



# Nifty League Brand Guidelines

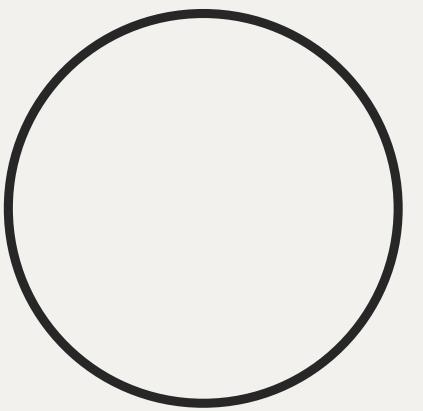
“

Nifty League is a game studio at the cutting edge of Web3 & pioneers in decentralized game development.

Our mission is to create a studio of unparalleled quality and player experience to inspire other indie developers to build a decentralized future with us.

01

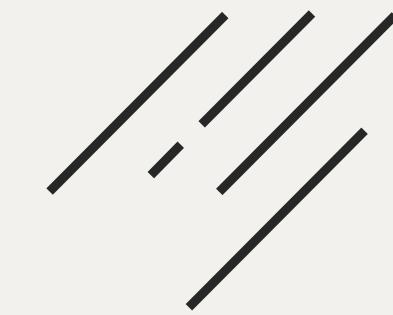
# Logo System



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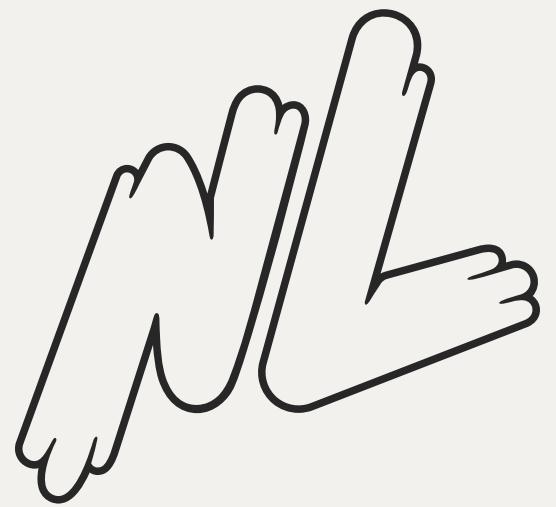
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Holding Shape

