



TECHLAND®

VISUAL IDENTITY GUIDELINES

LOGO - PRIMARY VERSIONS

Red and white



Red and white logo version is to be used on dark backgrounds. This is our preferred style and we should use it in official **Techland** materials.

Red and black logo version is to be used on light backgrounds.

Both versions are equally valid and we don't consider any of them the primary one.

Red and black



HEX: #D51317
RGB: 213,19,23

CMYK: 10,100,100,0
PANTONE: 485C



HEX: #000000
RGB: 0,0,0

CMYK: 0,0,0,100
PANTONE: Black C

LOGO - PRIMARY VERSIONS

Achromatic light



Achromatic versions of the logo are to be used in situations when reproduction techniques (such as screen printing or engraving) are limited to one color or no color (shape only).

Achromatic versions might also be used in situations where the primary color logo versions could render the logo illegible.

Achromatic dark



LOGO - SECONDARY VERSIONS

Red and white secondary



Secondary logo versions are horizontal variants. These versions are to be used on wide and short formats where the primary logo version would be rendered illegible or would negatively affect the whole layout in general.

Use cases would include web navigation bars, short advertisement banners, pens or pencils, wristbands etc.

Red and black secondary



HEX: #D51317
RGB: 213,19,23

CMYK: 10,100,100,0
PANTONE: 485C



HEX: #000000
RGB: 0,0,0

CMYK: 0,0,0,100
PANTONE: Black C

LOGO - SECONDARY VERSIONS

Horizontal Achromatic Light



All of the rules for color secondary horizontal variants apply.

Achromatic versions of the logos are to be used in situations when reproductions techniques (such as screen printing or engraving) are limited to one color or no color (shape only).

Horizontal Achromatic Dark



Achromatic versions might also be used in situations where the primary color logo versions could render the logo illegible.

LOGO - CLEARSPACES

Logo clearspace defines the minimum distance between the logo itself and other visual elements such as text, photos, images, layout elements. It also defines the minimum distance between the logo and the edge of the format.

Logo clearspace ensures adequate visibility of the logo in a 3rd party layout.

Logo clearspace does not change for secondary achromatic variants.



LOGO - MINIMAL CLEARSPACES

Logo minimal clearspaces define the minimum distance between the logo and other visual elements in edge cases where the standard clearspaces would render the logo illegible. These edge cases might include very small formats such as pens, wristbands, lanyards etc.

Logo minimal clearspace does not change for secondary achromatic variants.



LOGO - MINIMAL SIZE

Size of the logo has to be chosen appropriately to the layout and/or reproduction techniques to guarantee its legibility and exposure.

Both the symbol and the logotype have to be legible.

If there are any doubts if the logo will be legible in the project the design should first be proofed to evaluate the final outcome.

Primary version - minimal size in print



Primary version - minimal size in digital



SAMPLE USE ON IMAGES

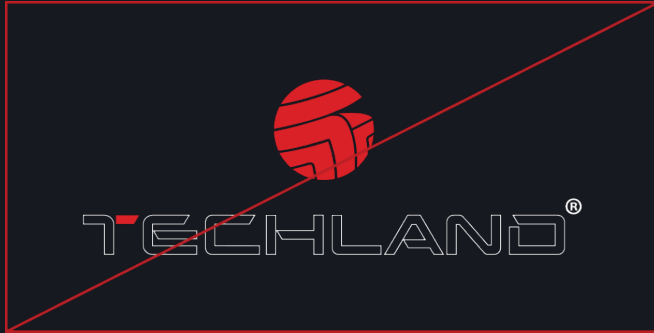


Red and black version chosen for light background.



Red and white version chosen for darker background. Subtle drop shadow and gradient on image to ensure legibility.

FORBIDDEN PRACTICES



Do not use any form of outline in our logo.



Do not add unnecessary shadows.



Do not add inner or outer glow.



Do not make logo appear in grayscale, use instead its achromatic version.



Do not rotate skew or deform logo in any way.



Do not use its elements separately.

FORBIDDEN PRACTICES



Do not use other versions of our logo than listed in this document.



