



CENTRAL
EUROPEAN
GAMES
CONFERENCE

DESIGN MANUAL

CENTRAL EUROPEAN GAMES CONFERENCE © 2016

VER 2.2

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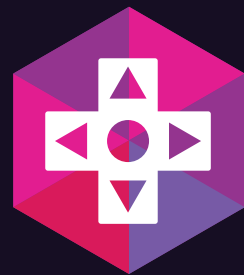
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HOW TO USE THIS MANUAL

Within this document you will find the visual guidelines for the Central European Games Conference. The layouts and design elements are shown as best practice examples. The rules in this manual are mandatory whenever creating or reproducing visuals pertaining to CEGC, in order to maintain a homogeneous style throughout.

Feel free to evolve the visual style of CEGC within these guidelines, as long as the core visual aspects remain intact. Design or artwork related questions can be addressed to info@cegconf.com.



CENTRAL TM EUROPEAN GAMES CONFERENCE

LOGO

Our logo has been updated over several iterations. The focus is on the Mark and a clear typeface.

VARIATION

The only variations on the logo are Full Color and Monochrome.



CENTRAL TM
EUROPEAN
GAMES
CONFERENCE

CMYK



CENTRAL TM
EUROPEAN
GAMES
CONFERENCE

MONO

CONSTRUCTION

The logo has been designed with specific proportions and negative space in mind. Do not alter them.





SIZE

The minimum size the logo should have in print is 35 mm wide.

MARK

The mark can be used separately from the logo in special situations, as long as the full logo has been used elsewhere on the material, to avoid repetition.



PLACEMENT

The logo can be placed anywhere on the layout as long as it is allowed to "breathe".

The minimum is the width of the Mark on each side.



TYPOGRAPHY IN PRINT

Our typeface is FUTURA Standard. The logo uses Futura Std Bold. Heavy and Bold are used in creating headlines and subtitles, while Book is used for most body-text.

Futura is used for professional print material such as brochures, posters, t-shirts, banners, roll-ups etc.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
@% !#%&?, 123.456.7890**

FUTURA STD BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
@% !#%&?, 123.456.7890

FUTURA STD BOOK

A large, white, sans-serif letter 'S' is positioned on the left side of the page. It is the central focus of the typography section. A thin red line extends from the top right corner of the page, passing through the 'S' and ending at the 'TYPOGRAPHY ONLINE' heading.

TYPOGRAPHY ONLINE

For online materials such as website, newsletters, applications etc. we use **Open Sans** which is freely available through Google Fonts.

Bold is used in headings and subtitles, body-text uses Light or Regular.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
@%!#%&?,123.456.7890**

OPEN SANS BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
@%!#%&?,123.456.7890

OPEN SANS LIGHT

COLOR

The color scheme has been simplified from previous iterations. For all-purpose communication, a total of 6 Purple variations are used.

PURPLE VARIANTS



LIGHT
HEX: e51992
RGB: 229 / 26 / 146
PANTONE: 225C
CMYK: 5 / 96 / 0 / 0



MEDIUM
HEX: d51968
RGB: 214 / 26 / 105
PANTONE: 214C
CMYK: 11 / 99 / 36 / 1



NEUTRAL
HEX: 7f56c6
RGB: 127 / 86 / 198
PANTONE: 2665C
CMYK: 62 / 74 / 0 / 0



MAIN
HEX: 95348d
RGB: 149 / 52 / 141
PANTONE: 531C
CMYK: 48 / 94 / 4 / 0



BACKGROUND
HEX: 490c66
RGB: 73 / 12 / 102
PANTONE: 2617C
CMYK: 76 / 98 / 30 / 19

PURPLE

CMYK



PANTONE SOLID COATED



A much darker variant of purple is sometimes used in online only.

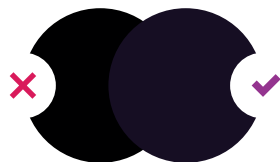


DARK
HEX: 190f25
RGB: 25 / 15 / 37

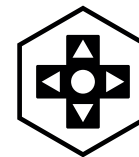
RULES

On color / complex backgrounds,
text color is white.

On white backgrounds, text color in
the logo changes to MAIN Purple.



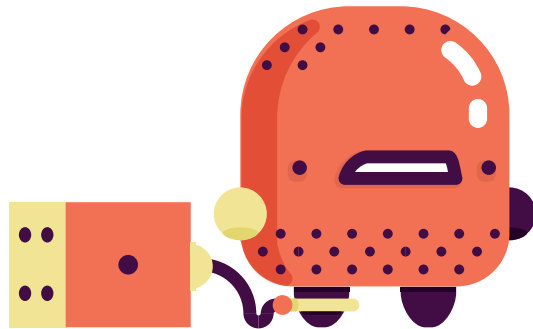
DARK Purple variation should
not be confused with black.



Monochrome BLACK should be
RICH FOGRA39 BLACK. ■

SUPPORTING GRAPHICS

In contrast with the simplified and direct style of design, the wacky-tacky Bubbles will support CEGC branding and communication.



GAME DEVELOPER

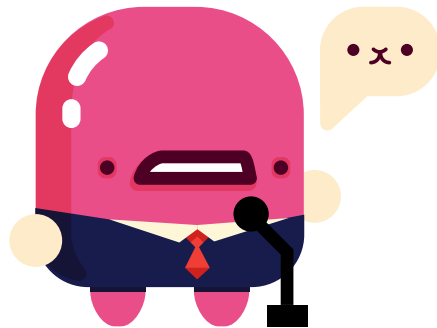


MEDIA

USES

Bubbles will be used to define categories and diversify design options. They should be used in business cards, event badges, advertising materials.

Bubbles are used in special circumstances and usually handled internally. Their use should always be consulted beforehand.



SPEAKER



PUBLISHER

QUESTIONS

If you have any questions or requests
please direct them to

info@cegconf.com



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