

# Brand Guidelines



OUTPLAYED



**logo**

# logo

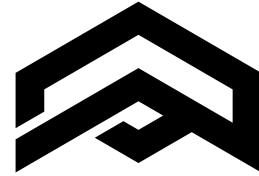
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Il logo di Outplayed è composto da due elementi: il pittogramma distintivo e il logotipo. La disposizione degli elementi rappresentata è quella da privilegiare nelle composizioni. Gli elementi non possono essere distorti, modificati o ridisegnati.

## logo Outplayed

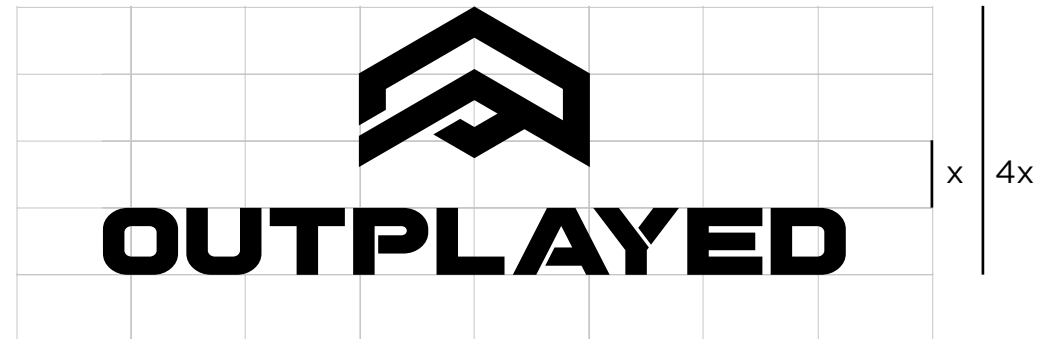
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logomark



logotype

**OUTPLAYED**



# logo

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Il logo può essere utilizzato nella sua forma completa oppure da un elemento distintivo (solo logomark o solo logotype).

L'opzione di utilizzo favorita è in ordine di preferenza:

- 01. Bianco su nero
- 02. Nero su bianco
- 03. Nero su verde
- 04. Verde su nero

01.



02.



03.



04.



# logo usage

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OUTPLAYED



**OUTPLAYED**



# logo usage

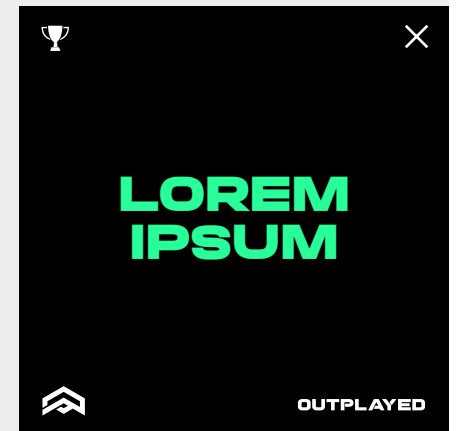
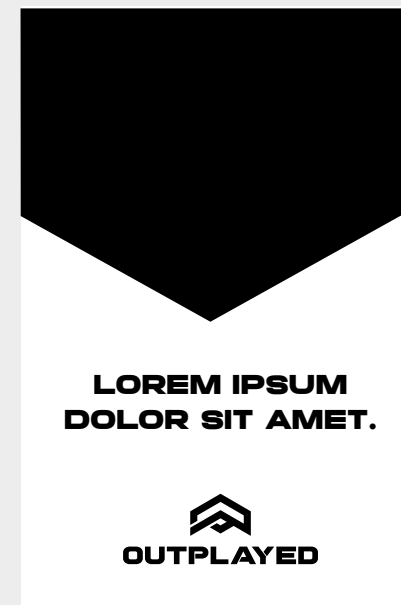
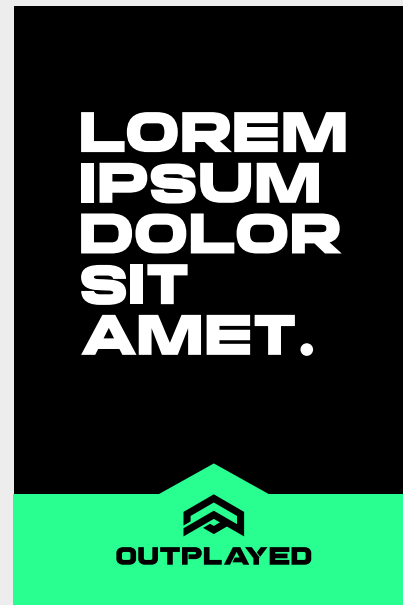
---



