

# The Nemesis - Guidelines

## LOGO - COLORS



WHITE



BLACK

RGB: 0 0 0  
HEX: #000000  
CMYK: 63 52 51 100



BLUE

RGB: 0 40 90  
HEX: #00285a  
CMYK: 100 89 33 31



INDIGO

RGB: 80 111 223  
HEX: #506fdf  
CMYK: 75 61 0 0

# The Nemesis - Guidelines

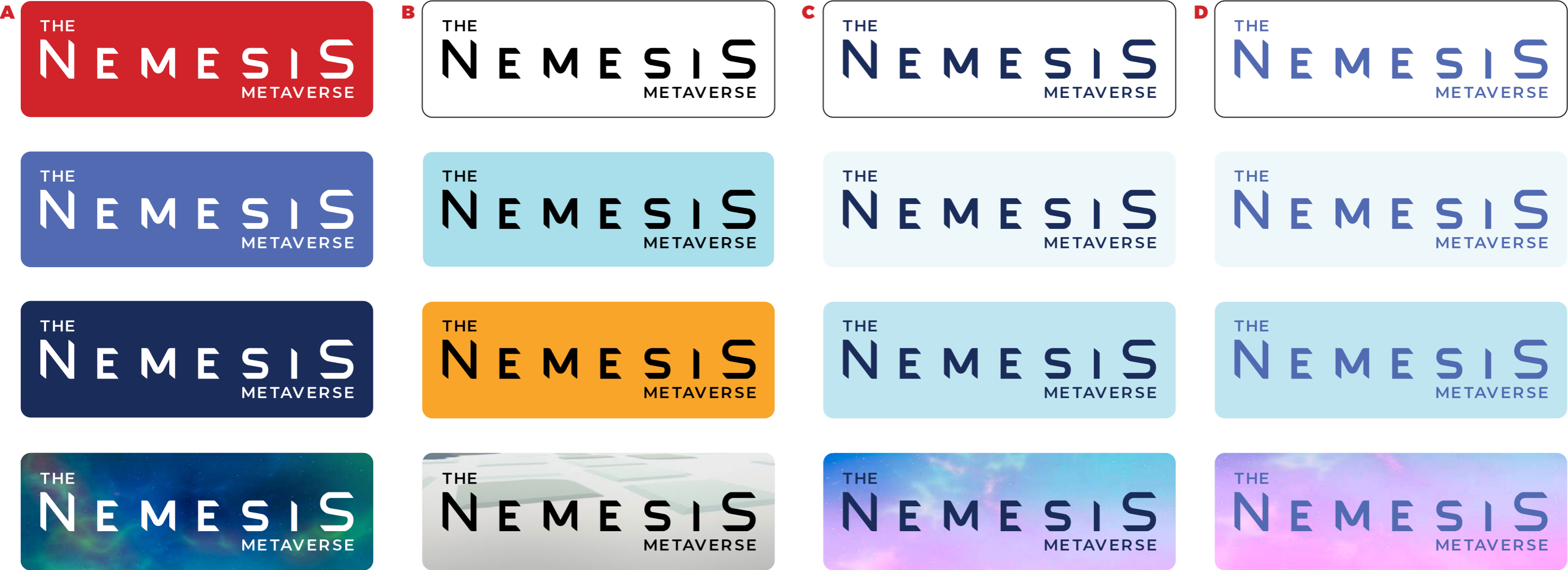
## LOGO - BACKGROUND APPLICATIONS (these examples are valid for logo and icon)

Use the appropriate logo based on the available background. The logo must always be clearly legible.

