

REGNUM4GAMES

BRAND GUIDELINE FOR DESIGNER

ABOUT US

Welcome stranger - to the world of regnum4games!

Our kingdom is built on many different pillars - the graphic design of our world is one of them. This document provides you with a quick overview of the basic rules of the graphic design of our kingdom, our brand. regnum4games is a German e-sports organisation which was founded in 2013 as a multigaming community and has been active in e-sports since 2022. We are all united by our passion for the world of games, but also by our tireless ambition for the cause. Every new member is warmly welcomed into this marvellous digital living room. Here, you are not just a nobody but part of a family characterised by friendship, cohesion and diversity. We all strive towards a larger goal, to transform the gaming world into a better version of itself day by day.

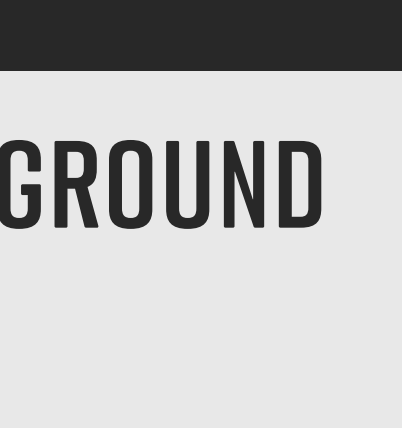
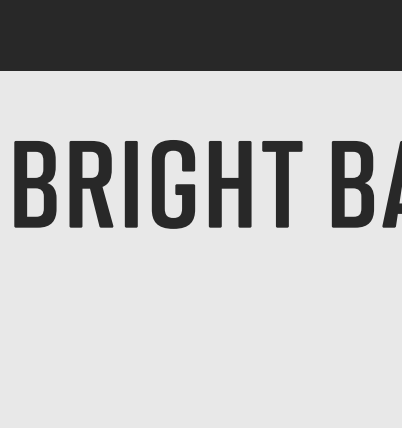
So bow down to your kingdom, your passion, your home - regnum4games.

YOUR KINGDOM YOUR PASSION YOUR HOME

R4G LOGO'S

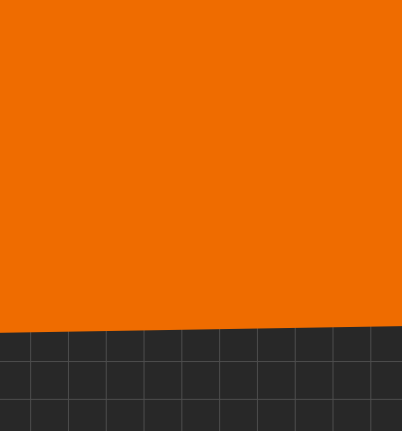
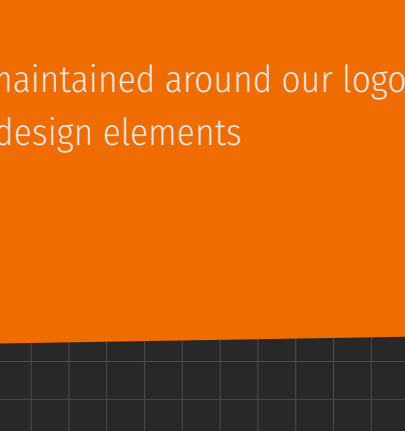
What would a kingdom be without a crown? This logo and its variants symbolise our crown.

They are to be used should regnum4games be presented.



DARK BACKGROUND

BRIGHT BACKGROUND



CLEAR SPACE

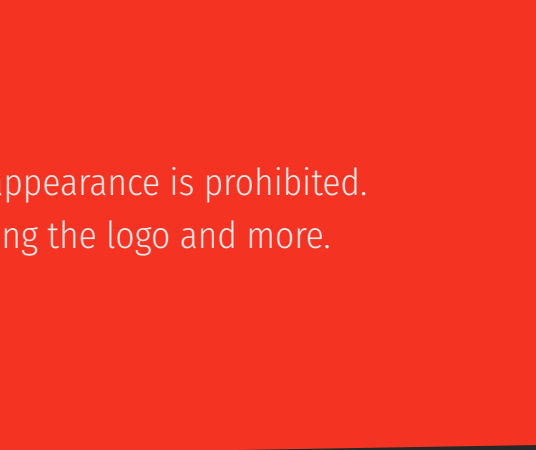
The clear space indicates the minimum distance that must be maintained around our logo.

This serves to visually separate the logo from other competing design elements

and allow it to develop its full effect.

EXAMPLE
100px * 0.2 = 20 px

The distance to the other objects
must be at least 20 pixels.



