



**VIVID GAMES**

BRAND AND VISUAL IDENTITY GUIDE

2022

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## CHAPTER 1

# BASE ELEMENTS

VIVID GAMES

## BASE ELEMENTS

### LOGO

Vivid Games S.A. is one of the most technologically advanced, independent development studios in Europe and the largest company producing mobile games in Poland.

The Vivid Games logo has been designed to visually encompass modernity, boldness, professionalism and transparency, while at the same time refer to the company's products and strategy. The Vivid Games logo functions in two variants - horizontal and vertical. It consists of a geometrically shaped sign and a logotype. The sign is based on a triangle with the letters V and G inscribed within its shape.

VERTICAL VARIANT:



VIVID GAMES

HORIZONTAL VARIANT:



VIVID GAMES

## BASE ELEMENTS

### LOGO STRUCTURE

The Vivid Games logo is the visual representation of the studio's modern and bold approach it takes with its products, as well as professionalism and transparency of the company's strategy.

The sign is based on an equilateral triangle allowing the first letters of words forming the company's name - V and G - inscribed within its shape.

The sign consists of several equally angled triangles giving the the sign symmetry and readability.



## BASE ELEMENTS

### USE

#### SAFETY AREA AND MINIMUM VARIANT - VERTICAL VARIANT

The safety area is an area around the sign that is free from other visual elements (pictures, logotypes, photos etc.).

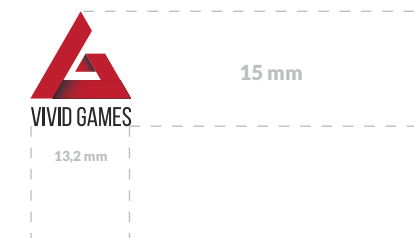
In the vertical variant of the logo the safety area is a square with its side size equal to the height of the logo's smallest triangle. The distance between the font and sign is defined as half of the same square based on the sign's smallest triangle. The font's size must always match the sign's width. These are the smallest allowed values of the safety area that do not jeopardize the logo's readability.

The smallest size of the logo that ensures it remains fully readable is 15mm of height.

#### SAFETY AREA:



#### MINIMUM VARIANT:



## BASE ELEMENTS USE

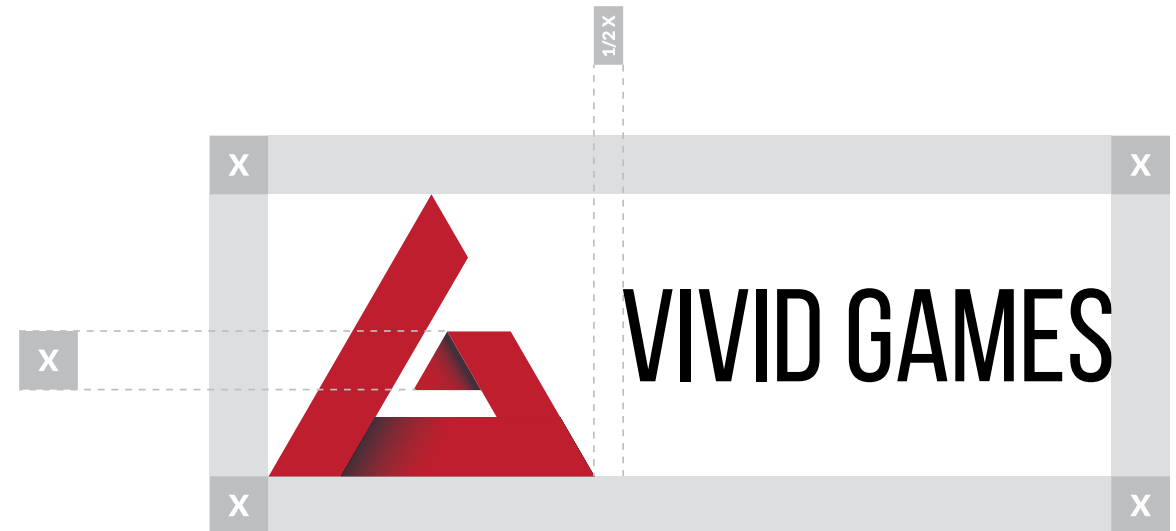
### SAFETY AREA AND MINIMUM VARIANT - HORIZONTAL VARIANT

The safety area is an area around the sign that is free from other visual elements (pictures, logotypes, photos etc.).

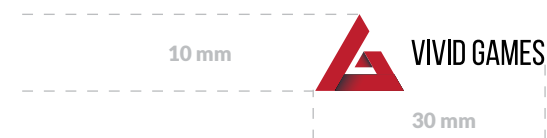
In the vertical variant of the logo the safety area is a square with its side size equal to the height of the logo's smallest triangle. The distance between the font and sign is defined as half of the same square based on the sign's smallest triangle. The font's size must always match the sign's width. These are the smallest allowed values of the safety area that do not jeopardize the logo's readability.

The smallest size of the logo that ensures it remains fully readable is 15mm of height.

