



**FERSAN  
INTERACTIVE**

# **BRAND GUIDELINES**

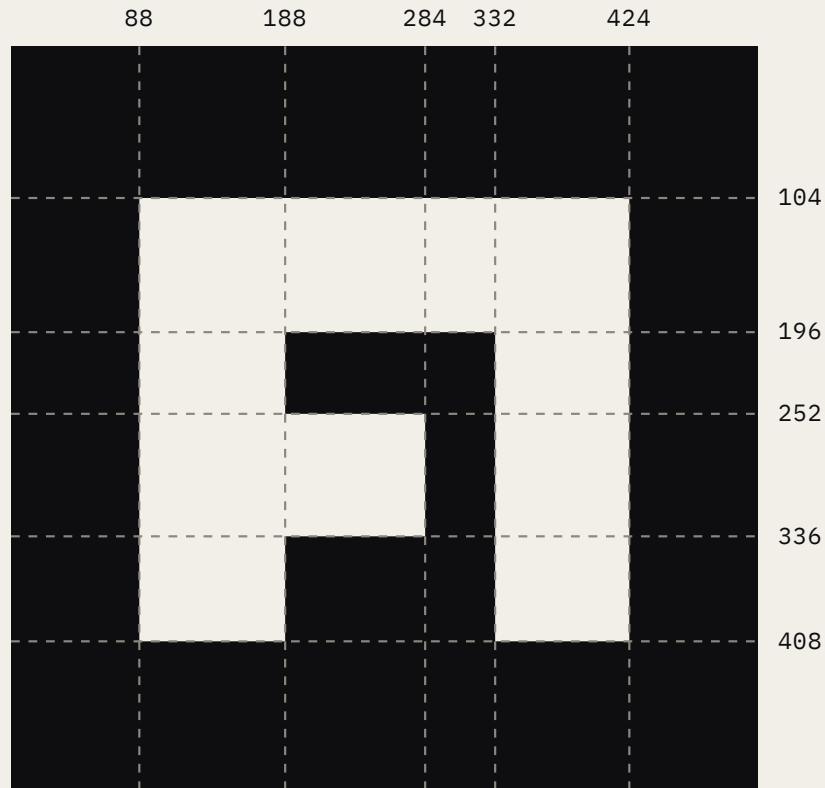
# THE SYMBOL

F and I fused into one ligature: the top bar of the F becomes the head of the I. The studio's two initials, in a form that exists only here.

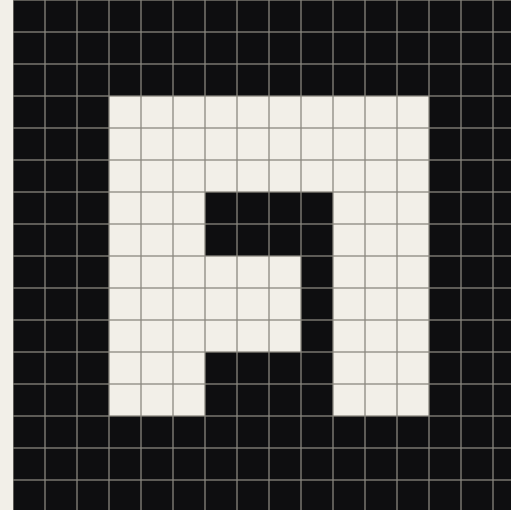
- Square and flat: no gradients, shadows or outlines.
- Clear at 16 px in a browser tab and at the size of a wall.
- The tile is its main form; the badge lets any background show through the letters.



# CONSTRUCTION



MASTER · 512 UNITS



FAVICON · 16 PX GRID

Drawn on a square of 512 units by five column stops and five row stops. Every edge is straight, every corner a right angle.

At 16, 32 and 48 px the stops are fitted to whole pixels, so the favicon stays sharp. Use the supplied files; never redraw the symbol.

# SYMBOL FORMS



## Tile

App icons, avatars and any place where the symbol carries its own background.



## Badge

On colour and photographs: the letters take the colour of whatever lies behind.



