



Logo & Style Guide

Logo | Main Version



Grid



Clear space

Clear space is the space surrounding the logo, free of any other elements, such as: letter, text block, line, frame, color plate, etc.

The clear space provides its better perception and maximum influence on the audience.

Logo | Inversion



Logo | Onecolor



Logo | Onecolor Inversion



Logo | Contrast Treshold

For the inverted version of the onecolor logo a contrast threshold applies. If the threshold is reached, the use of the inverted version becomes impractical.

The inverted version uses from 50% to 90% of black background. In this case the logo is painted in a white color.



0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

Logo | Logo against Background

In case the original color contradicts with the background, the onecolor inverted logo should be used.



Logo | Incorrect Use

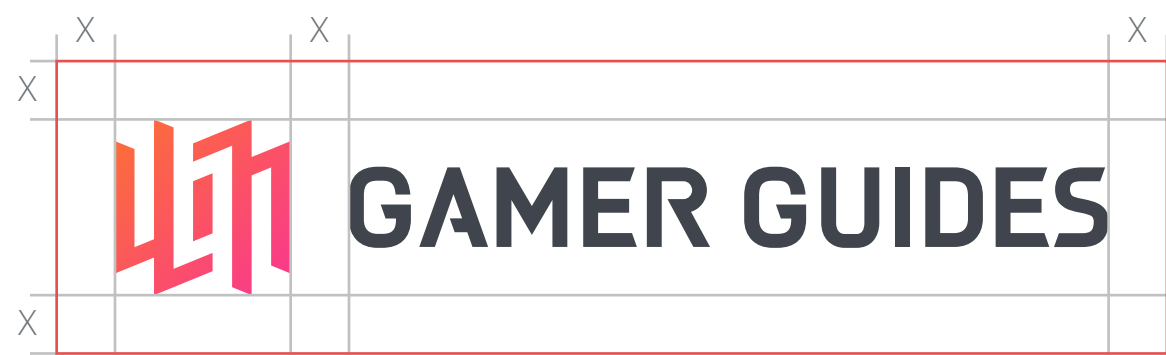
- 1. Reflection;
- 2. Usage of colors, other than named in this guideline;
- 3. Non-proportional scaling, distortion of the logotype;
- 4. Outlines;
- 5. Turns;
- 6. Tilts;
- 7. Changing the distance between elements of logo;
- 8. Clear space violation;
- 9. Logo on the complex or fractional background.



Additional Logo | Main Version



Grid



Clear space

Clear space is the space surrounding the logo, free of any other elements, such as: letter, text block, line, frame, color plate, etc.

The clear space provides its better perception and maximum influence on the audience.

Additional Logo | Inversion



Additional Logo | Onecolor



Additional Logo | Onecolor Inversion



Additional Logo | Contrast Treshold

For the inverted version of the onecolor logo a contrast threshold applies. If the threshold is reached, the use of the inverted version becomes impractical.

The inverted version uses from 50% to 90% of black background. In this case the logo is painted in a white color.



0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

Additional Logo | Logo against Background

In case the original color contradicts with the background, the onecolor inverted logo should be used.



Additional Logo | Incorrect Use

- 1. Reflection;
- 2. Usage of colors, other than named in this guideline;
- 3. Non-proportional scaling, distortion of the logotype;
- 4. Outlines;
- 5. Turns;
- 6. Tilts;
- 7. Changing the distance between elements of logo;
- 8. Clear space violation;
- 9. Logo on the complex or fractional background.



Color Palette

Gradient	Gray	Violet	Orange	White/Black
CMYK: C 0 / M 70 / Y 82 / K 0 HEX: FD6E38	CMYK: C 70 / M 60 / Y 50 / K 40 HEX: 40444C	CMYK: C 77 / M 100 / Y 0 / K 0 HEX: 611A8B	CMYK: C 0 / M 80 / Y 55 / K 0 HEX: FB575D	CMYK: C 0 / M 0 / Y 0 / K 0 HEX: FFFFFF
				CMYK: C 20 / M 20 / Y 20 / K 100 HEX: 000000
	CMYK: C 65 / M 55 / Y 45 / K 25 HEX: 565A62		CMYK: C 0 / M 62 / Y 34 / K 0 HEX: FC8186	
	CMYK: C 47 / M 37 / Y 35 / K 5 HEX: 8E9196	CMYK: C 45 / M 70 / Y 0 / K 0 HEX: 9963BA	CMYK: C 0 / M 41 / Y 18 / K 0 HEX: FDABAE	
CMYK: C 0 / M 90 / Y 10 / K 0 HEX: F9388E	CMYK: C 22 / M 17 / Y 15 / K 5 HEX: C7C8CA	CMYK: C 17 / M 32 / Y 0 / K 0 HEX: D2B1E6	CMYK: C 0 / M 20 / Y 7 / K 0 HEX: FED5D6	



Color Usage

The version of the logo depends on the background color.



Aa

Roboto Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()_+<>?{}|\

Aa

Roboto Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()_+<>?{}|\

Aa

Roboto Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()_+<>?{}|\

Personal Card | Light Version

Personal business cards are used for business-related applications (e.g. at official meetings and negotiations) for providing contact information to potential customers or partners.

