



## BRAND GUIDELINES

FEBRUARY 2014

# CONTENTS

## LOGO

1

General Usage  
Brand mark Usage  
Choosing logo  
Misusage

## COLOR

7

Primary  
Secondary

## TYPEFACE

9

Primary  
Special cases  
Kerning

## LAYOUT

12

Orange bar  
Margins  
Logo & URL



Brand mark

Logo

# LOGO USAGE

Our logo is used in a vertical <sup>(1)</sup> and horizontal <sup>(2)</sup> lockup and we prefer that they are not made too small<sup>(3)</sup>. Both logos need clear space <sup>(4)</sup> to be read in the best possible manner, while the clear space needs to be defined by using the height of the first 's' one or two times as shown.

Both logos can be used in black or pure white and both can be shown in grayscale from 40% to 100% black <sup>(5)</sup>. Never apply any colors or effects.

01. VERTICAL LOCKUP



02. HORIZONTAL LOCKUP



03. LOGO MINIMUM SIZES



04. LOGO CLEAR SPACE



05. PURE WHITE AND GRAYSCALE VARIATIONS





## USING THE BRAND MARK ON ITS OWN

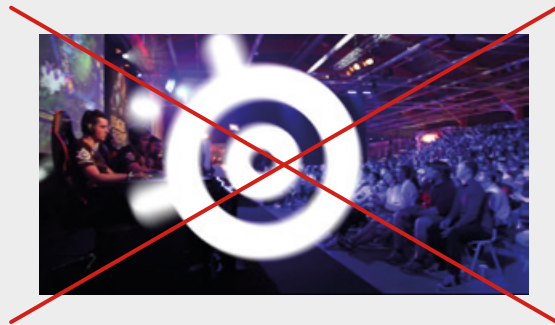
We only use the brand mark by itself on products. Everywhere else the brand mark should never be disconnected from the logo. While thousands of gamers worldwide recognize our logo we still need to introduce ourselves properly to those who don't.

# LOGO BRANDMARK

Below you will see examples of how not to use our brand mark.



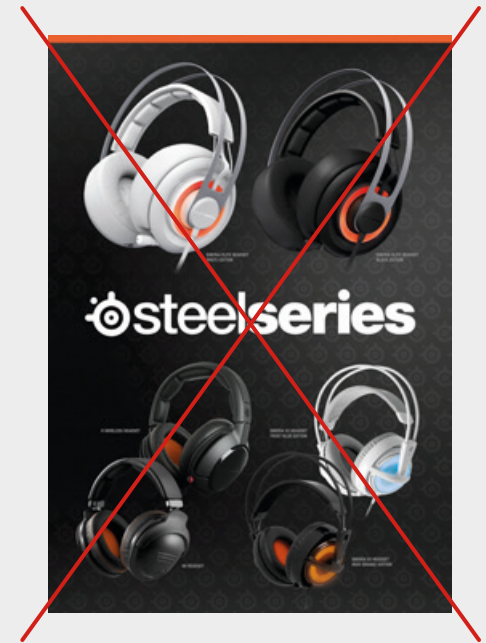
01. CROPPED AND COVERED



02. ANIMATED VIDEO EFFECT



02. BACKGROUND PATTERN ON BOOTH WALL ART

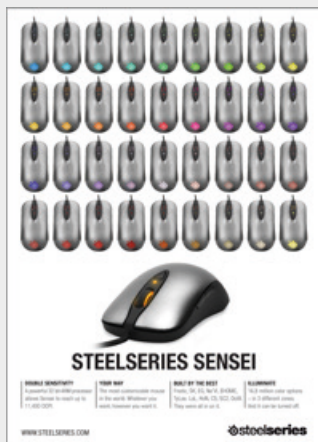


03. BACKGROUND PATTERN ON FLYER



# LOGO CHOICE

The horizontal lockup is our primary choice of logo usage as it most clearly communicates our brand name. The square lockup is currently used on the front of our packaging, in addition to cases where our logo is the center of attention and the medium has square proportions.



