



Heroic Labs

Brand manual
logo & identity guidelines

contact@heroiclabs.com
www.heroiclabs.com

Brand manual

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01.1 general

Heroic Labs are a London tech startup building technology for the games industry. The technology is comprised of two components: a collection of games services and container technology used to build, deploy, and manage custom game servers.

The logo sustains the concept using a simple yet futuristic one-line-designed rounded creative rocket.

01.2 elements

As mentioned the logo design symbol is a rocket, a symbol showing high ideals and aspirations, representing vast technologic support and expertise and a wide potential and imagination.

The look and feel of the sans serif logotype (which is very visible near the mark) comes to complete and describe verbally the symbol and the company name.

01.3 colors

The symbol and the word mark use the same shade of blue color, a technical, deep, peaceful color that is also considered educated, authoritative and formal.

The same color is also used as background for the reversed version of the logo. As an alternate background color we have chosen a darker shade of the logo blue that works very well in dialogue with the main blue color of the brand.

Considering the symbol style and message the colors were chosen to show that the sky is not the limit (going from blue to darker blue, from the sky to the outer space, from the potential known present to an imaginative deeper future).

a. Heroic Labs logo*b. black / white*

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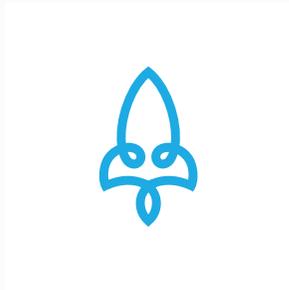
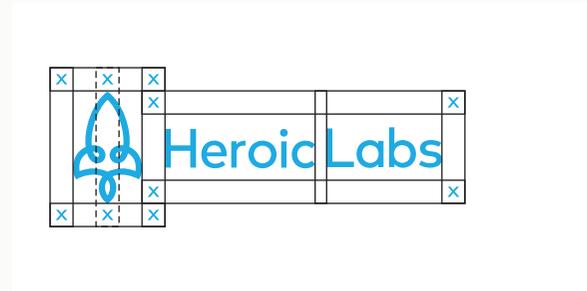
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02.1 components*a. graphicsymbol**b. logotype***02.2 dimensions and safety area***a. construction + safety area*

- logotype length = 4 times the symbol = **3X**
- symbol length = **3X**
- space between logotype and symbol = **X**
- * the space between words in logotype is **X/2**

The minimum distance between the logo and any other surface / color / symbol / element / edge of page or material, will be determined by **X** which represents the space between symbol and word mark.

*b. minimum dimensions**a. print*

22.5 mm * 6.8 mm

b. web

- on own materials: 125px * 38px
- alongside other logos: 100px * 30px

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CMYK 71-14-0-0
PMS 2915 C
RGB 0-143-211
HEX #008fd3

- logo blue

This block shows a color swatch for 'logo blue'. It features a large blue square with the color's specifications (CMYK, PMS, RGB, and HEX) listed in white text. Below the main square are three smaller, lighter blue swatches of varying opacity. The label '- logo blue' is positioned at the bottom left of the main square.



CMYK 96-35-0-0
PMS 3005 C
RGB 0-104-180
HEX #0068b4

- darker blue

This block shows a color swatch for 'darker blue'. It features a large dark blue square with the color's specifications (CMYK, PMS, RGB, and HEX) listed in white text. Below the main square are three smaller, even darker blue swatches of varying opacity. The label '- darker blue' is positioned at the bottom left of the main square.

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03.2 color variations

There is only 1 allowed color variation for the main logo which is defined in the pages of this manual.

For consistency reasons within the identity and branding we recommend keeping and using only the defined colors for logo and reverse backgrounds.

*The following variations are **not recommended:***

- changing one or all the colors
- using other colors than the ones defined for main or reversed version of the logo respective the reversed background



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03.3 reversed and background

For the reversed version of the logo both the symbol and the word mark will be used in white.

The most impact and contrast for the reversed logo is obtained by using the logo blue and / or the darker blue already defined.



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03.4 *black and white variations*

- full black on white and reversed



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04 Corporate typeface

Open Sans was designated as Heroic Labs corporate typeface.

Open Sans has a modern feel while it's general aspect is also close to a classic type and it comes to complement and sustain the logo word mark style and message.

In order to keep the communication consistent the use of any other typefaces is not indicated.

