







BRAND MANAGEMENT GUIDELINES

CONTENT

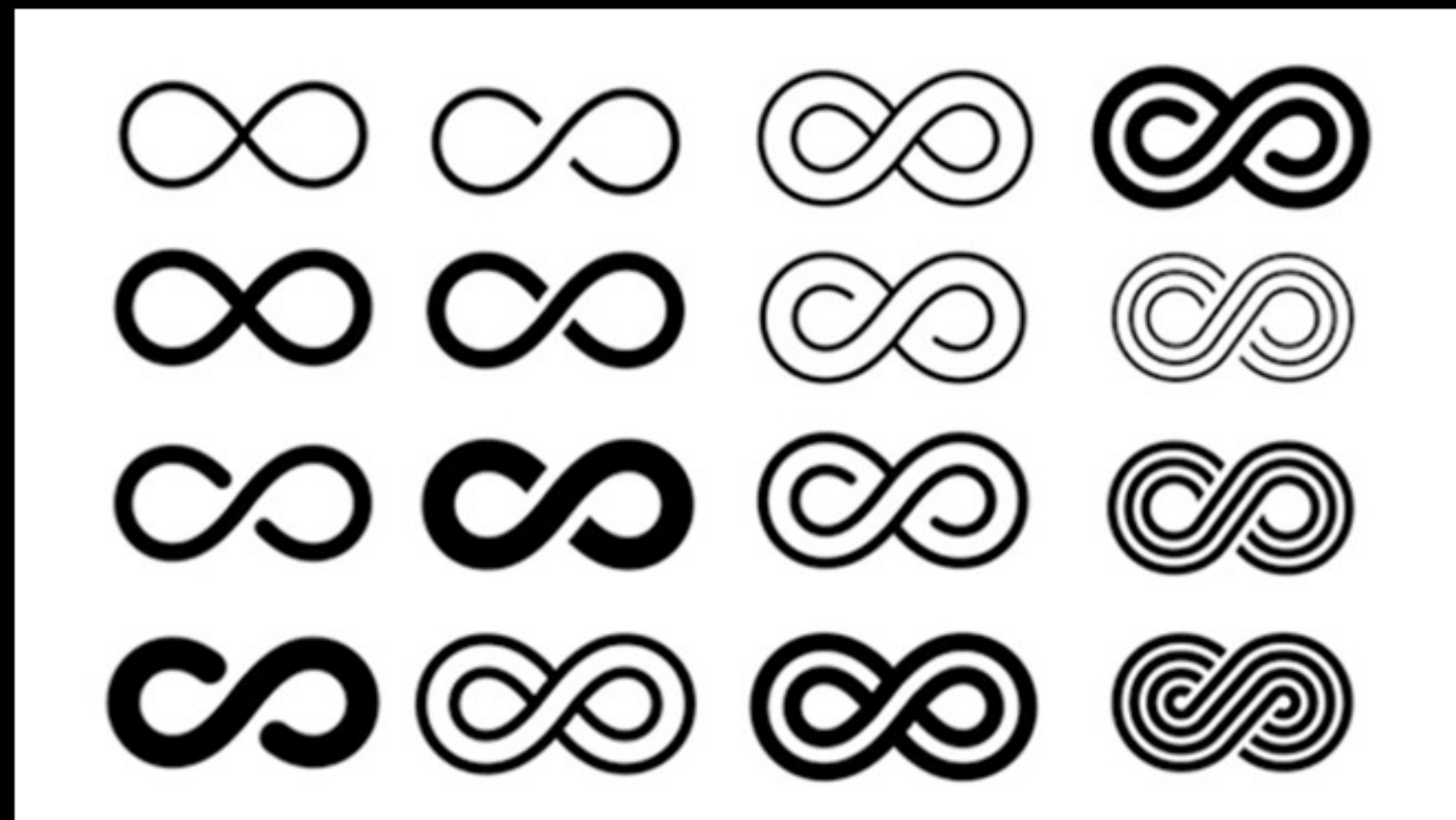
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BRAND

THE GIXER ENTERTAINMENT
BRAND IS FORMED BY A LOGO
APPLIED AS A UNIFORM SET.



