

BRAND Identity

Our brand identity defines who we are and what we stand for. It guides how we present ourselves to the gaming industry and ensures that our values are clear to everyone. GameFabric is built on innovation, scalability, and trust, helping developers focus on creating exceptional multiplayer experiences.

Mission

We excel at delivering dynamic, highly scalable systems uniquely crafted for game developers. Our cost-effective, efficient solutions integrate seamlessly into your workflow, tackling the challenges of multiplayer development so you can focus on delivering exceptional gaming experiences and driving studio success.

Vision

To be the backbone of multiplayer innovation, empowering every game studio to scale without limits.

Values

Scalability, Efficiency, Partnership, Innovation, Reliability

Personality

Smart, technical, supportive, trustworthy.

Target audience

Indie studios, Mid-size developers, AAA multiplayer teams.

LOGO

Guidelines

Our logo is the most visible part of our brand. It represents GameFabric everywhere it appears, so it must always be used consistently and with care. These guidelines show the correct versions of our logo, how to place it, and what to avoid to keep our brand strong and recognizable.

Primary logo - Vertical

Used when vertical space is optimal.



Primary logo - Horizontal

For wider applications where horizontal balance is needed.



Primary logo with Tagline

Used in contexts where the GameFabric connection to Nitrado should be emphasized.



