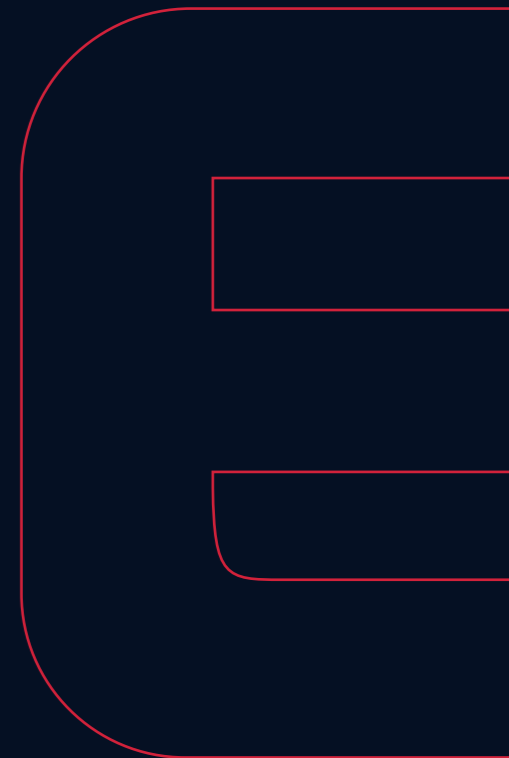
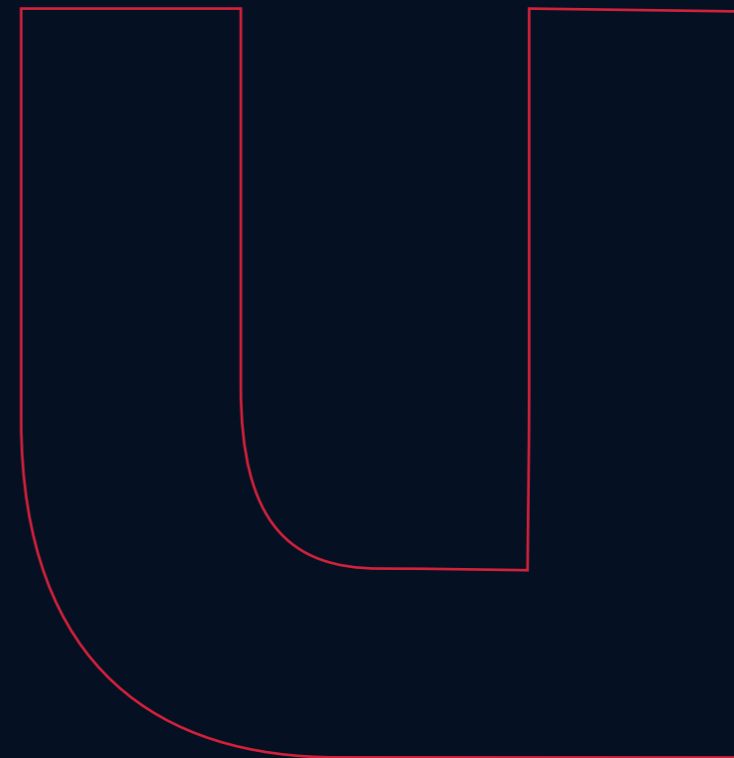
