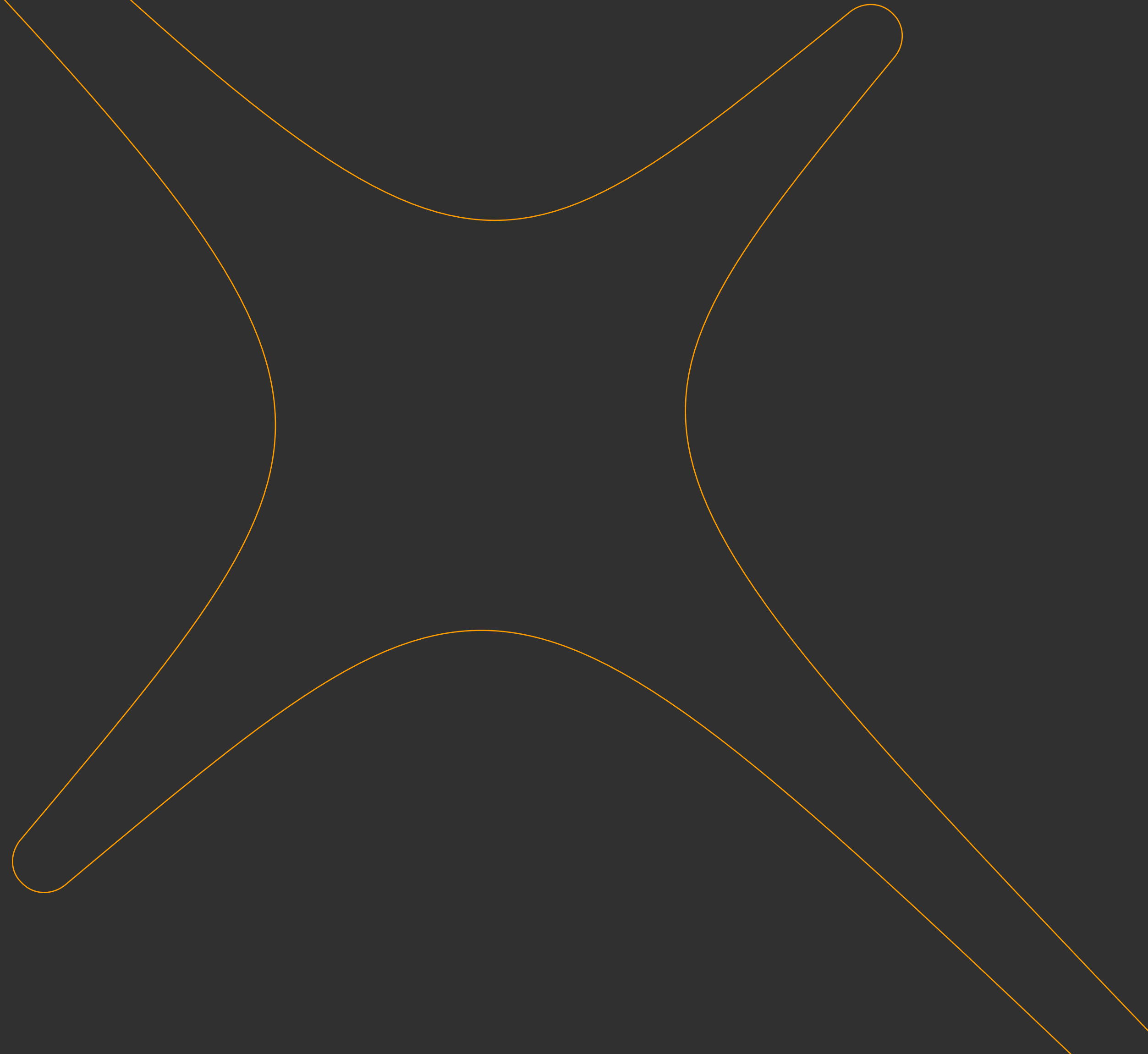




# LOGO & GUIDELINES

Logo



[↓ Download Nexters logo](#)



### Primary on white

This version is used on pure white and very light backgrounds. It is the default for documents and presentations.



### Primary on black

Used on dark and black backgrounds. Also usable over graphics with enough contrast.

# SAFE AREA

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## Safe Area

It's important to keep the Safe Area clear of other elements like copy, images or other logos when using the Nexters logotype in your design. This way we make sure our logo works well and is readable in any given configuration.

## VARIATIONS

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### Color

For general application use the colored logotype on light (white) backgrounds. On dark solid backgrounds we recommend using the white logo. Make sure the logotype is well exposed and readable. Darken or lighten the background if necessary.



### Mono

This version of the logo should be used in small size and/or when the full colored logotype is not compatible with the color scheme of the design where it's to be used, i.e. photos, arts, patterns, gradients.



### Low contrast

It is possible to use a low contrast gray logo when required by a design, i.e. as a document footer, at the bottom of presentation slides and in other minor cases where the Nexters logotype is supplementary.