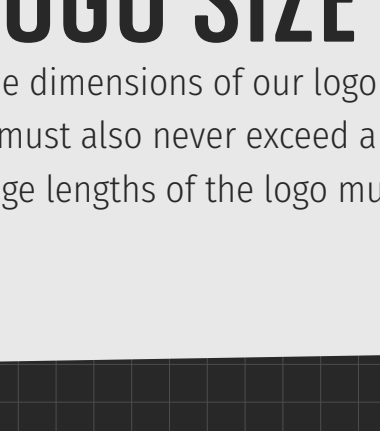
Logo sketch

DONT'S

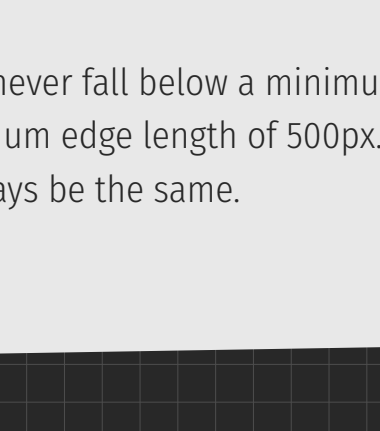
Customisation of the logo and thus the visual appearance is prohibited.

This includes twisting, distorting, mirroring, tilting the logo and more.

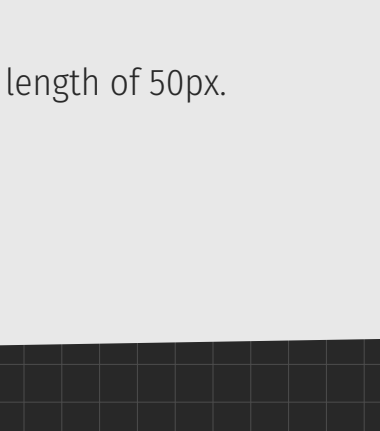
Further examples are listed below.



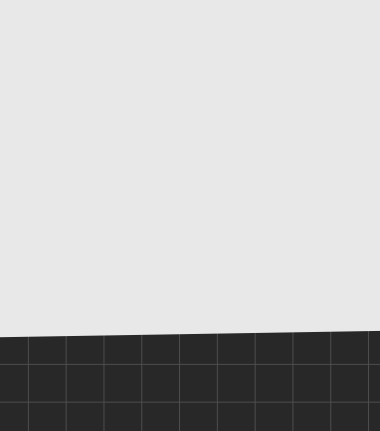
DONT DISTORT



DONT ROTATE



DONT STRETCH



DONT OVERSCALE

LOGO SIZE

The dimensions of our logo must never fall below a minimum edge length of 50px.

It must also never exceed a maximum edge length of 500px.

Edge lengths of the logo must always be the same.



TINTS OF THE SOVEREIGN SOIL

WHITE COLOUR

CMYK 0, 0, 0, 12
RGB 232, 232, 232
HEX #E8E8E8

DARK COLOUR

CMYK 0, 0, 0, 95
RGB 40, 40, 40
HEX #282828

MAIN COLOUR

CMYK 0, 65, 100, 0
RGB 239, 108, 0
HEX #EF6C00

ACCENT COLOUR

CMYK 0, 65, 100, 0
RGB 245, 51, 34
HEX #F53322

COLOUR SCHEME

Colours define who we are and form the visual foundation of our kingdom.

Accordingly, these colours are to be used in combination with one of the logo variants if regnum4games is to be represented graphically anywhere.

Anguita Sans is considered a display typeface,
this classification is categorized
as an Antiqua variant.



Anguita Sans is not suitable for continuous
text due to its typeface. But it is
well suited for headlines.

HEADLINE TYPEFACE

This typeface must be used for headings. This applies to both digital and printed publications.

As soon as the font size reaches 20pt, the text must be treated as a headline and handled according to the design rules listed below.

ANGUITA SANS

FONT STYLE

25pt - 60pt Semibold
20pt - 25pt Medium

LINE SPACING

1.2 of the font size
Example 10pt * 1.2 = 14pt*

HEADLINE 1

FontSize: 45pt line spacing: 54pt letter spacing: 40

HEADLINE 2

FontSize: 30pt line spacing: 36pt letter spacing: 50

HEADLINE 3

FontSize: 20pt line spacing: 24pt letter spacing: 50

*In the case of odd results in the calculation, rounding up or down is permitted.

MAIN TYPEFACE

This typeface must be used for continuous text. This applies to both digital and printed publications.

As soon as texts are created in sentence form, the design rules for continuous text must be applied. This guarantees the legibility of longer text sections.

FIRA SANS CONDENSED

FONT STYLE

10pt - 20pt Light
6pt - 7pt Book

LINE SPACING

1.4 of the font size
Example 10pt * 1.4 = 14pt*

CONTINUOUS TEXT

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean
commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus
et magnis dis parturient montes, nascetur ridiculus mus.

FontSize: 14PT LINE SPACING: 20PT LETTER SPACING: 0

FontSize: 14PT LINE SPACING: 17PT LETTER SPACING: 0

*In the case of odd results in the calculation, rounding up or down is permitted.

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YOUR KINGDOM - YOUR PASSION - YOUR HOME