NOLIMIT

CITY

Visual assets guide

Spring 2018

Introduction

Our brand is really important to us. It's what defines us as a company and what makes our customers recognize us.

It's important to understand that this guide is meant for the company - Nolimit city, and that **we make games**. Meaning the games and the company should be seperate in that way.

What defines us?

Humoristically serious
Simple and consistent
Recognizable cross-device

LOGO

How to use it

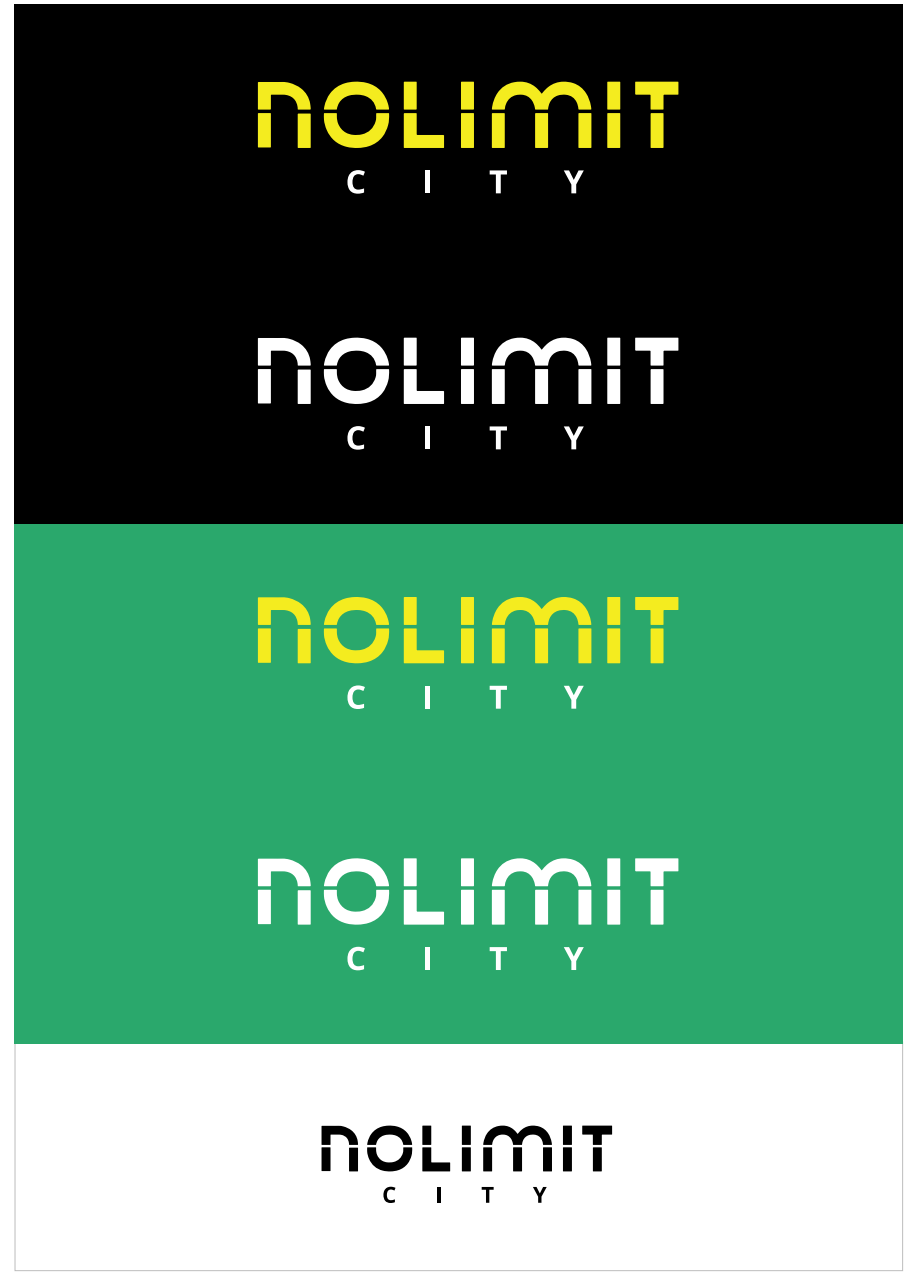
Logo do’s

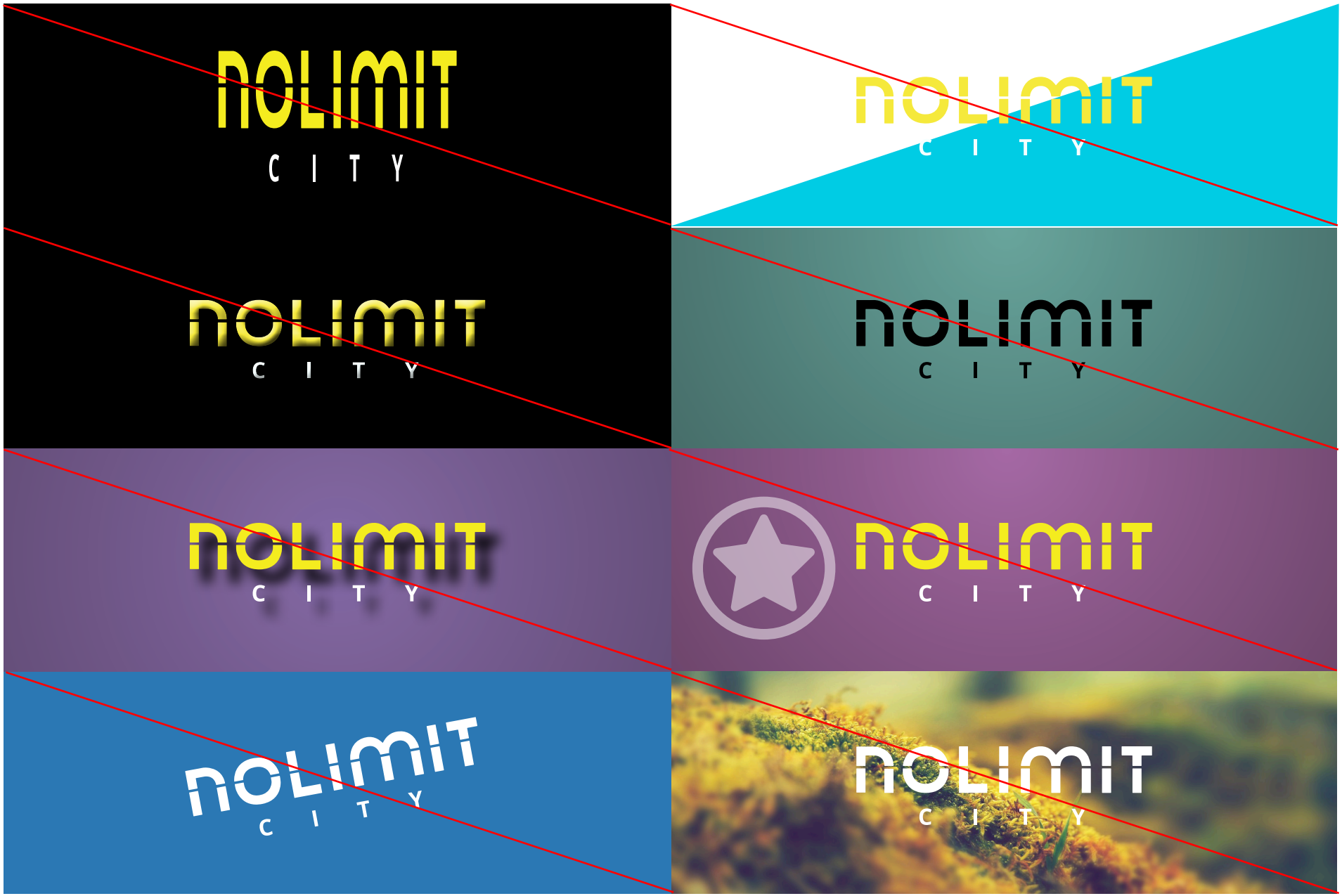
The black on white logo should only be used in legal, documentation and paper work situations.

#fffc00 is the Nolimit color. The yellow logo should be used as often as possible to represent the brand.

The white logo is great for transitional use of animation as well as situations where attention and focus is needed elsewhere.

Just like you, our logo needs it’s personal space to feel good. Put it where it can breathe and look it’s best.

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TYPO

The Open Sans family

ABCDEFGHIJKLNOPQR
abcdefghijklmnopqrs
1234567890.,;&?!()

Go bold & BIG

Open Sans Extra Bold is a beautiful weight and works perfectly as a design asset for shorter sentences.

It's great as a stand alone element getting the most important part of your message through.

Don't forget to give it space, or it will easily look messy.

It also looks great in italic!

ABCDEFGHIJKLNOPQR
abcdefghijklmnopqrs
1234567890.,;&?!()

Light for body

Open Sans Light is well suited for larger chunks of text just like the one you're reading now.

It has a great readability and looks crisp on the web as well as in documentation.

It looks great as a compliment to the heavier weights of the Open Sans family.

Everything in between

Open Sans has a great variety of weights that will help you in your design work.

It would be unwise not to use all of them as long as you're consistent in the way you handle them and get the Nolimit feeling across.

