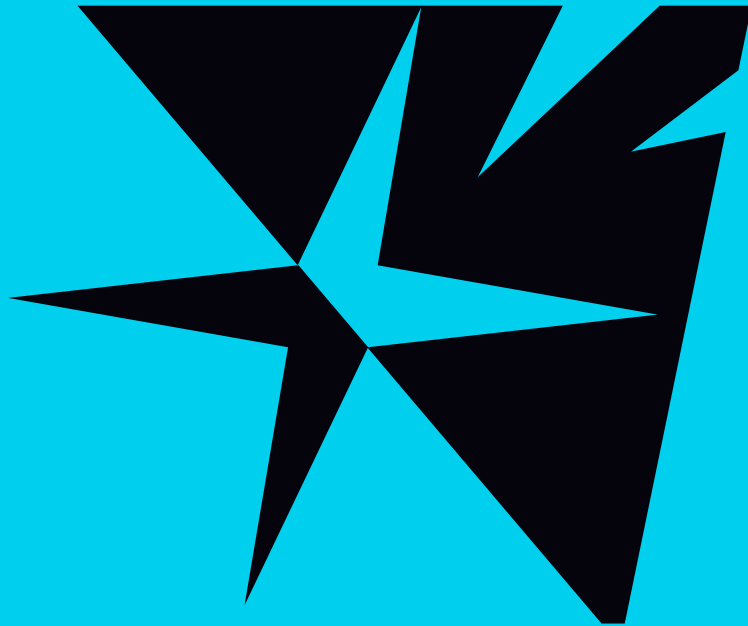


NEW_GAME



Brand Guidelines

NEW_GAME



NEW_GAME

NEW_GAME

NEW_GAME



NEW_GAME

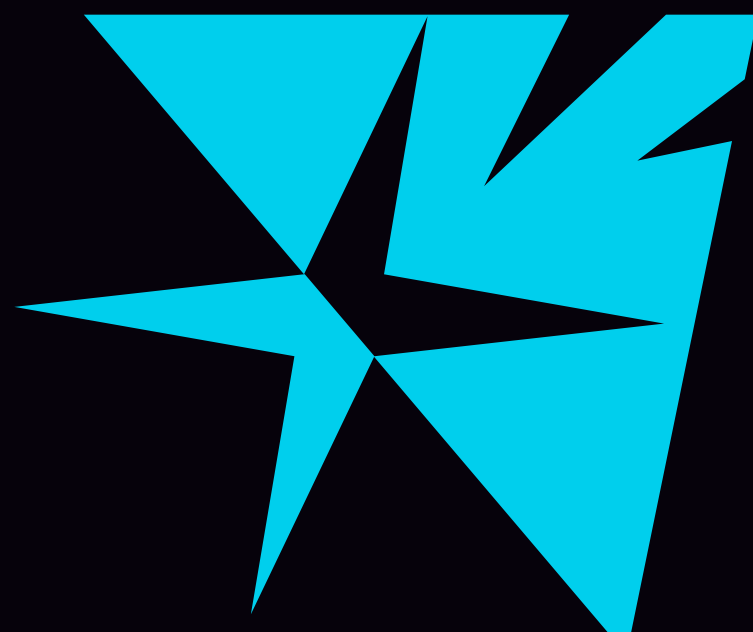
NEW_GAME

NEW_GAME

NEW_GAME

Logo
Design





NEW_GAME

NEW_GAME

NEW_GAME

NEW_GAME

Color
Scheme

New Red
(Primary)

#D32
D2D

Black
(Primary)

#00
000

OffWhite
(Primary)

#E6E
8CF

Show Blue
(Secondary)

