

Visual Identity Standards

December 2020



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0.1

Introduction

These are our new visual identity guidelines. They explain how to use FRVR assets in a way that stays true to our brand and help us to communicate powerfully and consistently with our audiences. Let's go!

1.0  FRVR

www.frvr.com

Mudar
o jogo.



 FRVR

1.0

Logo

Our new identity was built to become iconic.

It encompasses the unique fundamentals of what we need our brand to be.

Our new sleek logo builds on what we have already achieved as a brand and project us into the future of mobile gaming.

Most importantly, our new logo is symbol for better things to come.

Introduction

Our primary logo is composed of the brand wordmark and the full colour FRVR icon which together makes them our most important and iconic asset of the FRVR brand.

The wordmark has been set in a fully customised typeface to better reflect the proportions and characteristics of our icon.

The icon has been constructed to communicate a sense of seamlessness and transaction, as well as taking cues from our logo.



Primary Version

Our logo consists of two elements: The representation for an infinity icon and our unique typeface that reads 'FRVR'.

We've created two versions of the primary logo:

Positive version

- Use whenever possible
- Used on white backgrounds

Negative version

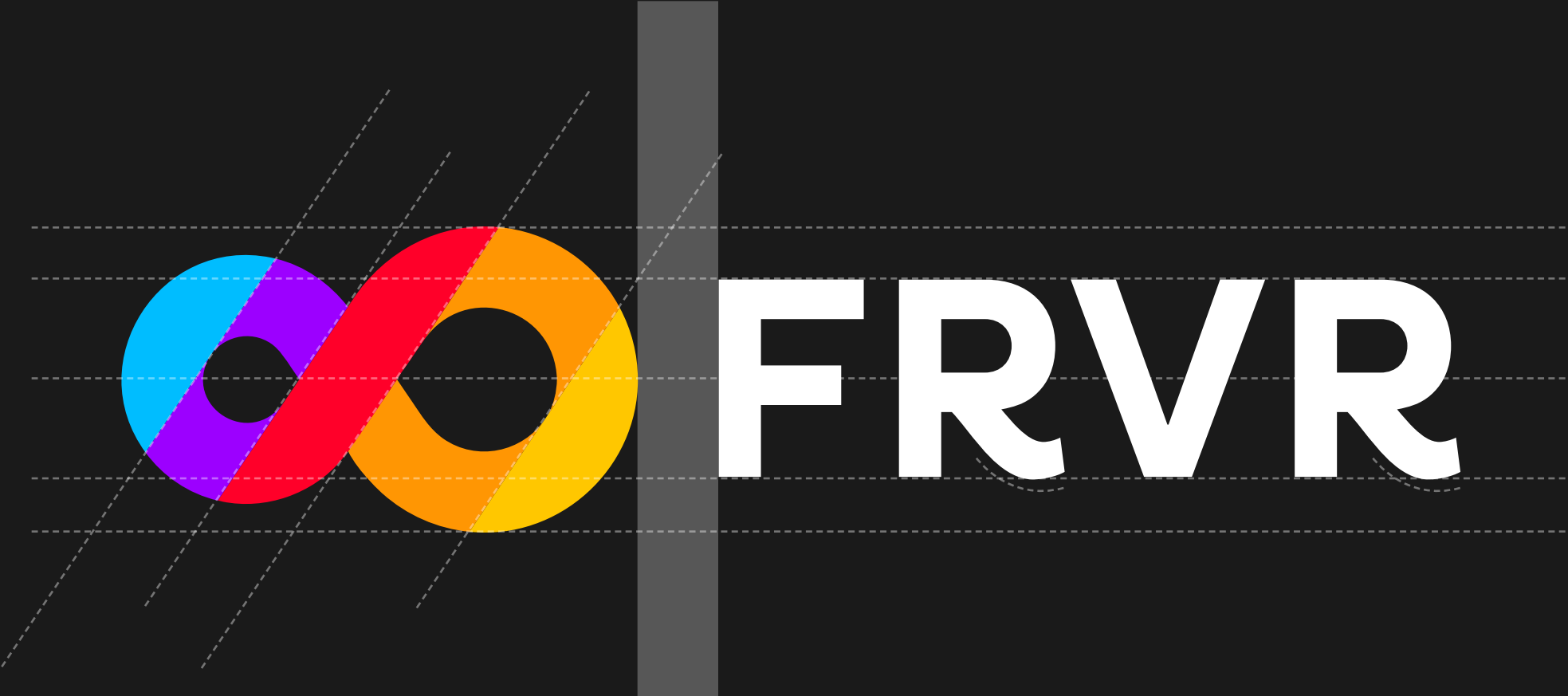
- Secondary usage
- Used on FRVR Black



Construction

Our logo is based on simple shapes, is easy to read, and enhances our name recognition. It is carefully constructed to convey our iconic attributes while allowing for perfect legibility at any size on any application.

The space between the icon and the wordmark is made clear to promote a sense of hierarchy from left to right.



Clearspace

The clearspace is the protective area around the logo and ensures no other elements come into contact with our logo.

The clearspace around the logo is equal to the height of our icon.

This is a generic rule and should be applied at all times in either print or digital. Tight spaces, such as digital banners, are the exception.



Inverse Version

In some cases, we can only use the negative version of the FRVR logo. This is either because the brand needs to appear in one colour (e.g. news papers) or in internal material where we need to print in black and white.

By having a negative version of the logo, we avoid internal issues and mis-interpretations of logo usage.



