



# BRANDBOOK

Brand Visual Guideline

2024





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PRIMARY WHITE LOGO

\* for colored and gradient backgrounds



# LOGOTYPES



Primary light logo, LIGHT

\* for dark and colored backgrounds



Primary light colored logo, PINK

\* for dark and light backgrounds



Primary dark colored logo, DARK BLUE

\* for light backgrounds



Primary dark logo, BLACK

\* for light backgrounds



Additional colored logo, VIOLET

\* for dark and light backgrounds



Additional colored logo, BLUE

\* for dark and light backgrounds



# EXCLUSION ZONE

4

The exclusion zone refers to the area around the logo, specifying the minimum amount of clear space that must surround the logo, ensuring it is never placed too close to the edge of a document or other elements within a layout.

The size of the exclusion zone is based on the "bear head" element within the logotype.









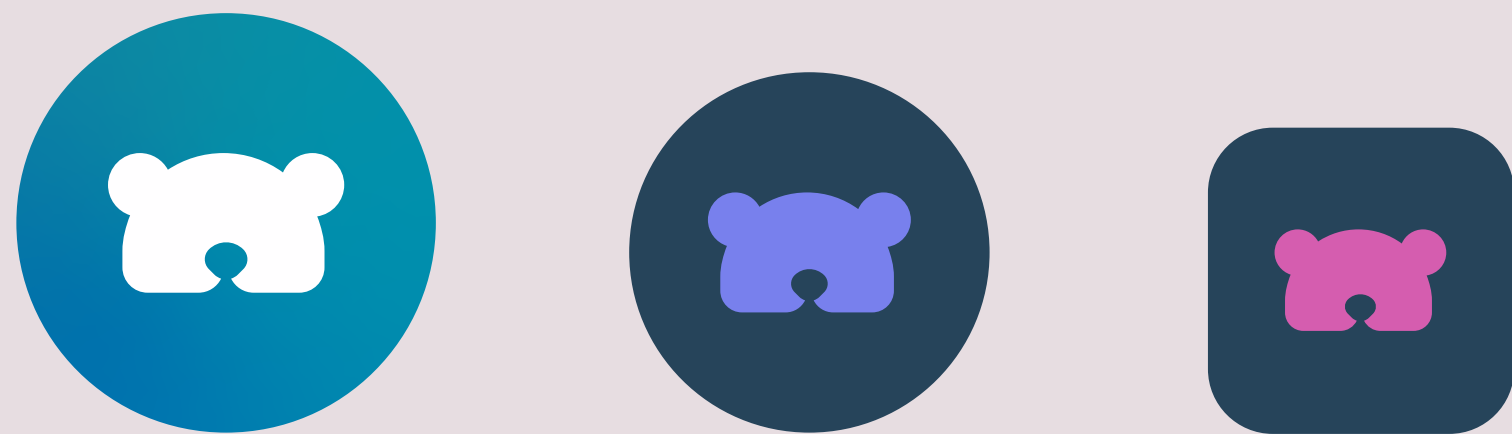
# LOGOMARK

6

The logomark is taken from the most distinctive, separate and memorable feature of the logo - the bear head.

This core brand asset is used for avatars on social media channels, app icons and other relevant applications.

