

MARMALADE GAME STUDIO

THE BRAND VISUAL STYLEGUIDE



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Primary logotype



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Icon



PRIMARY SIGNATURE

COLOUR VERSIONS

The blue version below should always be the first choice when deciding what colour scheme to use.

When the background does not allow for it, we have three additional choices: the grey, black and white versions.



SECONDARY SIGNATURE

COLOUR VERSIONS

The blue version below should always be the first choice when deciding what colour scheme to use.

When the background does not allow for it, we have three additional choices: the grey, black and white versions.



ICON

COLOUR VERSIONS

The blue version should always be the first choice when deciding what colour scheme to use.

When the background does not allow for it, we have two additional choices: the black and white versions.



BEHAVIOUR ON BACKGROUNDS

Do's

These are examples of how the primary and secondary signatures must behave against different shades or textured backgrounds.



DON'TS

THINGS TO AVOID



PRINT AND WEB SIZES

MINIMUM SIZES



Web	width: 60px
Print	width: 22mm



Web	width: 100px
Print	width: 30mm



Web	width: 20px
Print	width: 10mm



COLOUR PALETTE

PRIMARY AND SECONDARY COLOURS

INTENSE BLUE

RGB: 51 38 116
CMYK: 98 100 9 10
HEX: #332674

SWIPE BLUE

RGB: 0 156 218
CMYK: 81 18 0 0
HEX: #009CDA

CHILL BLUE

RGB: 100 199 233
CMYK: 58 0 6 0
HEX: #64C7E9

HONEST GREY

RGB: 88 89 91
CMYK: 0 0 0 80
HEX: #58595B

CLASSIC GREY

RGB: 147 149 152
CMYK: 0 0 0 50
HEX: #939598

DREAMY GREY

RGB: 188 190 192
CMYK: 0 0 0 30
HEX: #BCBEC0



TYPOGRAPHY

Museo Sans has been selected because the curved lines and angles reflect the logo, while maintaining legibility.

In cases where Museo Sans cannot be used, Open Sans is the accepted alternative.

Headers

Museo Sans 900

SubHeaders

Museo Sans 700

Text

Museo Sans 300

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