Vertical Version

Our logo was designed to work in a vertical composition. This alternative format was created to be used in applications where the logo does not work horizontally, for instance a skyscraper banner.



Vertical Version

Our vertical logo still consists of the two elements that built our horizontal brand: The representation for an infinity icon and our unique typeface that reads 'FRVR'.

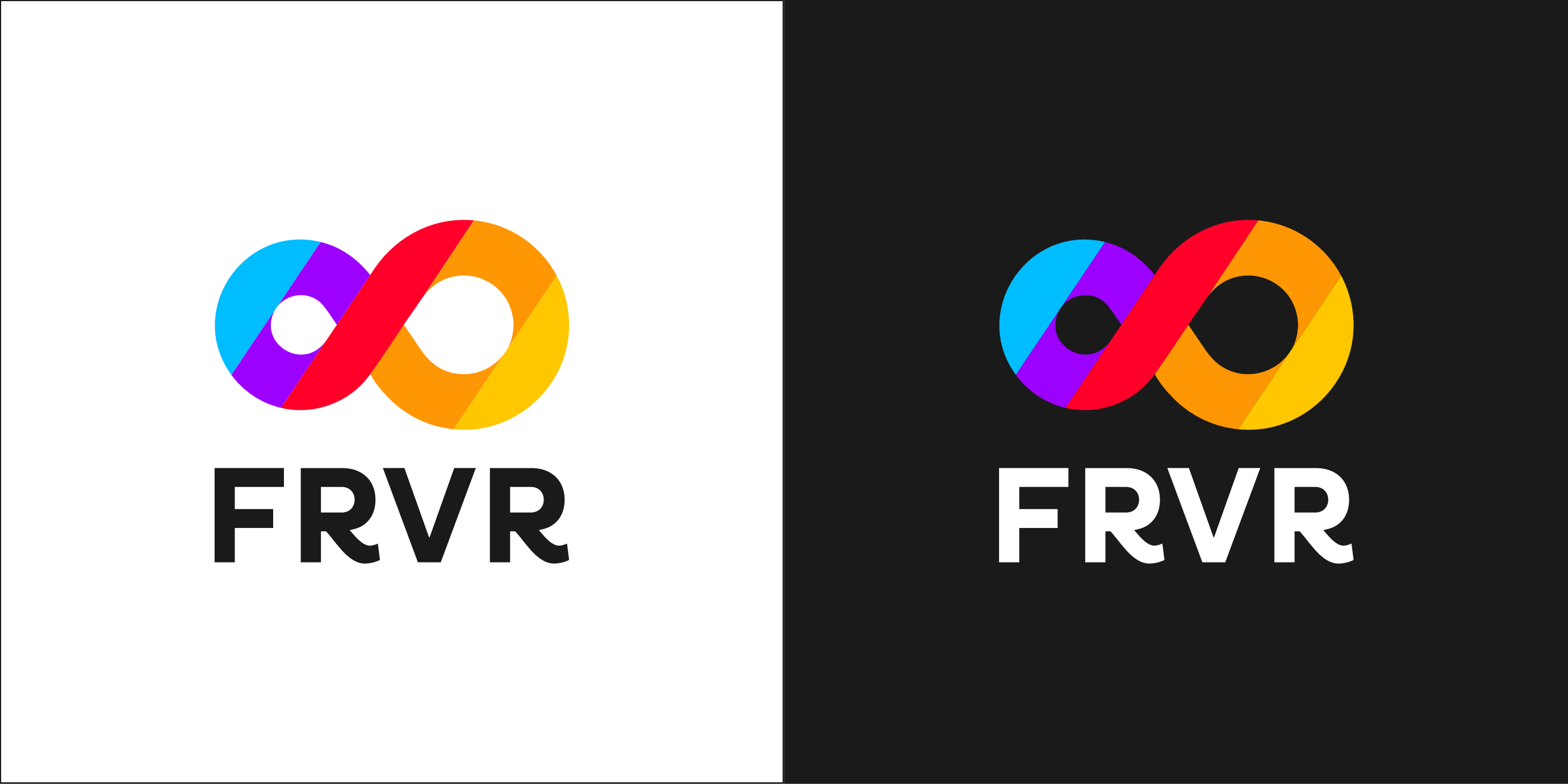
We've created two versions of the primary logo:

Positive version

- Use whenever possible
- Used on white backgrounds

Negative version

- Secondary usage
- Used on FRVR Black



Logo Misuse

We must always ensure that we follow the FRVR brand guidelines consistently, as even small deviations can dilute the impact of our brand.

It is essential that the logos are applied consistently across all media. Do not attempt to re-create or alter the FRVR logos in any way.

Here are some examples of possible violations.



Don't alter the colour of the logo.



Don't type re-create the logotype in a different font.



Don't stretch or manipulate the logo.



Don't place the logo in a way that hinders the clearspace area.



Don't add drop shadow in any situation, even on artworks.



Don't place the logo on gradients or images where it is not fully visible.

2.0

Colour

Our colour palette plays a vital part in how we present ourselves. It's what makes us feel distinctly digital and delivers energy, vibrance and excitement.

Colour

For all primary and secondary colours, the lead reference for print is Pantone. CMYK references should only be used when Pantone is not achievable.

Please note, there are different Pantone swatches for coated and uncoated stocks. On uncoated stocks, we still refer to a coated colour. This is our target and must be matched as closely as possible.

