ZOVER

peripherals

OVER

Over is a gaming peripheral technologies brand. Founded by a pro Fortnite player Ron Magic. Ron felt like the mice he was using were too heavy, like rock. So what did Ron do with his Fortnite Championship winnings ? Thats right he used it to create Over. Since the founding of Over in October of 2021 Ron has been hard at work with his own devices and today Ron is ready to share his creations with the world.

Attitude & Goal

Over holds nothing back anything that we say, we mean, no tricks or lies. We are strait to the point. That's the cleanest way to interact as a brand.

Our goal is to over promise over deliver. That's what we're about at Over, bringing the best out of ourselves and you. When Over products are brought up o.p. is mentioned or over powered. Over peripherals is innovating towards the next generation of peripherals.

Over Products

Mice

Keyboards

Headsets

Microphones

Controllers

Logo

The Mouse

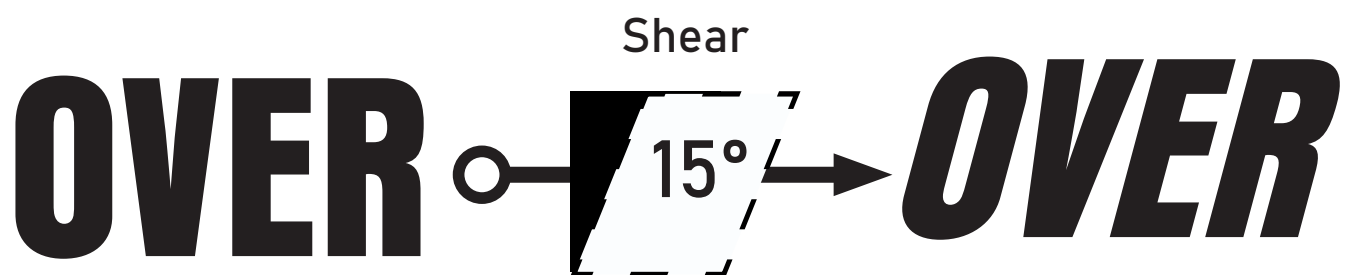Over was built from a desire for better gaming mice and that is recognized in Over's logo.

OVER

The O is moving forward and out like the brand Constantly evolving.

Logo Text

OVER

Shear

OVER ○— 15° → **OVER**

Color

Palate

RGB: 237,35,36
#ED2324
CMYK:0,99,100,0

RGB: 251,173,24
#FBAD18
CMYK:0,36,100,0

RGB: 79,200,236
#4FC8EC
CMYK:59,0,3,0

RGB: 119,192,67
#76BF43t
CMYK:58,0,100,0

OVER uses full colored product packaging with White Print the four main OVER Colors are Moss Green, Glass Blue, Orange Fire, And Rage Red.

Moss Green is dedicated to the first tier of peripherals that are affordable and might miss out on features.

Glass Blue is the second tier of peripherals that comes without RGB.

Orange Fire is also the second tier of peripherals that comes with RGB

Rage Red is the highest tier peripheral that has the latest and greatest features.

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The use of RGB

While Over does offer the option of a full color spectrum showcase Over prefers the use of a subtle gradient from one color to the next.

When displaying RGB do not exceed 40% of screen space.

Typography

OVER

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890!@#$%&()[ ]{ }/<>

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG.

Bahnschrift Regular ....Heading and body text
Bahnschrift light Condensed.................Headings and body text

peripherals

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtuVvwXxYyZz
1234567890!@#$%&()[]{}/<>

The Quick Brown Fox Jumps Over The
Lasy Dog.

Design Rules

1. On important documents please include the subtext "peripherals" below OVER.
2. Logo is never obscured.
3. Anzeigen Grotesk is always in Caps
4. 15° shear on Special text.
5. Do not alter the logo color in any other way than suggested color palate.
6. Use the color tiers to differentiate the products from one another.
7. White Text is elusive show more of it.
8. Keep RGB down to a limit of less than 40% of screen view
9. Little goes a long way.
10. Keep it clear.

Design Examples

ARES

OVER
Grendel

Ares
Ultra Pro Mouse

65g
700+IPS
100–28,000 DPI

OVER
peripherals

2 Year
Warranty

Sillo

34H Battery Life
Quick Charge
Noise Cancelling
10 Year Warranty

Bring the Best

DESIGN GUIDE