OCTOPUS GAMING

LOGO
USAGE
GUIDELINES

● LOGO VARIATIONS
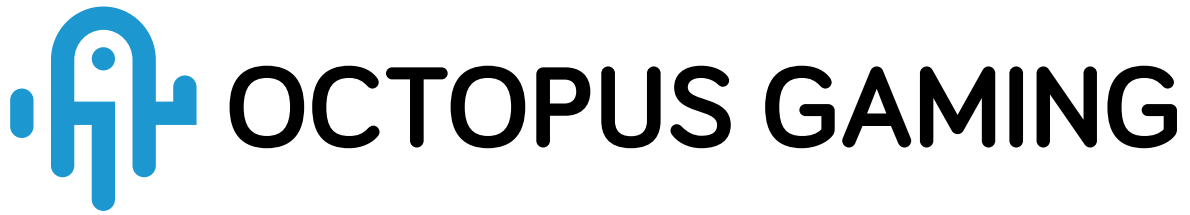
OCTOPUS GAMING

Horizontal (text in 1 row)

OCTOPUS GAMING

Horizontal (text in 2 rows)

OCTOPUS GAMING

Vertical

● SIGN CONSTRUCTION

B

R1

R2 = R1 x 2.5

R1

R1

R1

R1

R1

R1

A

A B A BB AA B A
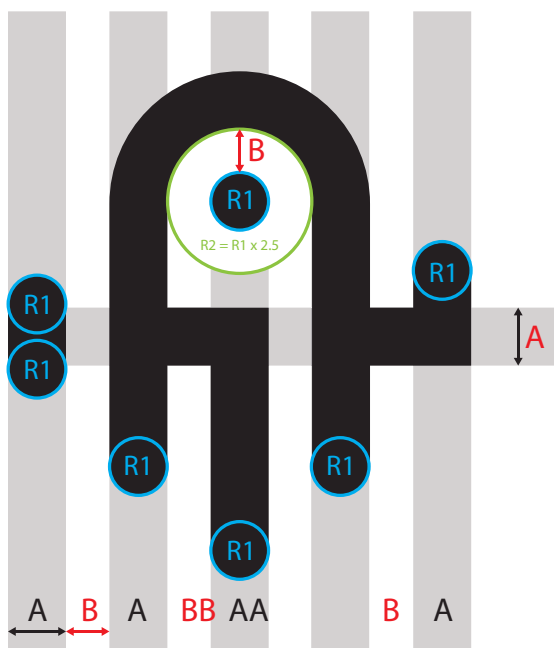
OCTOPUS GAMING

OCTOPUS GAMING has been written with Bariol Bold font which also has 2 more weight that you also can use in branding or promotional materials.

BARIOL / 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 1 2 3 4 5 6 7 8 9 0

BARIOL / REGULAR

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 1 2 3 4 5 6 7 8 9 0

BARIOL / LIGHT

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 1 2 3 4 5 6 7 8 9 0
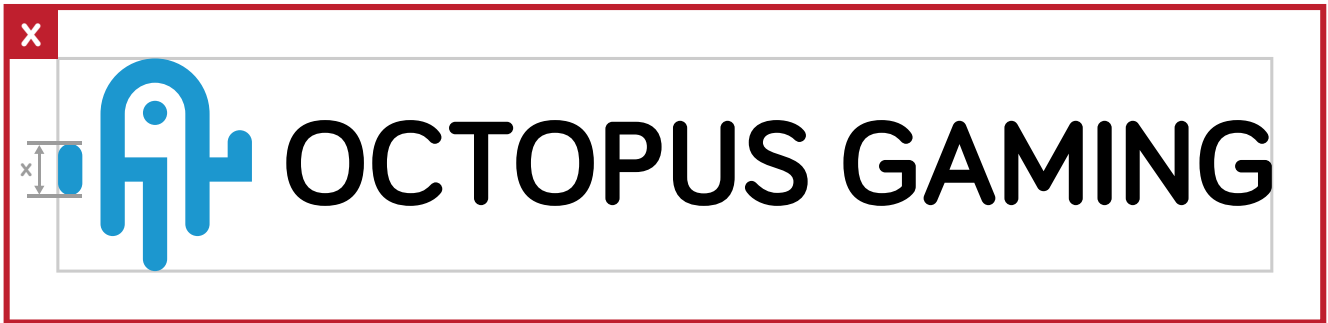
● **COLORS**

PANTONE 801 C
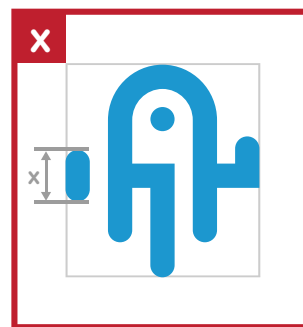
BLACK

WHITE

CMYK: 100
RGB: 0 151, 205
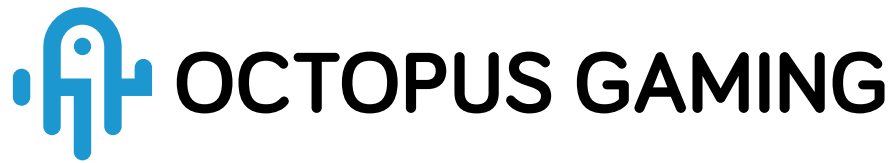HEX: 0097cd

Safe zone

Safe zone

Safe zone

Safe zone

To protect the integrity of the OCTOPUS GAMING brand and to achieve maximum recognition, it is important to include a safe area around the graphical elements of the logo, or other company logos to not be in direct contact with the OCTOPUS GAMING logo. By visualizing a containment box around the artwork (red outline box) , any other elements should be a least a 1X width or height away from the logo artwork.

1X is equivalent to the height of left separated rounded shape.

◖⋔⋔⋔ OCTOPUS GAMING

Logo on white background

◖⋔⋔⋔ OCTOPUS GAMING
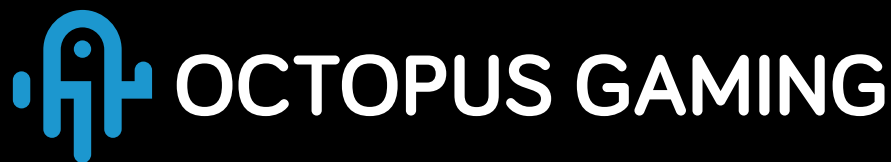
Logo on black background

◖⋔⋔⋔ OCTOPUS GAMING

Logo on blue background

⋔ OCTOPUS GAMING   ⋔ OCTOPUS GAMING

Logo can be presentet also in gray color or over gray background (aprox. 25% of black). All rules are same for other two logo variations (horizontal with text in 2 rows and vertical,

INCORECT USE AND APPLICATION OF LOGO

Any editing of logo (including color changes, repositioning, addition or removing elements) is not allowed. Logo must stay as it is, and must be visible on all backgrounds using proper variation. Some of bad examples are presented below.

OCTOPUS GAMING

*Changing colour of elements

OCTOPUS GAMING

*Removing elements from logo

OCTOPUS GAMING

*Adding other elements

OCTOPUS GAMING

*Changing position of elements

OCTOPUS GAMING

*Disproportionately scaling

OCTOPUS GAMING

*Using other typography

OCTOPUS GAMING

*Using low resolution of logo

OCTOPUS GAMING

*Rotating

OCTOPUS GAMING

Vero eos et accusamu odio dignissimos ducimus qui blanditiis praesentium

*breaking safe zone

OCTOPUS GAMING

OCTOPUS GAMING

OCTOPUS GAMING

*Wrong application on background