

PLAYKOT BRAND GUIDELINES

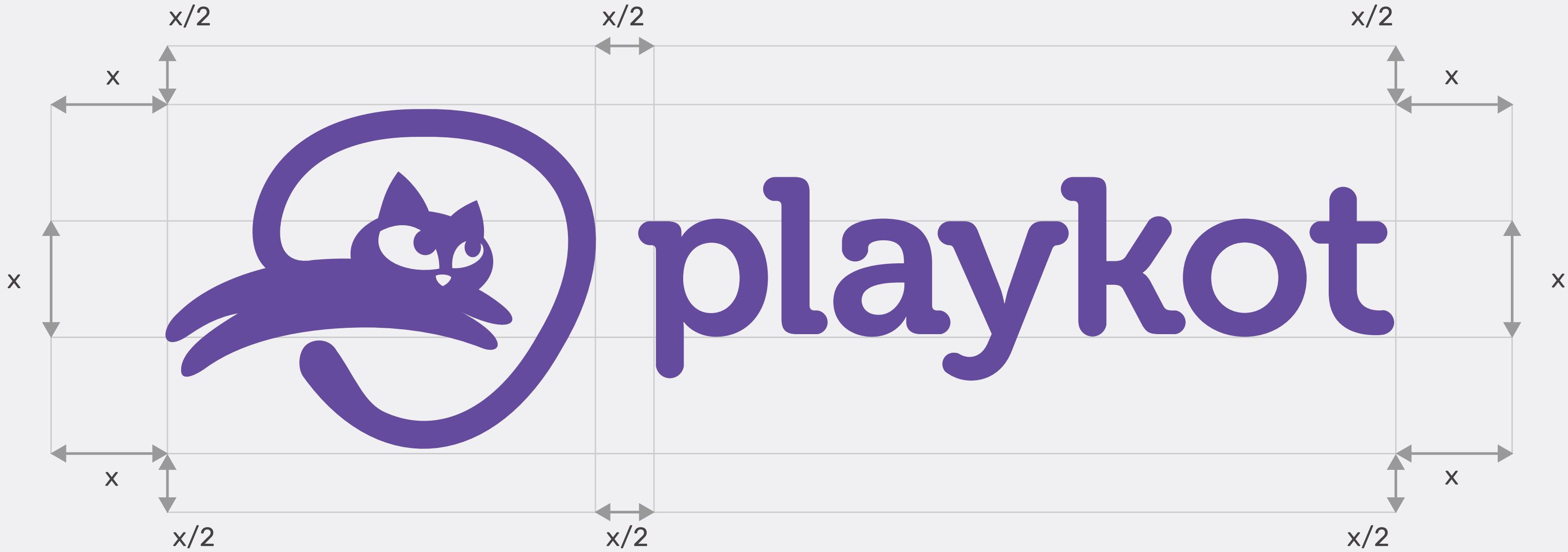


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Logotype

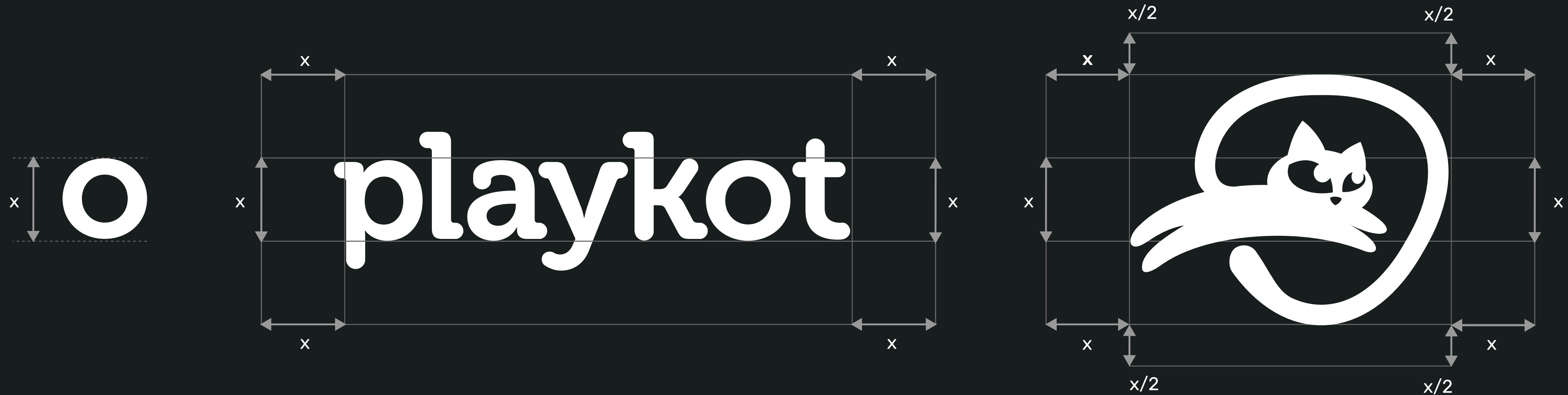
Logo



We have a text logo and symbol, you can use them both individually or in combinations with each other