## Monogram

Embossing, stamps, engraving and merchandise, where the object itself is the square.



## Disc

Round placements that need the corners already cut, such as signatures and slides.

# WORDMARK

# FERSAN INTERACTIVE

ONE LINE

FERSAN INTERACTIVE in Archivo Condensed Black, uppercase, tracked +0.02 em. Stacked, it breaks after FERSAN with 0.84 em leading, flush left.

The letters are outlines: use the files, never retype the name.

# FERSAN INTERACTIVE

STACKED

# LOCKUPS

The badge and the wordmark, always  $T/4$  apart, where  $T$  is the side of the badge.



**FERSAN INTERACTIVE**

## Horizontal

One line at a cap height of  $3/8 T$ , centred on the badge. The default.



**FERSAN  
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## Compact

Two lines running from the top edge of the badge to its bottom edge.



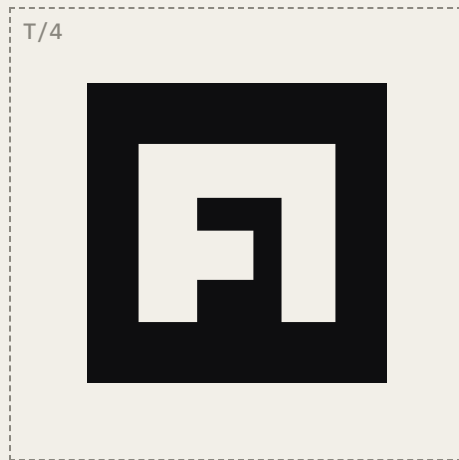
**FERSAN  
INTERACTIVE**

## Vertical

Two lines under the badge at a cap height of  $3/10 T$ , flush left.

# CLEAR SPACE AND SIZE

Keep T/4 clear on every side of the symbol and of the lockups: no text, edge or other mark inside it.



## Minimum size

SYMBOL

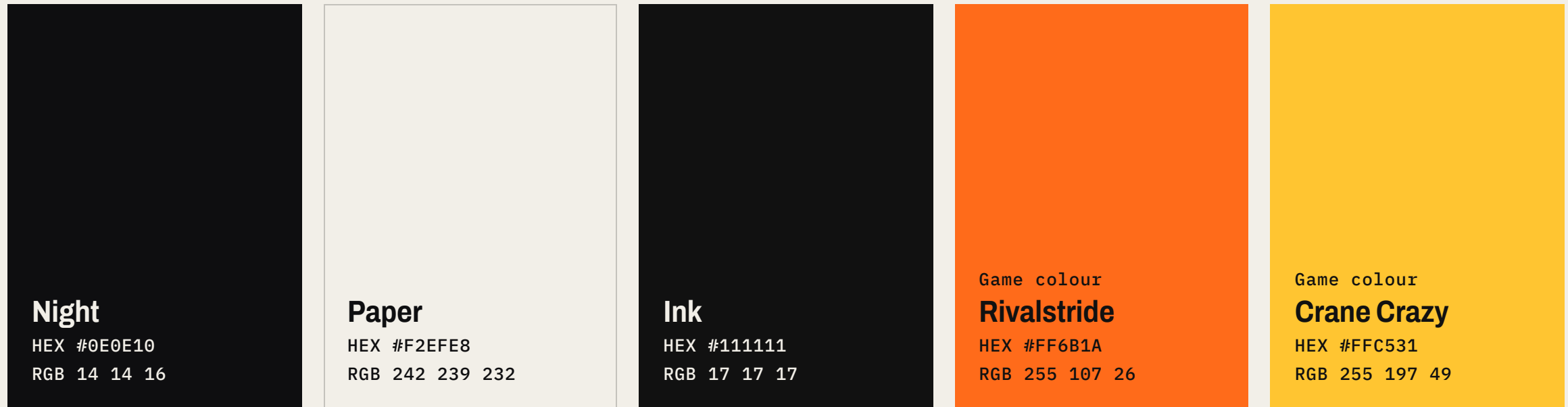
16 px on screen · 6 mm in print

HORIZONTAL LOCKUP

160 px wide on screen · 30 mm in print

# COLOUR

Night and paper are the studio. Ink sets type on the games' colours, which belong to each game.