Do not place our logo on busy photographs where it becomes illegible.



Do not place it over saturated complementary colors to red, such as green, cyan, blue.



Do not create illustrations that are derivatives of our logo.



Don't put any text or images over our logo. Remember to keep clearspaces.



Avoid placing Techland logo on materials on which it will be clearly mistreated. Such as dart boards, napkins, rugs etc.

TYPOGRAPHY

When creating materials specifically about Techland brand we use the following fonts:

Uniform ultra

Uniform black

Gibson semibold

Gibson regular

Gibson italic

Gibson light italic

When creating materials for specific Techland game we use typography adequate to this product.

Uniform Ultra
leading 100%

UNIFORM ULTRA IS FOR HEADERS

Gibson regular
leading 150%

Gibson regular is for body text such as lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum porttitor dolor in consectetur dapibus. Aenean vel ex sit amet velit ullamcorper tincidunt. Sed quis lobortis ex, sit amet posuere tellus. Nulla in posuere ante. Suspendisse potenti. Vestibulum eget condimentum nisl. Aenean maximus posuere egestas.

Uniform black

Uniform Black is for subheaders

Gibson regular

Gibson regular is for body text such as lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum porttitor dolor in consectetur dapibus. Aenean vel ex sit amet velit "ullamcorper tincidunt". Sed quis lobortis ex, sit amet posuere tellus. Nulla in posuere ante. Suspendisse potenti. **Vestibulum** eget condimentum nisl. Aenean maximus posuere egestas.

Gibson italic

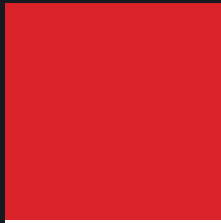
Gibson semibold

Gibson light italic

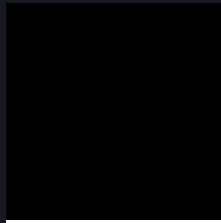
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum porttitor dolor in consectetur dapibus. Aenean vel ex sit amet velit ullamcorper tincidunt.

COLORS

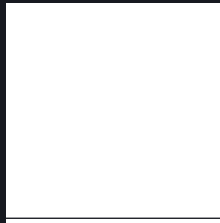
Logo



HEX: #D51317
RGB: 213,19,23
CMYK: 10,100,100,0
PANTONE: 485C

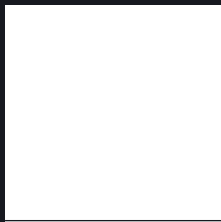


HEX: #D51317
RGB: 0,0,0
CMYK: 0,0,0,100
PANTONE: Black C

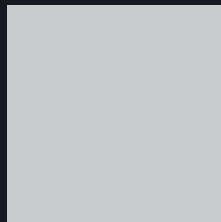


HEX: #ffffff
RGB: 255,255,255
CMYK: 0,0,0,0

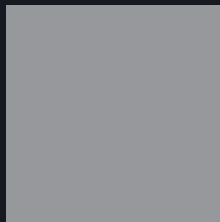
Typography



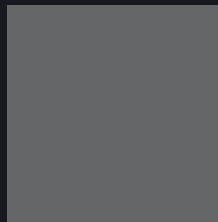
HEX: #ffffff
RGB: 255,255,255
CMYK: 0,0,0,0



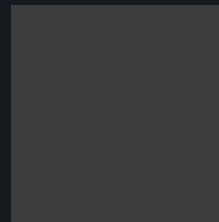
HEX: #cccccc
RGB: 203,204,206
CMYK: 0,0,0,23



HEX: #999999
RGB: 151,153,156
CMYK: 0,0,0,48



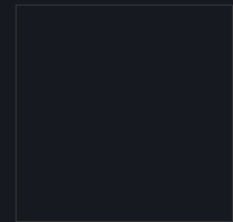
HEX: #666666
RGB: 101,102,104
CMYK: 0,0,0,74



HEX: #333333
RGB: 62,62,63
CMYK: 0,0,0,91

Background

(proof before print)



HEX: #171920
RGB: 22,25,32
CMYK: 20,10,0,95

