Brand identity
FoxGibbon

Design	Logo & Brand Identity Guidelines
Company	FoxGibbon
Date	12/07/2022
Designer	Thomas Mott

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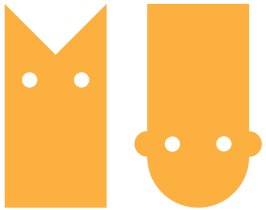
Icon



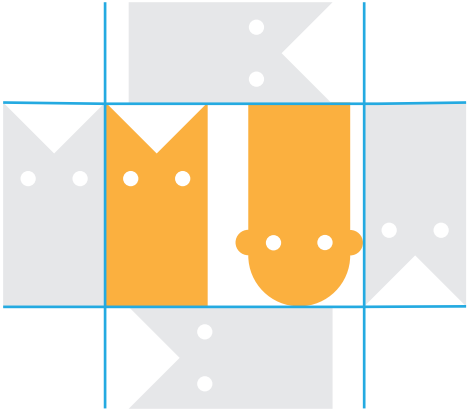
Primary Logomark

Clear space

Clear space prevents type, imagery or other graphic elements from interfering with thelegibility of our logo.

No graphic elements should encroach the border around the logomark.This space is determined by 50% height of logomark on each side.

Measure the clear space for the icon logomark by the width of the fox.



Do Not: Logomark

Do not resize or change the position of the logomark.

Do Not: Fonts

Do not use any other font, no matter how close it might look to Nexa

Do Not: Sizing

Do not use squish or squash the logo. Any resizing must be in proportion.

Do Not: Colors

Do not change the colours even if they look similar. Use the official colour specifications detailed in these guidelines

Logo variation

Logo usage depends on background and production.

On a white background, use full color or one color version

Full color

Monochrome

There are variations of the logo that can be used in print and branding, see right example.

Branding variation

Personality

Expressive

Expression is the foundation of our company. As a game studio we encourage anyone and everyone to express themselves.

Playful

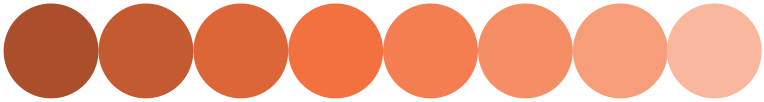
Open-minded. Open-hearted. An open book. We aim to be transparent.

Collaborative

If its user testing, or a game jam collaborating with others is always the way to create usable, intersting & enjoyable games.

Priamary colors

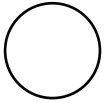
#F3713F



#FBB040

#303642

#FFFFFF

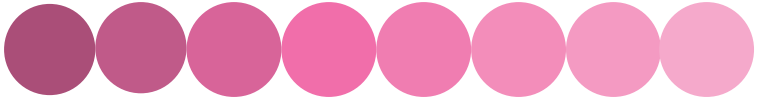


secondary colors

#4BB8E9

#5558A6

#F07OAA



The Typeface Family

Only one font styles are used for the logo, typeface family: Montserrat

Montserrat (Bold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£$%^&*()

Montserrat (Regular)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£$%^&*()

Cabin (Bold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£$%^&*()

Cabin (Regular)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£$%^&*()

Article Title

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Link

Call to action

Fox
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