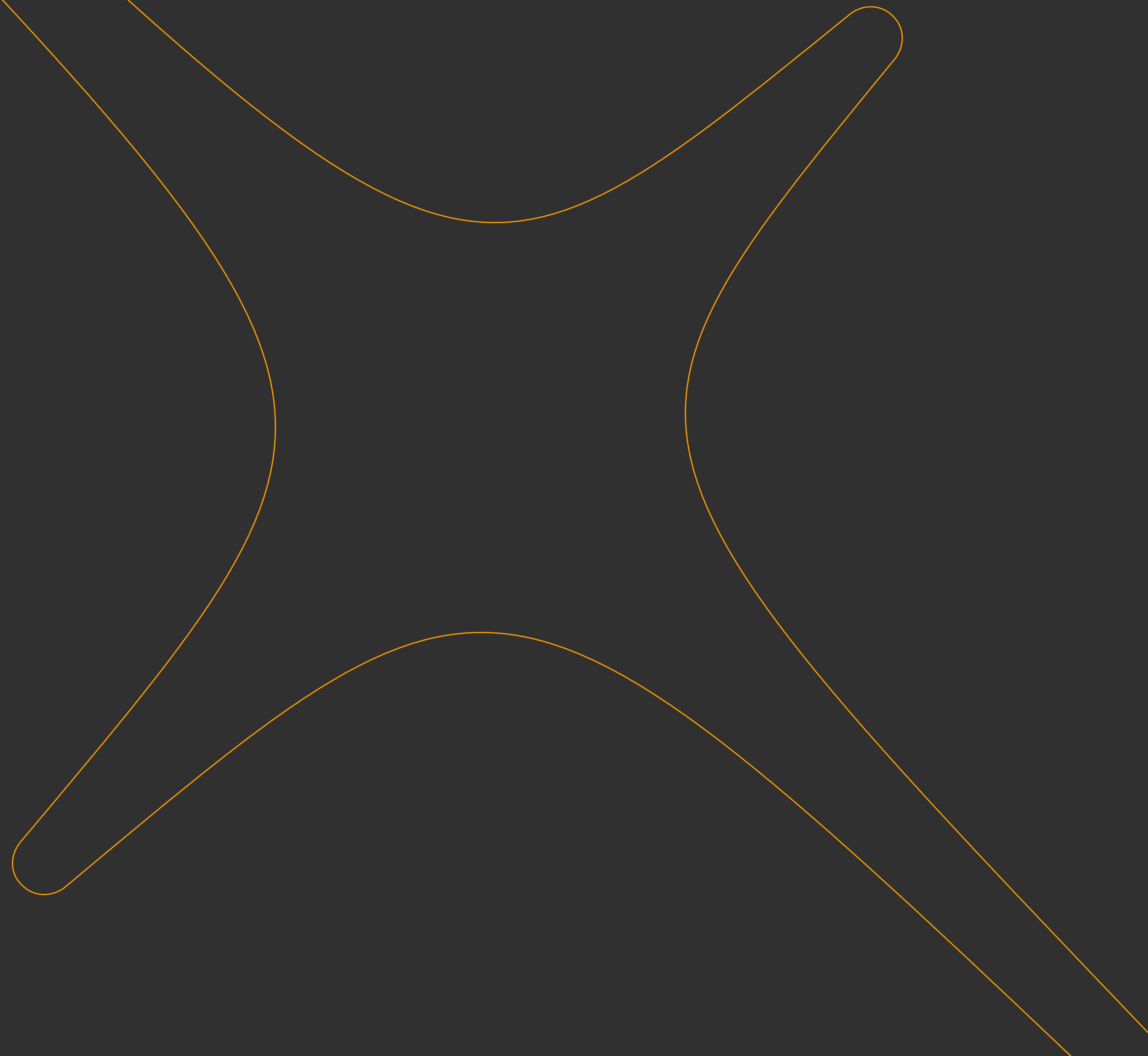
## Registered Trademark

Nexters logo is a registered trademark. This version of the logotype should be used in official documentation and business-related materials.

Color variations, as described previously, are also applicable.

[↓ Download Nexters registered logo](#)

Colors





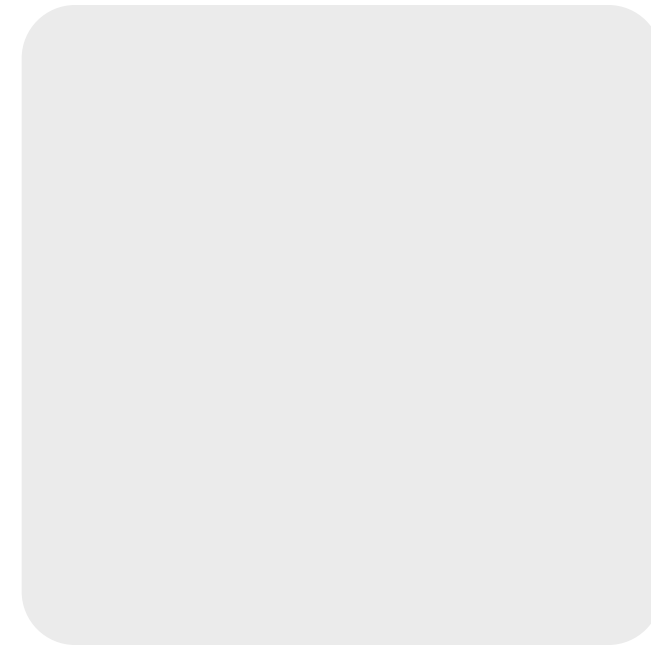
**Primary**

#FF9D00



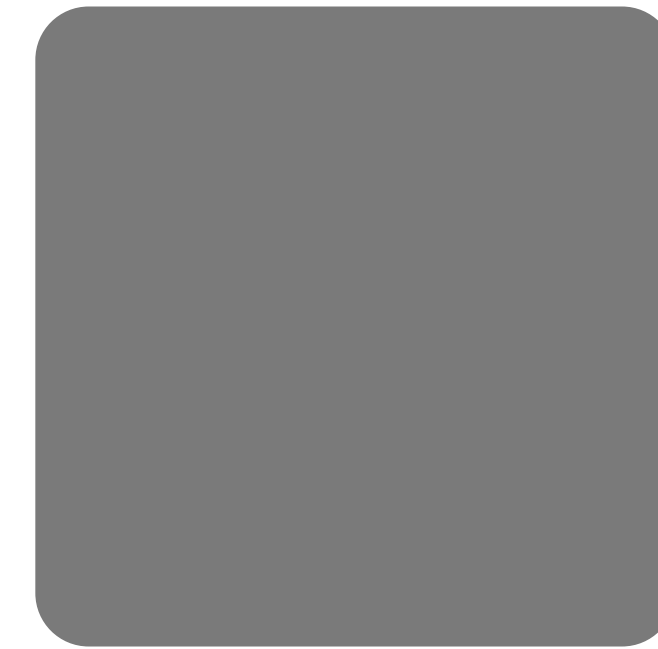
**White**

#FFFFFF



**Gray**

#EBEBEB



**Neutral**

#7A7A7A



**Dark**

#303030

### Screen use

The Nexters color scheme is designed to present enough contrast to stand out but not aggressively due to the use of subtle gray and golden orange when the contrast is too high. We prefer to use the Primary color on white backgrounds and the Secondary on dark ones.



