



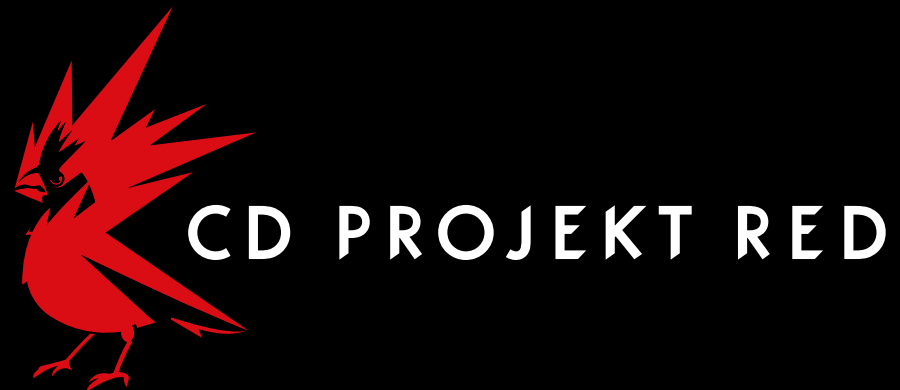
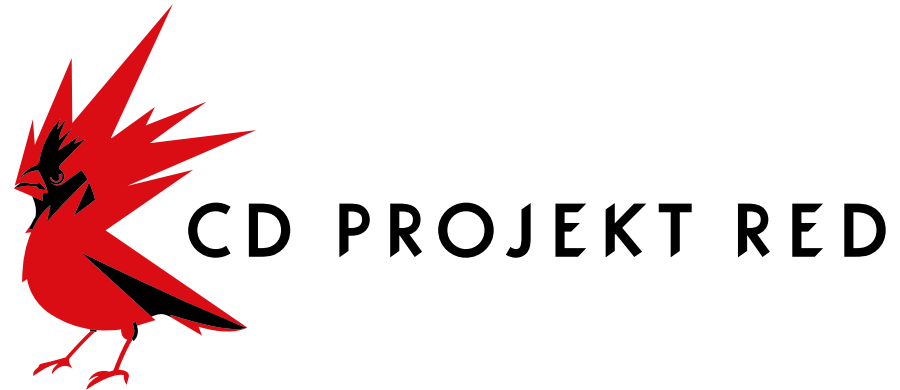
CD PROJEKT RED

BRAND GUIDELINES / SEPTEMBER 2015

LOGOTYPE

HORIZONTAL LOGOTYPE

Primary logotype.



LOGOTYPE

VERTICAL LOGOTYPE

Alternative logotype version.



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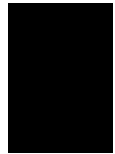


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COLORS



5 / 100 / 100 / 0
220 / 13 / 21
#dc0d15
Pantone 199 C



0 / 0 / 0 / 100
0 / 0 / 0
#000000
Pantone Black C



0 / 0 / 0 / 40
178 / 178 / 178
#b2b2b2
40% Pantone Black C



0 / 0 / 0 / 0
RGB 255/255/255
HEX #FFFFFF



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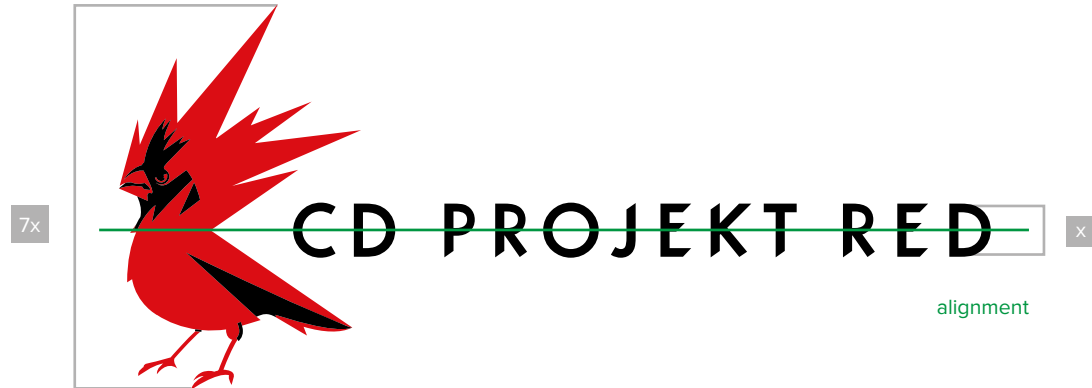
SIZE

PRINT

minimum height of company name:
x = 1,5 mm

WEB

minimum height of company name:
x = 7 px



CLEAR SPACE

Clear space around
the logotype = 2x



EXAMPLES OF INCORRECT LOGO USAGE

- Don't use the company name or symbol alone to represent the studio.
- Don't change recommended colors.
- Don't change the shape.
- Don't change the proportions and element location in relation to each other.

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PROXIMA NOVA

FONT STYLES:

- Regular
- Regular italic
- Bold
- Bold italic

Proxima Nova Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Proxima Nova Regular Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Proxima Nova Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

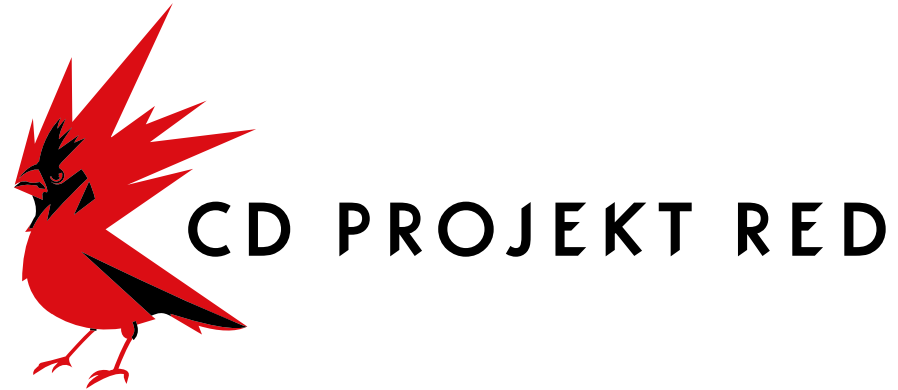
Proxima Nova Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

STUDIO NAME

“CD PROJEKT RED”

 DO NOT:

- use “CD PROJEKT” alone to represent the studio.
- use lowercase letters when spelling “CD PROJEKT RED”





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QUESTIONS & CONTACT: pr@cdprojektred.com / produkcja@cdprojektred.com