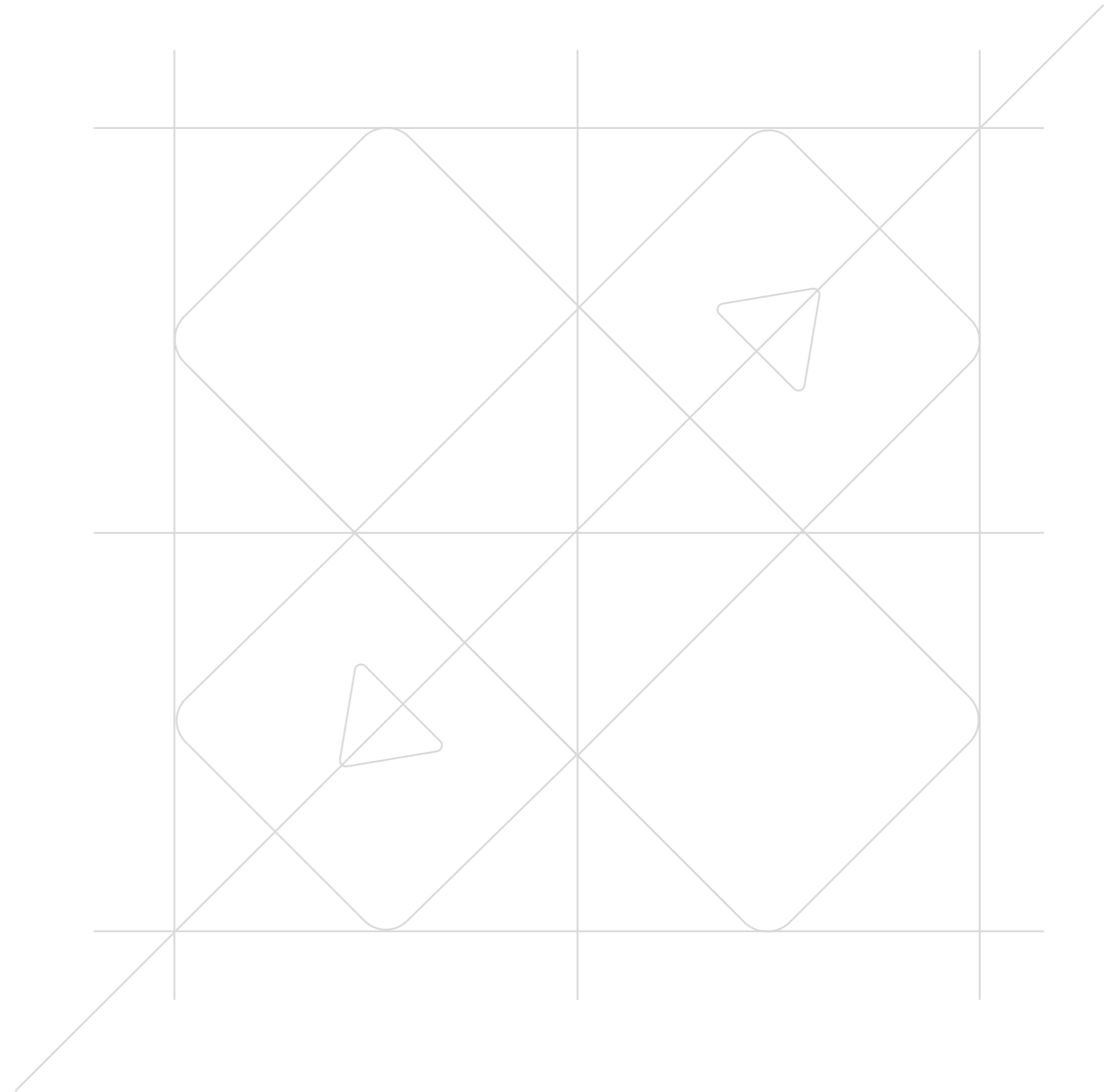


