

Brand Guidelines

Version 07.2020



gamescom
AWESOME INDIES

The Logo

- Primary Brand Logo



The Logo

- Safety Zone

x		x
		
x		x
		
x		x



The Logo

- Colour Usage



CMYK
- always on white font



1C black
- usage on bright multicolour fonts



1C white
- usage on dark multicolour fonts

Colours

- in use

Corporate colours of gamescom

CMYK

C 85 / M 100 / Y 0 / K 0

RGB

R 70 / G 0 / B 150

Pantone 267

HSK 36

CMYK

C 85 / M 0 / Y 0 / K 0

RGB

R 0 / G 185 / B 255

Pantone 2995

HSK 47 (80%)

Additional colours of the logo

CMYK

C 0 / M 0 / Y 0 / K 100

RGB

R 0 / G 0 / B 0

CMYK

C 0 / M 100 / Y 53 / K 11

RGB

R 206 / G 0 / B 70

CMYK

C 35 / M 2 / Y 10 / K 0

RGB

R 177 / G 219 / B 232

CMYK

C 0 / M 100 / Y 79 / K 11

RGB

R 206 / G 1 / B 41

Colours

- in use

Colours of logo negative white

CMYK

C 0 / M 0 / Y 0 / K 0

RGB

R 255 / G 255 / B 255

CMYK

C 0 / M 0 / Y 0 / K 50

RGB

R 127 / G 127 / B 127

CMYK

C 0 / M 0 / Y 0 / K 65

RGB

R 124 / G 124 / B 124

CMYK

C 0 / M 0 / Y 0 / K 82

RGB

R 81 / G 81 / B 81

Colours of logo negative black

CMYK

C 0 / M 0 / Y 0 / K 100

RGB

R 0 / G 0 / B 0

CMYK

C 0 / M 0 / Y 0 / K 50

RGB

R 127 / G 127 / B 127

CMYK

C 0 / M 0 / Y 0 / K 41

RGB

R 175 / G 175 / B 175

CMYK

C 0 / M 0 / Y 0 / K 65

RGB

R 124 / G 124 / B 124