



STR

OFFICIAL BRAND



F E

GUIDELINES

Our goal is to represent Strife as being “fun” and “friendly”

When creating new content, Always design with these intentions. We build our UI elements with soft edges, use exciting colors, and present a rounded sans-serif font, which all convey the enjoyment and positive emotion you will perceive when interacting with our product.

BRANDING GUIDELINES

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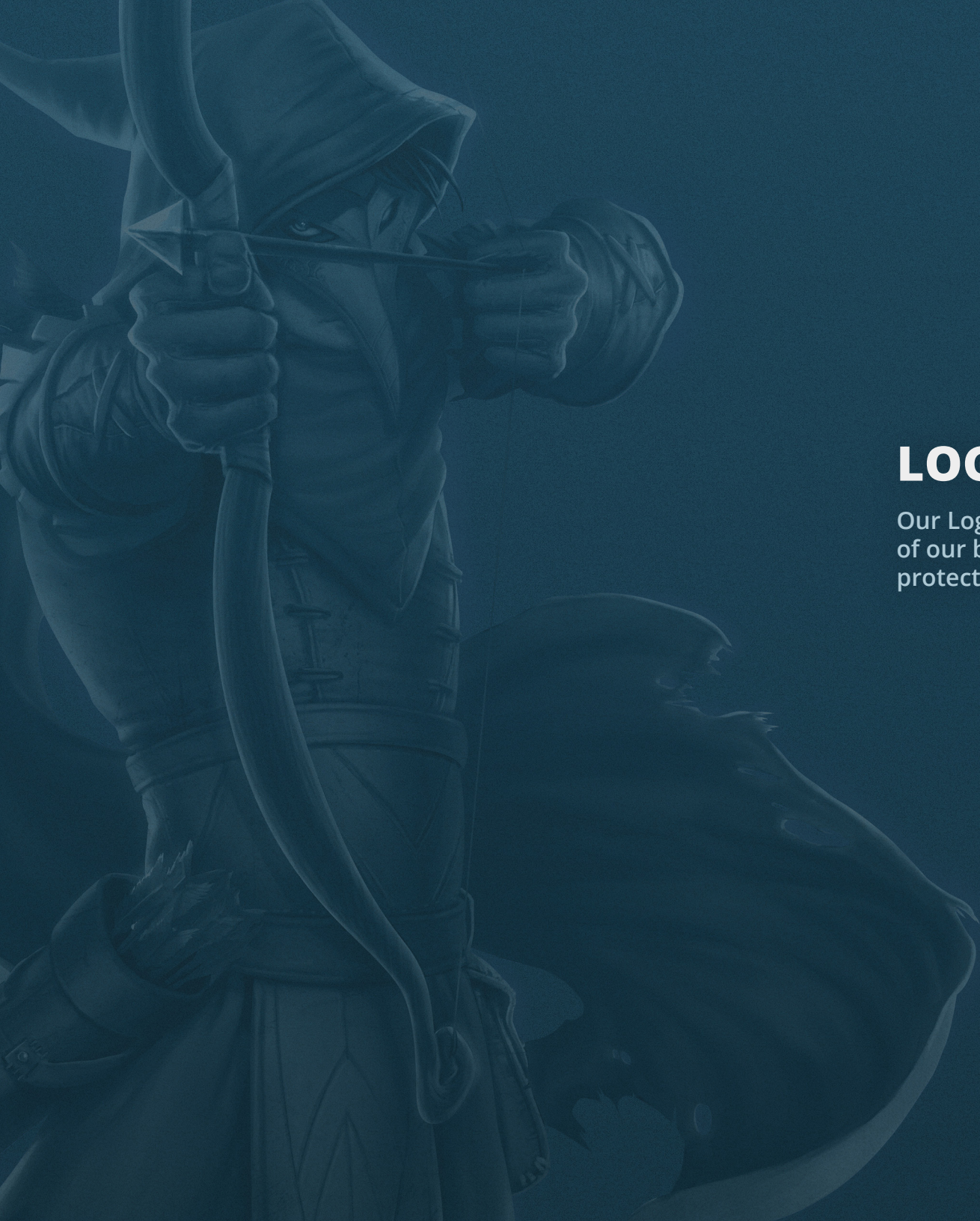
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LOGO

Our Logo is the icon and signature of our brand. It is very important that we protect the use of our logo.

