



CD PROJEKT®

GUIDELINES / MAY 2014



## LOGOTYPE

### HORIZONTAL LOGOTYPE

Primary logotype.





## LOGOTYPE

### VERTICAL LOGOTYPE

Alternative logotype version.



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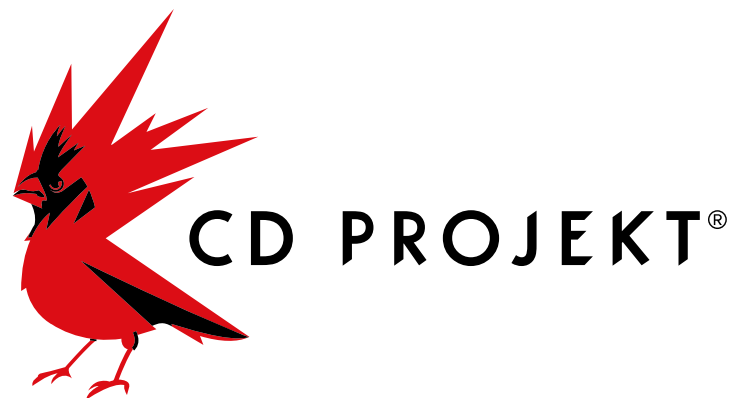
## COLORS



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



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



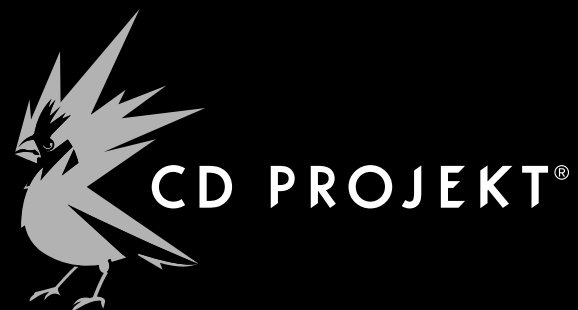
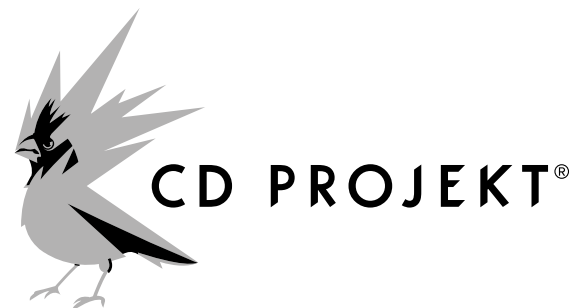
## MONOCHROME



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**

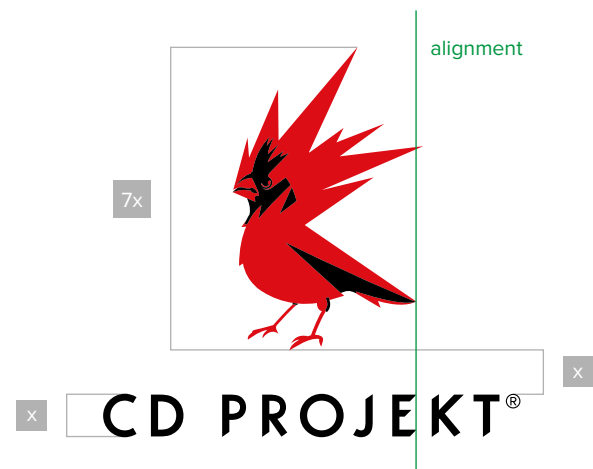
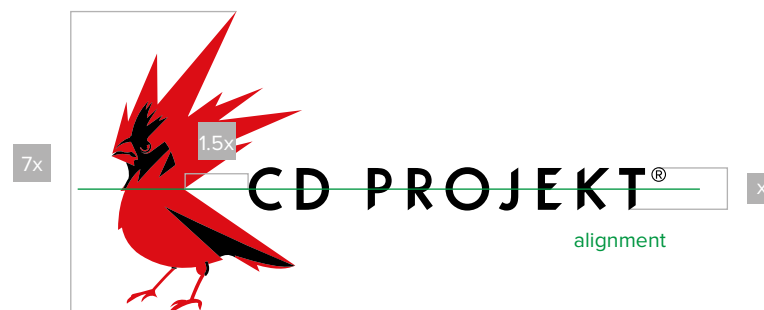
minimum height of company name:

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

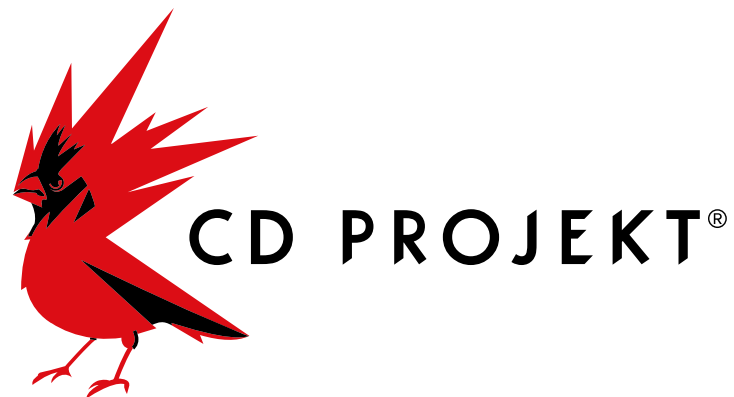
**Proxima Nova Bold****ABCDEFGHIJKLMNOPQRSTUVWXYZ****abcdefghijklmnopqrstuvwxyz1234567890*****Proxima Nova Bold Italic******ABCDEFGHIJKLMNOPQRSTUVWXYZ******abcdefghijklmnopqrstuvwxyz1234567890***

## COMPANY NAME

“CD PROJEKT S.A.”

DO NOT:

- use “CD PROJEKT” alone to represent the company.
- use lowercase letters when spelling “CD PROJEKT S.A.”



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WILDCARD  
WILD H