Primary Palette (Corporate)

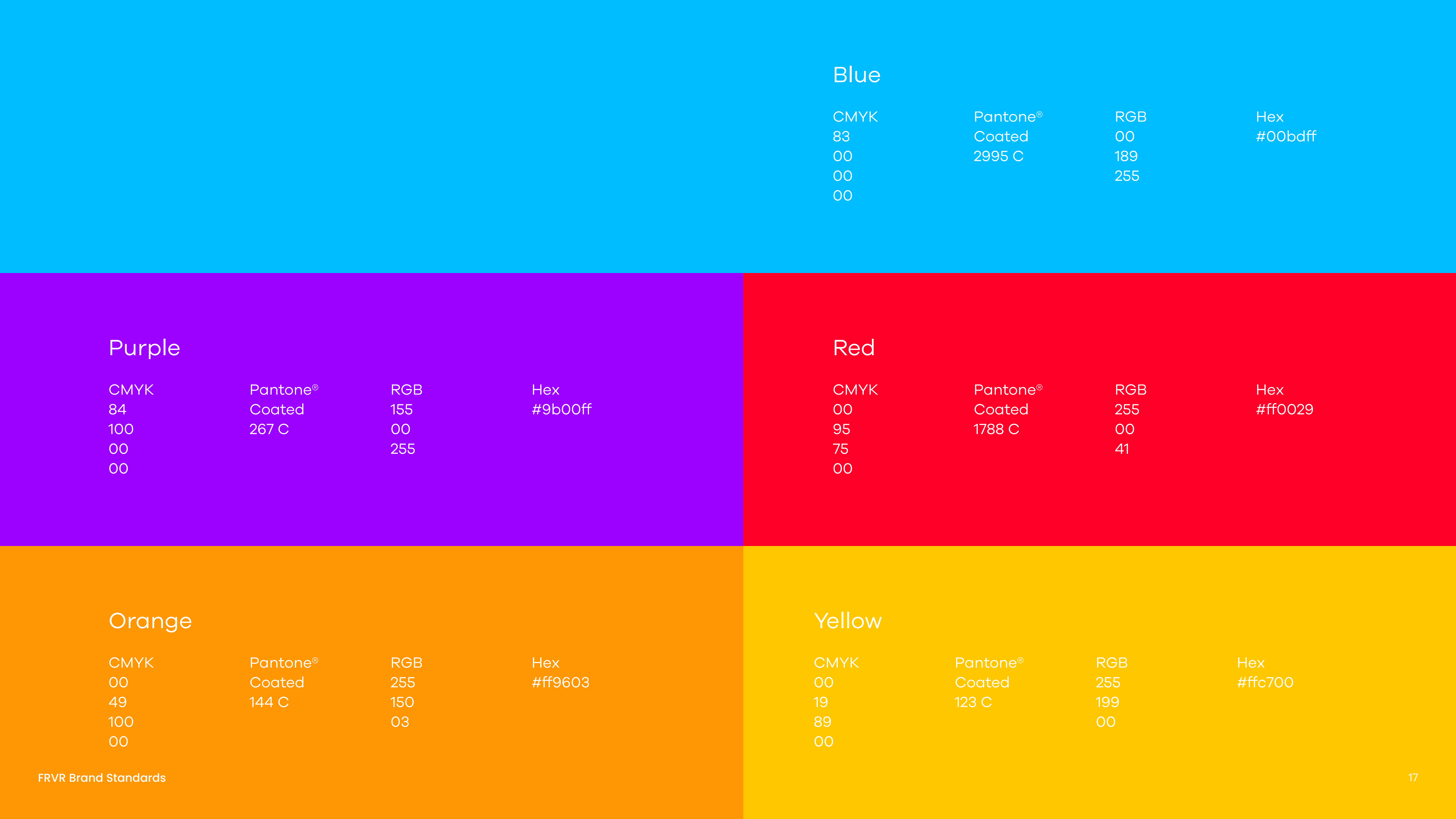
Our colour palette plays a vital part in how we present ourselves. It’s what makes us feel distinctly FRVR.
Our palette provides recognition, simplicity, and consistency throughout all brand communications.

White

CMYK	RGB	Hex
00	255	#ffffff
00	255	
00	255	
00		

Black

CMYK	Pantone®	RGB	Hex
00	Coated	26	#1a1a1a
00	Black C	26	
00		26	
100			



Blue

CMYK	Pantone®	RGB	Hex
83	Coated	00	#00bdff
00	2995 C	189	
00		255	
00			

Purple

CMYK	Pantone®	RGB	Hex
84	Coated	155	#9b00ff
100	267 C	00	
00		255	
00			

Red

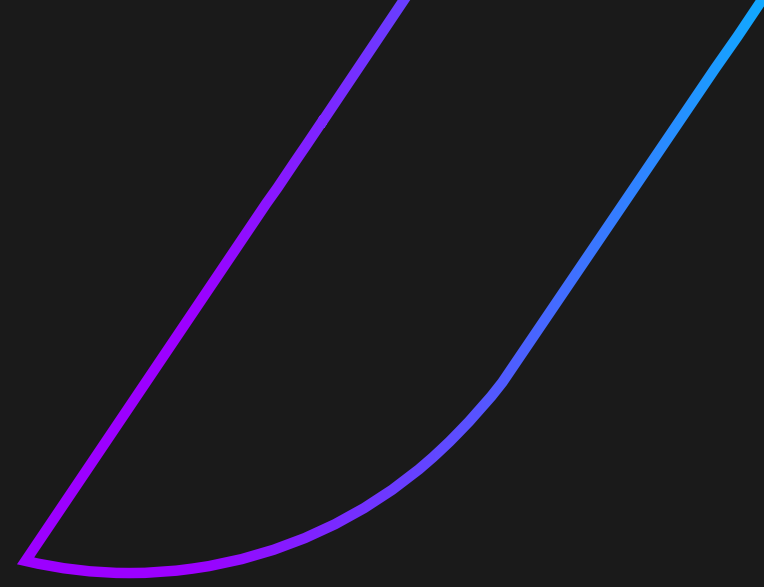
CMYK	Pantone®	RGB	Hex
00	Coated	255	#ff0029
95	1788 C	00	
75		41	
00			

