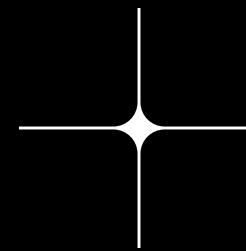


BRAND GUIDELINES



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Logo

The logo is a unique graphic, typographic, or combined mark that forms the foundation of the brand's visual identity.

The logo primarily drives recognition and memorability, and it also serves a protective function by safeguarding the brand against imitation.



Symbol

Typographic styling

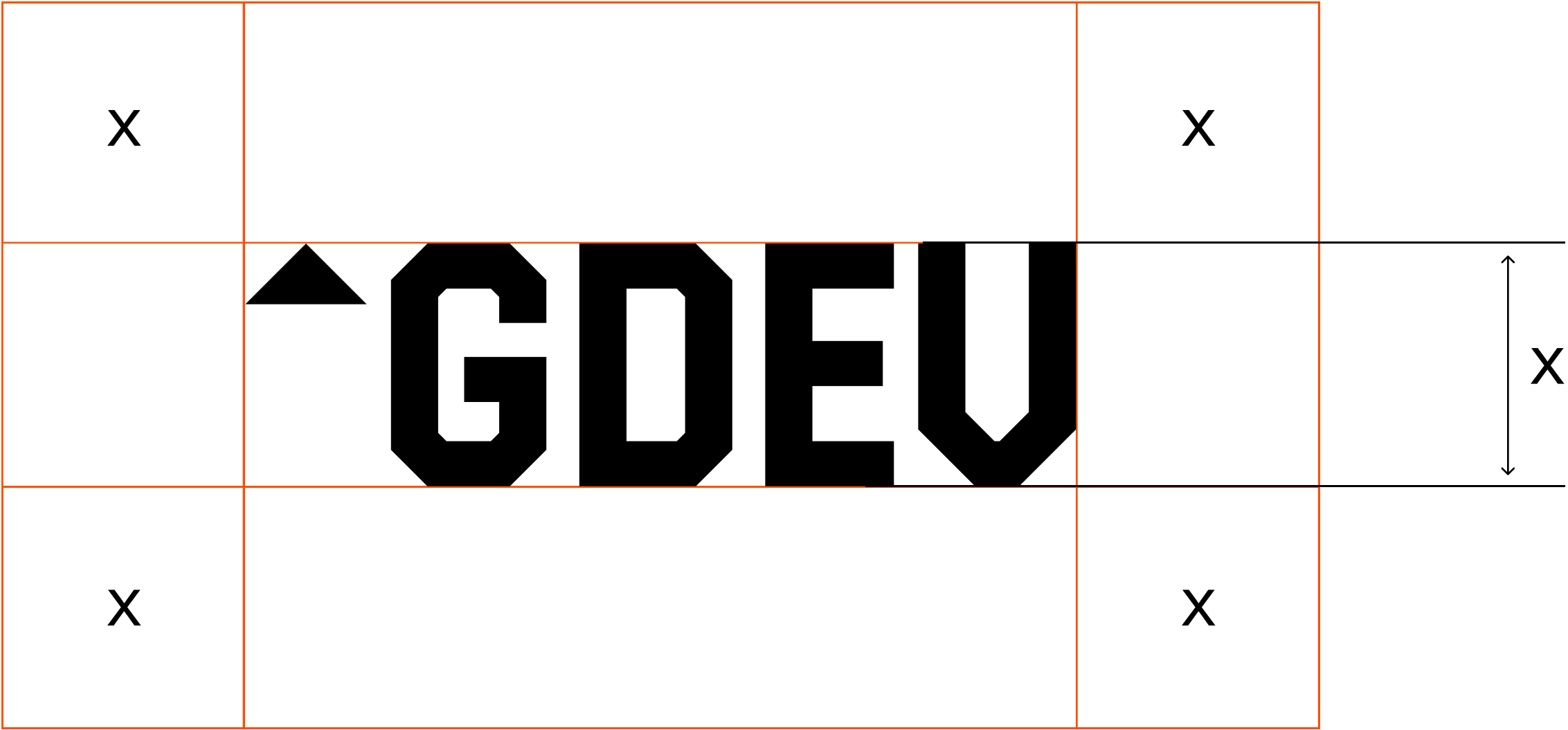
The upward-pointing arrow in our logo symbolizes the company's commitment to progress and development. It also references the stock ticker, highlighting our focus on achieving strong financial performance. The use of uppercase letters in our name reflects our confidence and determination to reach our goals.

[Download the logo](#)



Our logo design prioritizes the balance of forms. One of the key elements is the 45° cut of the edges, that enhances the visual harmony of the logo.

The arrow height is set to 1/4x, with x representing the height of the GDEV logo.



The clear space around the logo defines the minimum allowable distance to other graphic or textual elements within the layout, as well as to the edges of the layout. No graphic or textual elements should be placed within this clear space.

The clear space for the logo is equal to x, where x is the height of the GDEV logo.



To print: 7mm
Digital: 25 px

It is crucial to adhere to the minimum height requirements for the symbol, logo, and corporate identity block to maintain perception and readability.



Our logo can be used in the colors Black, White, and GDEV Orange (more details on colors will follow).

Use the logo in Black for light backgrounds.
Use the logo in White for dark backgrounds.

■ White on Black



■ Black on Orange

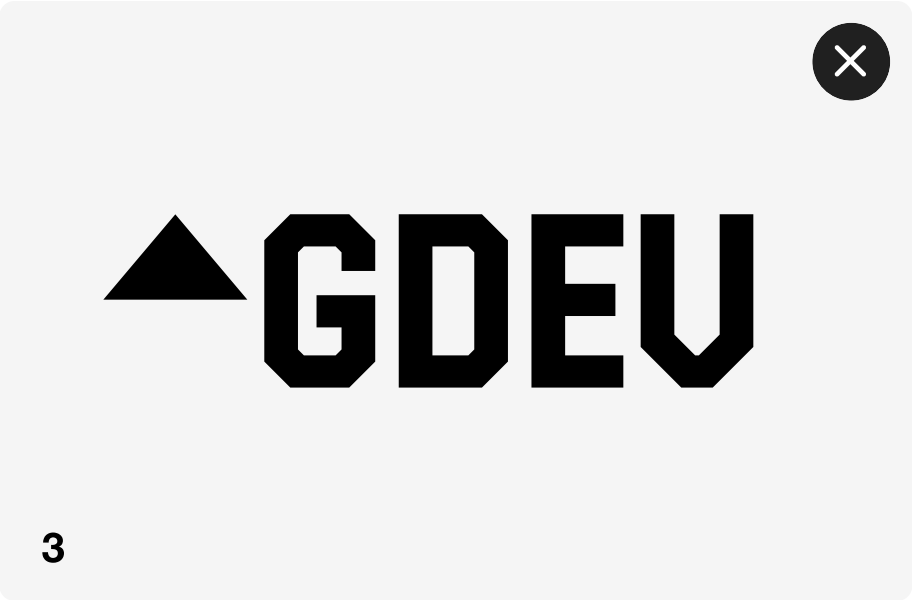
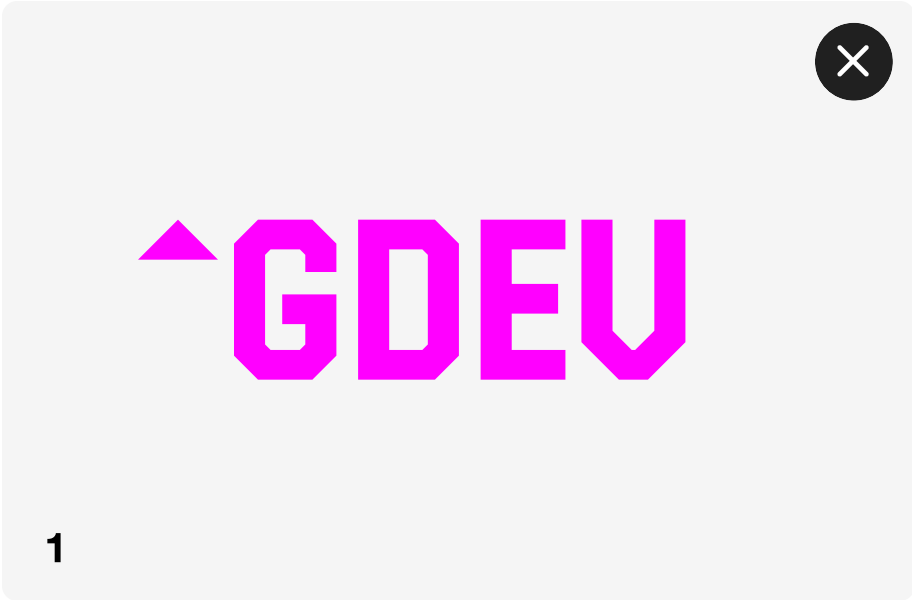


■ Black on White



In exceptional cases, such as for merchandise, it is permissible to use the logo in the corporate orange color on a dark or white background.

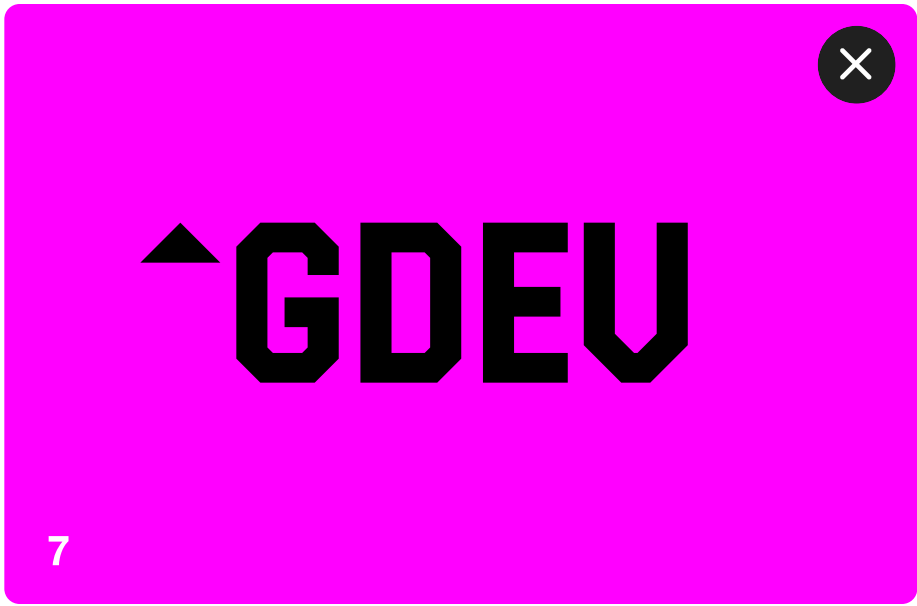
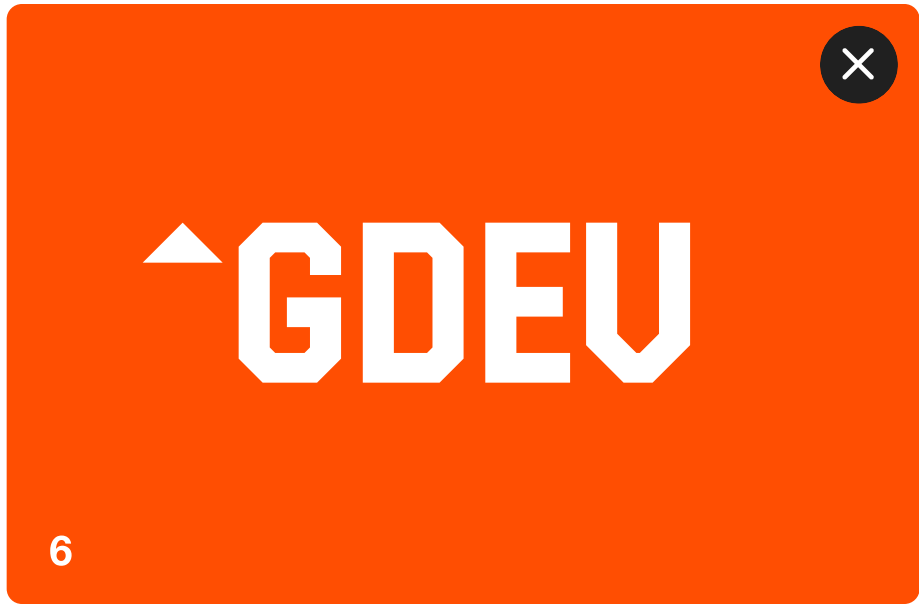
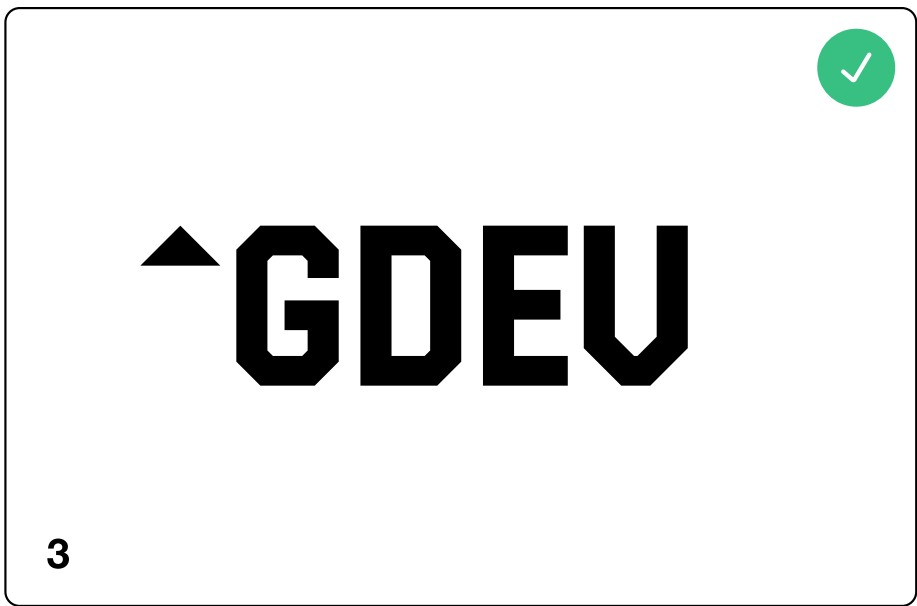




Always use the full version of the logo to maintain brand integrity and recognition.

- 1. Do not alter the logo colors, except for the specified permissible colors.
- 2. Do not distort the logo in any way.
- 3. Do not change the proportions of the symbol relative to the logo.
- 4. Do not use outlines around the logo.

- 5. Do not use a different font in the logo.
- 6. Do not use the logo or symbol separately (in content, bullet points, or replacing bullets).
- 7. Do not apply shadows or outlines to the logo.
- 8. Do not adjust the letter spacing of the logo.