**A** the white logo is suitable for dark colors or in general for a background that eases it (e.g. red background)

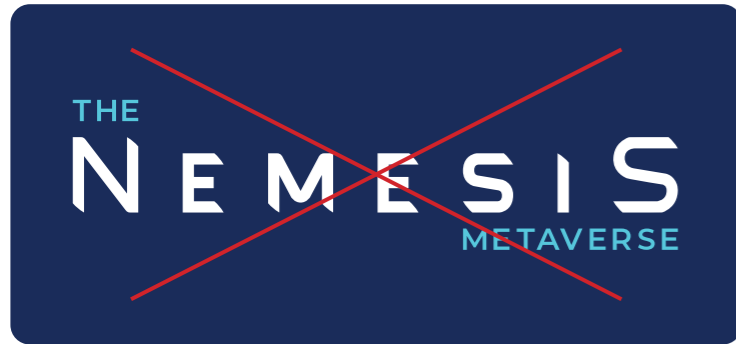
**B** the black logo is suitable for white or light colored background

**C-D** the two blue / indigo tone logos can be used on white tones but especially on backgrounds with blue components

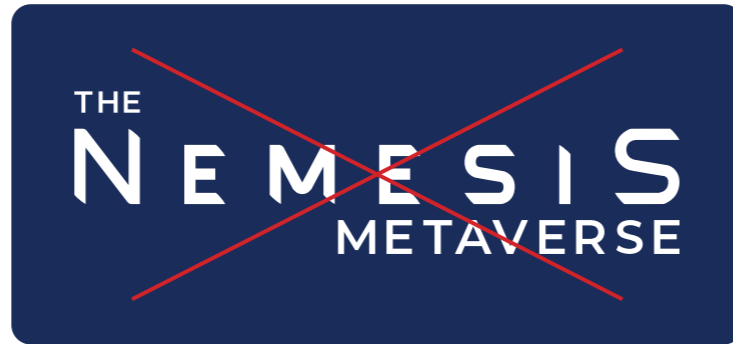


# The Nemesis - Guidelines

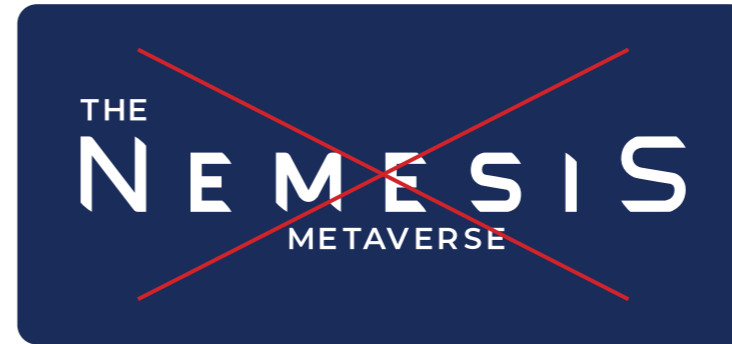
## LOGO - APPLICATIONS NOT ALLOWED (these examples are valid for logo and icon)



Do not change the color of any element of the logo



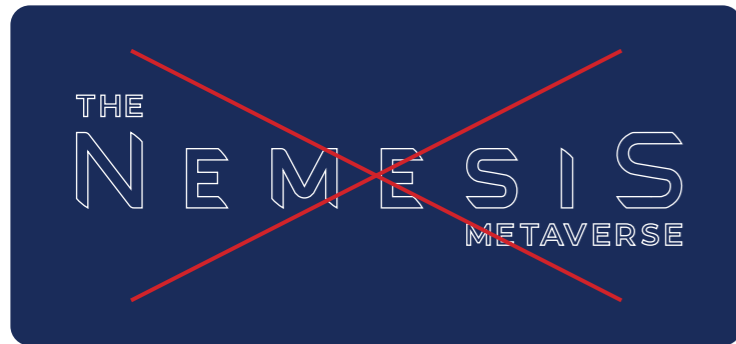
Don't resize just one of the elements



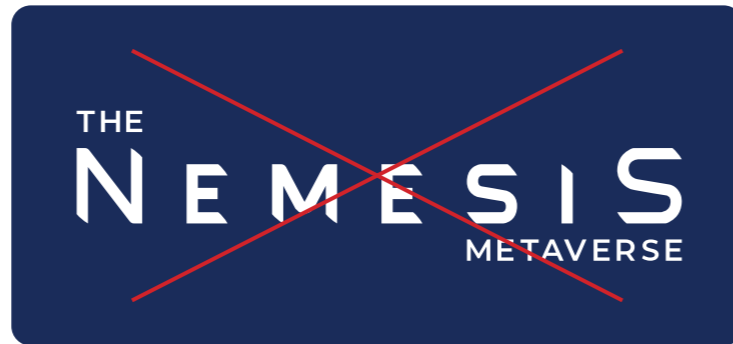
Don't change the arrangement of the elements