Primary



No Shadow

The logo with no drop shadow should only be used on white or light backgrounds. Do not make this logo transparent or lower the opacity.



Drop Shadow/Outer Glow

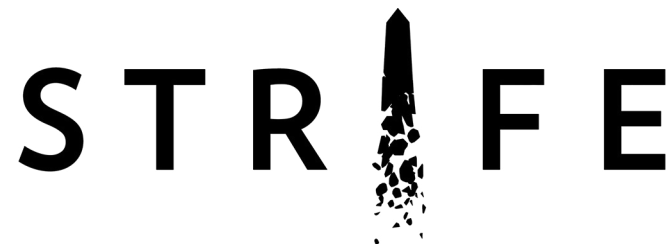
The logo with a drop shadow or outer glow should be used on dark or colored backgrounds. Do not make this logo transparent or lower the opacity.

Secondary



White

Only use if you feel the primary logo is becoming lost in your composition. You can also use this as a watermark (30%-50% opacity).



Black

Only use if you feel the primary logo is becoming lost in your composition. You can also use this as a watermark (30%-50% opacity).

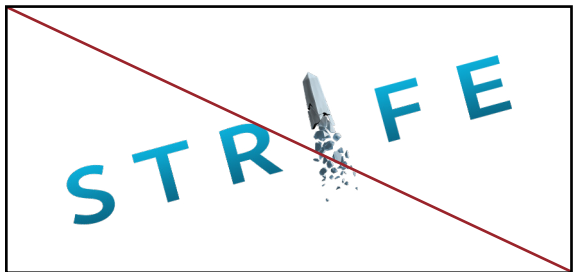
Clear Space



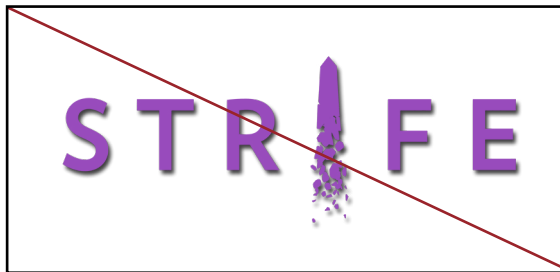
E is our tool

The "E" in Strife is a handy tool. We use the width of "E" to measure left and right margins. We use the base of E to measure top and bottom margins. The blue line in the example represents the minimum distance text or any element can be from the logo. You should always try to use more clear space if it's available.

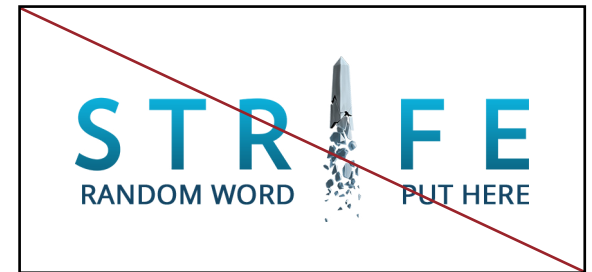
Do Not's!



Never Rotate, Distort, Stretch, or make a 3D version of the logo.