### SAFETY AREA:



### MINIMUM VARIANT:



# BASE ELEMENTS

## USE

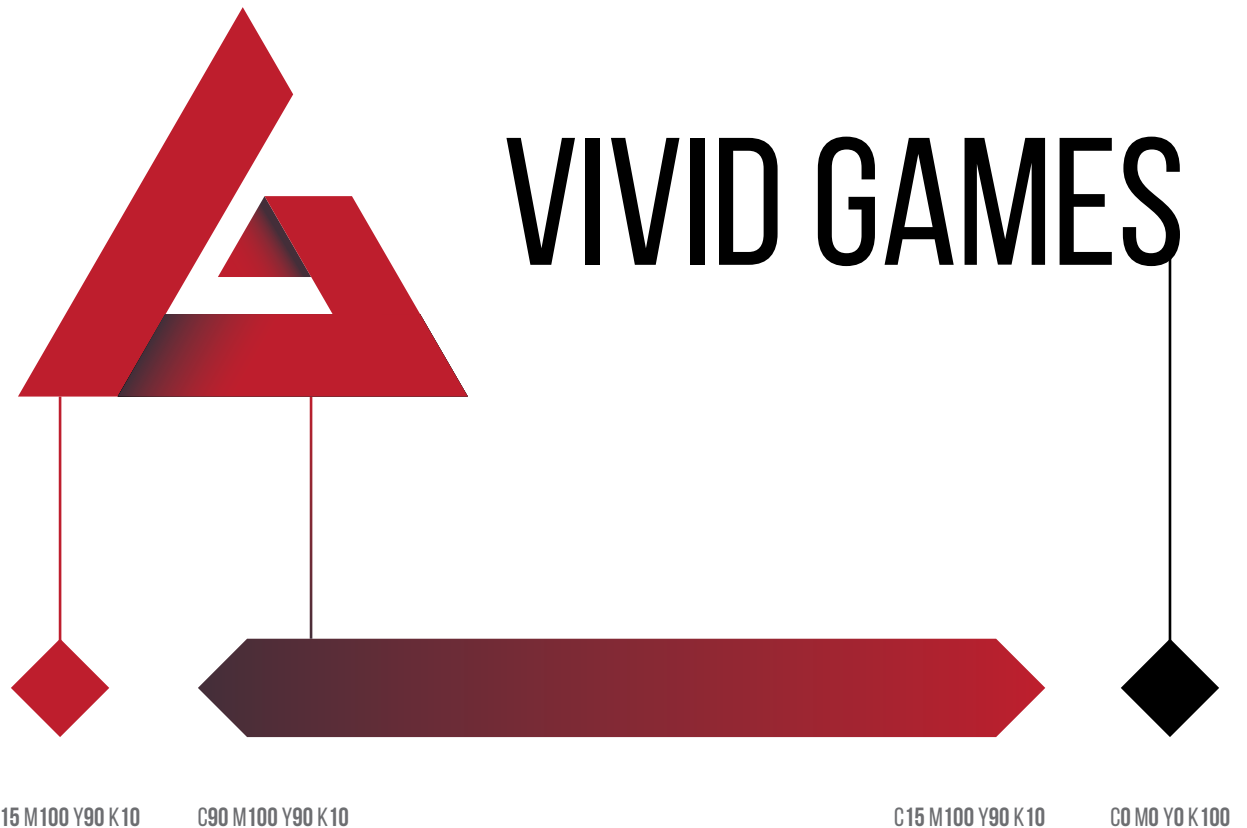
### COLOR VARIANTS - BASE LOGO

Vivid Games logo functions in 3 colors:

- ▶ basic red logos;
- ▶ supplementary logo in light tonation;
- ▶ supplementary logo in dark tonation.

There is also a monochrome version – flat – devoid of any effects.

The basic logo is dominated by red color with C15 M100 Y90 K10 values, with a tonal transition from color with C90 M100 Y90 K10 values, applied to two sign elements.