01. MAGAZINE ADVERTISEMENT



02. POSTER.



03. LARGE SCALE BANNER



04. VIDEO END SCREEN

# LOGO MISUSAGE

Our original logo with a tagline is now retired and should't be used. It's not because we won't continue to make peripherals for professional gamers (we will always do that), but the SteelSeries of today creates products for all gamers that demand high quality and performance.





# LOGO MISUSAGE

## 01. BEST ON ITS OWN

Don't add effects like drop shadow or any other effect you can imagine.

## 03. WHO IS THAT?

Don't outline the logo. It makes it hard to read and it just doesn't look cool unless it's bent in neon.

## 05. NO EFFECTS

We love gradients but not on our logo. Please don't add any effects. Keep it solid colors ONLY.

## 07. SOMETHING IS MISSING...

Don't remove elements from our logo such as the upper left dot in our brand mark.

## 09. DON'T STRETCH IT

Please don't stretch or pinch our logo.

## 11. TILTING

Refrain from turning our logo around by even a degree.

## 02. WATCH OUT WHEN RESIZING

Don't resize the logo in raster. We don't like when our logo turns blurry or gets jagged edges.

## 04. NO COLORS

Don't add any color to our logo other than what we specified on the page to the left.

## 06. IT'S ALL GONE PEARSHAPED

Don't alter the proportions or positioning of the logo's brand mark and name mark.

## 08. COMIC SANS, REALLY?

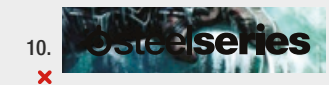
Don't add custom typefaces to our logo.

## 10. WHERE DID IT GO?

Don't place the logo on top of busy backgrounds or graphic elements that intersect with the logo.

## 12. RETIRED LOGO

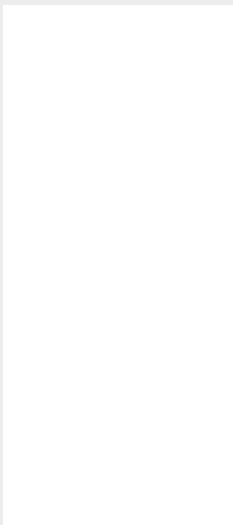
We know we just mentioned it on the left but it doesn't hurt to say it again. This old boy is retired.



# COLOR PRIMARY

We love our dark graytones and make an effort to keep our look as clean as possible by only using a refined combination gradients, textures and highlights in a to add depth. When all that's done we add a bit of signature orange detailing as a final touch.

