



CD PROJEKT RED®

GUIDELINES / MAY 2014

**HORIZONTAL
LOGOTYPE**

Primary logotype.



**VERTICAL
LOGOTYPE**

Alternative logotype version.

**CD PROJEKT RED®****CD PROJEKT RED®**

COLORS



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



0 / 0 / 0 / 100
0 / 0 / 0
#ffffff
Pantone Black C



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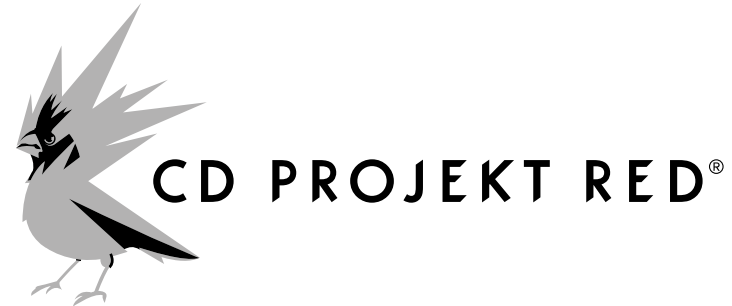
MONOCHROME



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



0 / 0 / 0 / 100
0 / 0 / 0
#ffffff
Pantone Black C



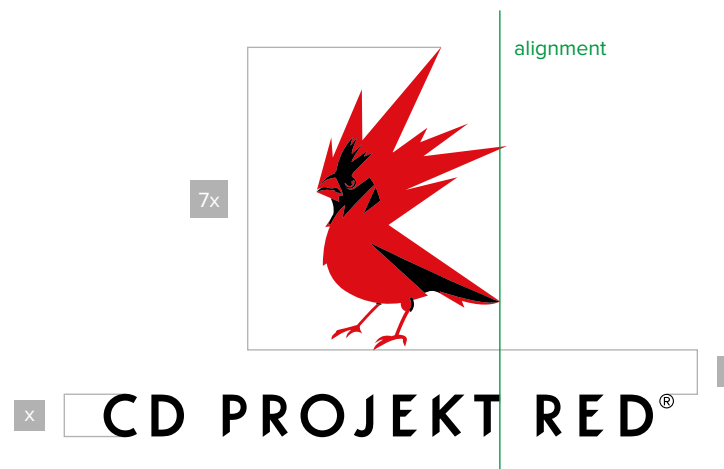
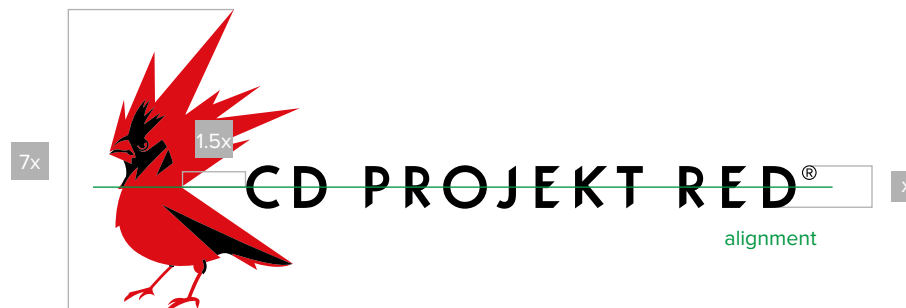
SIZE

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

Proxima Nova Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz1234567890

Regular italic

Bold

*Proxima Nova Regular Italic**ABCDEFGHIJKLMNOPQRSTUVWXYZ**abcdefghijklmnopqrstuvwxyz1234567890*

Bold italic

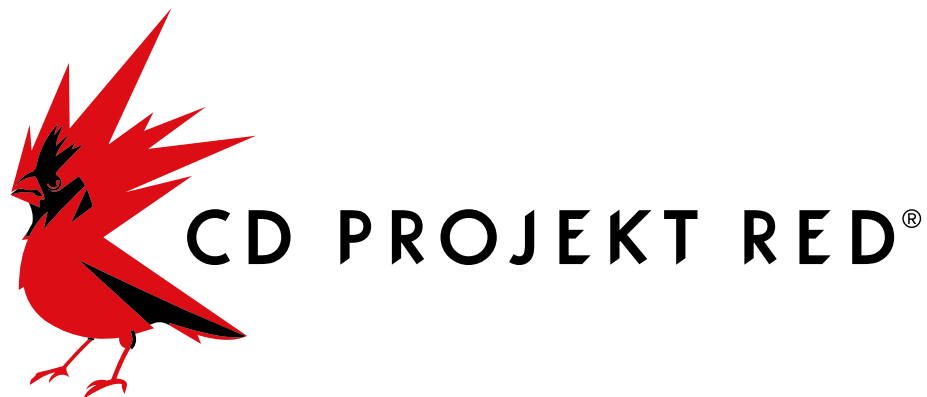
Proxima Nova Bold**ABCDEFGHIJKLMNOPQRSTUVWXYZ****abcdefghijklmnopqrstuvwxyz1234567890*****Proxima Nova Bold Italic******ABCDEFGHIJKLMNOPQRSTUVWXYZ******abcdefghijklmnopqrstuvwxyz1234567890***

STUDIO NAME

“CD PROJEKT RED”

DO NOT:

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



PR@CDPROJEKTRED.COM

PRODUKCJA@CDPROJEKTRED.COM



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WE ARE REBELS / WE ARE CD PROJEKT RED