## DUEL BRAND GUIDELINES



# THE CONCEPT

The "D-Pad" has been a staple feature in almost every games console since the release of Donkey Kong back in 1981. It's instantly recognisable to any gamer. The up and down on the D-Pad have been included to represent both the winners and the losers of a duel.





# THE **TYPOGRAPHY**

The Duel logotype is a custom typeface created specifically for Duel. We created a futuristic typeface that includes a deconstructed “D” for “Duel” removing a single square section to represent a pixel, a subtle throwback to where gaming originated, in the old 8bit pixel format.

Headings Typeface

**ALTERNATE GOTHIC NO1 D**

Copy Typeface

Abel Regular



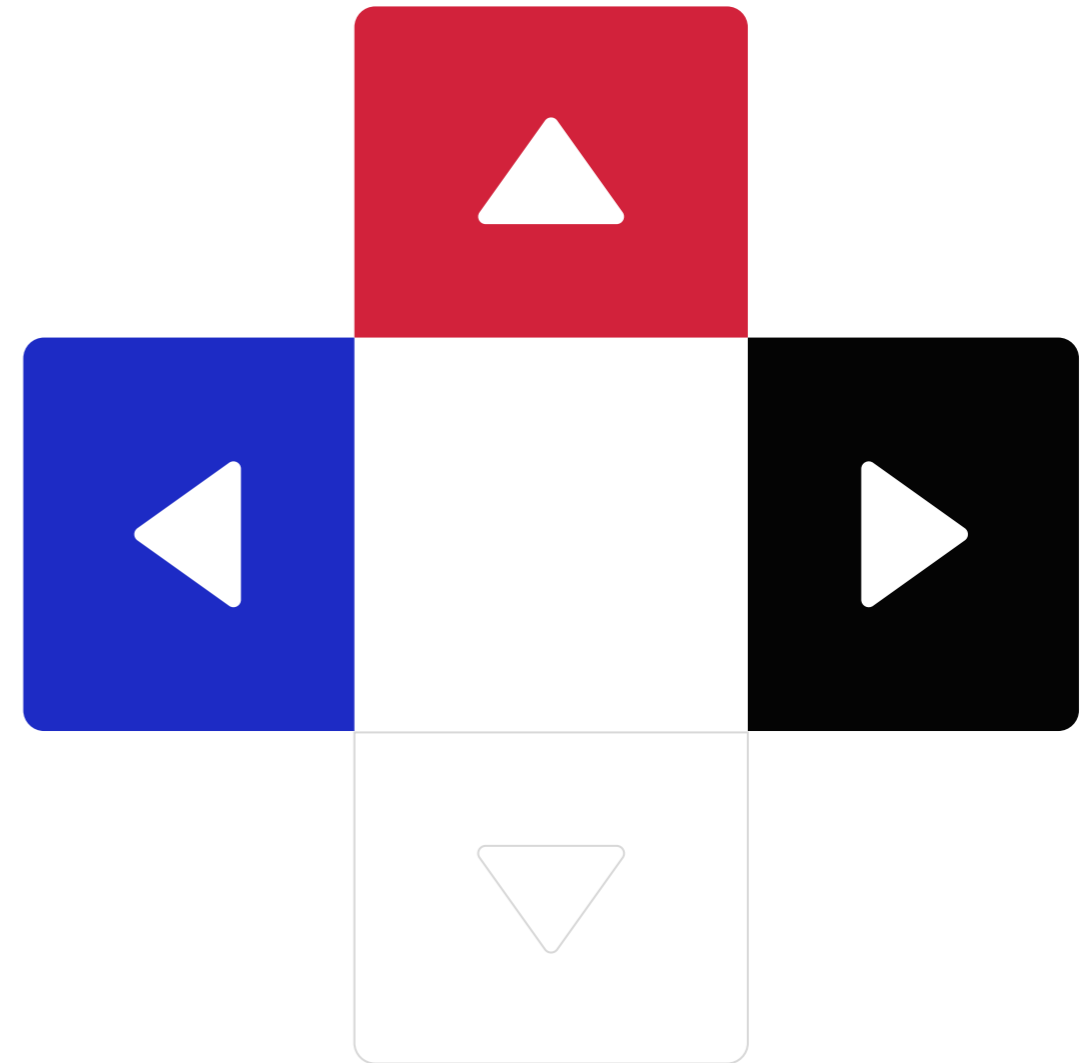
# THE COLOURS

The colours we went for in the end were bold and memorable, a strong brand requires a strong colour palette, We went for bold colours reminiscent of logos through-out gaming history, bold blues and reds feature heavily through-out the games industry from the old days of the Nes, Sega Master System and Commodore 64. There are to be used sparingly and tactfully.