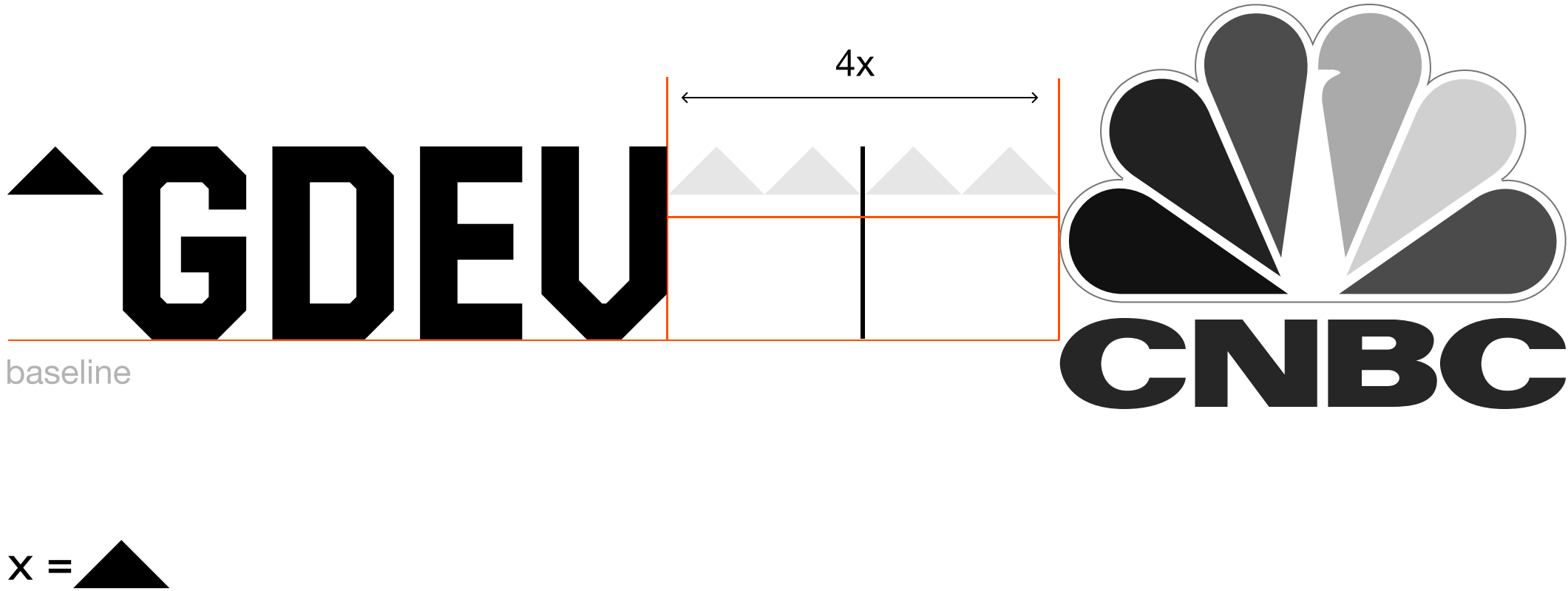


It is prohibited to use any background variations not presented on this page, except for unique applications on pre-made colorful products.

1. Use the original logo on a black background.
2. Use the monochrome logo on an orange background.
3. Use the monochrome logo on a white background.
4. Use the monochrome logo on a light background, ensuring readability.
5. Use the original logo on a dark background, ensuring readability.
6. Do not use the original logo on an orange background.
7. Do not use any other background variations except those approved.
8. Do not place the logo on a motley background.

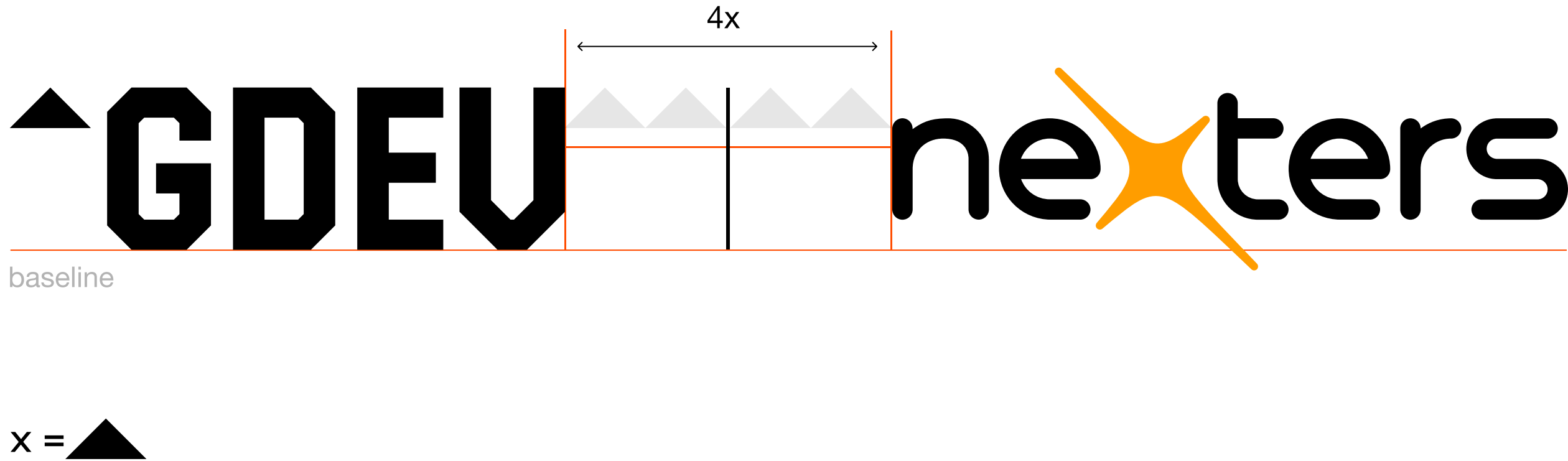
Co-branding

Co-branding is the integration of multiple brands to achieve common goals. Co-branding practices can be used in product creation, marketing, or communications. A crucial aspect of co-branding involves jointly placing the logos of brands, where it is desirable to adhere to the guidelines of each.



We can place the GDEV logo alongside logos of other brands in shared materials such as brochures, presentations, social media posts, and at events on press walls or banners.

The clear space around the logo is equal to x, where x is the width of the logo symbol ▲.



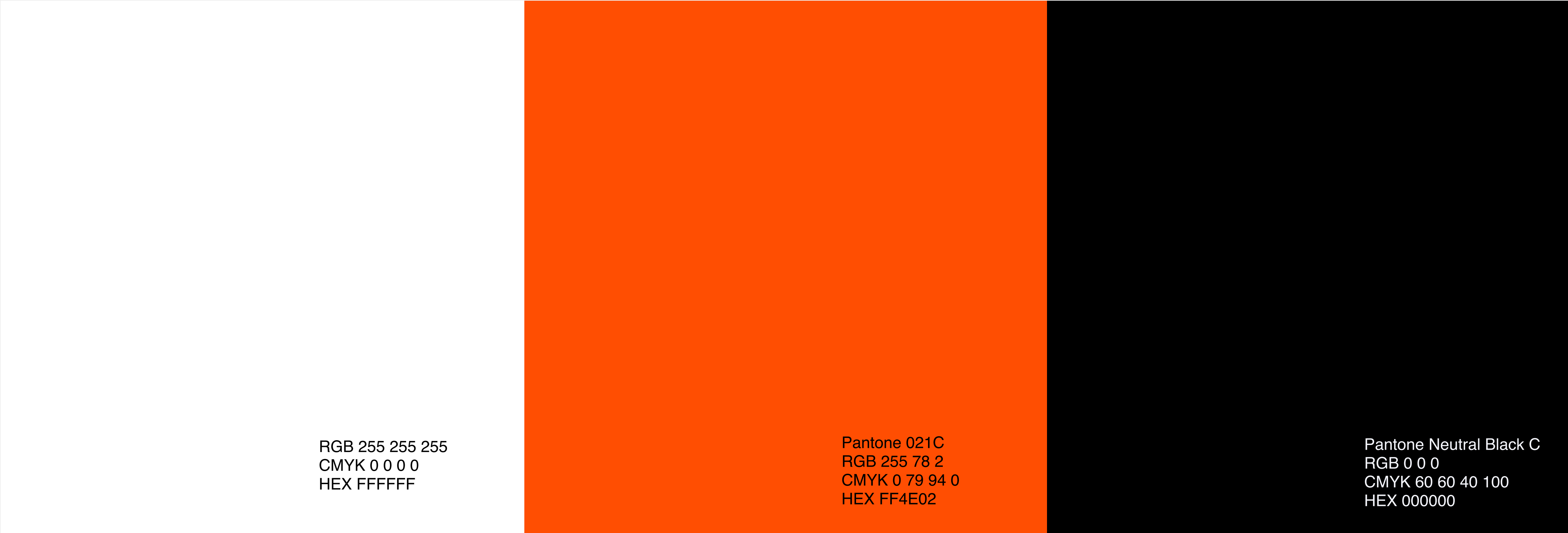
We can place the GDEV logo alongside logos of other brands in shared materials such as brochures, presentations, social media posts, and at events on press walls or banners.

The clear space around the logo is equal to x, where x is the width of the logo symbol ▲.

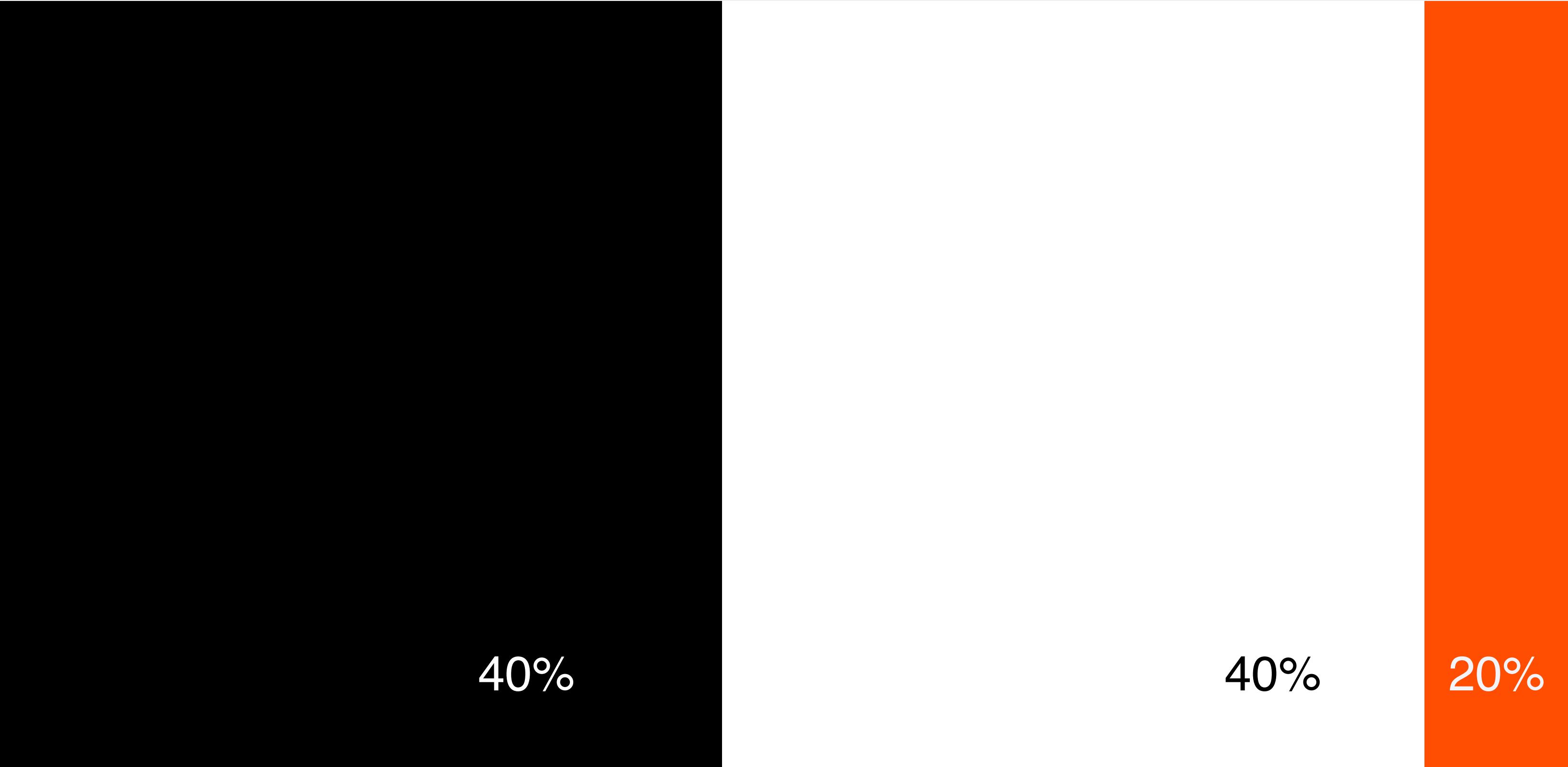
Rules and examples of using logos for studios with the GDEV logo can be found in the "Brand Architecture" section.

Color

Color is an important part of the brand's visual language, it helps stand out and be memorable. To ensure brand recognition, it is essential to use the primary brand colors across all communication channels. This consistency helps create a cohesive brand image in the minds of the audience.



The primary colors of the GDEV brand are Dutch orange, white, and black. In any layout, these colors should dominate and occupy at least 80% of the space.



Approximate color ratio:

- ~40% Black
- ~40% White
- ~20% Orange

Additional colors are part of a brand's visual language, which expands the main palette in cases where corporate colors are not enough.

Additional colors are:

- gradient shades derived from the primary colors;
- additional new colors, similar in tone and brightness to the main ones, and their gradient shades.

Primary colors and derived from them additional colors of the first order.

RGB 255 78 2 CMYK 0 79 94 0 HEX FF4E02	RGB 255 122 65 CMYK 0 52 75 0 HEX FF7A41	RGB 240 218 171 CMYK 7 14 39 0 HEX F0DAAB	RGB 255 211 192 CMYK 0 24 24 0 HEX FFD3C0	
RGB 0 0 0 CMYK 0 0 0 100 HEX 000000	RGB 49 49 49 CMYK 69 60 56 67 HEX 313131	RGB 127 128 128 CMYK 50 39 39 21 HEX 7F7F7F	RGB 179 179 179 CMYK 33 25 26 5 HEX B2B2B2	RGB 217 217 216 CMYK 18 12 14 0 HEX D9D9D8

Additional colors of the second order: more often used for volume charts.

RGB 255 157 0 CMYK 0 41 90 0 HEX FF9D00	RGB 255 167 26 CMYK HEX FFA71A	RGB 255 186 77 CMYK 0 32 75 0 HEX FFBA4D	RGB 255 206 218 CMYK 0 23 56 0 HEX FFCE80	RGB 255 228 184 CMYK 0 12 33 0 HEX FFE4B8
RGB 111 174 66 CMYK 63 7 91 0 HEX 6FAE42	RGB 132 192 89 CMYK 55 0 79 0 HEX 84C059	RGB 159 206 126 CMYK 45 0 62 0 HEX 9FCE7E	RGB 200 227 181 CMYK 27 0 38 0 HEX C8E3B5	RGB 222 238 211 CMYK 17 0 22 0 HEX DEEED3
RGB 0 160 211 CMYK HEX 00A0D3	RGB 39 174 216 CMYK HEX 27AED8	RGB 103 198 227 CMYK HEX 67C6E3	RGB 169 222 239 CMYK HEX A9DEEF	RGB 204 243 255 CMYK HEX CCF3FF

Additional colors of the third order: more often used for emphasis and highlighting in charts and graphs.

Негативный HEX CD0019	Негативный HEX E94A35	Позитивный HEX 22921C	Позитивный HEX 54BF50
--------------------------	--------------------------	--------------------------	--------------------------

Extended palette

Color

Primary colors and derived from them additional colors of the first order.

