

# CYBERPUNK CITY

## BRAND GUIDELINES

DECEMBER 2024

# CONTENTS

03 → ABOUT

05 → LOGO

13 → COLOR PALETTE

15 → BRAND APPLICATION



# 01 ABOUT

# FREE-TO-PLAY HERO SHOOTER BATTLE ROYALE

Cyberpunk City is a free-to-play, AAA-quality hero shooter battle royale, featuring both third-person (TPP) and first-person (FPP) gameplay. Built on Unreal Engine 5 & powered by Solana blockchain, it's set to launch soon on PC, PlayStation, and Xbox.

# 02 LOGO

# 02 LOGO

## Logotype

Cyberpunk City logotype design was created with a grid system and the proportions are organized.



CYBERPUNK  
CITY

The image displays the 'Cyberpunk City' logotype in a bold, black, sans-serif font. The text is arranged in two lines: 'CYBERPUNK' on the top line and 'CITY' on the bottom line. The font is highly stylized, with thick strokes and sharp, angular terminals. The letters are closely spaced, and the overall appearance is clean and modern, consistent with a digital or cyber-themed brand.

# 02 LOGO

## Clear Space

The safe area of the Cyberpunk City logo is the x-height of the letter "C" in the logotype.



## 02 LOGO

### Emblem

The Cyberpunk City emblem was created by stylizing the letter "C", which is a brand reminder.

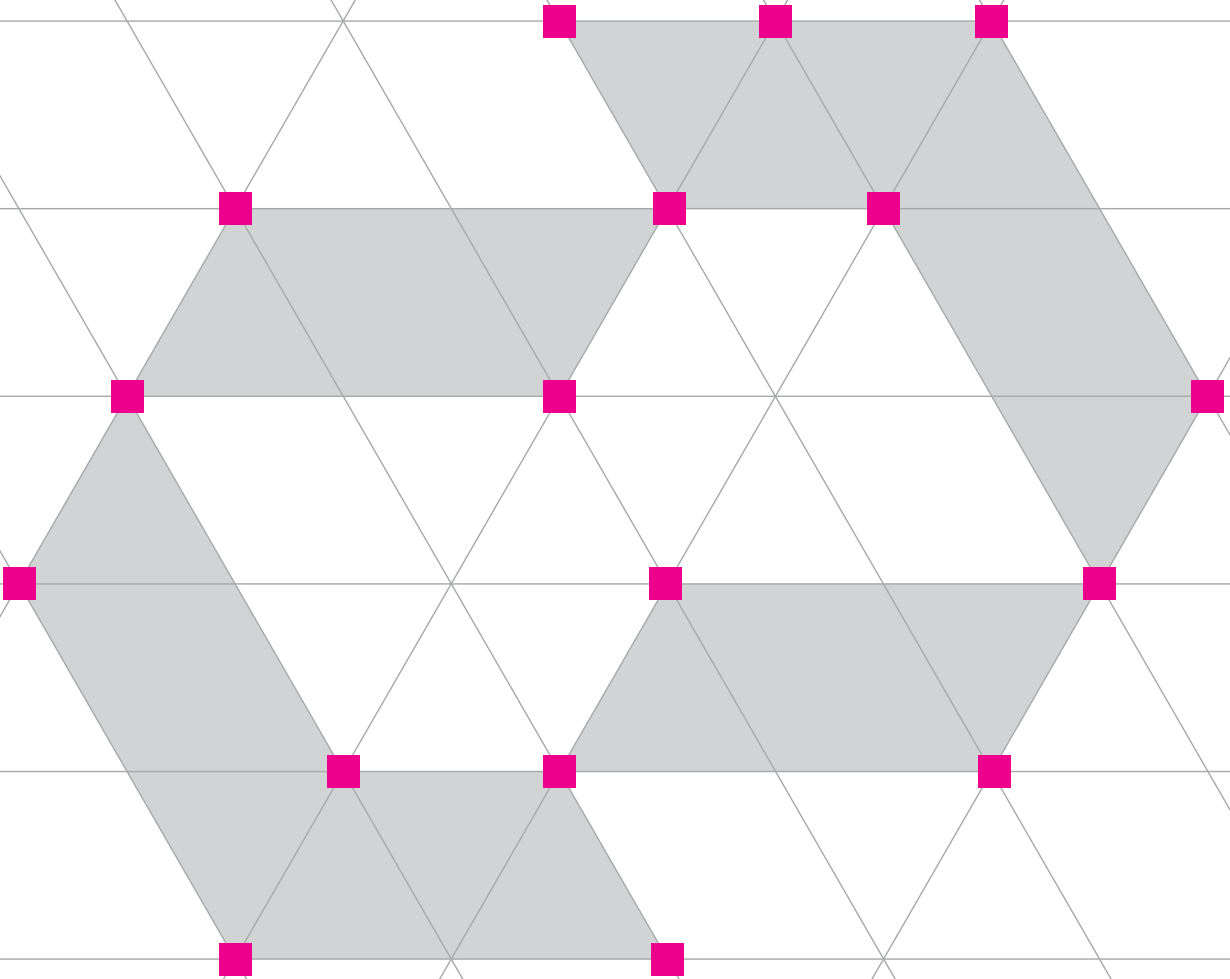




# 02 LOGO

## Emblem Grid

The grid drawing of the Cyberpunk City emblem is as shown on the side.



# 02 LOGO

## Vertical Logo Usage

The vertical use of the Cyberpunk City logo is as shown on the side. In the logo, the emblem is only used by positioning it above.

