

PLAYKOT VISUAL GUIDELINES

CONTENTS

Logotype	1
Symbol and logo	2
Space around logo	3
Logo variations	4
Circle	6
Logo colours	7
Colours	8
Typeface	10
Headline and body type	11
Type style	12
Style forming elements	13

LOGOTYPE

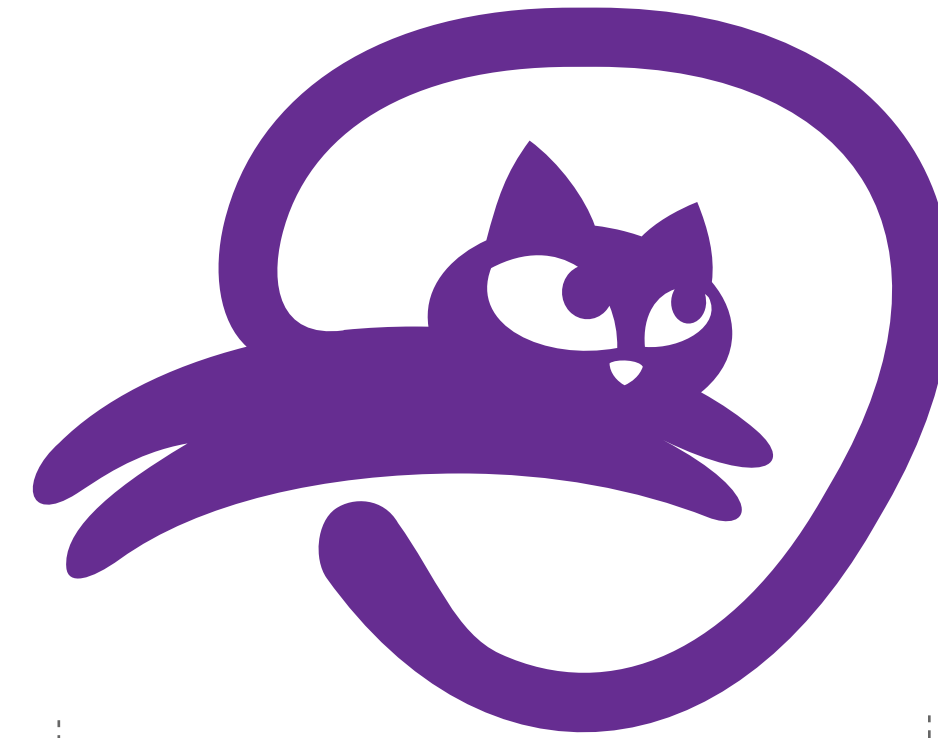
Logotype

Symbol and logo



playkot