**#1D2BC5**

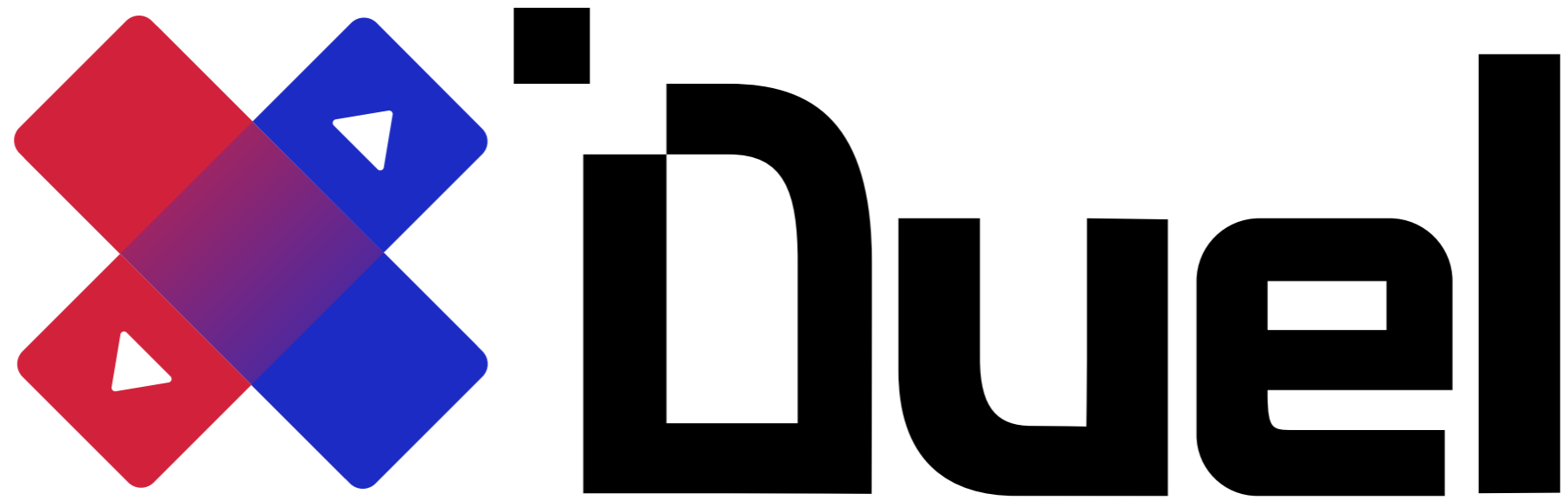
**#D2223B**

**#040404**



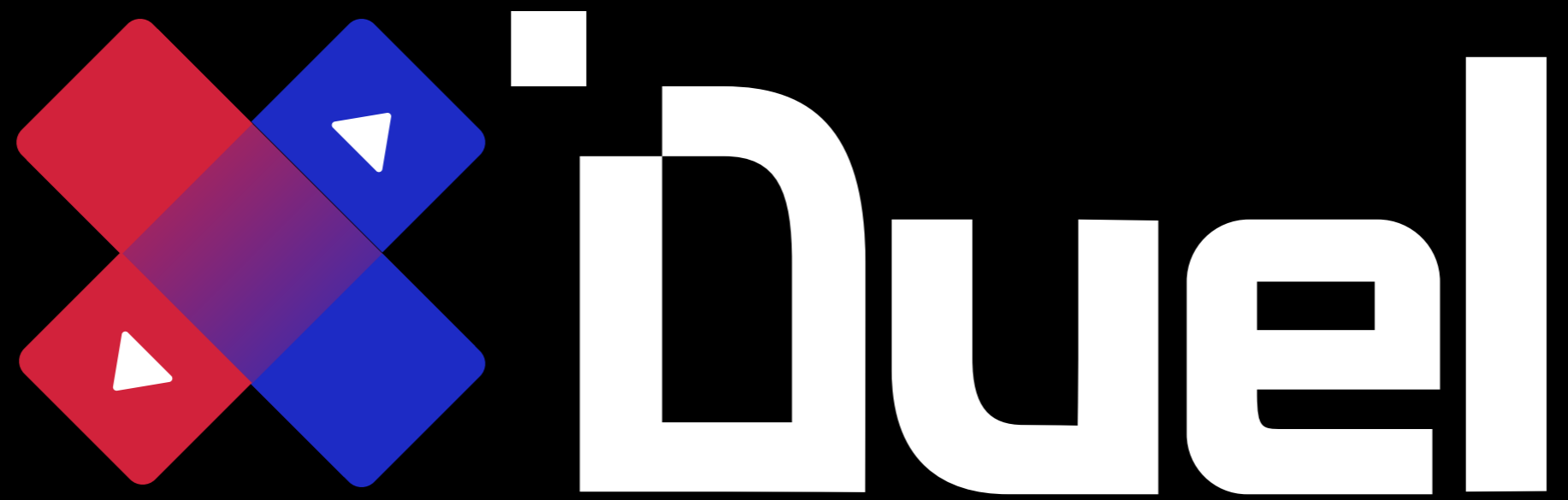
**THE LOGO**

If Displayed On White



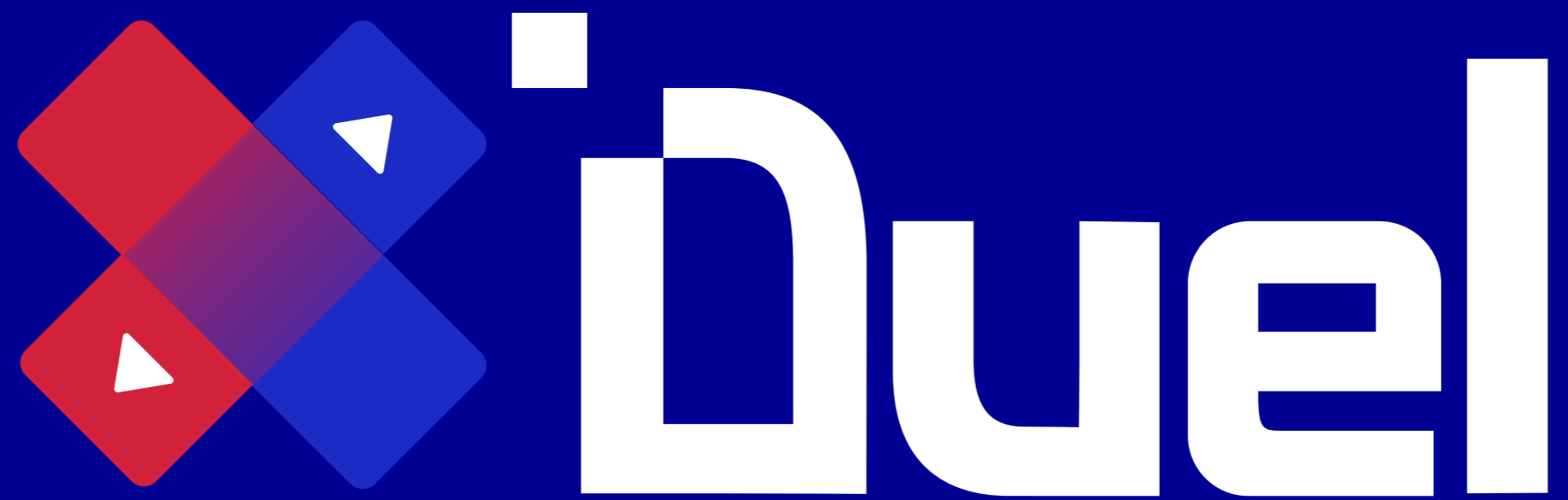