Regular

ABCDEF
abcdefg
12345.,;

Italic

ABCDEF
abcdefg
12345.,;

Semibold

ABCDEF
abcdefg
12345.,;

Semiold Italic

ABCDEF
abcdefg
12345.,;

Bold

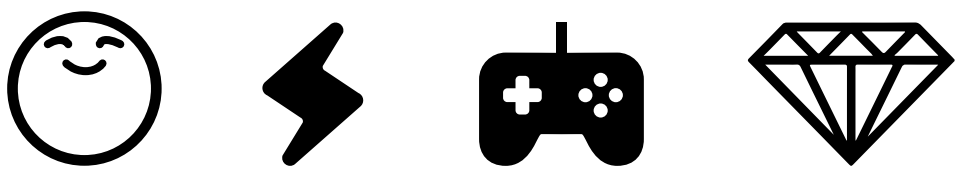
ABCDEF
abcdefg
12345.,;

Bold Italic

ABCDEF
abcdefg
12345.,;

DESIGN ELEMENTS

Shapes & colors

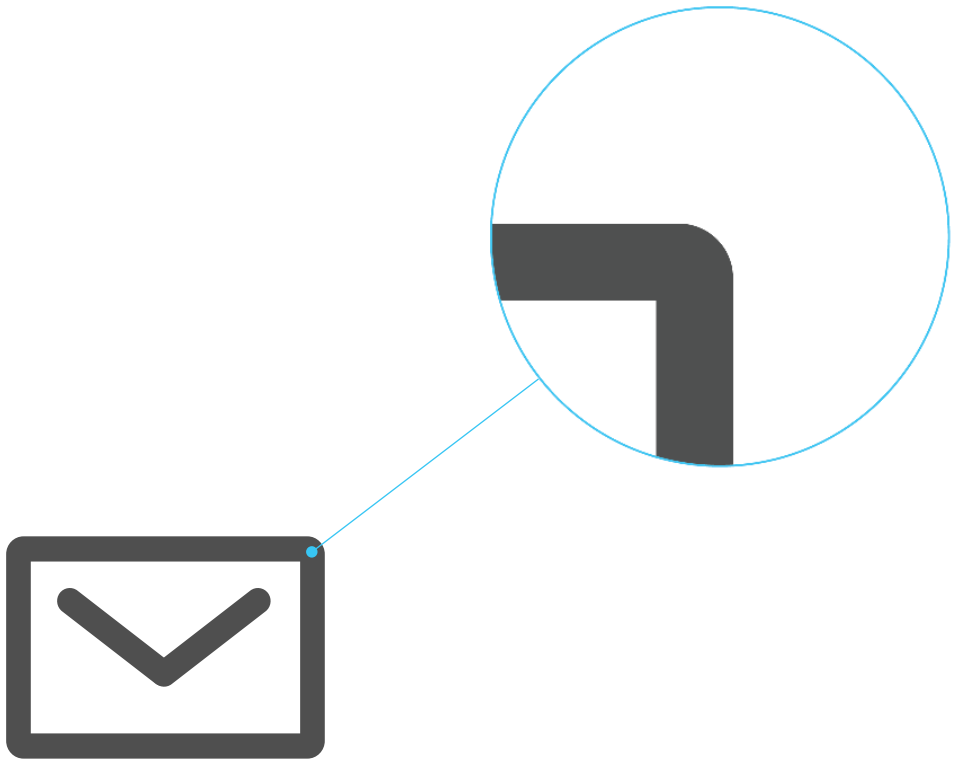


Symbols

Symbols as a substitute for written links is a fragile matter. We try to stay away from this when it comes to our web page for several obvious reasons.

On the other hand, the Nolimit generic game design has many classical icons representing the standard gaming elements of today.

There is a bunch of symbols in the Nolimit arsenal to be used in branding situations. Using them smartly will aid the overall recognition of the brand. While using them carelessly could instead mess it up.