TEXT & LOGO



**PURE WHITE**

C0 M0 Y0 K0  
R255 G255 B255  
FFFFFF

BACKGROUND & LOGO



**STEELSERIES BLACK**

C30 M30 Y30 K100  
R0 G0 B0  
000000  
Pantone Black 6C

BACKGROUND



**PRIMARY GRADIENT**

POSITION 0  
C30 M20 Y20 K100  
R25 G27 B28  
191B1C

POSITION 30  
C10 M10 Y10 K75  
R48 G50 B51  
303233

POSITION 100  
C30 M20 Y20 K100  
R25 G27 B28  
191B1C

ACCENT

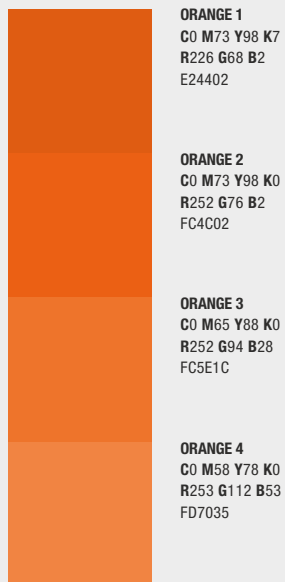


**STEELSERIES ORANGE**

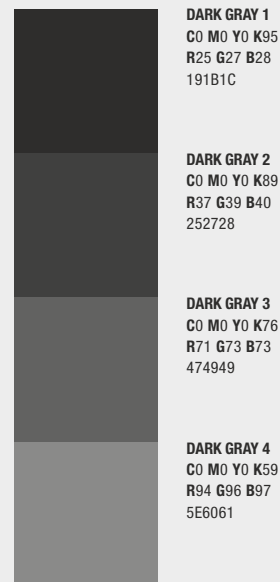
C0 M73 Y98 K0  
R252 G76 B2  
FC4C02  
Pantone 1655C

# COLOR SECONDARY

These secondary colors, will help you format text, diagrams and other elements where a visual hierarchy is important for presenting content in an orderly fashion.



**01.**  
This orange palette should be used for diagrams or in user interface design where a button needs a lighter color to show interaction



**02.**  
These dark gray colors should be used for headlines and subheaders as well as diagrams.



**03.**  
These light gray colors should be used to structure content on a page by using them as background colors and section dividers.

# TYPEFACE PRIMARY

We use one of the world's most popular fonts, Helvetica Neue. It's a simple, bold and highly legible typeface, with a timeless appearance. This font is used across digital and print media whenever we can for Latin characters in addition to Greek & Cyrillic.

## 01. HELVETICA NEUE LT W1G, 77 BOLD CONDENSED

We use this font for headlines across both print and digital – wherever possible! The larger the font gets the tighter it needs to be kerned.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

(.,:;!£\$&@\*) 0123456789

## 02. HELVETICA NEUE LT W1G, 67 MEDIUM CONDENSED

We use this font for short bits of paragraph text such as lead in text or as a secondary headline.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

(.,:;!£\$&@\*) 0123456789

## 03. HELVETICA NEUE LT W1G, 57 CONDENSED

We use this as our main body text.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

(.,:;!£\$&@\*) 0123456789

# TYPEFACE SPECIAL CASES

These typefaces are only used for special cases in digital media and in SteelSeries Engine where it isn't possible to use our main typeface.

## 01. TREBUCHET MS

We use this typeface on our main body text for everything digital. Hyperlinks are usually in bold.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
(.,:;?!£\$&@\*) 0123456789

## 02. FRUCADE SMALL

We use this font in cases where legibility is needed in the smallest size possible. You'll notice it in action on the SteelSeries Engine widgets.

H

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
(.,:;?!£\$&@\*) 0123456789

# TYPEFACE KERNING

Tight kerning is one of the characteristics of the way we use Helvetica Neue for headlines and large-size text paragraphs.

01. HEADLINE WRITTEN IN 60PT WITH -30 KERNING

## A TIGHT HEADLINE

02. HEADLINE WRITTEN IN 40PT WITH -20 KERNING

## A TIGHT HEADLINE

02. HEADLINE IN 20PT WITH -17 KERNING

## A TIGHT HEADLINE

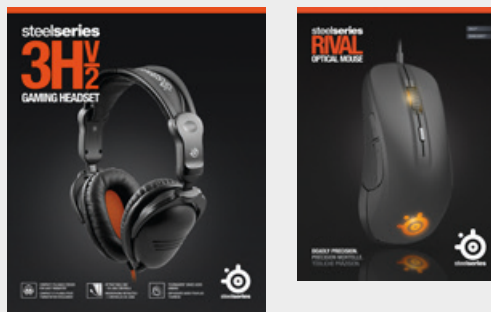
04. HOW NOT TO WRITE A HEADLINE

~~NOT COOL, SRSLY~~



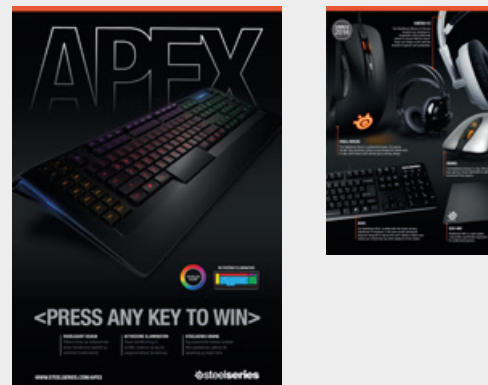
# LAYOUT ORANGE BAR

The SteelSeries Orange Bar is used in the top of marketing material wherever possible. Below you may find three recommendations for the height of the bar which depends on usage.



