MOMENTUM > MOD

BRANDING GUIDELINES
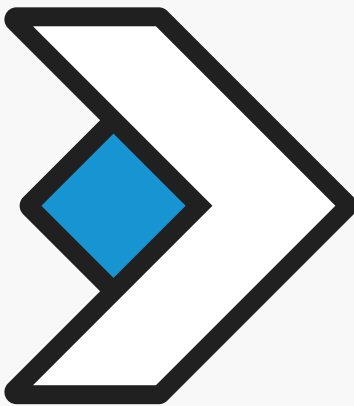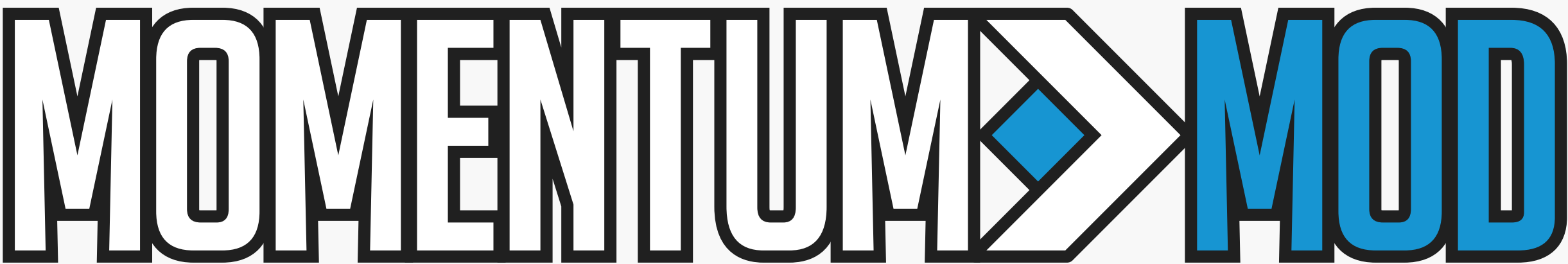
UPDATED JUNE 2021

LOGO AND TITLECARD

These are the logo and titlecard are used in Momentum's branding and their respective colors.

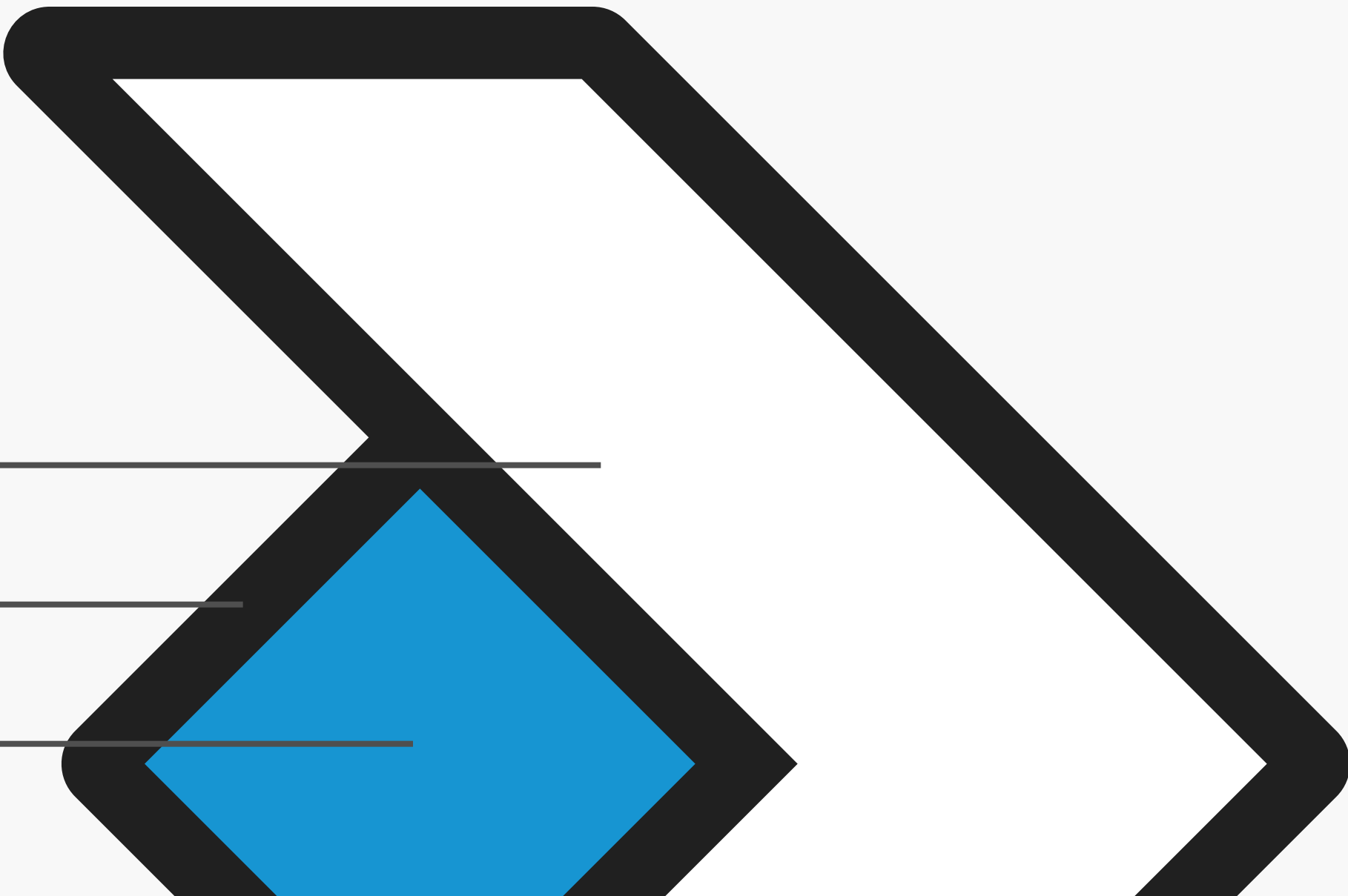The titlecard uses the free version of Bebas Neue, see more info on page 3.