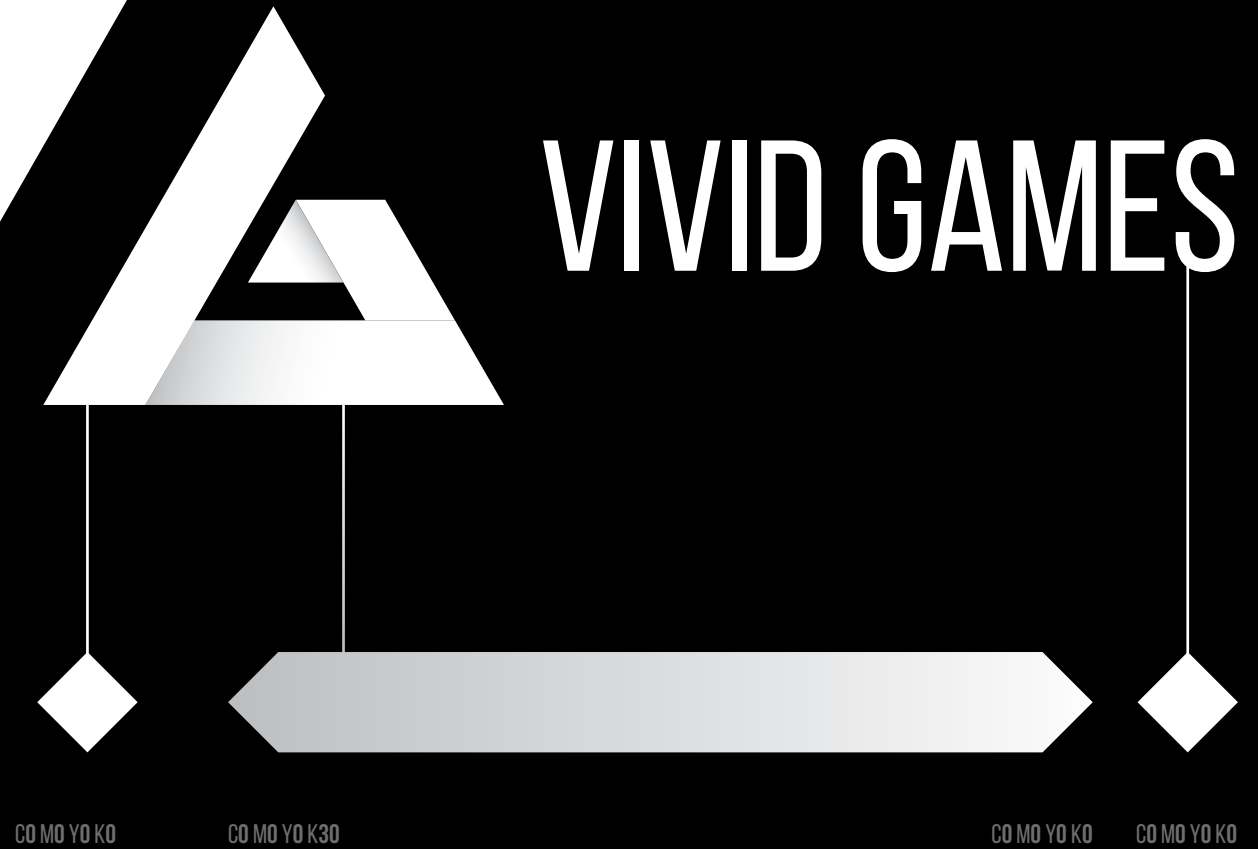


# BASE ELEMENTS

## USE

### COLOR VARIANTS - SUPPLEMENTARY LOGOS

Supplementary logo in light tonation is dominated by white color with tonal transition from colour with C0 M0 Y0 K30 values, applied to two sign elements.



# BASE ELEMENTS

## USE

### COLOR VARIANTS - SUPPLEMENTARY LOGOS

Supplementary logo in dark tonation is dominated by gray color with C0 M0 Y0 K30 values, with a tonal transition from black color applied to two elements.



C0 M0 Y0 K88

C0 M0 Y0 K100

C0 M0 Y0 K88 C0 M0 Y0 K100

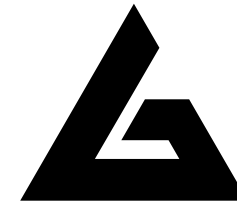
# BASE ELEMENTS

## USE

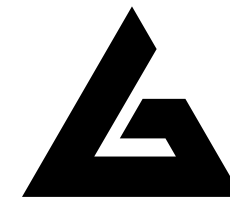
### COLOR VARIANTS - MONOCHROME LOGOS

Monochrome logos are devoid of any tonal effects.

POSITIVE:

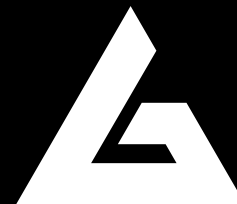


VIVID GAMES

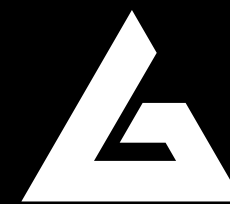


VIVID GAMES

NEGATIVE:



VIVID GAMES



VIVID GAMES

## BASE ELEMENTS

### USE

#### IMPREMISSIBLE ALTERATIONS

It is forbidden to tinker with proportion, shape, colors and composition to keep full readability of the logo regardless of the situation and application.

All changes that influence readability or recognizability can adversely affect perception and creation of company's image.

The limitations should be applied to all variations of Vivid Games logo – color, horizontal, vertical or flat.



Adding and removing elements is prohibited



Changing colors is prohibited



Changing logo's proportions is prohibited



Applying any kind of effects is prohibited



Changing logo's angle is prohibited



Changing logo's transparency is prohibited



Interfering with logo's features - font, size, color, etc. - is prohibited



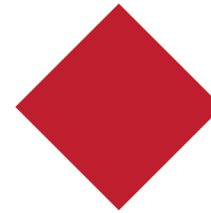
Changing logo's perspective is prohibited

# BASE ELEMENTS

## COLORS

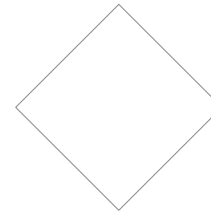
Color scheme in visual identification is based on all versions of the logo.

Red that is used in the logo is the main color. It breaks the black and white of visual identification. Because of the possible difficulties in adjusting the red colour, it is advised to use the light version on dark background and dark version on light background.



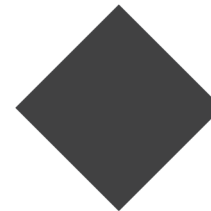
## RED

C: 15% M: 100% Y: 90% K: 10%  
R: 190 G: 30 B: 45  
#BE1E2D



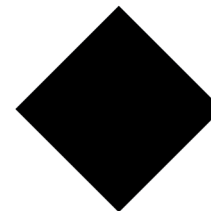
## WHITE

C: 0% M: 0% Y: 0% K: 0%  
R: 255 G: 255 B: 255  
#FFFFFF



## GREY

C: 0% M: 0% Y: 0% K: 90%  
R: 65 G: 65 B: 65  
#414142



## BLACK

C: 0% M: 0% Y: 0% K: 100%  
R: 35 G: 31 B: 32  
#231F20

# BASE ELEMENTS

## FONTS

BASIC STYLE: BEBAS NEUE

Bebas Neue is the font used in the logo. It's going to be used for advertising, headlines and most of the promotional materials in order to distinguish key words.