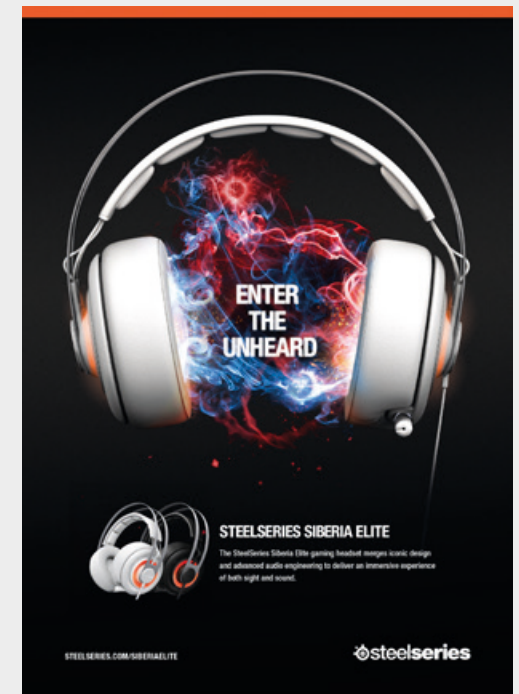
## 01. PACKAGING

For all packaging we apply a constant height of 4mm no matter what size the box has. The constant size is to ensure a uniform look when packaging is seen together on the shelf side by side.



## 02. FORMATS A8-A3

For these formats and similar you should apply a 4mm height to the orange bar. The constant height on these different formats are used since it's not uncommon to see a variety of marketing material side by side in these sizes (flyers, brochures etc.).



## 03. FORMATS A2-A0

For these formats and similar you should apply an 8mm height to the orange bar. For anything above the size of these formats the height is a judgement call, but one should reference proportions of the recommendations on this page.

# LAYOUT MARGINS

These most commonly used formats have a set of recommended margins that define the live space within which the text and logo, must be contained to ensure that nothing gets cropped or lost in the spine of a magazine. Images can be full bleed.

