



MECHANICS

TOWER DEFENSE

LOGO GUIDELINES

THE BRAND

The brand for the game Mechanines was built from concepts and values taken from the game and its gameplay in order to translate its essence into visual identity format.

Therefore, it is of extreme importance to follow the guidelines shown in this manual to maintain the consistency of the brand's graphic applications.

At the right we see the primary / main version of the logotype, which must always have priority when used. It works better with white backgrounds, neutral tones or blacks.



VARIATIONS

The logo can also be applied in different variations that help preserve the visuals and essence of the brand, regardless of the context in which it is applied.

The use of different colours applications, for example, allows to explore the chaotic and fun side of the game's gameplay.

The monochromatic versions can also be used with the brand's palette own white and black tones, so they match the visual identity.



Version with Outline

Must be used for more complex backgrounds.



Monochromatic POSITIVE

For use when press and reproduction means are limited.



Monochromatic NEGATIVE

For use with very dark backgrounds or limited reproduction means.



Version with Transparency

Flexible to apply in different backgrounds, varying between the palette's many colours.



SECONDARY VERSION

The secondary version must be applied when it is not possible to apply the logo in its primary version.

Its main characteristics are the simplification of the logo, without the tagline, and the horizontal shape, all of which allow more flexibility on reduction and use in small spaces or of poor legibility.

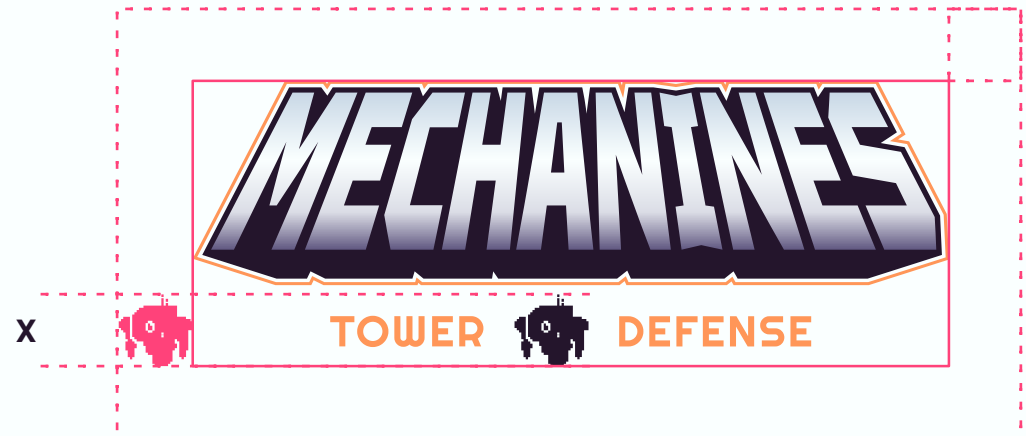
Just like the main logo, it can also be applied on the same variation forms previously shown.



BREATHING AREA / MINIMUM SIZE

The breathing area is the space that protects the brand from outside elements. It must always be respected when you apply the logo to guarantee its legibility and visual impact.

It is also necessary to be careful when reducing your logo, for it must respect the recommended minimum size for legibility / interpretation even in smaller sizes.



25mm
(295px)

APPLYING IN BACKGROUNDS

Here we have a few examples of applications on backgrounds external to the visual identity of the brand.

It must always be considered the contrast between logotype and background, its legibility, and reproduction specifications when creating combinations.



INCORRECT USES

As with every brand, it is of great importance to have the necessary care to maintain the consistency of your visual when reproducing it.

In this page we see some examples of how NOT TO apply or modify the logo.



DO NOT redimension without proportions

The logo must always maintain the original proportions.



DO NOT change the colours

It is necessary to follow the color palette established for the brand.



DO NOT spin

The logo must always be on a horizontal and straight line.



DO NOT alter the elements

Logo elements should only alter according to the brand guidelines.



DO NOT change the font types

Typography must always keep in with the guidelines and never be altered.



DO NOT apply distortion effects

The brand must not be subject of effects of such kind.



DO NOT add elements

Only original elements from the brand and its variations are allowed.

COLOUR PALETTE

The brand's visuals are made in great part due to the choice of colours, selected to translate the game's essence..

Mechanine's palette presents a vibrant combinations set for colourful variations, and a gradient metallic effect made of grey tones inspired by the character models from the game.

These same colours can be used in backgrounds, and in case of needing lighter tones, they can be reduced to 30% opacity for secondary tones.

R255 G150 B88 C0 M51 V71 K0 #FF9658	R197 G213 B228 C20 M10 V4 K0 #C5D5E4	GRADIENT
R255 G66 B122 C0 M88 V27 K0 #FF427A	R148 G143 B184 C44 M43 V9 K0 #948FB8	R250 G255 B255 C0 M0 V0 K0 #FAFFFF
R118 G214 B255 C45 M0 V0 K0 #76D6FF	R91 G82 B125 C72 M73 V27 K10 #5B527D	R36 G21 B44 C77 M84 V51 K67 #24152C

TYPOGRAPHY

Just as the colour palettes, the typography selection is done for best representing the essence of the brand in text form.

For the logo it was chosen the font type **Tektur Bold**, and for the tagline the font type **Righteous**, both in upper case.

TEKTUR BOLD

Typography Logo

RIGHTEOUS

Auxiliar Typography

SHANN

TOWER DEFENSE