Orange

CMYK	Pantone®	RGB	Hex
00	Coated	255	#ff9603
49	144 C	150	
100		03	
00			

Yellow

CMYK	Pantone®	RGB	Hex
00	Coated	255	#ffc700
19	123 C	199	
89		00	
00			



3.0

Typography

Our typography is simple, modern and straightforward to use. It was chosen for its clean, high legibility that maximises on clarity and is easy to read in both digital and print – even in small sizes.

Typography (Poppins)

Poppins is our primary geometric display font with letterforms that are nearly monolinear, with optical corrections applied to stroke joints where necessary to maintain an even typographic color.

We use Poppins in different weights, to create hierarchy in our communications style.

Poppins

Poppins Bold

AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTtUu
VvWwXxYyZz
1234567890#+=@™©=%/>([?!.

Poppins Semi-Bold

AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTtUu
VvWwXxYyZz
1234567890#+=@™©=%/>([?!.

Poppins Medium

AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTtUu
VvWwXxYyZz
1234567890#+=@™©=%/>([?!.

Poppins Regular

AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTtUu
VvWwXxYyZz
1234567890#+=@™©=%/>([?!.

Poppins Light

AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTtUu
VvWwXxYyZz
1234567890#+=@™©=%/>([?!.

Typography (System Fonts)

System fonts should be only used when encountering device restrictions. We only use Arial for Windows and Helvetica for Mac OS sytems.

These system fonts should be used sparingly for web restrictions only.

Windows

Arial

Mac OS

Helvetica

Hierarchy

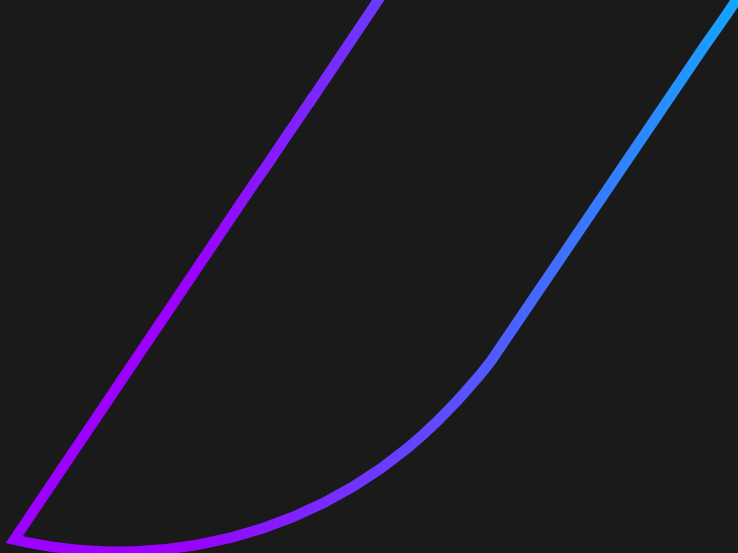
It is important to maintain these type pairings. This allows for clarity, consistency, and a strong hierarchy for all communications.

It is imperative to organize typography in a hierarchical system that respects the importance of the subject through function and form depending on the communication.

This is a headline based on two lines.

This is a subhead and it's 3/5 size of the headline

On nobit hiliquo od et et quo maior soloreicilit doles nobitet qui tempor sita quatest, omni nihiciis sandi dolectotatus et aceriam renis seque volent rem et, te core nased quamus, arum quia doluptam cusdam, consequid eos dolent, corendebis exeribeatur sum, quis sam dis dolupta consequodis in re evelest litaquibus dolupta ad quae conserum et acerupt atectas suscit ra is solorit atemoluptate etur, idis dolorer feriaectae. Itaeperion rehenim aximincia quiam sincti te pre, ea quodi ipsa exerferi sunt litium sum nectotas evellabo.



4.0

Print

4.0



Print

Business cards should be printed on high quality coated white paper. Sample reference designs are provided here.