## A1 PORTRAIT

Top: 60 mm  
Bottom: 60 mm  
Left: 50 mm  
Right: 50 mm

## A3 PORTRAIT

Top: 30 mm  
Bottom: 30 mm  
Left: 25 mm  
Right: 25 mm

## A4 PORTRAIT

Top: 19 mm  
Bottom: 15 mm  
Left: 18 mm  
Right: 18 mm

## A4 LANDSCAPE

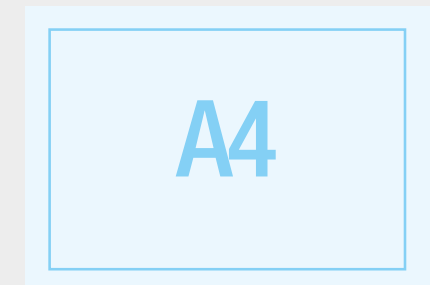
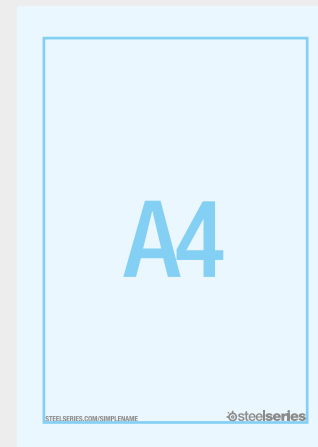
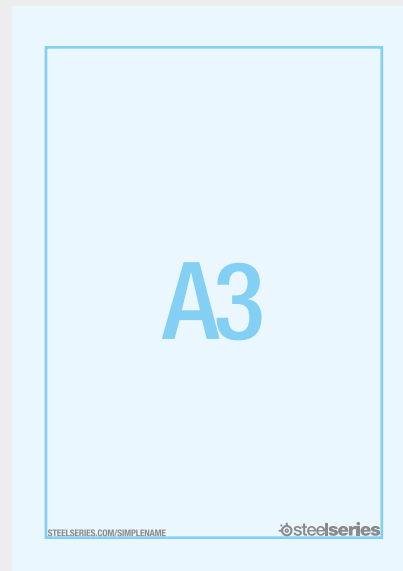
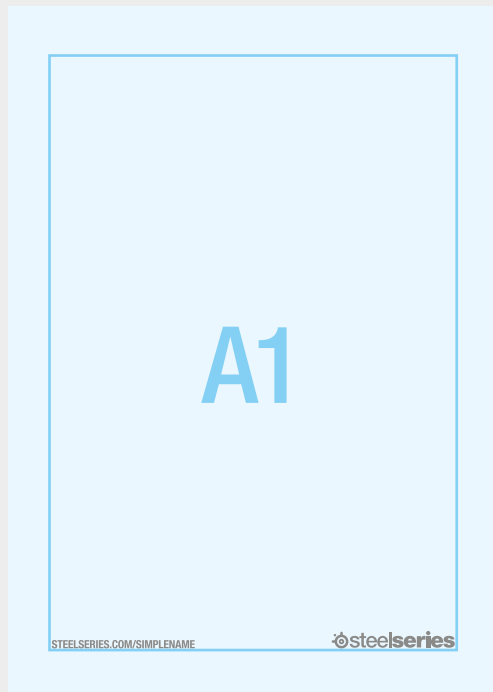
Top: 19 mm  
Bottom: 15 mm  
Left: 18 mm  
Right: 18 mm

## 120 SQUARE

Top: 15 mm  
Bottom: 6 mm  
Left: 8 mm  
Right: 8 mm

## PACKAGING

Top: 14 mm  
Bottom: 10 mm  
Left: 10 mm  
Right: 10 mm



# LAYOUT

## U.S. MARGINS

### 2X3FT POSTER

Top: 2.5 in  
Bottom: 2.5 in  
Left: 2.1 in  
Right: 2.1 in

### TABLOID

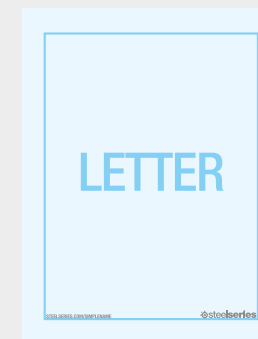
Top: 1.2 in  
Bottom: 1.2 in  
Left: 1 in  
Right: 1 in

### LEGAL

Top: 1 in  
Bottom: 0.65 in  
Left: 0.75 in  
Right: 0.75 in

### LETTER

Top: 1 in  
Bottom: 0.65 in  
Left: 0.75 in  
Right: 0.75 in



# LAYOUT LOGO & URL

On advertisements, posters and other marketing material, we make sure that our logo and relevant URL is placed in the footer as shown below. Logo width is 20% of the medium's height. For an A4 the logo width should therefore be:  $297 \times 0.2 = 59.4 \text{ mm}$

URL height is defined by the space between the bottom of the logo and the top part of the logo arm.

**STEELSERIES.COM/SIMPLENAME**

 **steelseries**

Logo width is 20% of the medium's height.



## GOT A QUESTION OR NEED GUIDANCE?

**Jacob Bolvig**  
Brand Manager

✉ [jwb@steelseries.com](mailto:jwb@steelseries.com)  
📱 [jacobwb](#)