Clear Space

Logotype



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

White logo



Use the white logo
on the illuminated, black
and colored backgrounds

Logotype



Violet logo

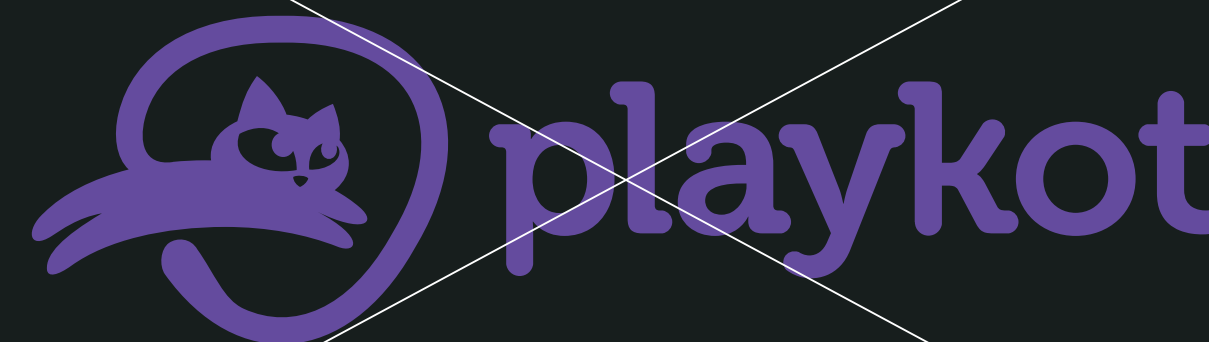


Use the violet logo on light (white/light gray) clean backgrounds

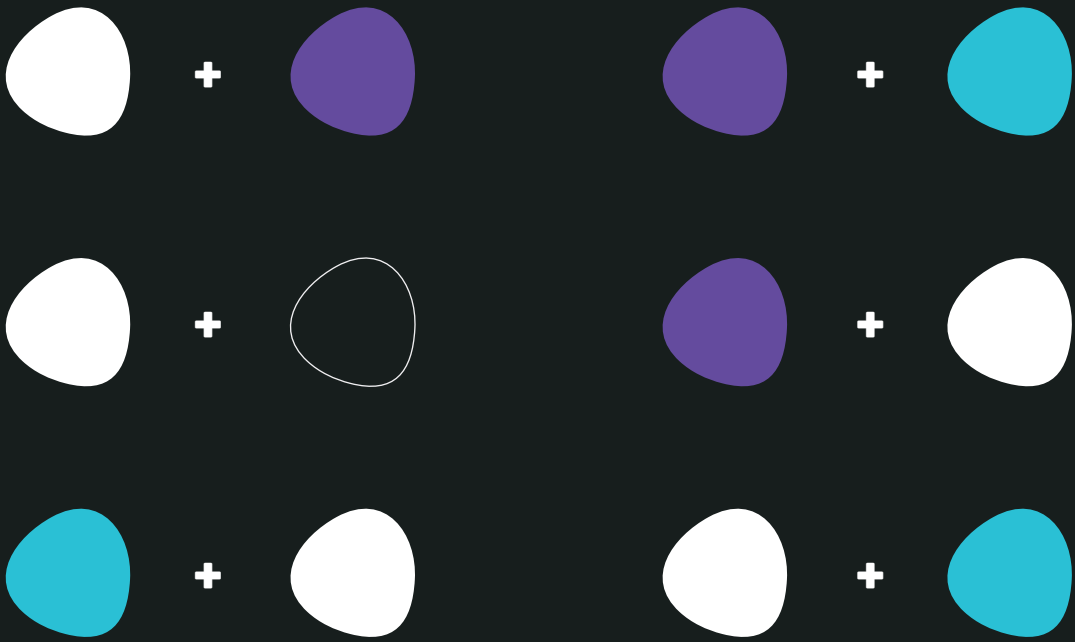
You should not place the violet version of the logo on top of the illustrations or on a black background



Logotype



Color Pairings



Black logo

Use the black logo only on as part of the brandwalls



When transmitting the image of our brand, three color combinations are used.

