



# BRAND GUIDELINES

---

March 2024

## OUR MISSION

This statement encapsulates what the Team17 brand is all about. We're passionate about getting exciting new indie games the best chance they can to be a success. The goal we strive for is that these games will be loved by players across the globe. This is central not just to how our brand behaves internally but also in it's relationship with developers and gamers.

**TO DELIVER  
PIONEERING  
INDIE GAMES,  
THAT ARE LOVED  
BY PLAYERS  
ACROSS THE  
WORLD**

## TEAM17 LOGOS

The Team17 logo comes in 3 different forms, each to be used in the most appropriate scenario.

### VERTICAL STACKED LOGO

The main logo for Team17 to be used for display purposes and compositions where a vertical logo is most appropriate. Common uses include but not limited to idents, game boxes, profile pictures and vertical banners.

### HORIZONTAL LOGO

Alternative horizontal logo for when a wider logo is needed. Common uses include but not limited to headers, footers and wide banners.

### SHORTENED T17

Designed for very small usage where readability of the logo will be pushed to it's limited typical usage includes app icons and favicon.



## LOGOS VERSIONS

Each Team17 logo has two versions one with a white keyline and one with black. These are designed to ensure the logo can retain visibility on respective opposite value backgrounds. The outer stroke of the logo should always be visible.

### LOGO – WHITE STROKE

The white keyline version should be used for all dark and mid toned backgrounds.

### LOGO – BLACK STROKE

The black keyline version is for use on light backgrounds where the white would not be easily seen.





## CLEAR SPACE

The logo always needs sufficient clear space around it's perimeter at all times. Use the estimated measurements here for a guide that will be usable at all scales.



## LOGO USAGE

As a general rule of thumb do not edit the logo or use in ways shown on this page. This will help us keep a consistent and professional image.



Do not squash or distort the logo. The aspect ratio should be the same at all sizes.



Do not use a version of the keyline on the logo which cannot be seen on it's background.



Do not dissect, reorganise or edit individual parts of the logo.



Do not rotate the logo sideways, upside-down or at an angle.



Do not randomly change the logo colours.



Do not use the logo at partial transparency.



Do not change the logo font or text



Do not cover or crop significant parts of the logo.

CORE COLOURS

These are our core brand colours. Purple has always been tied to our identity and remains the colour with most hierarchy in most of our brand materials.

SECONDARY COLOURS

Using these this vibrant palette alongside our core brand colours helps communicate the varied and diverse games we publish, gamers we reach and developers we work with. Consider use for accent typography and graphics.

RGB:**115 23 186**

HEX: **#7317ba**

CMYK:**77 87 0 0**

Pantone: **268 C**

RGB:**56 25 112**

HEX: **#381970**

CMYK:**96 100 21 8P**

Pantone: **7680 C**

HEX: **#a221d6**

HEX: **#1a171c**

HEX: **#e136c6**

HEX: **#d9ea00**

HEX: **#f20a67**

HEX: **#0719c5**

HEX: **#ff5a00**

HEX: **#45d3c4**



## TYPOGRAPHY

The font family Poppins can be used for typography. The comprehensive family of weights and italics should suit any needed purpose and retain consistency and readability.

**Poppins is readily available at:**  
<https://fonts.google.com/specimen/Poppins>

Font Family:

**Poppins Black**  
**Poppins Extra Bold**  
**Poppins Bold**  
**Poppins SemiBold**  
**Poppins Medium**  
**Poppins Regular**  
**Poppins Light**  
**Poppins Extra Light**  
**Poppins Thin**



## TYPE HIERARCHY

Use scale and weights to give hierarchy between displays text, headers and body text. Generally most the most important text should be biggest in sizes with font weights helping give contrast between text groupings.

## TYPE COLOUR

Font colour should always help ensure legibility and readability, if in doubt use black on light backgrounds and white on dark. Highlight colours may be used to bring more attention to display and header texts.

## TYPE PLACEMENT

Avoid placement on busy backgrounds. Left alignments will usually help keep your texts readable and tidy, with other alignments used appropriately in more complicated compositions.

Display Text: Poppins Black

# INDIE GAME PUBLISHING

Header Text: Poppins Bold

## Helping Bring the Best and Most Creative Games to Players

Header Text: Poppins Medium

We're gamers and developers who love fun, quality games; an independent games label and creative partner for studios around the world that leads and nurtures without compromising our independent spirit. Team17 has world class development talent, industry expertise, and creative and inventive thinking. We're the perfect home to harness and grow your knowledge and skills, and the breadth of activity here means every day is lively, diverse, invigorating, and full of passion for games