

# Brand Guidelines

Version 07.2020



**gamescom**  
studio

# The Logo

- Primary Brand Logo



# The Logo

## - Safety Zone



Minimum  
width:  
13 mm

# The Logo

## - Colour Usage



CMYK  
- always on white font



1C black  
- usage on bright multicolour fonts

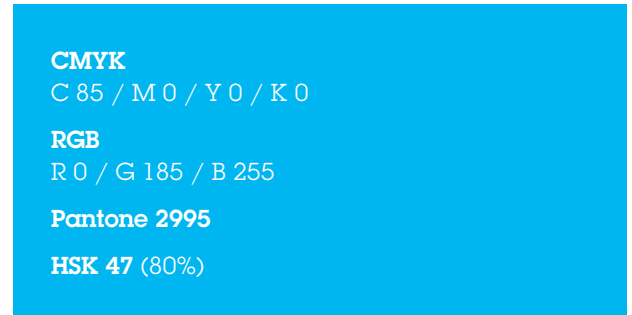
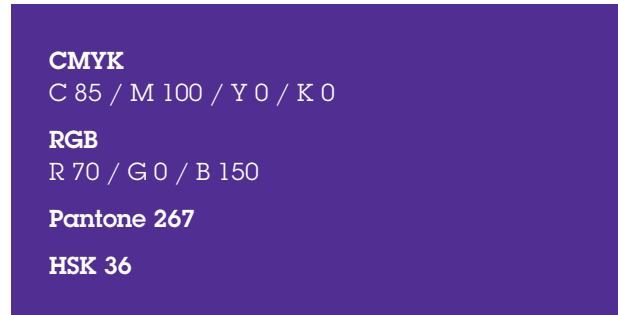


1C white  
- usage on dark multicolour fonts

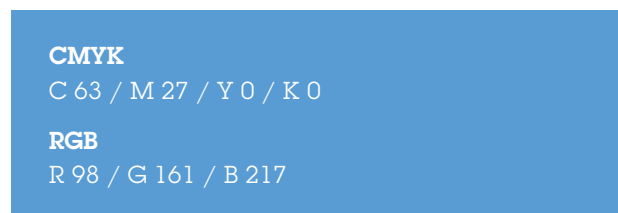
# Colours

## - 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 73

**RGB**

R 104 / G 104 / B 104