



Brand  
Guidelines



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1. Logotype





# Logo versions

Nr 1 - is used on most media as a primary logo.

Nr 2 - is a reverse to a primary and can be used on white backgrounds.

Nr 3 and 4 - can be used like a miniature on smaller materials.

**1****2****3****4**



# Prohibited applications

1

No masks

2

Don't change size  
of elements in the logo

3

Don't use colors  
in the logo

4

Don't use any  
kind of shadows

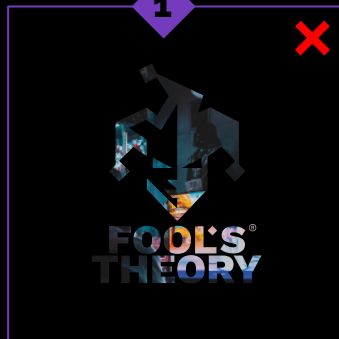
5

Do not change  
the order of colors

6

Do not change the order of colors  
– **BLACK** should always be on the right

1



2



3



4



5



6





## 1. Logotype/Good Practices

# Good practices



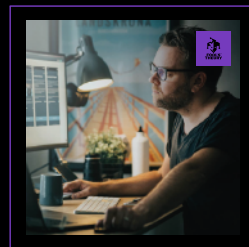
Logo only on backgrounds from color scheme