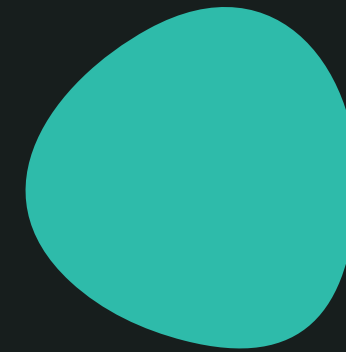
Colours

Brand Color

Primary Colors



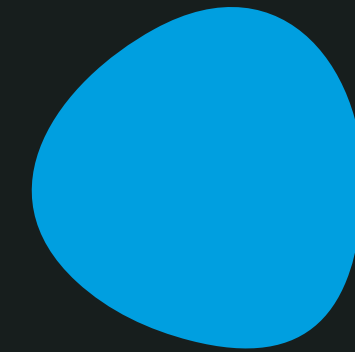
RGB: 101 62 179
CMYK: 73 84 0 0
PANTONE: 267 C
HEX: 653EB3



RGB: 0 195 174
CMYK: 71 0 42 0
PANTONE: 3265 C
HEX: 00C3AE

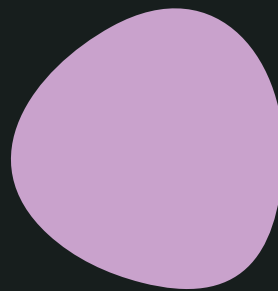


RGB: 140 198 0
CMYK: 51 0 100 0
PANTONE: 2292 C
HEX: 8AC640

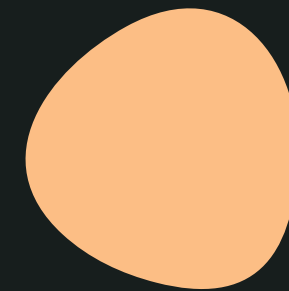


RGB: 0 159 223
CMYK: 75 22 0 0
PANTONE: 2191 C
HEX: 009FDF

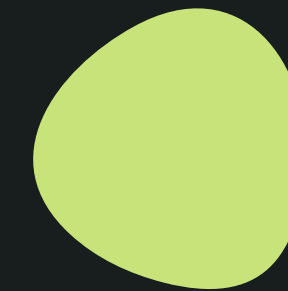
Secondary Colors



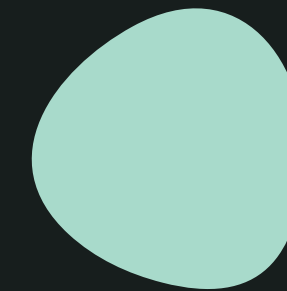
RGB: 203 163 211
CMYK: 19 39 0 0
PANTONE: 2563 C
HEX: CBA3D8



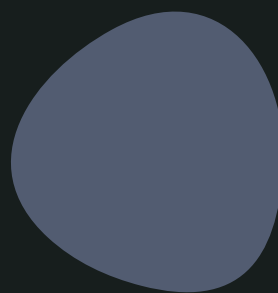
RGB: 253 190 135
CMYK: 0 30 52 0
PANTONE: 713 C
HEX: FDBE87



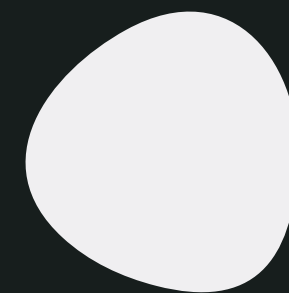
RGB: 200 227 121
CMYK: 26 0 70 0
PANTONE: 2288 C
HEX: C8E379



RGB: 161 228 214
CMYK: 34 0 24 0
PANTONE: 331 C
HEX: A8DACB



RGB: 78 91 112
CMYK: 73 60 40 18
PANTONE: 4130 C
HEX: 4E5B70



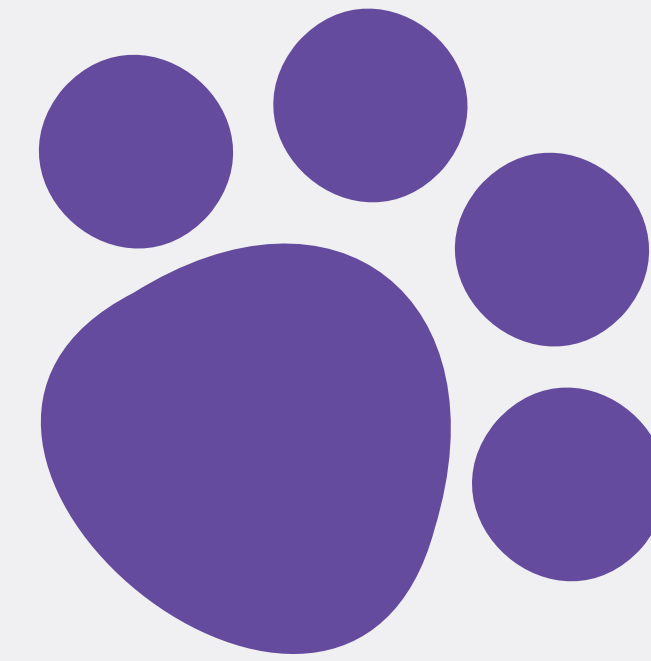
RGB: 238 239 241
CMYK: 11 0 5
PANTONE: 2330 C
HEX: F4F4F4F4