text logo

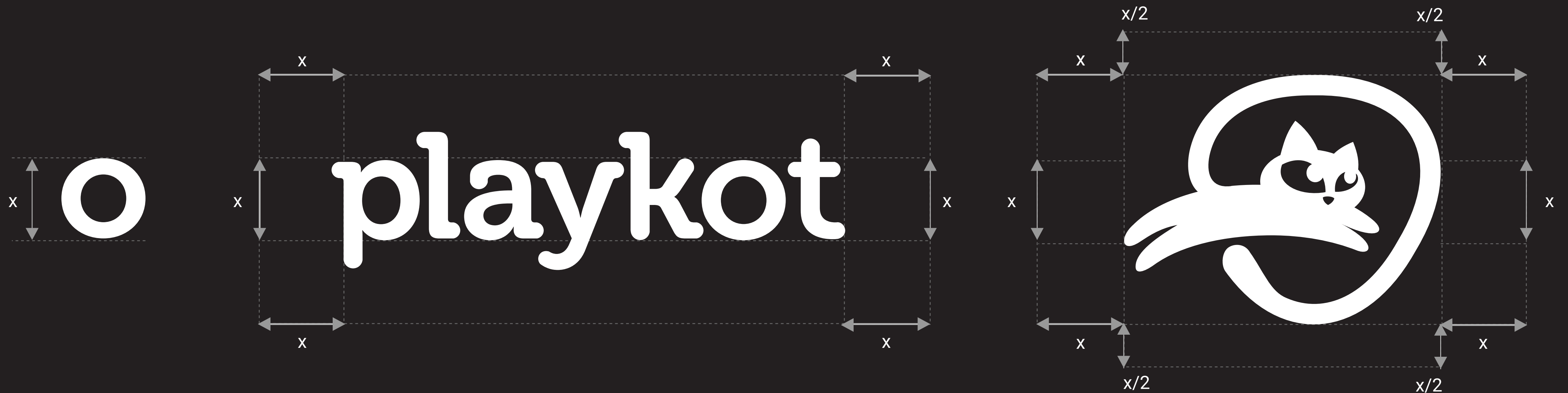


symbol

We have a text logo and symbol,
you can use them both
individually or in combinations
with each other (see p. 4-5)

Logotype

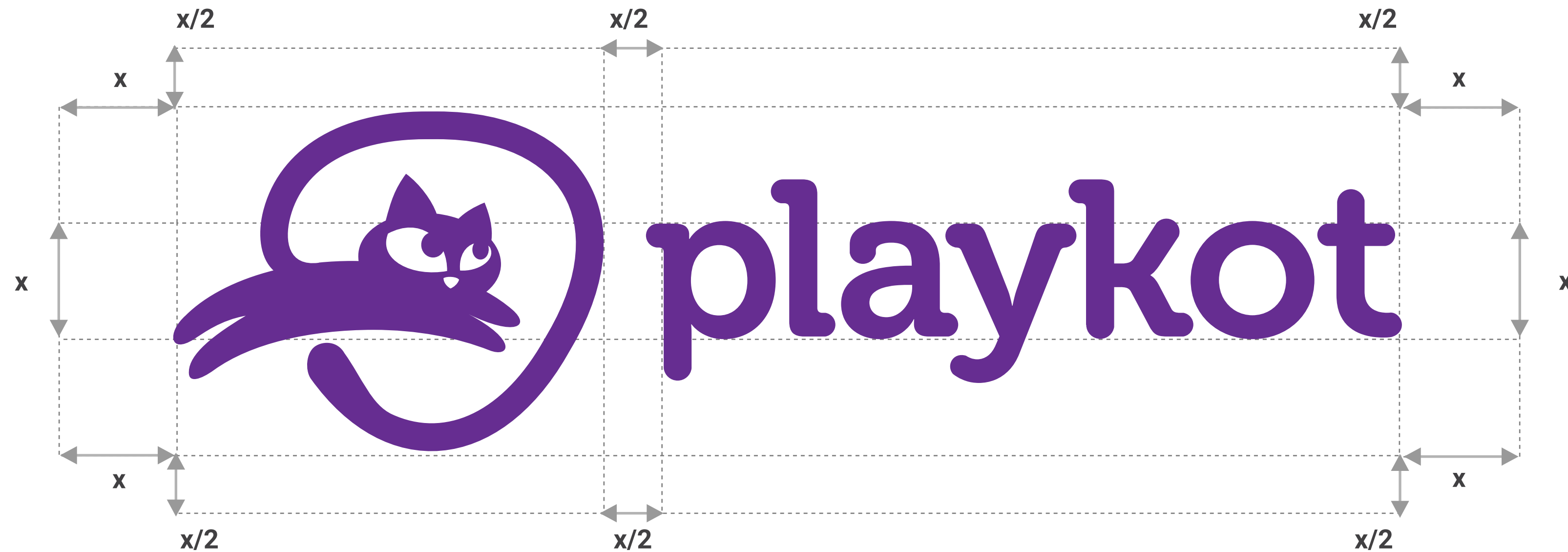
Space



Always leave
the logo some space
to breathe
x - height of the letter "o"

