



Logotype Guidelines

May 2021

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At GOG.COM we take pride in offering you great DRM-free games, and providing you with best digital distribution experience possible.

In this manual we've gathered a set of general information describing how our brand should be presented and how to best use our logos, fonts, colors and other assets. Please read this guidebook and refer to it when you'd like to use GOG.COM logotype in your works.

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BRAND COLORS

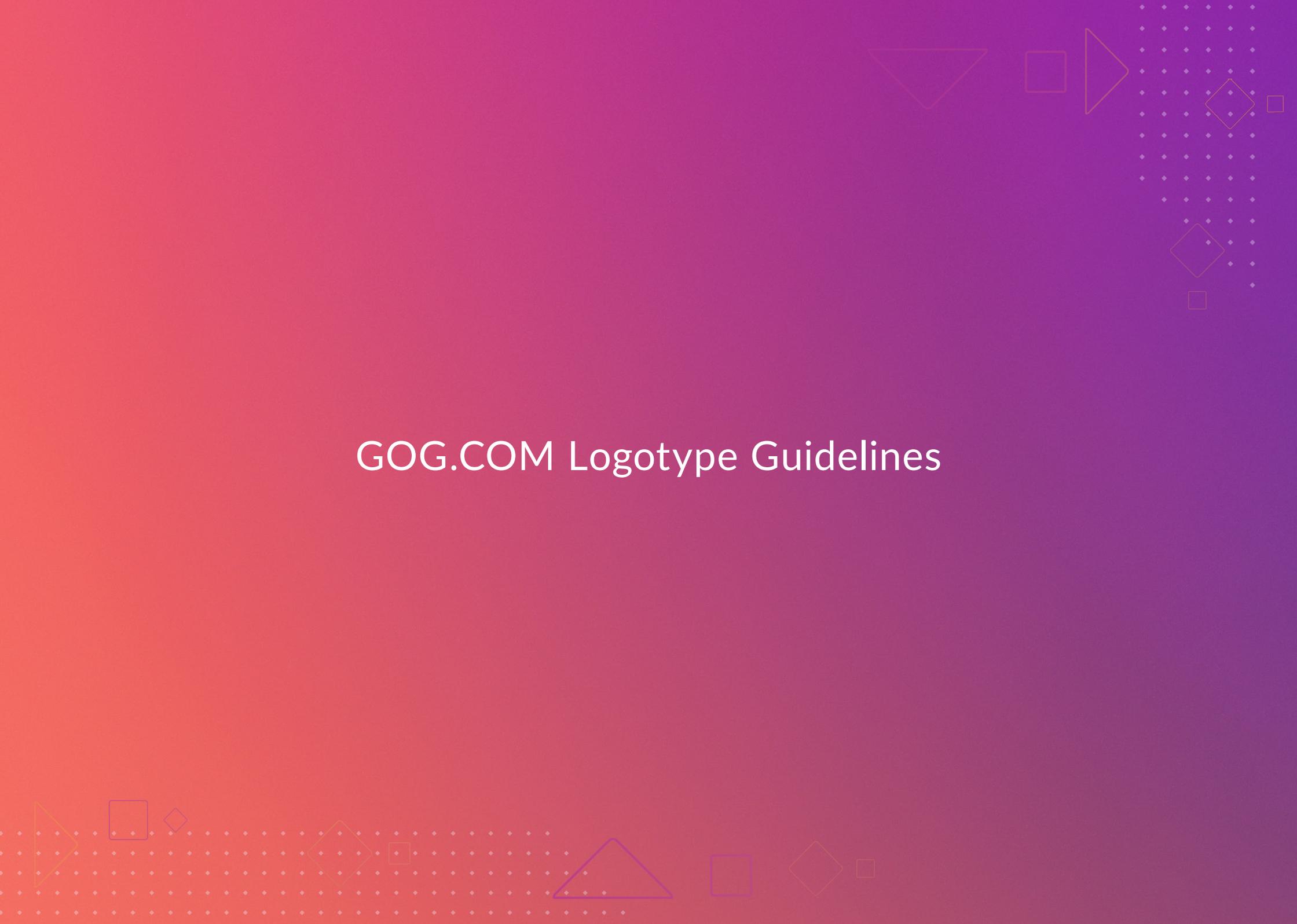
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GOG.COM Logotype Guidelines



Brand Assets

The GOG.COM logotype is the key to our visual and brand identity. It features a simple and approachable design that reflects friendly and hassle-free approach.

The logotype has the best visual impact and should be used on plain dark and colored (main logotype) or plain white (alternative logotype) backgrounds.

GOG.COM logotype constitutes of one element: the square symbol with GOG.COM name.

Do not attempt to redraw or recreate any elements of the GOG.COM logotype.