If some technical issues are in the way of using Bebas Neue, Lato font should be used instead.

BEBAS NEUE BOOK

123456789 .,:;!@#\$%^&\*()\_+[{<?}]  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

BEBAS NEUE REGULAR

123456789 .,:;!@#\$%^&\*()\_+[{<?}]  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

BEBAS NEUE BOLD

123456789 .,:;!@#\$%^&\*()\_+[{<?}]  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

# BASE ELEMENTS

## FONTS

SUPPLEMENTARY STYLE: LATO

Lato is the font that would be used on the website, in ephemeral texts/commercial prints, in presentations and documentation.

If some technical issues are in the way of using Lato, Myriad Pro font should be used instead.

### Lato Light

123456789 .,:;!@#\$%^&\*()\_+[{<?}]  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

### Lato Regular

123456789 .,:;!@#\$%^&\*()\_+[{<?}]  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

### Lato Bold

123456789 .,:;!@#\$%^&\*()\_+[{<?}]  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

### Lato Black

123456789 .,:;!@#\$%^&\*()\_+[{<?}]  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

CHAPTER 3

# COMMERCIAL PRINT

VIVID GAMES | VIVID GAMES PUBLISHING



# COMMERCIAL PRINT

## BUSINESS CARDS ► VIVID GAMES

Format: **90 mm X 50 mm**

Bleeds: **3 mm**

AVERSE:



REVERSE:



# COMMERCIAL PRINT

## BUSINESS CARDS ► VIVID GAMES

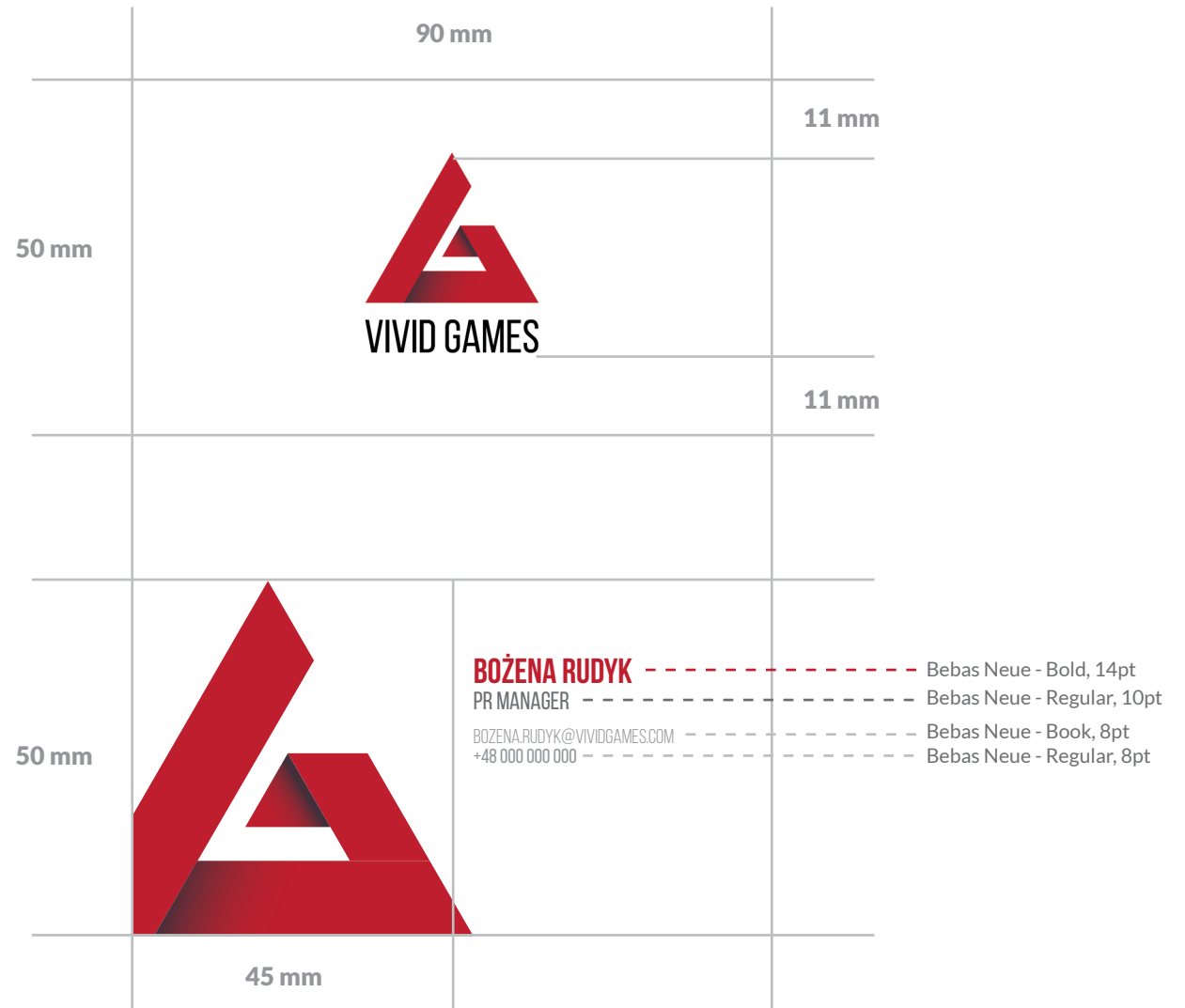
Format: **90 mm X 50 mm**

Bleeds: **3 mm**

Rodzaj papieru: **Chalk matte**

Grammage: **460g**

It is recommended to be able to print the business cards with red edges.



