BRAND GUIDELINES

2016

SOCIAL GAMES

BRAND OVERVIEW

LOGO

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BRAND OVERVIEW

Socialgames is the new Web3 videogames platform with themed Worlds & cross-game NFTs

Amazing games in the first World Cybercity, from individual to multiplayer, shooting, running with obstacles, fighting and turn-based. Meet new people or play with your friends and earn different prizes playing in the Leagues, completing challenges and creating Official clubs to compete with others. Have fun!

SOCIAL GAMES ELEMENT

Consist of two elements:
Symbol + Logotype Logotype
can not be used on its own.
Logo can not be arbitrarily
modified.

Symbol

Logotype

Full Logo

Safe Spacing Unit

BASIC LOGO

Primary Choice

Logo Transparent Background if possible, this is preferred option

Second Choice

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

Thread Choice

Logo + White Background Thread Option when primary and Second choice doesn't work out

SYMBOL

Primary Choice

Logo Transparent Background

Second Choice

Logo + Dark Background

Thread Choice
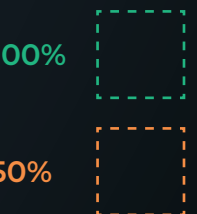
Logo + White Background
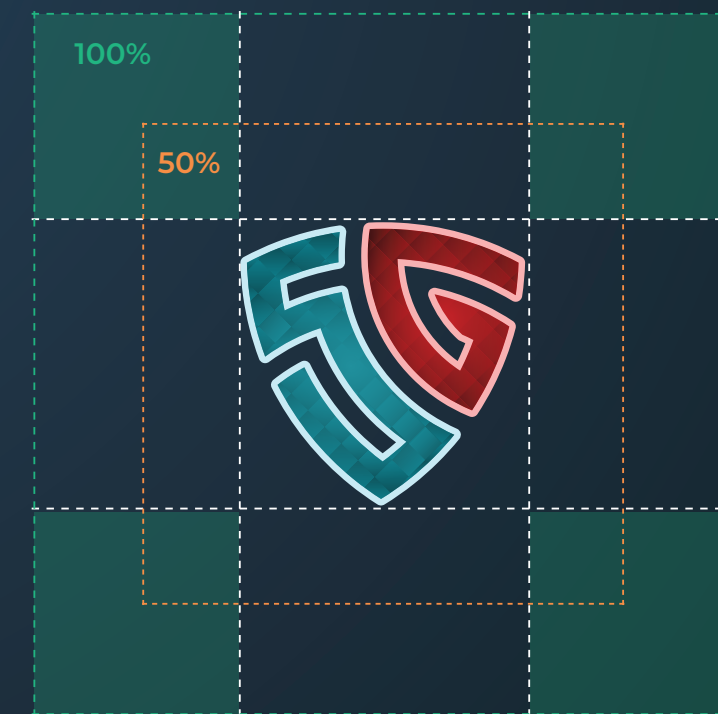
SYMBOL

Primary Choice

Logo Transparent Background

Second Choice

Logo + Dark Background

Thread Choice

Logo + White Background

77px 10px 77px

100%

50%

254px

SOCIAL GAMES

254px

100%

50%

100%

50%

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 logo incorrectly.
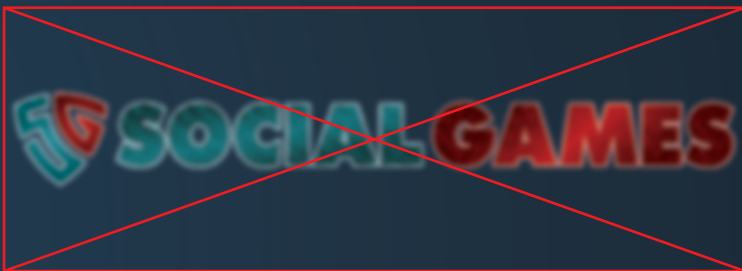
Don't stretch

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.

SYMBOL

Primary Choice

Logo Transparent Background

Second Choice

Logo + Dark Background

Thread Choice

Logo + White Background

SUMO RACE

TANK
BATTLE ARENA

DISTRICT
RAIDS

PAINTBALL
ARENA

CYBER
COMBAT

MECHS
SQUARE
COOP GAME

THANKS

SG SOCIAL GAMES