

BRAND GUIDELINES

TABLE OF

01	LOGO, SYMBOL, WORDMARK	03
02	BRAND COLORS	07
03	BRAND TYPEFACE	10

CONTENT

01

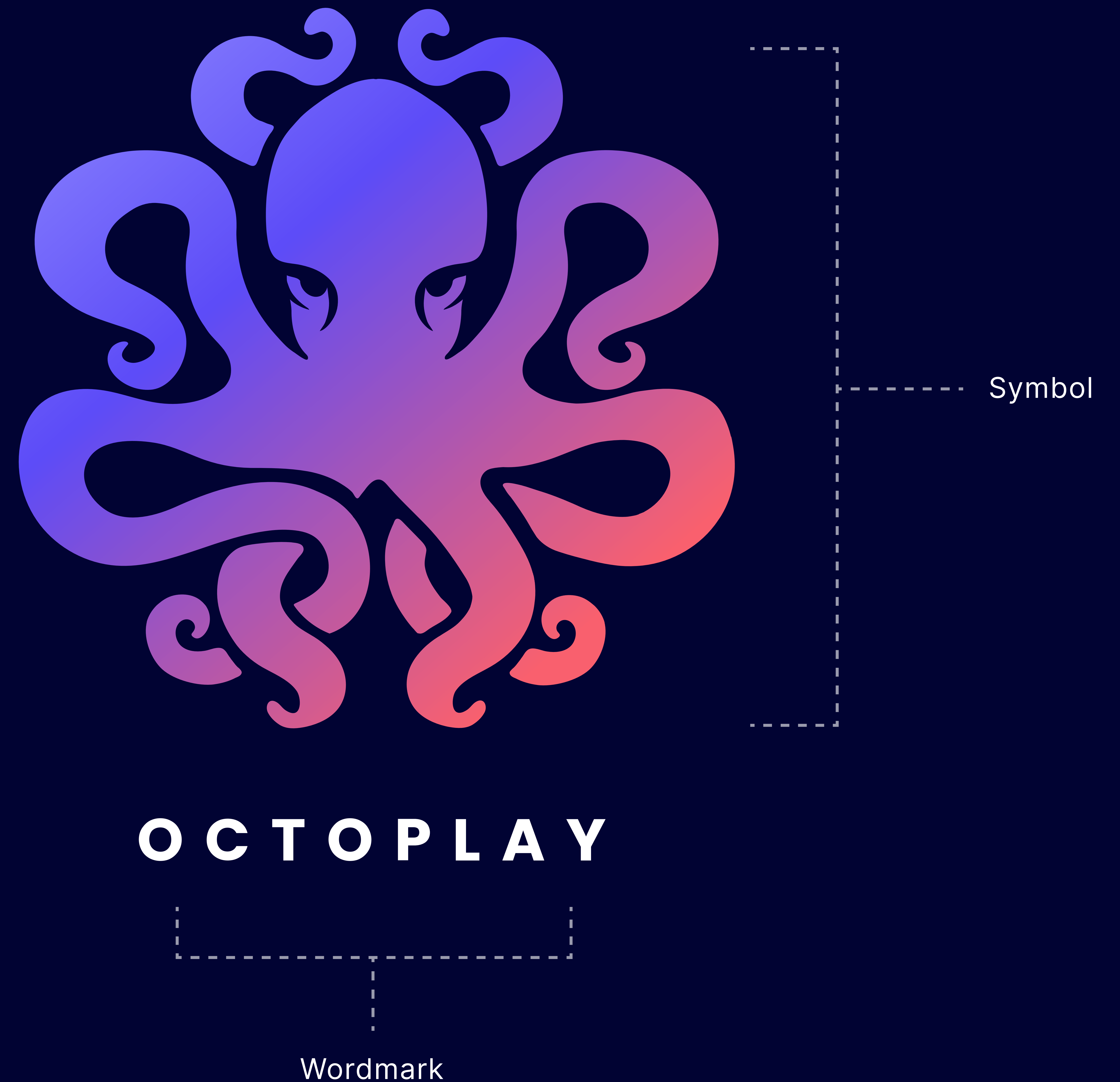
LOGO
SYMBOL
WORDMARK

01 Logo

The Octoplay logo consists of two elements: the symbol (the octopus) and the wordmark. The two elements together are forming a portrait proportion logo. The big logo is the main one, and it should always try to exist with the symbol and wordmark together.

