SOFT SPOT GAMES

STYLEGUIDE
KERFUFFLE

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LOGO

Font: tittilium web black
The Logo replaces the 'R' in Kerfuffle.
The character spacing is increased to 130%
The key color used is Medium Turquoise
The icon represents the letter 'R' from the word Kerfuffle. It symbolizes a manikin with a headset..
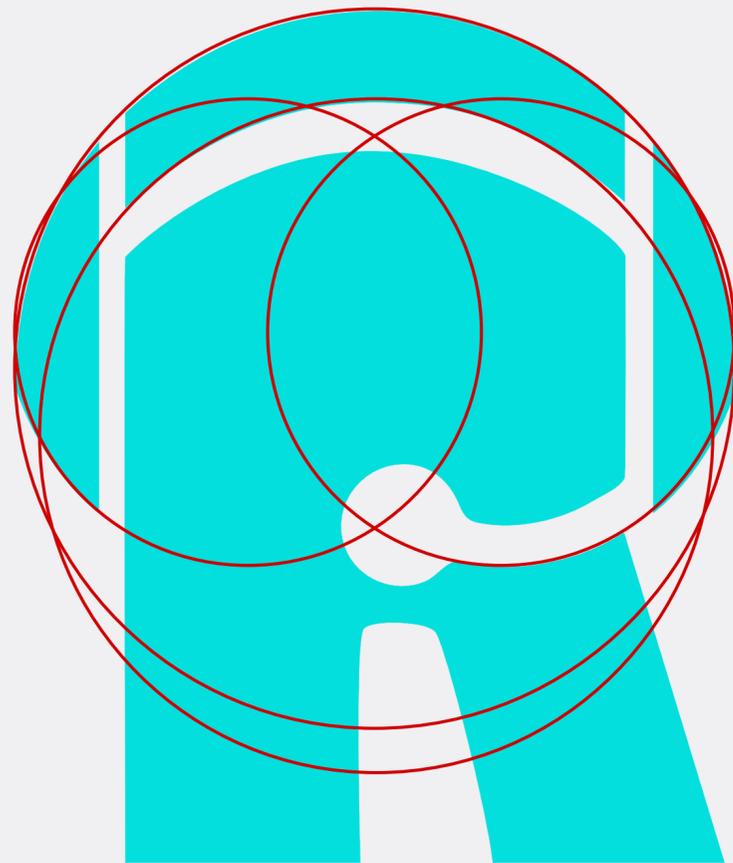
Do's and Dont's

The logo may only be used in the following colors ✅

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The logo may not be streched or changed in its aspect ratio ❌

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The logo may not be displayed in a different color than suggested. ❌

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COLORS

The key colour is the confidence-inspiring medium turquoise. It reflects the freedom and energy that is in Kerfuffle.
As a contrast to the bright cyan, the desaturated orange apricot enters as the first secondary colour.
It serves as a connecting element to the second secondary colour. Purple x11.
Both secondary colours come with 2 further gradations so that they can be used in all cases.
The 3 colours form a harmonious triad.
The cyan also has the Light Cyan and the Space Cadet as gradations for a colourful desaturated substitute for white, for example, or the space Cadet blue for a coloured black substitute, for example.

PRIMARY COLORS
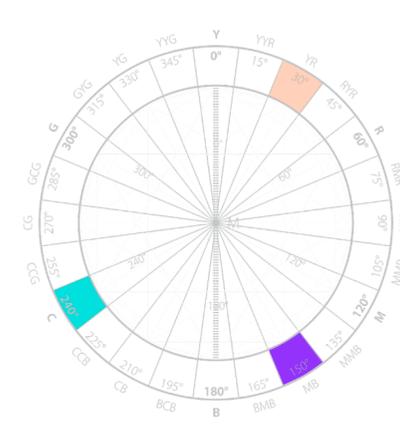
| Space Cadet #1F2041 | Medium turquoise #00E0DD | Light cyan #D0EFF5 | | Space cadet #1F2041 | White #FFFFFF | Textcolor Background for white text | | Medium turquoise #00E0DD | Keyline |

| Davys Grey #4D4D4D | Silver #C2C2C2 | White #FFFFFF | | Davys Grey #4D4D4D | Silver #C2C2C2 | Background for graphics | | Purple x 11 #9432FC | Highlights |
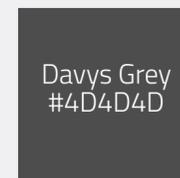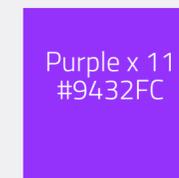
SECONDARY COLORS

| Apricot #FFD1BA | Burnt orange #BA5624 | Atomic tangerine #FFA070 |

| Medium Purple #AB5CFF | Purple x 11 #9432FC | Persian indigo #3C106A |

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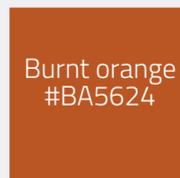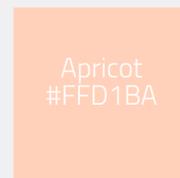
FONTS

Backgrounds for texts are to be written on either white, grey or space cadet.
Highlighting in bold, white, purple x 11 or space cadet.
Capitalisation for special emphasis.
Text can be set variably left-justified, right-justified or centre-justified.
However, primarily left-justified.

Font:	Titillium web
Text Alignment:	left-justified
Line Spacing:	125% of the pt size
Headline:	semibold
Subline:	regular
Highlights:	Bold italic
Text:	light
Headline:	60-100px
Subline:	60-80px
Textcolor:	white on space Cadet background, Space cadet on white or silver background
Highlights:	white/space cadet/purple x 11 cyan as exception

HEADLINE
subline

text
highlights
highlights purple

KE**R**FUFFLE

HEADLINE
subline

text
highlights
highlights purple

KE**R**FUFFLE

KE**R**FUFFLE