Examples application



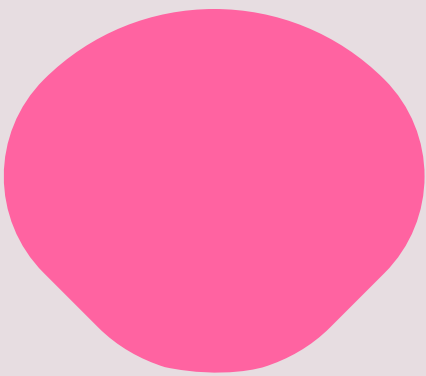
Template indentation inside the avatar

# COLOUR PALETTE

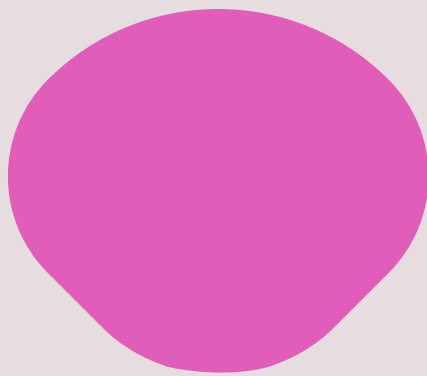
Primary colours



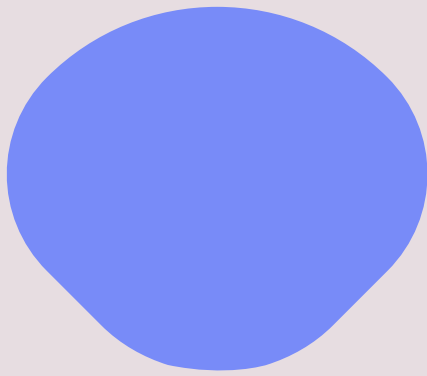
RGB - 235, 211, 219  
CMYK - 6, 18, 6, 0  
# EBD3DB



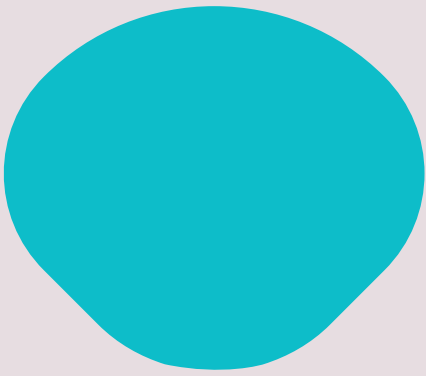
RGB - 255, 99, 161  
CMYK - 0, 76, 4, 0  
# FF63A1



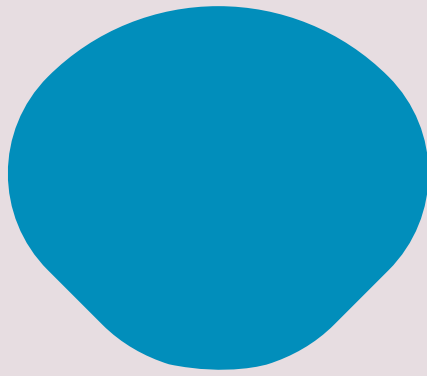
RGB - 224, 93, 186  
CMYK - 15, 75, 0, 0  
# E05DBA



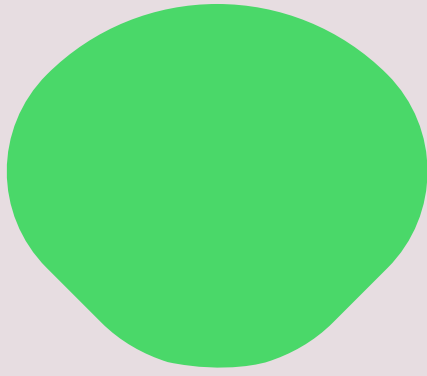
RGB - 120, 139, 248  
CMYK - 56, 45, 0, 0  
# 788BF8



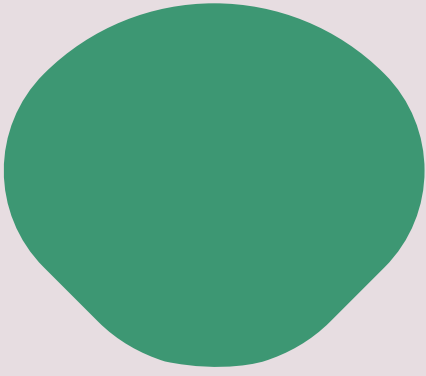
RGB - 13, 189, 201  
CMYK - 71, 0, 23, 0  
# 0DBDC9



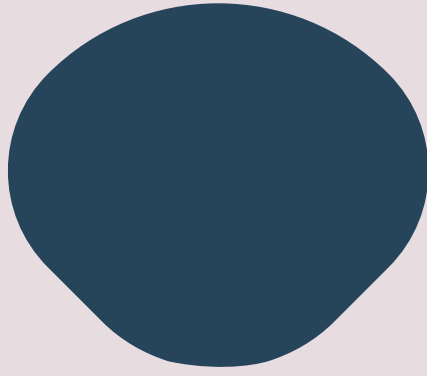
RGB - 1, 142, 187  
CMYK - 82, 31, 13, 0  
# 018EBB



