



**nova igra**

# **Brand Guidelines**

**Logo**



**nova igra**

———— **block**



**nova igra**

———— **line**

# Usage



color positive



color negative

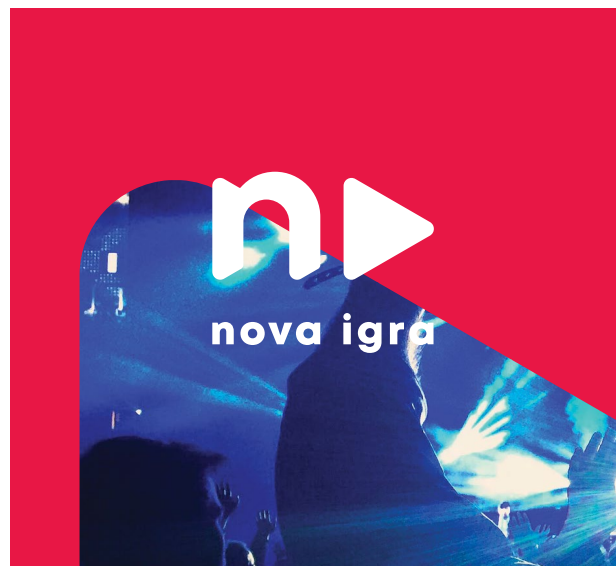


black & white positive



black & white negative

# Usage



low contrast backgrounds

# Usage don'ts



Change orientation



Bevel / Emboss



Busy photo / Pattern



Change color



Crop



Glow / drop shadow



Outline



White box



Stretch



# Spacing



**nova igra**



please, provide at least  
one rectangle element space  
around the logo



# Spacing

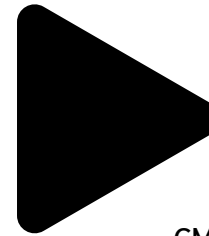


CMYK  
0 100 70 0

PANTONE  
192 C

RGB  
231 24 70

HEX  
#e71846



CMYK  
10 10 10 100

PANTONE  
Black C

RGB  
0 0 0

HEX  
#000000

# Font

# Mont

## Title text

Mont Bold, line-height 1.2

Subtitle

Mont Light, 50% size of the title, line-height 1.5

Regular text

Mont Book, line-height 1.5



## Sample block of text

With some sample subtitle

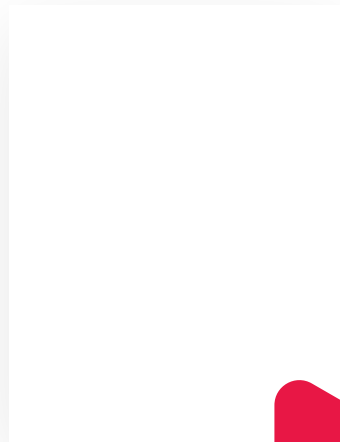
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin et lorem cursus, efficitur lacus sit amet, aliquam urna. Nullam a nisl sed diam iaculis ultrices. Proin maximus metus volutpat nisi semper ultrices. Curabitur rutrum augue nec interdum volutpat. Phasellus iaculis diam a quam gravida bibendum. Sed consectetur dolor a justo malesuada tempor. Sed pharetra erat nibh, consequat cursus lectus viverra quis.

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# Elements



The Pointer



The Tag



The Grid