LOGO

Guidelines

Logo variations

Yellow-White



Grey



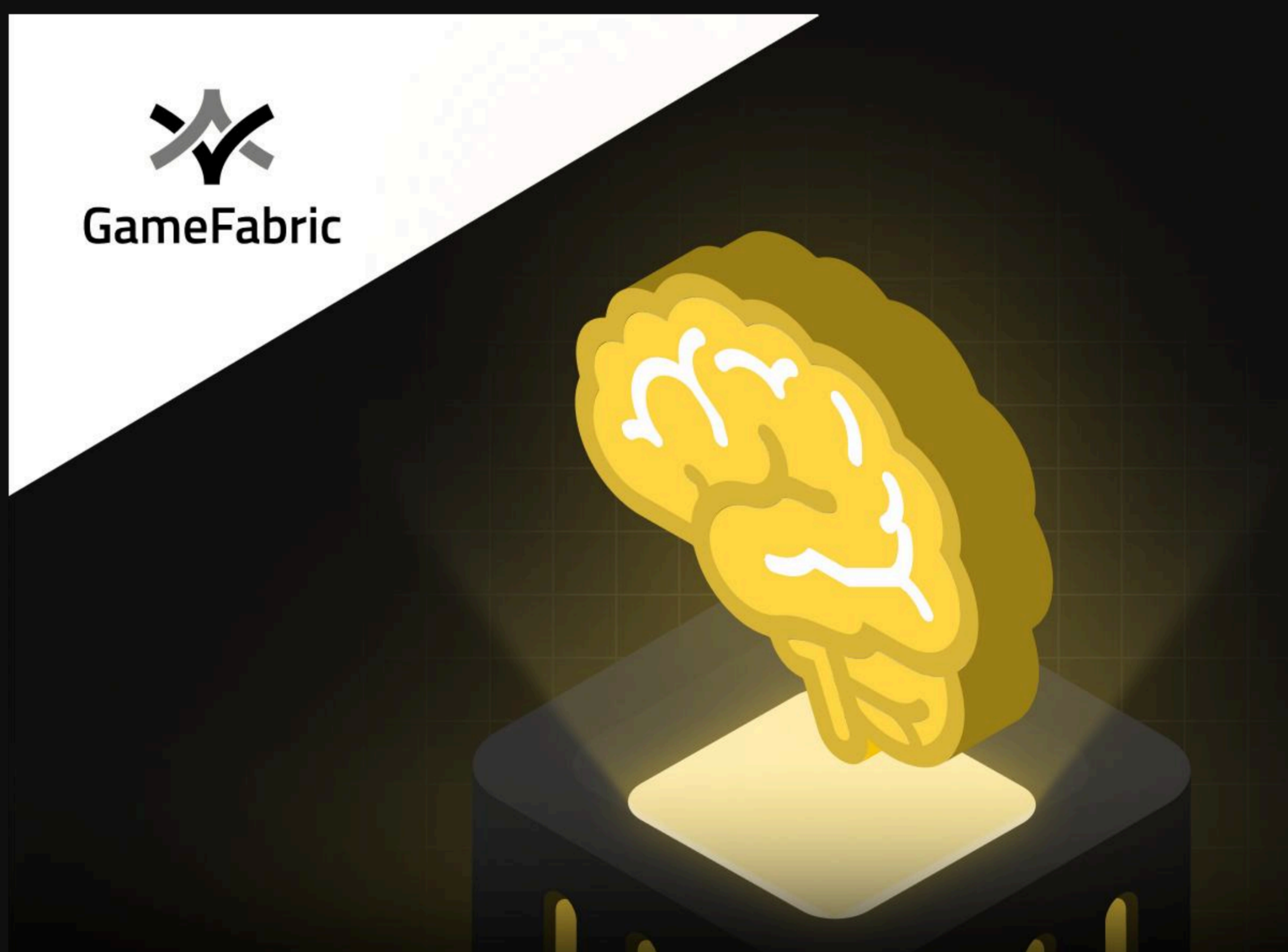
Yellow-White



Black



Logo variations usage examples



LOGO

Guidelines

Incorrect usage examples



✘ The logo is too big and the placement makes the logo hard to be seen.



✘ The logo color is wrong and the placement interferes with the asset



✔ The logo uses the proper brand colors and is placed clearly in the top right so its easy to be seen.

Logo clear space & exclusion zone

To protect the strength and visibility of the GameFabric logo, it is important to give it enough breathing room. The exclusion zone defines the minimum space that must surround the logo at all times.

This space ensures that no text, graphics, or other design elements interfere with the logo or compete for attention. The clear space is based on the height of the logo symbol and must always be respected in every application.



COLOR

Palette

Our palette is simple, modern, and designed for maximum impact. By using the right combinations of our primary and secondary colors, we create clear, bold, and consistent designs that reflect GameFabric's personality.

Primary colors

Primary **MUSTARD**

HEX #FFD744
RGB 255 / 215 / 68
CMYK 0 / 16 / 73 / 0

Primary **NIGHT**

HEX #101010
RGB 16 / 16 / 16
CMYK 0 / 0 / 0 / 94

Secondary colors

Secondary **WHITE**

HEX #FFFFFF
RGB 255 / 255 / 255
CMYK 0 / 0 / 0 / 0

Secondary **GRAY**

HEX #797979
RGB 121 / 121 / 121
CMYK 0 / 0 / 0 / 53

Color usage rules

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- ✗ Avoid low-contrast text
Example: Gray text on Dark background.

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- ✗ Avoid poor contrast combinations
Example: Yellow text on White background.

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- ✗ Stick to the brand palette
Only use Mustard, Night, White, and Gray.

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- ✓ Always use White or Yellow on Dark background for better readability.

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- ✓ Yellow works best on Dark background.

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- ✓ Do not introduce unapproved colors.

TYPOGRAPHY

Typography is how our brand speaks visually. We use a single typeface, Titilium Web, because it is clean, technical, and easy to read. By applying it consistently across all communication, we ensure our voice is professional and instantly recognizable.

