



FireClicks
Game Development Studio

BRAND BOOK

Instructions for using the Logo, the general style of the brand in terms of colors, as well as fonts and patterns.



FONTS

Aa

The font pair that is used in the logo is also suitable for creating banners, as well as any headings and subheadings in the following order:

1. **KANIT** *Bold - Italic Bold*

The first and most basic font is Kanit, all bold styles are Bold, ExtraBold, Black. It is recommended to use this font, it can be Headings, Independent name of the studio.

Aa Bb Cc Dd Ee Ff Gg Hh
li Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Vv Xx Yy Zz

2. Montseratt *Light*

The second font is Montseratt, that font looks great with Kanit. Use in thin styles such as Thin, Light, Regular, Medium. Use in subheadings, main texts according to the type of description.

Aa Bb Cc Dd Ee Ff Gg Hh
li Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Vv Xx Yy Zz

Experimentation with each of the fonts is allowed, but only with the approval of the Art Director or the design department responsible for this branding.

LOGOTYPE



The main emblem of the logo is a combination of 2 elements - Fire, and a game controller (Gamepad). The logo, as you can see on the right in the example, consists mainly of round and smooth shapes (not everywhere there may be an even circle to achieve a greater resemblance to a joystick). Below, contrasting adaptations to different backgrounds by colors will also be provided.



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LOGOTYPE

Color Adaptation



The logo adapts to the color of the background, and can be either in its original gradient or in black / white colors for contrast. Depending on the purpose, a varied palette can also be applied to the logo, if this is a partnership or a banner of other companies, then the logo can adapt to any background



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An example of text adaptation on a light background
Background color FFEFDB 88% opacity

LOGOTYPE



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Attention – Rounding in the logo font and Italic font weight

just as much attention needs to be paid to the font in the logo, as previously mentioned the name of the font Kanit. But it is important to observe its modification, namely twisting, in the name of the studio. and Italic weight for font dynamics. The rounding is not large, but necessary in order to visually harmonize with the logo of the studio.

COLORS



Main Color

Fire Sunset



#F75D5B > #FFBD15



Linear Gradient

White Tone

Light Yellow



#FFEFDB

Brown Tone

Dark Leather



#51423D

Dark Tone

Graphite Grey



#363331

Black Tone

Coal Black



#1E1E1E

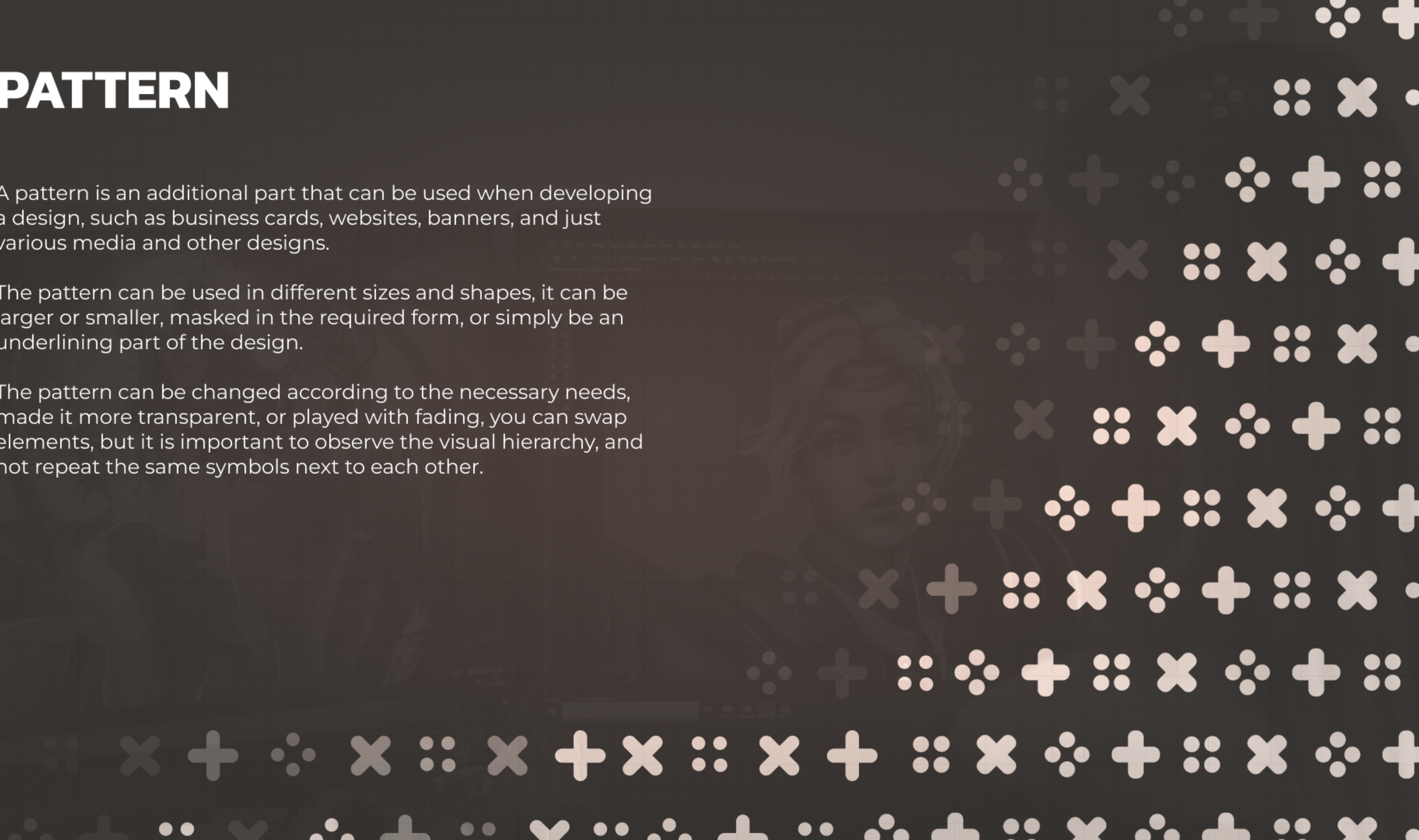
The main colors that can be used both for the background and for the text and logo (emblem), deviation from the guidelines is allowed in situations of design development with other color schemes of partners.

PATTERN

A pattern is an additional part that can be used when developing a design, such as business cards, websites, banners, and just various media and other designs.

The pattern can be used in different sizes and shapes, it can be larger or smaller, masked in the required form, or simply be an underlining part of the design.

The pattern can be changed according to the necessary needs, made it more transparent, or played with fading, you can swap elements, but it is important to observe the visual hierarchy, and not repeat the same symbols next to each other.





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