RGB - 74, 216, 105  
CMYK - 63, 0, 81, 0  
# 4AD869



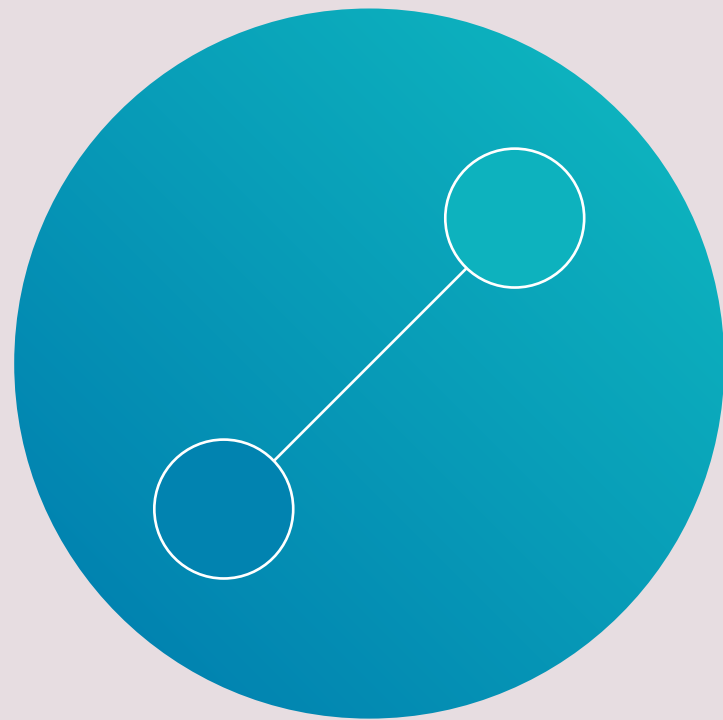
RGB - 61, 151, 115  
CMYK - 76, 20, 67, 3  
# 3D9773



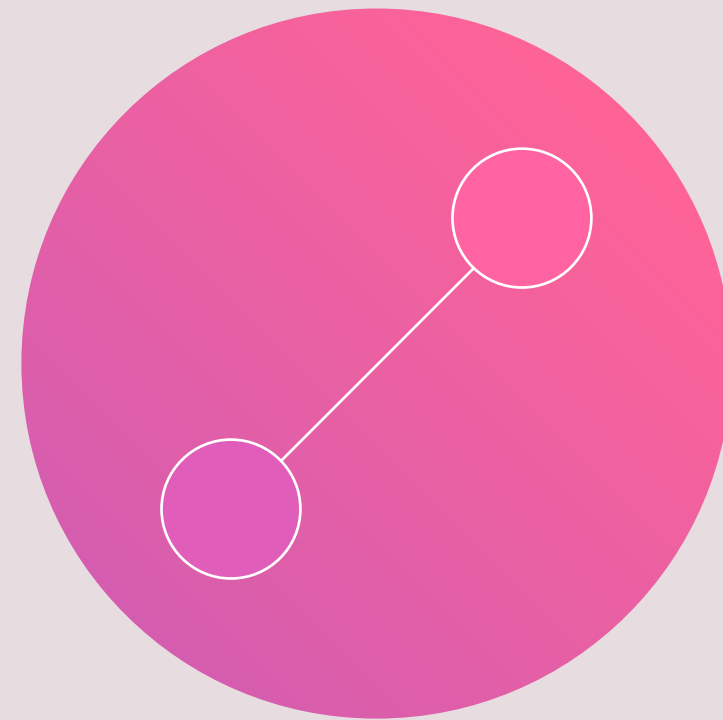
RGB - 38, 68, 90  
CMYK - 89, 67, 44, 32  
# 26445A