# logo usage



  
**LOREM IPSUM  
DOLOR SIT AMET.**



**LOREM IPSUM**  **OUTPLAYED**



**color**

# color palette

---

**BLACK**

RBG: 0 0 0  
CMYK: 0 0 0 100  
#000000

**GREEN**

RBG: 42 255 153  
CMYK: 60 0 62 0  
#29ff99

**LIGHT  
GREY**

RBG: 198 199 202  
CMYK: 26 19 18 1  
#c6c7ca

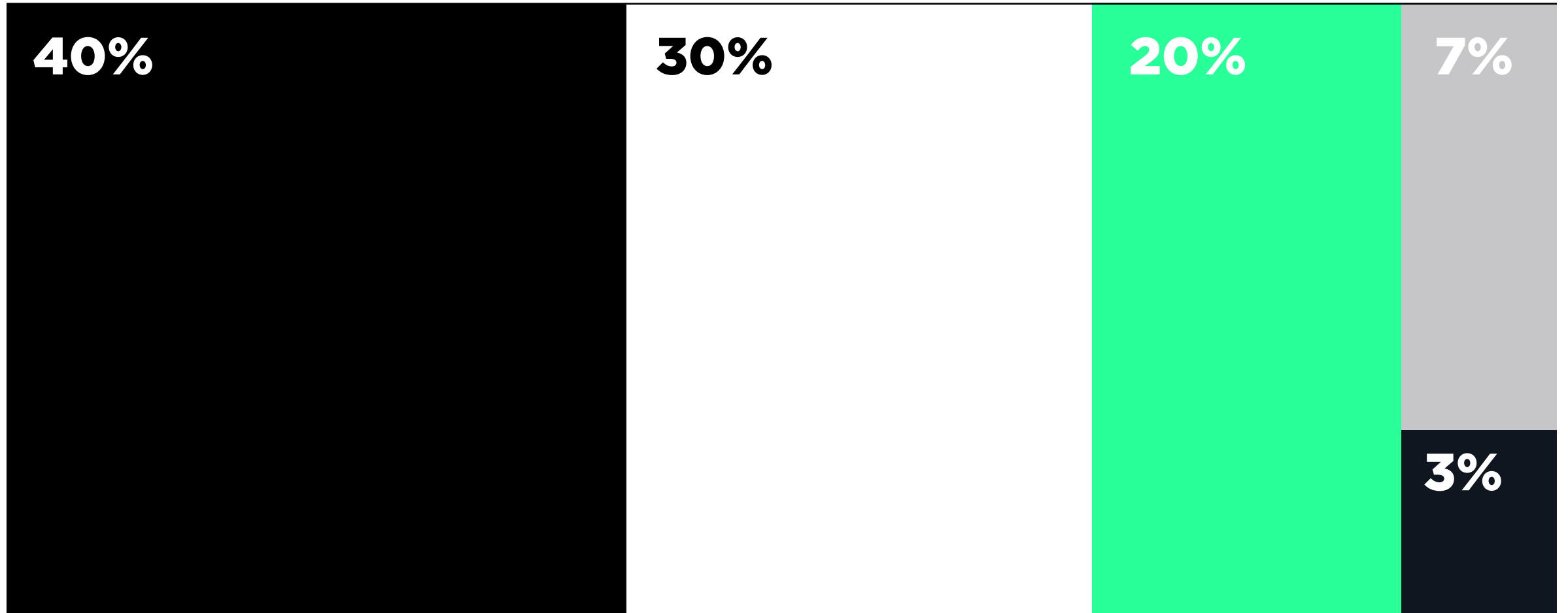
**WHITE**

RBG: 255 255 255  
CMYK: 0 0 0 0  
#ffffff

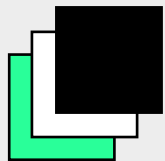
**DARK  
BLUE**

RBG: 15 22 32  
CMYK: 95 80 55 78  
#0f162

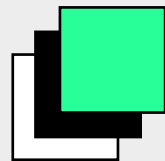
# color hierarchy



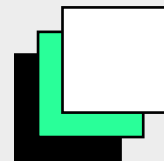
# color usage



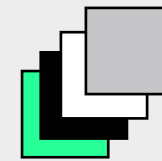
BLACK + WHITE + GREEN



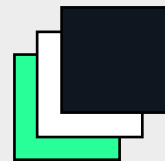
GREEN + BLACK + WHITE



WHITE + GREEN + BLACK

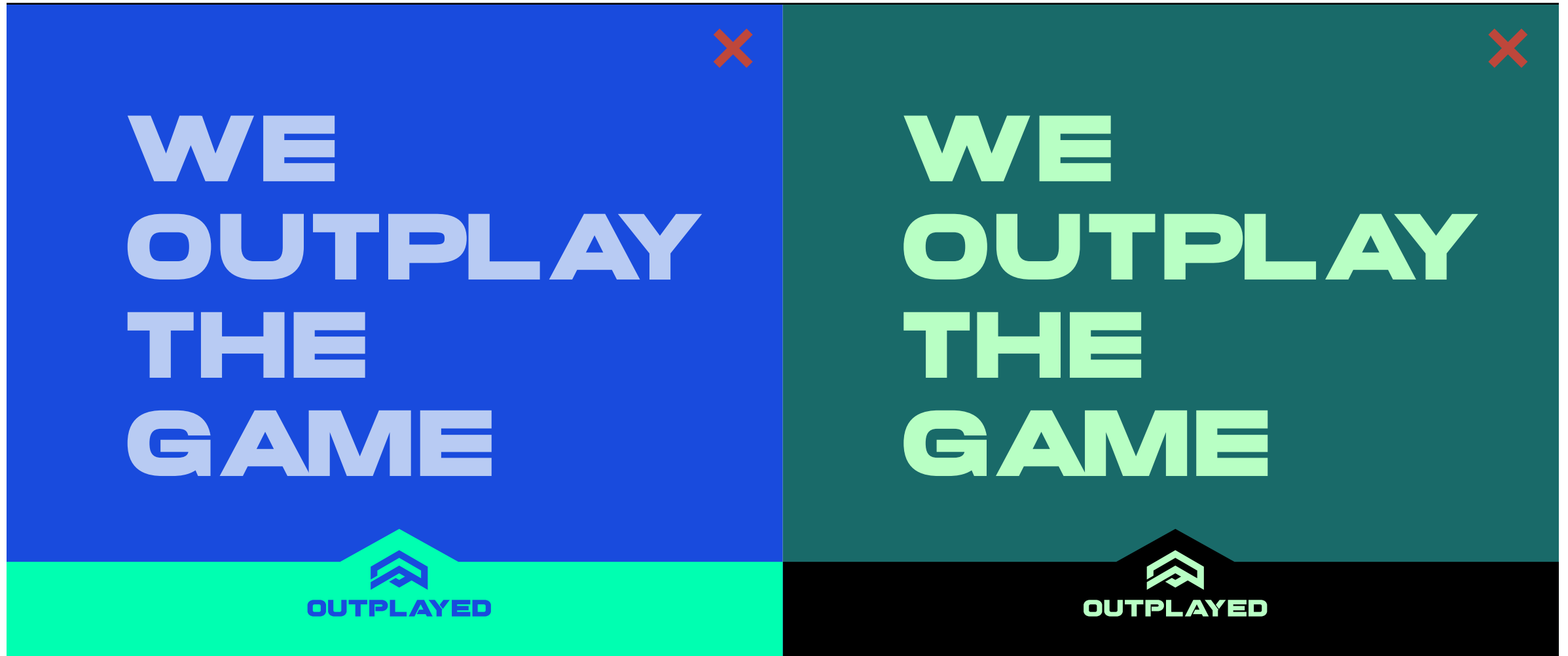


LIGHT GREY +  
WHITE + BLACK + GREEN



DARK BLUE + WHITE + GREEN

# color usage



**typography**

# main font

---

# MORTEND

## EXTRA BOLD - UPPERCASE

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789!@#\$%^&\*().

## BOLD - UPPERCASE

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789!@#\$%^&\*().

## DON'T: LOWERCASE

---

ABCDEFGHIJKLMNopqrstuvwxyz  
0123456789!@#\$%^&\*().

# secondary font

---