In no way should the logo be modified, distorted, or redrawn.

FONT: "POPPINS", BOLD
LETTER SPACING: 32.5%

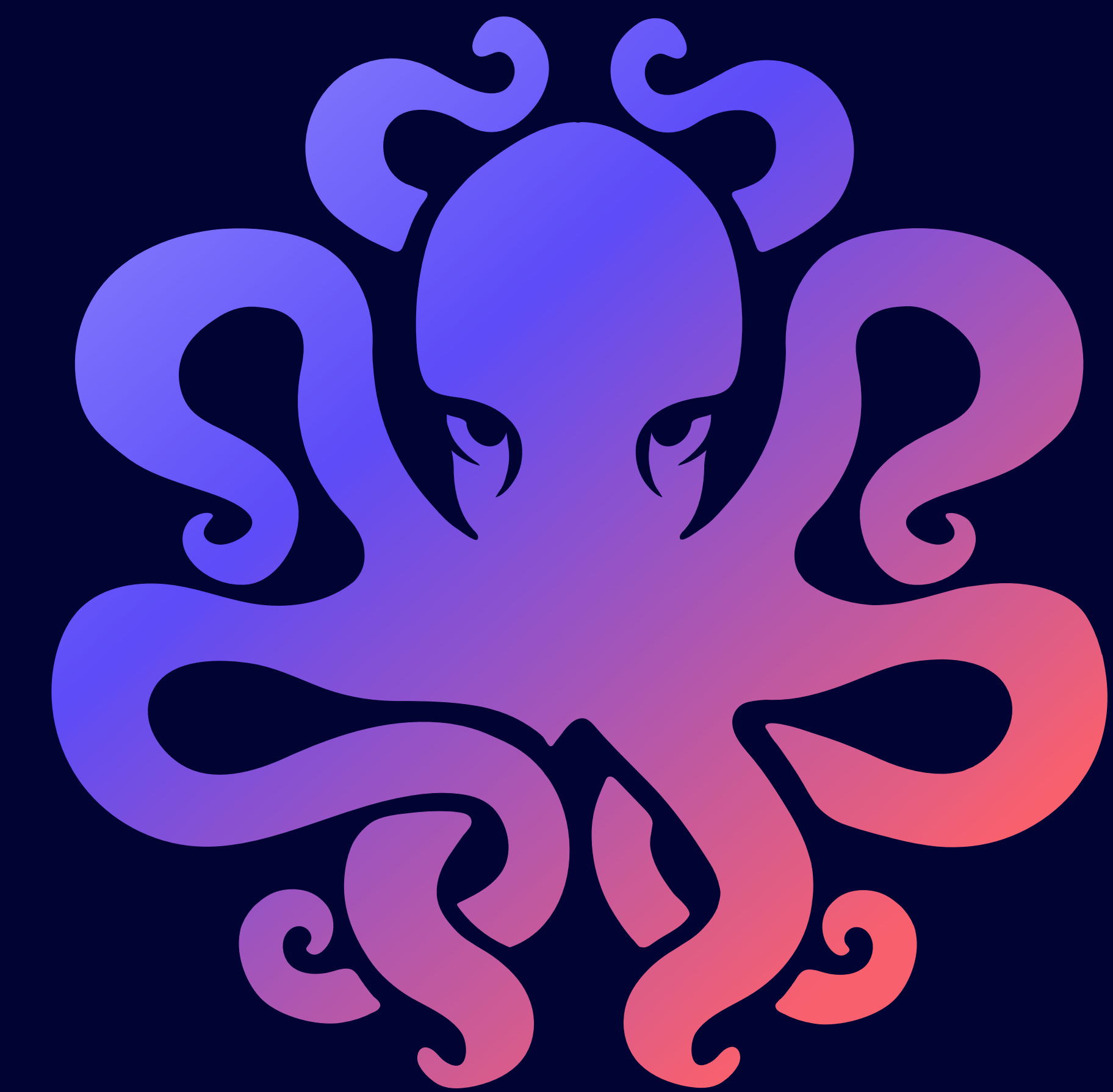




Primary Logo



Secondary Logo



Symbol

02 Logo Variations

03 Logo Use

To ensure the right amount of breathing space around the octopus you should apply the following steps:

- you can see that the logo is fitted in a rectangle;
- the width of the rectangle is X, and the height of the rectangle is Y;
- on top and bottom there should always be a breathing distance in the size half of the height of the logo ($Y/2$);
- on left and right, the free distance should be with the size of the logo width! (X);



