



GamerCraft

Brand Identity
Guidelines

For more information contact **GamerCraft** at
marketing@gamercraft.gg

Logo Guidelines

The **Gamercraft** logo can only be displayed as shown below in the approved color combinations. The logo may also be used in print, embossed or engraved elements. When required, the logo may also be used in various materials, such as glass, plastic or vinyl. The logo's background are black, purple, white, light grey, and transparent. The exact color palette is specified below.



Logo (Icon)

The **Gamercraft** icon can be displayed by itself, in different color variations, according to the requirements and necessities of the brand. The approved colors are shown below.



Clear Space

To ensure maximum readability and sharpness, the logo should have a clear space of 25px around it, as show below.



Approved Font

Titillium Web is the font used for the **Gamercraft's** logo and graphic elements. Download [here](#).

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

abcdefghijklm

nopqrstuvwxyz

1234567890

Approved Color Palette



Logo
Website
Text



Logo
Background
Website



Logo
Background



Logo
Website
Text