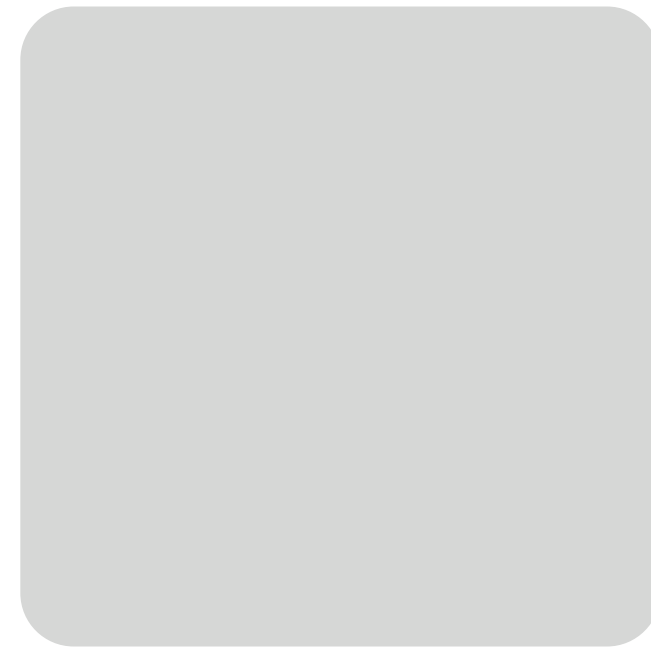
### Primary

Pantone 130  
(C) C0 M38 Y100 K0  
(U) C0 M39 Y100 K0



### White

C0 M0 Y0 K0



### Gray

Pantone Cool Gray 1  
(C) C15 M11 Y12 K1  
(U) C13 M9 Y10 Y0



### Neutral

Pantone Cool Gray 9  
(C) C49 M40 Y33 K28  
(U) C45 M35 Y26 Y17



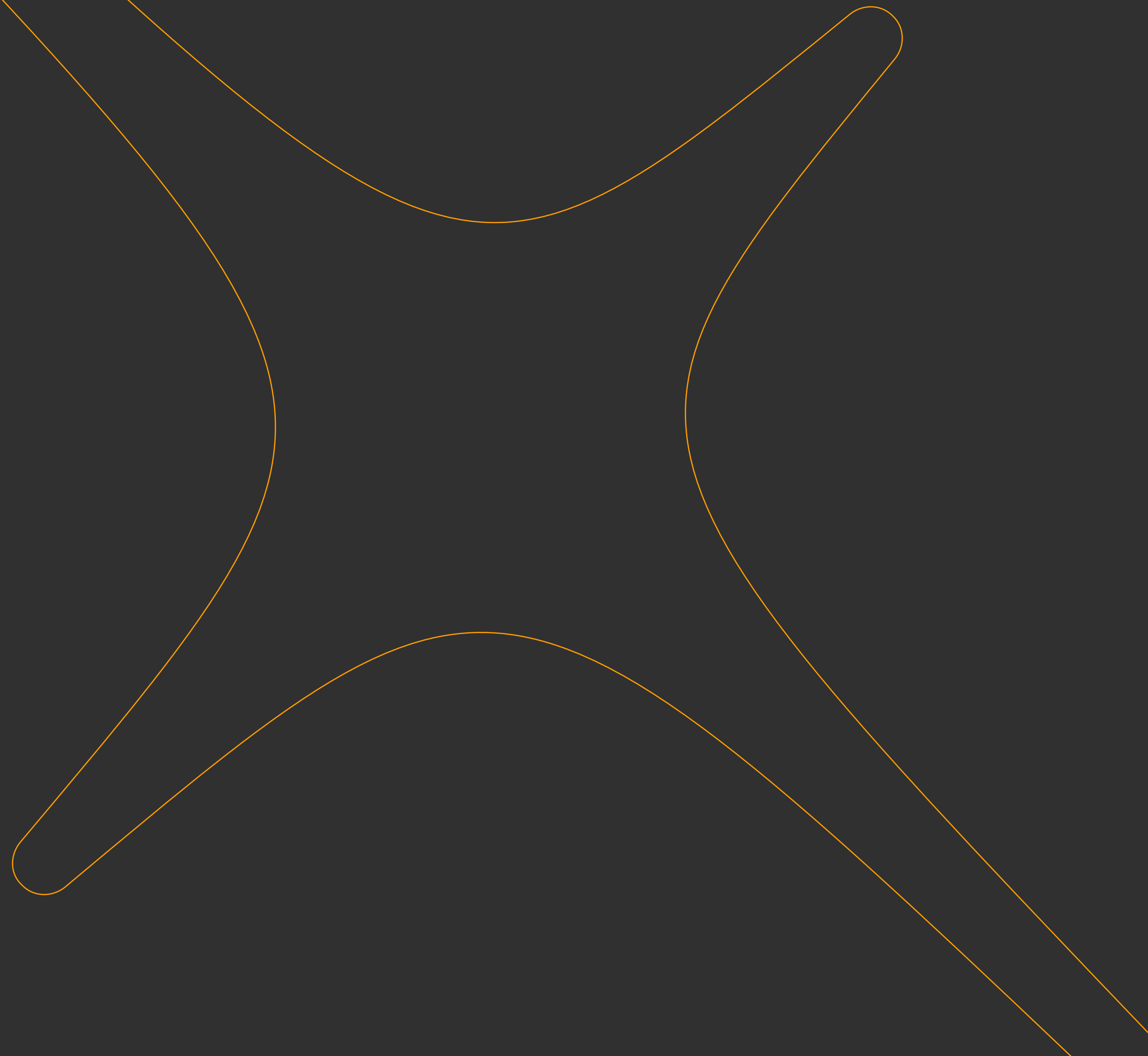
### Dark

Pantone Black 7  
(C) C60 M56 Y52 K75  
(U) C52 M48 Y44 K49

## Print designs

These are CMYK and Pantone corresponding values for correct color representation of the Nexters logotype and other elements on printed materials. Please make sure you use correct CMYK values for coated (C) and uncoated (U) processe printing.

