



CSE

ENTERTAINMENT

GRAPHIC GUIDELINES

HORISONTAL LOGO



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VARIATIONS OF HORIZONTAL LOGO



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VERTICAL LOGO



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VARIATIONS OF VERTICAL LOGO



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LOGO MARK



VARIATIONS OF LOGO MARK

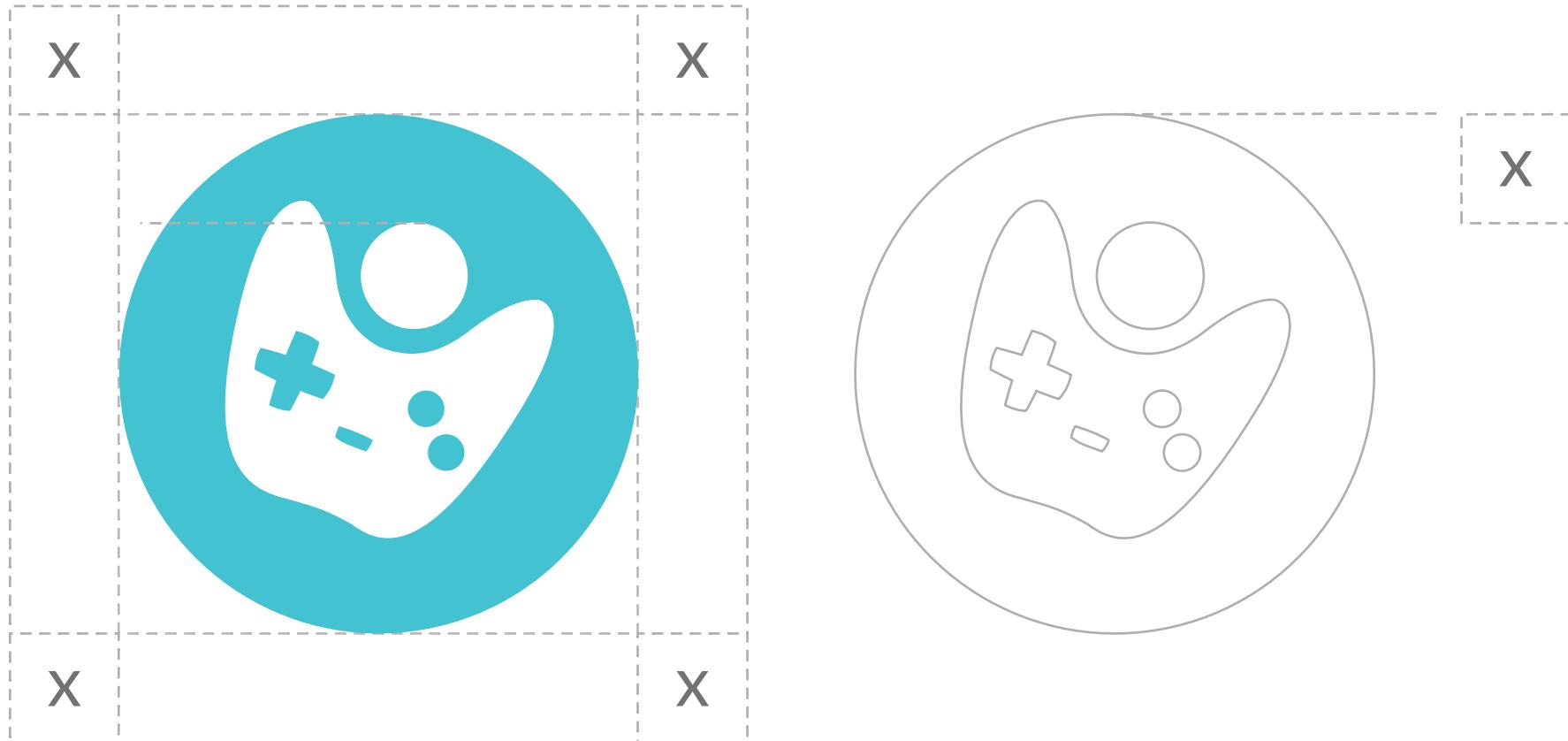


LOGO SAFETY ZONE AND SIZE



Use height from bottom of the **e** to the top of
the vertical line for the safety zone

