

# Broad Guidelines

Version 07.2020



# The Logo

- The two primary brand Logo



Version B-01

On creatives where the OPENING NIGHT LIVE logo is used without the official gamescom logo accompanying it.



Version A-01

Treatments when the gamescom OPENING NIGHT LIVE logo is displayed in combination with gamescom's official logo.

# The Logo

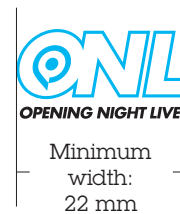
## - Safety Zone

X		X
		
X	<b>gamescom</b> <b>OPENING NIGHT LIVE</b>	
X		X



Version B-01

X		X
		
X	<b>OPENING NIGHT LIVE</b>	
X		X



Version A-01

# The Logo

- Colour Usage



CMYK

- always on white font



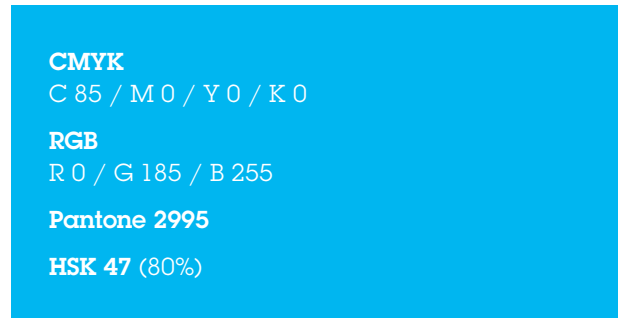
1C white

- usage on dark multicolour fonts

# Colours

## - in use

Corporate colours of gamescom



Additional colours of the logo