Fonts



# Montserrat

We use the Montserrat type family for most of the Nexters internal and external corporate communications.

<https://fonts.google.com/specimen/Montserrat>

## Montserrat Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890+%!()?@#\_-/&\*

## Montserrat Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890+%!()?@#\_-/&\*

## Montserrat Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890+%!()?@#\_-/&\*

## Montserrat Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890+%!()?@#\_-/&\***

## Montserrat Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890+%!()?@#\_-/&\***

# Comfortaa

We use the Comfortaa font as an additional typeface when a visual connection with the Nexters logo is desired..

<https://fonts.google.com/specimen/Comfortaa>

Comfortaa Light 300

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890+%!()?@#\_-/!&\*

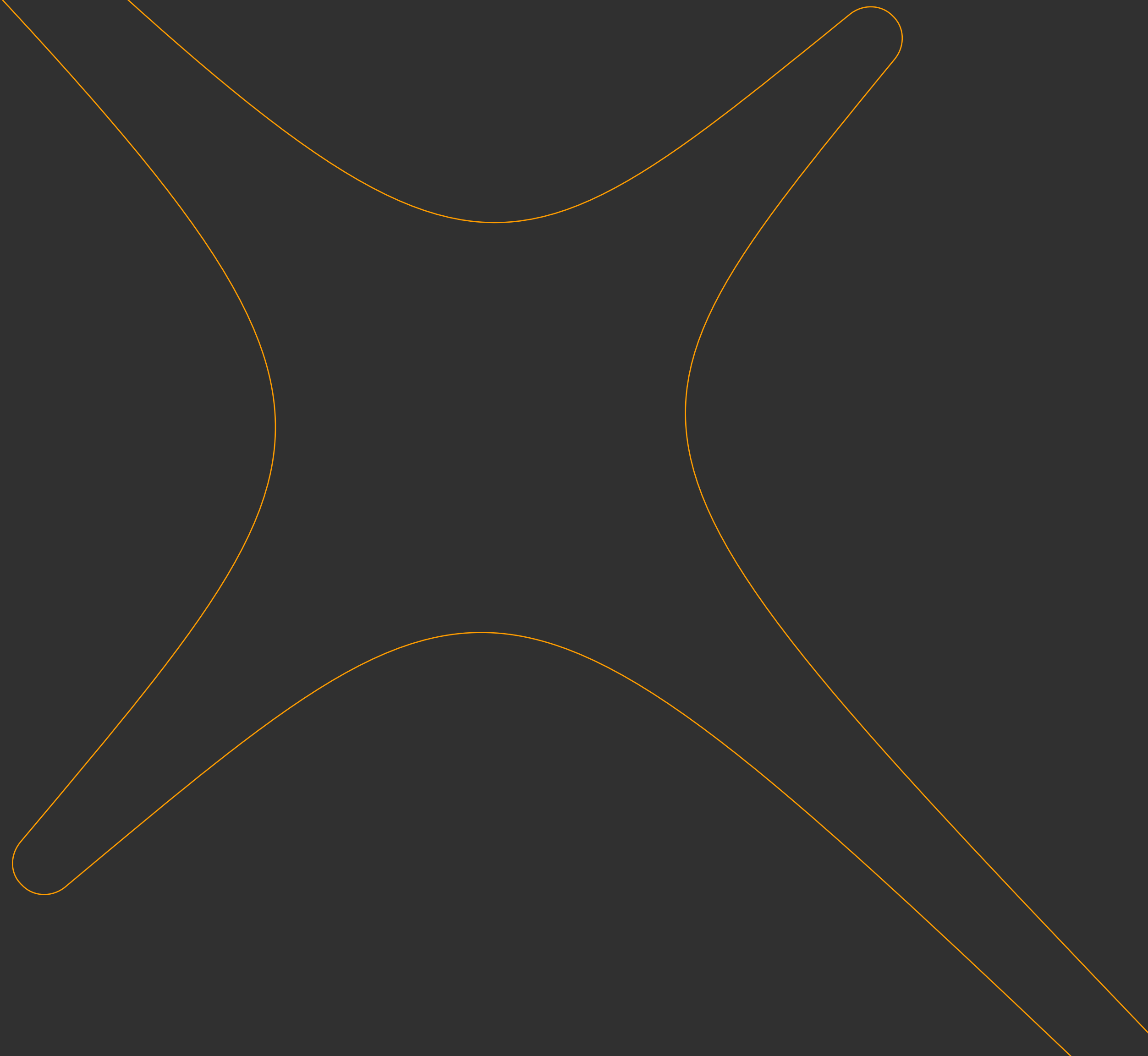
Comfortaa Medium 500

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890+%!()?@#\_-/!&\*

Comfortaa Bold 700

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890+%!()?@#\_-/!&\*

Use



## DON'Ts

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Don't change the logo colors