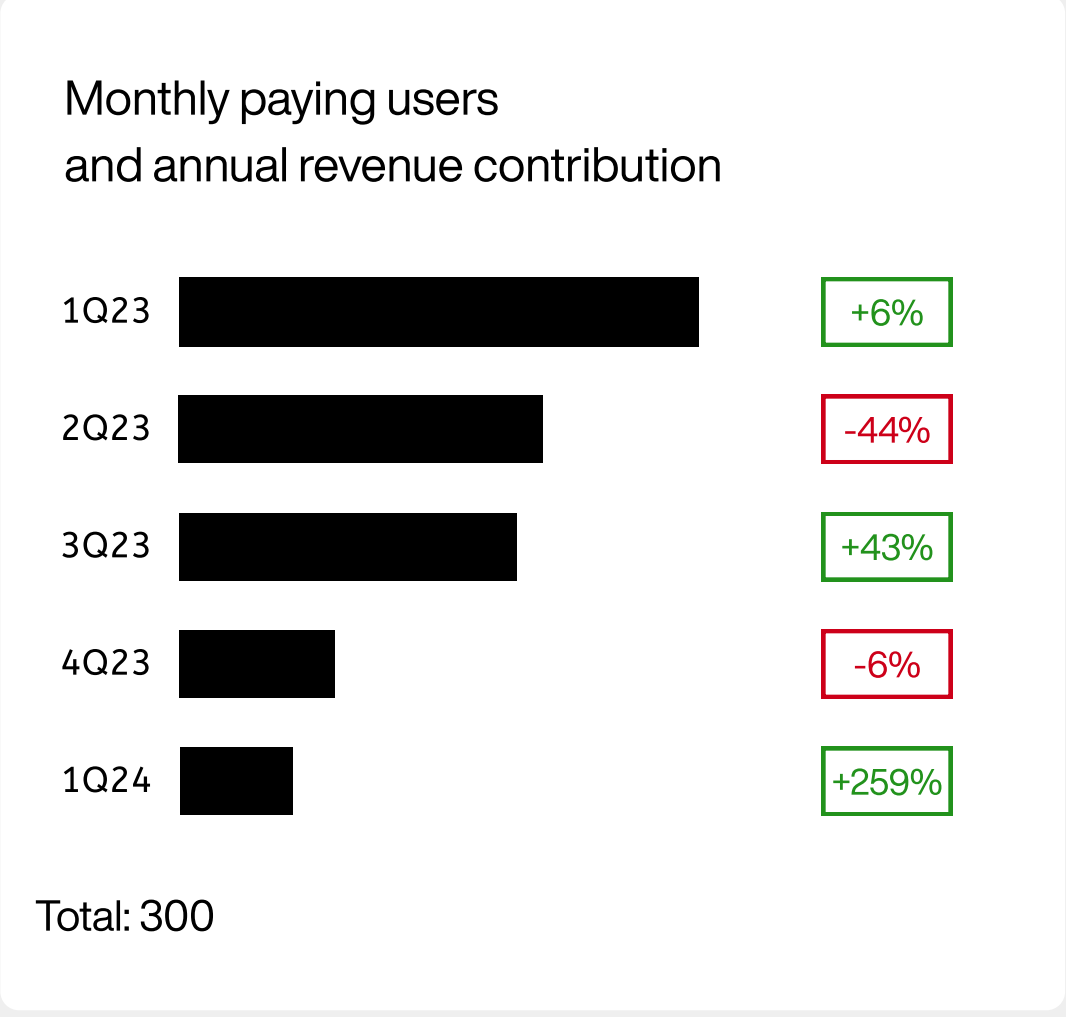
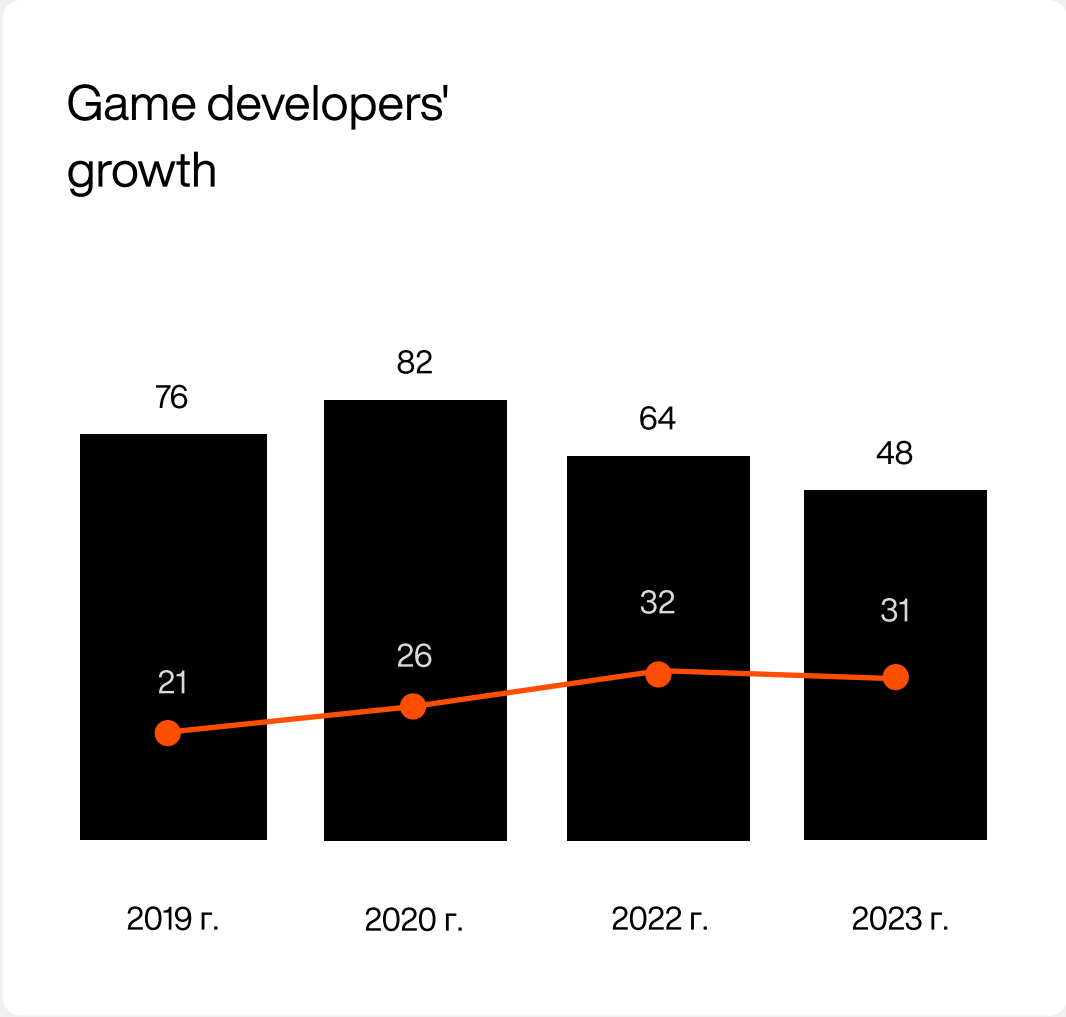
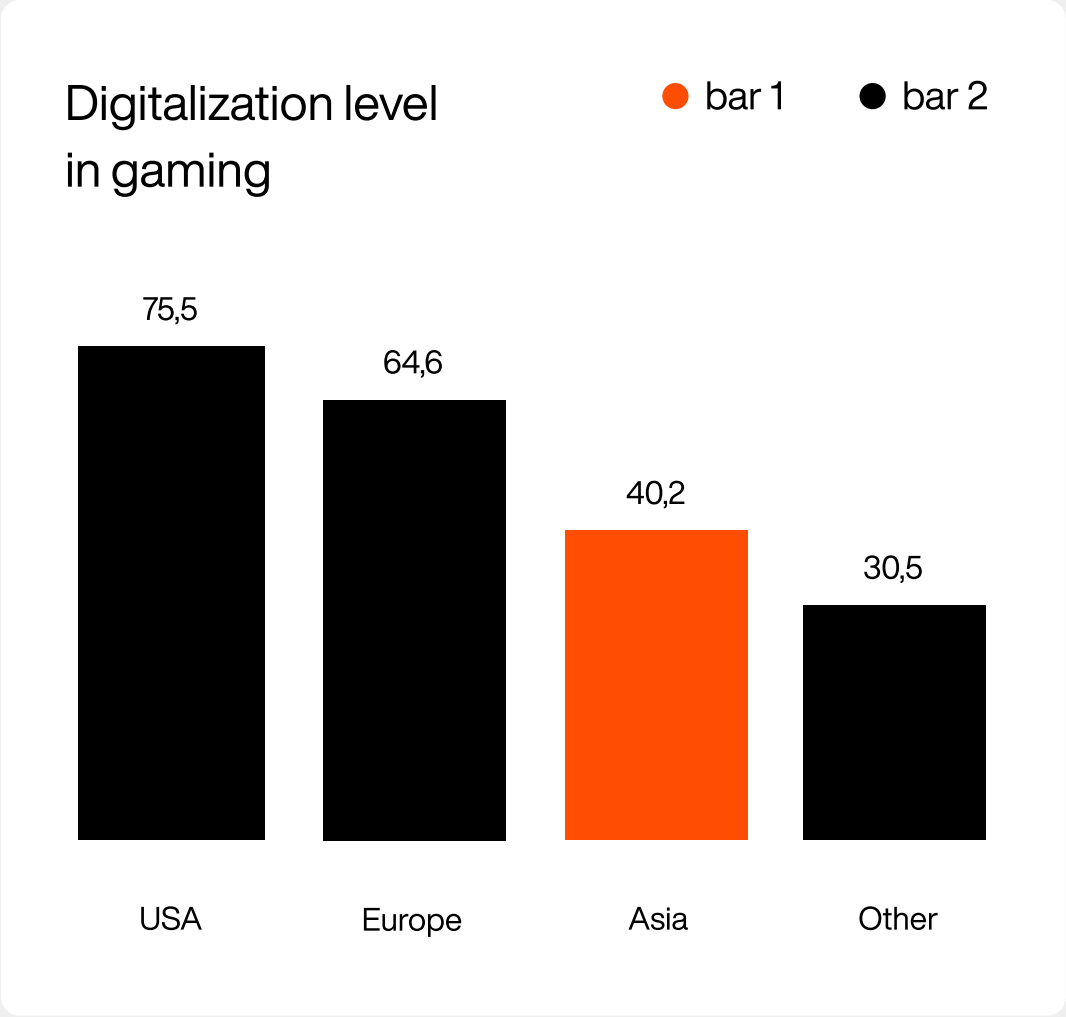
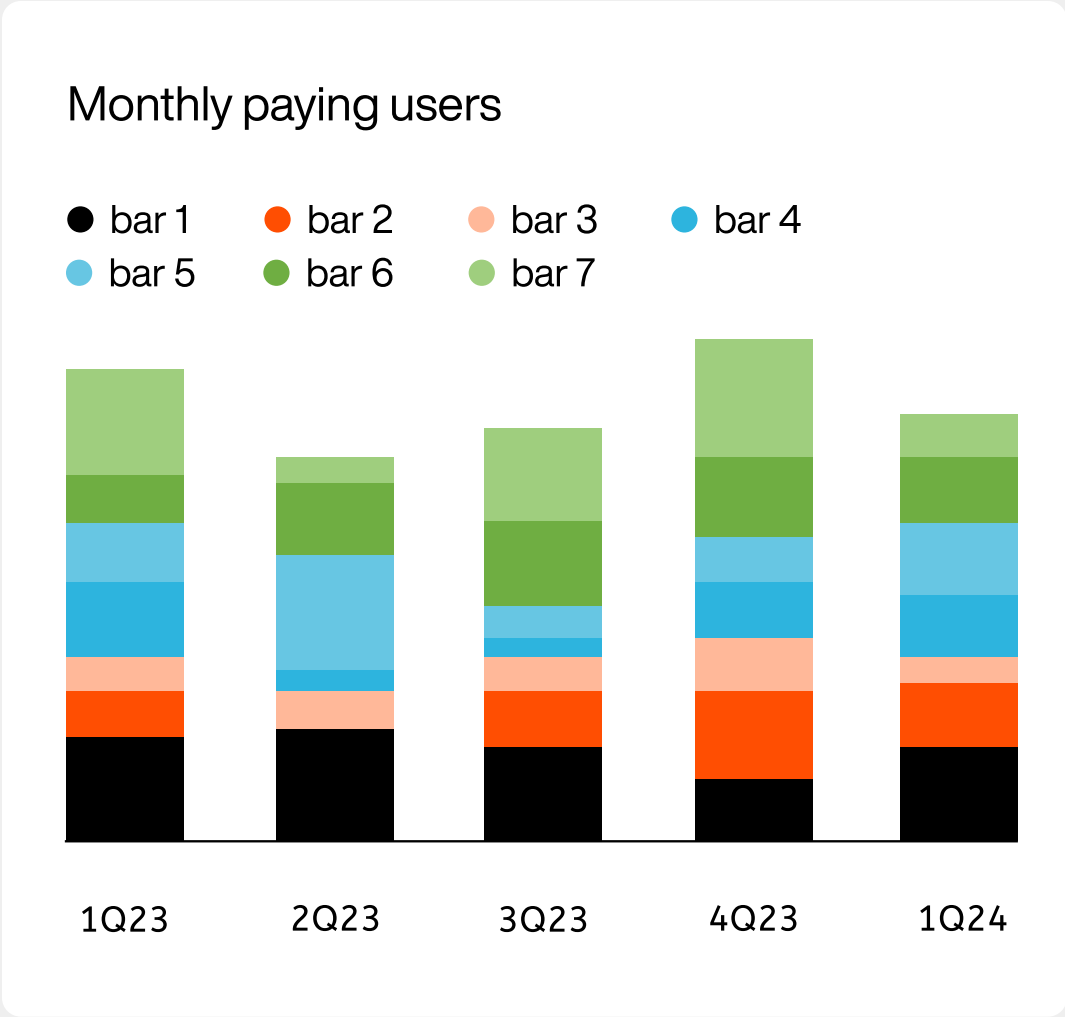
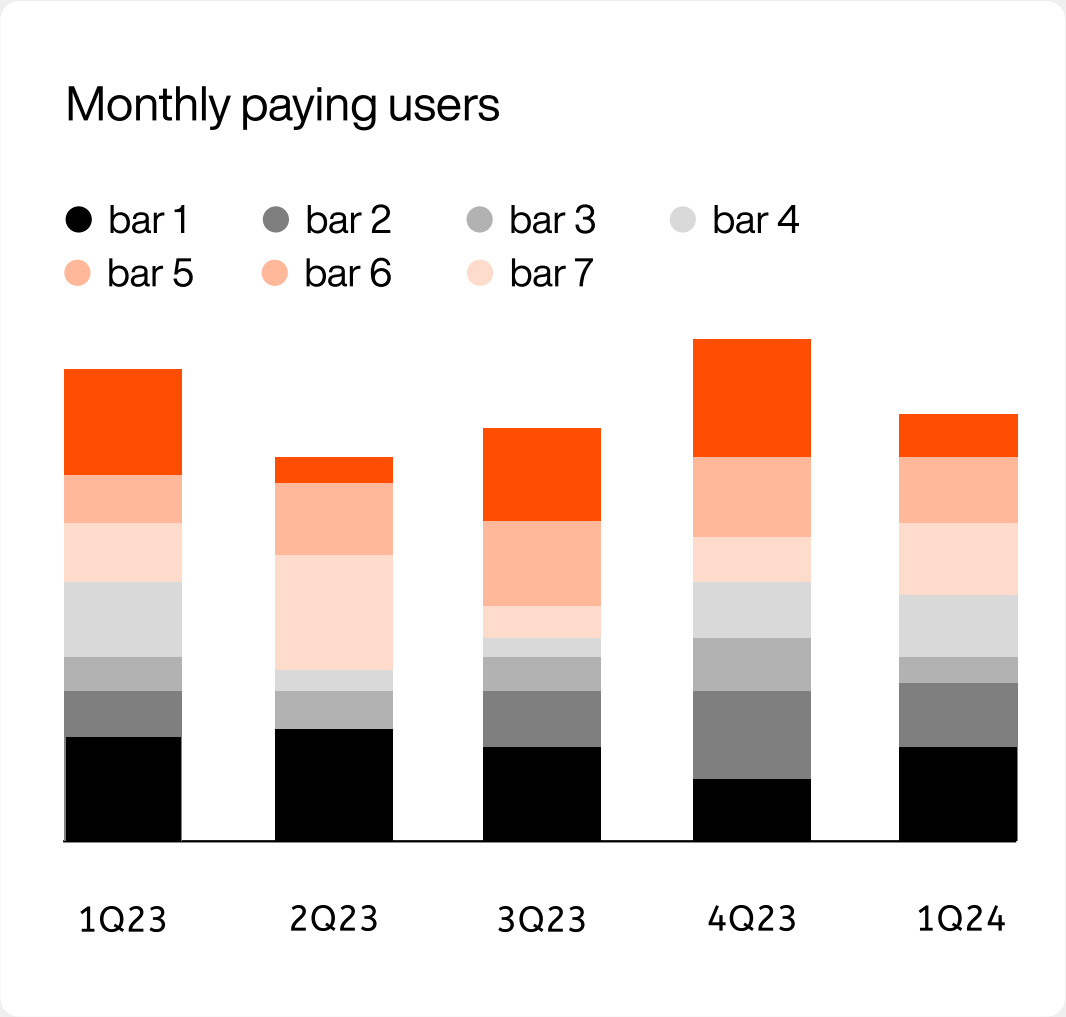
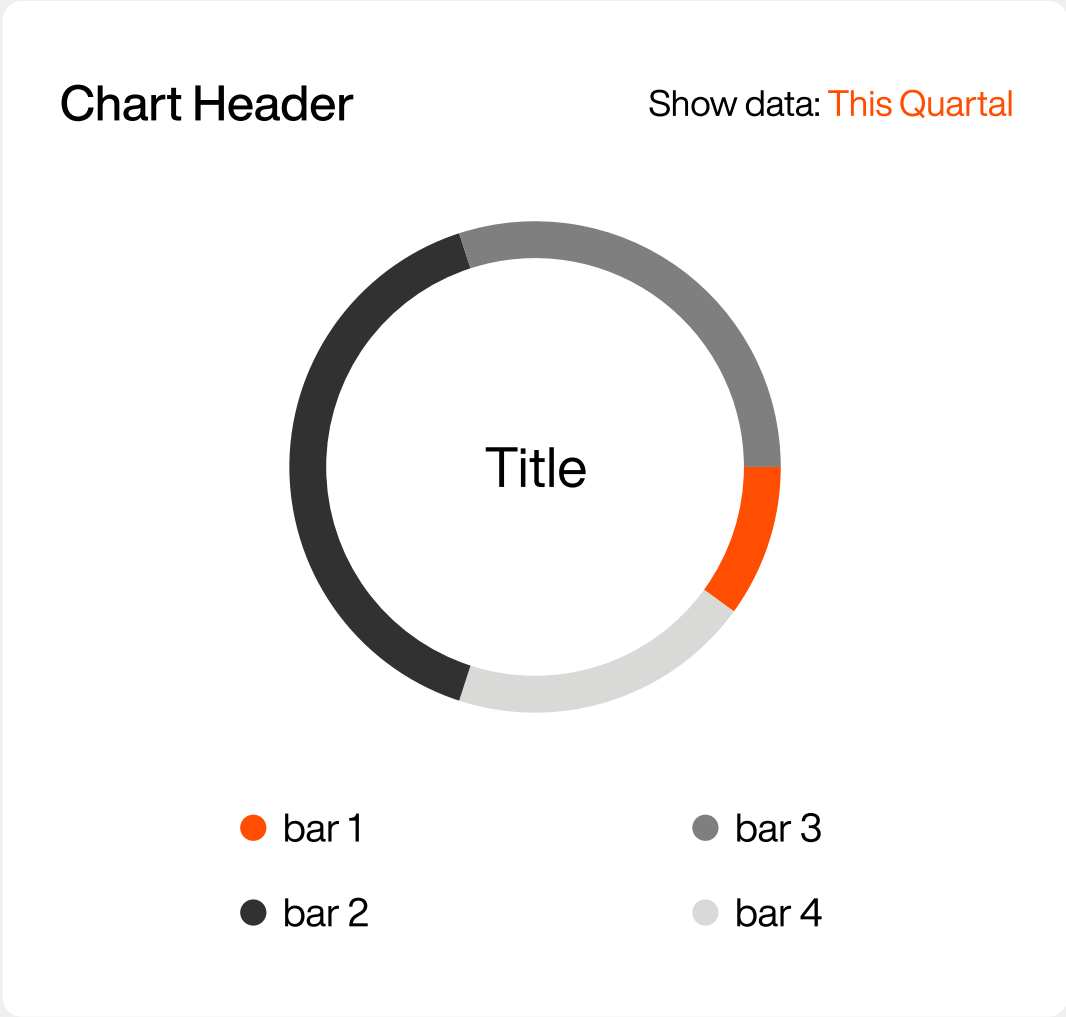
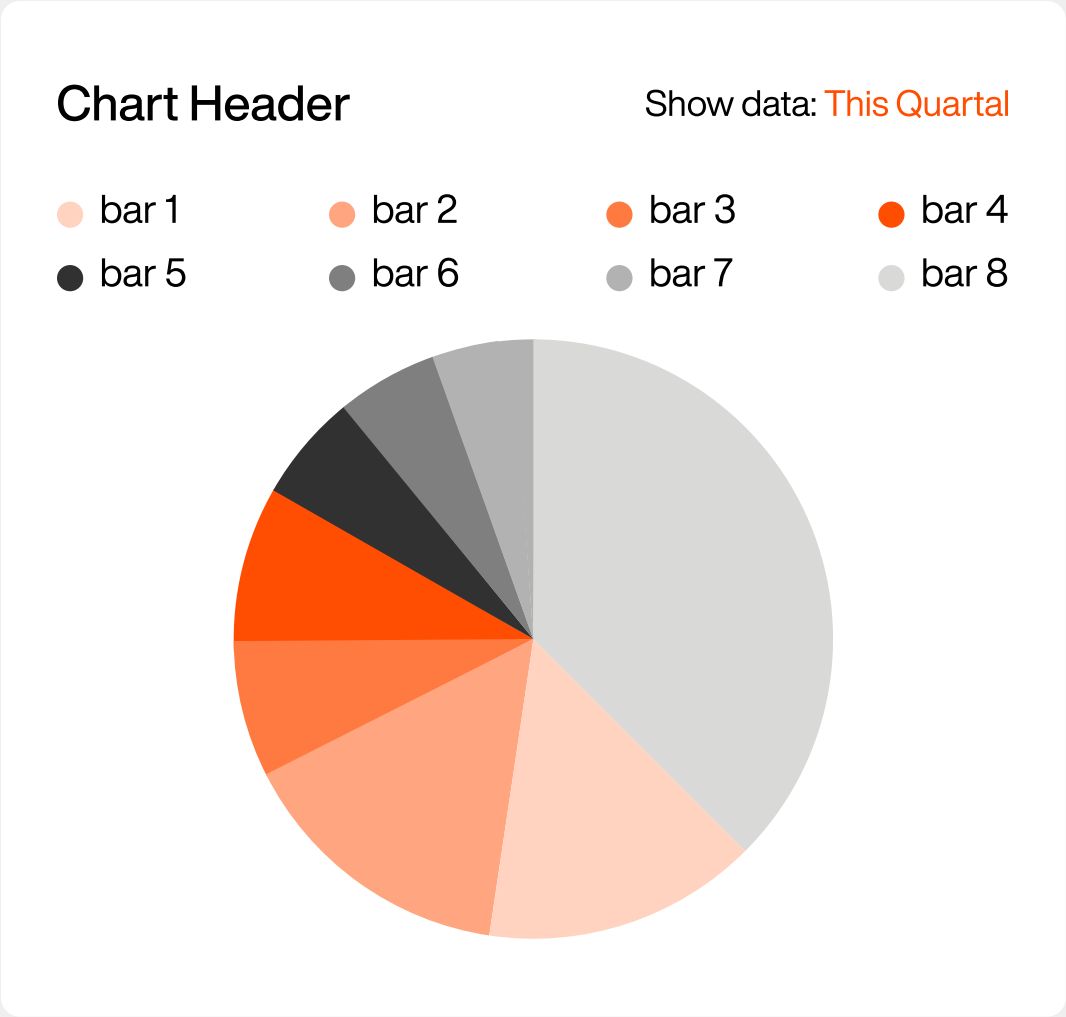
RGB 255 78 2 CMYK 0 79 94 0 HEX FF4E02	RGB 255 122 65 CMYK 0 52 75 0 HEX FF7A41	RGB 240 218 171 CMYK 7 14 39 0 HEX F0DAAB	RGB 255 211 192 CMYK 0 24 24 0 HEX FFD3C0	
RGB 0 0 0 CMYK 0 0 0 100 HEX 000000	RGB 49 49 49 CMYK 69 60 56 67 HEX 313131	RGB 127 128 128 CMYK 50 39 39 21 HEX 7F7F7F	RGB 179 179 179 CMYK 33 25 26 5 HEX B2B2B2	RGB 217 217 216 CMYK 18 12 14 0 HEX D9D9D8

