



Brand guidelines

February 2022



01. Logo

Main logo



Icon



One-color version

This version can be used **only when using the main logo is not possible**, e.g. it must be printed in one color.



Main logo colors

The main version of the logo uses only two colors, **orange #F47B25** as the main color and **blood orange #DD3B10** to show overlays.

ORANGE

Main color

HEX #F47B25

CMYK C: 0 M: 60 Y: 89 K: 0

PANTONE 158 C



BLOOD ORANGE

Overlays

HEX #DD3B10

CMYK C: 7 M: 80 Y: 93 K: 0

PANTONE 1665 C



One-color version

The one-color version can only be used in **orange** #F47B25, **black** #000, or **white** #FFF.

This version can be used **only when using the main logo is not possible**.

ORANGE

Main color

HEX #F47B25

CMYK C: 0 M: 60 Y: 89 K: 0

PANTONE 158 C

WHITE

Monochrome option

HEX #FFF

BLACK

Monochrome option

HEX #000



Logo guidelines



White background

Proper use of the logo on a **white background**.



Black background

Proper use of the logo on a **dark grey or black background**.



One-color version

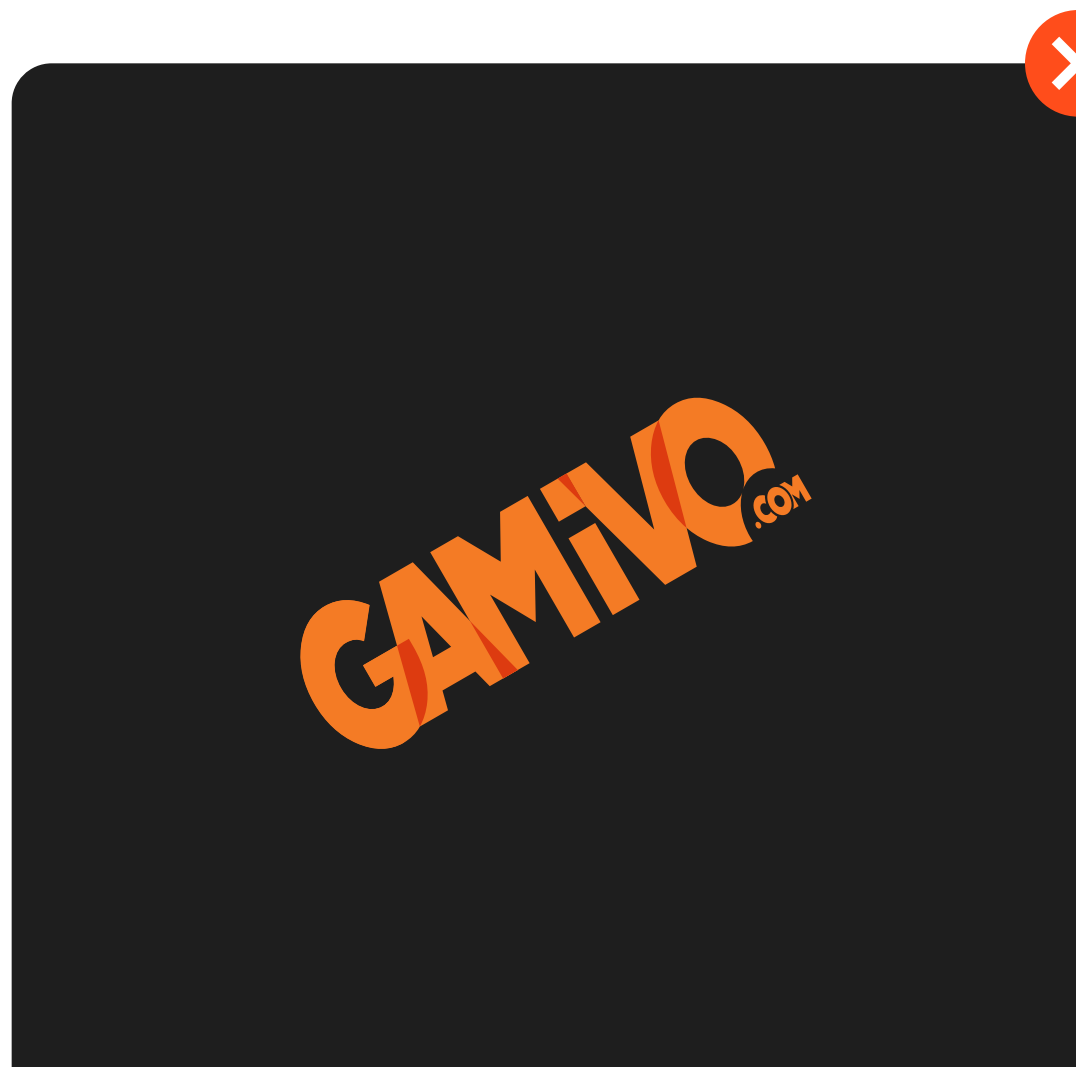
It is acceptable to use a one-color version in **orange, black, or white**, but only when the logo must be printed in one color.