LOGO MARK SAFETY ZONE AND SIZE



Use height from the top of the
logo to the top of the head

LOGO RESTRICTIONS



Do not use text without
logo mark



Do not change colors



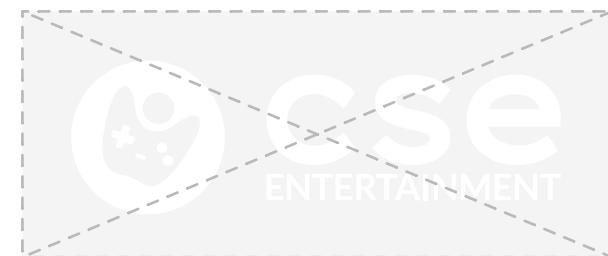
Do not adjust logo
proportions or details



Do not tilt logo



Make sure there is enough contrast between the
background and the logo



Do not use visual
effects on logo



Do not redesign logo



Jay's fitness

Do not use logo mark
with other logo texts

USING THE LOGO WITH DIFFERENT BACKGROUNDS



When using the color logo make sure it stands out clearly from the background. Using a white gradient behind the logo can be a useful tool.



The white logo is well suited for darker images or colorful graphic elements.



The black logo is well suited for very bright images. Using a white gradient behind the logo can be a useful tool.

LOGO PLACEMENT



Place the logo in a spot where it has space, works well with the composition of the image, and doesn't cover important aspects of the image.



The vertical logo is well suited for compositions where there is plenty of space for it.



The logo can be placed in the lower right corner for a more subtle effect.

BRAND TYPOGRAPHY

Lato

Titles

Black

Subtitle 1

Bold

Subtitle 2

Light

Heading

Regular

Body

Regular

Example

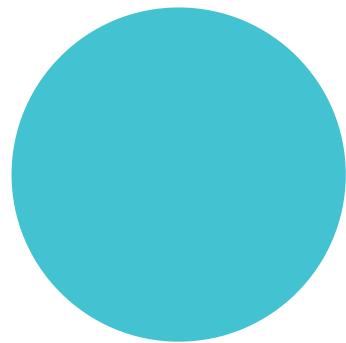
iWall

Get your game on!

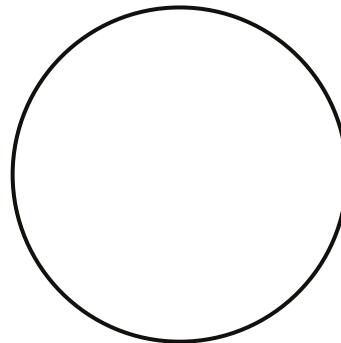
iWall is a fun and innovative exergaming product with diverse content for both children and adults. iWall suitable for almost any situation. We have an ever expanding library of games that are each developed to target specific motor skills, muscle groups and fitness goals

PRIMARY COLORS

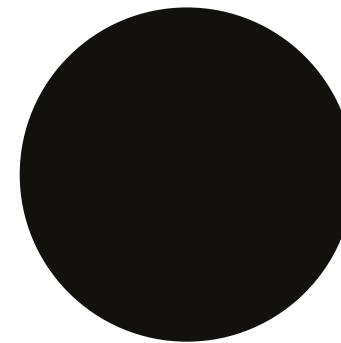
The primary colors are used for marketing materials promoting CSE Entertainment as a whole or a specific product.



Turquoise
RGB; 67, 195, 209
HEX; #43C3D1
CMYK; 64, 0, 19, 0
Pantone; 2227 CP



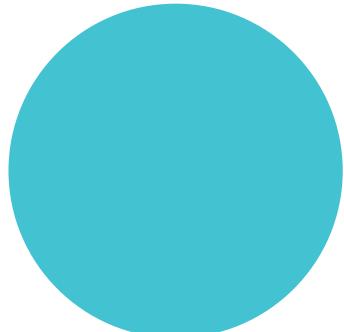
White
RGB; 255, 255, 255
HEX; #FFFFFF
CMYK; 0, 0, 0, 0



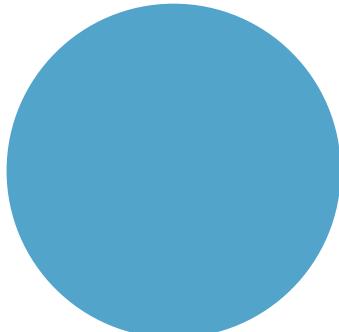
Black
RGB; 22, 19, 18
HEX; #161312
CMYK; 71, 67, 67, 82
Pantone; Black 3 CP

SECONDARY COLORS

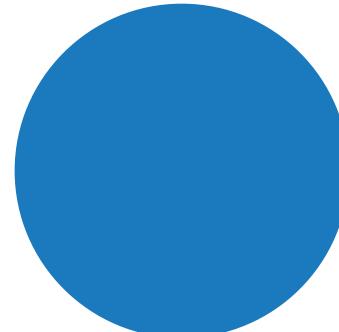
The secondary colors may serve as accents to the primary colors in marketing materials promoting CSE Entertainment as a whole. They are also used in materials promoting specific products. Avoid using many of the secondary colors at the same time.



