

# BRAND GUIDELINES



# BRAND OVERVIEW LOGO

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# BRAND OVERVIEW

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Socialgames is a multiverse of themed Worlds with Heroes collections, resources generation, upgrade mechanics and virtual professions.

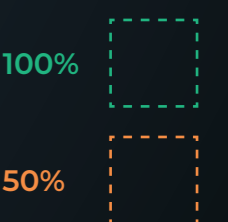
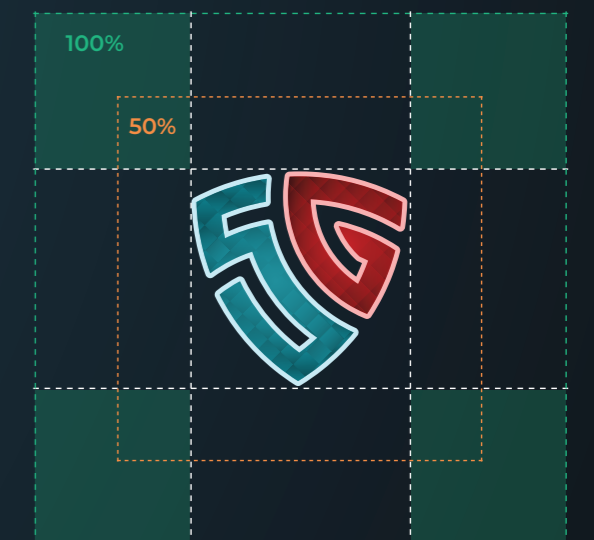
Our Heroes can play in all the games with the current stats and trained skills (interoperability). Our first World Cyber City is live in the web, try it!

# SOCIAL GAMES ELEMENTS

Social Games logo consists of  
two elements:

Symbol + Logotype.

Logo can not be arbitrarily  
modified.



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# BASIC LOGO

## Primary Choice

Logo - Transparent. Dark background is the preferred option

## Second Choice

Logo + Black Background. Second Option when primary choice doesn't work out

## Third Choice

Logo + White Background. Third Option when primary or second choices don't work out





# RESTRICTIONS

To maintain the integrity and consistency of the brand visual identity system, it is important to use the logo by following these guidelines.

Please avoid the examples shown here which use our logo incorrectly.



Don't stretch



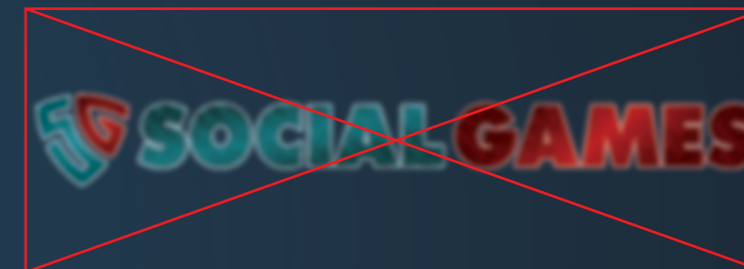
Don't rearrange



Don't change typeface



Don't change style



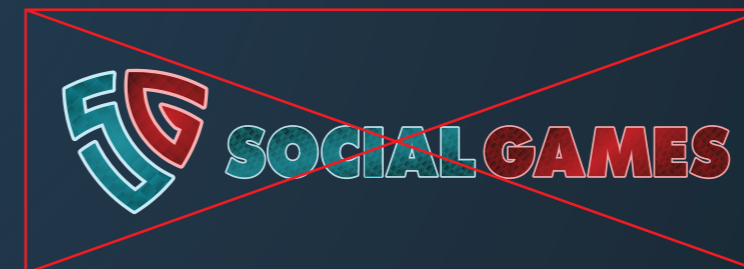
Don't use blurred logo



Don't use other colors



Don't change space



Don't change ratio



Don't rotate



Make sure logo can easily be distinguished.



Make sure logo can easily be distinguished.



Leave enough safe space

# COOPERATION

Try to balance both logos. No logo can be taller or bigger than the other, both need to have same balance.





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# SYMBOL

## Primary Choice

Logo Transparent Background

## Second Choice

Logo + Black Background

## Third Choice

Logo + White Background





# OUR BRANDS

## SUMO RACE

DISTRICT  
RAIDS



## PAINTBALL ARENA





THANK YOU