Don't modify the star in the logo



Don't remove the fills



Don't add any effects to the logotype



Don't rotate or angle the logo



Don't deform or alter proportions of the logo

## THE SYMBOL

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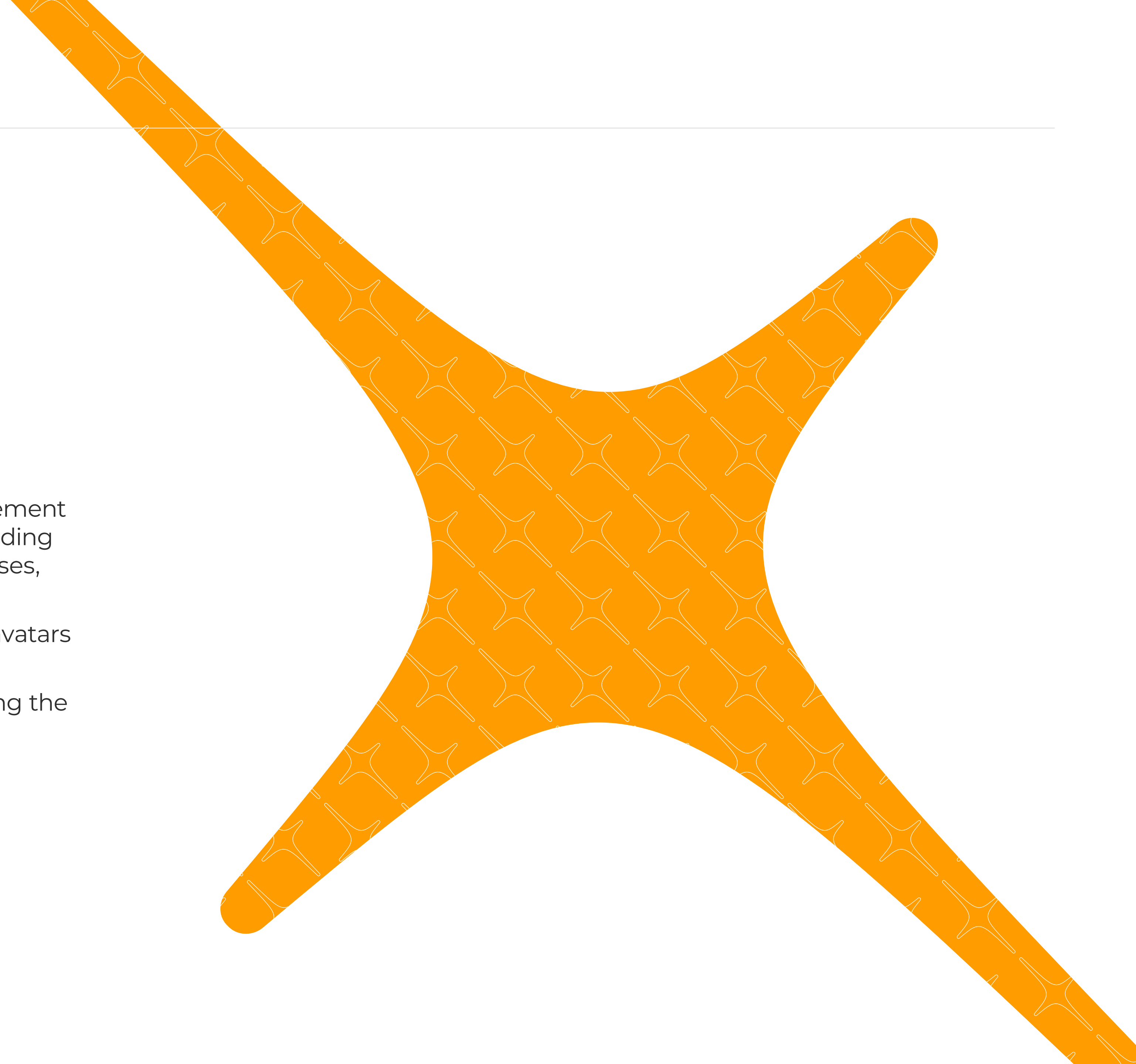


### Nexters Star

The Nexters star can be used as a decorating element where applicable. We encourage its use for branding purposes but it can be applied in many other cases, too.

The Nexters star works great in patterns, icons, avatars or bullet lists.

**Note:** we don't recommend deforming or rotating the star if not specifically required.



## Maintain flexibility

The responsive logotype allows to maintain brand consistency through various formats and use cases.

When creating visuals with Nexters logo, please use one of four versions that adapts better to your design.

## Choosing the right logo

- ✦ When the placement size is big enough, include the company's tagline **"YOUR NEXT ADVENTURE IS HERE"** under the logo.
- ✦ Use mono color version for small size.
- ✦ The star symbol can be used for subtle branding and extra small use.



## Beyond the stars

As an international company, Nexters is open-minded, progressive and constantly evolving. Global visionaries and positive thinkers, we aim to deliver new experiences to the gaming industry with every title we launch. Our values translate to our visual language that is bold, loud and friendly. We use large fonts to convey our message but leave enough space for imagination and freedom.