# COMMERCIAL PRINT

## HEADED PAPER ► VIVID GAMES

Format: **297 mm x 210 mm (A4)**



Gdańska 160, 85-674 Bydgoszcz, Polska  
 Nowogrodzka 50/54 lok. 428, 00-695 Warszawa, Polska  
 info@vividgames.com www.vividgames.com

Dear John,

Lorem ipsum dolor sit amet magna. In hendrerit sed, vehicula libero et ultrices posuere eget, rutrum ligula, nonummy sodales dignissim vitae, mollis nunc semper tellus. Donec non neque vel hendrerit metus nisi in faucibus eu, aliquet eget, blandit justo, hendrerit purus. Integer faucibus orci vel bibendum eget, velit. Mauris auctor libero auctor libero vel quam. Pellentesque fringilla sed, rutrum ac, porta sapien vitae lacus. Phasellus vitae metus. Quisque in faucibus ligula. Sed posuere cubilia Curae, Mauris metus. Vestibulum ante imperdiet dignissim, nulla a leo sodales sapien.

Class aptent taciti sociosqu ad litora torquent per inceptos hymenaeos. Aenean gravida tempor, pulvinar massa placerat vestibulum. Nunc vitae orci. In mollis, orci luctus et accumsan congue, lacus nibh, pretium sit amet, consectetur adipiscing elit. Proin dapibus, libero lacinia ut, lectus. Curabitur imperdiet, risus auctor vulputate tempor nisi tristique senectus et lorem. Vestibulum non luctus scelerisque. Maecenas eget lacus vestibulum iaculis. Proin gravida non, porttitor vel, adipiscing elit. Mauris et malesuada elit eu wisi. Morbi ultrices fringilla. Morbi urna augue, feugiat mattis nec, aliquam turpis. Duis eget nunc tempus.

Suspendisse nec mauris. Praesent dictum a, posuere cubilia Curae, Duis nonummy nunc lacus, elementum fringilla mollis. Cras adipiscing metus. Nullam ut ligula. Sed sit amet dui eu euismod mi. Aenean quis porta tincidunt. Proin orci. Sed in orci mauris enim, sagittis nibh massa vulputate augue, feugiat sit amet, consectetur adipiscing elit. Quisque vehicula tortor in sapien. Praesent tincidunt sed, vestibulum et, placerat porttitor. Phasellus tempor elit laoreet urna. Nulla dolor placerat scelerisque, ante quis lacus vestibulum tincidunt.

Regards,

Vivid Games S.A. z siedzibą w Bydgoszczy, ul. Gdańska 160, 85-674 Bydgoszcz, wpisana do rejestru przedsiębiorców Krajowego Rejestru Sądowego prowadzonego przez Sąd Rejonowy w Bydgoszczy, XIII Wydział Gospodarczy Krajowego Rejestru Sądowego, pod numerem KRS: 0000411156, NIP: 9671338848, o kapitale zakładowym 2.794.546,50 zł w całości wpłaconym.

# COMMERCIAL PRINT

## HEADED PAPER ► VIVID GAMES

Format: 297 mm x 210 mm (A4)

15 mm

10 mm

10 mm

**VIVID GAMES**

Gdańska 160, 85-674 Bydgoszcz, Polska  
 Nowogrodzka 50/54 lok. 428, 00-695 Warszawa, Polska  
 info@vividgames.com www.vividgames.com

Lato - Regular, 8pt

Lato - Bold, 8pt

Dear John,

Lorem ipsum dolor sit amet magna. In hendrerit sed, vehicula libero et ultrices posuere eget, rutrum ligula, nonummy sodales dignissim vitae, mollis nunc semper tellus. Donec non neque vel hendrerit metus nisi in faucibus eu, aliquet eget, blandit justo, hendrerit purus. Integer faucibus orci vel bibendum eget, velit. Mauris auctor libero auctor libero vel quam. Pellentesque fringilla sed, rutrum ac, porta sapien vitae lacus. Phasellus vitae metus. Quisque in faucibus ligula. Sed posuere cubilia Curae, Mauris metus. Vestibulum ante imperdiet dignissim, nulla a leo sodales sapien.

Class aptent taciti sociosqu ad litora torquent per inceptos himenaeos. Aenean gravida tempor, pulvinar massa placerat vestibulum. Nunc vitae orci. In mollis, orci luctus et accumsan congue, lacus nibh, pretium sit amet, consectetur adipiscing elit. Proin dapibus, libero lacinia ut, lectus. Curabitur imperdiet, risus auctor vulputate tempor nisi tristique senectus et lorem. Vestibulum non luctus scelerisque. Maecenas eget lacus vestibulum iaculis. Proin gravida non, porttitor vel, adipiscing elit. Mauris et malesuada elit eu wisi. Morbi ultrices fringilla. Morbi urna augue, feugiat mattis nec, aliquam turpis. Duis eget nunc tempus.

