# BRAND GUIDELINE

netmarble

# About Us

Established in 2000, Netmarble has thrived as one of the top mobile game companies on the global scene with the sole purpose of providing players with an epic gaming experience. More than 3,500 Netmarble employees at the main office located in Seoul, Korea and 7 overseas offices have dedicated their passion and love for games into each and every Netmarble titles.

Netmarble has grown into one of the Top 10 global mobile game publishers, successfully delivering hit titles including Lineage2 Revolution, Everybody's Marble, Seven Knights, and MARVEL Future Fight. As the largest shareholder of Jam City, a leading casual game developer, and a parent company to Kabam, a top global game developer of massively multiplayer free-to-play games, Netmarble leads mobile gaming trends in every global market.

Netmarble will continue to promote its abilities and expertise as a global gaming culture company in order to provide player-friendly service and more fun games.

# LOGO GUIDELINE

# Logo Anatomy

The position and proportions of the logo are strictly fixed.
They must not be changed or redrawn for any reason.
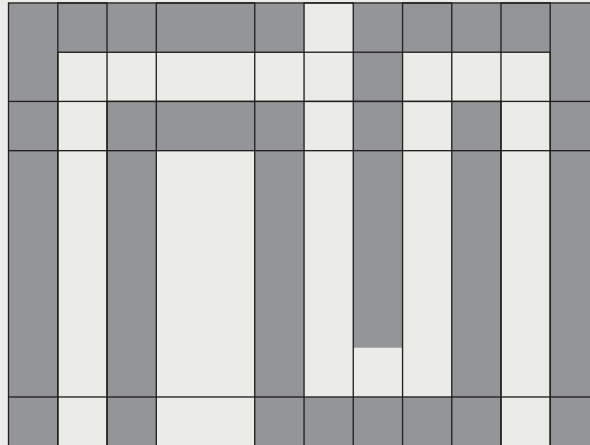
# Clearspace

There should be sufficient clear space around the logo to let it breathe and prevent it's clarity and visual impact from being obstructed. This seems like it should be a no-brainer but let's say someone wants to put your logo into a cramped little corner and that is all the space they have—looking at your guidelines, they will know not to do that.

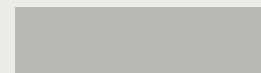# Monochrome & Grayscale
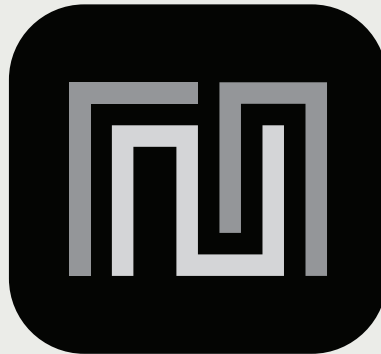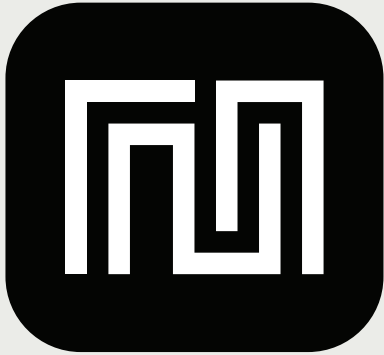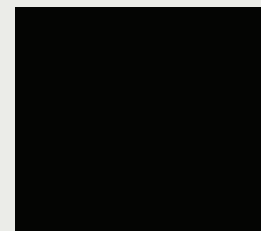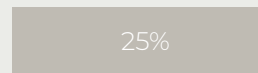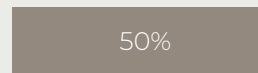
# Colors & Background

# Color Palette

## *Primary Color Palette*

Accurate colors information, it includes: Pantone color name and number, CMYK (print color) and the RGB and Hex codes (digital color).

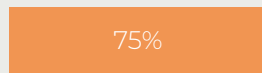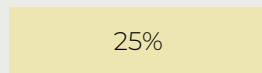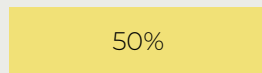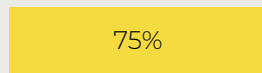These colors cannot be changed as they are the primary colors for the brand.

| Name: Web Gold | Name: Pumpkin | Name: Brown Pod | |
|---|---|---|---|
| Hex #fbd702 | Hex #f47820 | Hex #3d2918 | |

### Web Gold
**Pantone**
116 C
**CMYK**
C:3 M:12 Y:100 K:0
**RGB**
251, 215, 2
38% R, 35% G, 7% B

### Pumpkin
**Pantone**
16-1356 TCX
**CMYK**
C:0 M:65 Y:100 K:0
**RGB**
244, 120, 32
95.69% R, 47.06% G, 12.55% B

### Brown Pod
**Pantone**
4625 C
**CMYK**
C:53 M:67 Y:81 K:67
**RGB**
61, 41, 24
24% R, 16% G, 9% B

| 75% | 75% | 75% | |
| 50% | 50% | 50% | |
| 25% | 25% | 25% | |
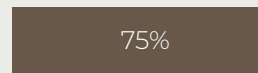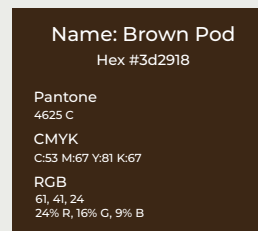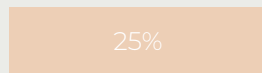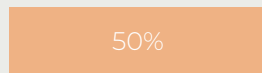
We hope you enjoy
our games!