OFFROAD GAMES

BRAND GUIDELINES

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BRAND VALUES

WE ARE ...

ADVENTUROUS
WILD
LIMITLESS
UNCHARTED
SPEEDY

WE LIVE THE ADVENTURE.

LOGOS

OUR LOGO

The logo is the most important element of our brand.

The arrow shape in the logo reinforces our limitless, adventurous vibe, while the solid, capital letterforms reflect our brand values.

The OG icon may be used for thumbnails, profile pictures, graphic elements, watermarks, and in limited spaces (such as square or circular formats).

We do not use the main logo and icon together as a single lockup.

Main logotype

The OG icon

LOGO COLOUR

Our logo may be used in **Yellow**, **Black**, and **White**.

1. If the background is light,
   use the logo in Black.
2. If the background is dark,
   use the logo in Yellow or White.
3. If the background is black, always use
   the logo in Yellow.
4. Over photography, you may use Yellow, Black,
   and White, but be sure it is clear and legible.

DON'TS

1. Don't stretch.
2. Don't rotate.
3. Don't use other colours or gradients.
4. Don't add outlines.

Never use the logo in any of the secondary colours.

THE OG ICON

Here are examples on how to use our OG icon.

1. OG icon on dark background.
2. Used as a watermark or background pattern.
   Ensure the correct tonal colour is applied.
3. OG icon on light background.
4. OG icon on photography.

When used as a background pattern,
it may also be used without the boxed outline.

Do not use the full-colour icon on yellow.

TYPOGRAPHY

TYPOGRAPHY

We have one typeface for all applications: **Saira**. It comes in nine weights from Thin to Black.

We use **Extra Bold** for headings and subheadings, and **Regular** for body copy.

Bold may be used to highlight body copy.

The Italic style may be used for special occasions.

AaBb

Saira Extra Bold
Saira Bold
Saira Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@£$%^&*()

TYPE HIERARCHY

Whenever we write and design copy, please ensure to use the following examples as guidance.

Heading: Saira Extra Bold

OFFROAD GAMES

Subheading: Saira Extra Bold

Live the adventure

Body copy: Saira Regular

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.

Annotation: Saira Regular

Visit offroadgames.com for more information.

Button: Saira Extra Bold

FIND OUT MORE

TYPE COLOURS

When combining primary colours in a piece of communication, always try to ensure legibility.
Here are a set of colour combinations that could be a good place to start.

|		
OFFROAD	**OFFROAD**	**OFFROAD**
OFFROAD	**OFFROAD**	**OFFROAD**

COLOURS

COLOURS

Our primary colours are **Yellow**, **Black**, and **White**.

Each colour has its own tonal variations, which are used across all brand communications in some form.

Secondary colours may be used for annotations or special occasions but should never be the dominant ('hero') colour.