INSPIRATION



CONCEPT



GIXER



MARGIN

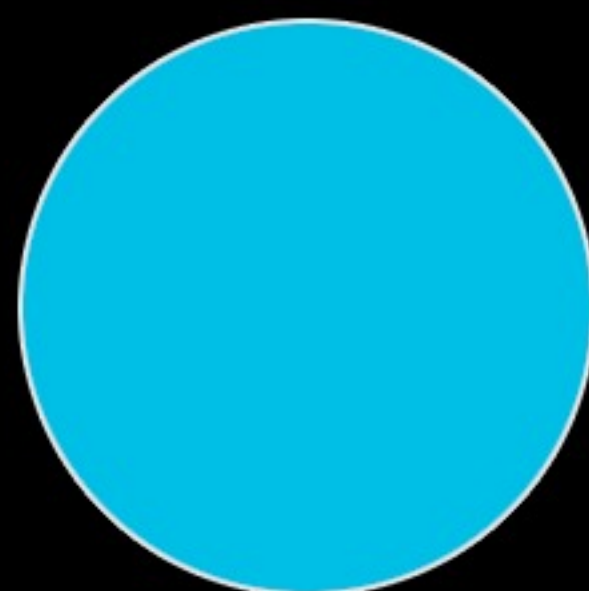
CLEAR SPACE PREVENTS TYPE, IMAGERY OR OTHER GRAPHIC ELEMENTS FROM INTERFERING WITH THE LEGIBILITY OF OUR LOGO. NO GRAPHIC ELEMENTS SHOULD ENCROACH THE BORDER AROUND THE LOGOMARK. THIS MARGIN SPACE IS DETERMINED BY 50% HEIGHT OF LOGOMARK ON EACH SIDE. MEASURE THE CLEAN SPACE FOR PRIMARY LOGOMARK BY THE HEIGHT OF THE HALF LOGO.



COLOR

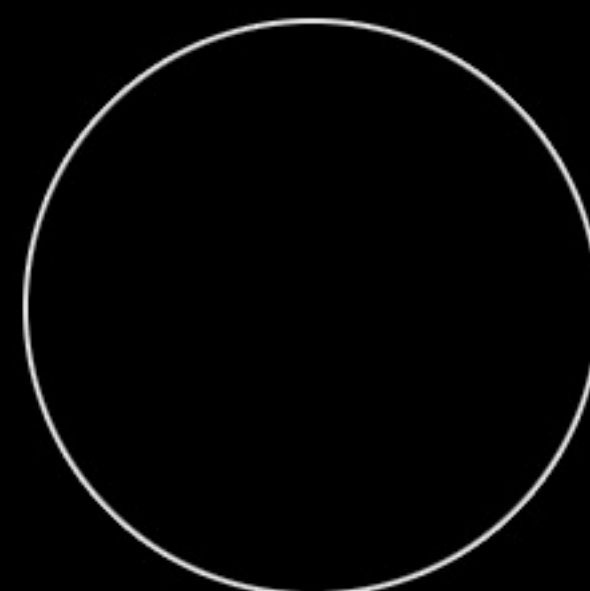
OUR BRAND USES COLOR SCHEMES PURPOSEFULLY TO BUILD TRUST WITH OUR AUDIENCE AND COMMUNICATE CONSISTENCY, THAT CAN HAVE A POSITIVE EFFECT ON CUSTOMER EXPERIENCE AND REVENUE. ALSO HELPS US CREATE VISUAL PATTERNS THAT CAN MAKE INTERACTING WITH OUR PRODUCTS EASIER AND MORE PREDICTABLE.

