

A large, stylized, light red graphic of a bird's head, possibly a raven or crow, is positioned on the right side of the page. The bird is facing left, with its beak slightly open. The graphic is composed of smooth, flowing lines and is set against a solid red background.

# **RAVENSCOURT**

BRAND GUIDELINES

**BRANDING**



**RAVENS**  
C O U R T



**RAVENS**  
C O U R T



**RAVENS**  
C O U R T



**RAVENS**  
C O U R T



# LOGO

## SPACING

The logo should always be surrounded by a minimum specific area of space. This space ensures no visual elements encroach on the logo.

The space is identified by the letter "A" - Ax2 in vertical format and one A in horizontal format

VERTICAL



HORIZONTAL



# LOGO

## PLACEMENT

The logo does not have to be placed on a solid background, but it should be clearly defined and legible. Shown here are acceptable placements.



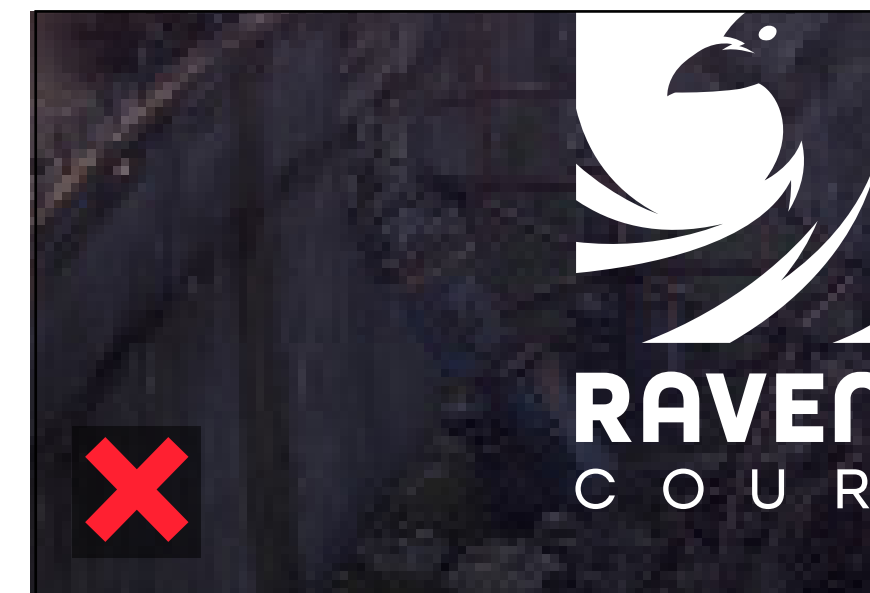
# LOGO

## DON'TS

The logo does not have to be placed on a solid background, but it should be clearly defined and legible. Shown here are non acceptable placements.



Don't tilt, morph or color the logo in any way (despite the given color versions).



Don't crop the logo.



Don't place the transparent logo on a busy photograph or pattern (see next page).



Don't place the black logo on dark backgrounds.



Don't place the white logo on light backgrounds.

# FONT

## TYPEFACE

INTER is the corporate font of Ravenscourt. In general you are allowed to use every INTER typeface style as appropriate (at your discretion) for your design. However, there are certain typeface styles that must be used for certain circumstances like headlines, sublines and body copy.

INTER typeface styles:

**black (italic)**  
**extra bold (italic)**  
**bold (italic)**  
**semi bold (italic)**  
**medium (italic)**  
regular (*light*)  
light (*italic*)  
extra light (*italic*)  
thin (*italic*)

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890!@#\$\$%^&\*()**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$\$%^&\*()

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$\$%^&\*()



# FONT

## TYPEFACE

The **HEADLINE** typeface should be used in an upper case black style with kerning set to optical and 15pt. Its color should be a secondary highlight color, but can be changed to one of the other defined colors if it fits the tone better.

The **SUBLINE** typeface should be used in an upper case light style with kerning set to optical and 15pt.

