RAID GUILD

Brand Guidelines

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Logo

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1.1 Logo Concept

The logo is the primary identifier for our brand. It is comprised of two elements, the crossed sword logomark and the Raid Guild logotype.

Because this logo is such a recognizable and widely used asset, it is important that it is used consistently.

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y identifier for
ised of two
word logomark
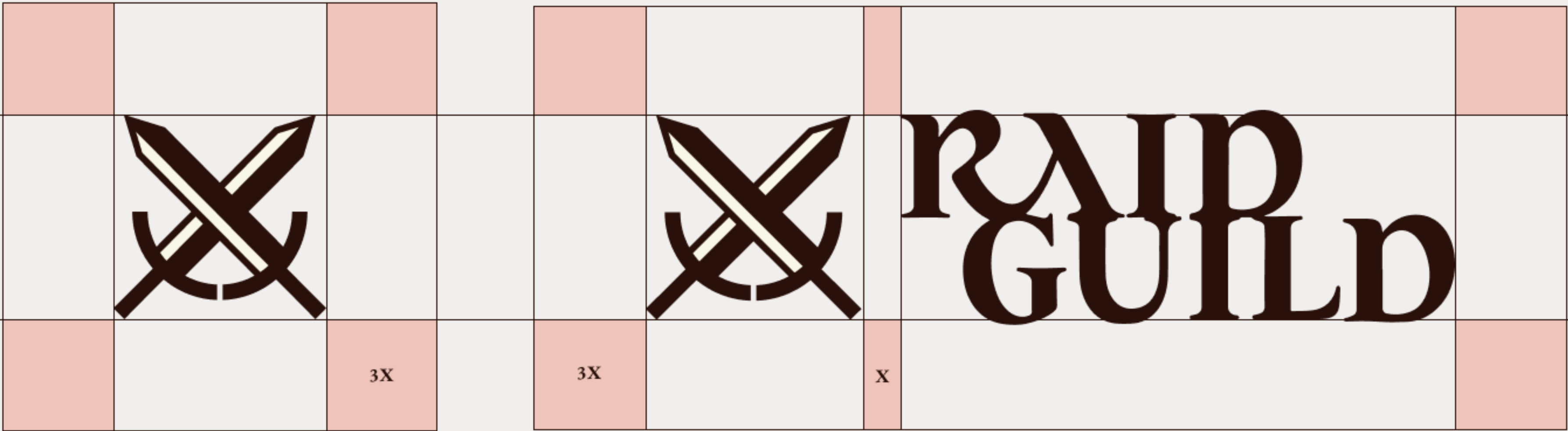gotype.

h a recognizable
it is important
ntly.

1.2 Logo Structure

The proportions of the logo should not change. The width of one sword blade in the logomark is a spacing metric for the sizing and clear space.

1.3 Clear Space

The exclusion zone ensures the logo remains legible by isolating it from competing visual elements such as text or other graphics.

3X

3X

X

The exclusion zone is equal to 3X, as determined by the size of one sword blade in the logomark.

1.3 Clear Space

The exclusion zone ensures the logo remains legible by isolating it from competing visual elements such as text or other graphics.

3X

3X

X

1.4 Minimum Size

The minimum size ensure legibility of
the brand logo.

MINIMUM WIDTH 24PX

MINIMUM WIDTH 92PX

1.5 Background Application

When overlaying the logo on colors,
always ensure there is enough contrast
to meet accessibility standards.

1.5 Background Application

When overlaying the logo on colors,
always ensure there is enough contrast
to meet accessibility standards.

1.7 Misuse

To maintain the integrity of the logo it is important to use the logo as described in these guidelines. Please avoid altering it in any way.

DON'T SQUASH OR STRETCH

DON'T CHANGE ELEMENTS

DON'T ROTATE

DON'T APPLY SHADOWS OR EFFECTS

DON'T USE UNAPPROVED COLORS

DON'T OUTLINE

Color

2.1	Primary Palette
2.2	Secondary Palette
2.3	Combinations

2.1 Primary Palette

The primary palette uses a warm-hued high contrast combination of red, off black, and off white. The palette is warm and energetic to inspire action.