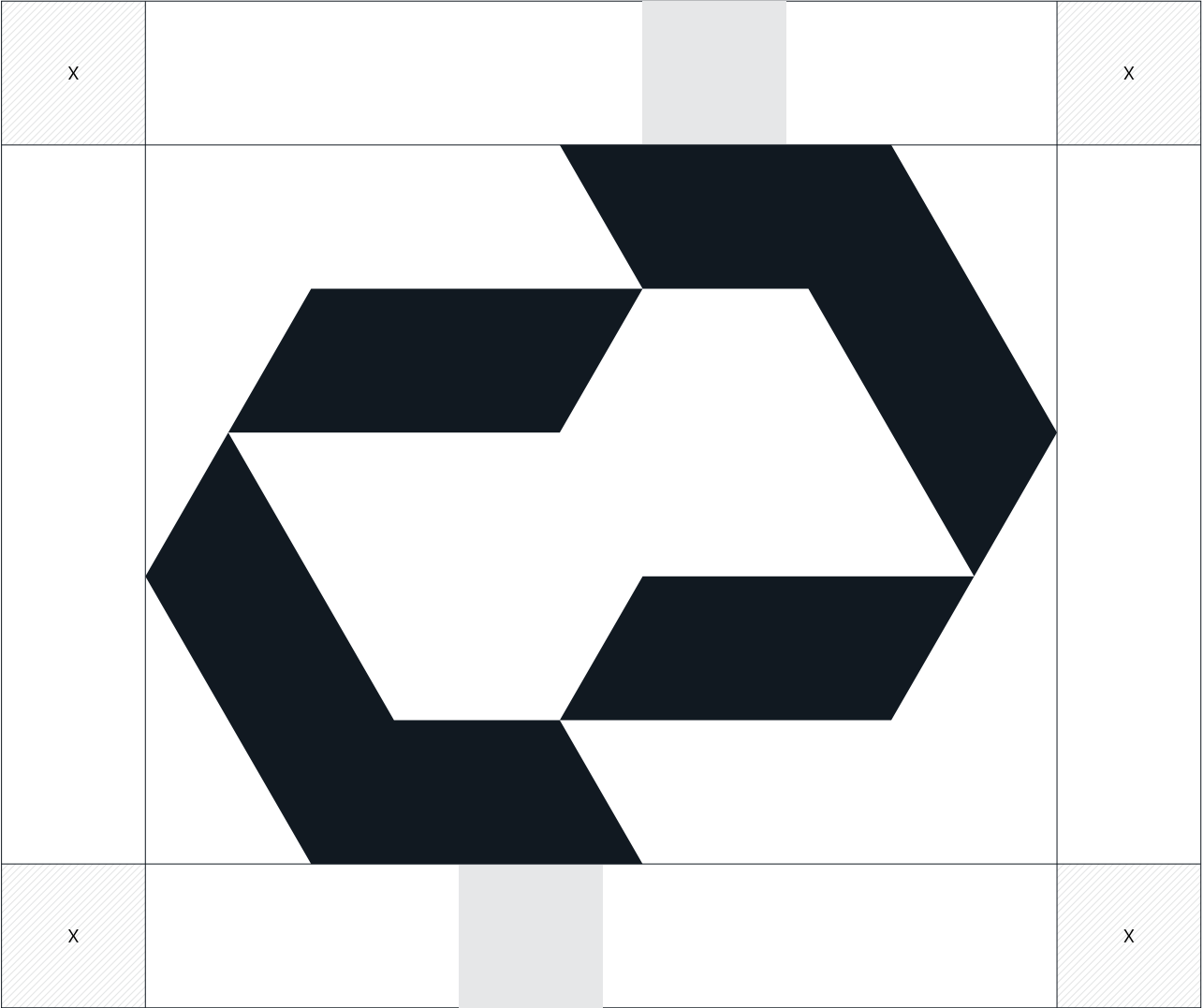


**CYBERPUNK**  
**CITY**

# 02 LOGO

## Emblem Clear Space

The safe area of the Cyberpunk City emblem is the x-height of the horizontal stripes that make up the emblem.



# 02 LOGO

## Logo Misuse

This is a quick guide of common mistakes to avoid when using the logo. Avoiding these misuses helps to ensure consistent use of the logo and keeps the integrity of the logo intact.



# 03 COLOR PALETTE

## 03 COLOR PALETTE

### Color Usage

The pantone codes of our color world, which is the basic element of our brand, are as shown on the side. Printed materials should be prepared for printing with the given pantone codes. Other codes are used in digital areas. It is recommended to follow this color world.

### PANTONE BLACK 6C

RGB 17, 25, 33  
HEX #111921  
CMYK 82, 71, 59, 75

### PANTONE RHODAMINE RED C

RGB 225, 31, 143  
HEX #e11f8f  
CMYK 5, 97, 0, 0

### PANTONE 306 C

RGB 0, 179, 228  
HEX #00b3e4  
CMYK 81, 3, 4, 0

### WHITE

RGB 0, 0, 0  
HEX #000000  
CMYK 0, 0, 0, 0

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# 04 BRAND APPLICATIONS







# 05 BRAND APPLICATIONS

## Stickers

Cyberpunk City sticker sets are shown on the side.





WHERE THE STORY BEGINS · WHERE THE STORY BEGINS · WHERE THE STORY BEGINS · WHERE THE STORY BEGINS · WHERE THE STORY BEGINS · WHERE THE STORY BEGINS

THE  
CITY  
CYBERPUNK

# CYBERPUNK CITY