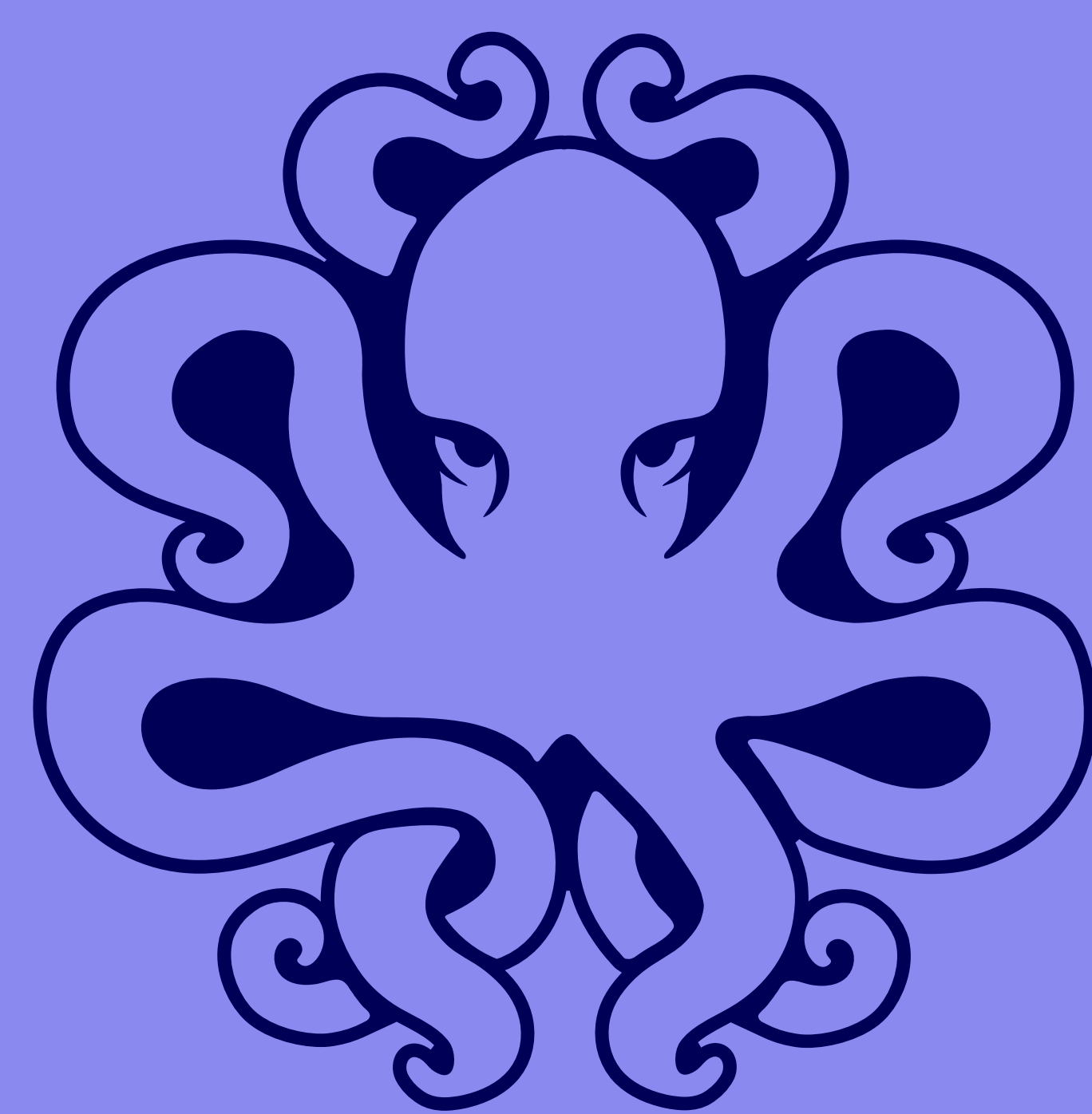
02

BRAND COLORS

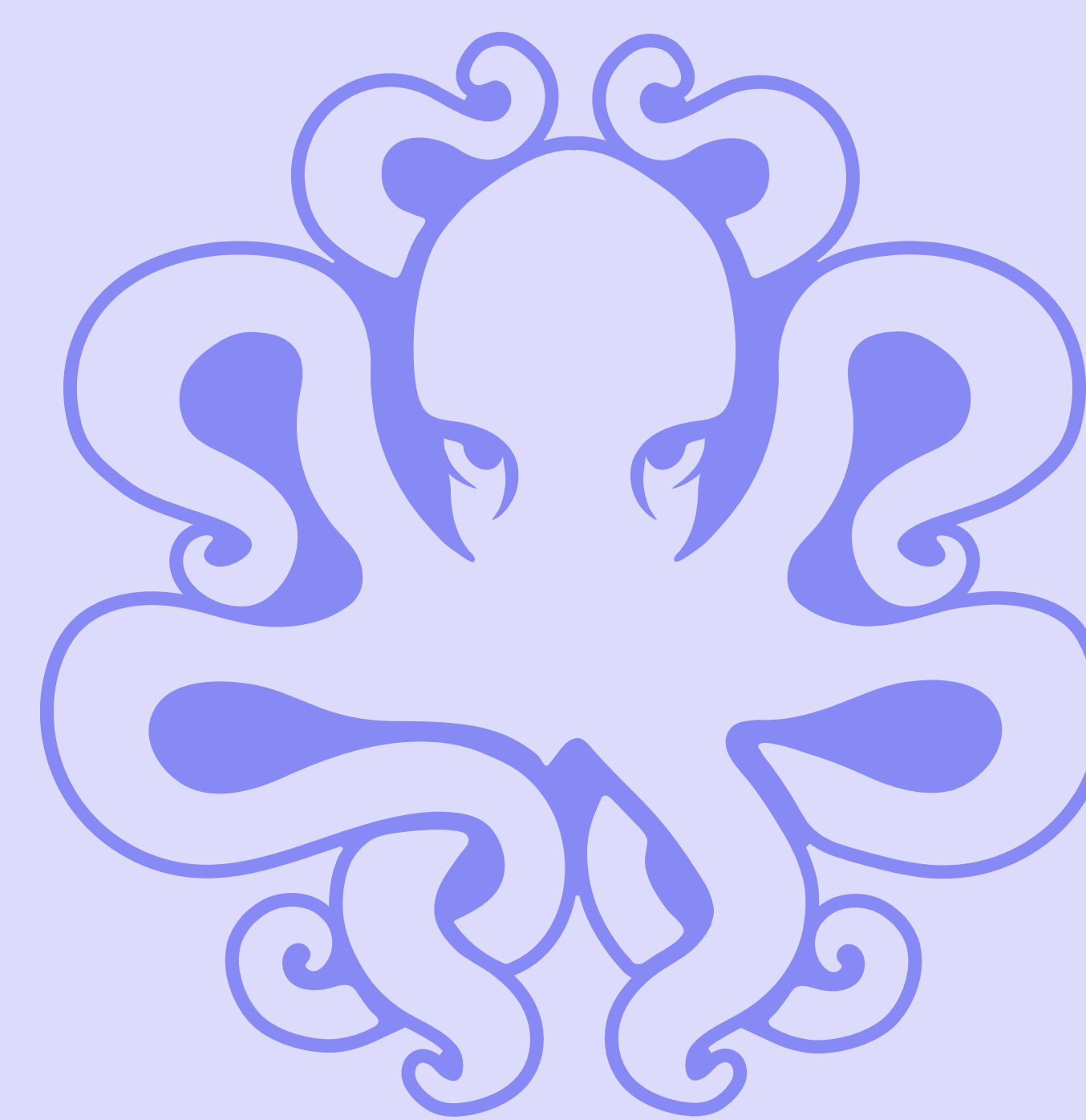
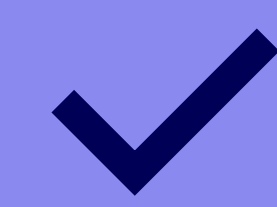
01 Color Variations

