



SANCTUARY
Brand Identity



LOGO

WHERE TO USE THE LOGO

- Discord
- Web Presence (Social Media, Ads, etc.)
- Merch

WHERE NOT TO USE THE LOGO

- Any location that promotes bad behaviour and/or activity
- Anywhere that may defame any other FiveM or Discord server

HOW TO USE THE LOGO VARIANTS

If you are attaching the logo to a light background where there is no colour, use the coloured variant.

If you are attaching the logo to a light background where there is colour, use the dark variant.

If you are attaching the logo to any dark background, use the lite variant.



DON'T CHANGE THE COLOUR



DON'T ADD ANY ARTISTIC EFFECTS



DON'T STRETCH THE LOGO



DON'T ROTATE THE LOGO

LOGO GUIDELINES

Logo Gradient



C 7 R 225
M 83 G 82
Y 73 B 73
K 1

C 17 R 200
M 93 G 54
Y 48 B 96
K 2

HEX: e15249

HEX: c83660

PANTONE:
2348 C

PANTONE:
7635 C

GRADIENT:

Linear gradient of 45°
C1 top right, C2 bottom left



BG Gradient



C 100 R 40
M 100 G 30
Y 227 B 105
K 16

C 91 R 58
M 100 G 31
Y 31 B 93
K 24

HEX: 282169

HEX: 3a1f5d

PANTONE:
2112 C

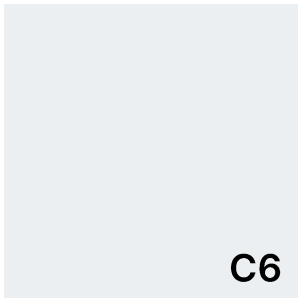
PANTONE:
669 C

GRADIENT:

Linear gradient of 45°
C4 top right, C3 bottom left



Text



C 73 R 17
M 67 G 17
Y 66 B 17
K 83

C 6 R 200
M 3 G 54
Y 3 B 96
K 0

HEX: 111111

HEX: eceff1

PANTONE:
Black 6 C

PANTONE:
656 C

COLOURS

INTER V

Open-Source Typeface
(OFL License)

WEIGHTS

Inter V has a total of seven weights with matching italics for each:
Thin, Extra Light¹, Inter V, Medium, Semi Bold, Extra Bold, and Black.

WEB AND SCREEN

This typeface is available in web formats to be applied to webpages and other digital platforms.

RECOMMENDED WEIGHTS

Titles: Semi Bold, Extra Bold, Black²
Body: Inter V, Medium, Semi Bold

¹ Extra Light should only be used in stylistic graphics whereas Thin should never be used in any application.

² Black should only be used for headlines or where titles will be enlarged.

FONT

Inter V Thin
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Inter V Extra Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Inter V
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Inter V Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Inter V Semi Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Inter V Extra Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Inter V Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Inter V Thin Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Inter V Extra Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Inter V Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Inter V Medium Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Inter V Semi Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Inter V Extra Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Inter V Black Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

This is an example of a headline

Your subtitle would go here

BODY TITLE

This is where your body would be. It would be in either Inter V, Medium, or Semi Bold (depending on the use case).

“This would be an example of a
quote that you could put in the body.”

If you decide to do body text like this in a formal setting, use a justify alignment to make everything uniform from left to right and to fill the space better.

EXAMPLE SPECIFICATION:

Headline:
Inter V Black

Size: 40 points

Subtitle:
Inter V Extra Bold Italic

Size: 20 Points

Body Copy:
Inter V

Size: 14 points

HIERARCHY EXAMPLE

IMAGES FOR TWITTER / INSTAGRAM



EXAMPLE:

Border matches the colour scheme as the logo.

Logo with the words, "As Seen On" in the bottom right.

A slight filter of the logo gradient applied over top of the image or video.

SOCIAL MEDIA EXAMPLE