QUAKECON®

LOGO IDENTITY GUIDE

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OTHER COLOR COMBINATIONS REQUIRE DESIGN APPROVAL

SAFETY ZONE

IF GRAYSCALE

IF GRAYSCALE

OTHER COLOR COMBINATIONS REQUIRE DESIGN APPROVAL

LOGO COLOR USAGE

"BLACK"
HEX: 231f20
CMYK: 0%, 0%, 0%, 100%
RGB: 35, 31, 32

"WHITE"
HEX: FFFFFF
CMYK: 0%, 0%, 0%, 0%
RGB: 255, 255, 255

"QUAKECON ORANGE"
HEX: f26531
CMYK: 0%, 75%, 90%, 0%
RGB: 242, 101, 49

**REPLACE "QUAKECON ORANGE" WITH
"50% BLACK" IF GRAYSCALE**

"50% BLACK"
HEX: 939598
CMYK: 0%, 0%, 0%, 50%
RGB: 147, 149, 152

A "safety zone" must be maintained around the logo elements to sufficiently separate the logo from other elements.

CONSTRUCTING A SAFETY ZONE

1. Trace the internal diameter of the **Circle and Spike** after the logo is scaled as desired.

2. Apply the diameter to the left, right, top, and bottom of the lettering.

3. Form a rectangle around the outer edges

SAFETY ZONE

4. Safety zone complete.

A "safety zone" must be maintained around the logo elements to sufficiently separate the logo from other elements.
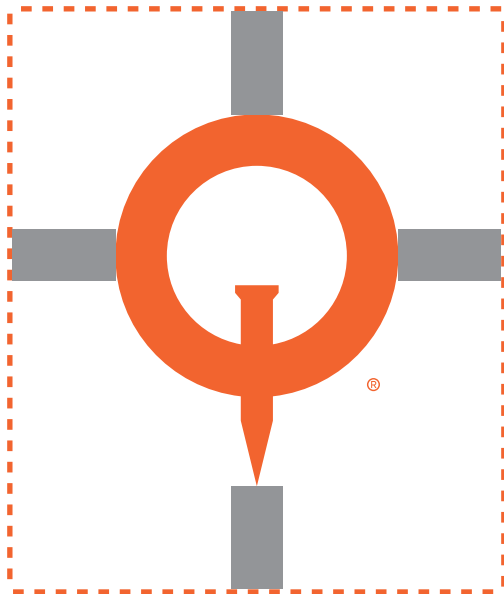
CONSTRUCTING A SAFETY ZONE FOR THE CIRCLE & SPIKE LOGO

1. Trace the width of the **Circle** after the logo is scaled as desired and **double it.**

2. Apply that width to the left, right, and top of the circle and the bottom of the spike.

3. Form a rectangle around the outer edges.

4. Safety zone complete.

SAFETY ZONE

The logos must not be deformed and should not be altered or composed.

RESIZING

Logos from a vector source (e.g., .ai files, .svg files) may be scaled to be smaller or larger. Logos from a raster source (e.g., .jpg files, .png files) may only be scaled smaller. Raster images or art featuring the logos may not be scaled larger then their original source. The logos should never appear blurry or pixelated.

EXAMPLES OF **DEFORMATIONS**:

Changing letter spacing

Bleed

Not honoring the Safety Zone

Rotation

Non-uniform resizing

Stretching

EXAMPLES OF **ALTERATIONS**:

Visual effects, like textures

Stroke

Highlighting, depth, or gradients

Shadowing

Motion or animation

Blur

EXAMPLES OF **COMPOSITIONS** INCLUDE:

Applying another font

Treating the logo as a letter or symbol

Color combinations

As part of another logo

Decoration

Obscuring

The QuakeCon logos are registered trademarks.

The registered trademark symbol (®) must be present and visible with every use of the logo. **Do not remove, obscure, or hide the symbol.**

THIS GUIDE PROVIDES A FRAMEWORK FOR USING THE QUAKECON BRANDING.
FOR DESIGN APPROVAL, OR ANY OTHER QUESTIONS, PLEASE CONTACT IDENTITY@QUAKECON.ORG

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