INCORRECT USE

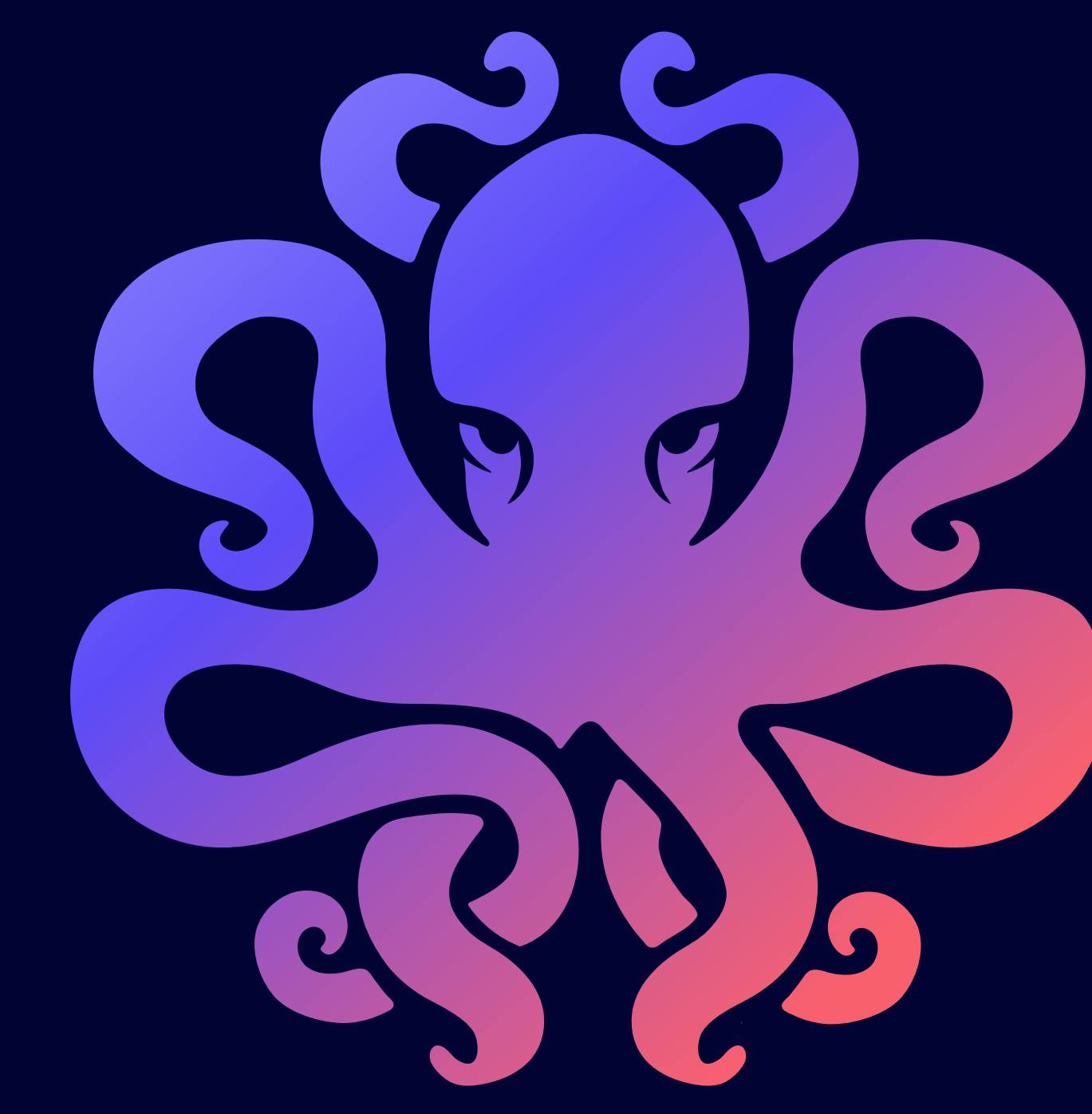
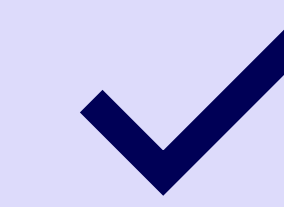
- Please don't use the gradient logo on a neutral background.
- Don't change the logo's colors and don't use a black "positive" version on a light background.
- Don't rotate or distort the logo around, don't change its proportions.