**ABEL PRO**

REGULAR

---

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0123456789!@#\$%^&\*().

**BOLD**

---

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy  
Zz 0123456789!@#\$%^&\*().**



# font hierarchy

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## display headline

Mortend, ExtraBold, Uppercase

LOREM IPSUM

---

## header

Mortend, Bold, Uppercase

LOREM IPSUM DOLOR SIT AMET.

---

## sub header

Abel Pro, Bold, Uppercase-Lowercase

Lorem ipsum dolor sit amet.

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## body text

Abel Pro, Regular, Uppercase-Lowercase

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

# font usage

**LOREM  
IPSUM**

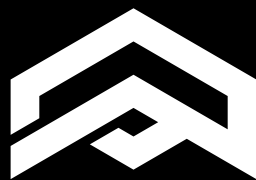
**"LOREM IPSUM  
DOLOR SITAMET"**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

**LORem<sup>x</sup>  
IPSUM**

**"LOREM IPSUM<sup>x</sup>  
DOLOR SITAMET"**

<sup>x</sup> Lorem ipsum dolor sit amet,  
<sup>x</sup> consectetur adipiscing elit,  
<sup>x</sup> sed do eiusmod tempor  
incidunt ut labore et  
dolore magna aliqua. Ut enim  
ad minim veniam, quis nostrud  
exercitation ullamco laboris  
consequat.



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