Main logotype



Alternative logotype



Logotype Main Version

The GOG.COM logotype is an integral piece of the brand's visual identity. The main logotype version is always white.

The alternative version of GOG.COM logotype for white background is dark grey. Please follow the logotype colors from this manual.

EXAMPLE



White logotype on colorful backgrounds.



Grey outlined logotype on white backgrounds.



Logotype Positioning

To ensure accurate and consistent use, never alter, rotate, embellish or attempt to recreate the GOG.COM logotype.

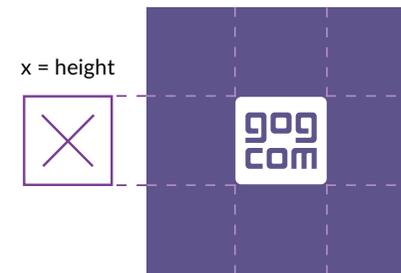
The proportions and shape of the logotype should never be altered for any reason.

To resize, hold the “Shift” key in most software programs to maintain the proportions while scaling up or down. Always maintain the minimum clear space, even when proportionally scaling the logotype.

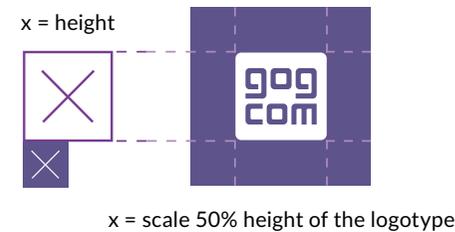
TIPS

- When you're using the logotype with other graphic elements, make sure you give it some space to breathe. The empty space around the logotype should be at least 50% height of the GOG.COM symbol (rounded square).
- To ensure the logotype maintains its visual impact, do not go any smaller than: 45 pixels wide.
- Be sure the GOG.COM logotype is reproduced in a legible size, and that they do not appear subordinate to any other partner logos, included on the creative executions. Similarly, do not present the logotype in a way that makes it the most distinctive or prominent feature of what you're creating.

Preferred GOG.COM logotype clear space



Minimum logotype clear space



Logotype minimum size



Logotype Positioning



WE CARE ABOUT GAMES

Whenever possible, more clear space around the logotype than the minimum is preferred.



Small details can sometimes
make the biggest difference.

Make sure there's enough clear space on all sides.

General Guidelines

Please follow these general guidelines when using GOG.COM logotype. Please check examples of incorrect logotype usage.

TIPS

- Only show the logotype in white or dark grey.
- Don't use previous versions of the logotype.
- A one color logotype is only acceptable.
- Don't alter, rotate, distorted, animate or modify the logotype.
- Don't surround the logotype with other.
- Don't accessorize the logotype with extra elements.
- The logotype must be used as provided by GOG.COM with no changes.
- Follow the clear space guidance in this document.



Don't use old logotypes.



Don't apply outlines.



Don't drop shadows.



Don't add special effects.



Don't add gradients.



Don't fill with multiple colors.



Don't skew, stretch or rotate.



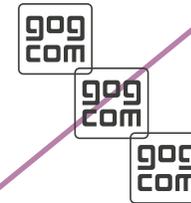
Don't change orientation or transform.



Don't add any elements.



Don't change logotype.



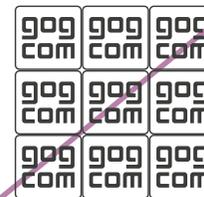
Don't multiply.



Don't contain in a shape.



Don't use different type.



Don't use the logotype as a pattern.



Don't crop logotype or overlap anything on.



Don't use logotype with GOG.COM type.