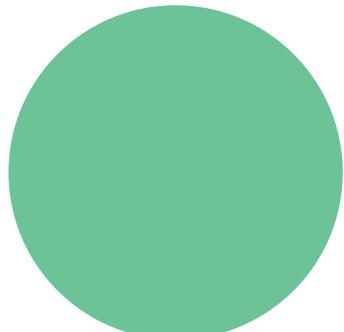
Turquoise
RGB; 67, 195, 209
HEX; #43C3D1
CMYK; 64, 0, 19, 0
Pantone; 2227 CP
Used with; iWall



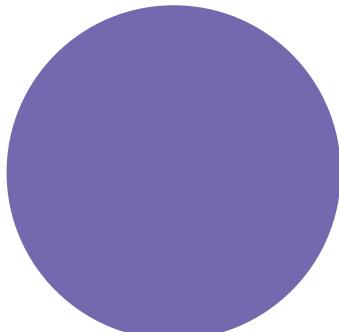
Light Blue
RGB; 83, 164, 202
HEX; #53A4CA
CMYK; 65, 21, 10, 0
Pantone; 2183 CP (Tint 86)
Used with; tapWall



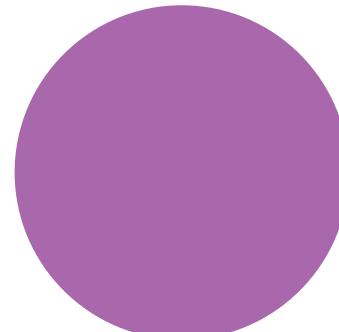
Blue
RGB; 31, 122, 188
HEX; #1F7ABC
CMYK; 84, 46, 2, 0
Pantone; 2174 CP
Used with; rebabWall



Green
RGB; 111, 194, 152
HEX; #6FC298
CMYK; 57, 1, 52, 0
Pantone; 2413 CP (Tint 84)
Used with; runBEAT



Purple
RGB; 115, 106, 174
HEX; #736AAE
CMYK; 62, 64, 1, 0
Pantone; 2096 CP (Tint 86)
Used with; groupBEAT



Light Purple
RGB; 170, 105, 171
HEX; #AA69AB
CMYK; 35, 69, 0, 0
Pantone; 7655 CP (Tint 94)
Used with; cycloBEAT

VISUAL ELEMENTS



EXAMPLES OF HOW TO USE THE VISUAL ELEMENTS



A promotional graphic for runBEAT at Activity Parks. It features two women running on treadmills in front of a large screen displaying the runBEAT logo. The background is a green gradient with white text: "runBEAT at Activity Parks" and "Activity Park in Finland 1/10 - 11/11 2019". Below this, a line graph shows average play hours per day from October 1st to November 10th, with a peak around October 21st. A legend indicates "W = Weekends". To the right, four statistics are listed with icons: 13 hours and 25 minutes of play per day on average, 21 hours and 48 minutes of play on the busiest day, 485 player sessions per day on average, 416 hours of play in a month, and 2 treadmills installed. The CSE Entertainment logo is at the bottom.

runBEAT at Activity Parks
Activity Park in Finland 1/10 - 11/11 2019

Located in Vantaa, this acitcity park has something to offer for the whole family with facilities such as trampolines, skate park, foampit, slides and fitness games. runBEAT is very popular there and is located in large space next to other activites.

Hours per day

W = Weekends

Date	Hours per day (approx.)
1.10	5
5.10	16
9.10	5
13.10	16
17.10	16
21.10	18
25.10	16
29.10	8
31.10	10
1.11	10
5.11	10
9.11	10
13.11	10
17.11	10
21.11	10
25.11	10
29.11	10
31.11	10

13 hours and 25 minutes of play per day on average
21 hours and 48 minutes of play on the busiest day
485 player sessions per day on average
416 hours of play in a month
2 treadmills installed

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