

Broad Guidelines

Version 07.2020



gamescom
BEST OF SHOW

The Logo

- Primary Brand Logo



The Logo

- Safety Zone

x		x
		
x		
x		x



The Logo

- Colour Usage



CMYK
- always on white font



1C black
- usage on bright multicolour fonts

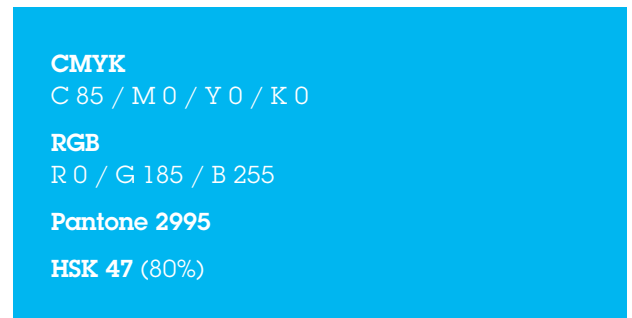
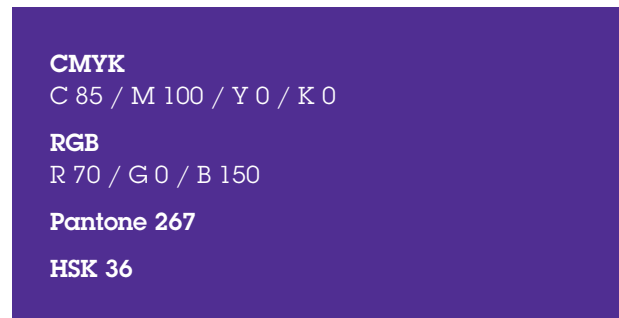


1C white
- usage on dark multicolour fonts

Colours

- in use

Corporate colours of gamescom



Additional colours of the logo



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 24

RGB

R 193 / G 193 / B 193

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 82

RGB

R 81 / G 81 / B 81