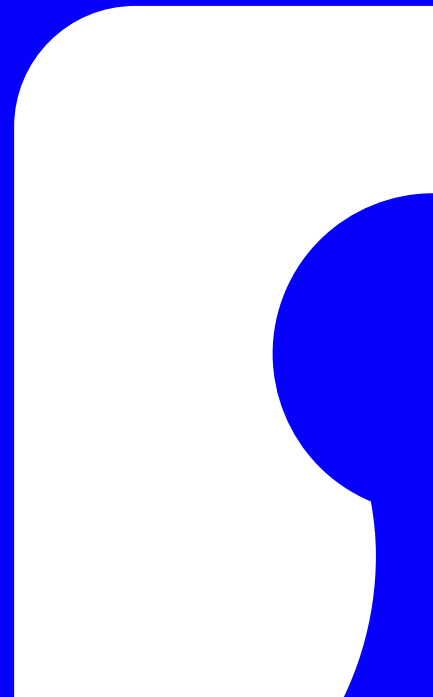**LUDEON**
studios

Brand Guidelines 2021

Brand Logo

This Logo is a key element of the brand identity – therefore it is essential that it is always reproduced correctly.

The logo should have the icon positioned to the left or stacked, never to the right.

Logo Variations

The primary brand logo should be used on most communications.
However, there are occasions when it might be suitable to use the icon or the long version
– *e.g.* pen.

Icon

The icon should be used when making a quick reference to the brand, or the document already features the primary brand logo in another location. It can also be used in social profile imagery.

The icon can also be used as a substitute to full brand logo, if the full logo drops below 66px.

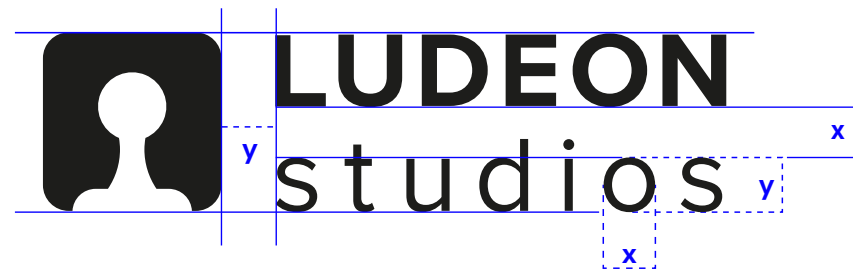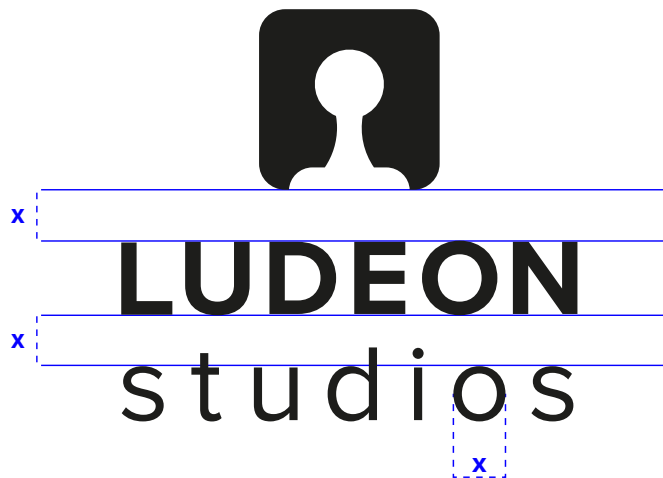**Icon:**

Long version:

Logo Spacing

In case of recreating the Logo, spacing must stay the same.

Leading has the value of the letter "o" width.

Kerning between the icon and text has the value of the height of the letter "o".
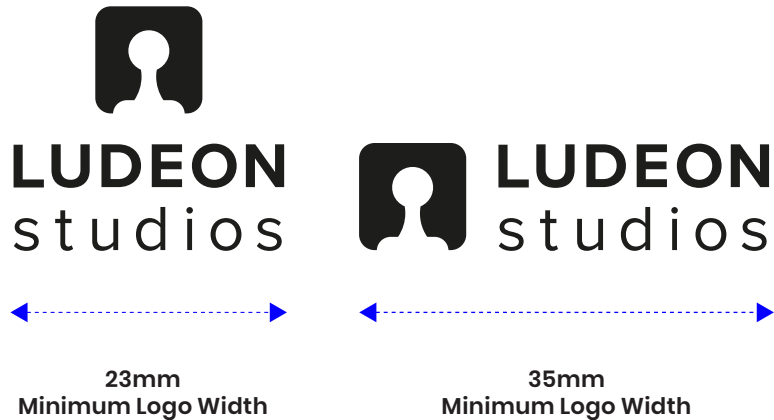
Responsive Logo

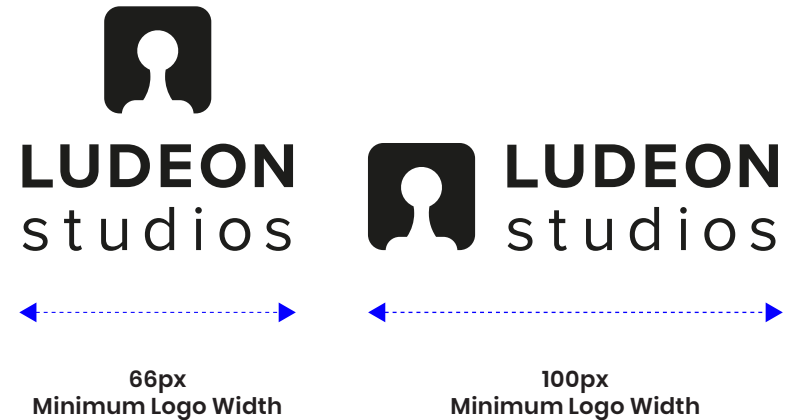Main brand logo should be used until it reaches the minimum sizes.

If the logo you're using drops below 23mm in print form, or 66px on the web, you should replace it with the **standalone icon.**

Print:

Web:

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23mm
Minimum Logo Width

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35mm
Minimum Logo Width

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66px
Minimum Logo Width

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100px
Minimum Logo Width

Logo Typography

Ludeon Studios Logo is created using

Proxima Nova

typeface in "regular" and "bold".

Note:

Ludeon Studios have no licence to use above font on **other materials**.

If you wish to use it at any point-the licence can be purchased on *www.fontspring.com/fonts/ mark-simonson-studio/proxima-nova*

Regular:

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!?

Bold:

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!?

How To Get Help

This brand guidelines were created by
Rozanska *Design.

If you have any questions, please don't hesitate
to contact them.

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Rozanska
*DESIGN