Additional colors of the second order: more often used for volume charts.

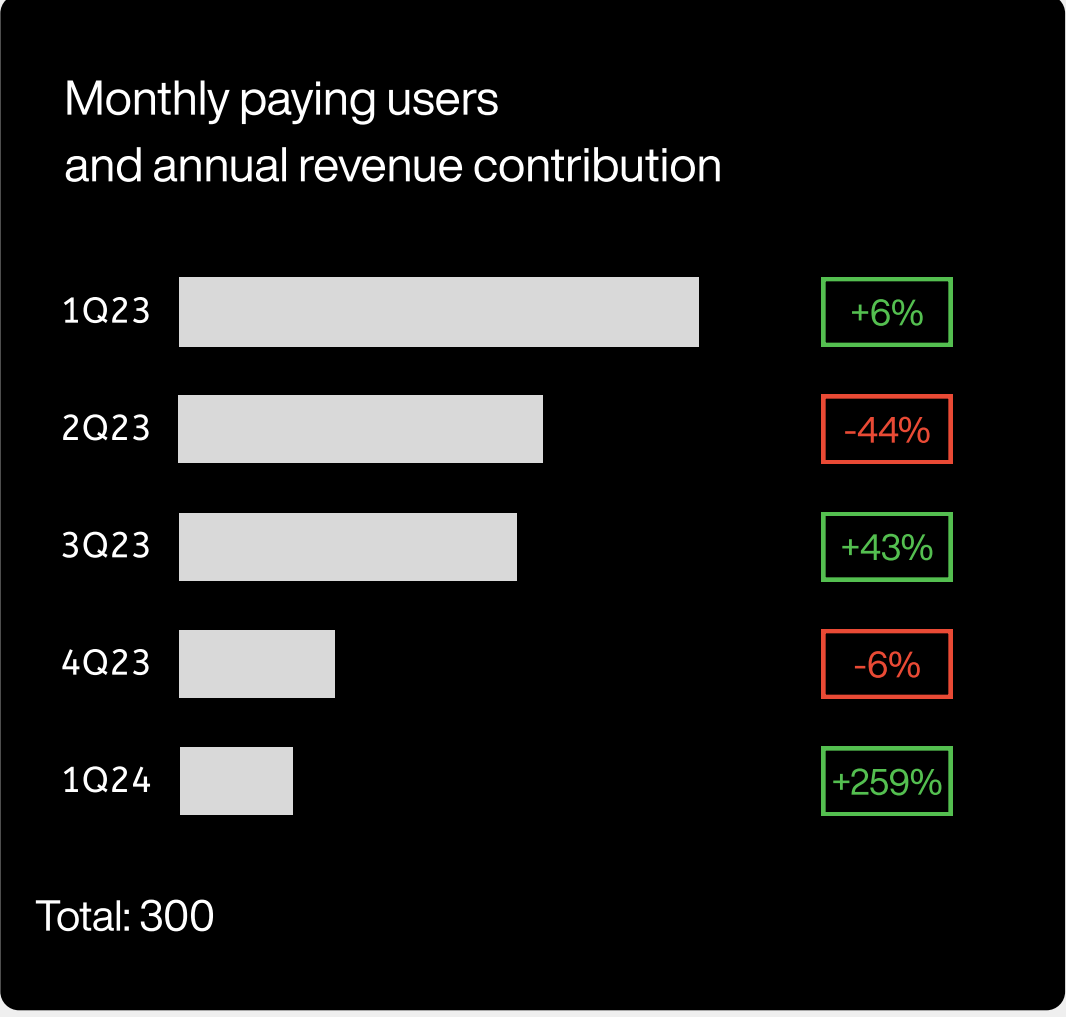
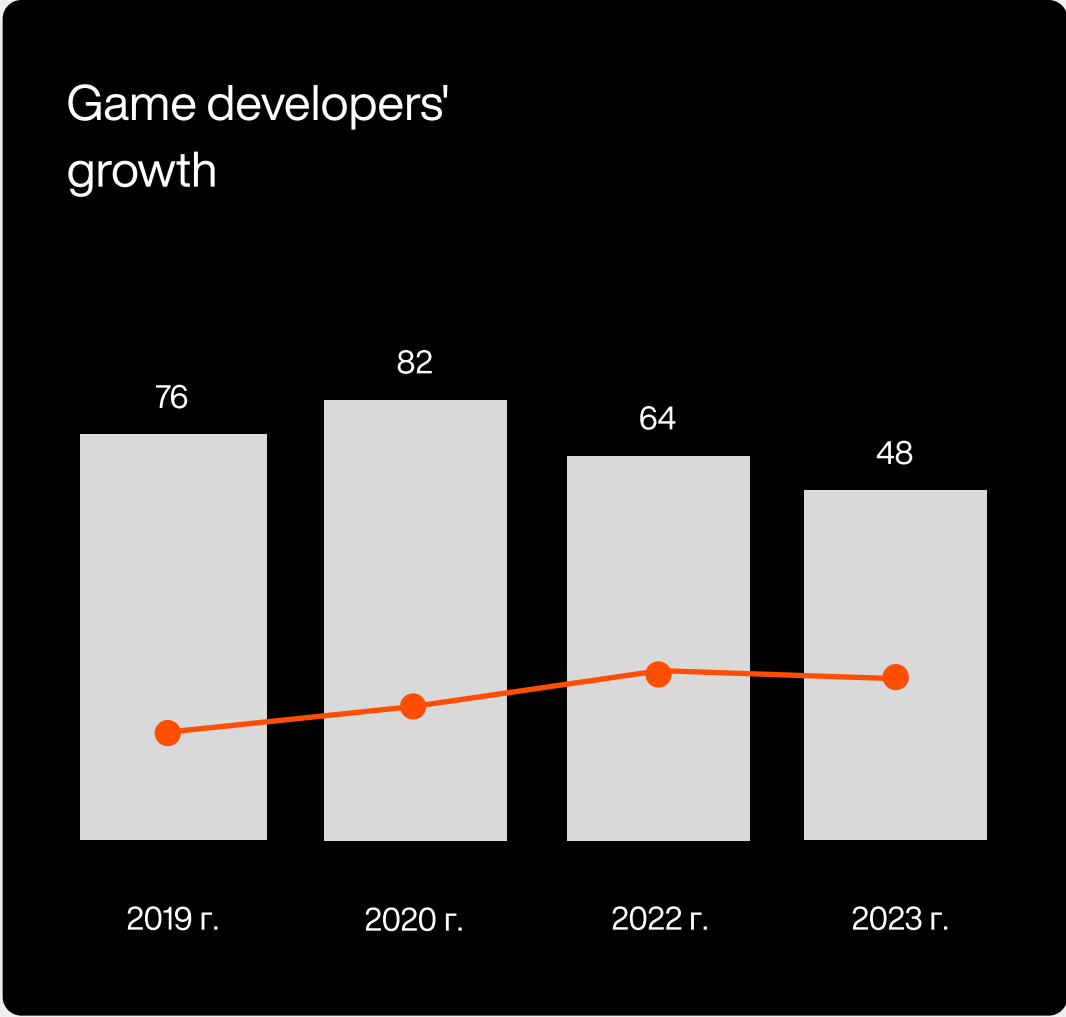
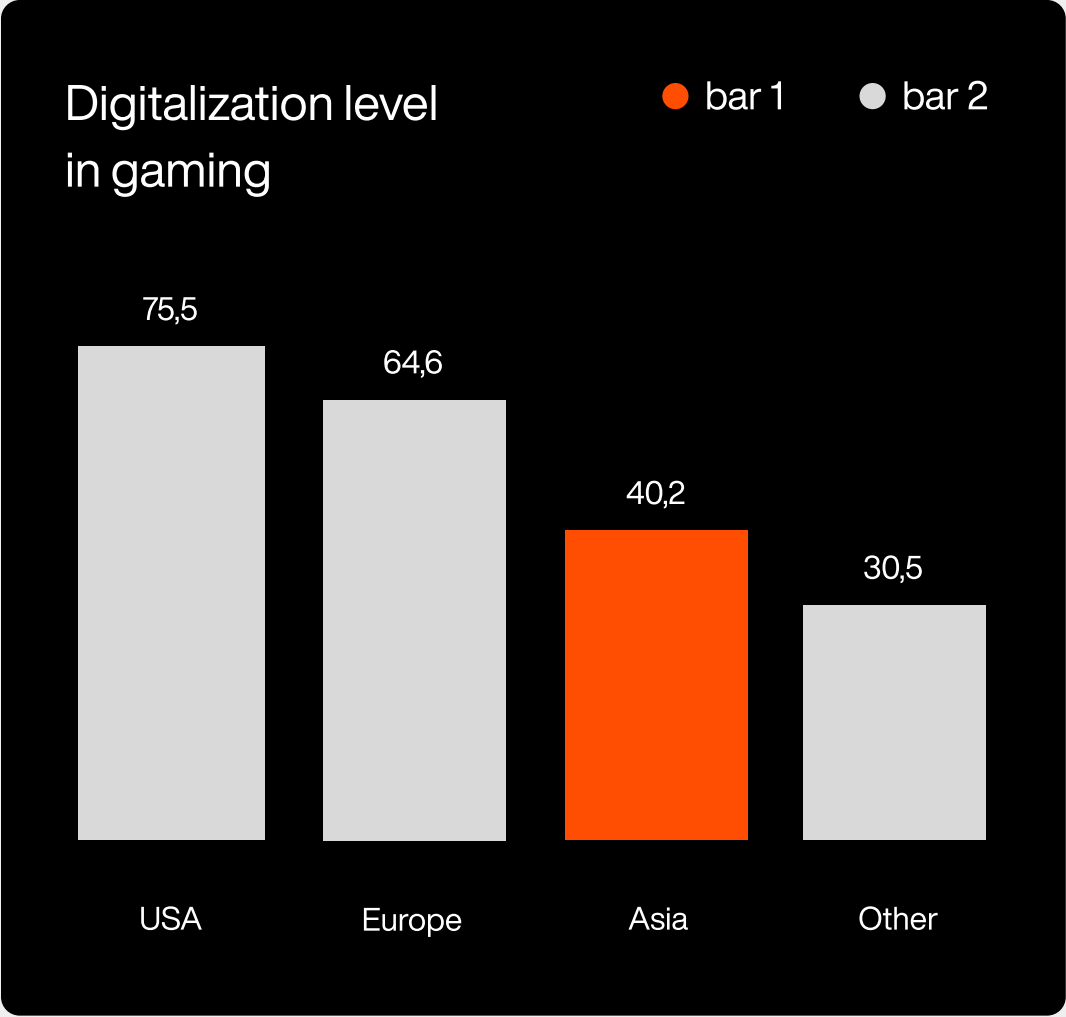
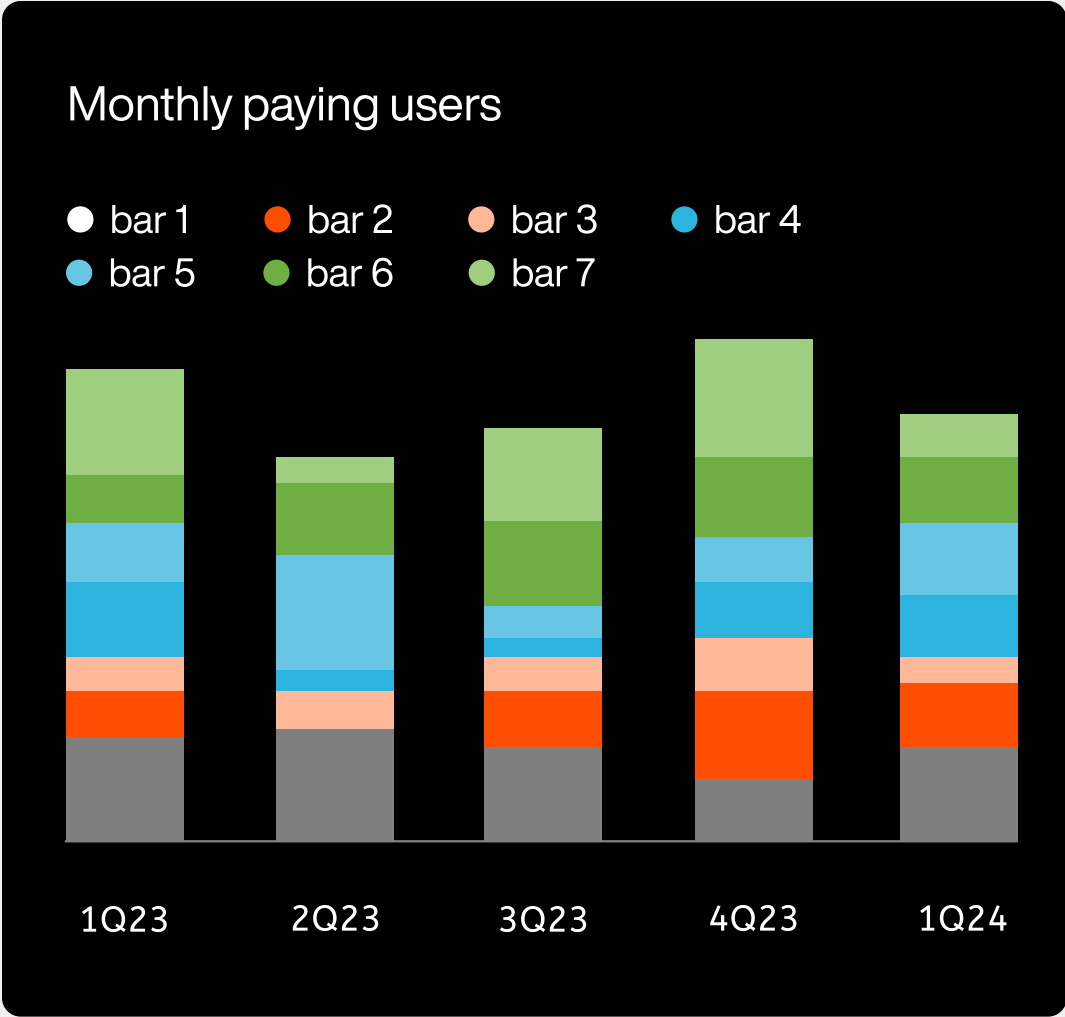
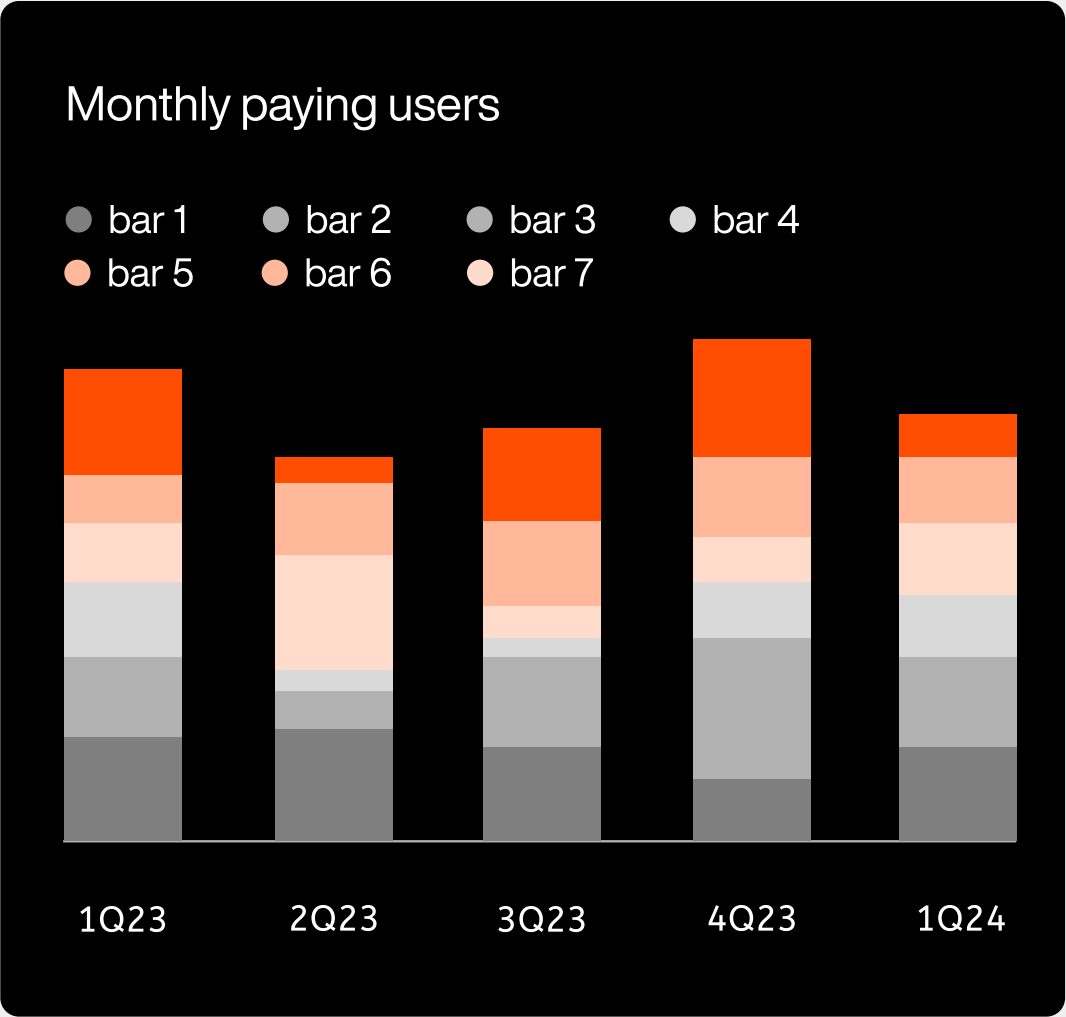
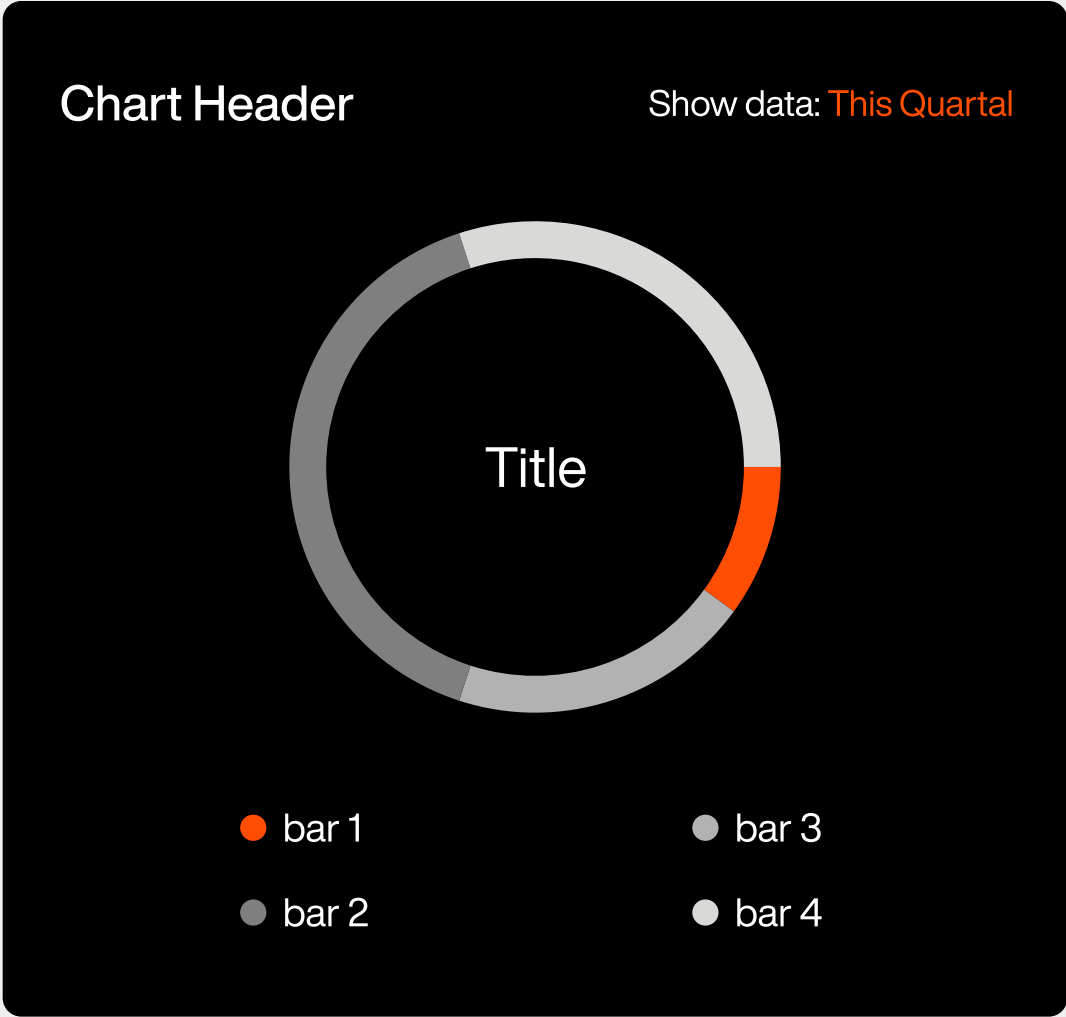
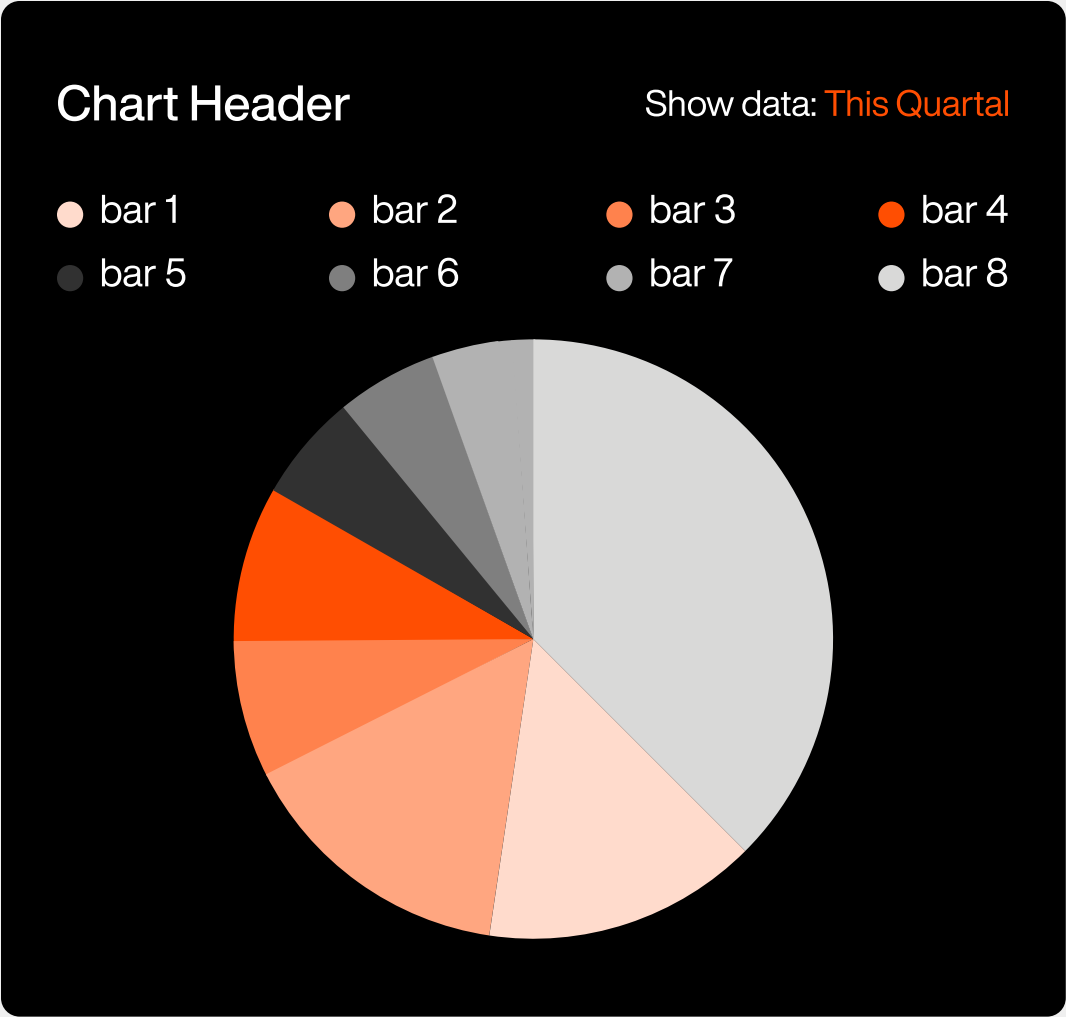
RGB 255 157 0 CMYK 0 41 90 0 HEX FF9D00	RGB 255 167 26 CMYK HEX FFA71A	RGB 255 186 77 CMYK 0 32 75 0 HEX FFBA4D	RGB 255 206 218 CMYK 0 23 56 0 HEX FFCE80	RGB 255 228 184 CMYK 0 12 33 0 HEX FFE4B8
RGB 111 174 66 CMYK 63 7 91 0 HEX 6FAE42	RGB 132 192 89 CMYK 55 0 79 0 HEX 84C059	RGB 159 206 126 CMYK 45 0 62 0 HEX 9FCE7E	RGB 200 227 181 CMYK 27 0 38 0 HEX C8E3B5	RGB 222 238 211 CMYK 17 0 22 0 HEX DEEED3
RGB 0 160 211 CMYK HEX 00A0D3	RGB 39 174 216 CMYK HEX 27AED8	RGB 103 198 227 CMYK HEX 67C6E3	RGB 169 222 239 CMYK HEX A9DEEF	RGB 204 243 255 CMYK HEX CCF3FF

Additional colors of the third order: more often used for emphasis and highlighting in charts and graphs.