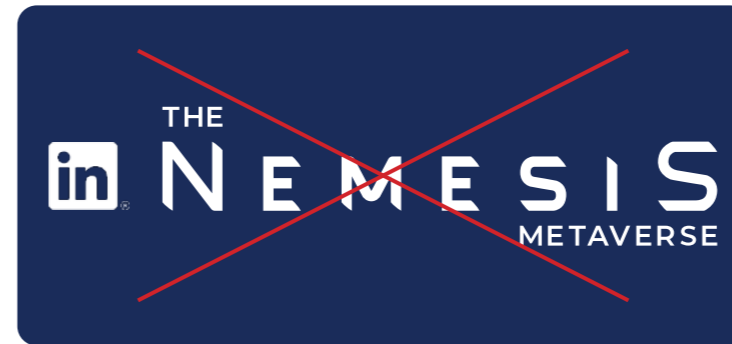
Don't rotate any one of the elements



Don't create a track around the logo



Do not remove no part of the logo



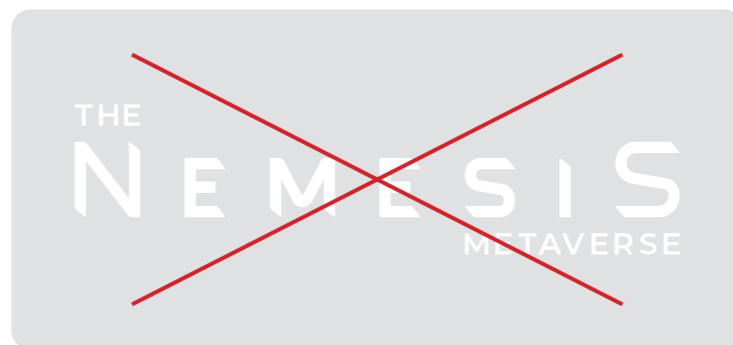
No other logo to be placed next to



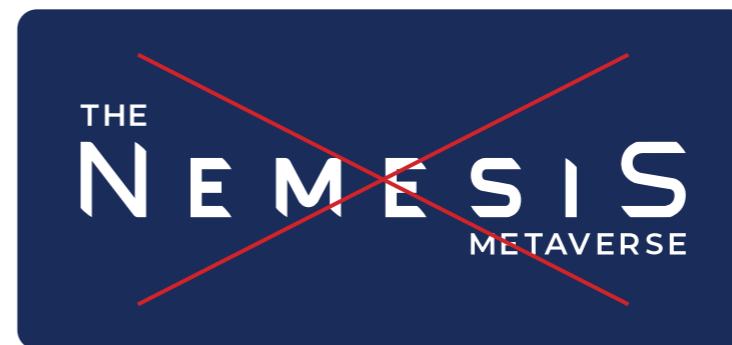
Do not overlap different backgrounds



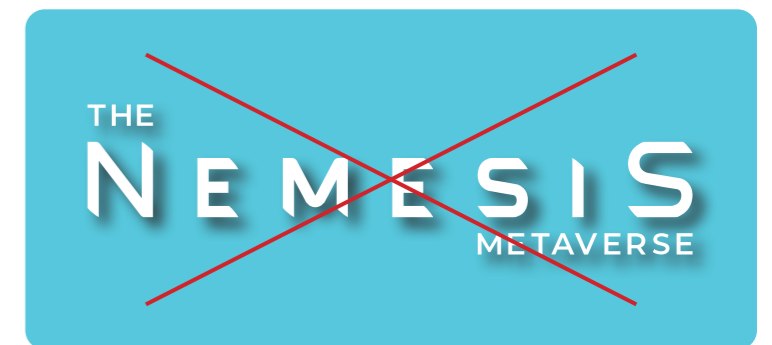
Do not place on a bottom that compromises its legibility



Do not place on a bottom that compromises its legibility



Do not resize without maintaining the aspect ratio



Do not add effects to logo elements

## The Nemesis - Guidelines

### LOGO - APPLICATIONS ON IMAGES (e.g.)

For each project, as far as possible, create ad hoc images, so as to allow the logo and any texts to have a balance.