For business cards we recommend to use white cardboard with base weight of 300 g/m².

Business card size – 90x50 mm

Card Back



Card Front

Logo



Roboto Bold 10pt
Roboto Regular 7pt

Linda Chatwin
Public Relations

+1 408 237-56-84
linda@gamerguides.com

Roboto Regular 7pt

gamerguides.com

Roboto Bold 6pt

Personal Card | Dark Version

Personal business cards are used for business-related applications (e.g. at official meetings and negotiations) for providing contact information to potential customers or partners.

For business cards we recommend to use white cardboard with base weight of 300 g/m².

Business card size – 90x50 mm

Card Back



Card Front

Logo



Roboto Bold 10pt
Roboto Regular 7pt

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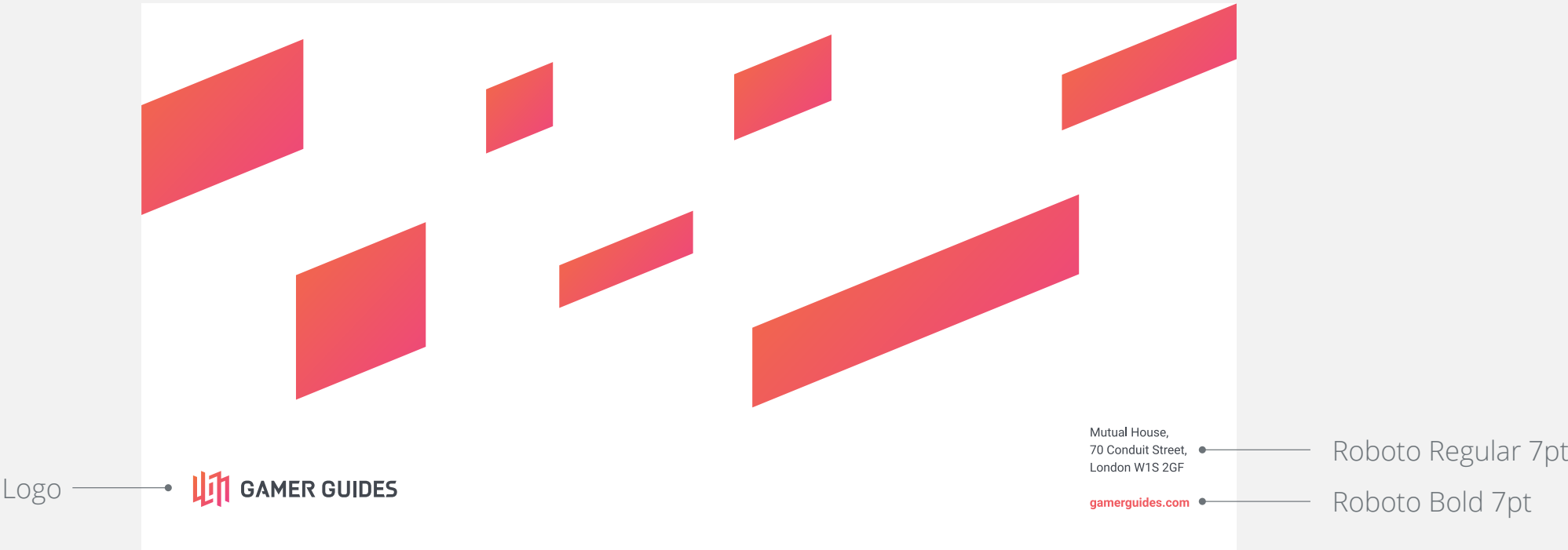
gamerguides.com

Roboto Bold 6pt

Envelope | Light Version

The corporate envelope is universal. Use it for sending a folded sheets of A4 paper or leaflets. The envelope can be used for business correspondence or for sending greeting cards.