Photo background

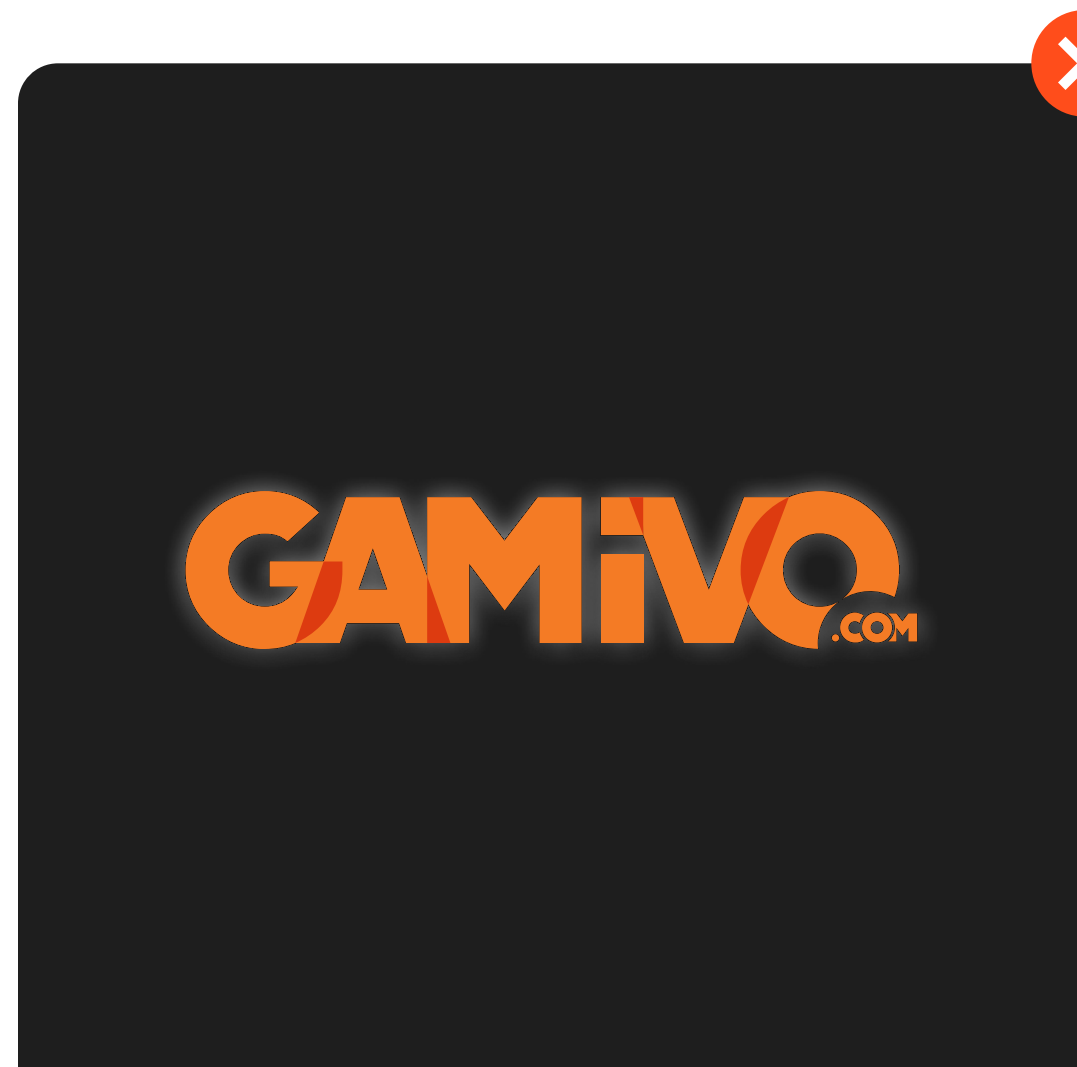
It is acceptable to use the logo on the photo background, but only if the photo is **dark, monochrome** and fits with the style.