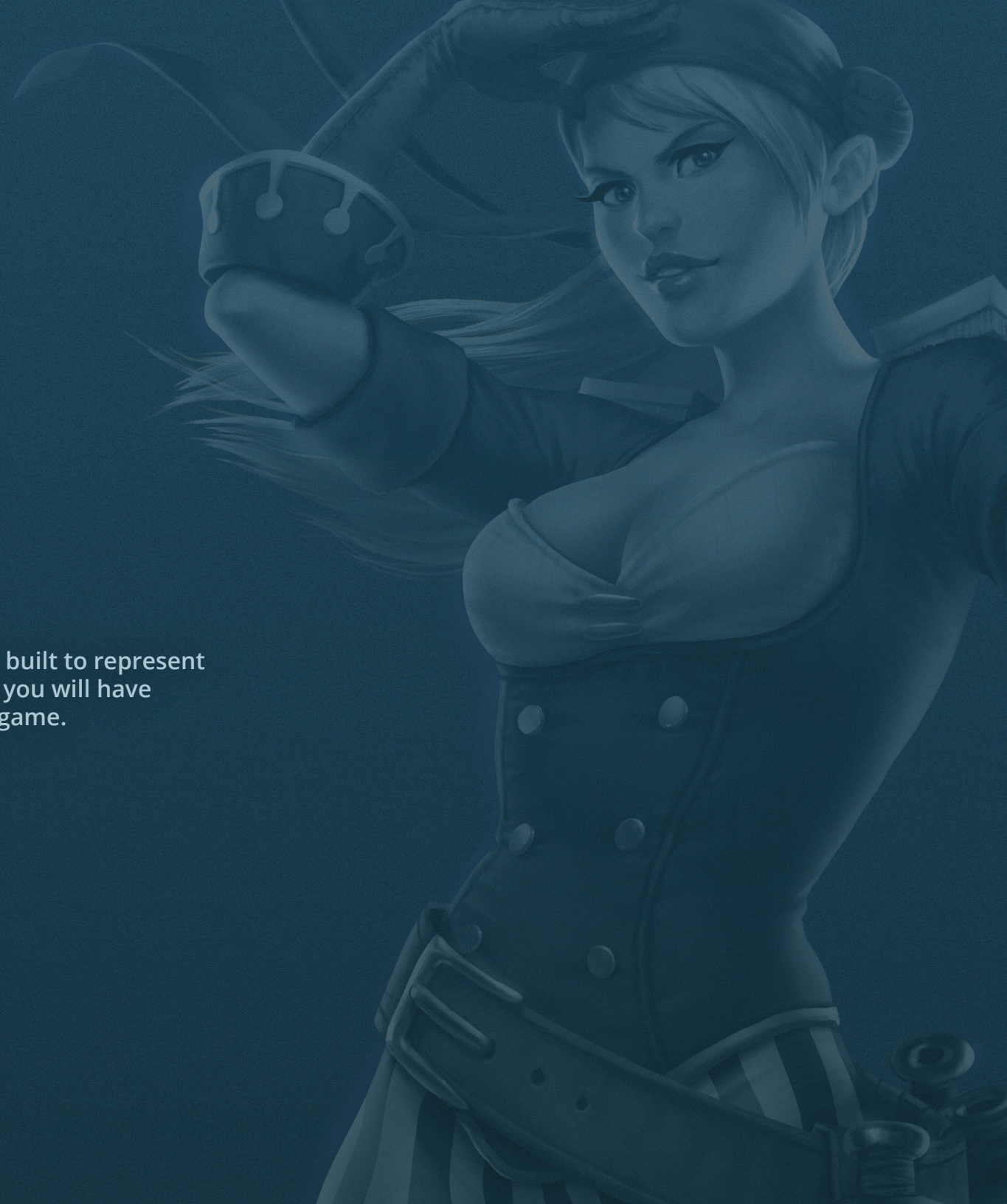
Never alter the color or add effects to the logo.



Always ask for approval when adding additional sub-text near the logo.

COLORS

The Strife color scheme was built to represent the fun, friendly experience you will have when you interact with our game.



COLOR / PALETTES

Primary Palette



Hex: #25728d
CMYK: 85/46/31/6
RGB: 37/114/142
Pantone: 7698 C

Hex: #fff
CMYK: 0/0/0/0
RGB: 255/255/255
Pantone: 7698 C

Hex: #42d0f4
CMYK: 58/0/3/0
RGB: 66/208/244
Pantone: 305 C

Hex: #1A394A
CMYK: 91/69/50/43
RGB: 26/57/74
Pantone: 7546 C



Hex: #ffab13
CMYK: 0/38/99/0
RGB: 255/171/19
Pantone: 1235 C

Hex: #1091b2
CMYK: 81/28/21/1
RGB: 16/145/178
Pantone: 7459 C

Secondary Palette



Hex: #3d5e6a
CMYK: 79/53/46/22
RGB: 61/94/106
Pantone: 7545 C

Hex: #ccc
CMYK: 19/15/16/0
RGB: 204/204/204
Pantone: 420 C

Hex: #777
CMYK: 55/46/46/11
RGB: 119/119/119
Pantone: Cool Gray 9 C



TYPOGRAPHY

Our font choice is an essential element that helps convey the character and emotion of our brand.