The **body copy** typeface should be used in a light or medium style with kerning set to optical and 0pt.

The whole text is always left-aligned.

# HEADLINE

## SUBLINE

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum.

**Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum.**

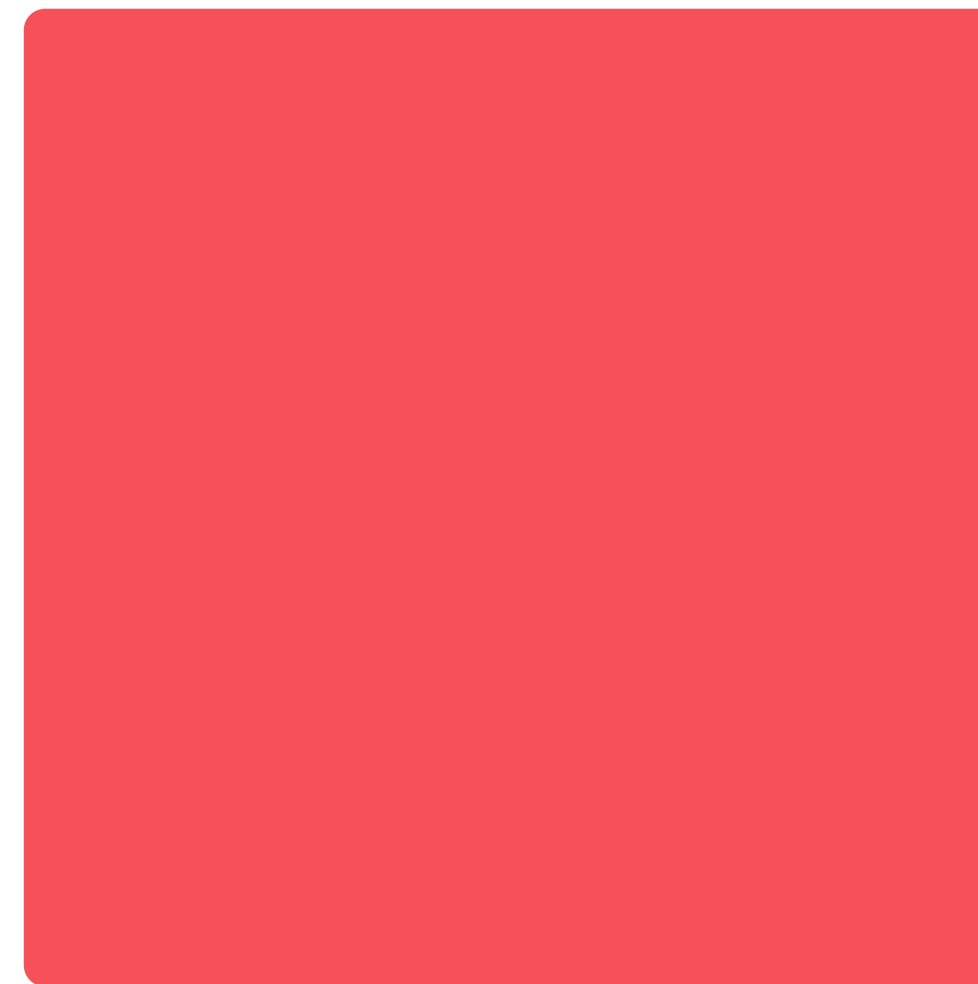
# COLORS

## PRIMARY

The primary colors should be used for headlines, icons and highlight elements.

While DARK NAVY is the preferred color for body copy texts, make sure to not use it on a RAVEN RED colored background and vice versa.