**A - C** the image is designed for the insertion of the logo on the side

**B - D** the image is designed for the insertion of the logo on the side. The nuance added in post production allows good readability of the text





## The Nemesis - Guidelines

### LOGO - APPLICATIONS ON IMAGES (e.g.)

For each project, as far as possible, create ad hoc images, so as to allow the logo and any texts to have a balance.

**A - C** the image is designed for the insertion of the logo in the centre

**B - D** the image is designed for the insertion of the logo on the side





## The Nemesis - Guidelines

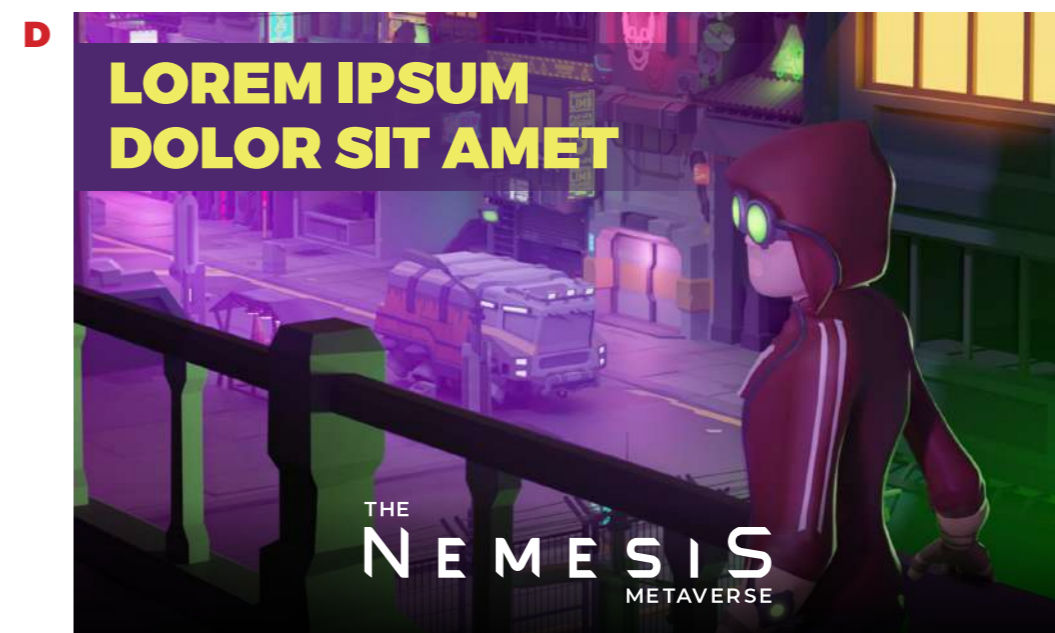
### LOGO - APPLICATIONS ON IMAGES (e.g.)

**A** the image is designed for the insertion of the logo and text on the side

**B** image taken from the game, a gradient can be applied to the text but the logo is illegible in every position, the image cannot be used

**C-D** images taken from the game, the logo has good legibility at the foot of the images and the text at the top.

It is necessary to add a gradient under the text and in the image C also under the logo to have a good readability





## The Nemesis - Guidelines

### LOGO - APPLICATIONS ON PHOTOS (e.g.)

**A** in this photo the logo and text have good legibility in the lateral position

**B** in this photo it is possible to apply a gradient to the text but the logo is illegible in every position, the photo cannot be used

**C** in this photo the logo has good legibility at the top of the image and the text on the foot with a slight nuance to make it more legible

**D** in this photo for a good readability a contrasting background is added under the text and the logo is placed on the foot