Envelope size – 220x100 mm



Envelope | Dark Version

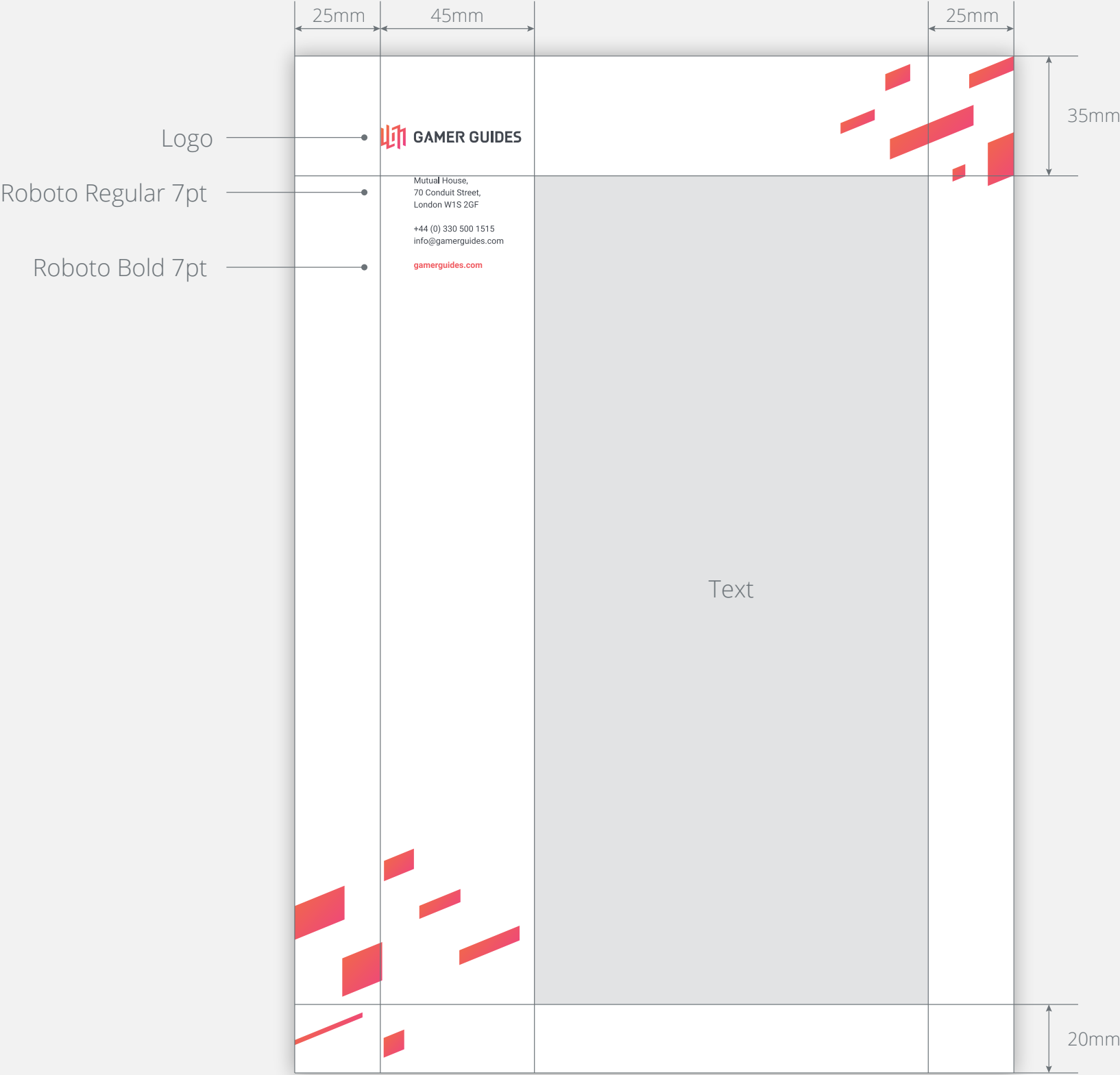
The corporate envelope is universal. Use it for sending a folded sheets of A4 paper or leaflets. The envelope can be used for business correspondence or for sending greeting cards.

Envelope size – 220x100 mm



Letter

Letter size – A4 (210x297mm).