Black logo on purple: Digital use  
White logo on purple: CMYK print



On photos logo should be displayed in the corner with or without background



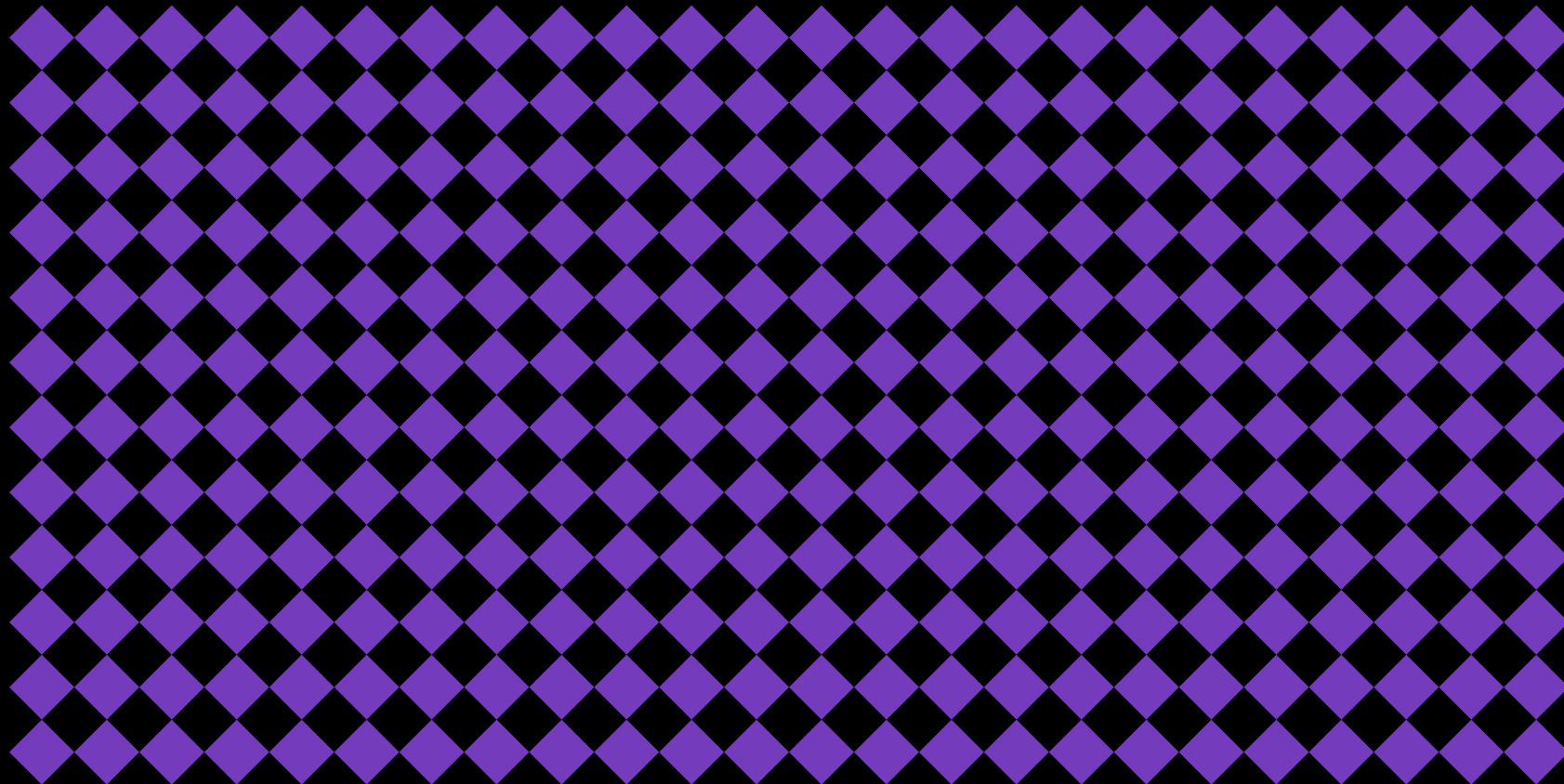


PANTONE 266C  
RGB 117 59 189  
CMYK 64 70 0 0  
HEX #753bbd

PANTONE BLACK 6  
RGB 0 0 0  
CMYK 100 35 0 100  
HEX #000000

PANTONE 446 C  
RGB 73 73 73  
CMYK 0 0 0 71  
HEX #494949







# Raleway

AaBb

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

Body Copy  
Raleway Regular

**Headline  
Raleway Bold**

We define, explore then refine to produce  
work that is more beautiful, functional  
and meaningful.



# Recruitment Posts

We/re  
hiring.  
Join our  
team.

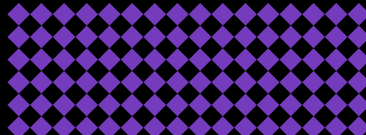


Character Artist

New  
succes  
story.



Character Artist  
Programmer  
Senior Level Designer



We/re  
hiring.  
Join  
our team.



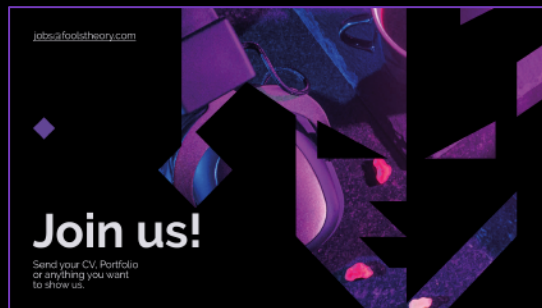
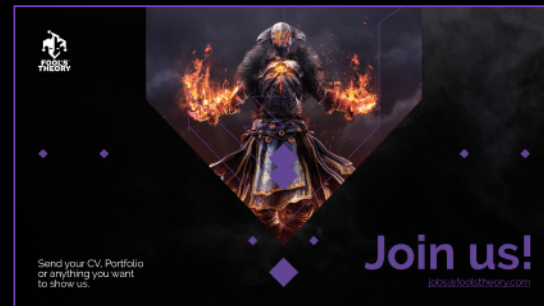


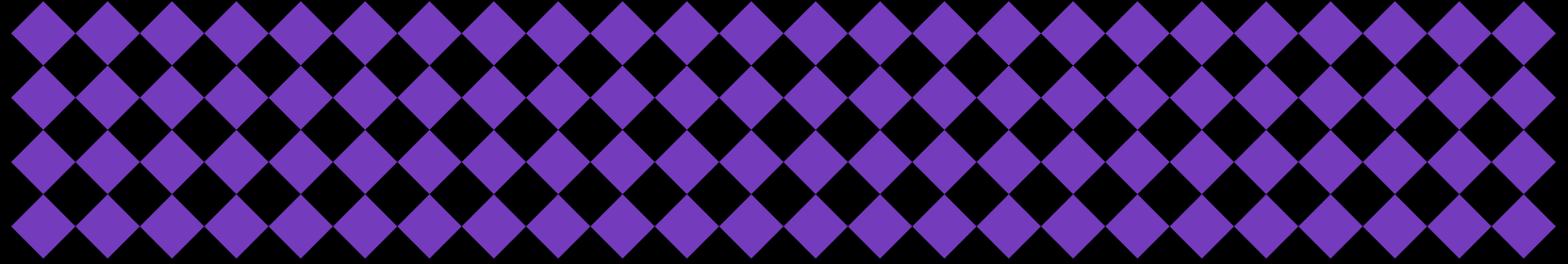
# Regular Posts



"We are a company  
of AAA veterans who  
decided to take a break  
from huge productions  
and find refuge in the  
mountains of southern Poland.

New  
succes  
story.





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