

2019 BRAND STYLE GUIDE



.COM

Logo / basic on white

Basic logo design on white background

The sign should be adjusted to the background. If possible, use the basic design to keep full brand coherence. Also, use it only on white or very light backgrounds with grey tints.



DO NOT USE THESE OUTDATED VERSIONS



Design on very light grey uniform background



Design on very light, valor grey background



Don't use this version on dark or colorful background

Logo / basic on black

Basic logo design on black background

The design should be adjusted to the background. If possible, use the basic design to keep full brand coherence. Also, use it only on black or the brand navy blue colored backgrounds.



DO NOT USE THESE OUTDATED VERSIONS



Design on brand navy blue



Design on very dark, valor grey background



Don't use this version on light or colorful background

Logo

Color palette

Typeface

Usage

Logo / achromatic

Achromatic version

The achromatic design should be applied anywhere where the BASIC design can be used. Most frequently, it can be applied on colorful backgrounds on which the BASIC design isn't visible.

A single color version of this design can also be used in printed materials, engravers, blind prints and foliation.



Achromatic version on white/light background



Achromatic version on black/dark background



Design on colorful backgrounds



Design on complicated colorful background



Design on an advertising poster



Design on hotprint

Logo

Color palette

Typeface

Usage

Logo / monochromatic

Monochromatic version

The monochromatic logo (grey-scale) should be applied for black and white print (on a black and white laser printer published in black and white magazines etc.).



Monochromatic version for white and very light background

75% Black



Monochromatic version for black and very dark background

10% Black



Proper use of monochromatic version in black and white print



Proper use of monochromatic version in black and white print



Don't use the colorful basic design converted into greyscale

Logo

Color palette

Typeface

Usage

Logo / clear space & minimum size

Whenever you use the official G2A logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

Clear space – print

In print materials, the preferred size of the clear space around the logo is equal to half length of the logo height.

Clear space – digital

Preferred clear space size - minimum 15 pixel.

Minimum logo size – print

You can omit “.com” with the G2A logo in very small sizes



For print, the logo should never be smaller than 10mm. If smaller than 18.5mm, you can omit “.com”.

Minimum logo size – digital

Don't make the digital logo smaller than 45px wide. If smaller than 110px, you can omit “.com”.

Logo

Color palette

Typeface

Usage

Logo / construction

Spaces between letters should be $0.75(x)$, where x stands for the vertical line.



Pay close attention to the spaces between letters especially if the logos are foliated or spatial.

Logo

Color palette

Typeface

Usage

Logo / grid

The relation between logo width and logo height is approximately 21x6.



The grid is useful when applying it to big surfaces.

