



CENTER DIGI & GAME

Co-development Ecosystem
in the Heart of Finland

Visual Brand assets & Guidelines

2019-10-14
Peliosuuskunta Expa
www.expa.fi

LOGO

The Digi & Game Center text

- *The text is meant to have more eye focus and enphase the Digi & Game part rather than the Center part*

The Diamond symbolise e.g,

- *creating the success, top level skills & development, retro game / digital look (polaroid feeling) , multiple colors presents the interdisciplinary*
- *Diamond icon has multiple meanings like pressure making diamonds (success), rich glow and scalability growing, "Hockey stick graph"*



CENTER **DIGI &**
GAME



The logo has 2 color versions

- the logo with **black** text for light background (main version)
- the logo with **white** text for dark background (*the black box only presents background*)
- The logo is used with “free” space around it, don’t make it look tight

LOGO



red lines show the minimum
free space around logo

The logo needs space to breath

- The logo is used with “free” space around it, don’t make it look tight
- Pay attention to maintain light, spacious and clear image and feeling.
- When using with other logos and graphic elements, maintain a safety space 2x the size of the rectangle encasing the Digi & Game Center logo.

Usage guidelines - **DO NOT**:

- Rotate or change the direction of the logo.
- Apply extraneous effects of the logo.
- Recolor the logo.
- Attempt to change the logo fonts.
- Stretch or skew the logo.
- Crop the logo.
- Modify the size or location of the diamond.
- Use the logo as a repeated pattern.
- Overprint or obstruct any part of the logo.

DIAMOND ICON



The Diamond symbolise e.g,

- *creating the success, top level skills & development, retro game / digital look (polaroid feeling) , multiple colors presents the interdisciplinary*
- **Diamond icon** has multiple meanings like pressure making diamonds (success), rich glow and scalability growing, "Hockey stick graph"

The Diamond - icon image and element is as much of a symbol for the Ecosystem / Premises as the Logo.

- It can be used as an graphic element in both digital and printed media.
- Pay attention to maintain light, spacious and clear image and feeling.
- The Diamond icon is ideal for social media profile icons like Facebook, twitter, etc
- Prints like overall badges, stickers, etc

COLOURS

Logo Colours & branding colors

- Layout backgrounds are white in order to create light, spacious and clear image and feeling.
- The theme effect colour of the events etc are chosen from the logo color palette.
- Orange is used as a notification colour. Like Orange buttons in the website
- White, #ffffff, and black, #000000, complete the set.



CENTER
**DIGI &
GAME**

**DARK
TURQUOI
SE**

CMYK: 69, 0, 24, 0
RGB: 0, 196, 206
HEX: #00C4CE

**LIGHT
TURQUOI
SE**

CMYK: 60, 0, 18, 0
RGB: 0, 242, 242
HEX: #00F2F2

**DARK
ORANGE**

CMYK: 0, 67, 86, 0
RGB: 243, 112, 41
HEX: #F37029

**LIGHT
ORANGE**

CMYK: 0, 33, 93, 0
RGB: 255, 182, 0
HEX: #FFB600

**DARK
PINK**

CMYK: 10, 98, 0, 0
RGB: 216, 0, 129
HEX: #D80081

**LIGHT
PINK**

CMYK: 28, 82, 0, 0
RGB: 255, 0, 207
HEX: #FF00CF

**DARK
PURPLE**


CMYK: 62, 100, 0, 0
RGB: 132, 2, 132
HEX: #840284

**LIGHT
PURPLE**

CMYK: 57, 80, 0, 0
RGB: 211, 0, 255
HEX: #D300FF



Shattered polycons / diamonds / wave -elements

- The Shattered polycons / diamonds / wave -elements and element is as much of a symbol for the ecosystem and the premises as the logo.
 - It can be used as an graphic element in both digital and printed media.
 - It can be used as backgrounds, borders or other effects. Like in powerpoints
 - Pay attention to maintain light, spacious and clear image and feeling.
- 

FONTS

Lato Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖ
abcdefghijklmnopqrstuvwxyzääö 1234567890

Lato Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖ
abcdefghijklmnopqrstuvwxyzääö 1234567890

BEBAS

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890**

- The fonts used in marketing material in web is Lato and printed media Bebas.
- In documents the used font is Arial.

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖ
abcdefghijklmnopqrstuvwxyzääö 1234567890

Arial Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖ
abcdefghijklmnopqrstuvwxyzääö 1234567890**



CENTER DIGI & GAME

JYVÄSKYLÄ GAME INDUSTRY HUB



2019

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