Folder | Light Version

Folder Back



Roboto Regular 7pt
Roboto Bold 7pt

Folder Front



Logo

Folder | Dark Version

Folder Back



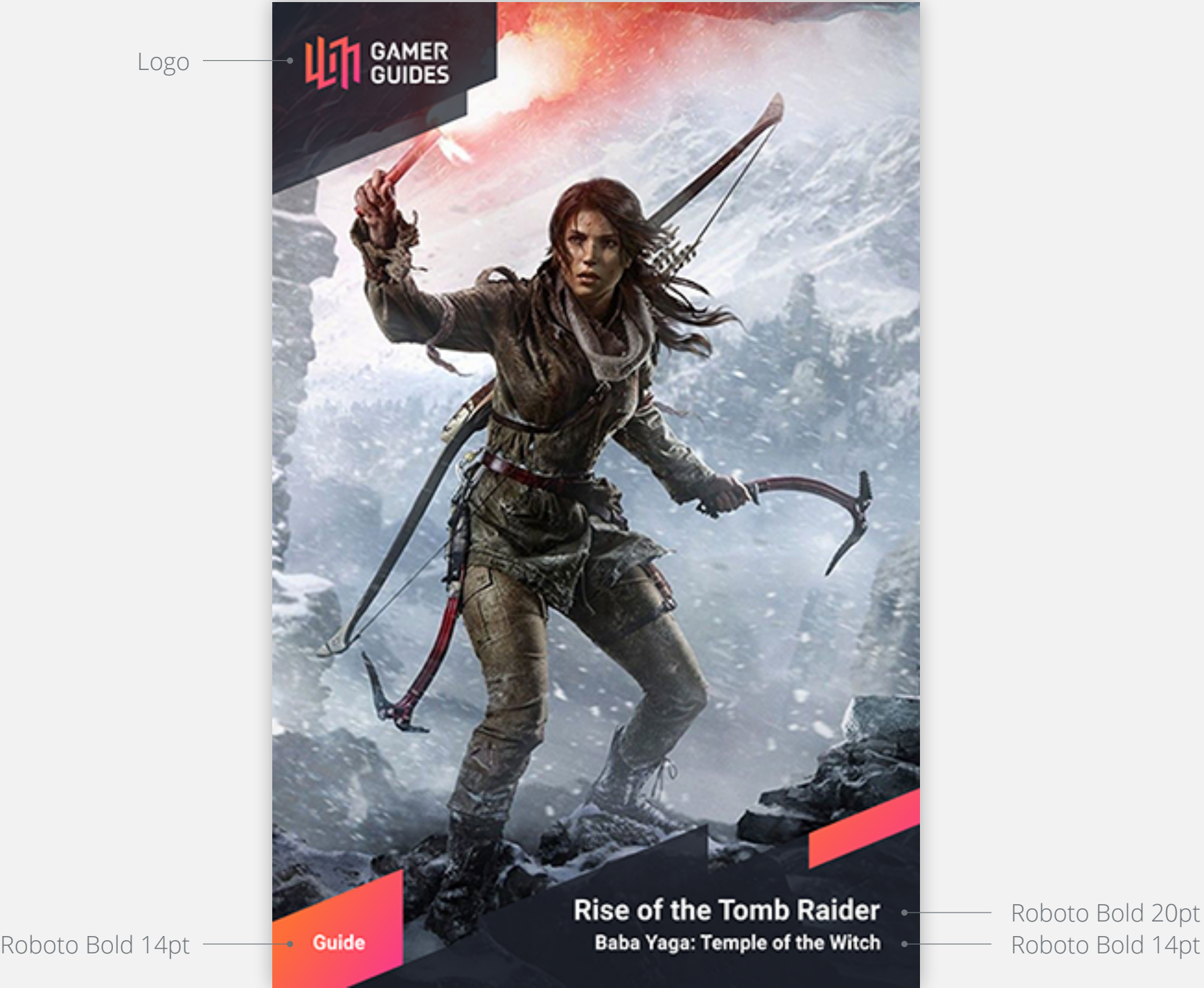
Roboto Regular 7pt