Logotype

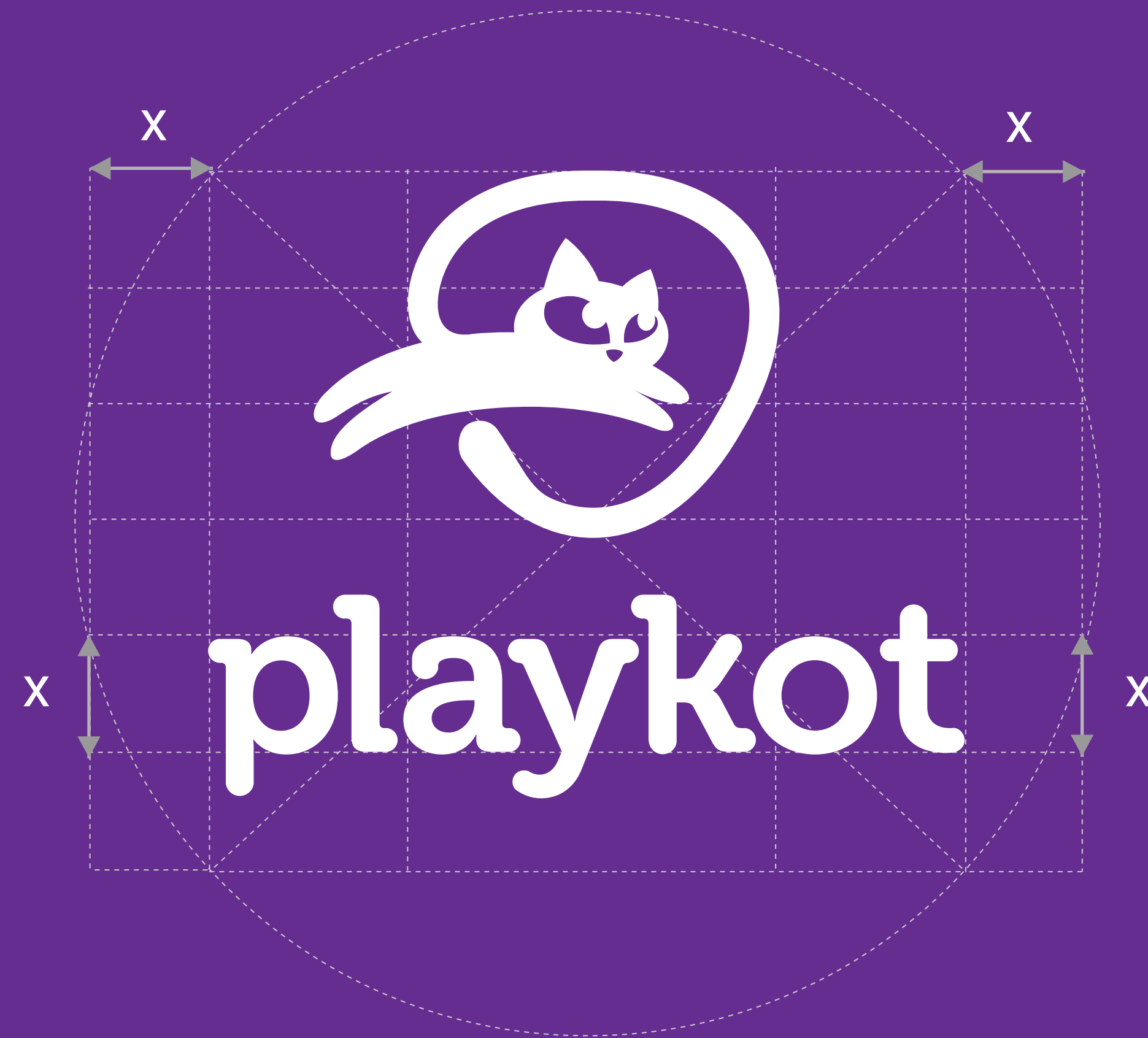
Variations



The horizontal logo is the highest priority. Pay attention to the distance between the symbol and text logo – it is strictly regulated.