Suspendisse nec mauris. Praesent dictum a, posuere cubilia Curae, Duis nonummy nunc lacus, elementum fringilla mollis. Cras adipiscing metus. Nullam ut ligula. Sed sit amet dui eu euismod mi. Aenean quis porta tincidunt. Proin orci. Sed in orci mauris enim, sagittis nibh massa vulputate augue, feugiat sit amet, consectetur adipiscing elit. Quisque vehicula tortor in sapien. Praesent tincidunt sed, vestibulum et, placerat porttitor. Phasellus tempor elit laoreet urna. Nulla dolor placerat scelerisque, ante quis lacus vestibulum tincidunt.

Regards,  
*John Doe*

Vivid Games S.A. z siedzibą w Bydgoszczy, ul. Gdańska 160, 85-674 Bydgoszcz, wpisana do rejestru przedsiębiorców Krajowego Rejestru Sądowego prowadzonego przez Sąd Rejonowy w Bydgoszczy, XIII Wydział Gospodarczy Krajowego Rejestru Sądowego, pod numerem KRS: 0000411156, NIP: 9671338848, o kapitale zakładowym 2 794 546,00 zł w całości wpłaconym.

Lato - Regular, 10pt

Lato - Regular, 7pt

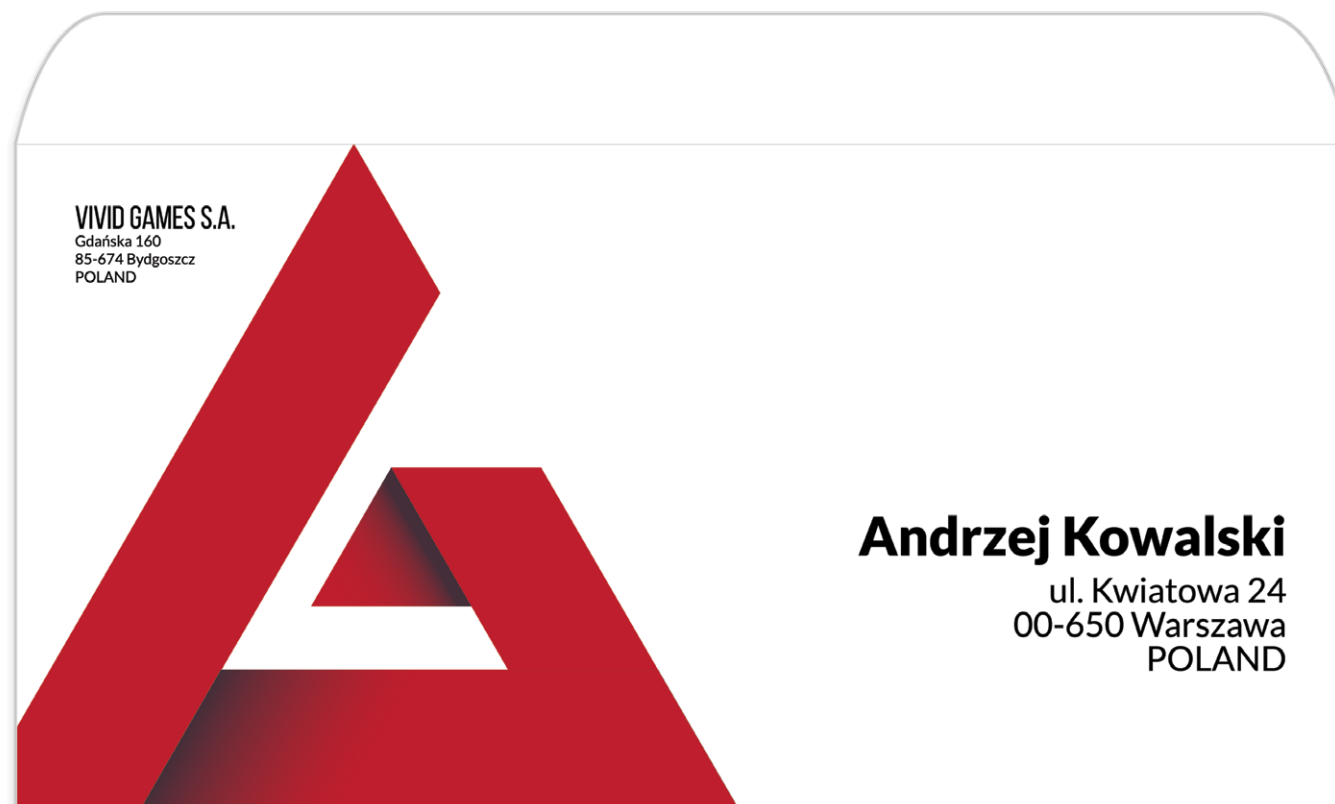
10 mm

15 mm

## COMMERCIAL PRINT

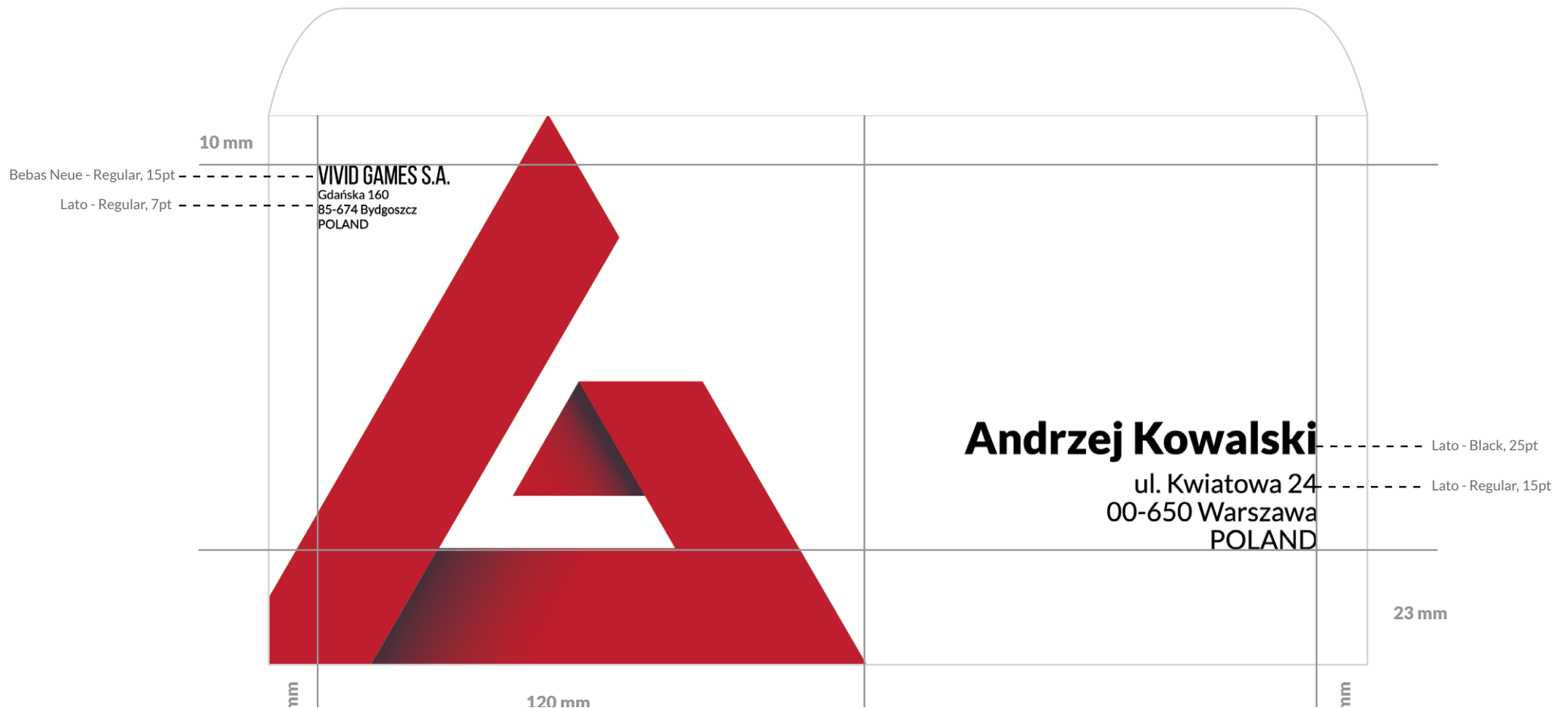
ENVELOPE ► VIVID GAMES

Format: **110 mm X 220 mm**



