Brand kit

Our logo in every version, our colours and a few simple rules. For designers, printers and partners who show our games.

The logo

Use the main logo first. Pick another version only when the background asks for it. The files have the letters as shapes, so you do not need our font to use them.



Main logo

For white and light backgrounds. Use this one first.



On our blue

For our site blue and navy.



On black and other dark colours

For black and any dark background, like a purple or green casino. The same file as on our blue.



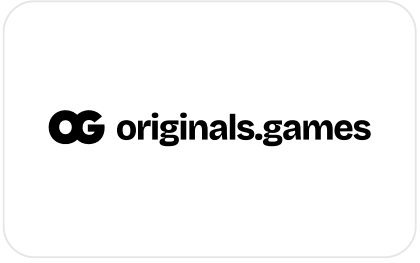
Stacked

For square spaces on light backgrounds.



Stacked on dark

For square spaces on dark backgrounds. Our game loader uses it.



One colour, black

For one colour print, stamps and engraving.



One colour, white
For one colour print on dark backgrounds.

Icon and the OG alone

The OG is short for Originals. Use it alone where the full name does not fit, or when the name is already close by.



App icon
For app icons and the badge on game tiles.



Small icon
For 16 to 48 px, like a browser tab.



Social avatar
Square. Social sites cut it to a circle and the OG still fits.



The OG alone
For dark backgrounds, when the name is close by.



The OG alone, black
For one colour print.



The OG alone, white
For one colour print on dark.

Colours

Four colours, nothing else. Site blue and navy carry the brand, lime is the accent.

Colour	HEX	RGB	CMYK
Site blue	#0A1670	10 22 112	98 85 9 26
Navy	#0B1030	11 16 48	87 81 29 60
Lime	#D9FF3F	217 255 63	17 0 61 0
White	#FFFFFF	255 255 255	0 0 0 0

Lime is for dark backgrounds only. On white it is almost invisible, 1.15 to 1. On our blue and navy every pair is far above 4.5 to 1, the usual floor for text.

Clear space

Keep a free space around the logo, so nothing crowds it. We call that space X. X is half the height of the OG tile. On logos without a tile, X is half the height of the OG.



Smallest size

Version	On screen	In print
Logo, wide	100 px wide	**25 mm wide**
Logo, stacked	60 px wide	**16 mm wide**
Icon or the OG alone	16 px	**6 mm**

From 16 to 48 px use the small icon. Its OG is bigger, so it stays clear in a browser tab.

Please do not



Do not stretch or squash it.



Do not change the colours.



Do not darken the lime to use it on white. Use the main logo there.



Do not put the main logo on our blue. The tile gets lost.



No shadows, glows or outlines.



Do not type the name in another font. Use the files.

Fonts

The name in the logo is Bricolage Grotesque ExtraBold, set a little tight. The text on our site is Figtree. Both are free fonts under the SIL Open Font License, on Google Fonts. Use them for headings and text next to the logo, but never to type the logo itself.

For printers

- Use the PDF files in the pdf/cmyk folder. They are vector, so they print sharp at any size.
- The CMYK numbers are in the colour table above. Black in the black logo is pure black, 0 0 0 100.
- Our site blue and lime are bright screen colours. Print shows them a little duller. Ask for a printed proof before a big run.
- White in a logo means no ink, so the paper shows through. On dark paper, print the white as a real white ink.

What is in the kit

svg	Every version as a vector file. Best for screens and design tools.
png	Every version with a clear background, 400 to 3200 px wide.
icons	The app icon from 16 to 1024 px, the Apple touch icon and a favicon.
social	A square avatar, an X header, a LinkedIn banner and a share picture.
pdf/rgb	Vector PDFs for screens and slides.
pdf/cmyk	Vector PDFs for print.

Get every file at originals.games/brand.

Need something else?

Use our contact page and tell us what you are making.