OCTOPLAY



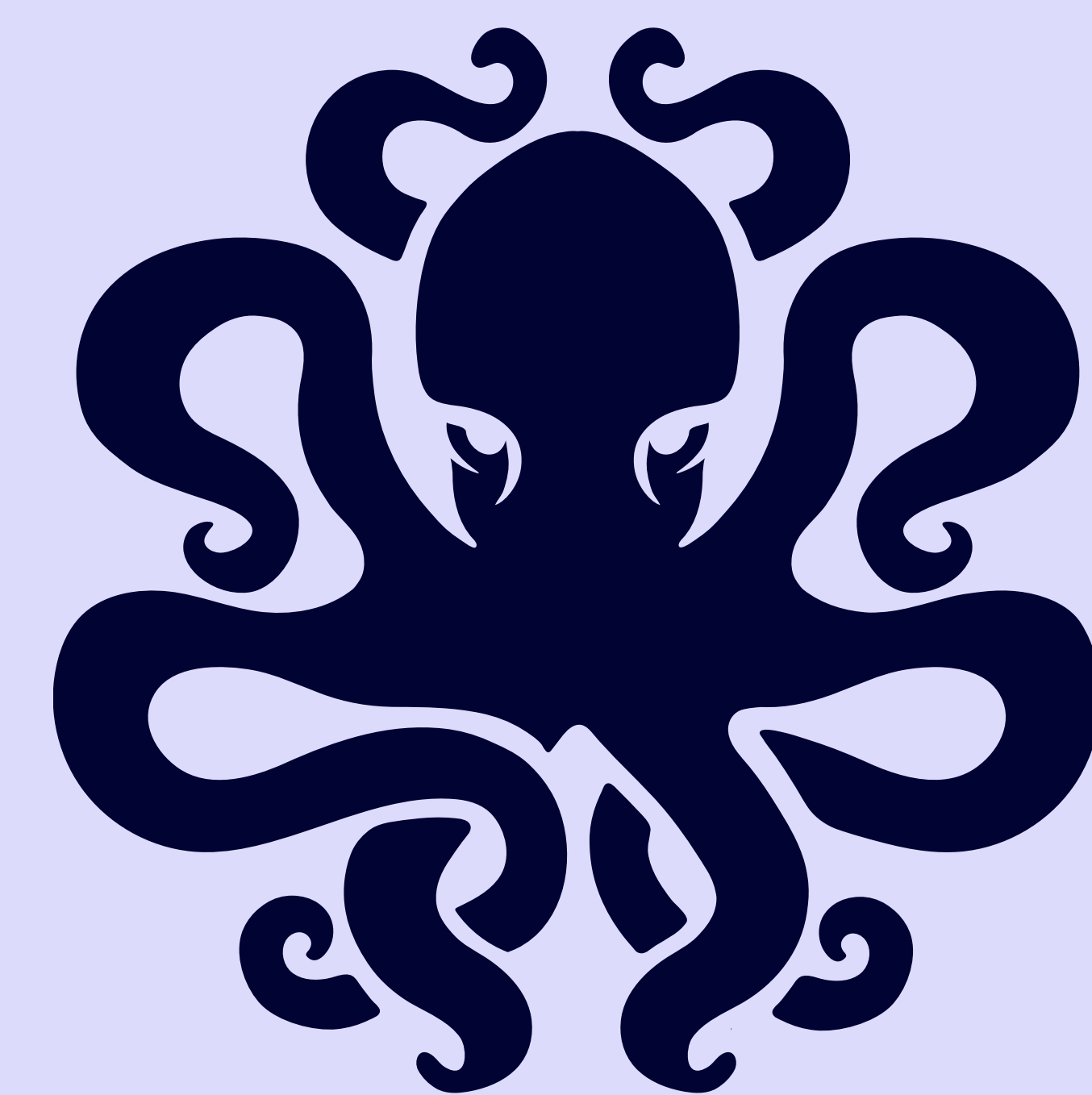
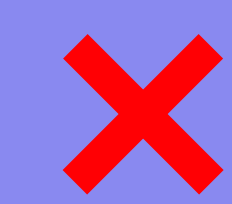
OCTOPLAY