LOGO

TITLECARD

COLORS:

#FFFFFF

#202020

#1896D3

FONTS USED IN THE BRANDING

Momentum Mod uses two different fonts for its branding.

Bebas Neue

This font in it's Regular weight (The free version of the font) is used in titles, buttons in the game's UI and on the titlecard itself.

Its free version can be downloaded on Google Fonts. It is also available in a "Pro Version" through Adobe Fonts and purchasable on MyFonts.com

Roboto

This font is used throughout the in-game UI and on the game's website.

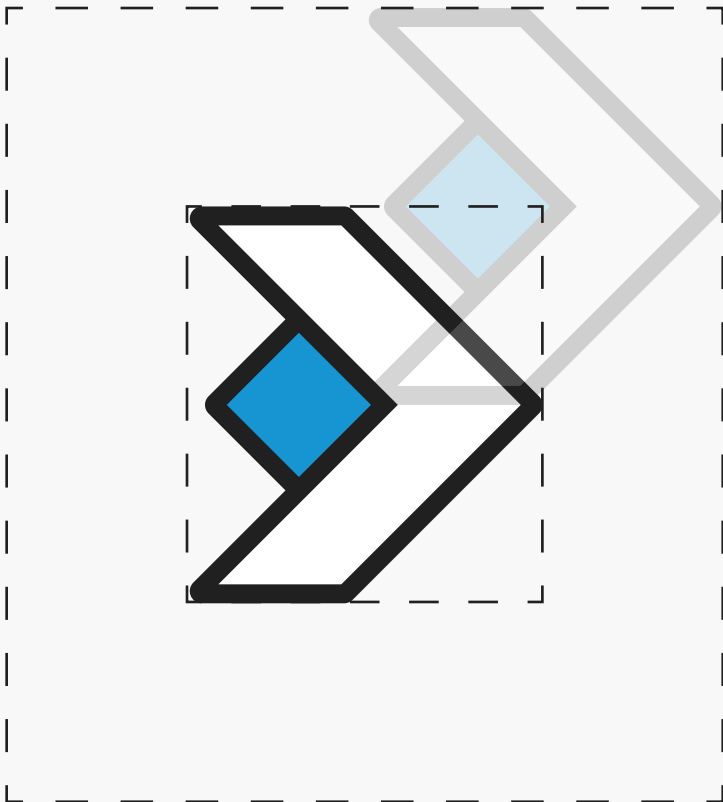It's free and can be downloaded on Google Fonts, Adobe Fonts, dafont and other popular font providers.
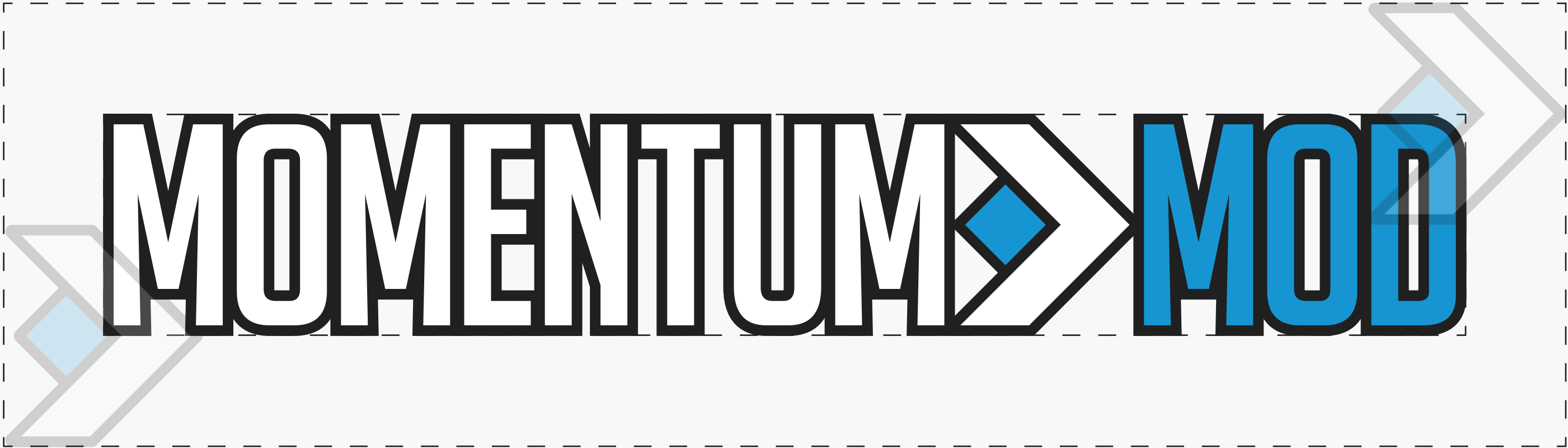
HOW TO SPACE THE LOGO

To ensure the best readability of logo, please allow at least 50% of the logo's width and height around either the logo or the titlecard.

GIVE THE LOGO AND TITLECARD AT LEAST 50% OF THE LOGO'S WIDTH AROUND EVERY SIDE IN ORDER TO ENSURE GOOD READABILITY
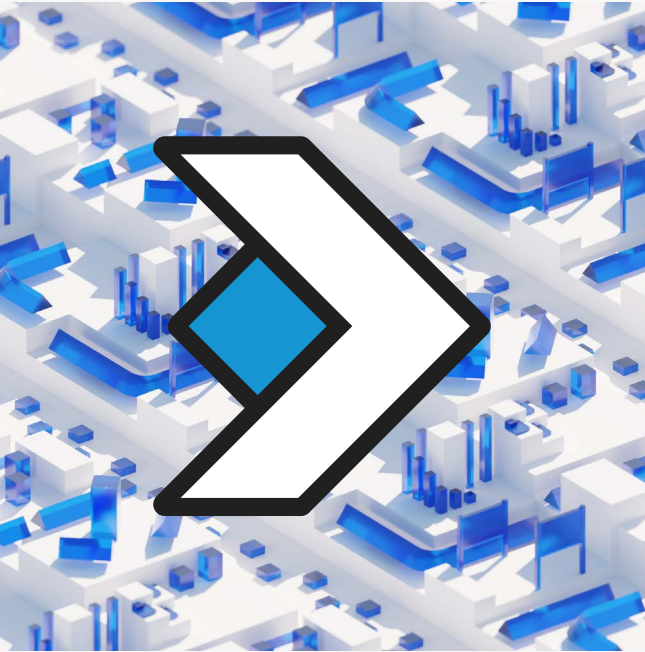
LOGO USE GUIDELINES