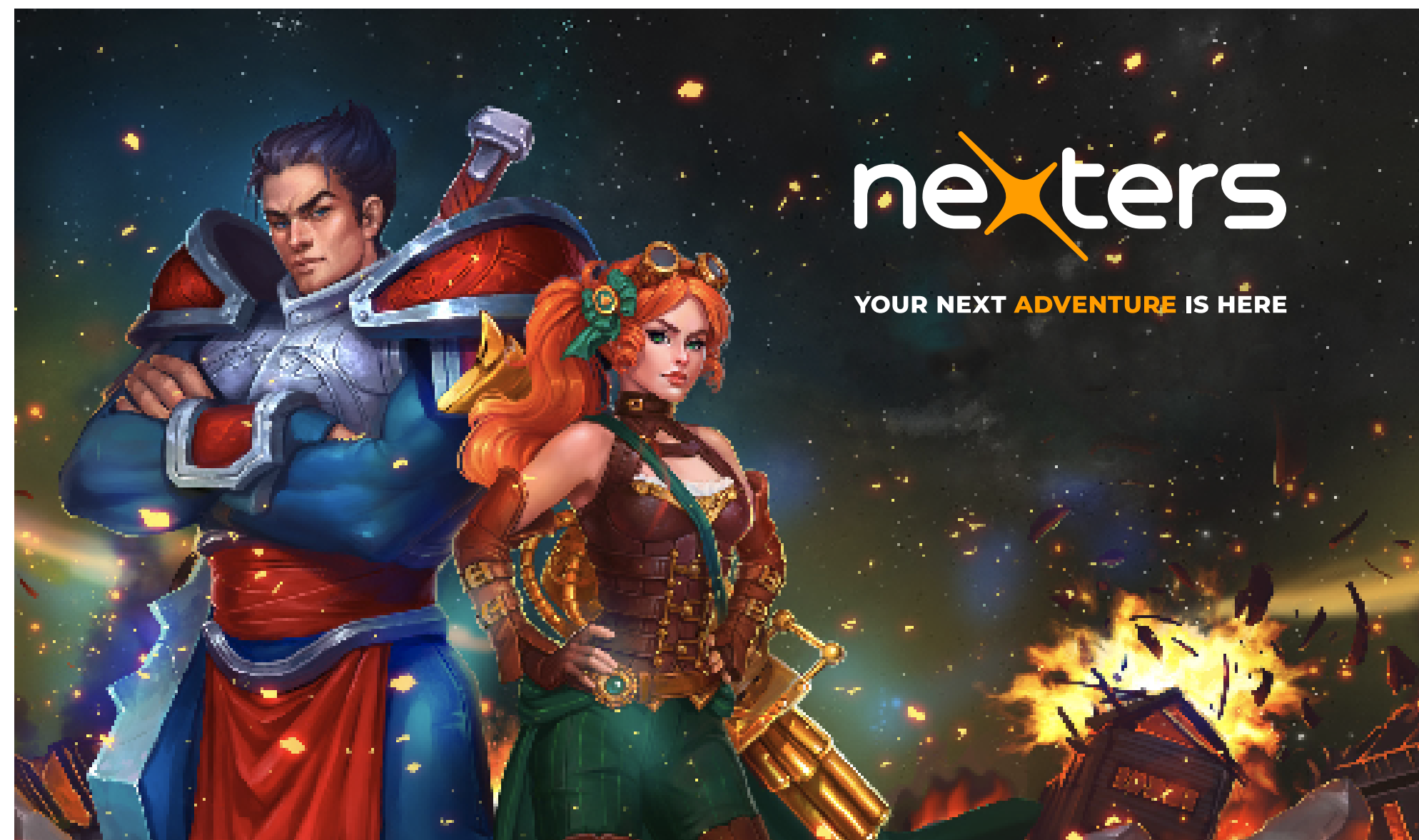
Combined with colorful illustrations, loveable characters or photos of our team members, the Nexters style creates a solid visual statement within the gaming industry.

## The Nexters Style

With a bright star in our logo, we love everything cosmic. Seeing the gaming industry as an infinite universe of great ideas and creative possibilities, we translate this to our visual style that includes:

- ✦ Space-themed backgrounds
- ✦ Starships, astronauts and nebulae
- ✦ Space-themed surroundings for our characters

We use corporate orange, white and light grey as our go-to colors when it comes to adding contrasting accents to our images with space-themed graphics.



