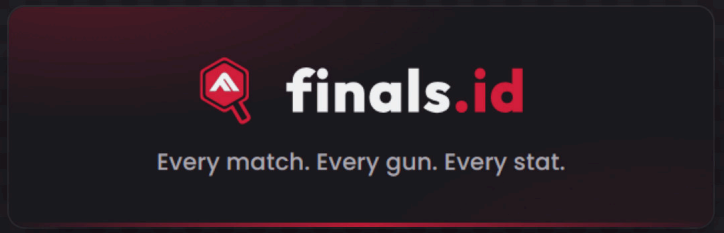


Square post 1080 × 1080 PNG | Social posts.





Overlay badge PNG, also at 2x | At least 24 px from the edge.



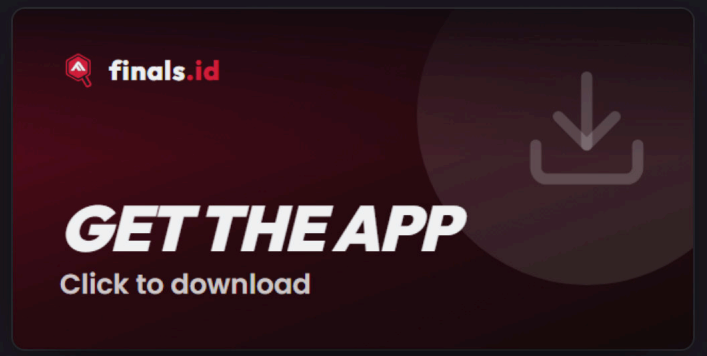
Twitch panel 320 × 100 PNG, also at 2x | Link to finals.id/download.

09 TWITCH PANELS

Twitch panels



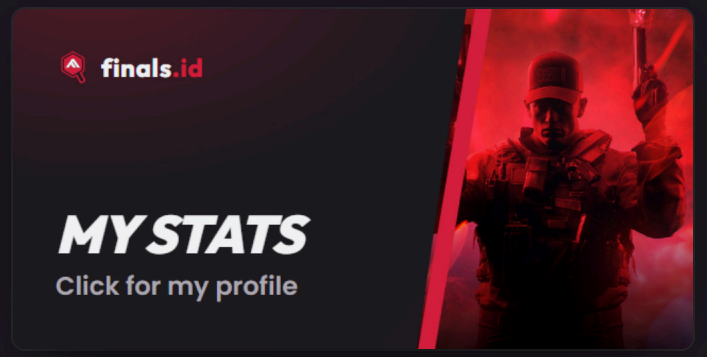
My stats
Your finals.id profile



Get the app
https://finals.id/download



Discord
https://discord.gg/wGCckDSmpN



My stats, art
Your finals.id profile

10 COPY

Text post examples

TAGLINE

Every match. Every gun. Every stat.

Graphics, titles, posts

SHORT TAGLINE

Know your stats.

Hero lines, small spaces

CALL TO ACTION

Get the Companion App: finals.id/download

Short: Track every match you play: finals.id

CHAT COMMAND `!finals`

I track my stats with finals.id. Get the Companion App: https://finals.id/download

Chat bots

SOCIAL POST

I track my stats in THE FINALS with finals.id. Get the Companion App at https://finals.id/download to see your weapon stats, win rates and match history. My profile: [your profile link]

Twitch, X, Bluesky, Instagram, Discord

11 TALKING POINTS

What to say

FACTS YOU CAN SAY

- finals.id has weapon and scoreboard leaderboards, player profiles, clubs and weapon stats.
- The Companion App runs alongside Steam and the game, on Windows, macOS and Linux.
- It keeps your Embark token refreshed. Run it once every 24 hours and it still tracks all your matches.
- Console players: link PSN or Xbox to the same Embark ID as your Steam account, and have THE FINALS in your Steam library. It does not need to be installed.
- It provides up to date weapon stats, win rates, match history and ping.
- It does not inject into the game or change game files.
- It needs no administrator rights. Close it any time.
- VirusTotal scans every release.

WRITING RULES

- Write finals.id, Finals.id, Finals.ID or F.ID.
- Game name: THE FINALS.
- App name: Finals.id Companion App.
- In sentences, finals.id is one color.

DO NOT

- Do not say finals.id is affiliated with Embark Studios. We are unofficial, though we would love to make proper contact with them.
- Do not promise features not listed here.



finals.id

KNOW YOUR STATS.

Server Status | Weapon Leaderboards | Match History

Made by Kian Bröse & Tyrthurey.

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