Logo guidelines



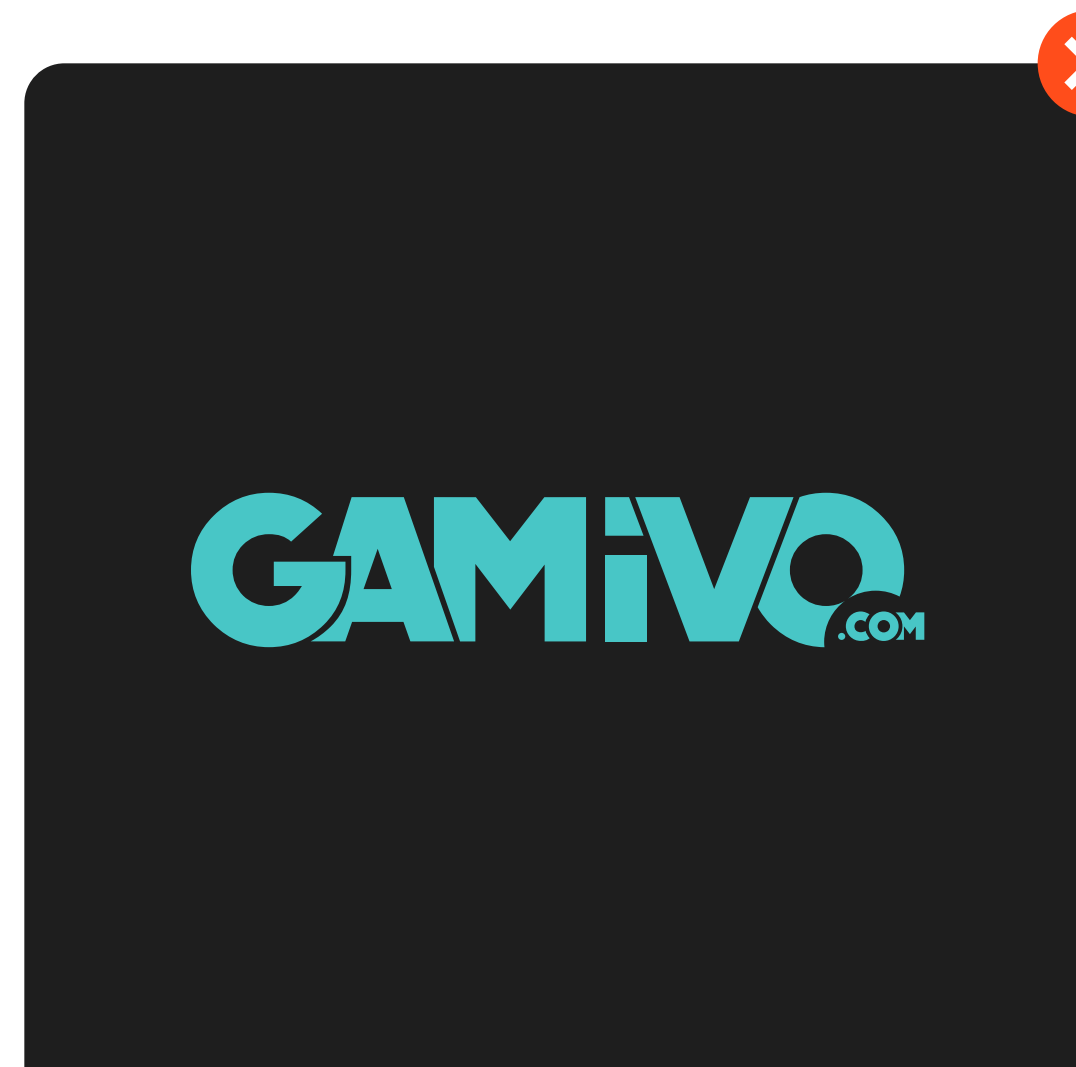
Don't twist and turn

Use the logo within the provided ratios.



Don't apply effects

Don't go crazy with drop shadows.



Don't change the colors

The main logo always has to be in **orange** and **blood orange**. One-colour version has to be in **orange**, **black**, or **white**.