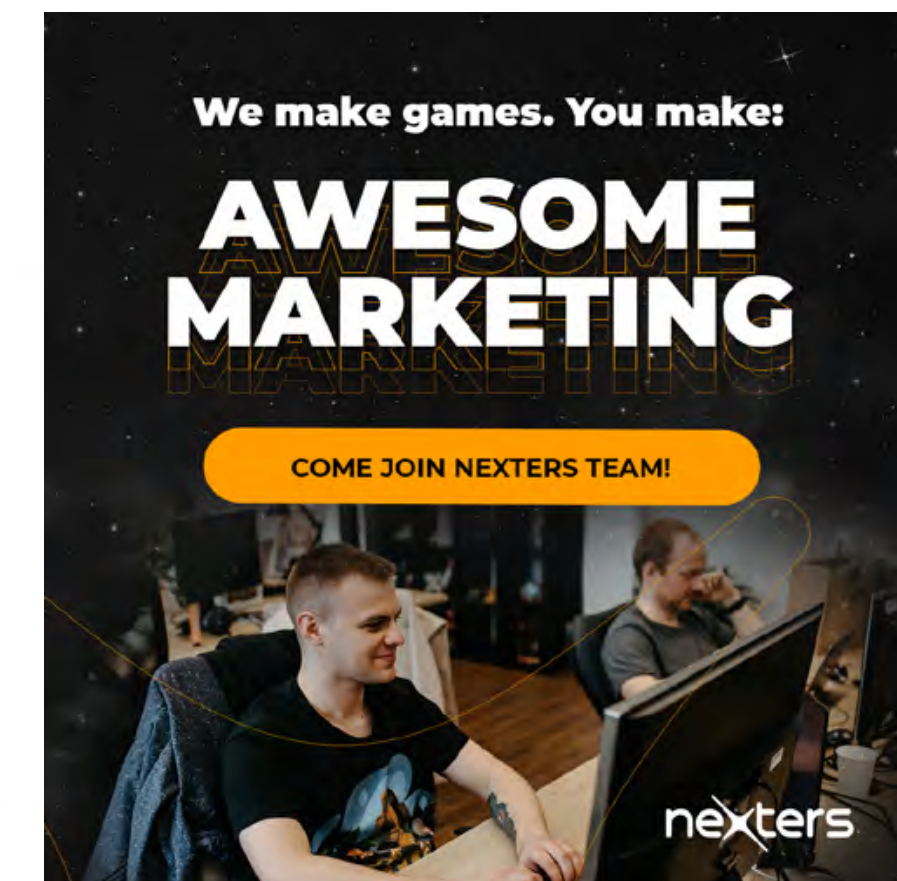
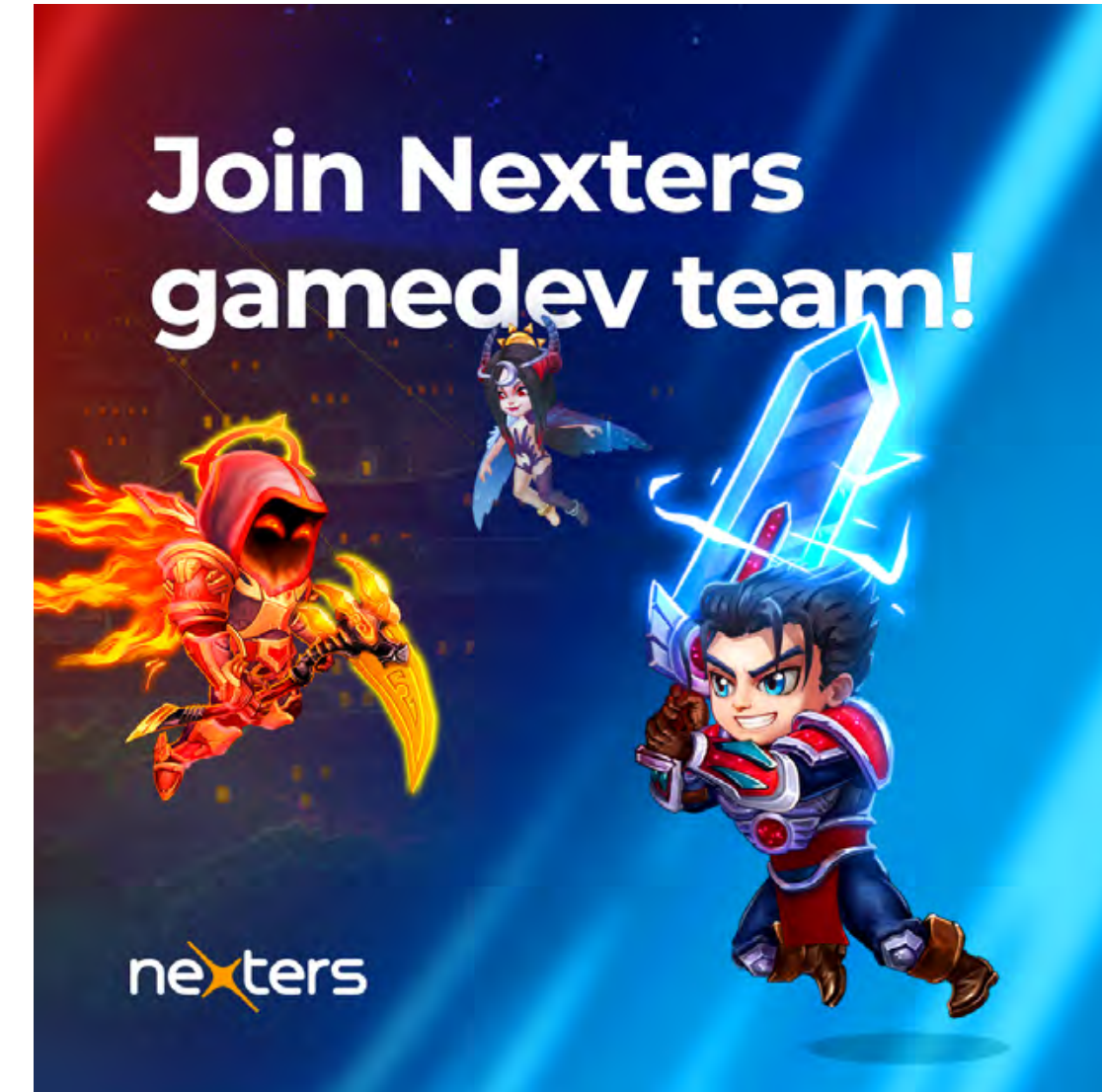
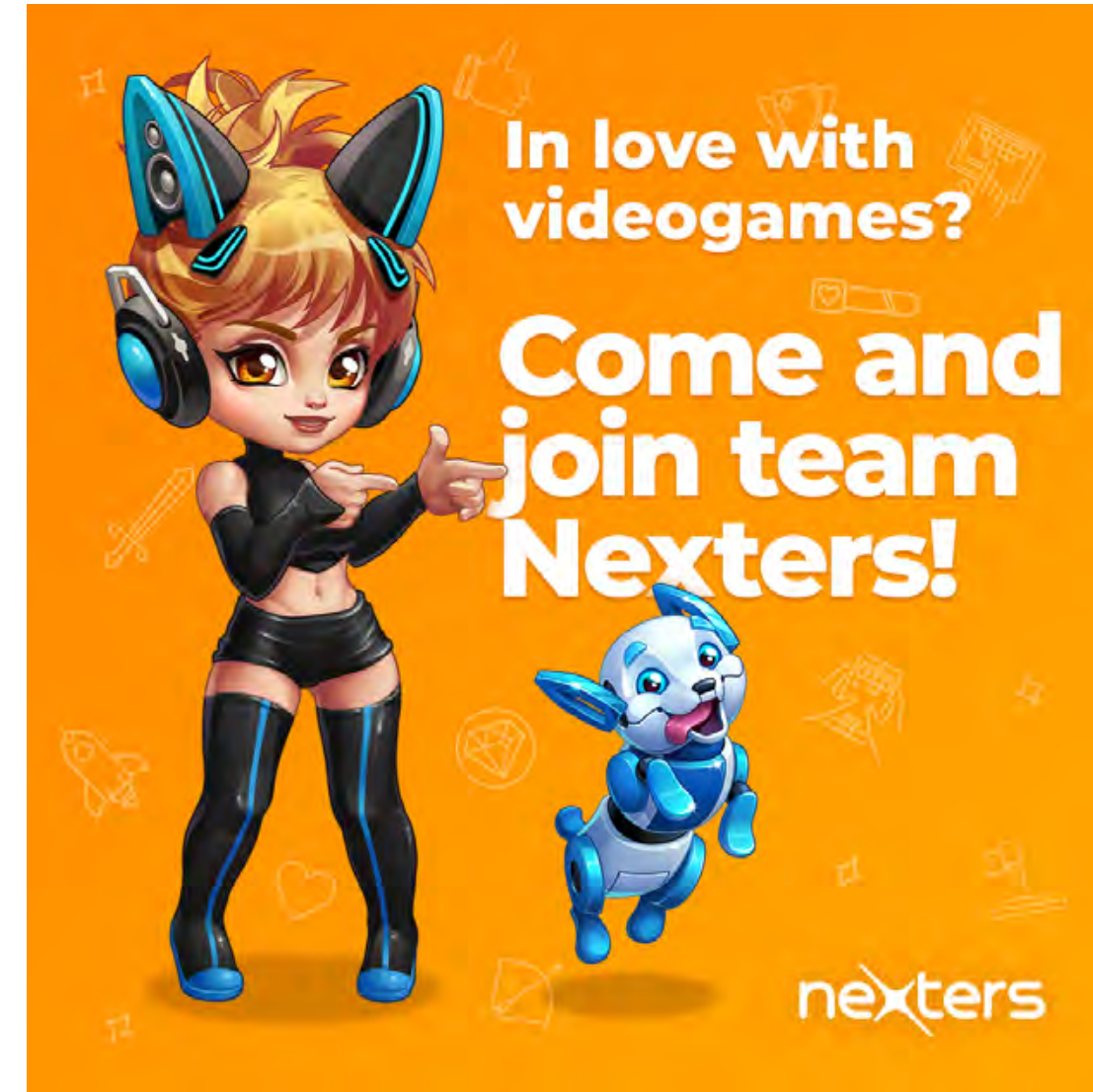
**YOU RUN!**  
**WE DONATE.**