Nifty League Initials

Movement Lines



Lettermark



Logomark



**NIFTY  
LEAGUE**

Wordmark

Logo System – Lettermark



## Logo System – Lettermark Breakdown



Logo System – Logomark



## Logo System – Logomark Breakdown





**NIFTY  
LEAGUE**

Logo System – Logotype Breakdown



02

# Brand Colours

## Brand Colours

### Primary Colours

#### Light Purple

CMYK    73 58 0 0  
RGB      94 114 235  
HEX      5E72EB

### Neutrals

#### Off-Black

CMYK    70 62 58 72  
RGB      44 43 42  
HEX      2C2B2A

#### Deep Purple

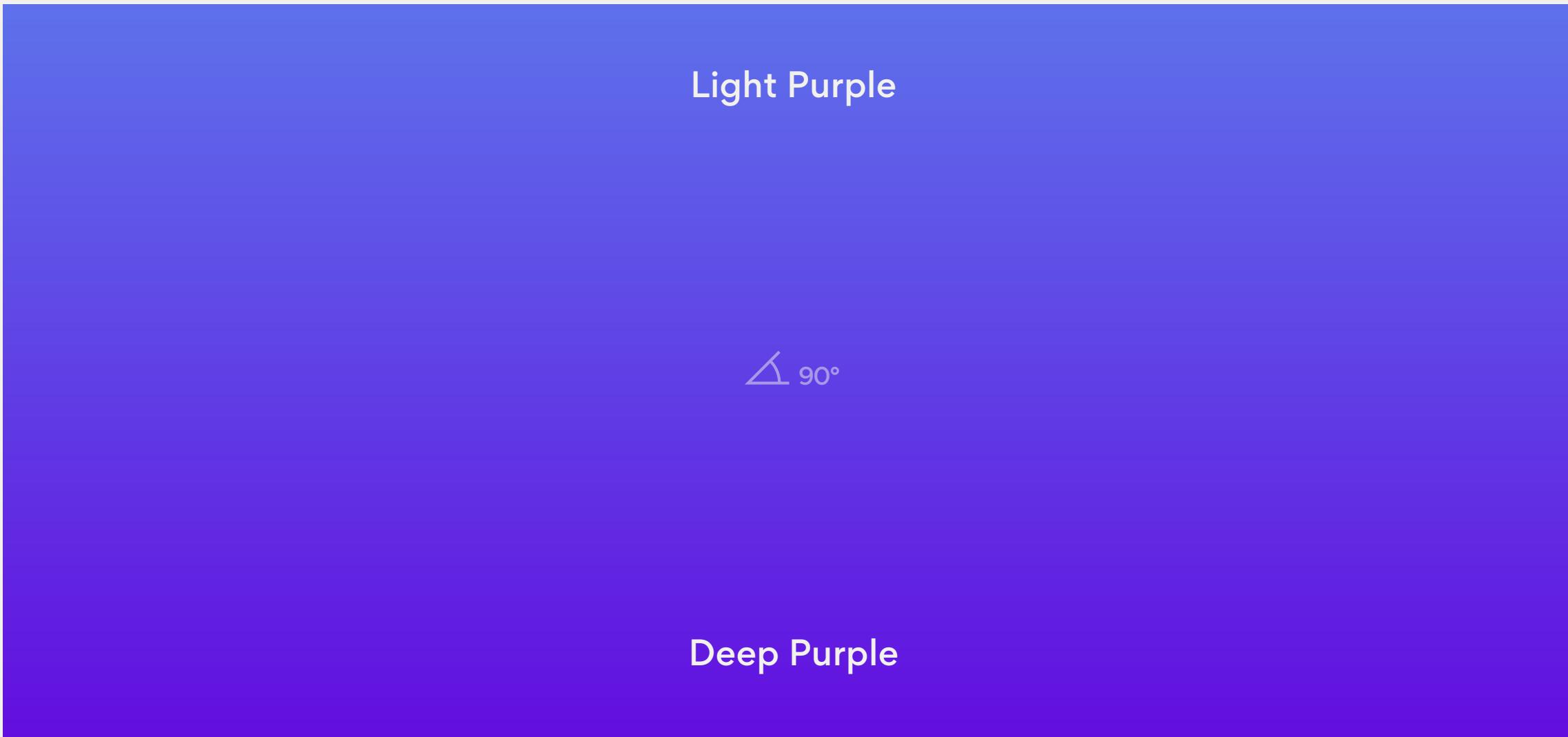
CMYK    84 82 0 0  
RGB      98 14 223  
HEX      620EDF

#### Grey

CMYK    53 43 44 29  
RGB      111 110 109  
HEX      6F6E6D

## Brand Colours

### Gradient



Brand Colours – Logo Application



# 03

# Typography

# NIFTY LEAGUE

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Nexa Rust Sans Black,  
Upper Case

By Gamers.  
For Gamers.

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Press Start 2P Regular,  
Title Case

