nomad
G A M E S

NOMAD GAMES

Brand guideline document

Version 1.01 - September 2019

OVERVIEW

Welcome to the Nomad Games brand guideline document

These guidelines contain guidance on Nomad Games branding. It is critical for the consistency and protection of the Nomad Games brand and reputation that these branding guidelines are followed and no logos or other branded assets are created ad hoc.
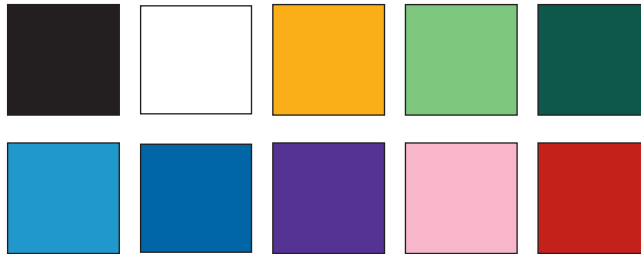
THE LOGO

Any requests for new branding should go to the Nomad Games marketing team.

For questions and approval, please contact sam.quirk@nomadgames.co.uk

COLOURS

TYPOGRAPHY

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz*

THE LOGO

It's right on the mark!

LOGO OVERVIEW

The Nomad Games logo - all uses

For all external-facing media only the standard black logo or the reversed-out white logo may be used. Both black and white logos can be used on any color from the Nomad colour palette, but must be crisp and clear at all times.

Black logo (standard)

White logo (reversed-out)

The Triskelion Mark - internal use only

The triskelion mark stand-alone can ONLY be used on internal-facing communications and on employee-branded materials (T-shirts, etc.).

Black triskelion mark (standard)

White triskelion mark (reversed-out)

USING THE LOGO

Some simple rules for getting the best from the logo

Please use the Nomad Games logo with respect.

Minimum clear space

The Nomad Games logo needs adequate space to stand out with confidence and clarity. The minimum clear space is measured by the height of the 'E' in 'GAMES' around the perimeter of the logo. Nothing should intrude into this specified clear space, although you can have more clear space than the minimum.

Logo usage

Please do NOT;

- alter the supplied logos in any way
- stack the logo with the triskelion above 'nomad GAMES' wording
- remove the triskelion from the logo
- dispropotionately scale the logo
- skew or rotate the logo
- change or mix the logo colours (even to colours within the Nomad Games colour palette)
- outline the logo - it must be either solid black or white
- place the logo on busy photography/artwork
- use the logo as a pattern

Minimum logo size

25mm

As the Nomad Games logo is reduced in size, it is important to make sure it stays legible and recognisable. For that reason, make sure the logo is never smaller than 25mm (or 150 pixels) in width.

Logo scaling

20%

10%
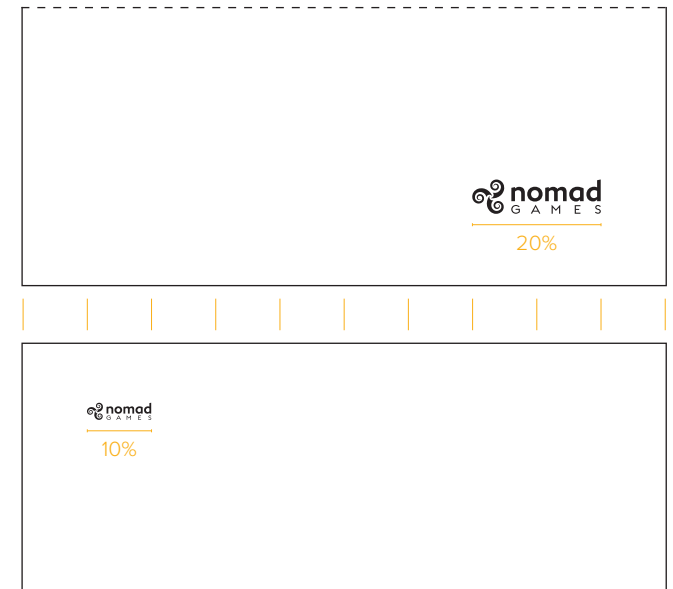
For the best representation across most print and web media scale the logo to between 10% and 20% of the total page width (remembering to observe the minimum logo size).
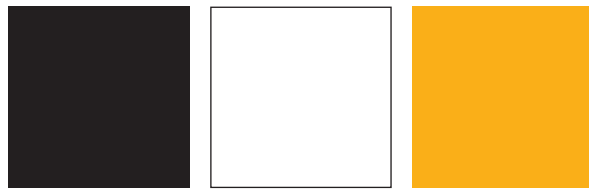
COLOURS

Because life isn't always black and white

COLOUR PALETTE

Primary Palette

The primary palette contains the logo and messaging colours that are the foundation of the Nomad Games brand.

Product Palette

The product palette is a range of colours that represent the Nomad Games catalogue of titles and should be used in conjunction with the primary palette to create product specific messaging.