PRIMARY

#FFC614	#000000	#FFFFFF
#E6B212	#141414	#E0E0E0

SECONDARY

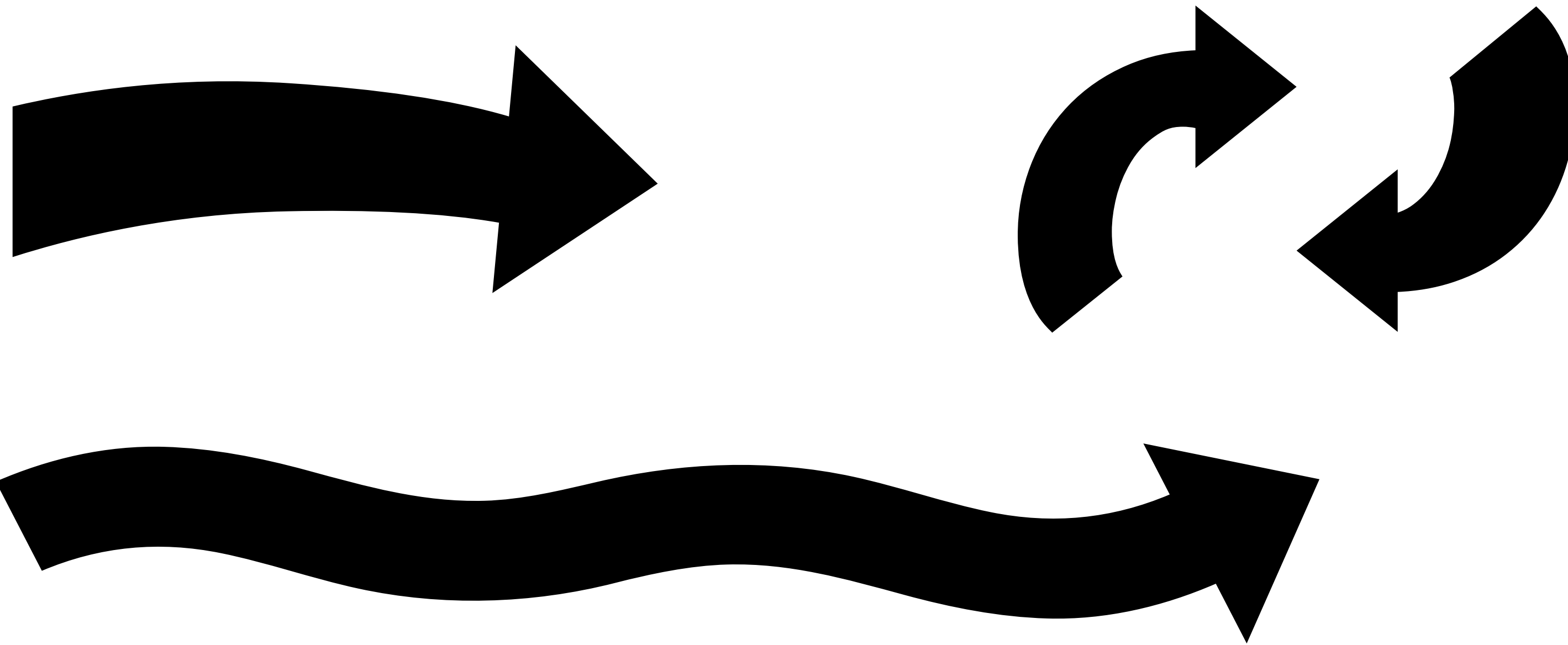#0079C1
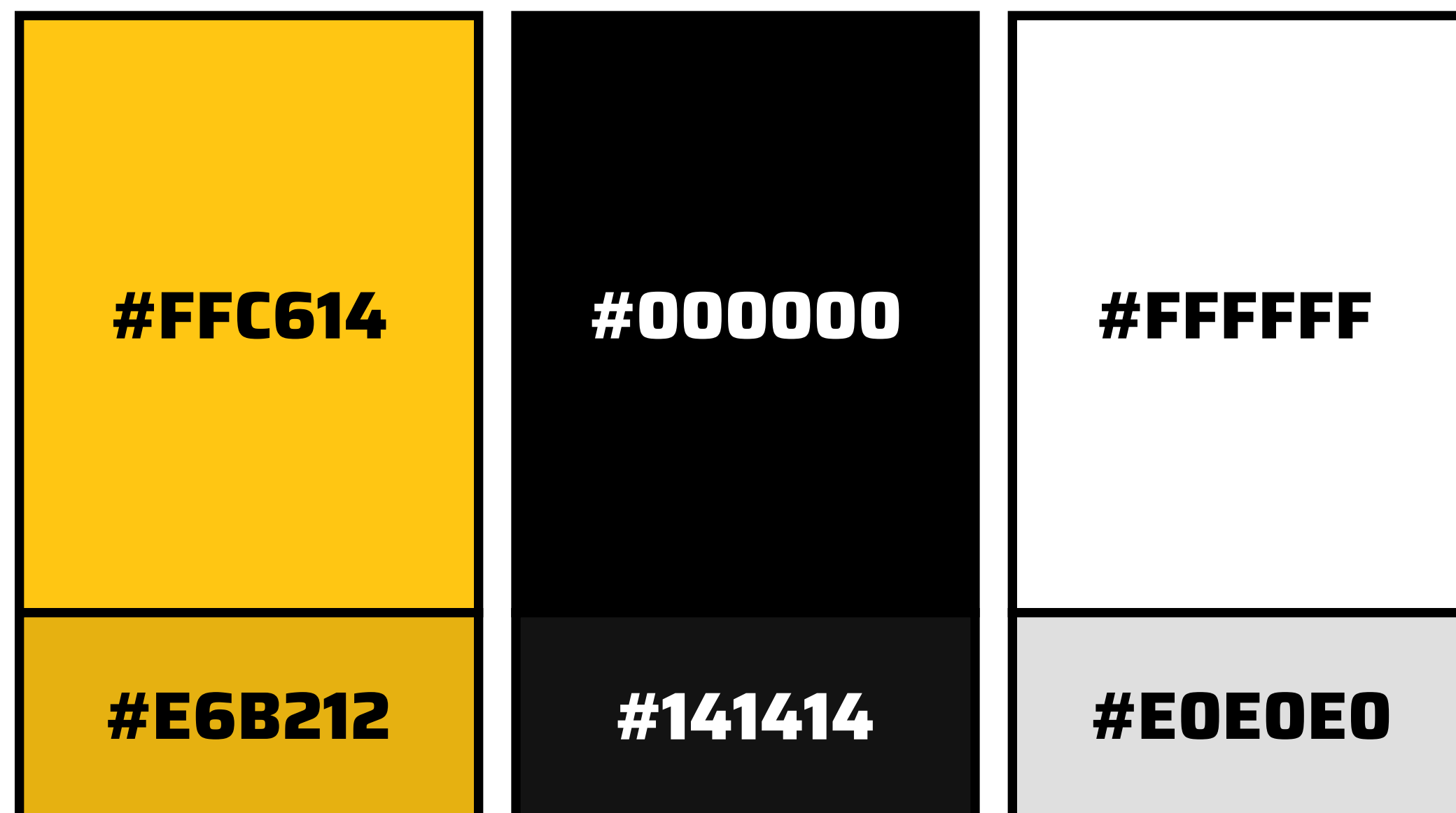
GRAPHIC ELEMENTS