Paper grammage 320gsm

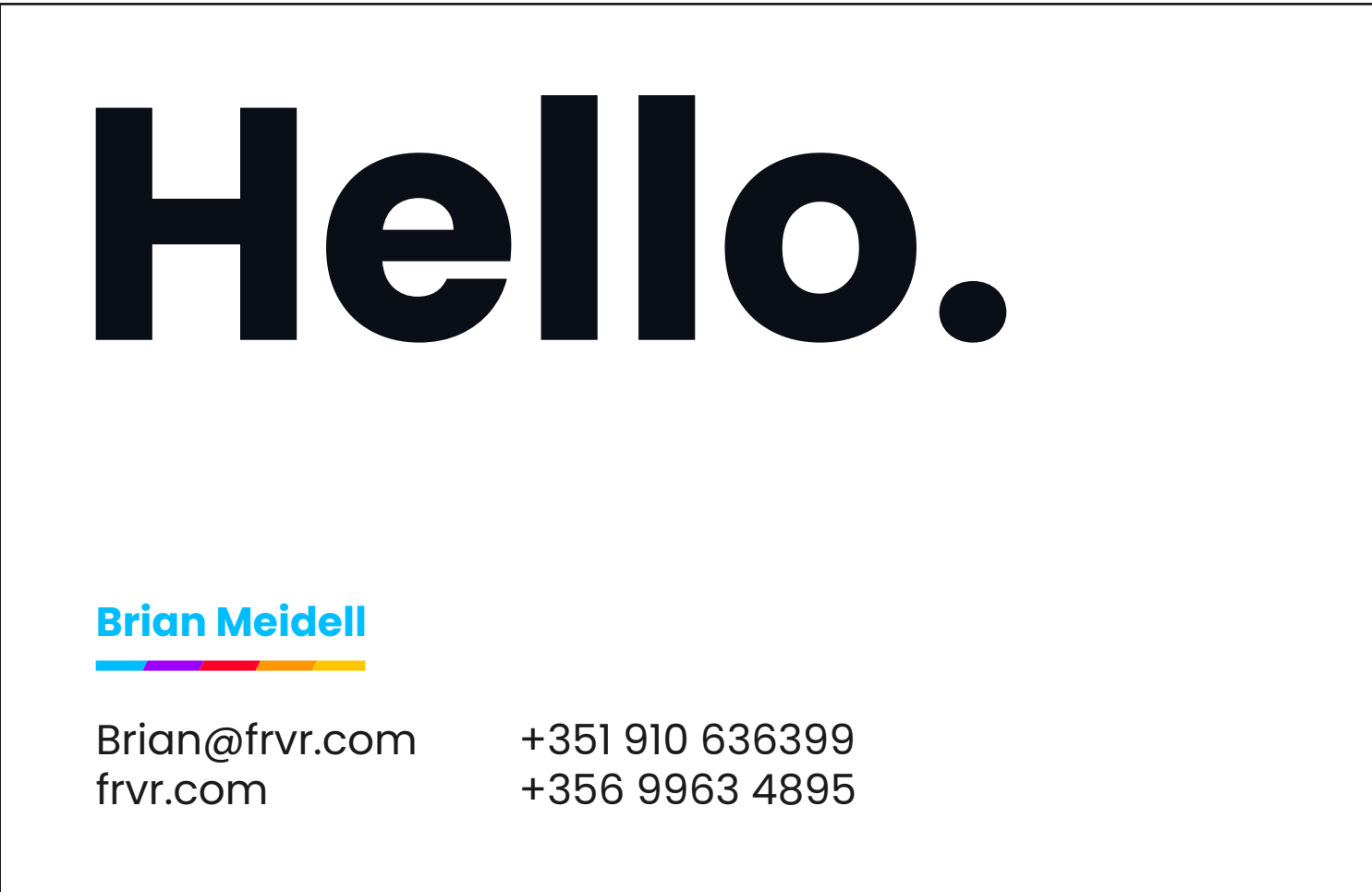
Dimensions 85mm x 55mm

Type

Hello 56pt, Bold

Name 7pt, Bold

Details 7pt, Regular





**Change
the game.**

www.frvr.com



**Golf
Gardens**

golfgardens.frvr.com



**Change
the game**

www.frvr.com

Cave

www.frvr.com



FRVR

5.0

Social media

Social Media Icons

When applying the brand in the social environment it is recommended to align the logo centre vertically and horizontally of the canvas.

Make use of the vertical option of our logo to make better use of the canvas shape.



