

# INKY Game: Brand Specifications

Designed by  
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## Logo Usage



The black padding shows the clear space around the logo, nothing should overlap this space. This width is proportionate to the width of N stroke (as shown in the orange corners). This rule applies the same when the logo is with the tagline.

## Minimum Sizes



## Typography

HEADINGS: BARRICADE PRO

**Aa** abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
WXYZ

SUBHEADS AND BODY: ZEN NEW

**Aa** abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
WXYZ

## Other Brand Elements



Vector Lines and dots are the main graphic elements used, if using photos then make them greyscale and colour halftone.

## Primary Logo



## Logo with Primary Tagline



## Logo with Secondary Tagline



\* Use this if there is a need for the logo and tagline on a small surface.

## Alternate Colour Logos



\* If there is a coloured background make the logo completely white like seen.

## Colour

	HEX: #758d3a, CMYK: 58%, 28%, 100%, 9% RGB: 117, 141, 58		HEX: #cc4327, CMYK: 14%, 88%, 100%, 4% RGB: 204, 67, 39
	HEX: #f7a937, CMYK: 1%, 38%, 89%, 0% RGB: 247, 169, 55		HEX: #f0de96, CMYK: 6%, 9%, 49%, 0% RGB: 240, 222, 150
	HEX: #31788e, CMYK: 82%, 42%, 34%, 6% RGB: 49, 120, 142		