Logotype

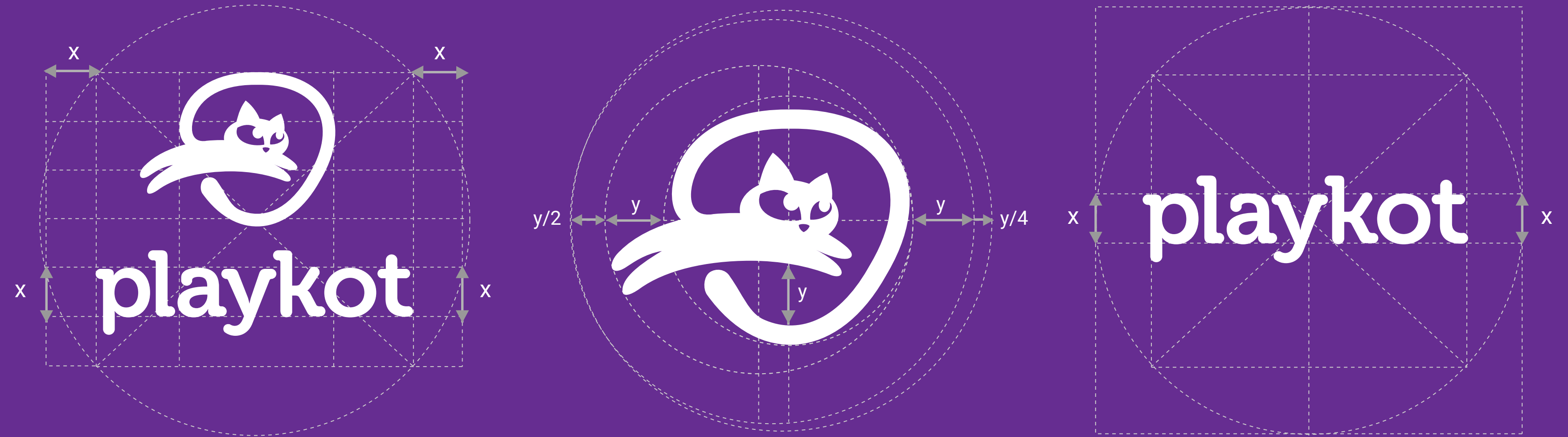
Variations



If you need to place the logo in a vertical composition, you can use the vertical logo.

Logotype

Circle



There are rules that you must follow when placing the logo in the circle.

Logotype

Colours



The logo may only be used in three colours. White and violet are the highest priority. In rare cases you can use the dark violet logo.



COLOURS

Colours

VIOLET

RGB 102 45 145

CMYK 76 92 0 0

PANTONE 526 C

HEX 662d91

DARK VIOLET

RGB 57 41 89

CMYK 89 93 31 27

PANTONE 669 C

HEX 392959

WHITE

RGB 255 255 255

CMYK 0 0 0 0

HEX ffffff

BLACK

RGB 0 0 0

CMYK 0 0 0 0

HEX 000000

SLATE GRAY

RGB 76 90 112

CMYK 32 20 0 56

PANTONE 5275 C

HEX 4c5a70

GOLD

RGB 255 202 51

CMYK 0 21 80 0

PANTONE 123 C

HEX ffca33

YELLOW-GREEN

RGB 153 194 65

CMYK 21 0 66 24

PANTONE 165 C

HEX 99c241

The primary brand colour is violet. Our additional brand colours are black, white and dark violet. In rare cases we also use grey, yellow and green.