# COLOUR PALETTE

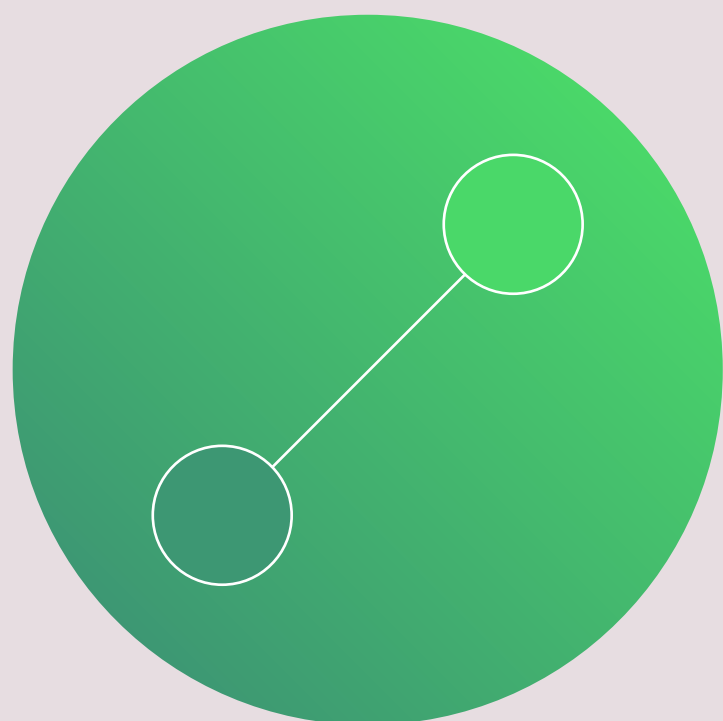
Gradients



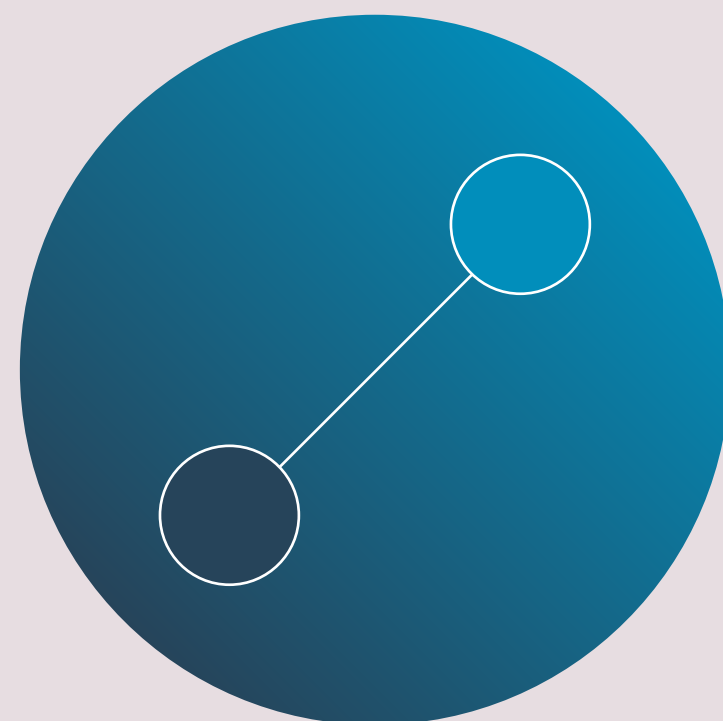
Light blue



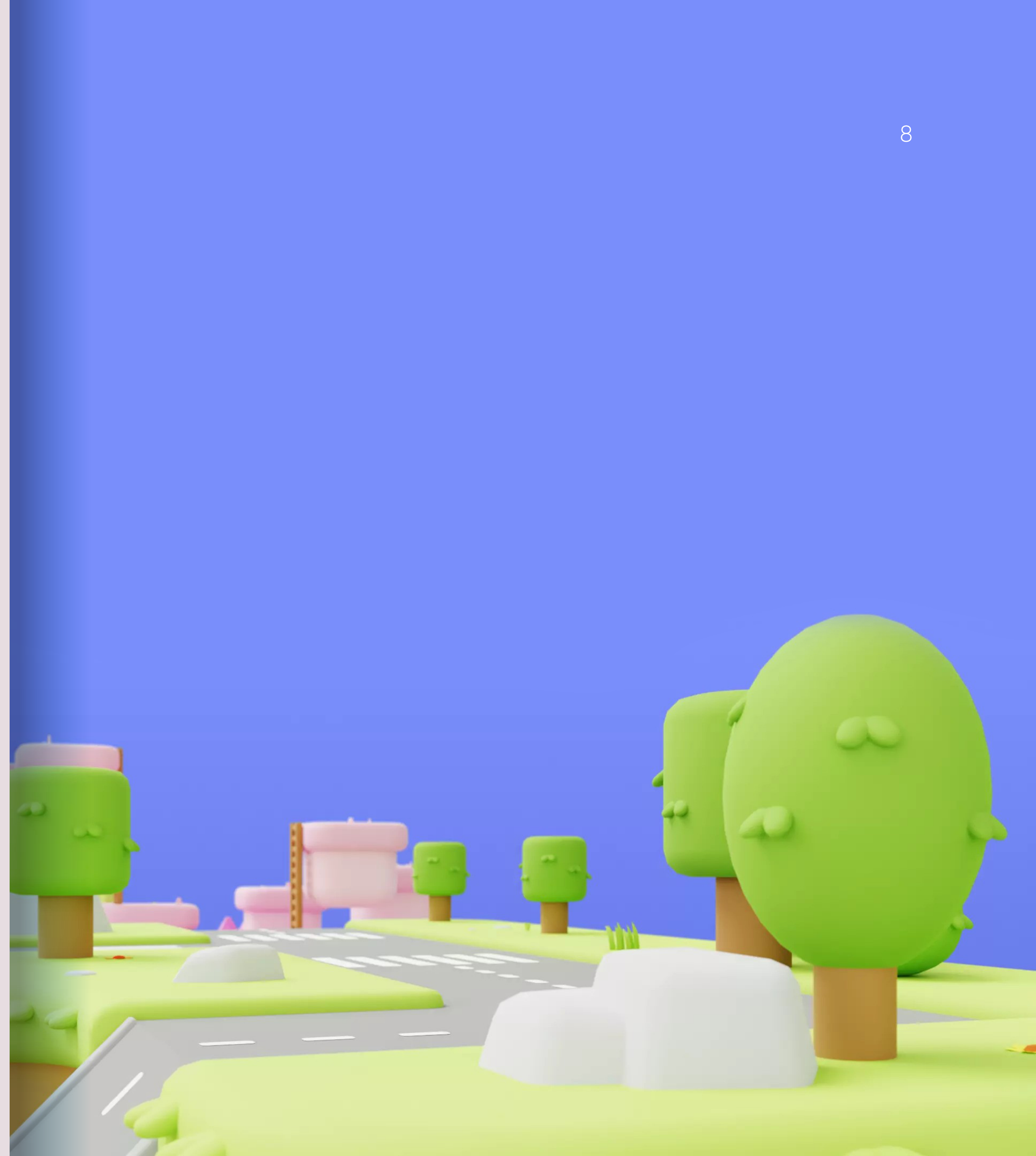
Pink



Green



Dark blue





# TYPOGRAPHY

For headlines in special cases you can use fonts from the logo – in photos, on banners next to graphics and similar cases.

For classic typography, documents and web content – Gilroy.

Special title

COINY CYRILLIC, CAPITALS

Heading 1

GILROY BLACK, CAPITALS

Heading 2

Gilroy Bold

Heading 3

Gilroy Semibold

Body copy

Gilroy Regular

Picture caption

LAZY DOG, CAPITALS