ARROWS

Arrows are the core graphic element of our brand.

They can be used as a playful design element to enhance and brighten various communication materials.

Feel free to create unlimited patterns and shapes using the arrows below.

TREATMENTS

Here are a set of background patterns we use.

When creating your own, please ensure to use the following examples as guidance.

- For patterns, ensure that the matching tonal colour is used.
- For shapes, always keep them flowing and curved.
- Arrows do not need to be present at all times.

For shapes used as containers,
add a **5px black outline stroke**.
On black background, add a **5px yellow outline stroke**.
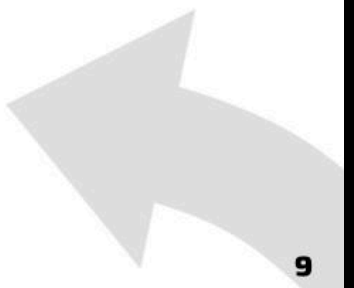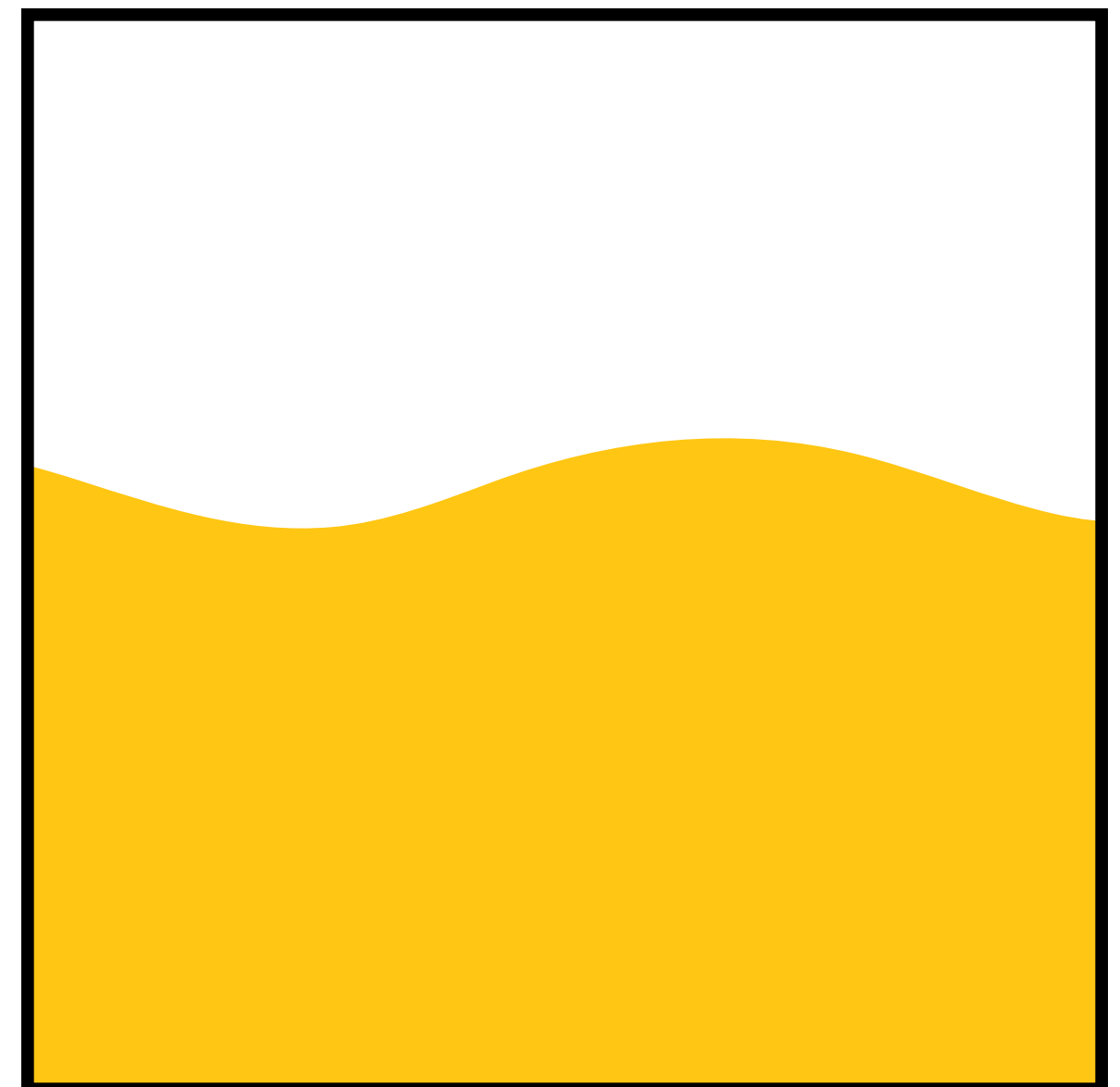
EXAMPLES

OFFROAD GAMES
INSERT TITLE (UPPERCASE)

CLICK TO ADD TITLE

- **Bullet point 1**
  Lorem ipsum dolor sit amet, consectetur adipiscing elit

- **Bullet point 2**
  Lorem ipsum dolor sit amet, consectetur adipiscing elit Lorem ipsum dolor sit amet, consectetur adipiscing elit

- **Bullet point 3**
- **Bullet point 4**

9

CLICK TO ADD TITLE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea **commodo consequat**. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu **fugiat nulla pariatur**. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
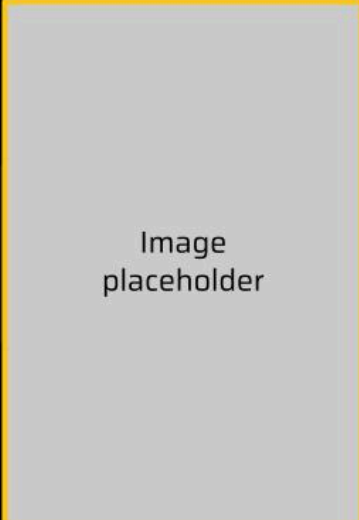
Image placeholder

5

CLICK TO ADD TITLE

- **Bullet point 1**
  Lorem ipsum dolor sit amet, consectetur adipiscing elit

- **Bullet point 2**
  Lorem ipsum dolor sit amet, consectetur adipiscing elit Lorem ipsum dolor sit amet, consectetur adipiscing elit

Full Image Background

16

CLICK TO ADD TITLE

Step 1 → Step 2 → Step 3

15

Full Image Background

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THANKS FOR BEING PART OF OUR JOURNEY!