



# Brand Guidelines

Sustainably crafting games with love,  
hand in hand with our community.

# Logo

Logo - Portrait



Logo - Landscape



Wordmark



Icon



Icon - Alternative



# Logo - Colour Variations

Red



Blue



White

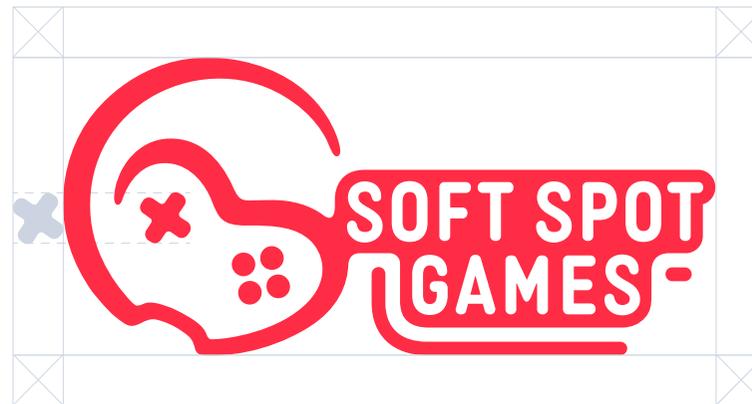


# Logo - Margins

Logo - Portrait



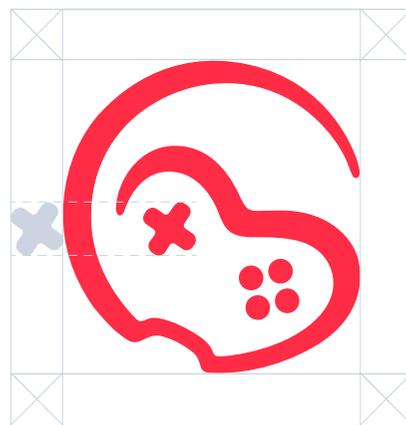
Logo - Landscape



Wordmark



Icon



Icon - Alternative



# Logo - Usage

Only use the logo in the colour combinations as displayed below



Don't use the logo in any other colour scheme than suggested



Don't stretch the logo or use it in any other format than suggested



# Colors

## Primary



**Blue**  
#0E1522

Mainly used for the logo,  
background color, or texts



**Red**  
#FF2C45

Mainly used for the logo,  
bottom banner, background color,  
or sublines / highlights



**White**  
#FFFFFF

Mainly used for the logo on dark  
backgrounds, background color,  
or texts on dark backgrounds.

## Secondary



**Brighter Blue**  
#212C46

Mainly used to show the subtle  
pattern on blue backgrounds



**Brighter Red**  
#FF636C

Mainly used to show the subtle  
pattern on red backgrounds



**Green**  
#DDF788

Mainly used for highlighting  
texts or elements

## Greys



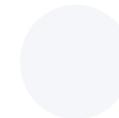
**Darker Grey**  
#97A3B2

Mainly used for  
supportive texts



**Grey**  
#E5E9EF

Mainly used for stroke / line  
colours on white backgrounds



**Bright Grey**  
#F4F6F9

Mainly used to show the subtle  
pattern on white backgrounds,  
or as section background color

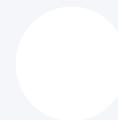
## Print (CMYK)



**Blue**  
84-74-55-75



**Red**  
0-92-72-0



**White**  
0-0-0-0



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