

**GAMiVO**.COM

# Brand guidelines

# 01. Logo

# Main logo



# Icon



# 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



# 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**.



## Photo background

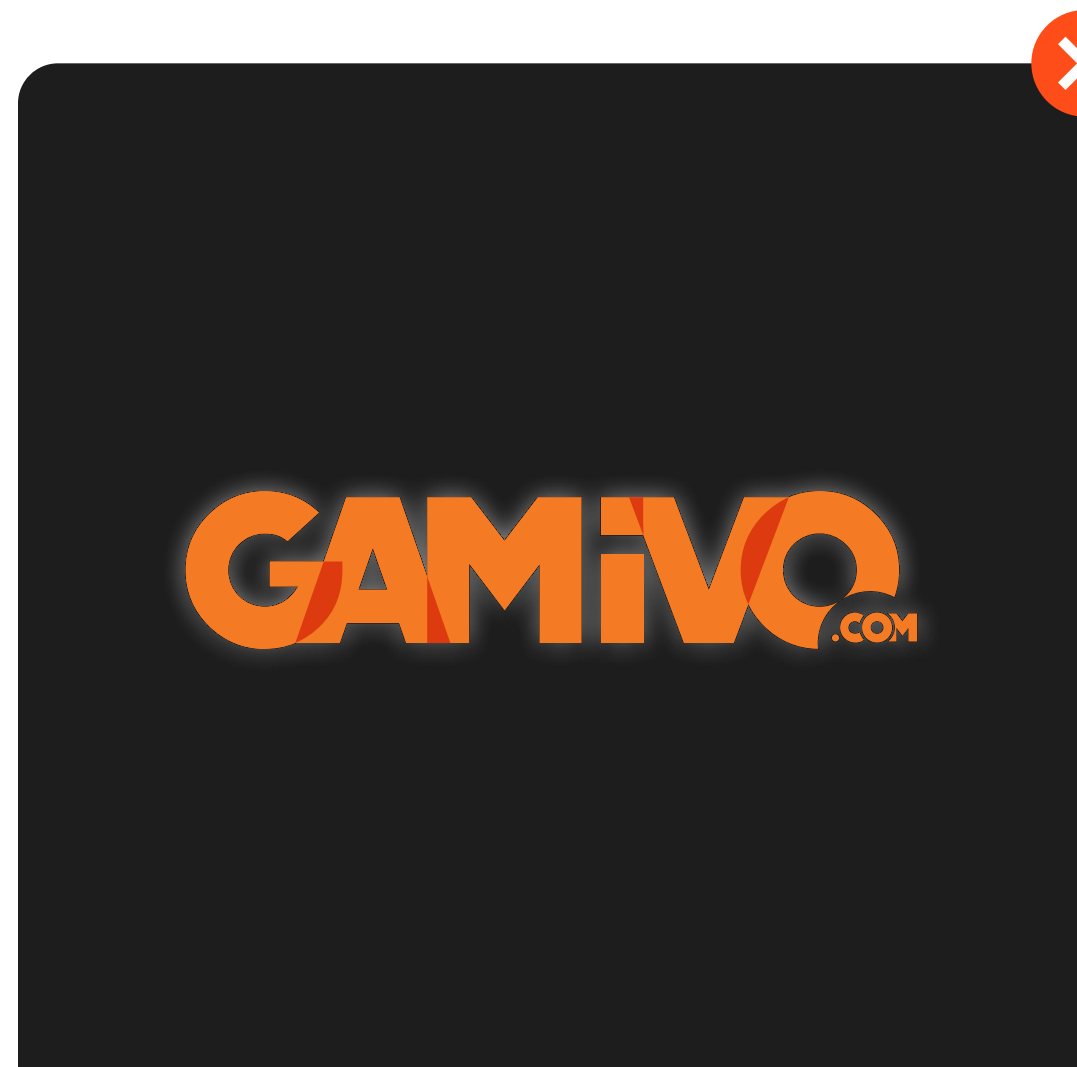
It is acceptable to use the logo on the photo background, but only if the photo is **dark, monochrome** and fits with the style.

# 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 use a bad background

This photo is colorful, too bright, and has high contrast. It can be **desaturated** and **overlayed 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

## LIGHT GRAY

Body text color  
HEX #E5E5E5

## GRAPEFRUIT

Secondary accent color  
HEX #F15723

## ANTHRACITE

Main elements background  
HEX #2F2F2F

## GRAY

Secondary 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

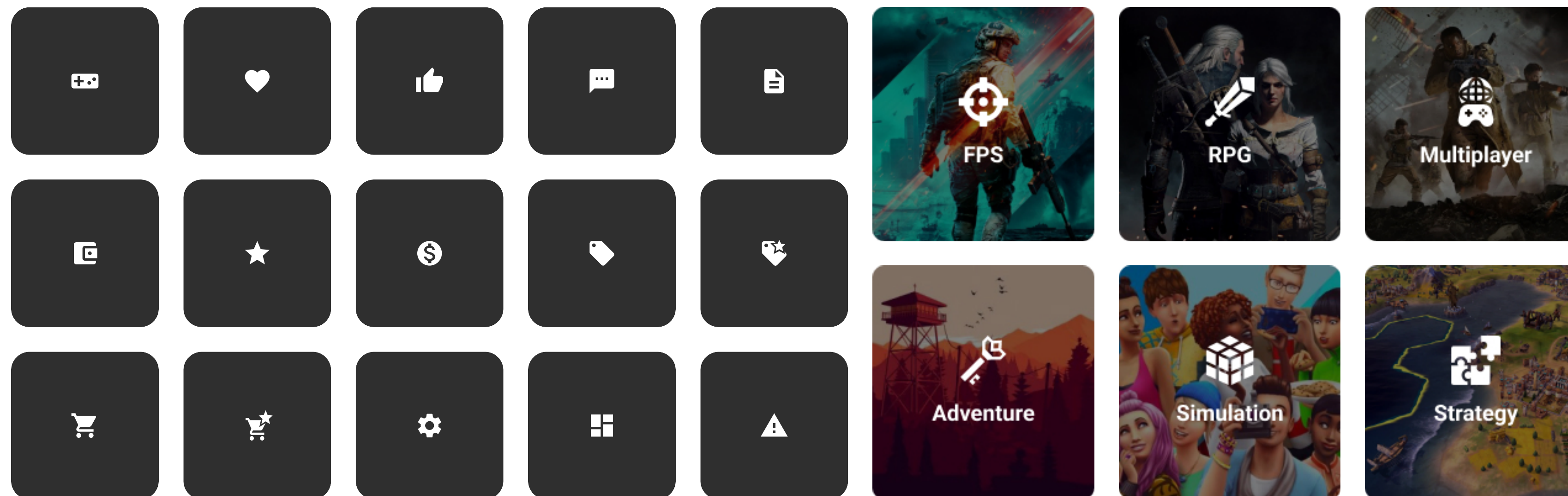
**Aa Bb Cc Dd Ee Ff Gg Hh Ii  
Jj Kk Ll Mm Nn Oo Pp Qq  
Rr Ss Tt Uu Vv Xx Yy Zz**

# 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!