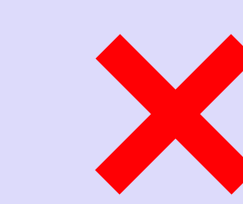
OCTOPLAY



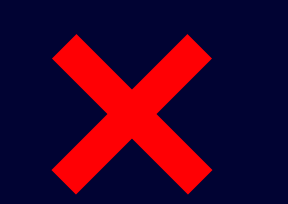
OCTOPLAY



OCTOPLAY



OCTOPLAY



02 Color Palette

Our main colors are the ones from the gradient plus two additional.

The additional ones are used to support the main colors, as you can see in this presentation.

HEX: #8A83FE

RGB: 138/131/254
CMYK: 53/51/0/0%
LOCATION:0%

HEX: #5D4CF8

RGB: 93/76/248
CMYK: 74/71/0/0%
LOCATION: 33%

HEX: #FA616E

RGB: 250/97/110
CMYK: 0/77/44/0%
LOCATION: 90%

HEX: #8A83FE

RGB: 138/131/254
CMYK: 53/51/0/0%

HEX: #FF809E

RGB: 255/128/158
CMYK: 0/63/15/0%

HEX: #FA616E

RGB: 250/97/110
CMYK: 0/77/44/0%

HEX: #000035

RGB: 0/0/53
CMYK: 95/90/42/63%

HEX: #DFD9FF

RGB: 223/217/255
CMYK: 10/53/0/0%

HEX: #5D4CF8

RGB: 93/76/248
CMYK: 74/71/0/0%

03

BRAND TYPEFACE

01 Primary Typeface

The primary typeface to be used for headlines, copy and small details is **Inter**.

BOLD

**AaBbCcDdEeFfGgHhIiGgKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz**

MEDIUM

**AaBbCcDdEeFfGgHhIiGgKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz**

LIGHT

AaBbCcDdEeFfGgHhIiGgKkLlMmNnOoPpQqRrSsTtUuVv
WwXxYyZz

THAT'S IT.
THANKS!