THE LOGO

If Displayed On Black



THE LOGO

If Displayed On Colour











Name Goes Here

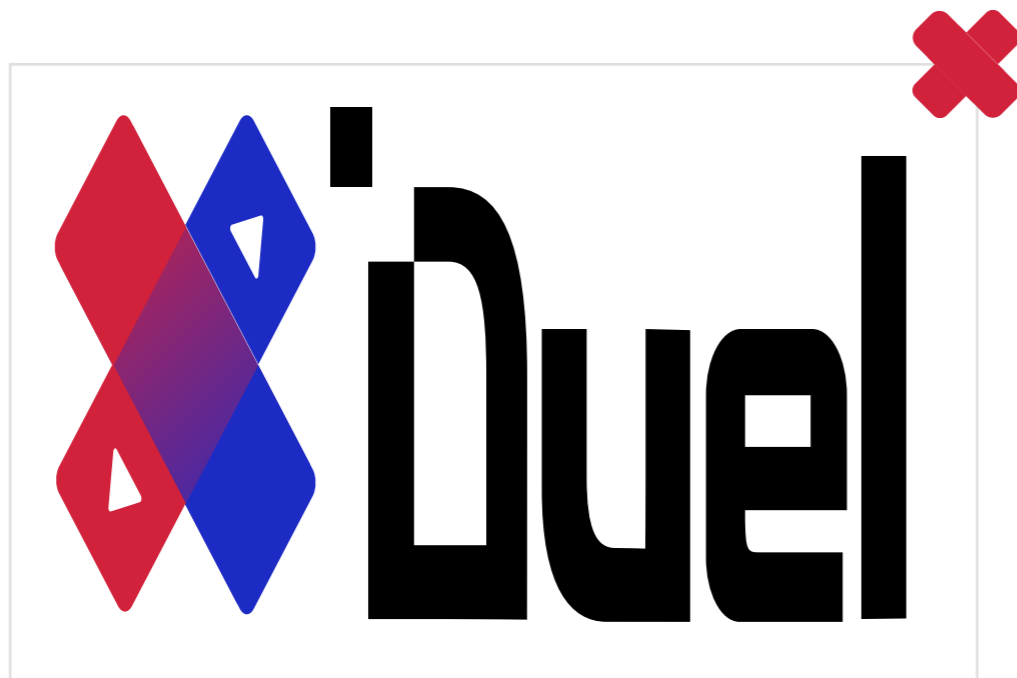
Job Title

E: Mail@Duelgaming.gg