Roboto Bold 7pt

Folder Front



Logo

Guide Cover | Dark Version with long Title



Guide Cover | Light Version with long Title



Logo

Roboto Bold 14pt

The Elder Scrolls V
Skyrim

Roboto Bold 20pt
Roboto Bold 14pt

Guide Cover | Dark Version with short Title

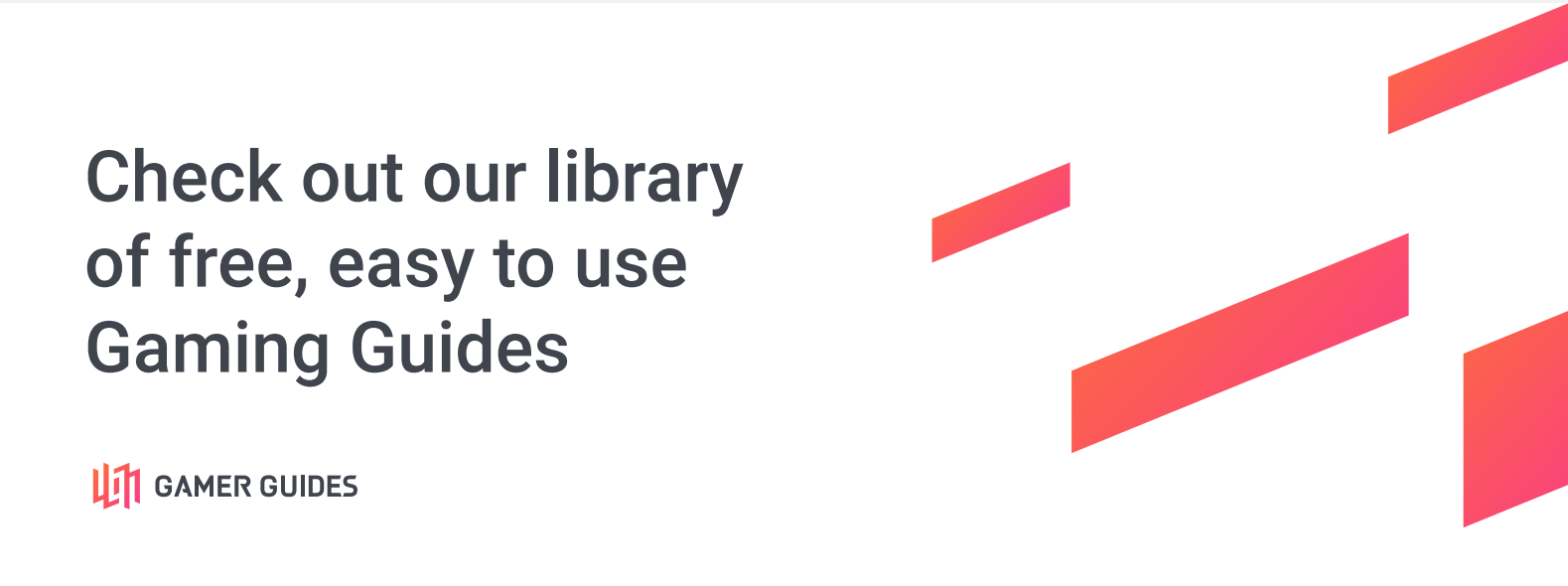


Guide Cover | Light Version with short Title

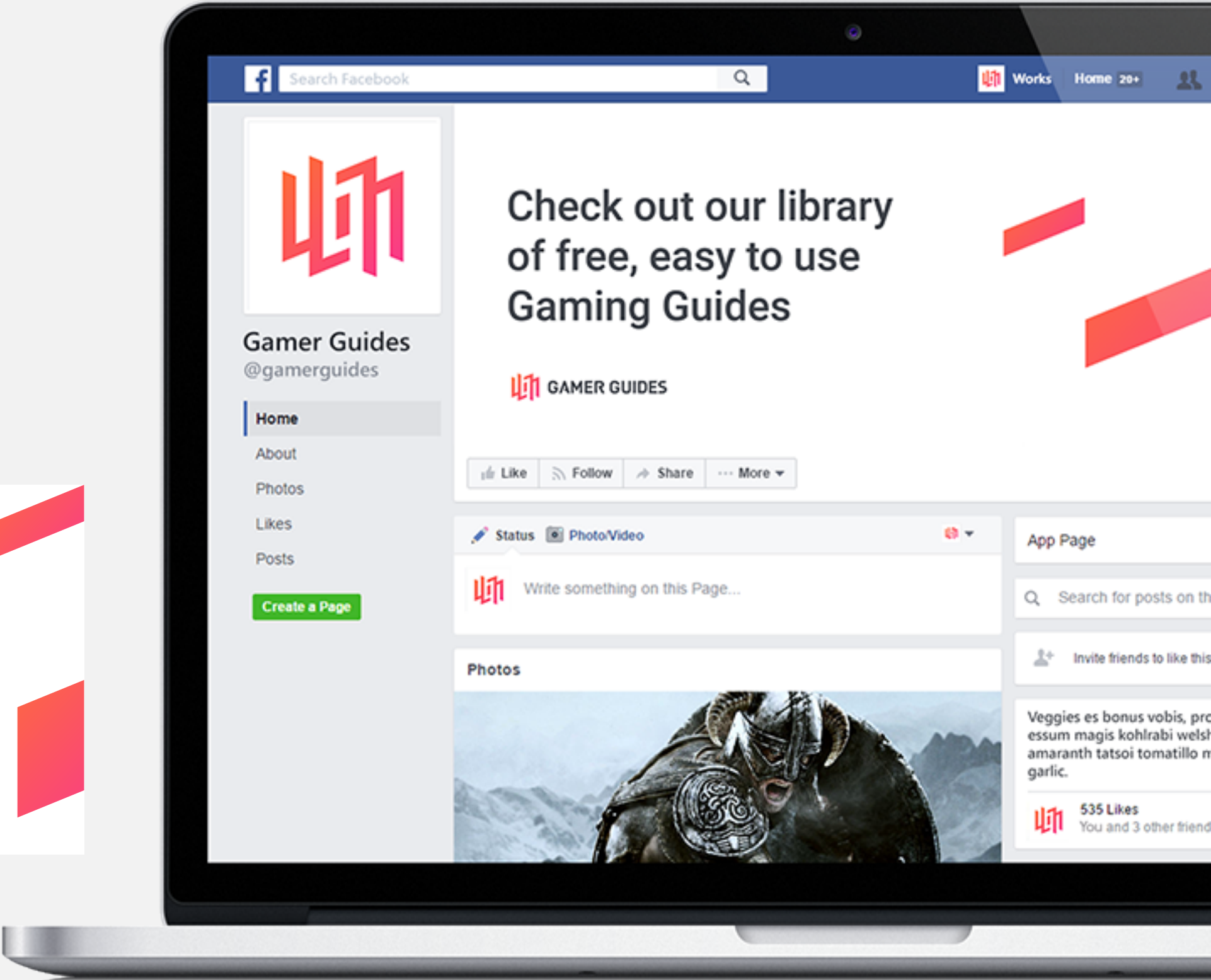