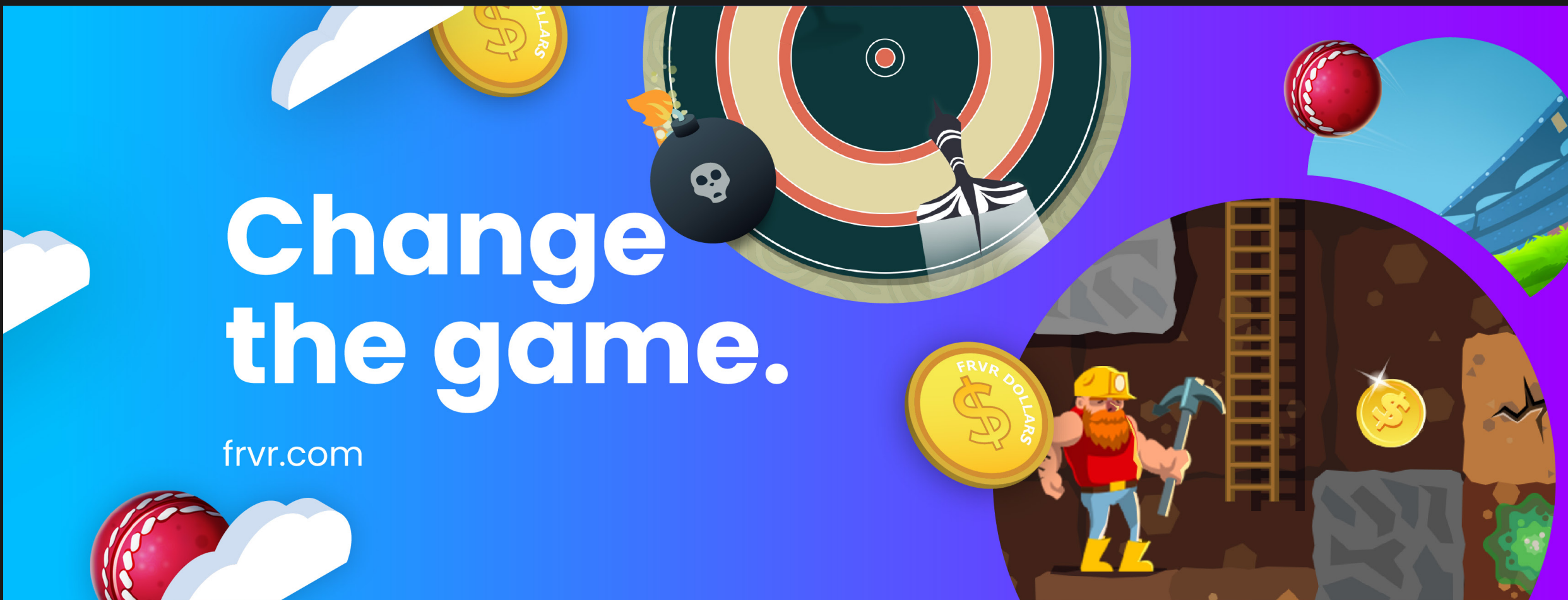
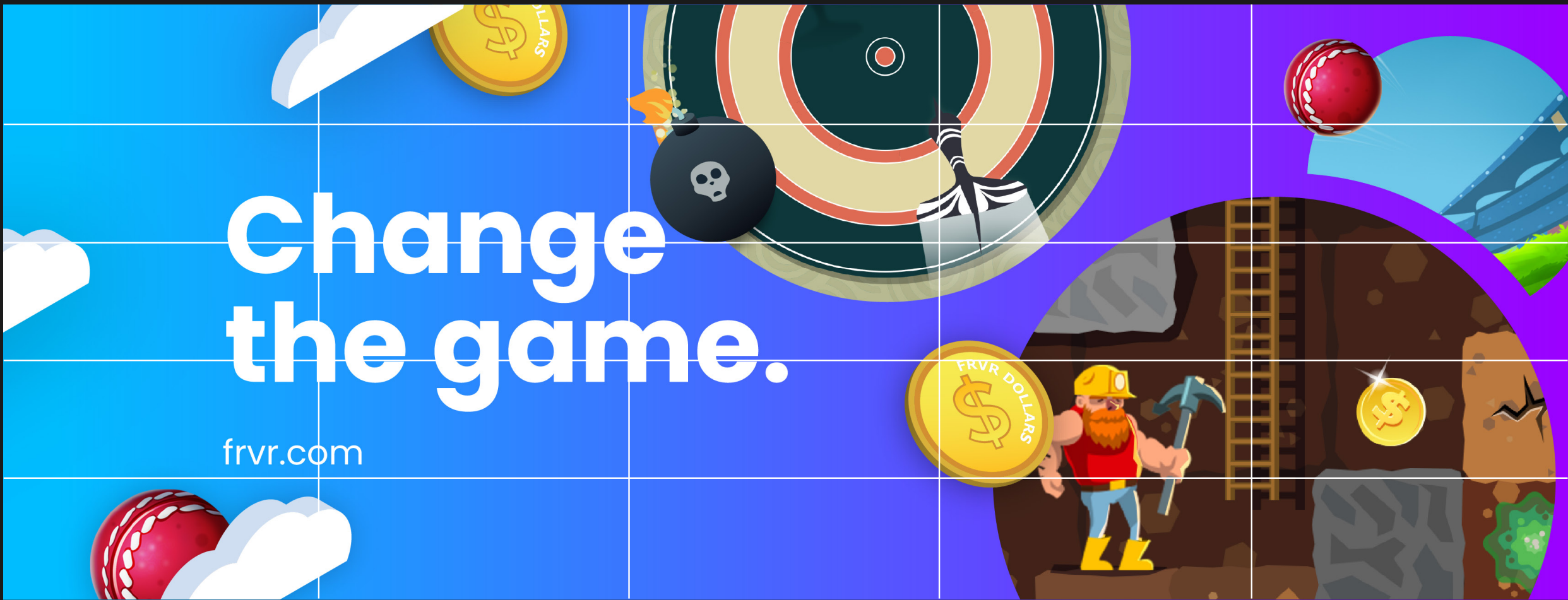
App Icon

When applying the brand in the social environment, it is recommended to align the logo centre vertically and horizontally of the icon shape.



Social Media – Cover Photo

Our cover photo allows us to deliver highly targeted communications, driving people to our games and informing them about our products.