NAME: MOLOCH 400
HEX: #D25C41
CMYK: 0/56/69/18

LARGE AA 3.64
AA 4.55

NAME: MOLOCH 800
HEX: #29100A
CMYK: 0/61/76/84

AA 4.55
AAA 16.61

NAME: SCROLL 100
HEX: #F9F7E7
CMYK: 0/1/7/2

LARGE AA 3.64
AAA 16.61

2.1 Primary Palette

The primary palette uses a warm-hued high contrast combination of red, off black, and off white. The palette is warm and energetic to inspire action.
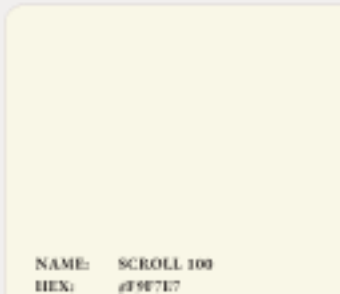
NAME:	MOLOCH 400
HEX:	#D25C41
CMYK:	0/56/69/18

NAME:	MOLOCH 800
HEX:	#29100A

AA 4.55

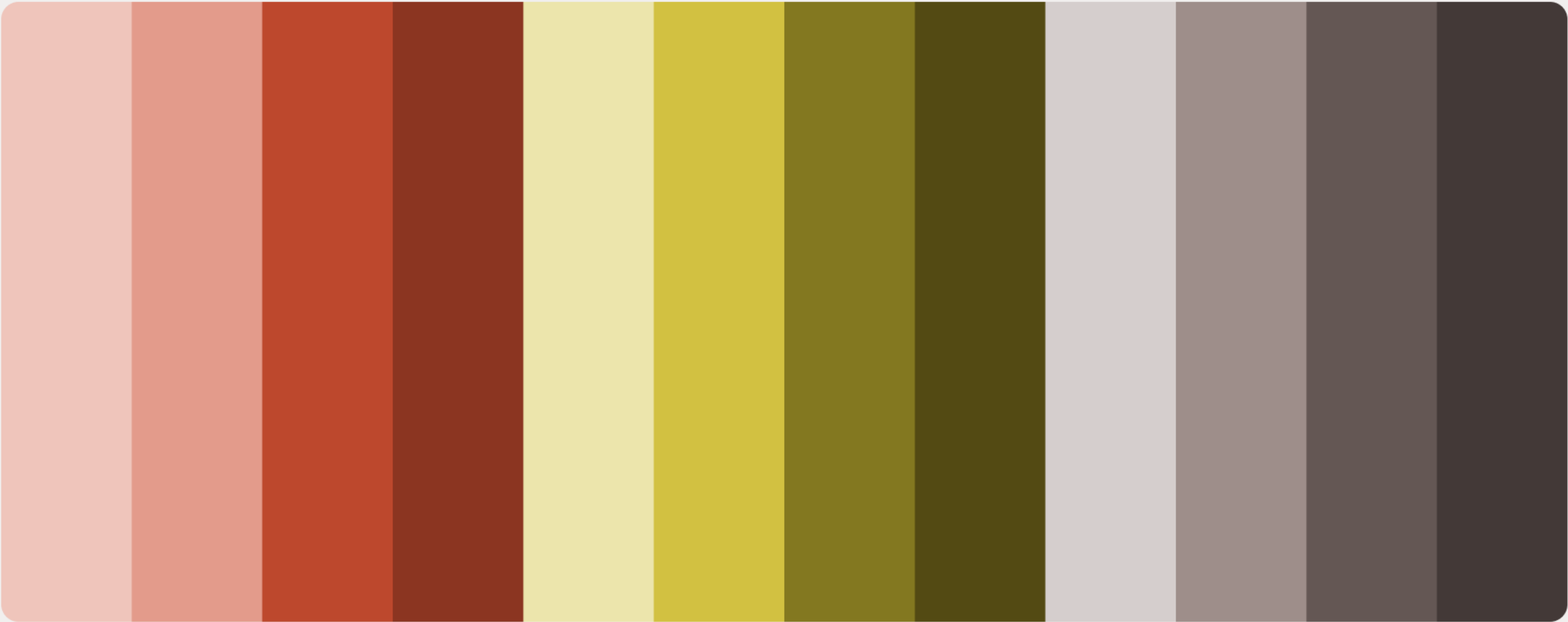| NAME:	SCROLL 100
HEX:	#F9F7F7

2.2 Secondary Palette

The secondary colors expand on the primary brand colors to add depth to UI elements, layouts, and illustrations.

Use these colors sparingly in brand and marketing graphics to avoid diluting brand recognition.