TYPEFACE

Typeface

Headline

Panton

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmn

opqrstuvwxyz

1234567890

@! "£\$:;/%&()* *_+

Body

Roboto

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmn

opqrstuvwxyz

1234567890

@! "£\$:;/%&()* *_+

Typeface

Style

Panton Black

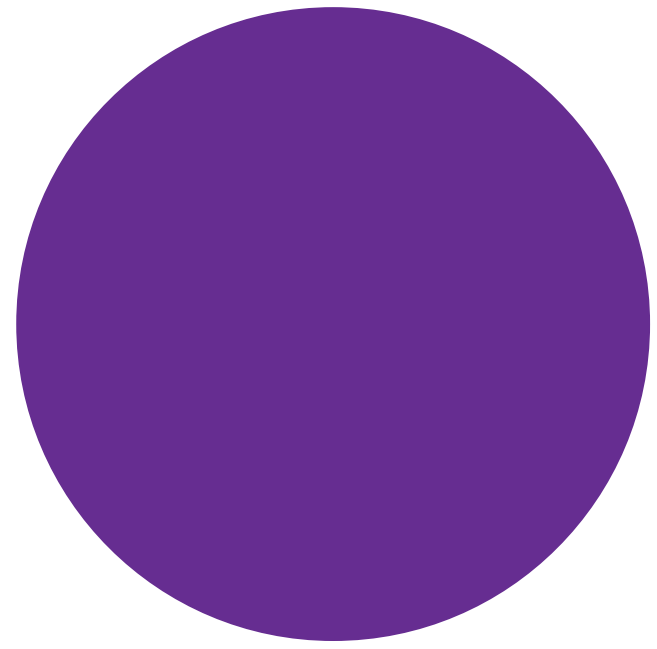
Panton Bold

Roboto Regular

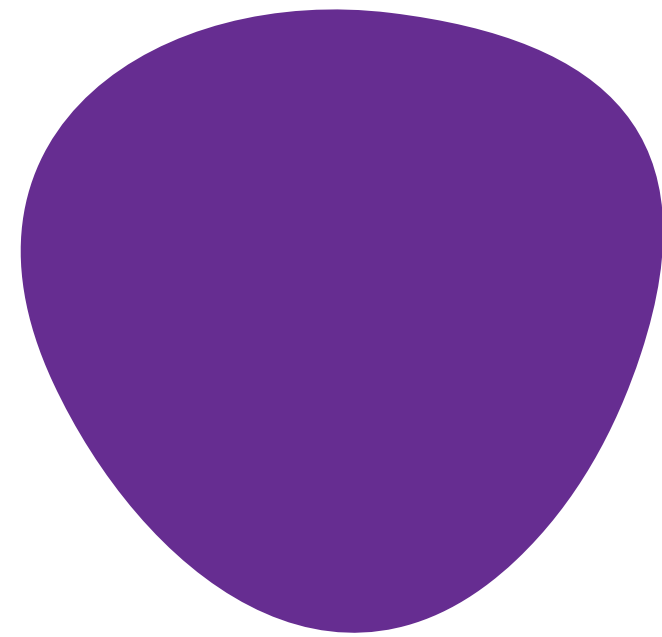
Roboto Light

STYLE FORMING ELEMENTS

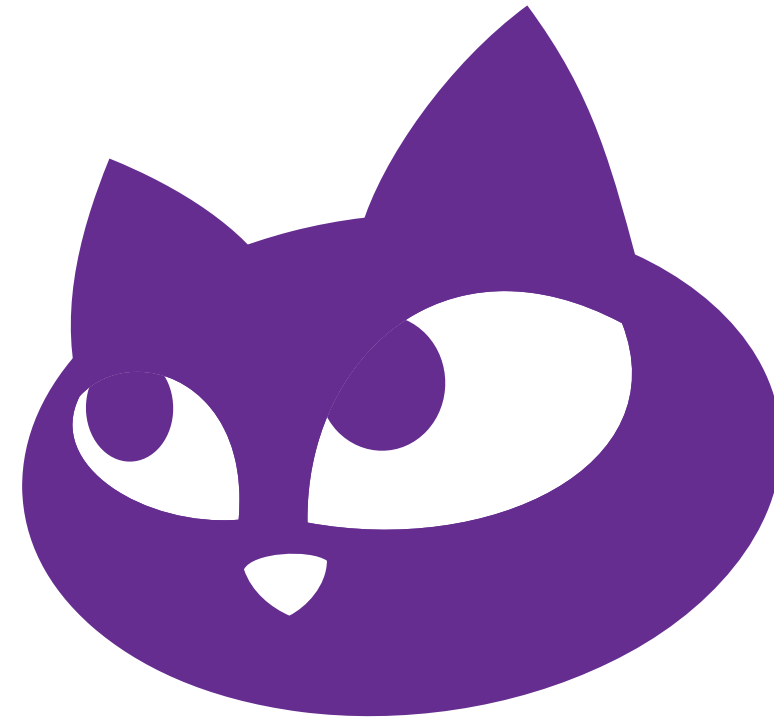
Style forming elements



circle



screen



cat



cat outline



paw

This is how you can combine different elements with each other and with typography. Only use the cat in cases, where his head is popping out from somewhere.