Don't use a bad background

This photo is colorful, too bright, and has high contrast. It can be **desaturated** and **overlaid with a dark fill**.

Safe zone

Clear space around the logo is equal to the $\frac{1}{2}$ of the cap height of the 'G' (or 'O'). Nothing can break the limit of this space.

If the logo is going to be used next to other graphic elements, make sure there is enough space around it to **let it breathe**.



Sizes

Minimal size of the GAMIVO logo for web is 18 px (height).

In print it should never be smaller than 50 mm (height).



Logo in partnerships

Sometimes our logo teams up with another logo or copy.

Use the **proper spacing**, and it will look nice with almost anything. The cap heights of both logos should be approximately the same. Here is an example of a partnership logo lockup.



02. Colors

Main brand colors

ORANGE

Main accent color
HEX #F47B25

ALMOST BLACK

Site background
HEX #1E1E1E

WHITE

Title text color
HEX #FFF

GRAPEFRUIT

Secondary accent color
HEX #F15723

ANTHRACITE

Main elements background
HEX #2F2F2F

LIGHT GRAY

Secondary text color
HEX #E5E5E5

GRAY

Body text color
HEX #A7A7A7

03. Typography

Typography

In GAMIVO, we use **Roboto** as our main **typeface on the website**.

It is easy to read, technical and professional.
At the same time, the font features friendly
and open curves.

Roboto Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Xx Yy Zz

Roboto Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Xx Yy Zz

Typography

The second typeface we use a lot is **Montserrat** (for **social media, promos and internal communication**).

Montserrat is filled with joy and energy to even better convey our values.

Montserrat Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Xx Yy Zz

Montserrat Bold

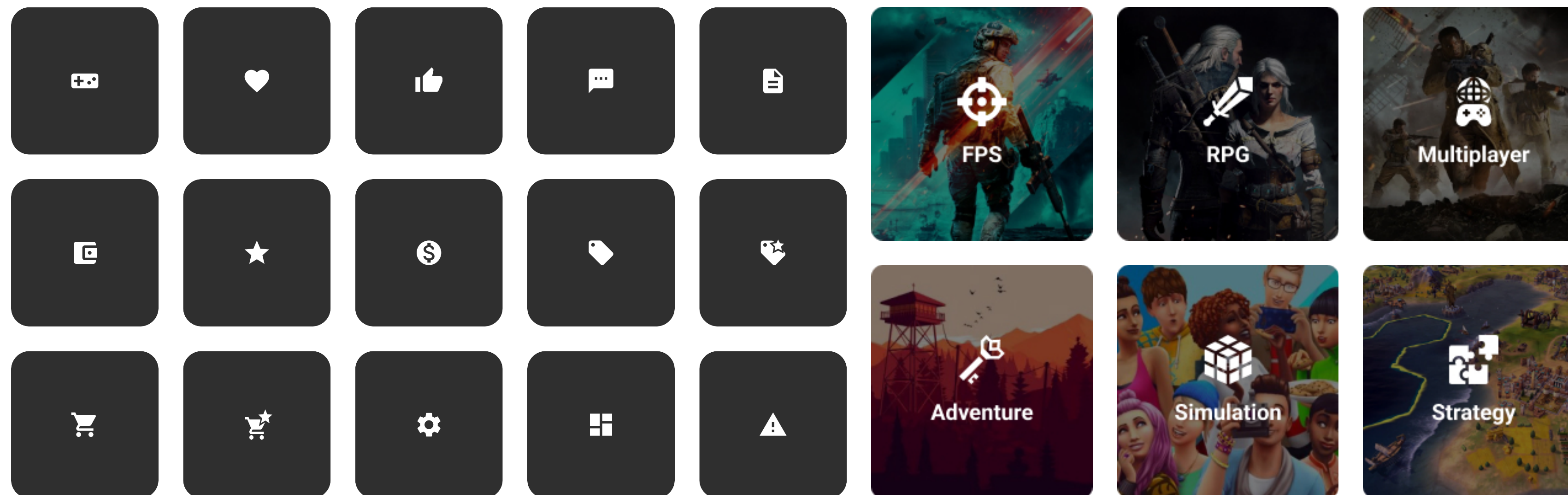
Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Xx Yy Zz

04. Icons

Icons

On our website, we mainly use **Material Design Icons**.

For other purposes, use simple filled icons in white or orange.



Thank you!