THE COLOR NAME OF HEX CODE #61BEE5 IS BLUE JEANS. THE RGB VALUES ARE (97, 190, 229) WHICH MEANS IT IS COMPOSED OF 19% RED, 37% GREEN AND 44% BLUE. THE CMYK COLOR CODES, USED IN PRINTERS, ARE C:58 M:17 Y:0 K:10. IN THE HSV/HSB SCALE, #61BEE5 HAS A HUE OF 198°, 58% SATURATION AND A BRIGHTNESS VALUE OF 90%.



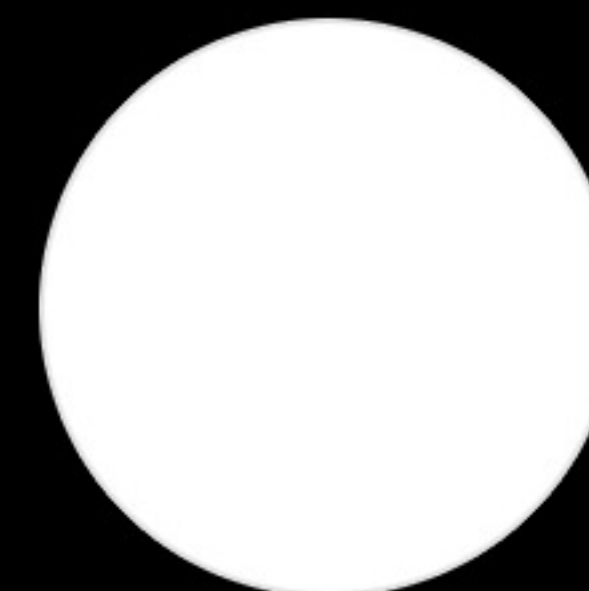
BLUE JEANS

PMS 2985 C
CMYK 58-17-0-10
RGB 97-190-229
HEX 61BEE5



BLACK

PMS BLACK
CMYK 0-0-0-100
RGB 0-0-0
HEX 000000



WHITE

PMS WHITE
CMYK 0-0-0-0
RGB 255-255-255
HEX FFFFFFFF

DO

THE COLOR TO CHOOSE USUALLY DEPENDS ON THE BACKGROUND AND PRODUCTION METHOD. COLOR LOGO IS REQUIRED ONLY FOR MONOCHROME BACKGROUNDS. THE MONOCHROME LOGO MUST BE APPLIED ACCORDING TO THE PREDOMINANT COLOR OF THE OTHERS.



DON'T

OUR LOGO IS OUR MOST VALUABLE ASSET. IT'S NOT A SHAPE-SHIFTER, AND DOESN'T HAVE PLANS TO BECOME ONE ANYTIME SOON. PLEASE DO NOT EDIT, CHANGE, OR DISTORT IN ANY WAY, AND MAKE SURE COLLABORATORS DON'T GET TOO CREATIVE WITH THE USE OF OUR LOGO.



TYPOGRAPHY

GIXER ENTERTAINMENT HEADLINES ARE SET IN GOTHAN ULTRA. TYPESET ALL TEXT AND PARAGRAPH TEXT IN GOTHAN LIGHT. PROXIMA NOVA IS THE WEB-SAFE AND G SUITE SUBSTITUTE TO USE ON ALL TEXT WHEN GIXER ENTERTAINMENT'S BRAND FONTS ARE NOT AVAILABLE (GOOGLE DOCS, SLIDES, ETC.).

GOTHAN ULTRA

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

GOTHAN LIGHT

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

PROXIMA NOVA BLACK ITALIC

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

PROXIMA NOVA THIN

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

DOWNLOAD GIXER ENTERTAINMENT FONTS KIT: <http://www.gixer.com.br/brand/fonts>

APPLICATION



ATTRIBUTION

PROJECTS FROM GIXER ENTERTAINMENT MUST INCLUDE AN IN-APP CREDIT LINE AND THE GIXER ENTERTAINMENT LOGO.