Palette

expand on the
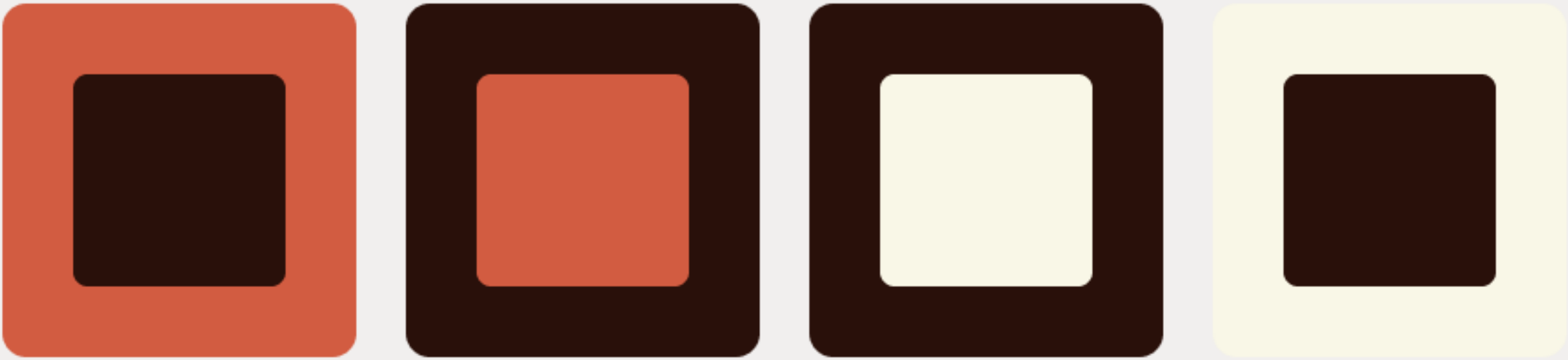o add depth to
nd illustrations.

Use these colors sparingly in brand and
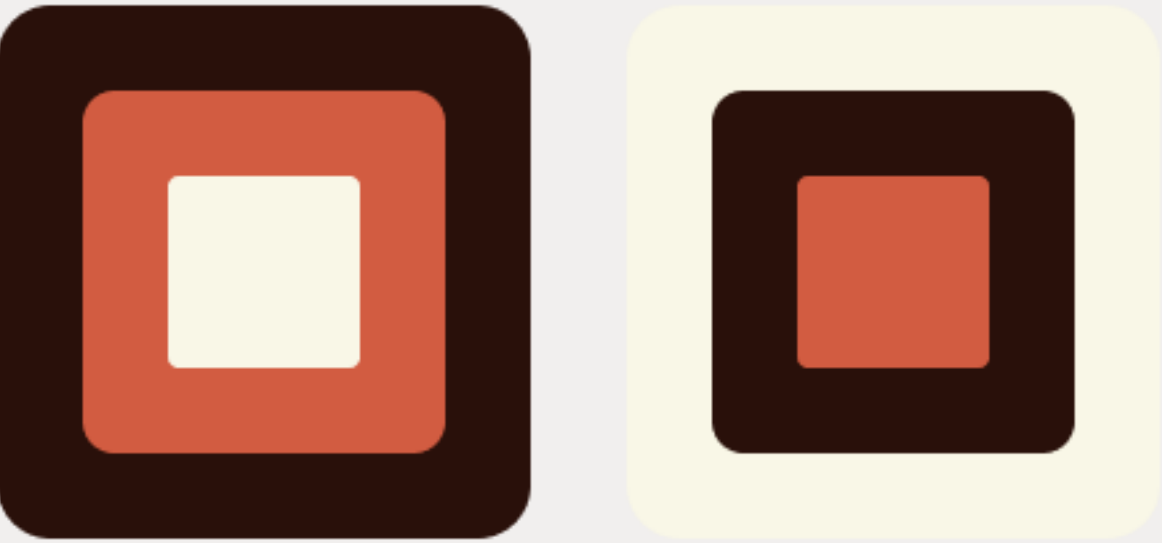marketing graphics to avoid diluting
brand recognition.

2.3 Combinations

For brand and marketing graphics, use any of the following combinations of colors. Support these combinations with neutral text and accent colors that meet accessibility standards.

Typography

3.1 Display Typeface

Mazius Display is the display typeface. It is a high-contrast serif font with a calligraphic feel, influenced by latin chancery hands. The bold weight is preferred for headlines to editorialize layouts. The two italic weights can be combined to increase expressiveness. Use for headlines and brand graphics.

Mazius Display

by Collletttivo

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
.?!,:;-()[]{}"/@#$^&*+=±§<>

Mazius Display

by Collletttivo

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
.?!,:;-()[]{}"'/@#$^&*+=±§<>