Color palette

DESIGN COLORS



R255 G180 B0
FFB400
C0 M34 Y93 K0
PANTONE 1235 C



R125 G130 B133
7D8285
C10 M0 Y0 K60



R141 G200 B232
8DC8E8
C45 M1 Y0 K1
PANTONE 2905 C



R246 G139 B0
F68B00
C0 M54 Y96 K0
PANTONE 1375 C



R106 G114 B117
6A7275
C13 M0 Y0 K67



R87 G188 B235
57BCEB
C52 M0 Y1 K0
PANTONE 297 C



R240 G95 B0
F05F00
C0 M73 Y100 K0
PANTONE 165 C

ORACAL@641M 036
ORACAL@551 301



R85 G94 B99
555E63
C20 M0 Y0 K75
PANTONE 431 C

ORACAL@641M 073
ORACAL@551 713



R14 G159 B226
0E9FE2
C86 M8 Y0 K0
PANTONE 299 C

ORACAL@641M 053
ORACAL@551 505



R231 G64 B17
E74011
C0 M85 Y100 K0
PANTONE 172 C



R69 G78 B83
454E53
C20 M0 Y0 K81



R0 G134 B214
0086D6
C95 M26 Y0 K0
PANTONE 2194 C



R221 G28 B0
DD1C00
C5 M95 Y100 K0
PANTONE 485 C

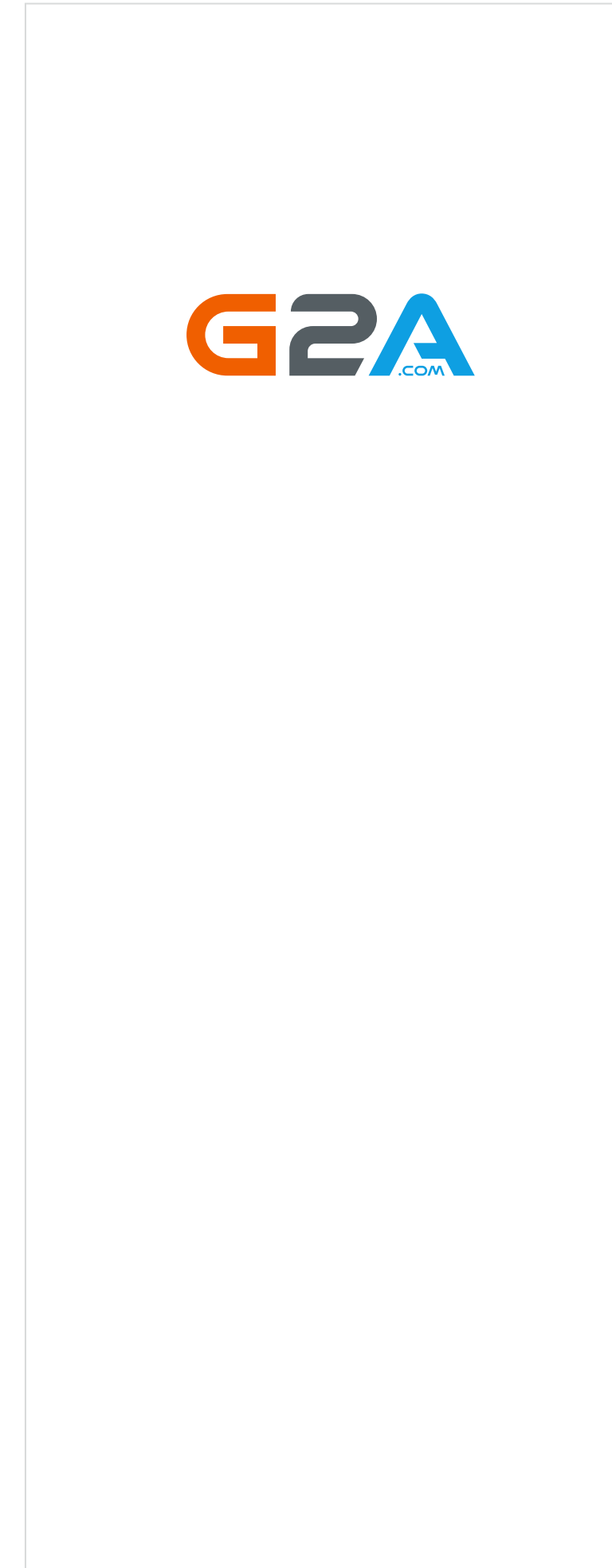


R51 G60 B64
333C40
C23 M0 Y0 K88

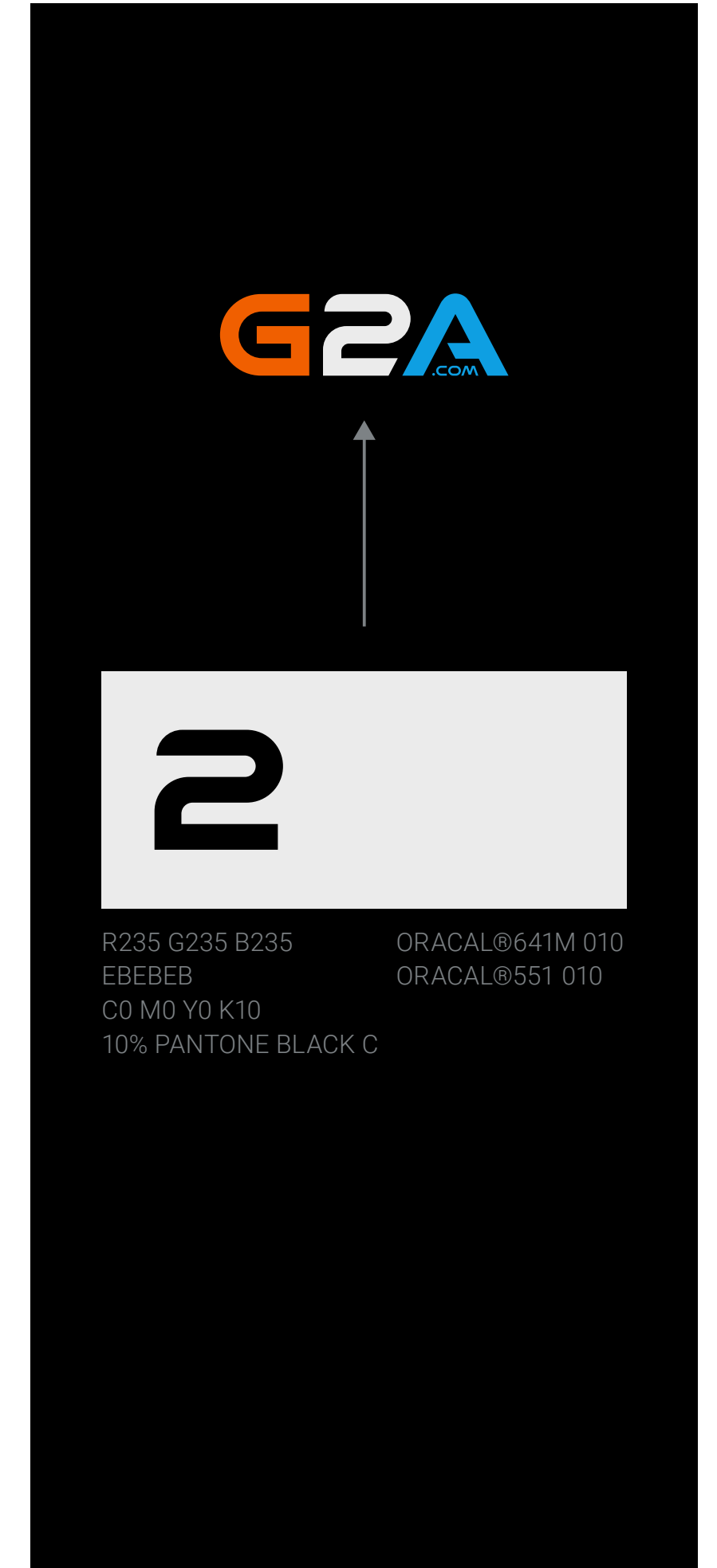


R0 G107 B166
006BA6
C100 M22 Y2 K18
PANTONE 307 C

BACKGROUND COLORS



WHITE



BLACK

UI color palette (only for web navigation)

PRIMARY COLORS

Primary
#1F2226

Dark primary
#000008

Light primary
#404346

Primary accent
#008ECC

Dark primary accent
#056AAB

Light primary accent
#A6DBF3

ADDITIONAL COLORS

Green
#29B474

Dark green
#1B995F

Light green
#B4E5CE

Yellow
#FFB400

Dark yellow
#EC9D0F

Light yellow
#FFE5A6

Orange
#F05F00

Dark orange
#E14400

Light orange
#FAC7A6

Red
#DD301C

Dark red
#C91800

Light red
#F3B7B0

EXAMPLE

The example shows the G2A website navigation bar with the primary color palette applied. It includes a search bar, navigation links, and a dropdown menu. Below the navigation bar, there are two rows of buttons labeled 'SELECTED', 'DEFAULT', and 'HOVER', demonstrating the color palette's application to different states. A category dropdown menu is