Негативный HEX CD0019	Негативный HEX E94A35	Позитивный HEX 22921C	Позитивный HEX 54BF50
--------------------------	--------------------------	--------------------------	--------------------------



The use of color in charts and tables will be detailed further in the "Presentation" section.



The use of color in charts and tables will be detailed further in the "Presentation" section.

Typography

Font is the visual voice of the brand that reflects its character. A brand may have one primary font or a combination of 2-3 fonts that together create a unique associative sequence.

Consistent and correct use of brand fonts across all mediums and channels shapes the brand's handwriting and gives communication uniformity.

! Important! All headings written in the Impact font must always be in uppercase.

IMPACT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
!@#\$%^&*;/{}[]?!

The Impact font is a display font. Its bold and commanding appearance captures the attention, making it an ideal choice for headings and emphasizing key information.



[Download the fonts](#)

**PLEASE
USE IMPACT
FOR HEADINGS
ONLY**

Helvetica Now Display

Helvetica Now Display is characterized by its simplicity and clean forms, excellent readability and versatility.

Helvetica Now Display serves as the primary font for text in communications and, in exceptional cases, for headline typography*.

More details in the "Presentation" section.

Helvetica Now Display
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789



[Download the fonts](#)

Helvetica is a typeface
with simple and clean
geometric shapes.

 Important! All headings written in the Anton font must always be in uppercase.

ANTON

The Anton font features high contrast, large serifs, and narrow proportions, making it suitable for headings. It is intended for use in headlines but only when the corporate font Impact cannot be used. It is free to use.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*,:/{}[]0?!



[Download the fonts](#)

**ANTON IS USED FOR
TYPING WHEN IMPACT
CANNOT BE USED**

Arial

Arial is a simple and clean geometric font with excellent readability at any size and spacing.

Arial is used for text when Helvetica Now Display cannot be used.

Arial is pre-installed in many operating systems by default, making it accessible to a wide range of users.

Arial

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz 0123456789

a a a a a

Arial is used for typing when
Helvetica Now Display
cannot be used.

1

The quick brown fox jumps over the lazy dog.

✓

2

The quick brown fox jumps over the lazy dog.

✗

3

The quick brown fox jumps over the lazy dog.

✗

4

The quick brown fox jumps over the lazy dog.

!

5

FPS FIFA GLHF
RPG MMO PVP MOBA
RTS PUBG CS:GO SC2

!

6

«The quick brown fox jumps over the lazy dog.

✓

7

The quick brown fox jumps over the lazy dog.

✗

The optimal line height improves readability. Larger font sizes and thicker lines require greater line height. Lines that are too tight or too loose can hinder readability.

1. Use left alignment for text.

2. Do not use right alignment.

3. Avoid full justification.

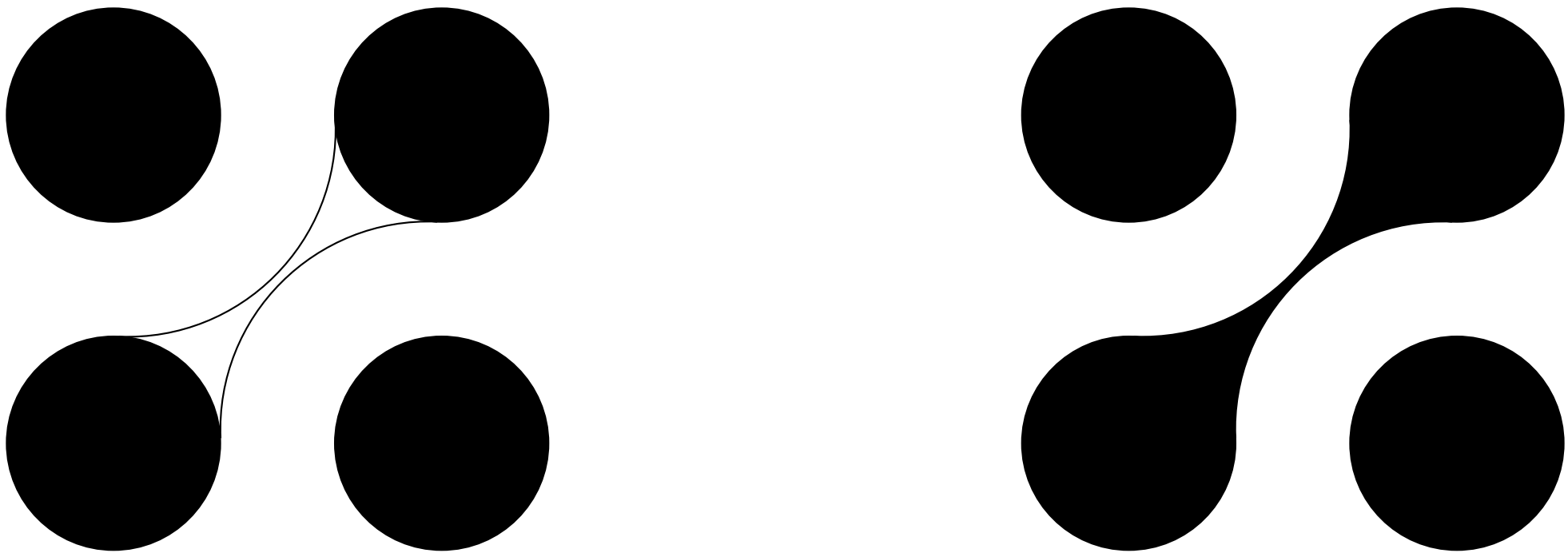
4. Center alignment is acceptable for small amounts of text and headlines.
5. All caps are permissible only for abbreviations and acronyms.

6. When using punctuation (e.g., quotes), manually adjust text alignment to make the lines look even.

7. Maintain line spacing to prevent extendable elements of letters from overlapping.

Brand graphics

Brand graphics are visual elements that complement the brand's style. They diversify communication, making it more emotional and reflecting the brand's character.



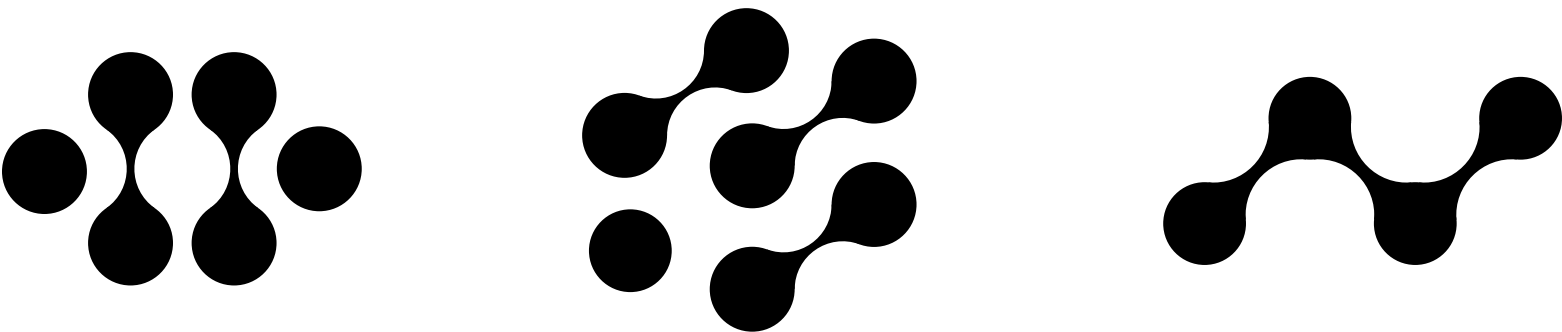
The first element of GDEV's brand graphics — metaballs, consisting of circles (dots) and connections between them. Metaballs symbolize the connection between GDEV and studios. Their fluidity reflects GDEV's flexibility and evokes the aesthetics of virtual worlds.

The connecting element creates a link between two or more dots, allowing a smooth transition from one dot to another. This effect can become the foundation for the brand's signature animation.

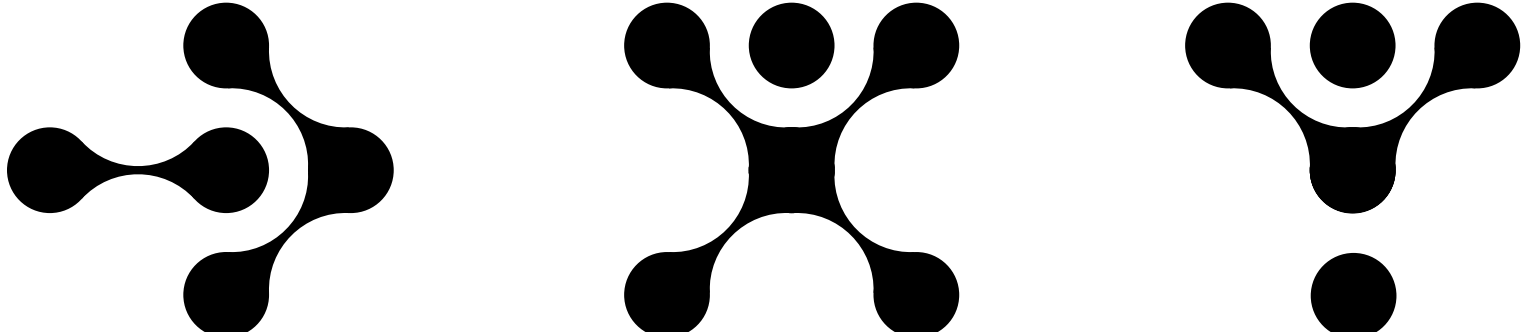
To create rounded edges on metaballs in Adobe Illustrator, you can use the Metaball (arc) script.

[Download the script](#)

Abstract images

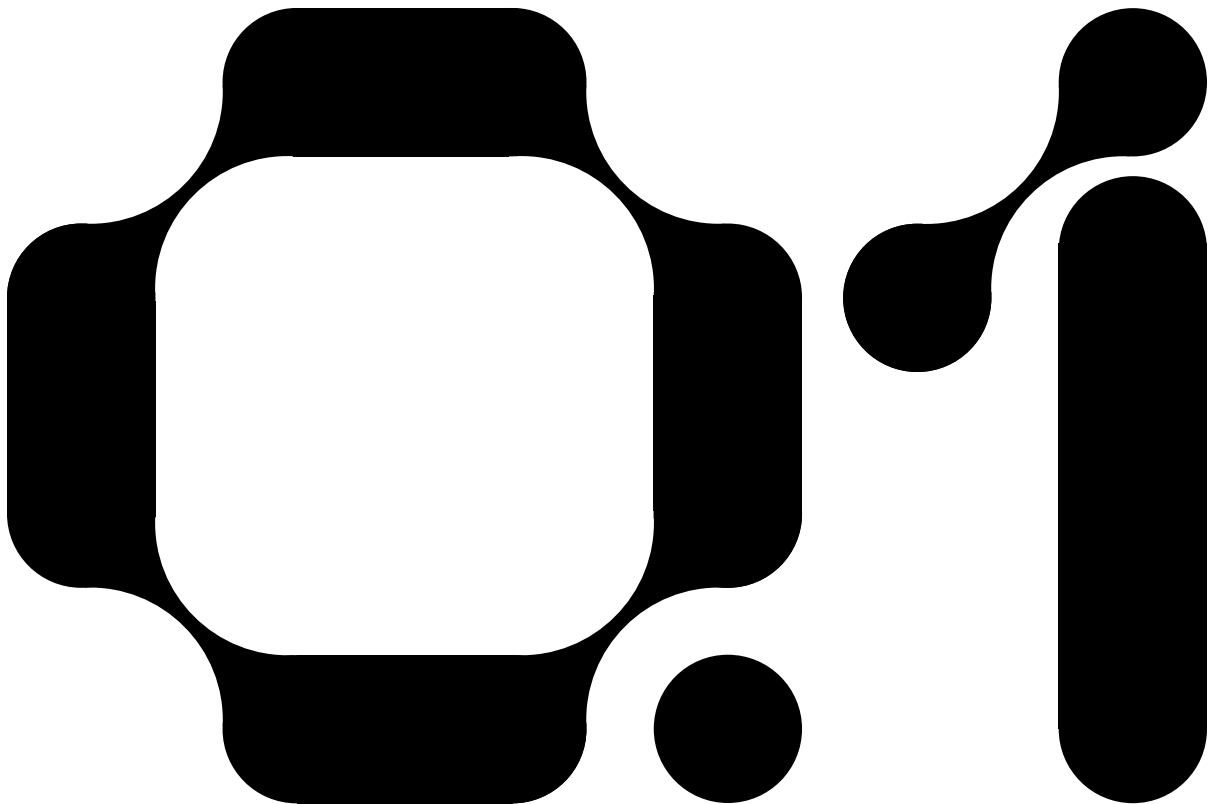


Meaningful images



Metaballs can create abstract and meaningful images. To create meaningful visuals, we recommend using basic shape icons as a foundation. Metaballs should be placed at the nodes of these icons to form connections between them.

- Three types of metaball usage can be highlighted:
- As a standalone element or accent (e.g., centered placement, see "Layout Design" section).
 - As part of text in a headline alongside the Impact font.
 - As an accompanying element that attracts attention, serving as a bullet point or icon (e.g., placed near large numbers, see "Presentations" section).



To create emphasis, metaballs can be transformed into digits, incorporating not only dots but also rectangular shapes.

You can download an additional set of quarterly digits using the following link.

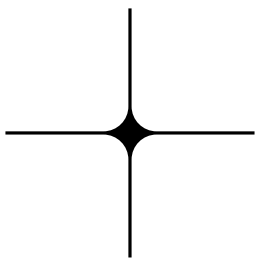
[Download the set](#)

**NEW
ECONOMIC
ERA**

Metaballs can be part of typography, enhancing visual perception and illustrating messages and words within the communication.

**HOW TO
MAKE
MONEY IN
GAMEDEV**

In this case, the metaball in the form of a percent symbolizes money within the message.



The second element of the brand graphics is the visor, symbolizing a forward-looking perspective and GDEV's focus on long-term goals. The stylistic elements of the visor are inspired by gaming aesthetics.