Avatar

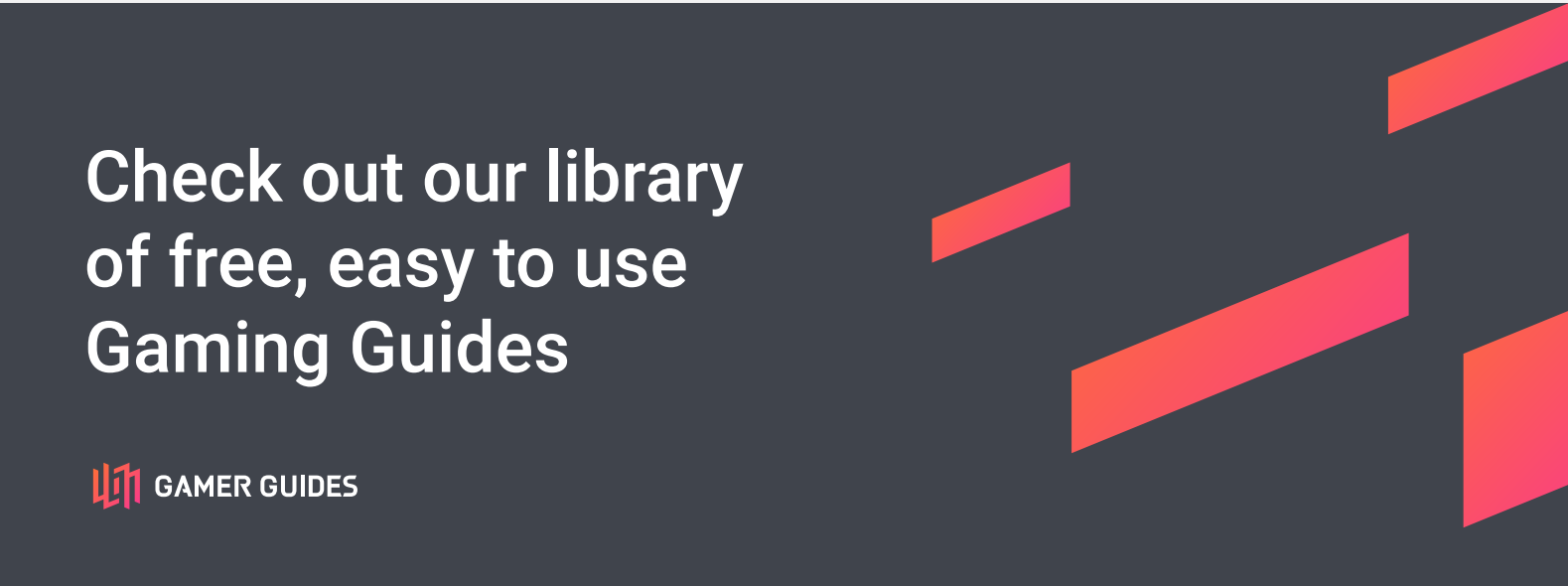


Cover

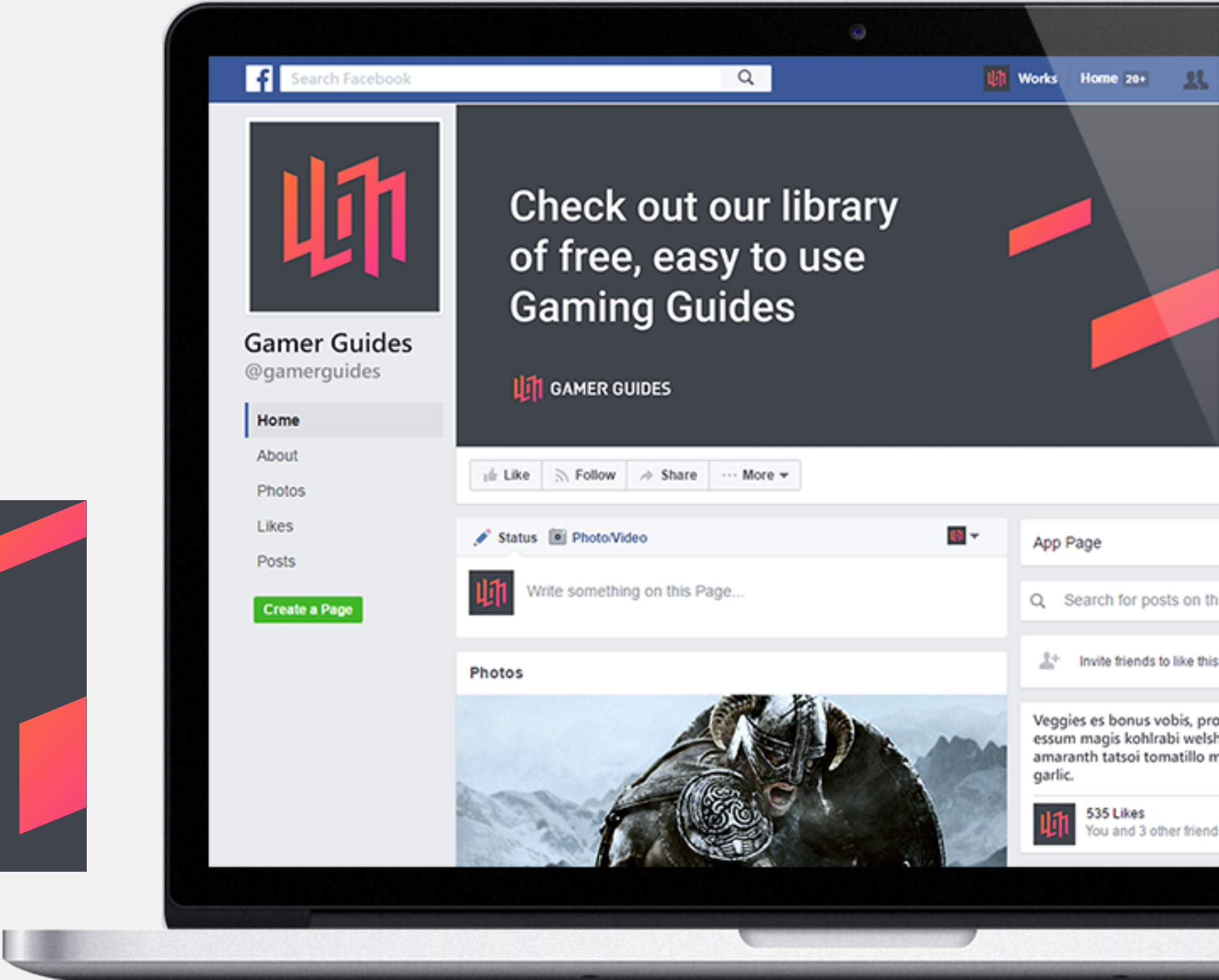




Avatar

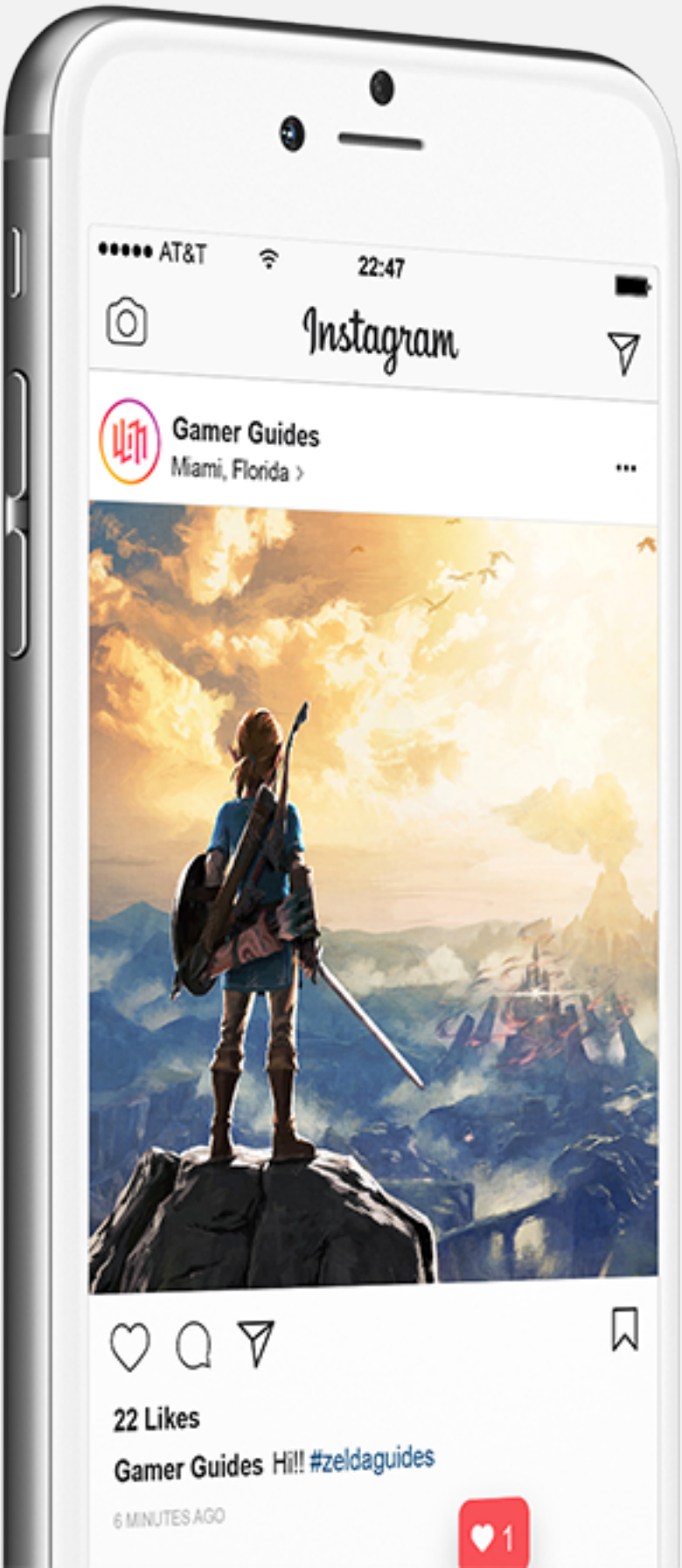


Cover