ABC  
abc

*Bold*

ABC  
abc

*Medium*

ABC  
abc

*Regular*

ABC  
abc

*Thin*

IBM Plex Sans - Font Family,  
Sentance Case

# 04

# Digital Applications

For small-scale use

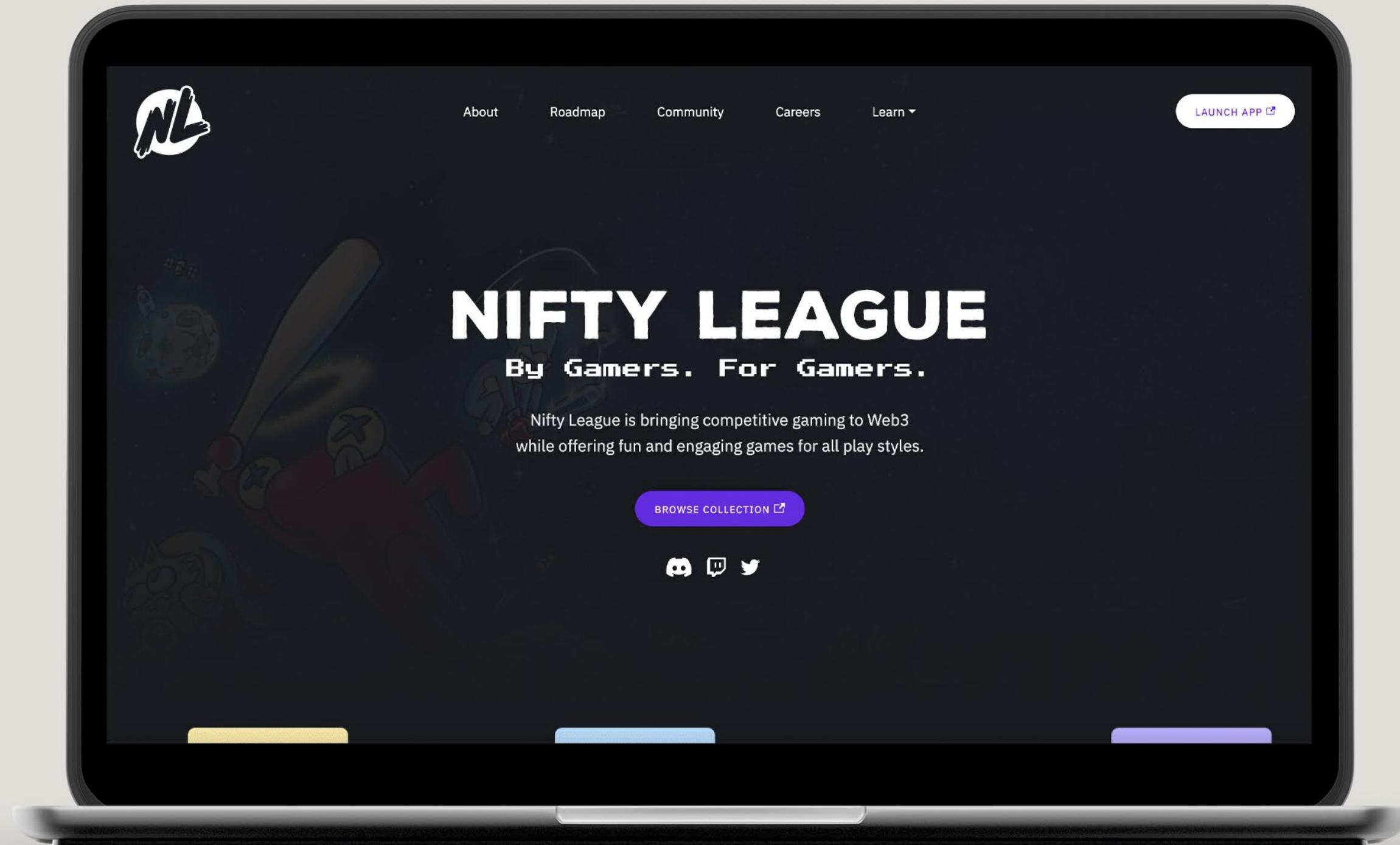