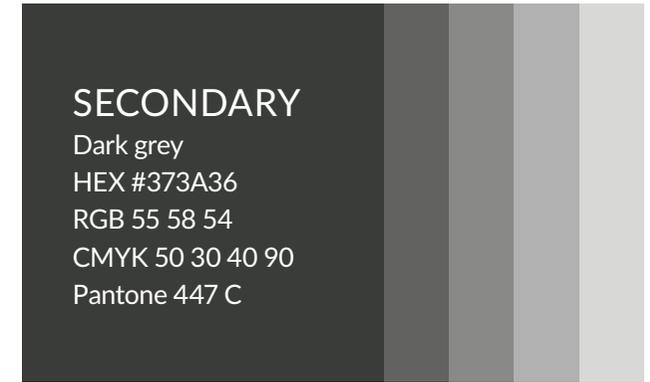
Logotypes and Brand Colors



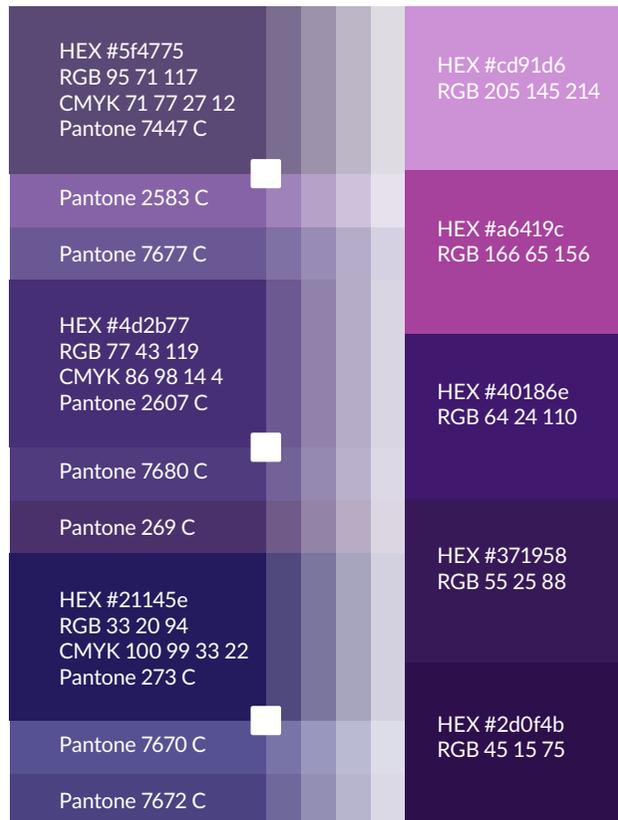
Brand Colors

The primary color for GOG.COM logotype is white. The secondary color for alternative logotype is dark grey.

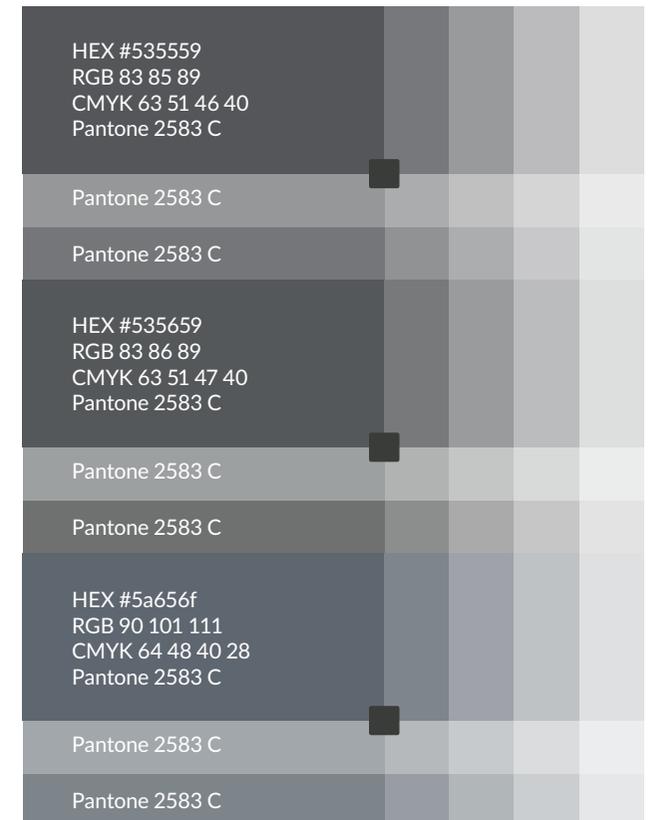
If you want to use our logotypes on a background, please use the colors from our full color palette or neutral color palette presented here.



Full color palette



Neutral colors palette



TIPS

- Use dark grey logotype on white background.
- Use white logotype on a colored background.
- Keep it simple: don't try to put all the colors into the same design.
- Do not modify the logotype in any way, such as changing the color.

Font and Typography



Primary Typeface

GOG.COM primary font family is Lato. It should be used in all marketing materials.

TIPS

- Don't try to put all the Lato font styles in the same design. Mixing too many fonts in your design will probably result in a confused message. Keep it simple.
- Don't use Italic styles unless it's necessary.
- For headlines, titles use all caps. Remember that long text in all caps is hard for users to read.
- Text should be white on colored backgrounds and dark grey on white backgrounds.

Lato font family

Lato Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

This week, we're reminiscing of some of the golden gems of **#RPGs**.

Everyone has some fond memories of times spent with those classic FPSs. Now it's time to reminisce! **#WeeklySale**

Lato Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

**DISCOVER GREAT PC TITLES
AND OWN THE GAMES YOU BUY**

Lato Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

**CALLING ALL STRATEGY
FANS OUT THERE
#SuddenStrike4**

Lato Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789



This is a friendly legal reminder that these graphics are proprietary and protected under intellectual property laws.

Please don't:

- display these graphics in a way that implies a relationship, affiliation, or endorsement by GOG.COM of your product, service, or business,
 - use these graphics as part of your own product, business, or service's name,
 - alter these graphics in any way, or combine them with any other graphics, without written consent from GOG.COM.
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