Open Sans

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$\$%^&*()

Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$\$%^&*()

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$\$%^&*()

Extrabold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$\$%^&*()

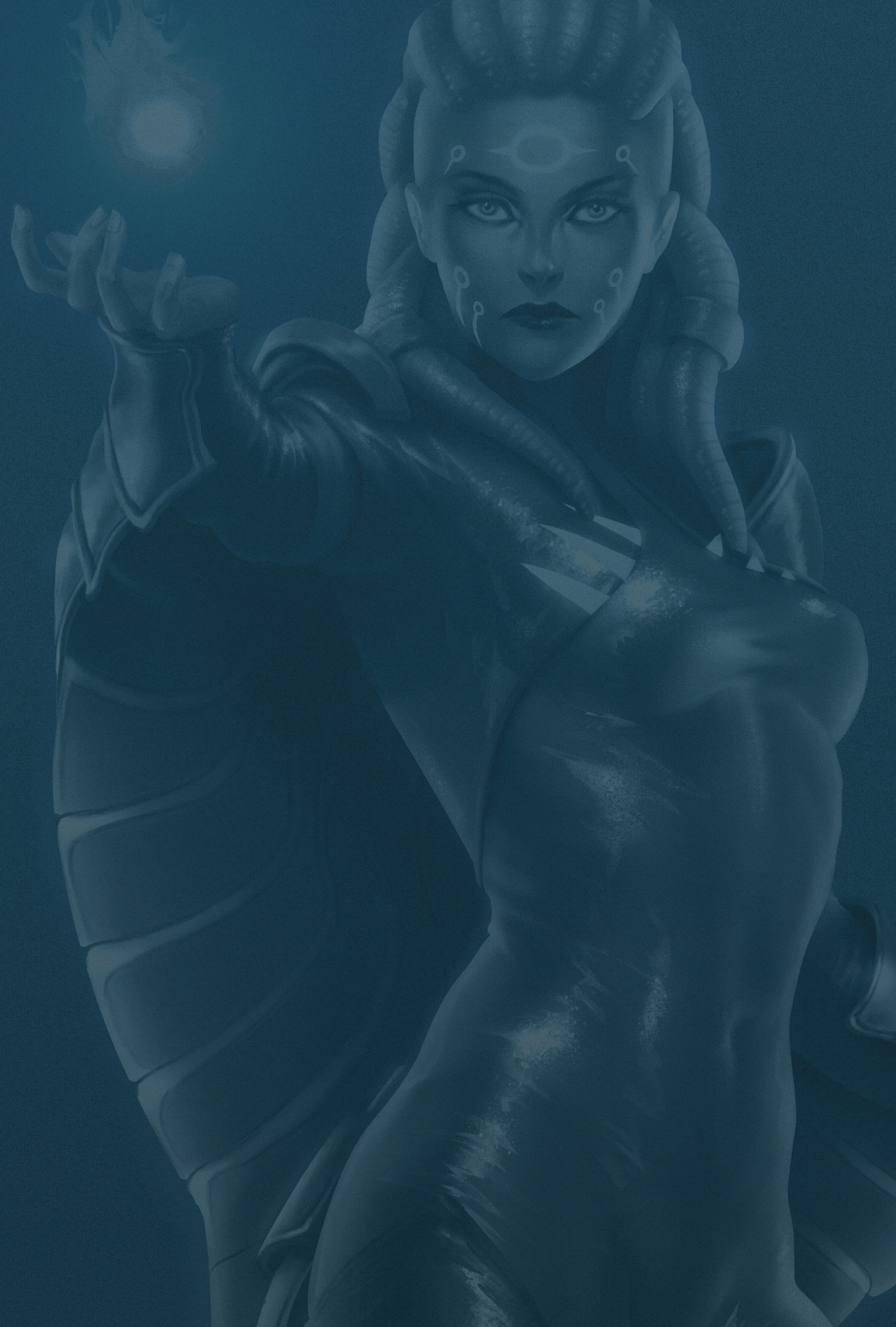
Elected Office

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$\$%^&*()

UI ELEMENTS

This is a list of elements that should be used throughout all of our media. Use these when appropriate, but never force them.



Buttons

Large Buttons

Type: Open Sans Bold 18pt // Minimum Padding — Top & Bottom: 15px // Left & Right: 20px.



Small Buttons

Type: Open Sans Bold 16pt // Minimum Padding: Top & Bottom: 10px // Left & Right: 15px.



Other Common Elements

Icons

These are common elements used in all Strife media