Original Logomark

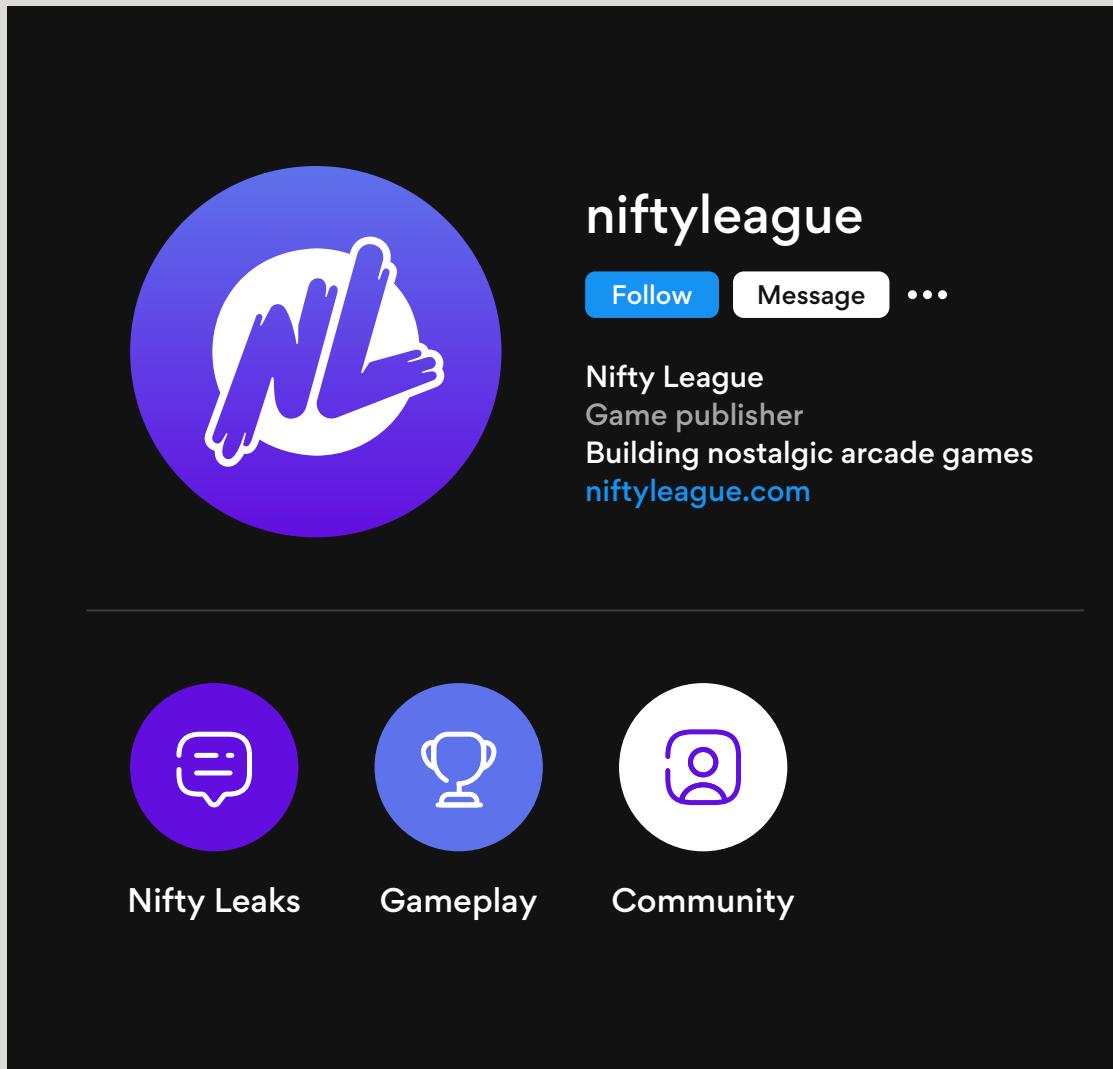
2 x Weighted Outline Added



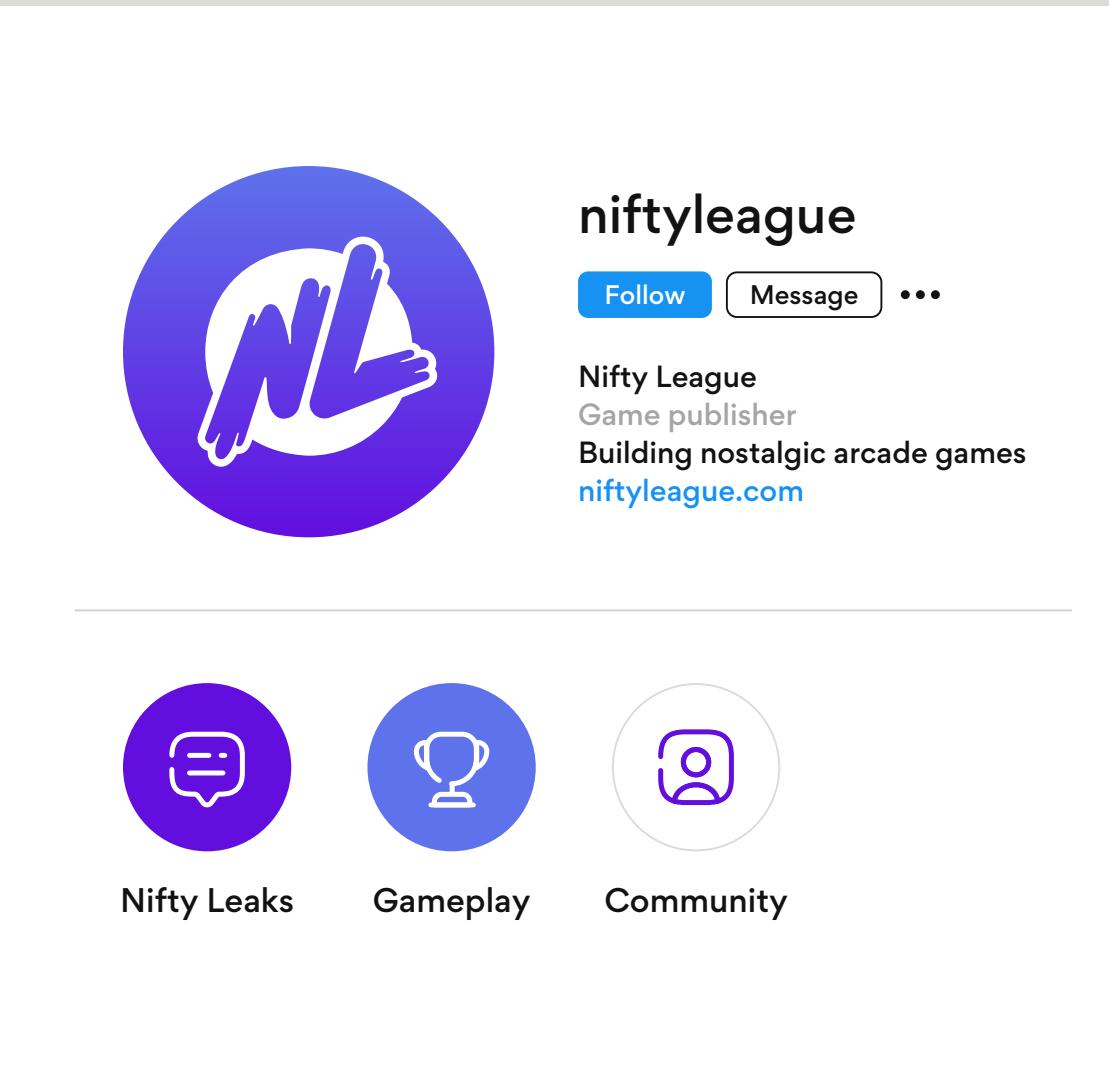
Digital Logomark



Brand Icons - Dark Mode



Light Mode





# 05

# Print

# Applications

Print Applications – Printed Cards



Print Applications – Snapback Cap



Print Applications – T-Shirt



Brand Guidelines



Print Applications – Hoodie





# Nifty League Brand Guidelines