Values are sRGB, for screens. For print, match a proof with the printer: CMYK and spot equivalents are set for each job.

# COLOUR USE



Paper on dark backgrounds and dark photographs.



Night on light backgrounds.



Black or white when only one colour prints.



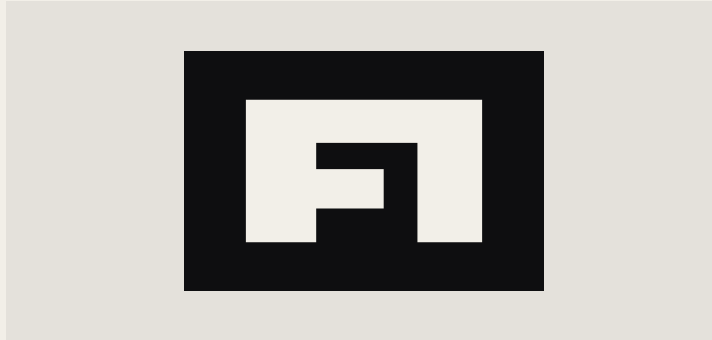
Ink on a game's colour, on that game's own materials.

# TYPOGRAPHY

Archivo and IBM Plex Mono, both under the SIL Open Font License 1.1, set the studio on the site and in print.

|          |                                    |                                               |
|----------|------------------------------------|-----------------------------------------------|
| DISPLAY  | <b>ARCHIVO CONDENSED BLACK</b>     | Names and headlines, uppercase.               |
| HEADINGS | <b>Archivo Semi Condensed Bold</b> | Section titles.                               |
| TEXT     | <b>Archivo Medium</b>              | Reading text.                                 |
| LABELS   | <b>IBM PLEX MONO</b>               | Labels and data, uppercase, tracked +0.04 em. |

# NEVER



× Stretch or squash it



× Rotate it



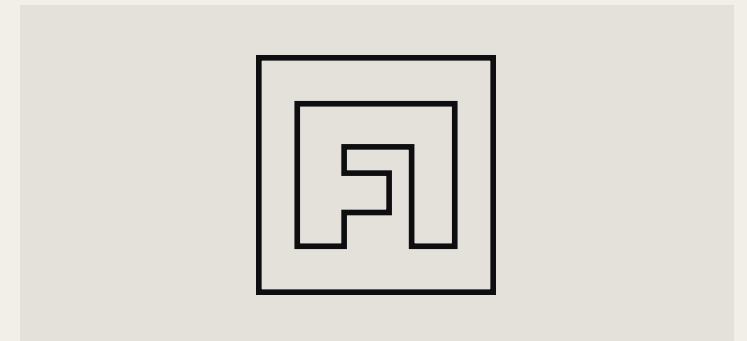
× Recolour it outside the palette



× Add shadows, glows or gradients



× Rearrange a lockup



× Draw the symbol as an outline

# PROFILES AND COVERS

Profiles show the symbol: round crops take the round avatar, with the monogram inside the circle; square ones take the tile. Covers set the name solid within a wall of outlines, inside each network's safe area.



ROUND AVATAR



SQUARE AVATAR



COVER · X 1500 × 500

# FILES

Every form and colour comes as vector (SVG, PDF, EPS) and PNG in three sizes.

|             |                                       |
|-------------|---------------------------------------|
| SYMBOL/     | Tile, badge, monogram and disc        |
| WORDMARK/   | One line and stacked                  |
| LOCKUP/     | Horizontal, compact and vertical      |
| SOCIAL/     | Avatars and a cover for each network  |
| SCREEN/     | Splash screens and a video watermark  |
| COLOR/      | The palette as Adobe Swatch Exchange  |
| GUIDELINES/ | This guide, in English and Portuguese |