



# 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

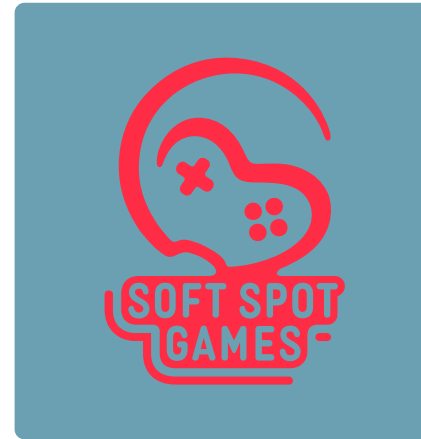


# Logo - Usage

**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

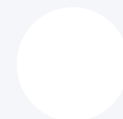
## Print (CMYK)



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



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



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



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