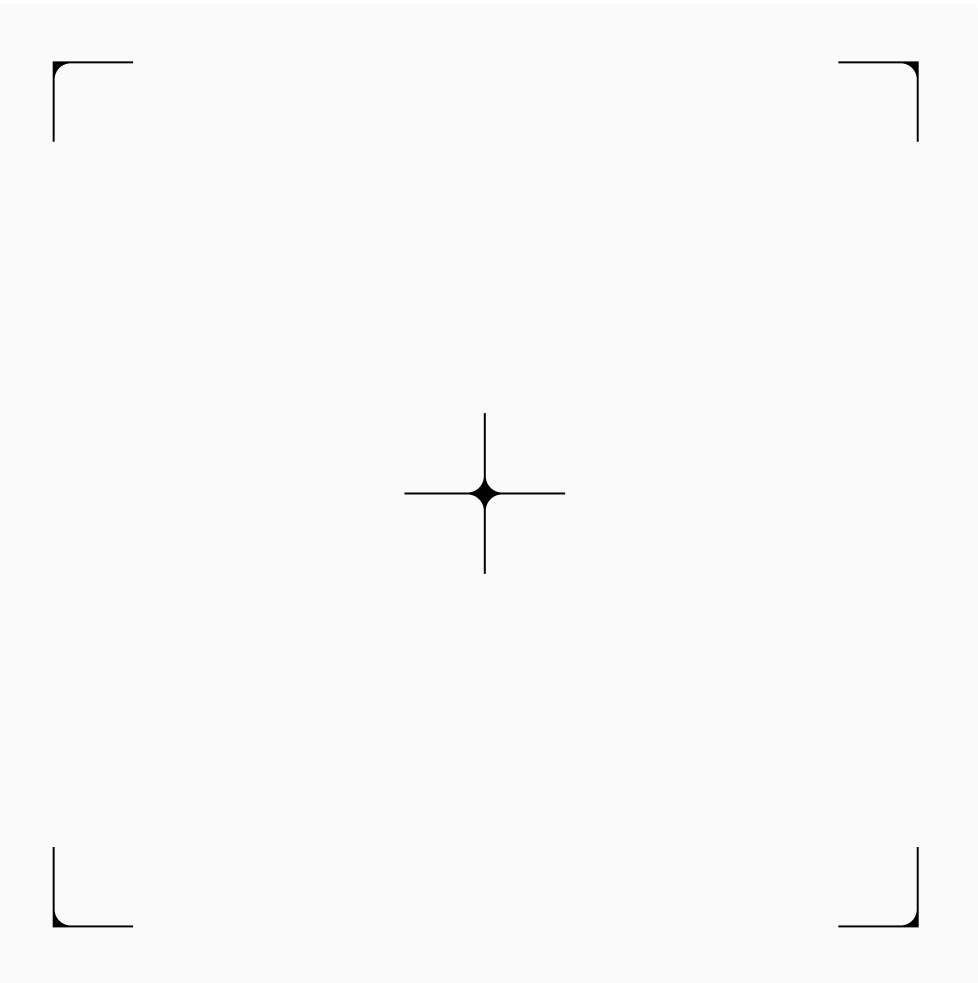
The visor is used to create a technical grid in the design layouts of the identity, dividing it into equal parts and allowing for proper placement of content within the format.

[Download the set](#)

Day-to-day communication



Image communication



When layout layout of everyday communication (e.g. SMM, investor presentation, etc.) we use either the center visor element (cross) or corner marks, but do not use them both at the same time.

More information on visor guidelines with examples can be found in sections such as:

- Approach to layout;
- SMM;
- Presentation.

For image communication layouts (e.g. merchandise) where the visor is not a decorative element but directly displays the visor metaphor, this rule does not apply.

Iconography

[Download the set](#)

Iconography is an additional tool in the brand's visual language that helps convey information to the audience straight to the point.

In GDEV's visual language, there are two types of iconography: image-based and day-to-day.

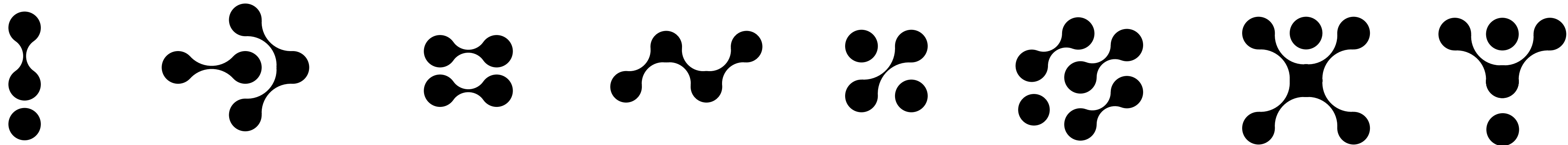
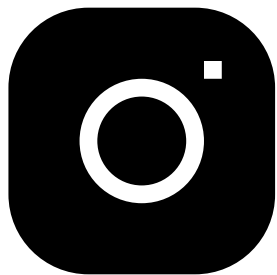
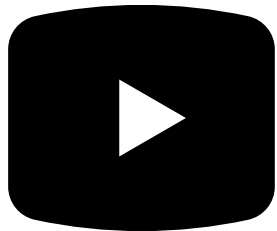
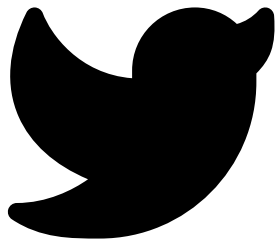
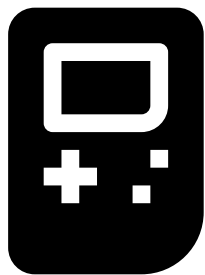
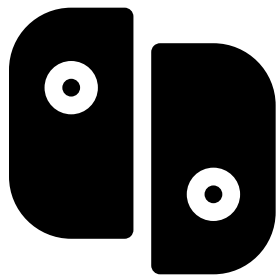


Image-based iconography is used when:

- The icon serves as an image accent or a significant standalone element in the layout.
- The icon carries a meaningful or emotional message.

To create image-based icons, we recommend using icons with simple shapes as a base. Metaballs should be placed at the nodes of these icons to form connections between them.

[Download the set](#)

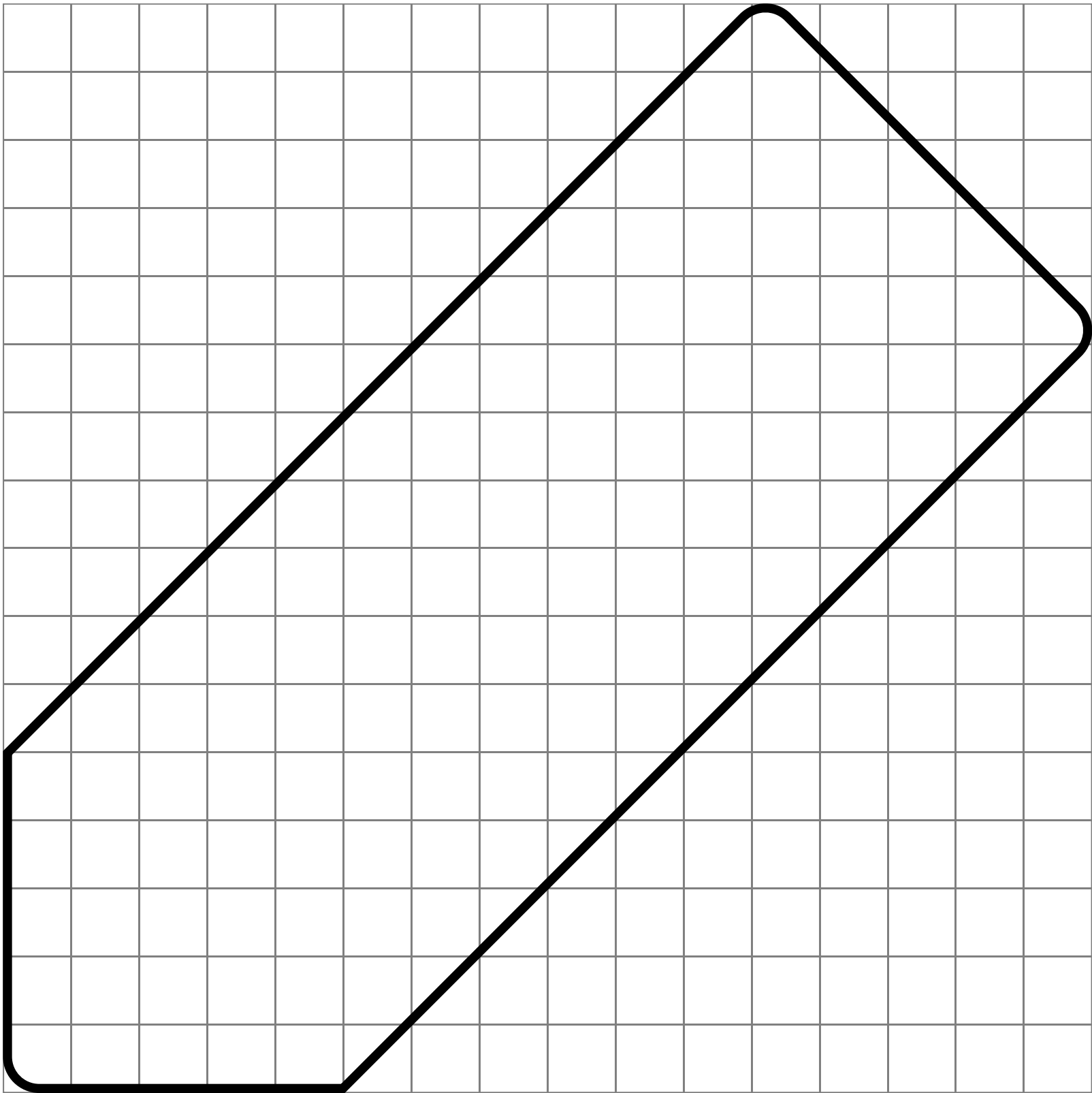


Functional iconography is an additional (not primary) element of the GDEV brand style and is used only in the following cases:

- Small-sized icons are needed, and image-based icons become unreadable at this scale.
- A large number of icons are required in a single layout, and image-based icons would overwhelm the design.
- It is necessary to uniformly represent social media logos or other service icons in icon format.

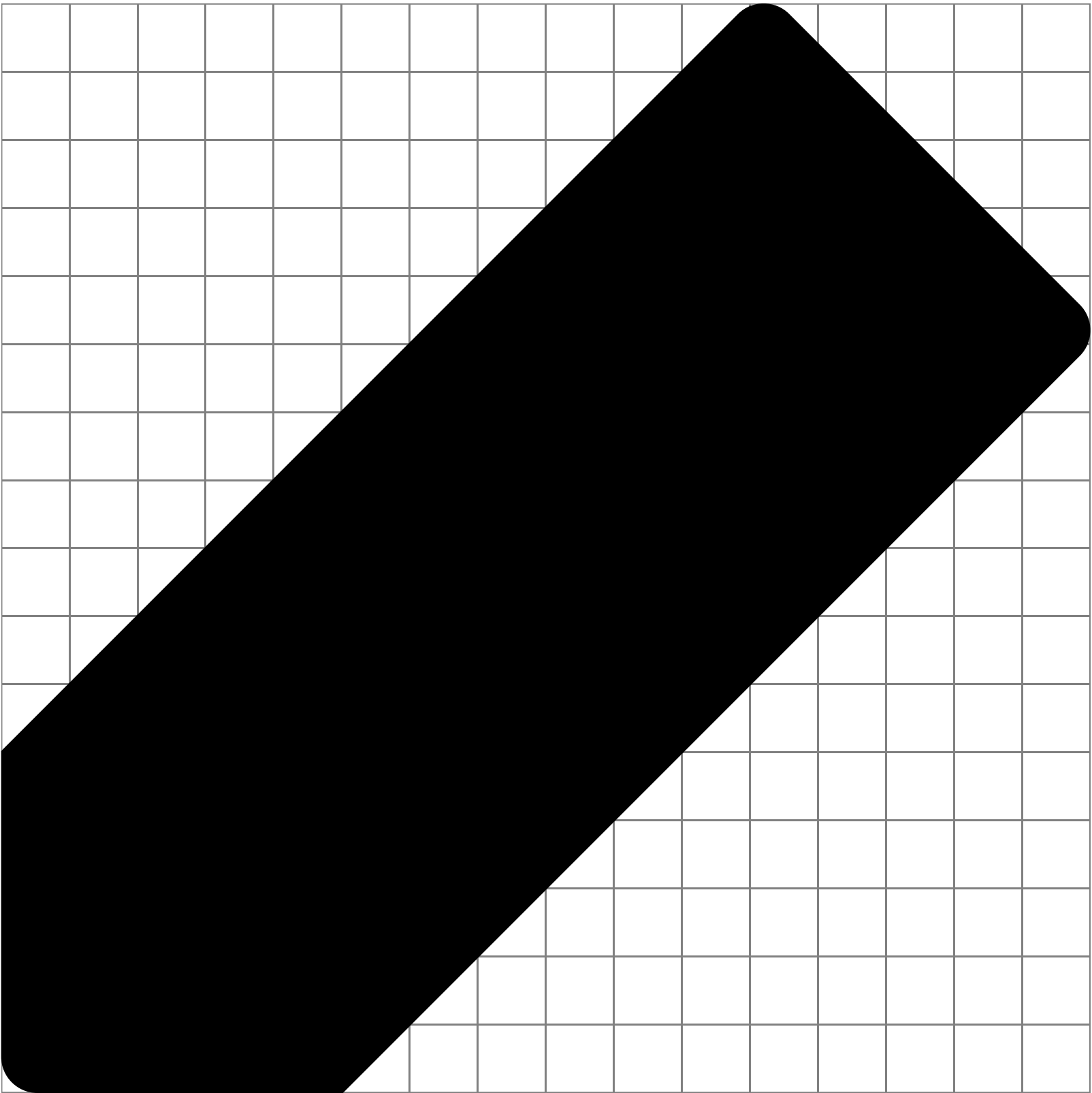
 Important:
Functional icons cannot be accentuated and take a central place in the layout.

[Download the set](#)



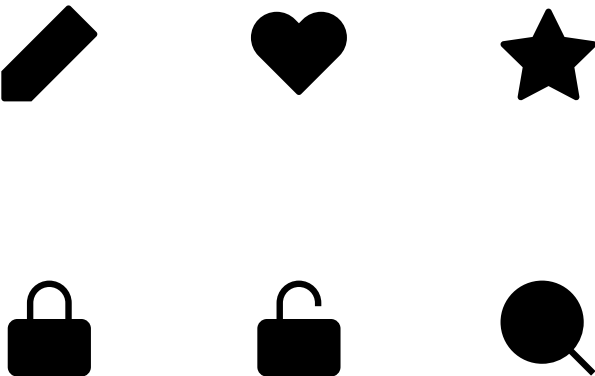
For mini-icons, it is recommended to use the branded set, which includes symbols from various categories.

The official icon set can be expanded. To do so, it is recommended to follow a consistent construction logic: the icon grid size should be 15×15 px.

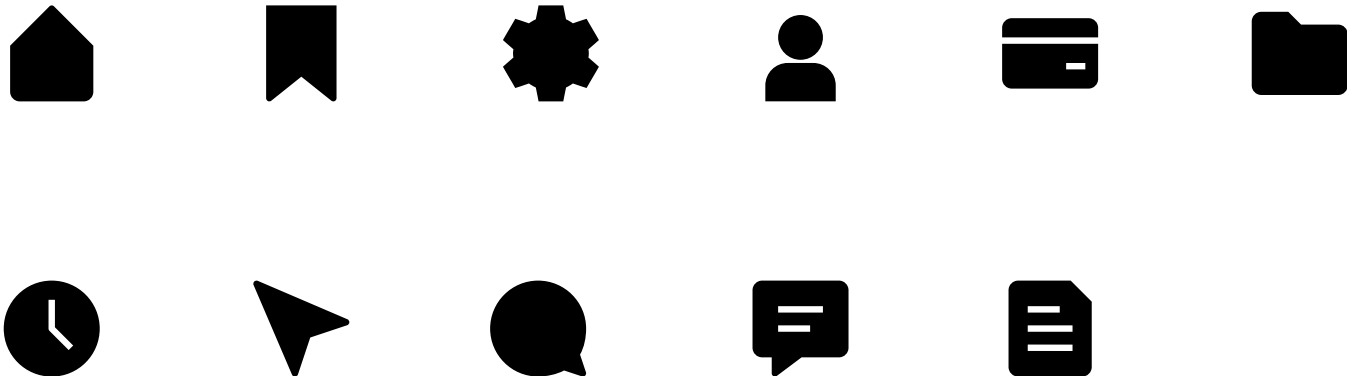


The graphic style features a geometric structure built from simple shapes, with some corners rounded (1-3 px). Icons should have a solid fill with the option to include simple lines (line thickness = 1 px, line endings should always be without rounding)