shown with a 'Primary' button and a list of options: 'All games', 'Bestsellers', 'New games', 'Unique items', and 'Bundles'. At the bottom, there are 'Accept' and 'Cancel' buttons, a progress bar, and a series of alerts: 'Info! You have 3 new payments.', 'Error! The server is not responding', and 'Success! Changes has been saved.'.

Typeface

Roboto is a standard typeface for the whole G2A brand.

Roboto Thin

Roboto Thin Italic

Roboto Light

Roboto Light Italic

Roboto Regular

Roboto Italic

Roboto Medium

Roboto Medium Italic

Roboto Bold

Roboto Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890 (&?\$€!)

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890 (&?\$€!)*

Usage

Don't

- distort the trademark
- apply unnecessary effects
- remove elements of the logo
- attach anything in the space around the logo
- modify the trademark

Do

- apply the right version on the right background
- adhere to the measurement of the safety area
- ensure that the contrast between the trademark and the background are adjusted properly.





The 2019 Brand Style Guide doesn't constitute any license agreement and no rights are granted under this document. The G2A.COM brand is a registered trademark protected by intellectual property laws worldwide. With written approval, we permit our advertisers and/or business partners to use the G2A.COM branding elements within the requirements outlined in this document and in relevant agreements.

This document is intended to provide best practices for utilizing the G2A.COM brand. Since G2A.COM is a valuable asset we require advanced review of all creative materials. All materials must be submitted to G2A.COM in advance for approval by G2A.COM in accordance with our advertising and/or promotion policies.