CREDIT LINE

THE CREDIT LINE MUST INCLUDE THE WORDS "GIXER ENTERTAINMENT", FOR EXAMPLE:

DEVELOPED BY GIXER ENTERTAINMENT

CREATED BY GIXER ENTERTAINMENT

DEVOLVER DIGITAL © 2024 GIXER ENTERTAINMENT

THE LOGO AND THE CREDIT LINE MUST ALSO EXIST IN GAME CREDITS OR AN ALTERNATE SCREEN, OR IN DOCUMENTATION IF THERE ARE NO ON SCREEN OPTIONS AVAILABLE.

SPLASH SCREEN

THE GIXER ENTERTAINMENT LOGO IS REQUIRED TO BE DISPLAYED ON-SCREEN DURING APPLICATION STARTUP, BEFORE ANY USER INTERACTION. THE LOGO CAN EXIST WITH OTHER LOGOS, MUST BE WITH A REASONABLE/READABLE SIZE AND THE MINIMUM DISPLAY TIME IS 2 SECONDS.

DOWNLOAD GIXER ENTERTAINMENT LOGO KIT: <http://www.gixer.com.br/brand/logo>

TRADEMARK

ON ALL MARKETING MATERIALS, INCLUDE “COPYRIGHT 2019 GIXER ENTERTAINMENT” MARKING AT BOTTOM, RIGHT JUSTIFIED FOR ALL MARKETING MATERIALS. [MINIMUM FONT SIZE TO BE SPECIFIED (E.G., CANNOT BE SMALLER THAN N PT FONT -OR- NEEDS TO BE LEGIBLE)]

1. FOR INTERNATIONAL USE, DO NOT USE THE ® SYMBOL. INSTEAD USE THE © SYMBOL, OR THE TEXT “GIXER ENTERTAINMENT IS A TRADEMARK OF W3PRO SOLUCOES EM TECNOLOGIA DA INFORMACAO LTDA.” AT THE BOTTOM OF THE PAGE ON WHICH THE GIXER ENTERTAINMENT LOGO FIRST APPEARS OR DURING THE CREDITS.

2. ENSURE THERE IS ADEQUATE SPACE BETWEEN THE LOGO AND SURROUNDING ELEMENTS

3. PLEASE DON'T MODIFY THE LOGO OR USE IT IN A CONFUSING WAY, INCLUDING SUGGESTING SPONSORSHIP OR ENDORSEMENT BY GIXER ENTERTAINMENT, OR IN A WAY THAT CONFUSES GIXER ENTERTAINMENT WITH ANOTHER BRAND (INCLUDING YOUR OWN)

4. DO NOT USE OLDER VERSIONS, ANY OTHER LOGOS, OR SIMILAR IMAGERY TO REPRESENT GIXER ENTERTAINMENT BRAND OTHER THAN THE EXAMPLES WE HAVE PROVIDED IN THIS DOCUMENT

5. PLEASE DO NOT OVERPRINT OR OBSTRUCT THE LOGO

6. DO NOT CROP THE LOGO

7. DO NOT OUTLINE THE LOGO

8. DO NOT ROTATE ANY PART OF THE LOGO

9. DO NOT DISTORT THE LOGO

10. DON'T USE DIFFERENT COLORS

11. DO NOT APPLY SHADOWS, DROP SHADOWS OR ANY OTHER SPECIAL EFFECTS TO THE LOGO

12. DO NOT RE-CREATE THE LOGO USING ANY OTHER TYPEFACE

13. DO NOT CHANGE THE ALPHA TRANSPARENCY OF THE LOGO

14. DO NOT CHANGE THE SIZE OR ORIENTATION OF THE OCTOTHORPE AND LOGOTYPE IN RELATION TO EACH OTHER

15. NO DISPARAGING OR OBJECTIONABLE USE IS PERMITTED

16. DO NOT REPRODUCE OR SHARE THIS DOCUMENT

17. GIXER ENTERTAINMENT IS A TRADEMARK OF W3PRO SOLUCOES EM TECNOLOGIA DA INFORMACAO LTDA.



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