# ICONOGRAPHY

10

1 level

## Simple icons

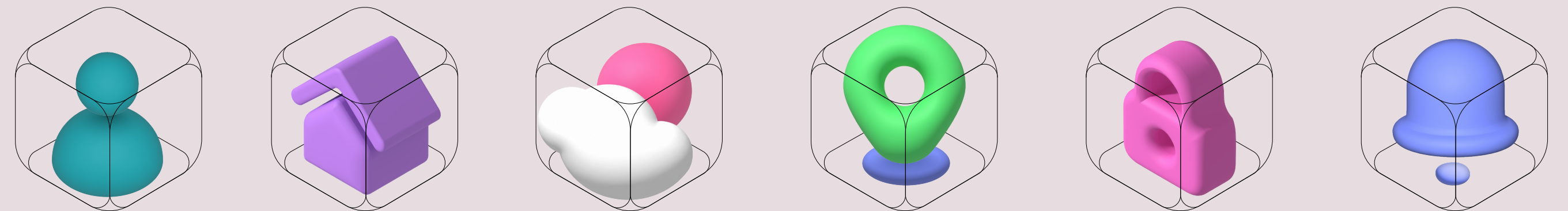
These should be simple stain shapes, similar to a print-stamp-silhouette, like the bear's head from the logo. Use rounded corners, circles, soften the corners as much as possible.



2 level

## Simple 3D icons

We use cubic isometric grid 10x10 + corporate colours. Matte 3D graphics similar to those taken from the game itself + rounded corners.



3 level

## Complex 3D icons (illustrations)

Also use graphics from the game as an example, but the detail of such illustration icons can be higher.