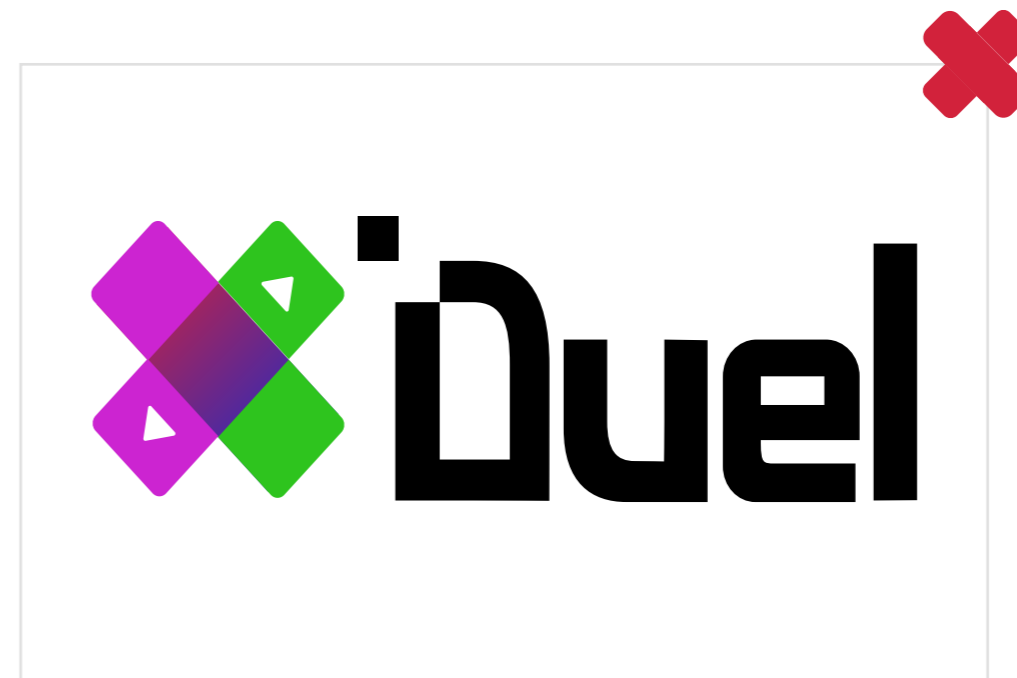
T: 01902 xxx

# THE LOGO

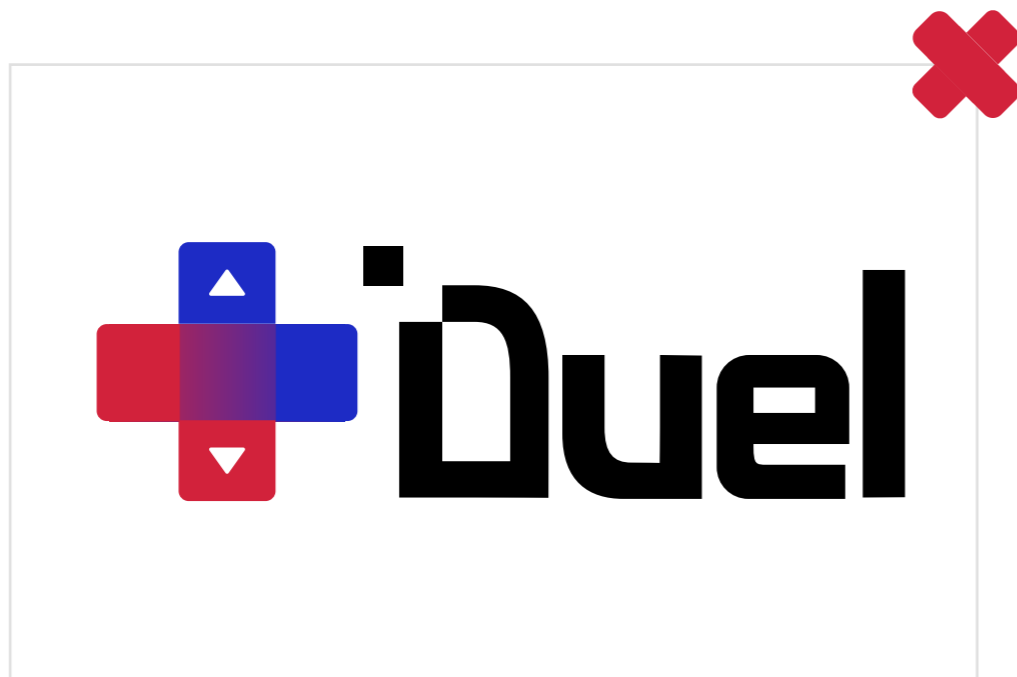
Things to avoid



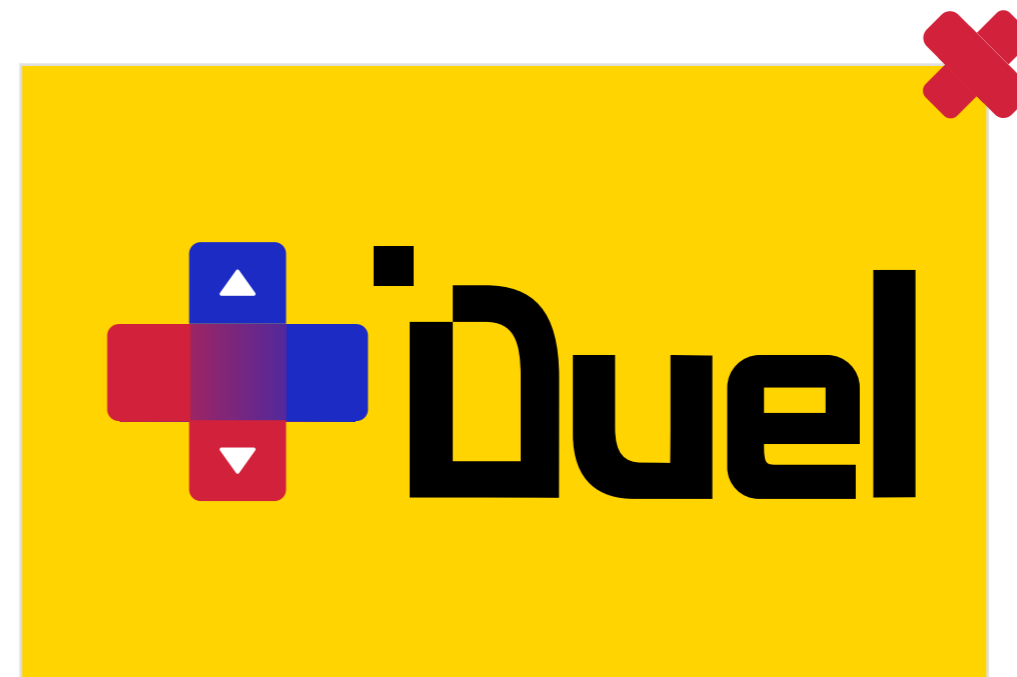
**Do not** stretch or warp this logo, it must at all times remain within the original aspect ratio.



**Do not** alter the brand colours, to remain recognisable this brand must always be seen in it's originally chosen colours.

