



LAW-GAME

BRAND BOOK

The purpose of this guide is to assist the Consortium in using correctly the LAW-GAME logo. It is also a useful aid when instructing typographers, and others employed to produce branded items to design and create LAW-GAME communications material. In order to maintain the integrity of the LAW-GAME project brand identity, it is important to apply all the given instructions properly.



THE IDEA BEHIND



Based on VR glasses, the shape of a police signal and the "triangular" logic of 3D design, a minimal logic logo was created, flexible and easily customizable for any application. Choosing one sans-Serif font (**Calibri**) in combination with the color code of blue helps us to maintain seriousness, to inspire confidence but at the same time to look fresh and affordable. By adding it "hyphen line" we separate but also join the 2 words and there is a direct reference to code and development.

LOGO VARIATIONS

Logo usage on backgrounds: When placing the logo on an image, color or pattern, it is essential that there is enough contrast between the logo and the background. The logo must not be placed on backgrounds that distract from or compete with the logo.



Primary Format (Primary Format)

- ✓ Primarily the logo of LAW-GAME project is the one depicted on the left: LAW-GAME logo in its positive format for maximum impact and clarity, on transparent background to be used in light colored backgrounds.

When possible, the full project title should be also included!

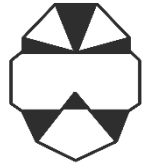
In cases where this is not feasible, the following versions are available for usage:



The logo presented in a horizontal view in cases when the primary format is not applicable (headers, footers, ppts and such). Available in **transparent (primary)**, blue and white background (secondary).



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BW/Grayscale Formats: These logo variations are meant to be printed in a grayscale or black and white format (i.e. internal memos).

Should the background not allow for the logo to be clearly indicated, then the white version of the logo should be utilized.

COLOR PALETTE

Basic, secondary and highlight COLORS:

- CMYK colors are used in printing material;
- RGB colors are used on web applications.

Additional color palette can be used for layouts and artworks such as website/posters/leaflets etc. in case you need a small touch of color contrast. These colors cannot replace main color palette or logotype official colors.

BASIC COLOURS



R:25 G:50 B:86
#193256

C:100 M:80 Y:37 K:33



R:242 G:183 B:4
#f2b704

C:5 M:30 Y:95 K:0

SECONDARY COLOURS



R:163 G:173 B:187
#a3adbb

C:40 M:26 Y:20 K:0



R:193 G:208 B:209
#c1d0d1

C:28 M:12 Y:17 K:0

HIGHLIGHT COLOURS



R:0 G:165 B:149
#00a595

C:78 M:7 Y:50 K:0



R:100 G:137 B:141
#64898d

C:62 M:30 Y:37 K:13



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BRAND TYPOGRAPHY

Must be always used to all communications material and in web and media applications wherever this is possible (i.e., at the LAW-GAME website), to retain consistency. Replacing the given typeface with others should not be done under any circumstances.

Calibri is a sans-serif typeface family designed by Luc(as) de Groot in 2002–2004 and released to the general public in 2007, with Microsoft Office 2007 and Windows Vista. It replaced Times New Roman as the default typeface in Word and replaced Arial as the default in PowerPoint, Excel, Outlook, and WordPad. De Groot described its subtly rounded design as having "a warm and soft character".

Calibri font family:

1. Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
2. *Italic ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz*
3. **Bold ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz**
4. ***Bold Italic ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz***

For Web and print applications: Open Sans

5 HEADING 1

Open Sans bold, 17pt blue colors (RGB R25 G50 B86)

5.1 HEADING 2

Open Sans bold, 14 pt blue colors (RGB R25 G50 B86)

5.1.1 HEADING 3

Open Sans bold, 12pt, black colors

5.1.1.1 HEADING 4

Open Sans bold, 12pt, black colors

Body text

Open Sans, 11pt, black colors

For MS templates and publications: Calibri

1 SELECT STYLE HEADING 1, H1 TOC NUMBERED

2 Select style Heading 2

Body text, normal style, this is the text, this is the text, this is the text, this is the text, this is the text, this is the text, this is the text, this is the text, this is the text.

3 Select style Heading 3

Body text.

4 Select style Heading 4 (this level has no numbering)

Body text.

LOGO USAGE

The Clear Space zone around the logo has been determined to ensure the proper visibility of the LAW-GAME logotype. Maintaining the Clear Space zone between the logo and other graphical elements such as typefaces, images, other logos, etc. ensures that the LAW-GAME logo always appears unobstructed and distinctly separate from any other visuals. To make sure the logo is always clear and legible, a minimum size requirement was determined. However, when using a lower quality printing technique (i.e. screen-printing), the usage of the logo in a larger size is strongly recommended.



LOGOTYPE PRINT minimum size

70 mm W X 26 mm H

LOGOTYPE SCREEN minimum size

202 px W | 72 px H

When possible, the full project title should be included!

LOGO IMPROPER USE

Display the LAW-GAME logo only in the formats that are specified in this guide. The LAW-GAME logo may not appear in any other colors than the already specified in this guide. Do not rotate, skew, scale, redraw, alter or distort the LAW-GAME logo in any way.



LOGO USAGE ON SOCIAL MEDIA

Logo use on social media: the logo should be used either in a white background or in blue background always following the directions provided via this current brand book. All project logos and variations have been provided in the following ppis in order to cover all project needs: 100, 200, 300, 400, 500, 600, 700, and 800 ppis.



Facebook: According to Facebook's instructions¹ The Page's profile picture: Displays at 170x170 pixels on your Page on computers, 128x128 pixels on smartphones and 36x36 pixels on most feature phones.

¹ <https://www.facebook.com/help/125379114252045>

Twitter: According to Twitter's instructions² Recommended dimensions for profile images are 400x400 pixels. Recommended dimensions for header images are 1500x500 pixels.

LinkedIn: According to LinkedIn's instructions³ The Recommended image size is the following: 268 (w) x 268 (h) pixels



END OF BRAND BOOK

² <https://help.twitter.com/en/managing-your-account/common-issues-when-uploading-profile-photo>

³ <https://www.linkedin.com/help/linkedin/answer/70781/image-specifications-for-your-linkedin-pages-and-career-pages?lang=en>