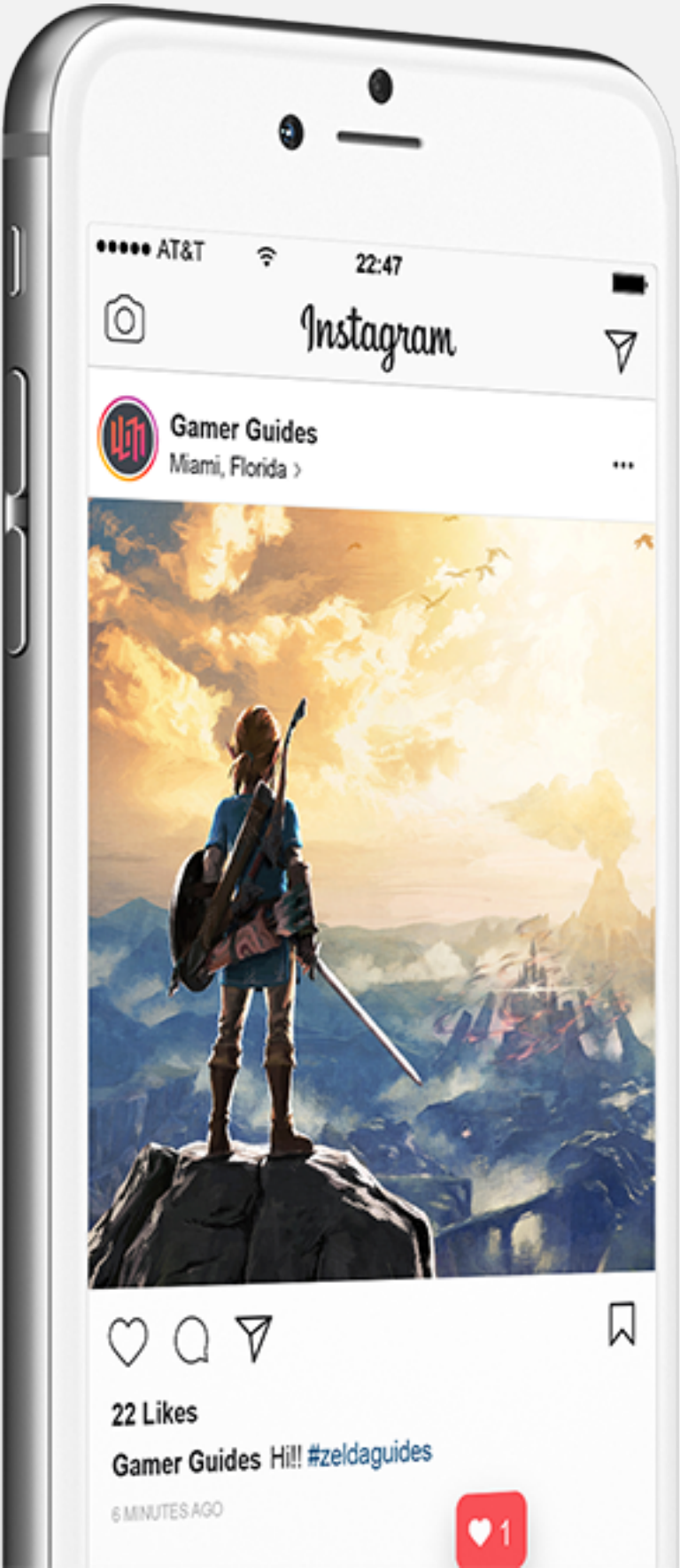


Avatar





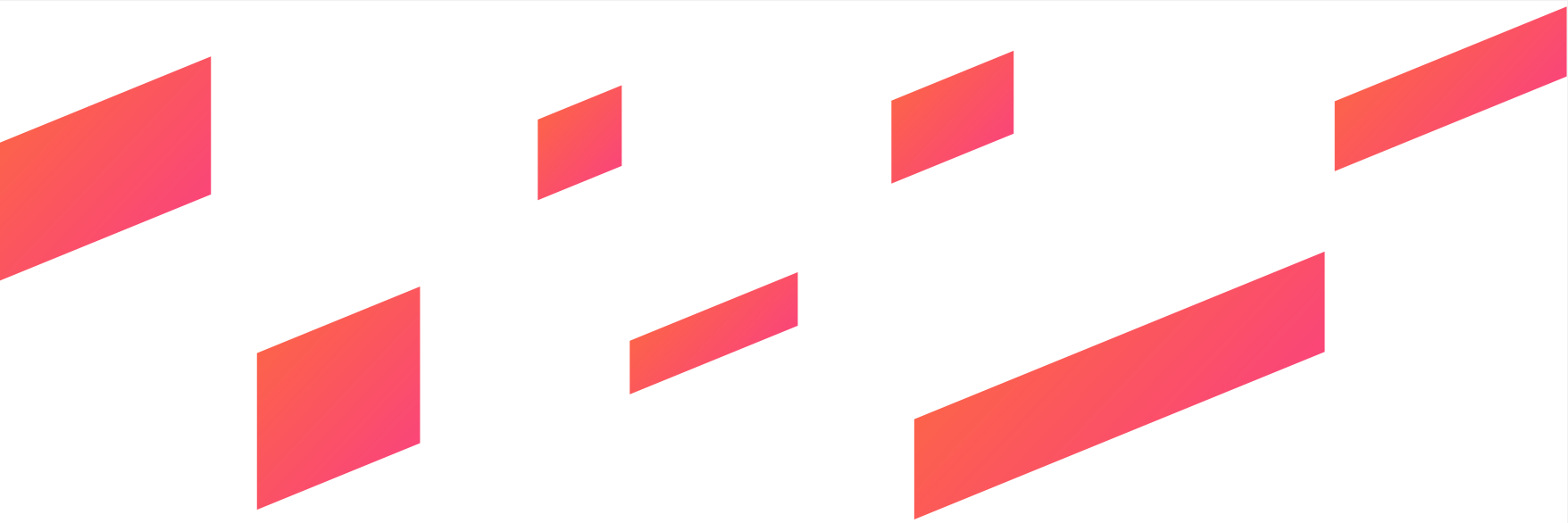
Avatar



Twitter | Light Version



Avatar



Cover



Twitter | Dark Version



Avatar



Cover