#88A
6BF

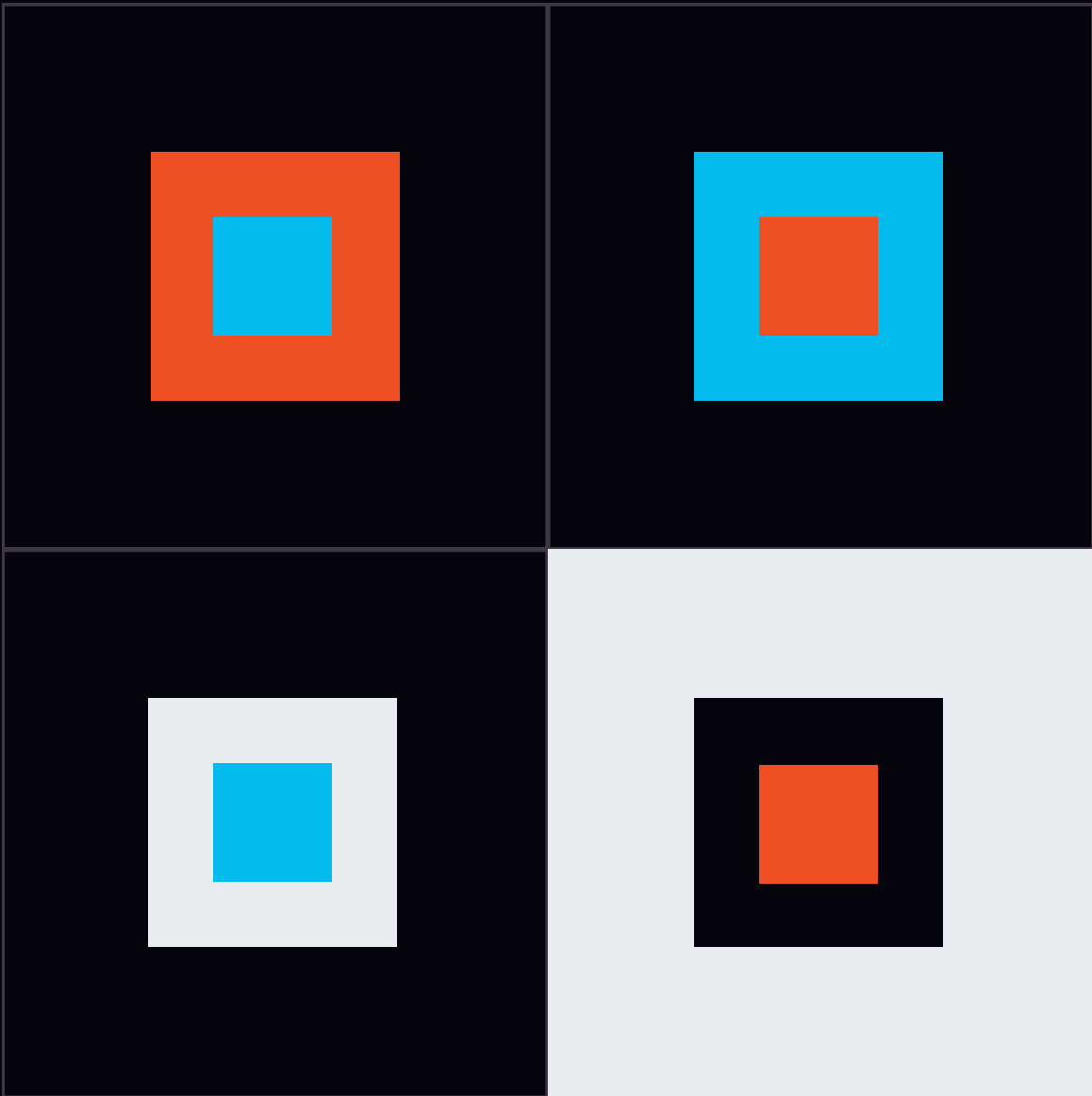
New Game + primary and secondary color scheme.