When you create your own

Rounded edges for a more friendly look ✓

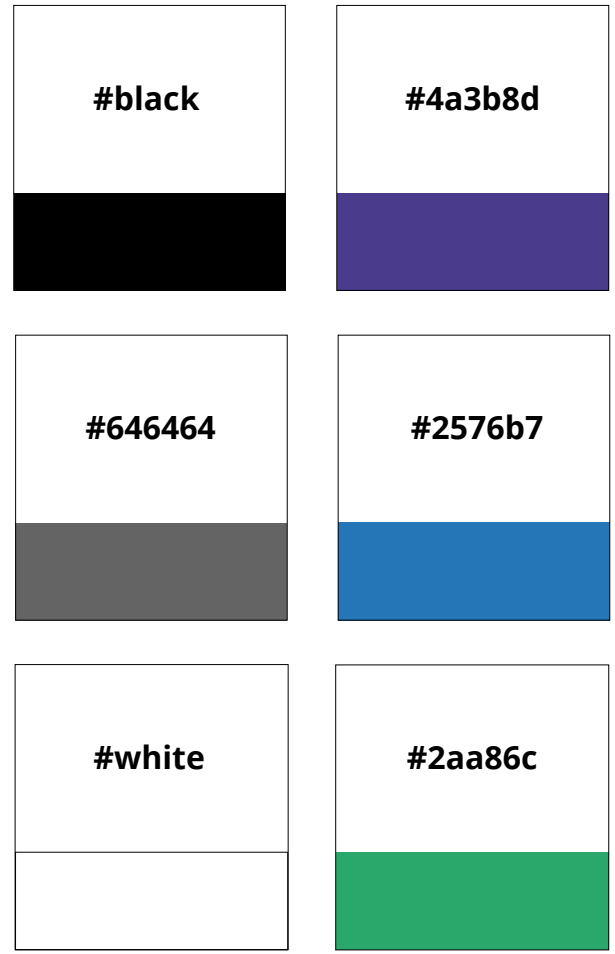
Flat design with frontal view ✓

Don't use gradients ✗

Don't use shadows or drop shadows ✗

Backgrounds print & web documents

Theese are the backgroud colors for print documents and presentations such as keynotes and other client presentations.



Backgrounds nolimitcity.com

Theese are the backgroud color gradients as well as plain white for our web site.

Some rules

- *Gradients are radial*
- *Gradients scale through 150%*
- *Gradients always grow from lightest hue in center to darkest.*

#white

Violet

#584369 - #8469a5

Orchid

#694368 - #a569a4

Sky Blue

#435b69 - #6996a5

Pale Green

#596943 - #96a569

Turquoise

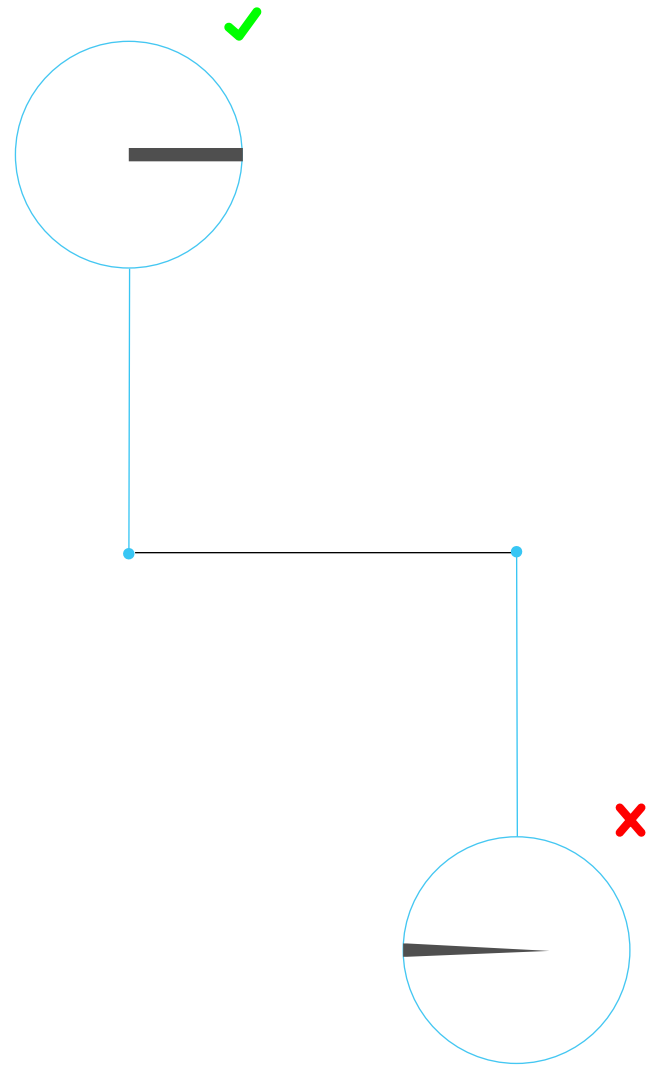
#436965 - 69a59c

Line dividers

As you might have noticed, many pages in this guide have line dividers such as the one to the right.

This is a recurrent in our games, website, presentations and documents.

It's meant to guide the viewer through a design and clearly define a structure. Don't use it if it doesn't bring anything.

Some rules

- *0,5pt solid line*
- *White for colored and dark backgrounds*
- *Black for white backgrounds*