




ALLUVION GAMES



ALLUVION GAMES

Brand Manual

Rules and guides for the
design elements of our brand





Index

Company Logo	03
Logo Alternatives	04
Color Pallet	05
Logo Usage guidelines	06
Iconography	07
Logo Dont's	08
Typography	09
Logo Mockup 1	10
Glossary 1	11
Glossary 2	12





Company Logo



ALLUViON GAMES



Positive and Negative
Color combination



ALLUViON GAMES



ALLUViON GAMES



Color Palette

Very dark (mostly black)
blue.

—

—
15, 14, 30
50, 53, 0, 88
#0F0E1E

Soft cyan

—

—
85, 238, 246
65, 3, 0, 4
#55EEF6

Bright cyan.

—

—
71, 207, 245
71, 16, 0, 4
#47CFF5

Logo Usage



Designing a logo and a visual identity goes way beyond the free form and artistic side of what most people think. There is all the rational part including proportions, scalability optical adjustments and reproduction that has to be thought in order to create an efficient and well design logo. The visual design guidelines will provide this information to ensure that the brand is used correctly. Here we want to illustrate the construction or guidelines of our logo.

Iconography



70mm | A2



45mm | A3



30mm | A4/A5

Minimum Size



20mm | 60px

App Icon / Favicon



32 x 32px

The logo should never be too small to read.

It is not recommended to use the logo at less than 20mm or 60 pixels in width.

The Porthwest Properties favicon graphic is linked with the website: it is a smaller representation of the brand for the browser and for the mobile interfaces.

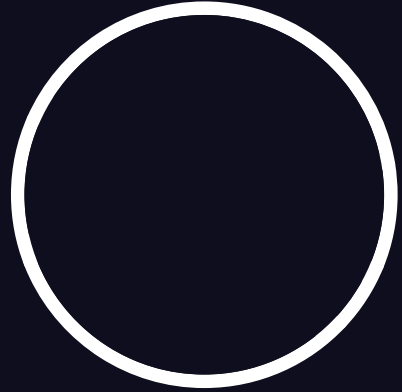
Take into account that the favicon is not the brand logo and should never replace the logo.

 Logo Concept



Water waves

+



Globe Shape

Logo Dont's



The logo must be used as is and not be altered in any way; this means that you MUST NOT:

- Change the logo's orientation or rotation.
- Disproportionately scale the logo.
- Change the logo's colors.
- Display the logo with colour combinations not previously specified.

- Display the logo in a configuration not previously specified.
- Attempt to recreate the logo.
- Make alterations to the logo's text.
- Add special effects to the logo.

- Add an outline to the logo or display the logo as an outline.
- Display other elements within the logo's designated clear space.
- Crop the logo in any way.

 Typography

LEQUIRE ROUNDED REGULAR

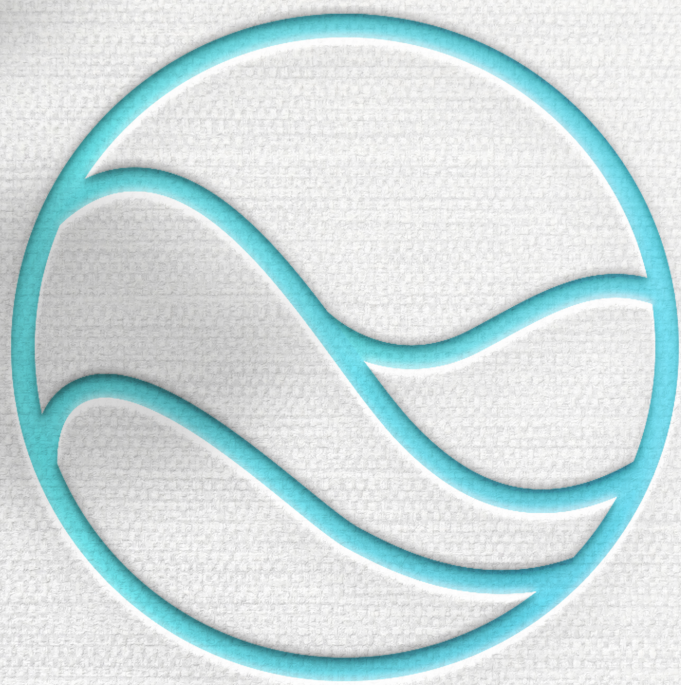
ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789 .,?!(@+=/*)\$%&

ABCDEF GHIJKLMNO PQRSTUVWXYZ

Lequire Rounded is a rounded sans based font with unique lowercase that will make your design looks hi-tech and modern. You can use this font for any purpose, especially to make logotype. You can mix and match the uppercase and lowercase to make your logo more readable.

 Logo Mockup



ALLUVION GAMES



Glossary 1

RGB :

(Red, Green, Blue) color mode is for anything that is computer-based designs websites, apps, banner ad and any other This includes design created for electronic use.

RASTER :

Raster images are made up of a set grid of dots called pixels, where each assigned a color value. Unlike a vector pixel is image, raster images are dependent. When you change the size of a resolution raster image, you shrink themselves, which can result in a significant or stretch the pixels loss of clarity and produce very blurry IMAGES

CMYK :

(CYAN, MAGENTA, YELLOW, BLACK)color mode is used for print design. This includes logos, business cards, Stationary illustrations, packaging and any other designs used for print.

VECTOR :

(VECTOR IMAGES ARE MADE UP OF POINTS, LINES, AND CURVES THAT CAN VE INFINITELY SCALED WITHOUT ANY LOSS IN IMAGE QUALITY.



Glossary 2

EG/JPG :

JPEG is a lossy raster format that stands for Joint Photographic Experts Group, the technical team that developed it. This is one of the most widely used formats online, typically for photos, email graphics and large web images like banner ads. JPEG images have a sliding scale of compression that decreases file size tremendously, but increases artifacts or pixelation the more the image is compressed.

AI (ILLUSTRATOR FILES) :

AI is a proprietary vector image format that stands for Adobe Illustrator. The format is based on both the EPS and PDF standards developed by Adobe. Like those formats, AI files are primarily a vector-based format, though they can also include embedded or linked raster images. AI files can be exported to both PDF and EPS files (for easy reviewing and printing), and also JPEG, PNG, GIF, TIFF and PSD (for web use and further editing).

PNG :

PNG is a lossless raster format that stands for Portable Network Graphics. Think of PNGs as the next-generation GIF. This format has built-in transparency, but can also display higher color depths, which translates into millions of colors. PNGs are a web standard and are quickly becoming one of the most common image formats used online.

TIFF/TIF:

TIFF is a lossless raster format that stands for Tagged Image File Format. Because of its extremely high quality, the format is primarily used in photography and desktop publishing. You'll likely encounter TIFF files when you scan a document or take a photo with a large, professional digital camera. Do note that TIFF files can also be used as a "container" for JPEG images. These files will be much smaller than traditional TIFF files, which are typically very