

ShardGate Brand Rules

This document defines the complete and final brand system for ShardGate. No legacy brands exist. These rules are authoritative.

Company Pitch: ShardGate is an indie game studio creating original games and high-quality Minecraft content.

1. Brand Identity

ShardGate is an indie game studio producing games and Minecraft-related projects under a single parent brand.

There are **labels**, not sub-brands: - **ShardGate MC** — Minecraft-related projects

Labels describe project scope only. They never override the parent brand.

Minecraft Project Aesthetic: All ShardGate MC projects follow a green-centric aesthetic to visually differentiate Minecraft-related content.

2. Logo System

Primary Logo

- Green portal with purple diamond.
- Logo must be used exactly as provided.
- No reshaping, recoloring, outlining, or effects.

Logo Integrity

- Maintain original proportions at all times.
- No rotation, skewing, or cropping.
- No backgrounds, badges, or containers added behind the logo.

Placement

- Logo always appears in the **bottom-left corner**.
 - Logo position is fixed across all artwork.
 - Clear padding required on all sides.
 - Logo must remain secondary to the artwork or title.
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3. Label Usage

- Labels are **text-only**.
- Label text is placed **to the right of the logo**.
- Logo + label form a single locked unit.
- The logo + label unit always appears in the **bottom-left corner** of the artwork.
- Labels must never appear without the logo.

Allowed label text: - ShardGate MC

No other labels are permitted.

4. Typography

- **Inter Variable 4.0** only.
 - Use **Bold** weight for labels.
 - No custom tracking, outlines, or effects.
 - Maintain clean, modern readability.
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5. Color System

Primary Colors (Locked)

ShardGate Green – Core - #3BC341

ShardGate Green – Deep - #2E8F35

ShardGate Green – Soft - #6FE37A

ShardGate Purple – Core - #8000EC

ShardGate Purple – Deep - #5E00B0

ShardGate Purple – Soft - #A45BFF

Usage Rules

- Core colors define identity.
- Deep variants are used for shadows, depth, or emphasis.
- Soft variants are used for highlights or secondary fills.
- Do not mix green and purple in the same gradient.
- Do not introduce new hues.
- **Minecraft projects prioritize green tones in all visuals.**

6. Backgrounds & Gradients

General Rule

- ShardGate does **not** rely on gradients.
- Solid colors or illustrated backgrounds are preferred everywhere.

Artwork Backgrounds

Artwork backgrounds are visuals where content is the focus.

Examples: - Game key art - Minecraft thumbnails - Promotional banners

Rules: - Gradients are **allowed but optional**. - Solid colors are the default. - If used, gradients must follow these limits: - Two color stops maximum - Same hue family only - Vertical or horizontal only

Branding Surfaces

Branding surfaces exist to represent the brand itself.

Examples: - Logos - Icons - Avatars - Profile images

Rules: - **No gradients allowed**. - Solid colors only.

7. Icons & Thumbnails

- Avoid gradients where possible.
 - Must remain readable at **32×32**.
 - No small text inside icons.
 - Logo must not be the focal point.
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8. Do / Don't Summary

DO

- Use the logo exactly as-is.
- Keep logo bottom-left consistently.
- Use Inter Variable 4.0 Bold for labels.
- Use only approved color variants.
- Keep branding secondary.

DON'T

- Don't create sub-brands.
 - Don't add boxes or badges behind the logo.
 - Don't invent new colors.
 - Don't center the logo.
 - Don't let branding overpower content.
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9. Platforms & Community

- All public accounts use the name **ShardGate**.
 - No alternate spellings or legacy names.
 - Profile images use the logo mark only.
 - No labels in usernames.
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10. Documentation & Metadata

- Project descriptions use clear, neutral language.
 - Category clarification uses plain text only (e.g. "Minecraft project").
 - No marketing language in technical documentation.
 - README files identify ShardGate once at the top.
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11. Final Test

Remove the logo.

If ShardGate identity disappears, the asset is correct.

If it does not, the branding is too strong.

No exceptions.