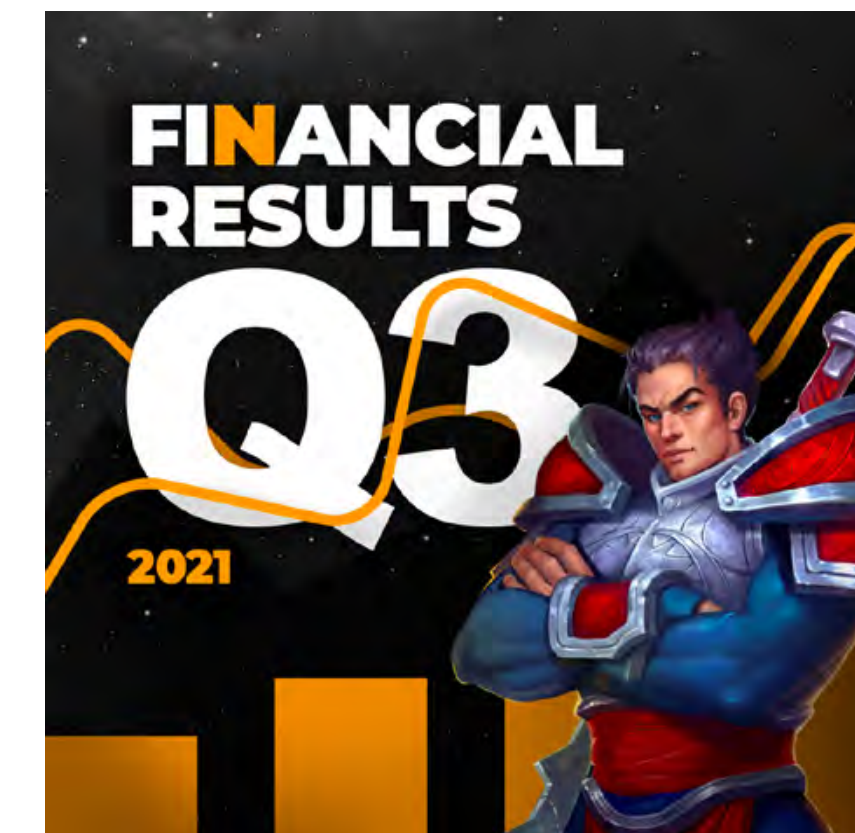
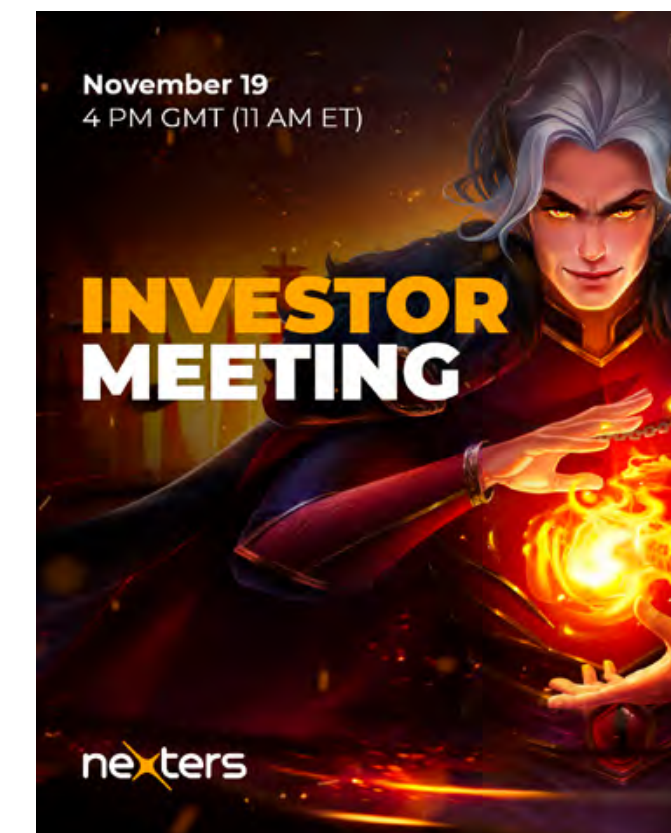
nexters

proud member  
of TechIsland

# USE EXAMPLES



# USE EXAMPLES



Nexters logotype in vector  
and PNG format

[↓ Download](#)

For more information please  
visit our website

[Nexters.com](https://nexters.com)

The logo for Nexters, featuring the word "nexters" in a white, lowercase, sans-serif font. The letter "x" is replaced by a stylized orange starburst or asterisk shape with four points.