Graphic System

Graphic Elements



Cat head



Paw



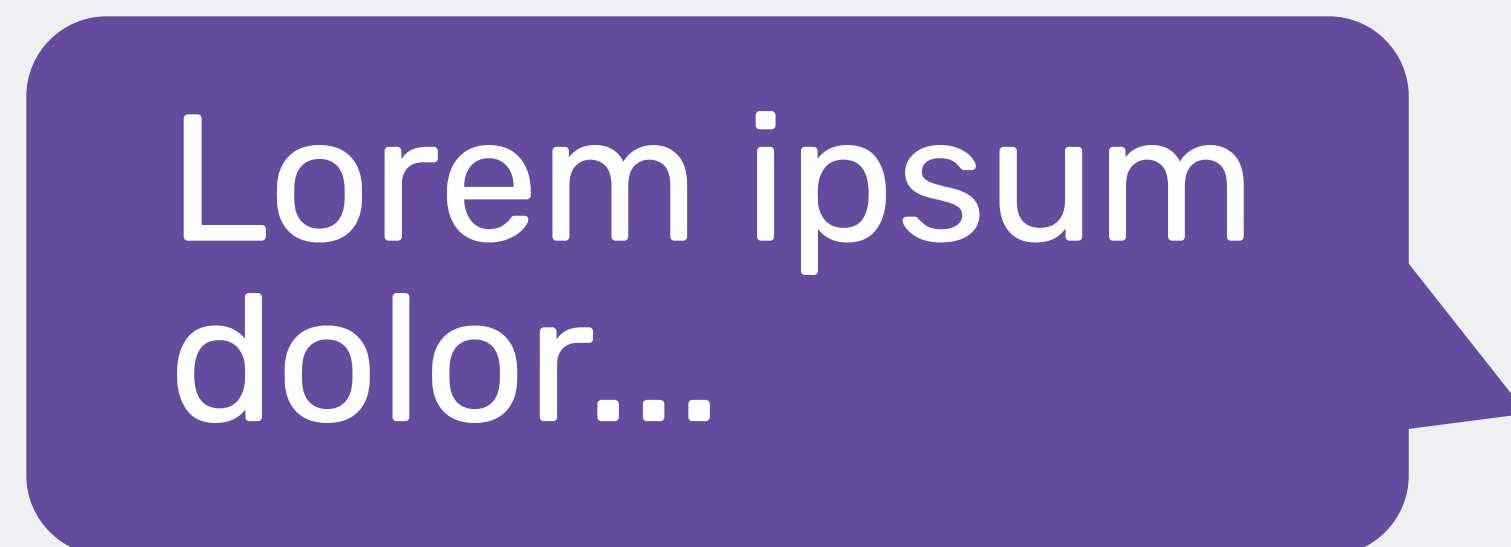
Circle



Pick

The Playkot Graphic System has more expanded layouts and elements to satisfy your needs.

Graphic Elements



Cat Head and Buble

A combination of elements that should be used when making posts on social networks



Typography

Headline Type

Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 @! "£\$%&'()*+,-./:;<=>?@**

Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 @! "£\$%&'()*+,-./:;<=>?@**

Rubik

Regular and light fonts are recommended for use in headings or long paragraphs, while

Body Type

Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 @! "£\$:;/%&()* _ +

Light
BCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 @! "£\$:;/%&()* _ +

Rubik

It's most commonly used in headlines and other display-sized text on screen.

Presentation

Template

Title Here

playkot

312
сотрудников
Это на 224 человека больше, чем было в 2009 году

13
лет опыта
в создании успешных игровых проектов

5
проектов
успешно запущены. Еще 3 находятся в активной разработке

SuperCity
SuperCity — наш супер-хит, самый успешный в мире ситибилдер на Facebook, запущен в 2014 году.

AGE OF MAGIC
Age of Magic — наш первый большой мобильный релиз, запущен в 2018 году.



Covers and Posters Template

This bar for small text or additional information, such as dates or other numbers

PLACE FOR HEADINGS



PLACE FOR HEADINGS

This bar for small text or additional information, such as dates or other numbers