Color Scheme

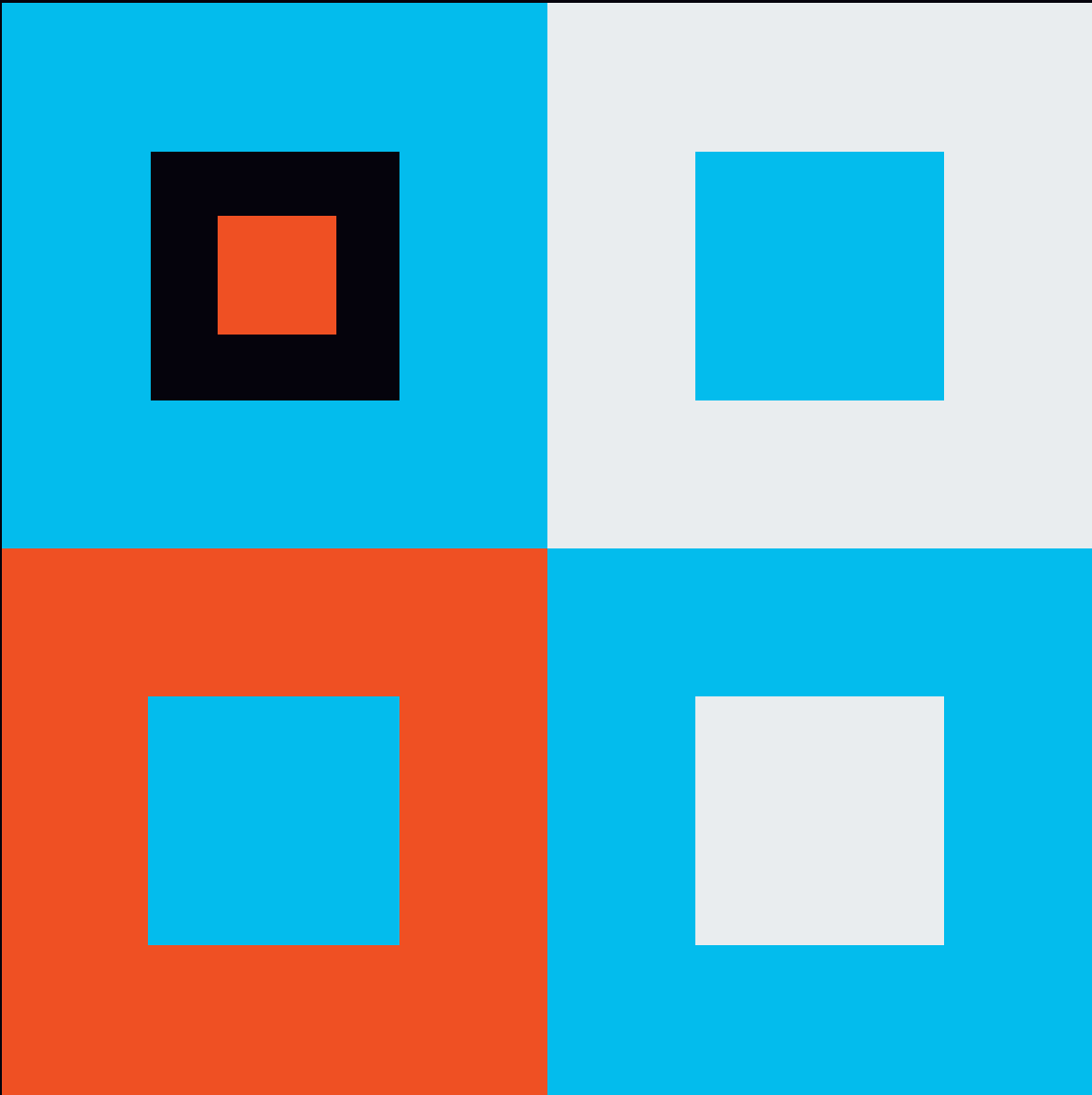
New Game + color combos
represented by the official color
scheme.

Color
Scheme

Primary



Secondary



NEW_GAME

Brand
Fonts

NEW_GAME

NEW_GAME

Ubuntu

NEW_GAME

Primary heading for for New Games
branding.

Heading
Font

ABCDEFGHIJKLMNOPQRSTUVWXYZ	abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ	abcdefghijklmnopqrstuvwxyz
1234567890 ([!@#\$%^&*])	1234567890 ([!@#\$%^&*])

NEW_GAME

NEW_GAME



SOON
SOON

NEW_GAME

NEW
NEW
NEW

NEW_GAME

LENS
ISLAND



NEW_GAME

NEW_GAME