BLACK

PMS: Process Black

Hex: 000000

C: 0
M: 0
Y: 0
K: 100

R: 0
G: 0
B: 0

Use with:
Logo
Headings
Sub-headings
Body copy
Backgrounds

WHITE

PMS: N/A

Hex: ffffff

C: 0
M: 0
Y: 0
K: 0

R: 255
G: 255
B: 255

Use with:
Logo
Headings
Sub-headings
Body copy
Backgrounds

NOMAD YELLOW

PMS: 2010 C

Hex: ffaf00

C: 0
M: 35
Y: 100
K: 0

R: 255
G: 175
B: 0

Use with:
Quotations
Call-to-actions
Hyperlinks
Buttons

NOMAD LIME

PMS: 2464 C

Hex: 78bd70

C: 53
M: 0
Y: 67
K: 0

R: 120
G: 189
B: 112

Use with:
Mystic Vale

NOMAD MOSS

PMS: 626 C

Hex: 285c4d

C: 80
M: 18
Y: 56
K: 54

R: 40
G: 92
B: 77

Use with:
?

NOMAD AQUA

PMS: 7689 C

Hex: 298fc2

C: 77
M: 25
Y: 6
K: 0

R: 41
G: 143
B: 194

Use with:
Smash Up

NOMAD BLUE

PMS: 2384 C

Hex: 0061a0

C: 99
M: 48
Y: 1
K: 14

R: 0
G: 97
B: 160

Use with:
Talisman
Digital Edition

NOMAD PURPLE

PMS: 267 C

Hex: 5F259F

C: 82
M: 97
Y: 0
K: 0

R: 95
G: 37
B: 159

Use with:
Talisman
Origins

NOMAD PINK

PMS: 3595 C

Hex: efb8cd

C: 0
M: 35
Y: 6
K: 0

R: 239
G: 184
B: 205

Use with:
Cat Lady

NOMAD RED

PMS: 2350 C

Hex: af231c

C: 0
M: 95
Y: 100
K: 21

R: 175
G: 35
B: 28

Use with:
Talisman
Prologue
Talisman
Horus Heresy
Fighting Fantasy
Legends

Black and white can be used as overlays on other colours at opacity steps of 25%, 50% and 75% to highlight text, images, input fields, etc.

Tints of black can be used when necessary, for example lines and other graphic elements.

A 75% tint of black should be used for body text.

TYPOGRAPHY

Fortune favours the bold... and the light!

PRIMARY FONT

The Nomad Games primary font is Proxima Nova

A clearly defined hierarchy of font weights has been chosen to create consistent messaging across all media.

Proxima Nova Extrabold
_____

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Use for all headings and call-to-actions. Only use in CAPITALS.

Proxima Nova Semibold
_____

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Use for all sub-headings. Use in sentence case.

Proxima Nova Bold Italic
_____

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Use for all quotation highlights. Use in sentence case.

Proxima Nova Light
_____

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Use for all body copy. Use in sentence case.

Proxima Nova Light Italic
_____

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Use for all in-copy quotes. Use in sentence case.

All weights of Proxima Nova have comprehensive character and glyph sets, including Latin, Cryillic and Greek (capitals, lowercase and small caps), figures, fractions, superscript and scientific inferior figures, currency, and mathematical, dashes, delimiters, conjoiners, and punctuation (standard and case sensitive), and miscellaneous characters.

Stylistic alternates are available for the letters a, l and y.

Small caps
_____

AA BB CC DD EE FF GG HH II JJ KK LL MM
AA BB CC DD EE FF GG HH II JJ KK LL MM
AA BB CC DD EE FF GG HH II JJ KK LL MM
AA BB CC DD EE FF GG HH II JJ KK LL MM
AA BB CC DD EE FF GG HH II JJ KK LL MM

Figures (regular and old style)
_____

0123456789 - 0123456789
0123456789 - 0123456789
0123456789 - 0123456789
0123456789 - 0123456789
0123456789 - 0123456789

Stylistic alternates (letters a, l and y)
_____

aa ll yy
aa ll yy
aa ll yy
aa ll yy
aa ll yy

SECONDARY FONT

The Nomad Games secondary font is Arial

Generally used in business applications like Word or PowerPoint - ONLY when the primary font (Proxima Nova) is unavailable.

Arial Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

Use in capitals for headings, and sentence case for sub-headings.

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Use for all body copy. Use in sentence case.

Arial Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz***

Use for all quotation highlights. Use in sentence case.

Arial Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz*

Use for all in-copy quotes. Use in sentence case.

TYPOGRAPHY BEST PRACTICES

Using the font weight heirarchy to achieve a consistent message

Text should be either Black or White (depending on the colour depth of the background), except quotaion highlights which should be Nomad Yellow.

HEADINGS: PROXIMA NOVA EXTRABOLD

Sub-headings: Proxima Nova Semibold

Body copy: Proxima Nova Light (75% Black)

Quotation highlights: Proxima Nova Bold Italic (Nomad Yellow)

Bullets: Proxima Nova Light (bullet can be from either colour palette)

In-copy quotation: Proxima Nova Light Italic

Body copy caption: Proxima Nova Light (smaller and Nomad Yellow)

LOREM IPSUM DOLOR SIT AMET OMNIA SEQUAS

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Nomine

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