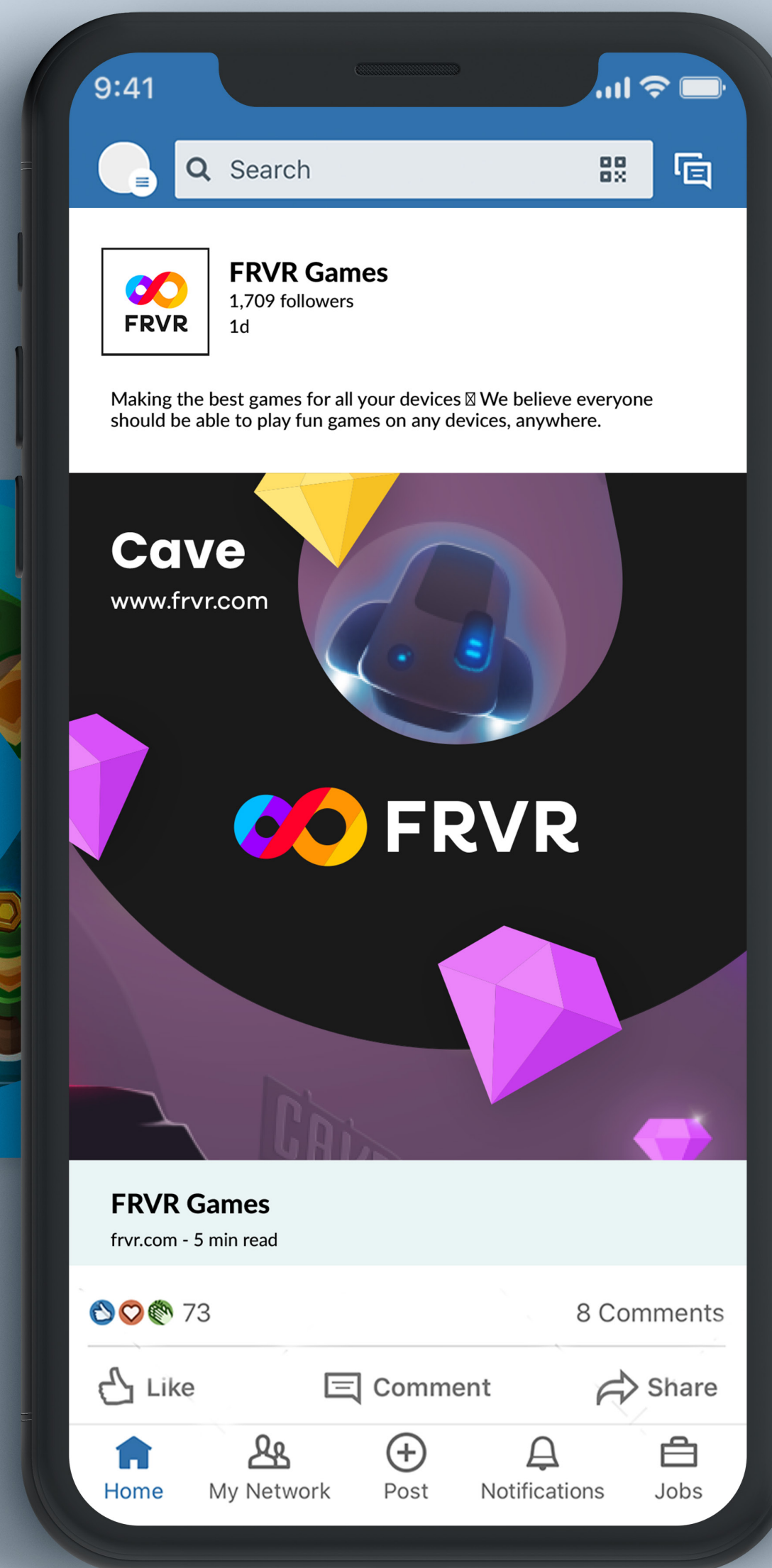


The screenshot displays the FRVR Facebook page. The browser's address bar shows the URL `facebook.com/frvrgames/`. The page header includes the FRVR logo, a search bar, and navigation links for Home, Create, and user avatars. The left sidebar contains a vertical menu with options: Home, Posts, Reviews, Videos, Photos, About, and Community, along with a 'Create a Page' button. The main content area features a large cover photo with the text 'Change the game.' and 'frvr.com', and a post from July 25, 2020, announcing a new game 'Golf Gardens' with a link to `https://golfgardens.fvr.com/`. The right sidebar includes sections for Interest, Community (with 21,846 likes and 21,951 followers), About (with website `www.fvr.com`), Page transparency, and Pages liked by this Page (listing Mahjong FRVR, Hex FRVR, and Solitaire FRVR).

Social Media

Approach: Our customers will experience our brand through the many different types of games we produce. This prompts us to focus on creating high quality graphics to make our games the highlight of our communications.