Primary font

TITILIUM WEB

Bold

A	B	C	D	E	F	G	H	I	J	K	L	M
N	O	P	Q	R	S	T	U	V	W	X	Y	Z
a	b	c	d	e	f	g	h	i	j	k	l	m
n	o	p	q	r	s	t	u	v	w	x	y	z

Reguler

A	B	C	D	E	F	G	H	I	J	K	L	M
N	O	P	Q	R	S	T	U	V	W	X	Y	Z
a	b	c	d	e	f	g	h	i	j	k	l	m
n	o	p	q	r	s	t	u	v	w	x	y	z

Numbers

0	1	2	3	4	5	6	7	8	9	0
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Reguler

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Desktop hierarchy (Web)

Display 01

Font size: 52px | Line height: 56px | Tracking: -2%

Display 01
Regular

Display 01
Semi Bold

Display 01
Bold

Display 02

Font size: 48px | Line height: 50px | Tracking: -2%

Display 02
Regular

Display 02
Semi Bold

Display 02
Bold

Heading H1

Font size: 40px | Line height: 48px | Tracking: 0.2px

Heading H1

Heading H1

Heading H1

Heading H2

Font size: 36px | Line height: 44px | Tracking: 0.2px

Heading H2

Heading H2

Heading H2

Heading H3

Font size: 32px | Line height: 40px | Tracking: 0.2px

Heading H3

Heading H3

Heading H3

Heading H4

Font size: 28px | Line height: 36px | Tracking: 0.2px

Heading H4

Heading H4

Heading H4

Heading H5

Font size: 24px | Line height: 32px | Tracking: 0.2px

Heading H5

Heading H5

Heading H5

Heading H6

Font size: 20px | Line height: 28px | Tracking: 0.2px

Heading H6

Heading H6

Heading H6

Mobile hierarchy (Web)

Heading H1

Font size: 36px | Line height: 44px | Tracking: 0.2px

Heading H1

Heading H1

Heading H1

Heading H2

Font size: 32px | Line height: 40px | Tracking: 0.2px

Heading H2

Heading H2

Heading H2

Heading H3

Font size: 28px | Line height: 36px | Tracking: 0.2px

Heading H3

Heading H3

Heading H3

Heading H4

Font size: 24px | Line height: 32px | Tracking: 0.2px

Heading H4

Heading H4

Heading H4

Heading H5

Font size: 20px | Line height: 28px | Tracking: 0.2px

Heading H5

Heading H5

Heading H5

Heading H6

Font size: 16px | Line height: 24px | Tracking: 0.2px

Heading H6

Heading H6

Heading H6

Paragraph (Web)

Paragraph Large

Font size: 18px | Line height: 28px

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Paragraph Medium

Font size: 16px | Line height: 24px

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Paragraph Small

Font size: 14px | Line height: 20px

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Paragraph X-Small

Font size: 12px | Line height: 18px

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Overline (Web)

Overline X-Large

Font size: 18px | Line height: 22px | Tracking: 15% | All Caps

BADGE TITLE

BADGE TITLE

BADGE TITLE

BADGE TITLE

BADGE TITLE

BADGE TITLE

Overline Large

Font size: 16px | Line height: 20px | Tracking: 15% | All Caps

BADGE TITLE

BADGE TITLE

BADGE TITLE

BADGE TITLE

BADGE TITLE

BADGE TITLE

Overline Medium

Font size: 14px | Line height: 18px | Tracking: 15% | All Caps

BADGE TITLE

BADGE TITLE

BADGE TITLE

BADGE TITLE

BADGE TITLE

BADGE TITLE

Overline Small

Font size: 12px | Line height: 16px | Tracking: 15% | All Caps

BADGE TITLE

BADGE TITLE

BADGE TITLE

BADGE TITLE

BADGE TITLE

BADGE TITLE

Buttons (Web)

Button Large

Font size: 18px | Line height: 28px | Tracking: 2% | All Caps

GET STARTED

GET STARTED

GET STARTED

GET STARTED

GET STARTED

GET STARTED

Button Medium

Font size: 16px | Line height: 24px | Tracking: 2% | All Caps

GET STARTED

GET STARTED

GET STARTED

GET STARTED

GET STARTED

GET STARTED

Button Small

Font size: 14px | Line height: 20px | Tracking: 2% | All Caps

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