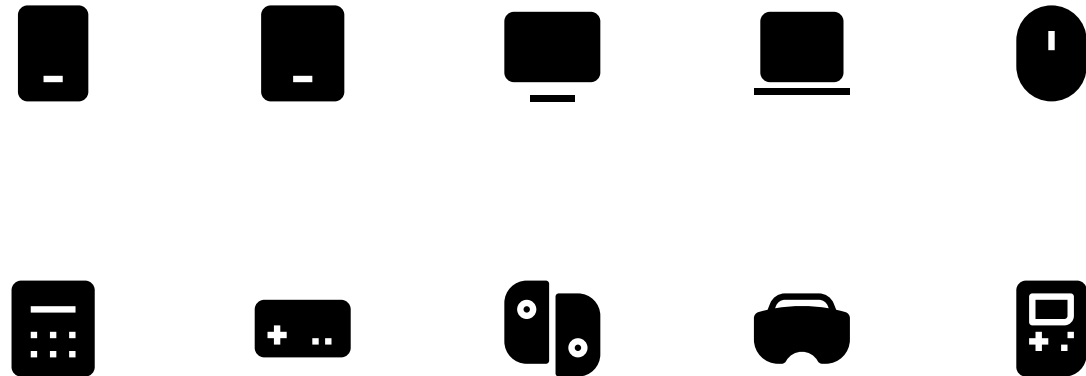
Basics



Essentials



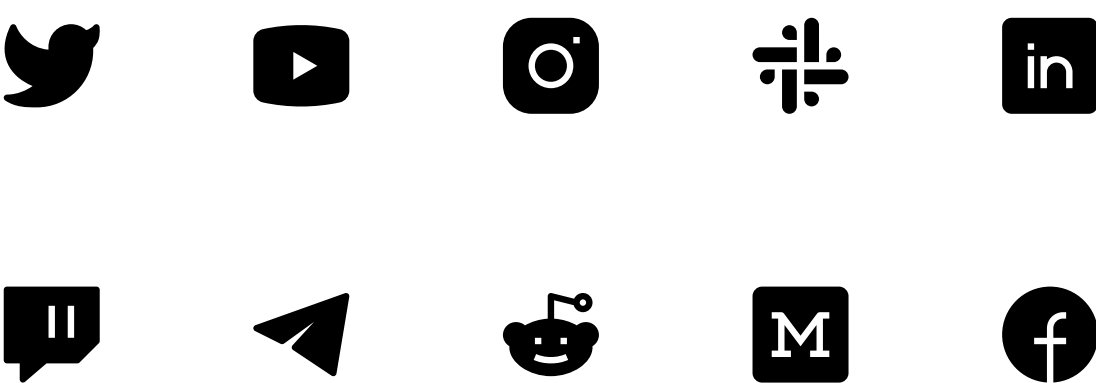
Technology



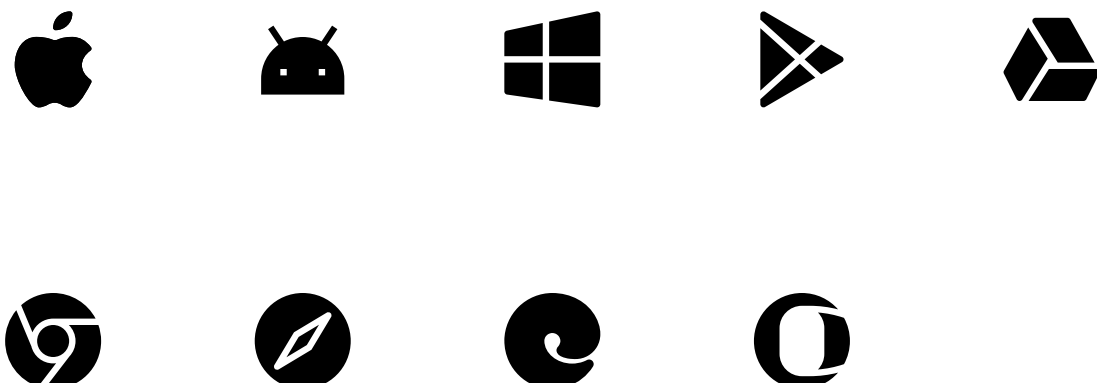
Charts



Social



Design & Dev



Photostyle and 3D

Photostyle is a specific approach to selecting and using images, including their processing features, composition, color, background, and choice of models (if people are in the images). Photostyle can serve as a basis for creating briefs for photographers and selecting images from stock libraries.



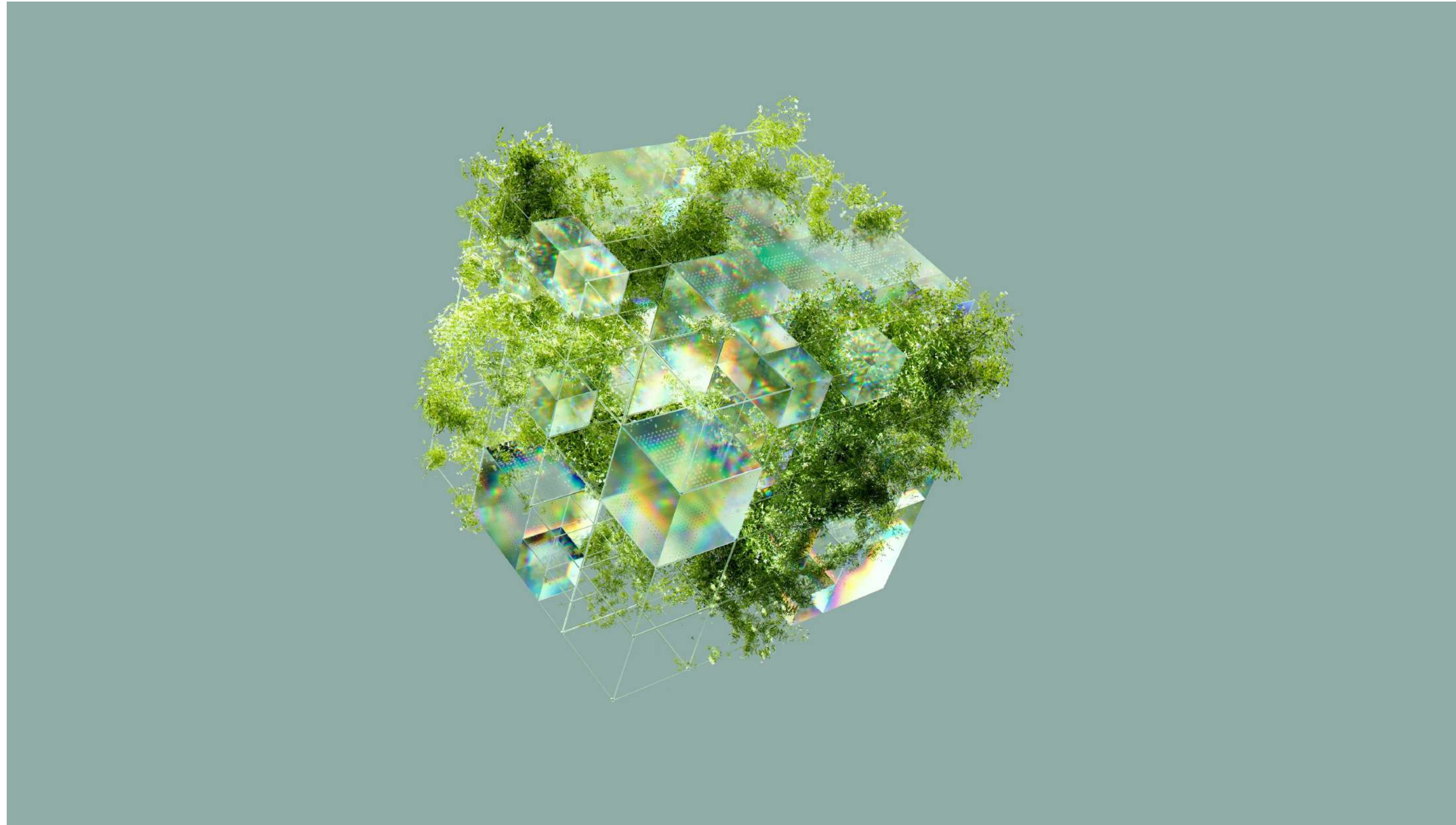
Photographs of the management team on a neutral cool background, with a bright and blurred object in the foreground, possibly taken in motion.

Photographs of employees on a monochromatic light background with strong orange lighting. Side lighting will accentuate facial features and create a volumetric effect.

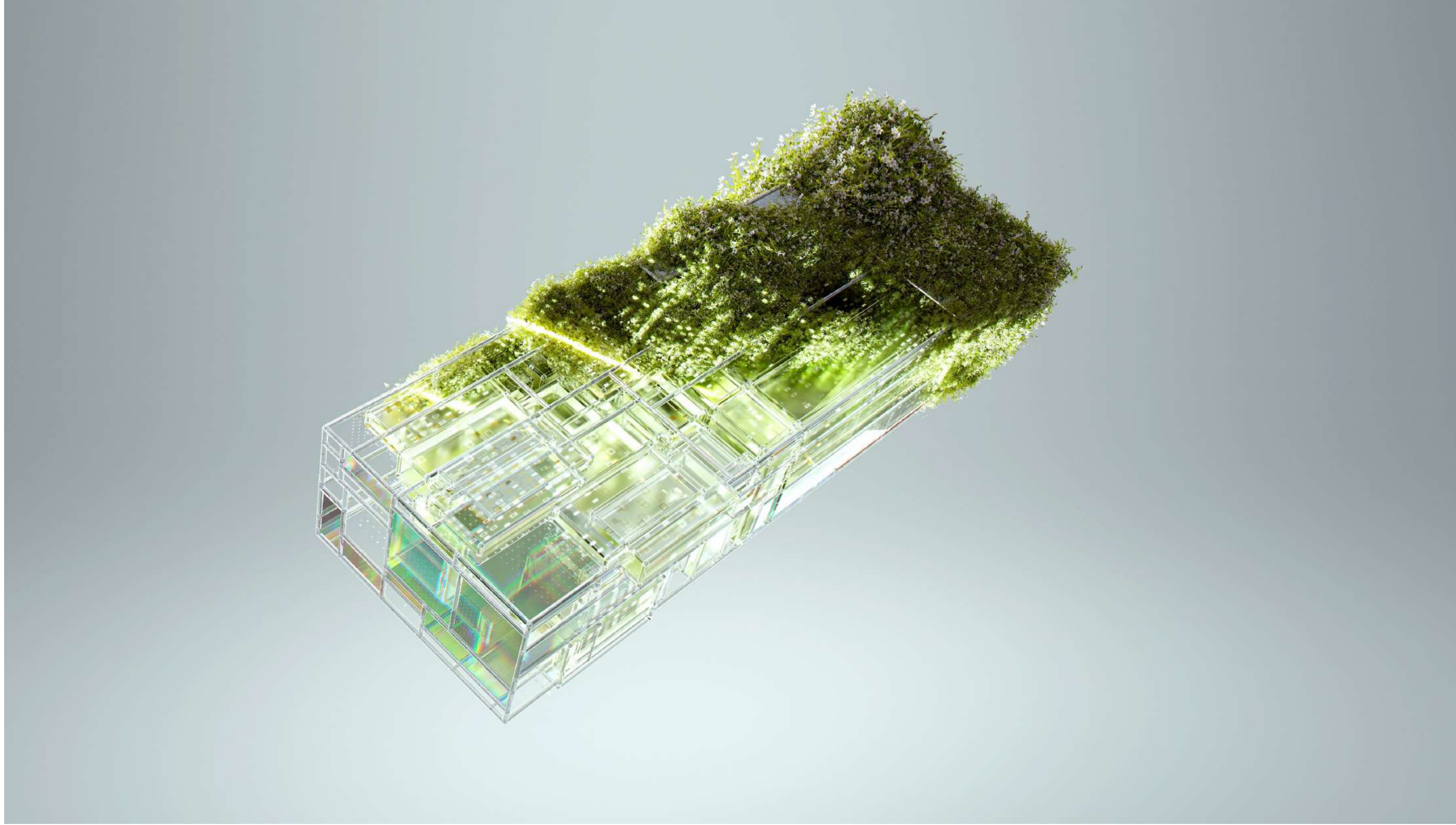
High-contrast silhouette and shadows. Clothing recommendations: black and neutral colors, turtlenecks, t-shirts, hoodies, sweatshirts — without graphics.

3D objects are an additional tool in the visual language of the GDEV brand. We use 3D objects in two cases: for the brand background (voxel graphics) and as complementary communication images (images on a neutral clean background).

3D objects help diversify the brand's communication: they can act as accents, focusing attention on key ideas, or add emotional depth to communication, enhancing the brand's technological aspect.

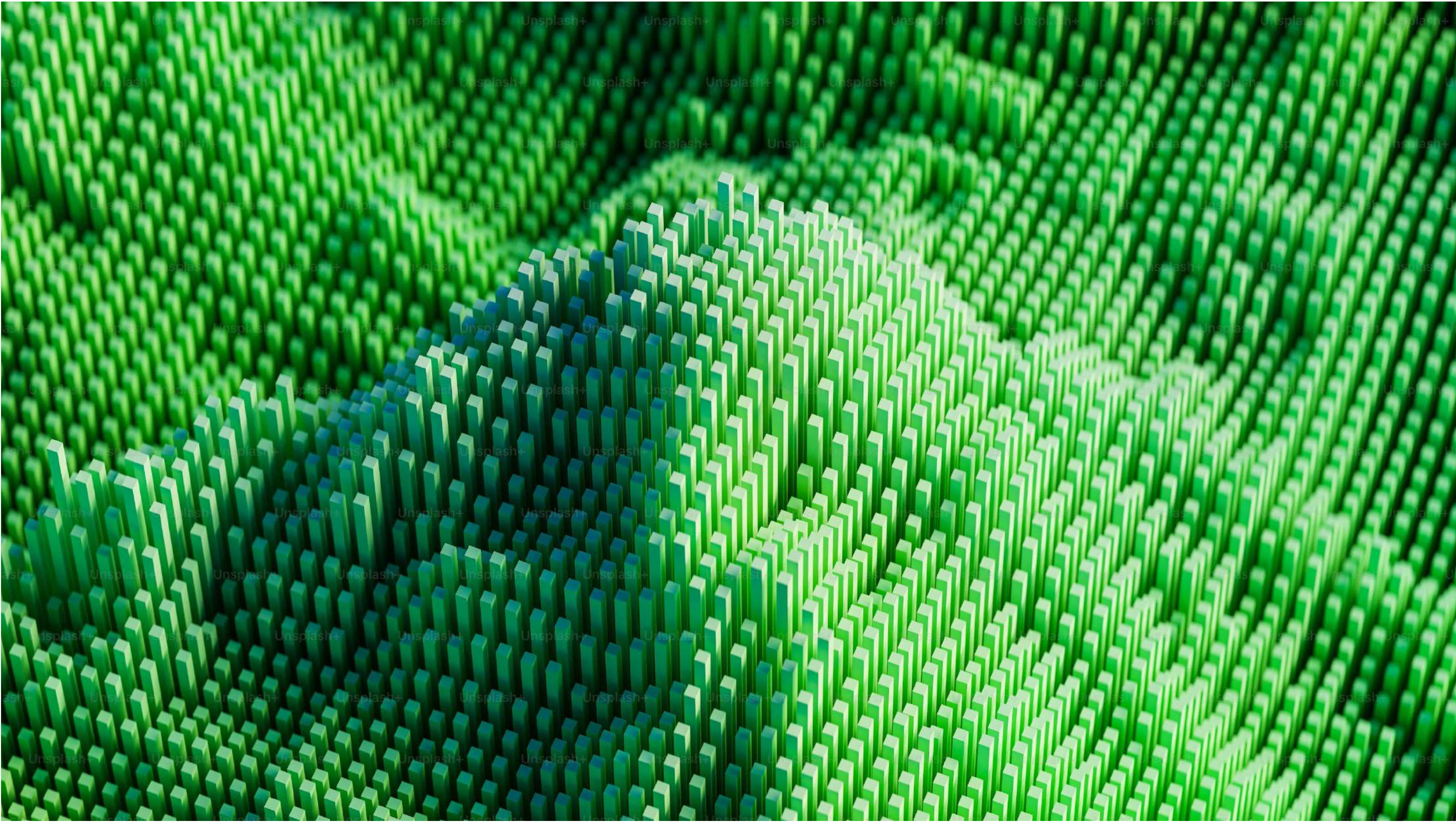


For visualizations, it is recommended to use high-quality detailed 3D objects with photorealistic attributes and contrasting shadows.



3D objects should be placed on a neutral, solid background that contrasts with the object itself.

The background should occupy a significant space, creating space around the object. It is better to use specific objects and images rather than abstract forms.



Voxel-based 3D graphics combine themes of technology and gaming with the world of finance and business.

Use voxel images to convey the brand's image, mission, or team news. Also, use them when presenting analytics, reports, or any other digital metrics.

In primary cases, use graphics combining the Impact font with metaballs and/or 3D images.