## RAVEN RED



#f65058

R 246 | G 80 | B 88

C 0 | M 85 | Y 55 | K 0

PANTONE Red 032 U

## DARK NAVY



#222853

R 34 | G 40 | B 83

C 100 | M 92 | 35 0 | K 30

PANTONE 2768 C

# COLORS

## SECONDARY

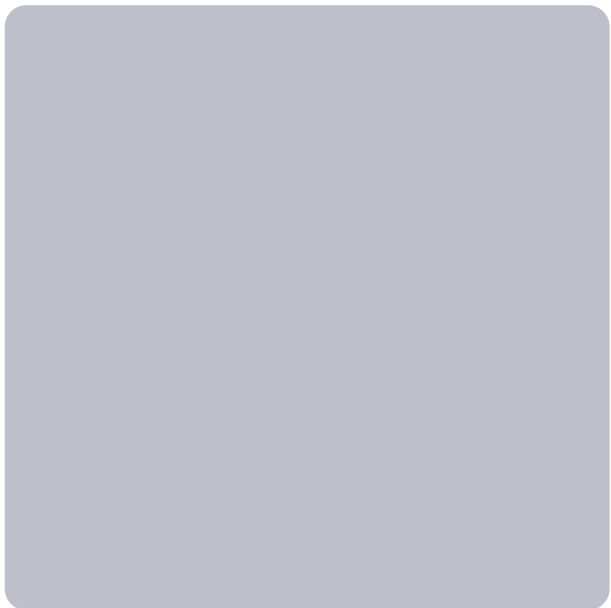
The secondray colors are used for textboxes and additional background elements.

LIGHT  
NAVY BLUE



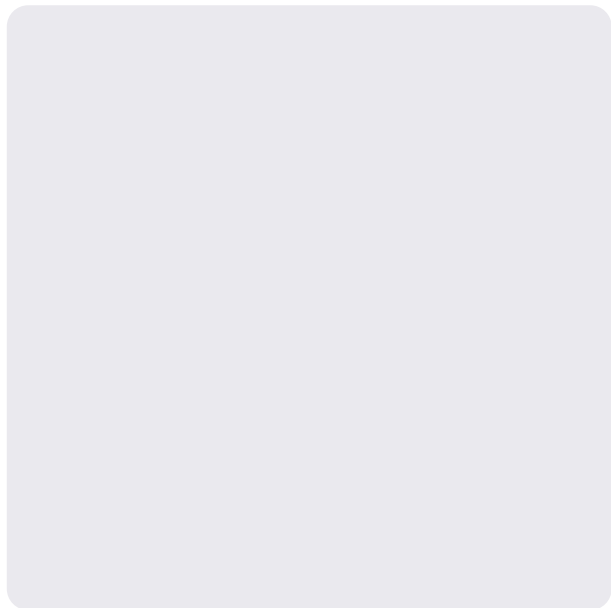
# 646884  
R 100 | G 104 | B 132  
C 66 | M 56 | Y 28 | K 12

NAVY GRAY



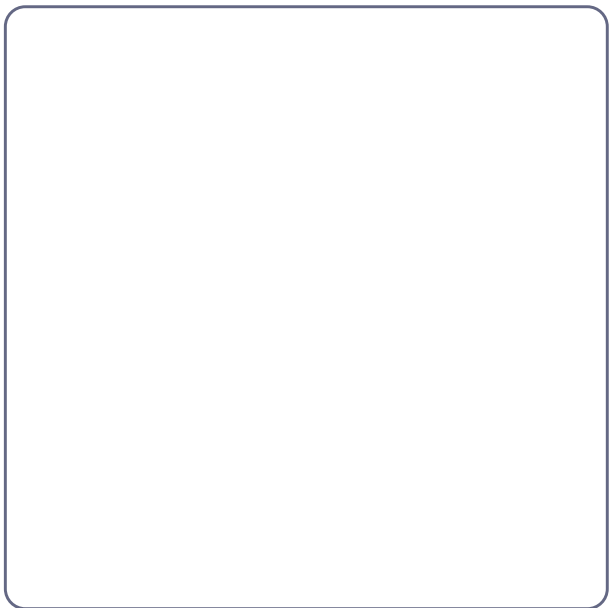
#BDBFCB  
R 189 | G 191 | B 203  
C 30 | M 22 | Y 14 | K 1

LIGHT  
NAVY GRAY



#EAE9EE  
R 234 | G 233 | B 238  
C 9 | M 8 | Y 4 | K 0

WHITE



#FFFFFF  
R 255 | G 255 | B 255  
C 0 | M 0 | Y 0 | K 0

# COLORS

## USAGE

If possible, use the RAVEN RED and DARK NAVY colored logos for your project, but try to keep consistency within the primary usage.

For example, if you go with the RAVEN RED logo, don't use DARK NAVY logo on any other assets in the same project or game anymore. If the usage of the former color is difficult, try to use the white version instead.

The headlines and sublines can have one of the primary colors, but never mix them. The copy text should always use the DARK NAVY color, WHITE color when used on a single colored background.



## HEADLINE

### SUBLINE

Lorem ipsum dolor sit amet, conse sadipscing elit, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua.



## HEADLINE

### SUBLINE

Lorem ipsum dolor sit amet, conse sadipscing elit, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua.



## HEADLINE

### SUBLINE

Lorem ipsum dolor sit amet, conse sadipscing elit, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua.

# DESIGN ELEMENTS

# BRANDING

## DESIGN ELEMENTS

Use the predefined elements for your editorial design. Make sure to either use RAVEN RED or DARK NAVY as fill color.

### HEADLINE

Lorem ipsum dolor sit amet, conse sadipscing elit, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua.

Lorem ipsum dolor sit amet, conse sadipscing elit, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. Lorem ipsum dolor sit amet, conse sadipscing elit, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed.

LOREM IPSUM

LOREM IPSUM

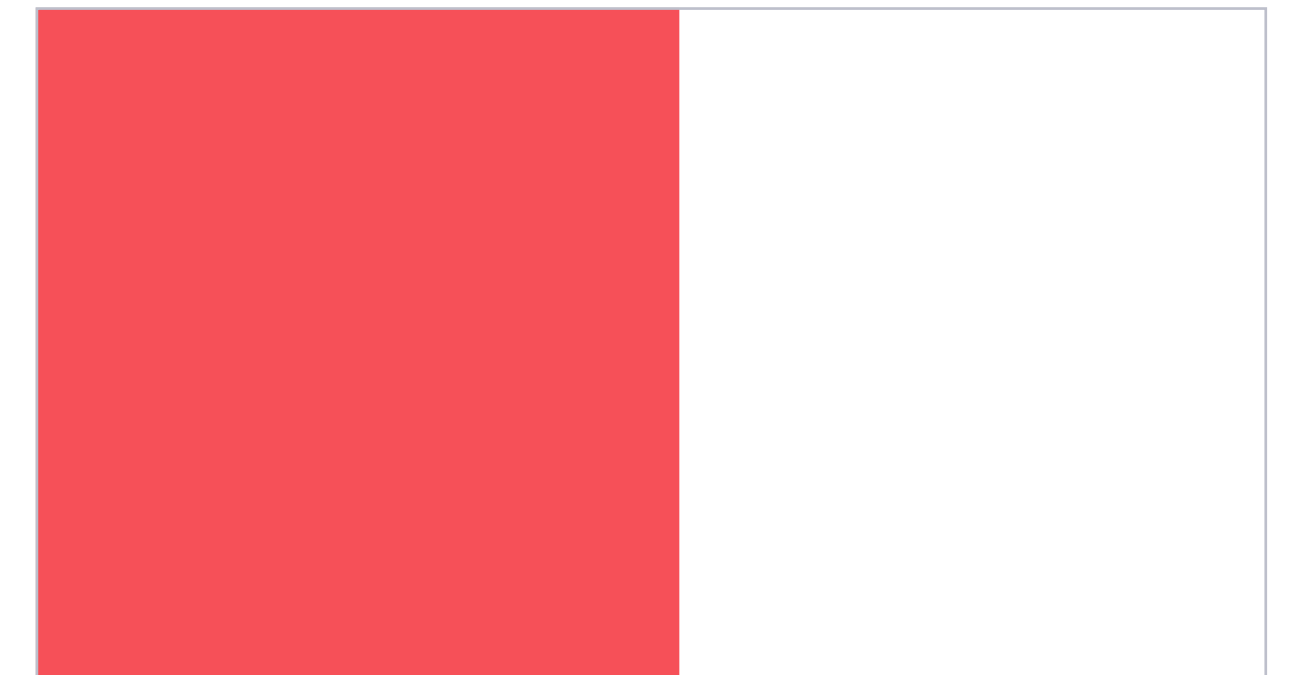
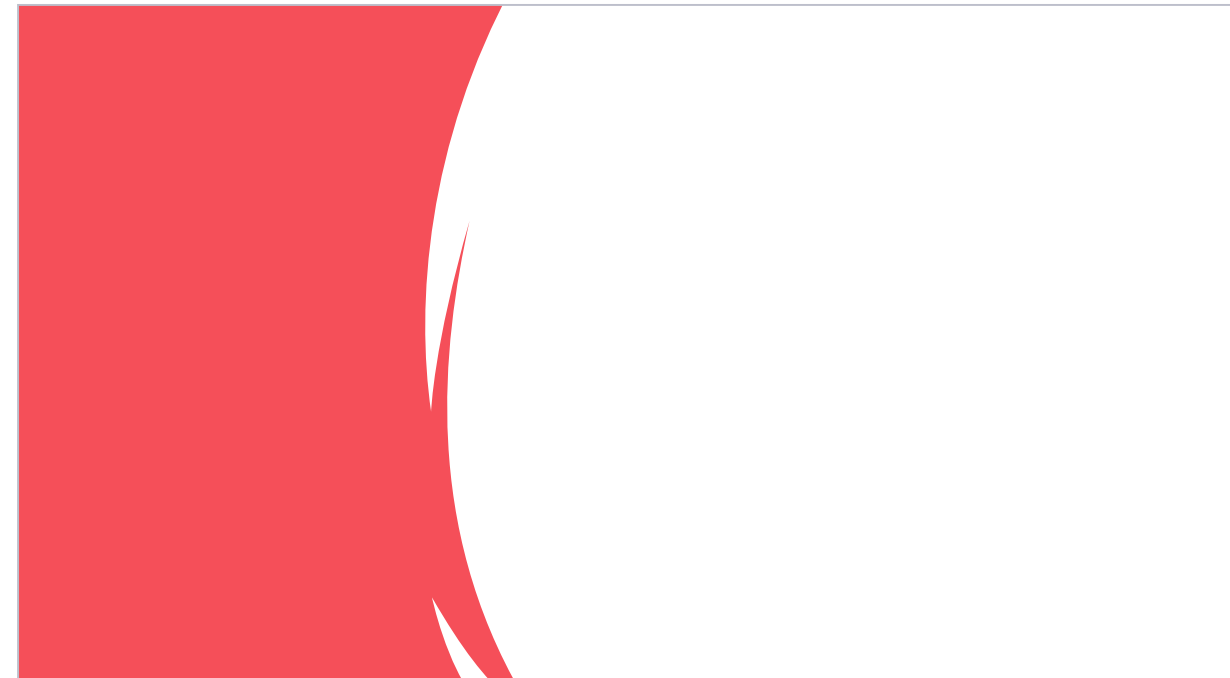
LOREM IPSUM

*this element is meant to be used for highlighting keywords and informations - don't use this as a headline*

# BRANDING

## PAGE BACKGROUNDS

Please use the predefined background for your purposes.



# CASE STUDIES



# HEADLINE

## INFORMATION

### STORY TRAILER

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum.

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### GAMEPLAY TRAILER

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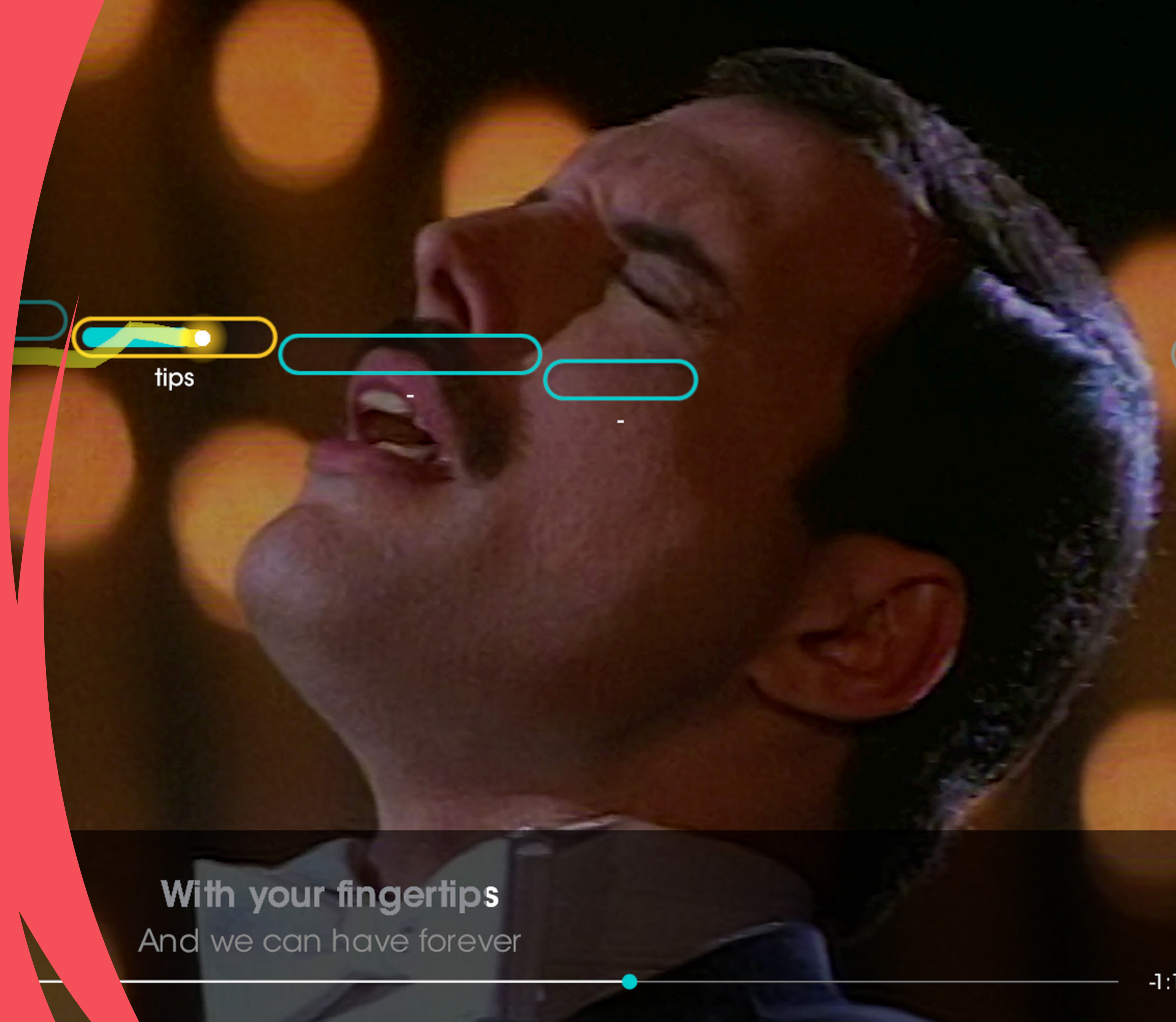


# GAME TITLE

## INTRODUCTION

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**With your fingertips**  
And we can have forever



# LOREM IPSUM

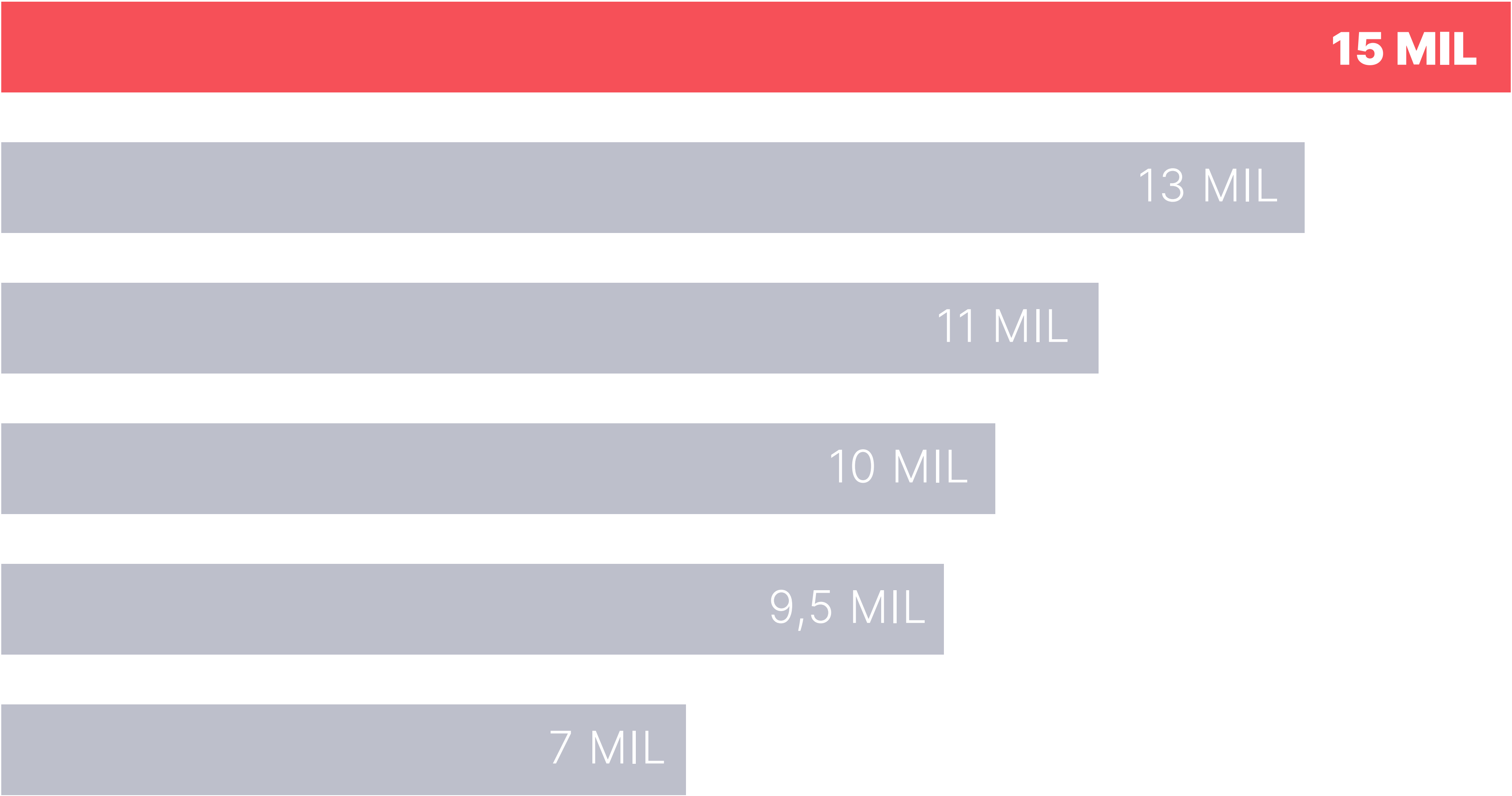
## ABOUT THE GAME

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# RAVENS COURT

## CONTACTS

RAVENS COURT contacts for corporate design  
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