6.0

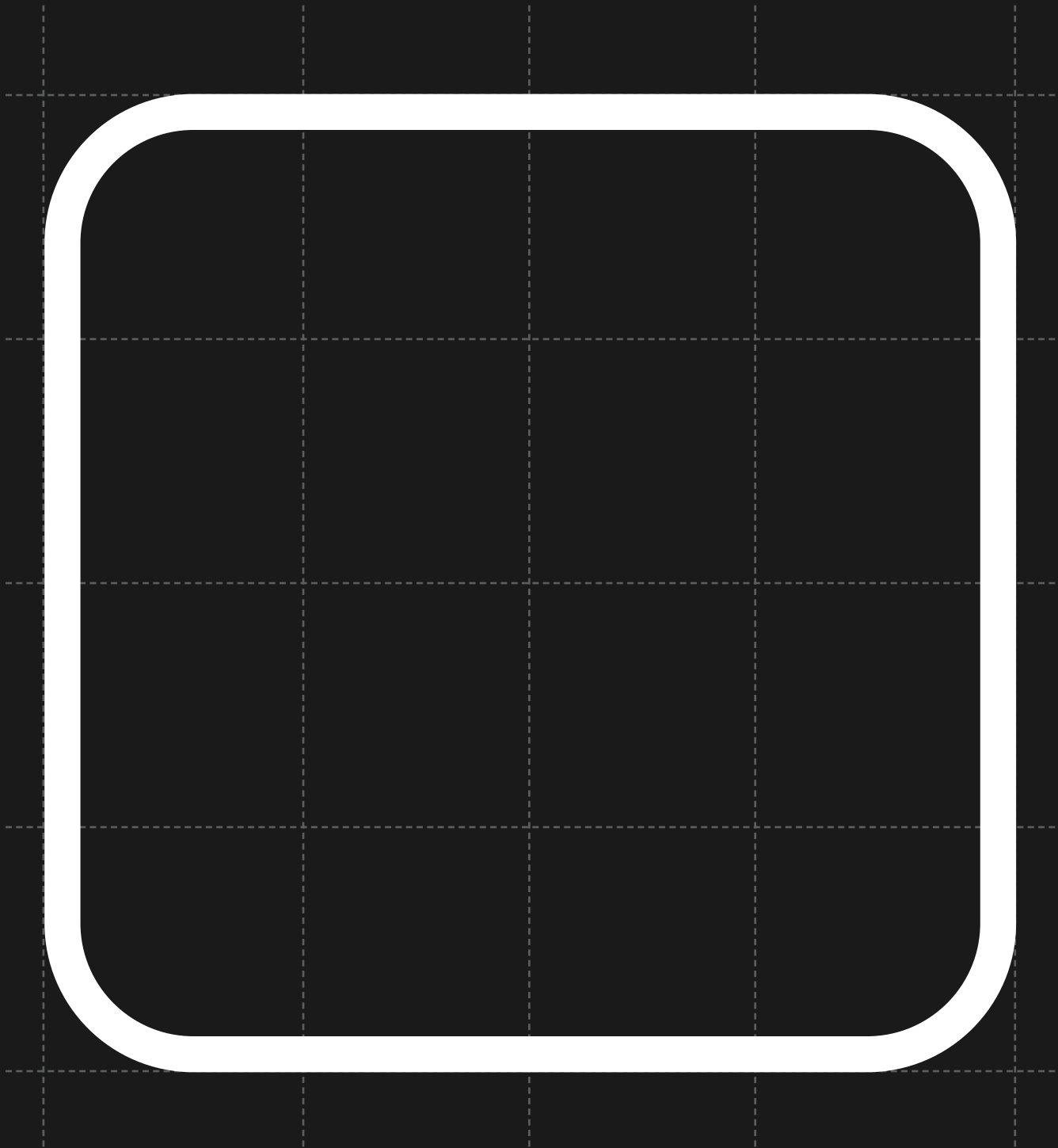
Web

Game Thumbnails

Our game thumbnails are one of our most powerful communication presences. It gives us a great opportunity to showcase the unique personality of our brand and the capabilities of our products.


We have one very clear standard of how we showcase our game cards on our website, we make use of a square format in round edges.

To maintain a brand identifier that is consistent throughout we use our brand identifier 'icon' at the bottom right as the link we make to FRVR.



Game Thumbnails

All of our websites should follow the style guide to ensure our customers receive a consistent experience.





Games

Tutorials

Press


Contact


  Log in

Register

Discover

Browse

 Search Games




Basketball

Shoot the Hoop and Slam Dunk!

★★★★★

Play Now



Cave


Spaceship Landing & Galaxy Exploration

★★★★★

Play Now

Trending Right now

See All




Drag Race

Engines are primed and ready for action

★★★★★

Play




Harpoon

Catch as many fish before time runs out.

★★★★★

Play




Gold Train

Improve the locomotive and add wagons

★★★★★

Play




Remove

Tap and Collapse the Color Blocks

★★★★★

Play




Lines

Draw lines between dots to complete levels.

★★★★★

Play



Darts

Throw the darts and pop all the balloons

★★★★★


Play

FEATURED GAME

Slash

Slash everything that moves, except for the bombs!

★★★★★




FEATURED GAME

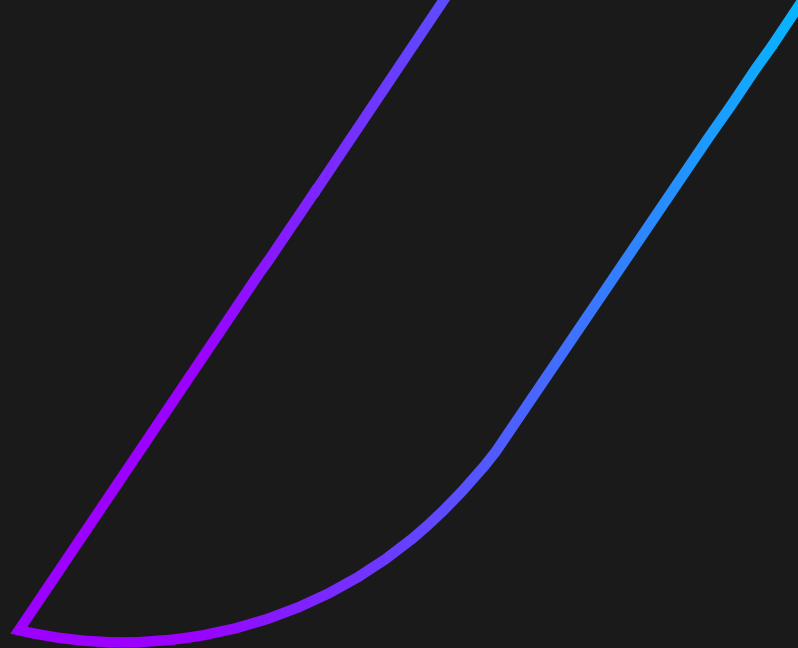
Gold Mahjong

The Shanghai Solitaire Puzzle & Enjoy this golden twist to the classic chinese game!

★★★★★



36



7.0

Merchandising

Merch – Inspiration

The choice of application of our brand can have an immense impact on how our brand is perceived. It helps to set the right tone whilst reinforcing our brand credentials.

Please note: the images shown here are for illustrative purposes only.



**Merch –
Inspiration**





Brand Guidelines have been designed and developed by BRND WGN Company Limited, Malta.
For more information visit BRNDWGN.COM