# COMMERCIAL PRINT

## ENVELOPE ► VIVID GAMES

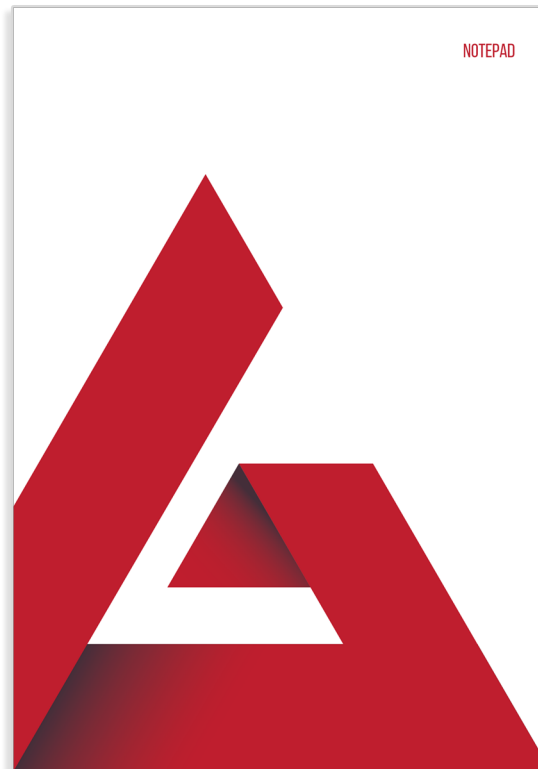


# COMMERCIAL PRINT

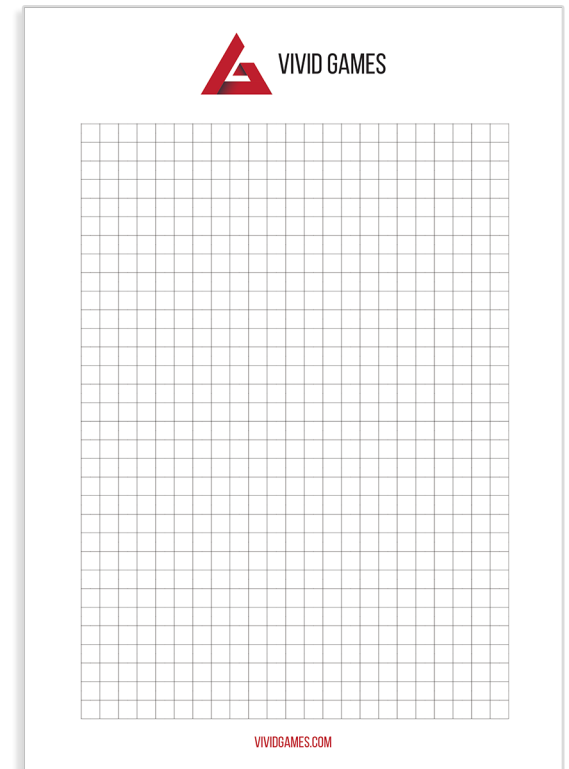
NOTEPAD ► VIVID GAMES

Format: **148 mm X 210 mm** (A5)

COVER:



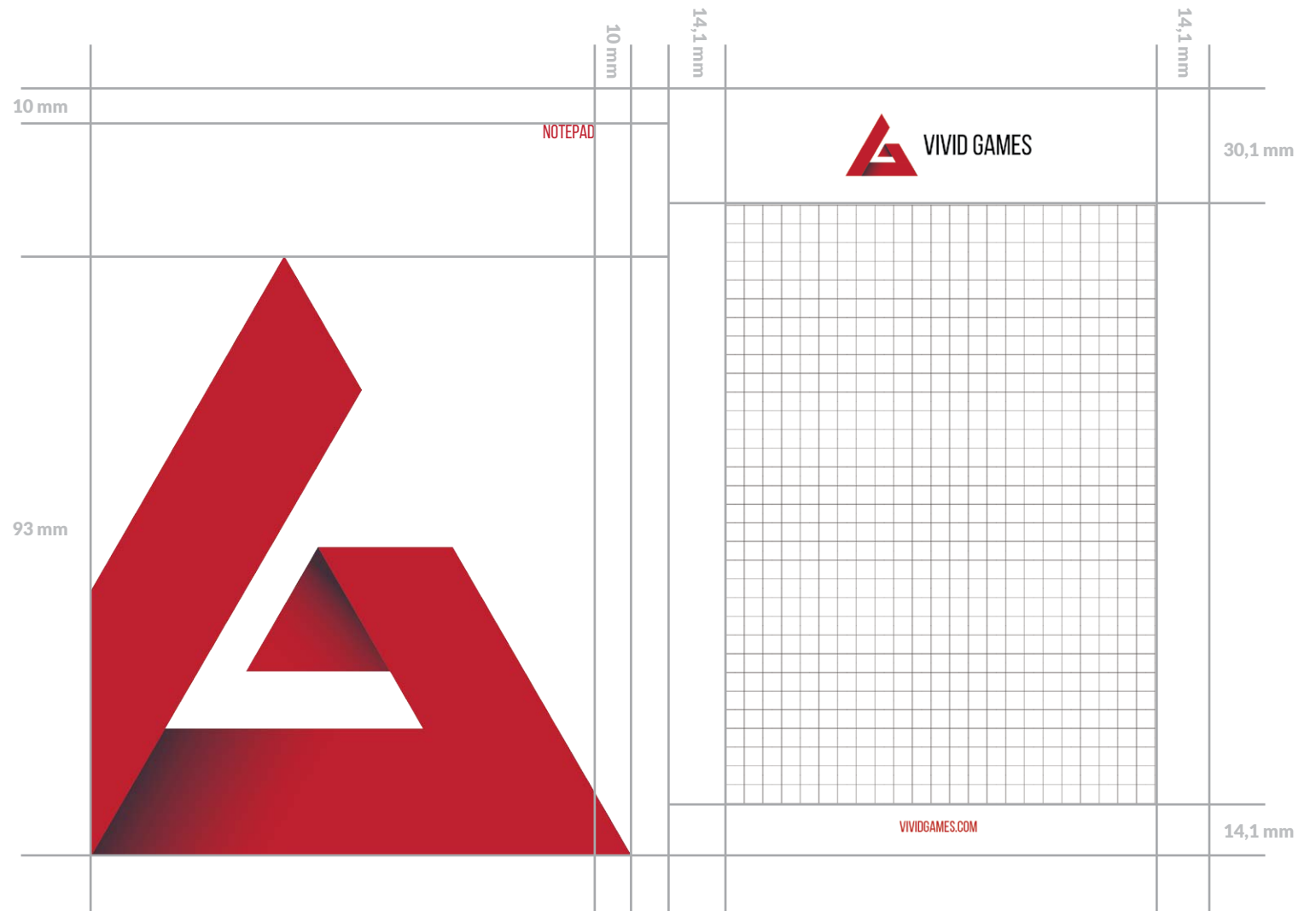
PAGE:



# COMMERCIAL PRINT

## NOTEPAD ► VIVID GAMES

Format: **148 mm X 210 mm** (A5)





# COMMERCIAL PRINT

T-SHIRTS ► VIVID GAMES



# COMMERCIAL PRINT

## PRESENTATIONS ► VIVID GAMES

Format: **16:9**

For multimedia presentations the base font is Lato. The title font is Bebas Neue.

INTRO:



SAMPLE:



OUTRO:

