



ESFER

# BRAND GUIDELINES

ESFER Brand Identity Standards

# Overview

Esfer is a game development hub and distribution platform. We help game developers connect to each other, share their experiences in game development, collaborate and finally, share their games with the world.

We want to build an awesome community of game developers inside the platform: people looking for help, people willing to help, people who want to make a profit of their work or simply for lone developers who want to show their skills to the community.

Esfer is for gamers, for developers and for anyone who wish to join the platform.

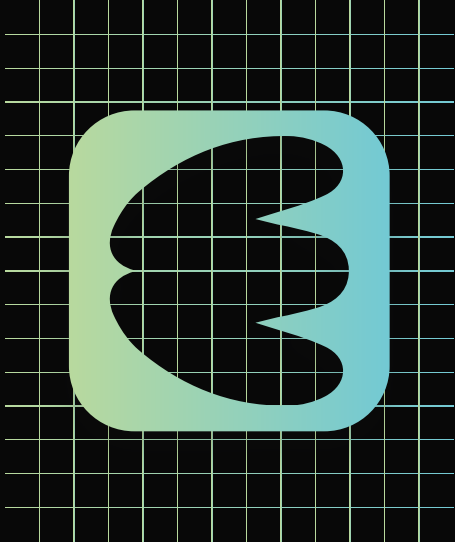


# Brand Tagline

Build together. Share together.

# LOGO

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## Font **Used** In LOGO

### NEW ACADEMY

The lettering is created using the New Academy. The Logo Should be always used from the master artwork. Use the complete logo, the only time you should use the symbol alone is on the Esfer platform, or social media channels where there are other elements to help the user recognize the brand.

**ESFER**

**A B C D E F G H I J K L M N**

**O P Q R S T U V W X Y Z**

**1 2 3 4 5 6 7 8 9 0**





## Font To **Use** In The brand

Avant Grafe - Gotham

### HEADLINE

Avant Grafe - Gotham Bold

### WEB

48 pt

### TITLE

Avant Grafe - Gotham Bold

### WEB

24 pt

### BODY

Avant Grafe - Gotham Medium

### WEB

12 pt

### SMALL TEXT

Avant Grafe - Gotham Book

### WEB

8 pt

### QUOTE

Avant Grafe - Gotham Extra Light

### WEB

6 pt

Lorem ipsum

Lorem ipsum dolor sit a

Lorem ipsum dolor sit amet

Lorem ipsum dolor sit amet

Lorem ipsum dolor sit amet





## Color **Used** In ESFER

RGB and CMYK Colors

C % 29  
M % 0  
Y % 47  
K % 0

#BADBA0

C % 51  
M % 0  
Y % 16  
K % 0

#72CBD6



Brand Gradients

Secondary Colors

#72CAD6

#41737A

#85ECFC

#1F373B

#78D4E1

#B9DB9F

#697A5A

#D5FAB5

#323A2C

#BEE0A5



# Fav Icon

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Fav Icon 1

The Esfer favicon graphic is linked with the Esfer platform. It is a smaller representation of the brand for the browser and for the mobile and interfaces.



Fav Icon 2

Take into account that the favicon is not the brand logo and should never replace the logo

It can be used as 32 X 32





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