Open Sans

qwertyuiopasdfghjklzxcvbnm
QWERTYUIOPASDFGHJKLZXCVBNM
1234567890!@#\$\$%^&*()_+

qwertyuiopasdfghjklzxcvbnm
QWERTYUIOPASDFGHJKLZXCVBNM
1234567890!@#\$\$%^&()_+*

qwertyuiopasdfghjklzxcvbnm
QWERTYUIOPASDFGHJKLZXCVBNM
1234567890!@#\$\$%^&*()_+

qwertyuiopasdfghjklzxcvbnm
QWERTYUIOPASDFGHJKLZXCVBNM
1234567890!@#\$\$%^&*()_+

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06.1 A4 Letterhead

a) front

- distance from top 30 mm
- distance from left side 20 mm
- distance from bottom 20 mm
- logo height 20 mm
- font size 9.5 pt
- decorative rocket element is half visible center aligned to the right side of the page (and it continues on the back side of the page with the other half of it), the height is 75% from page height, it's color is 10% black

b) back -

- dark blue background
- distance from top 30 mm
- distance from left side 20 mm
- distance from bottom 20 mm
- logo height 20 mm
- font size 9.5 pt
- decorative rocket element is half visible center aligned to the left side of the page
- decorative rocket element height is 75% from page height, color is the main blue



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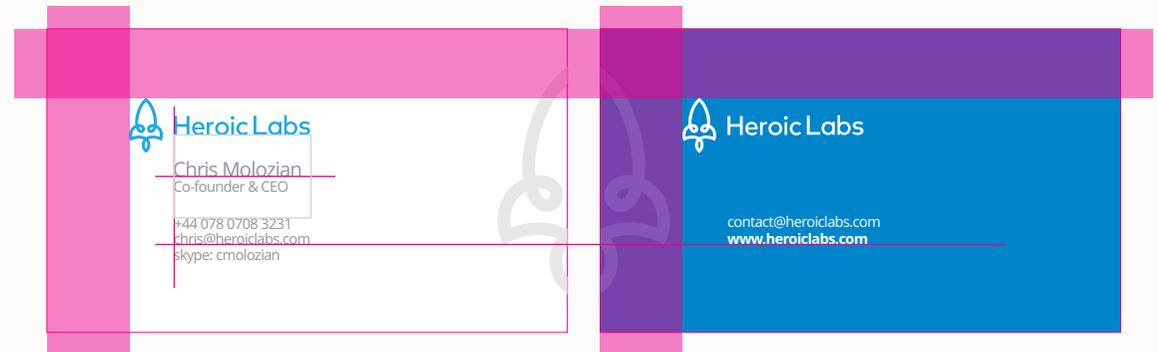
06.2 Business cards - 95 mm x 55 mm

a) front

- distance from top 12.5 mm
- distance from side 15 mm
- logo height 10 mm
- text aligned left to word mark
- font size: name 10.5pt, job title 7.5 pt, contact details 7.5 pt
- name and job title are vertically centered on the space between word mark and personal contact details
- email address aligned to the base of the decorative rocket element and to the email and web addresses on the back of the card
- decorative rocket element size is 75% of the card size and only half visible and the color is 10% black

b) back

- dark blue background
- font size 7.5 pt
- email and web addresses aligned to email info on front, aligned to the base detail of the decorative rocket element
- decorative rocket element color is the main logo blue



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06.3 DL envelope

a) sleeve

- darker blue
- logo symbol is both horizontally and vertically centered
- symbol height 20 mm

b) back

- logo is left aligned with the envelope cut
- logo is centered on the space available between the envelope top and the envelope cut
- logo height 15 mm
- font size 9.5 pt
- web and email addresses are bottom aligned to the envelope cut and placed at 10 mm from it
- decorative rocket element has 75% height of the envelope and it's in 10% black color



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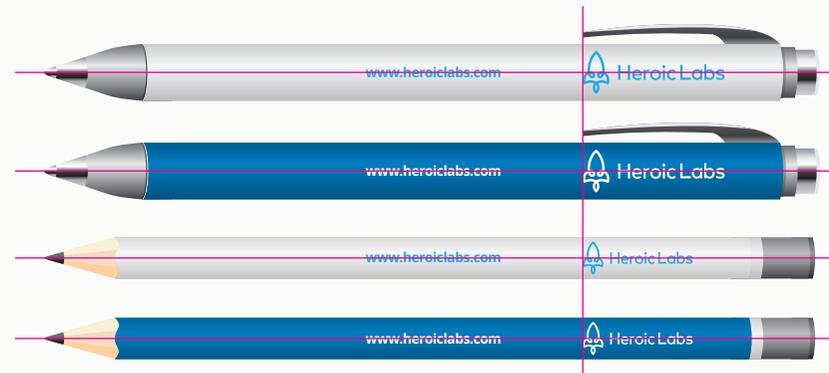
06.3 DL envelope

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06.4 Pens

- logo aligned with pen element
- logo & website centered horizontally
- colors used 10% black (silver) and dark blue
- font size 7pt



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07.1 *Extras*

If other elements will be designed within the identity they will be listed here with their construction details.

We advice to use the construction rules used in the stationery design for the newly designed materials as well in order to keep a visual consistency within the brand.

Thank you!



Logo design by Deividas Bielskis

www.contrast8.com
info@contrast8.com

Identity & brand manual by Deividas Bielskis & Alex Tass

www.weareutopia.com
hello@weareutopia.com

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