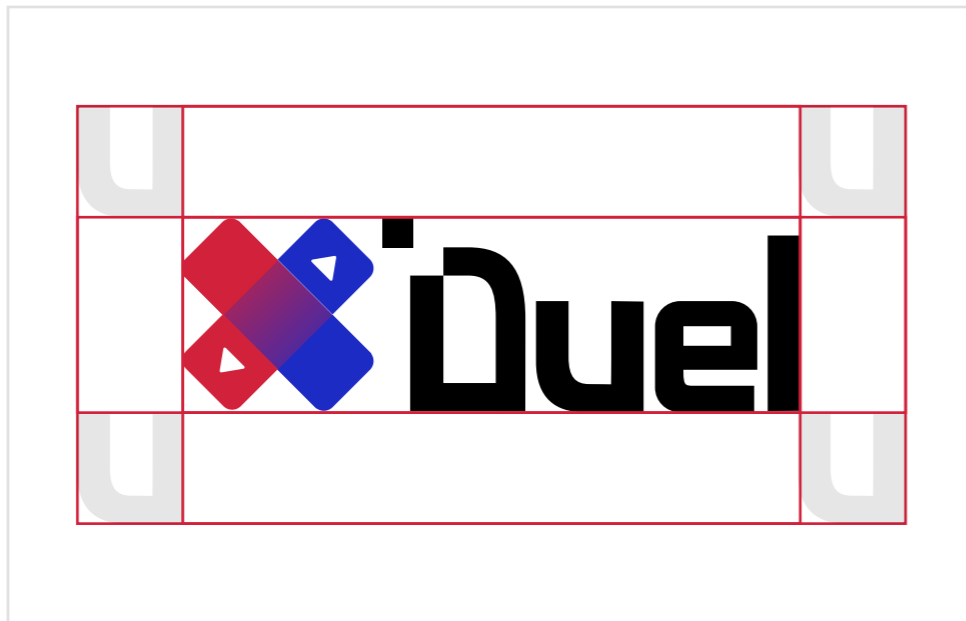


**Do not** rotate or alter the dimensions of the icon, this will become synonymous with the Duel brand, keeping the icon tilt will insert personality and flair.

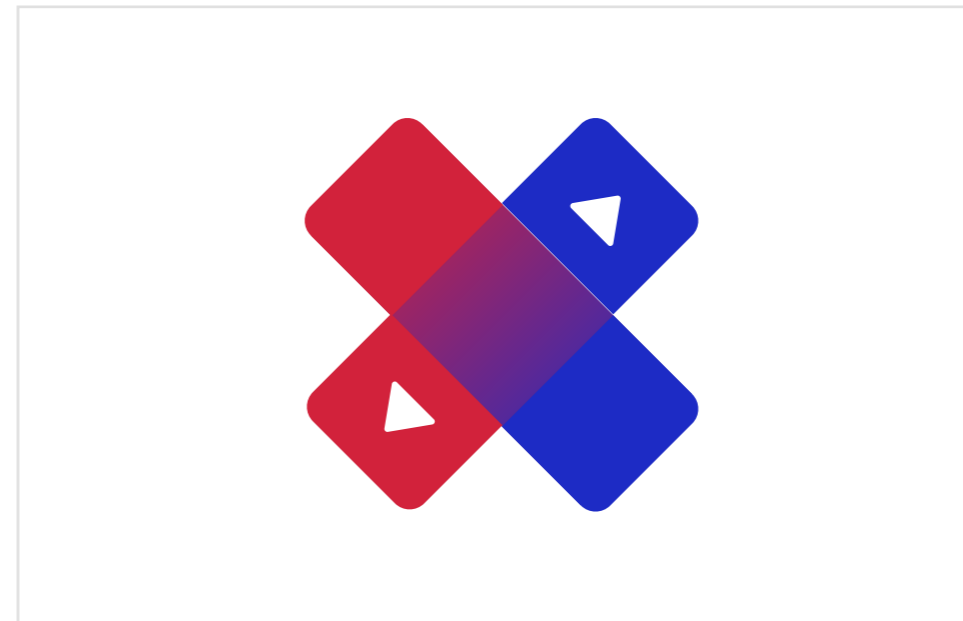


**Do not** use the black text variant on colour backgrounds, or dark backgrounds, wherever possible use the white variation for this.

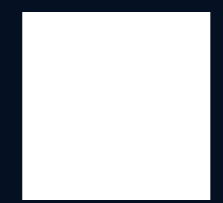




**DO** leave a Duel “u” sized space between the logo and any other element, this ensures nothing tarnishes the brand and lets the logo stand out in any situation.



**DO** use the D-Pad logo mark on it's own wherever the full logo is not deemed appropriate, however, whenever possible the full logo should be used.



# DUWE

FOR FURTHER GUIDANCE CONTACT KIJO AT  
**SUPPORT@KIJO.CO**