Our logo is a very easily recognized aspect of the Momentum Mod brand, and as such should be presented in an easily recognizable form to users around the world.
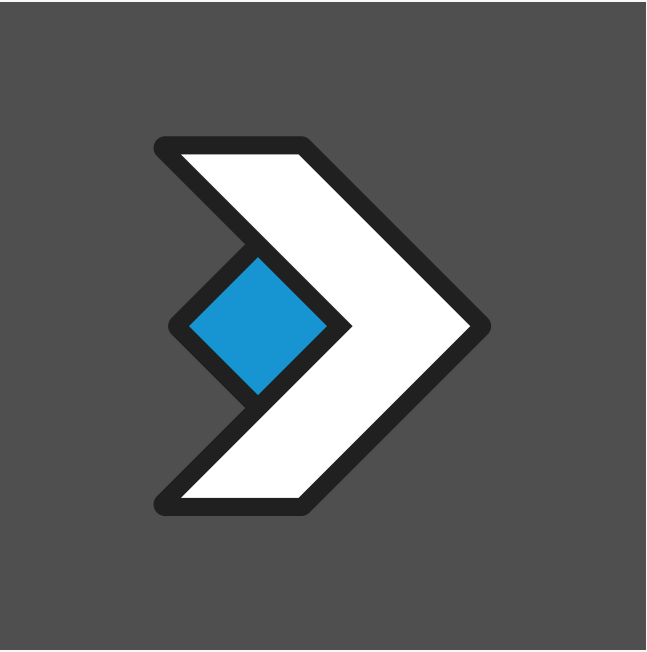
How to use the logo properly:

It's important that the appearance of the logo remains consistent. The logo should not be misinterpreted, modified, or added to. Its orientation, color, and composition should remain as indicated in this document — there are no exceptions.

- Only use the titlecard/logo on one of the backgrounds shown on the right.

- Do not rotate, deform or modify the logo in any aspect.

- Keep the Momentum Blue, Grey and White while using the logo. Do not change the logo color or tone outside of the brand colors. Do not apply a gradient to the logo or wordmark.
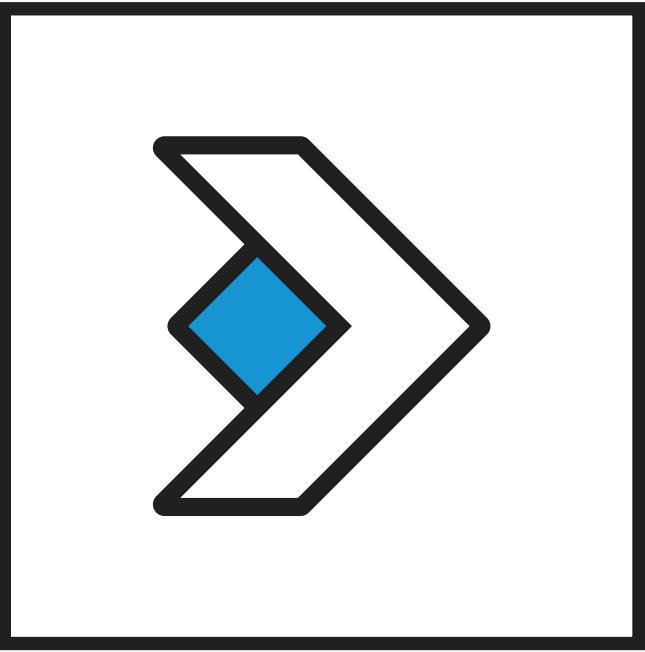
- Do not remove the outline stroke.

USE THE TITLECARD/LOGO ON THESE BACKGROUNDS:

3D BACKGROUND   **#4F4F4F**   **#FFFFFF**

DO NOT DO THIS TO THE TITLECARD/LOGO:

ROTATE   **DEFORM**   **MODIFY**

APPLY GRADIENT   **CHANGE COLORS**   **REMOVE OUTLINE STROKE**