



Market.CSGO

**Corporate identity
guidelines**



Brand palette

Primary colors

Dark blue	Rgb 24:136:184	Hex #1888B8	CMYK 82:36:13:0
Green	Rgb 152:184:24	Hex #98B818	CMYK 46:10:100:0
Dark gray	Rgb 19:20:23	Hex #131417	CMYK 75:69:64:80

Secondary colors

Light blue	Rgb 67:199:255	Hex #43C7FF	CMYK 57:3:0:0
Red	Rgb 242:76:5	Hex #F24C05	CMYK 0:85:100:0
Dark gray	Rgb 173:174:175	Hex #ADAEAF	CMYK 33:26:26:0

1.3

Brand font

Inter

Bold

Regular

Secondary font

The font **Arial** is optional and is used in materials where it is impossible to use Inter font. This is primarily for various Email newsletters.

Основной шрифт

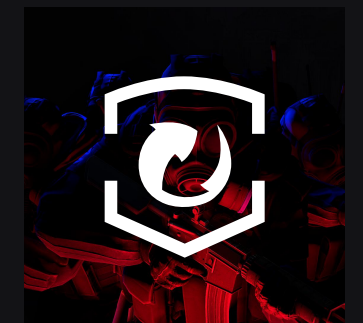
The main brand font is Inter. It is used on all advertising layouts to type headlines, subheadings and other messages.

[Download Inter font](#)

1.4

Logo

Acceptable Use of the
trademark



Square

All logo proportions are fixed and cannot be
changed. The logo must be used only from
original materials.

[Download logo](#)

1.5

Logo

Acceptable Use of the
trademark

Rectangular

All logo proportions are fixed and cannot be
changed. The logo must be used only from
original materials.

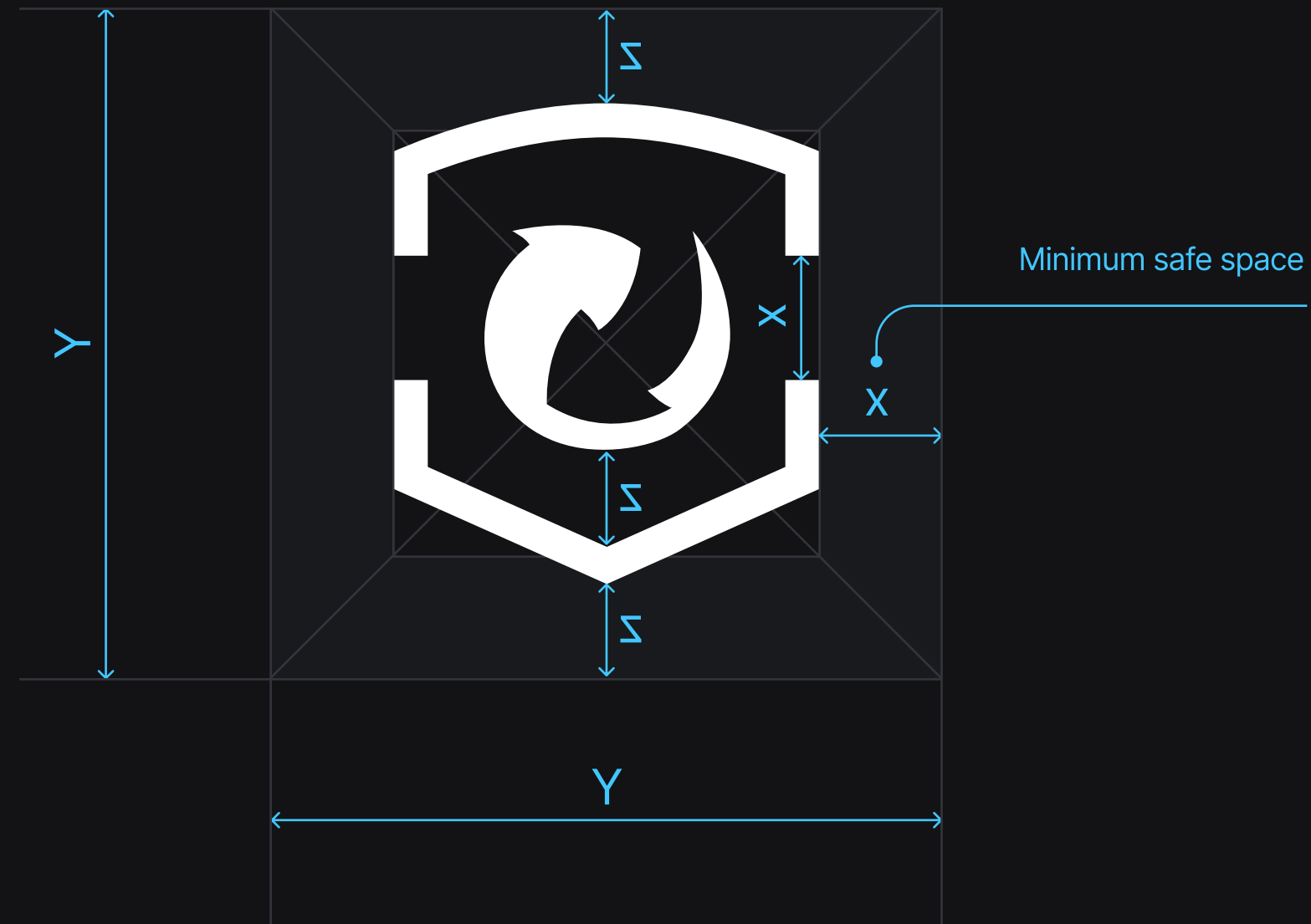
[Download logo](#)



1.6

Logo

Without text, square



If the logo is on the background, always keep the minimum padding.



1.7

Logo

With text, vertical



If the logo is on the background, always keep the minimum padding.



1.8

Logo

Horizontal

Corporate identity guidelines



If the logo is on the background, always keep the minimum padding.

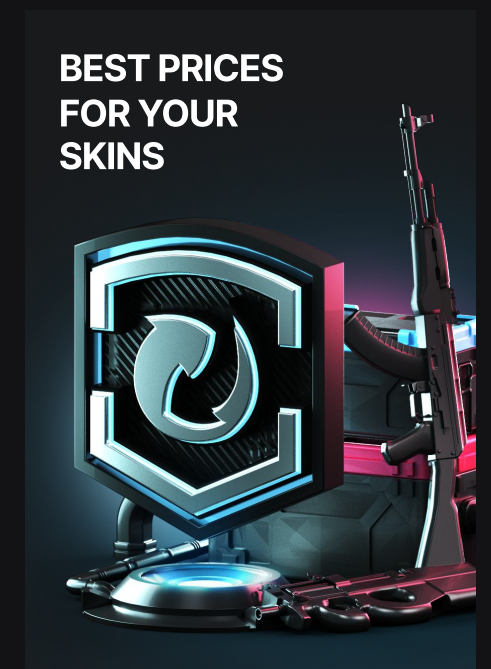
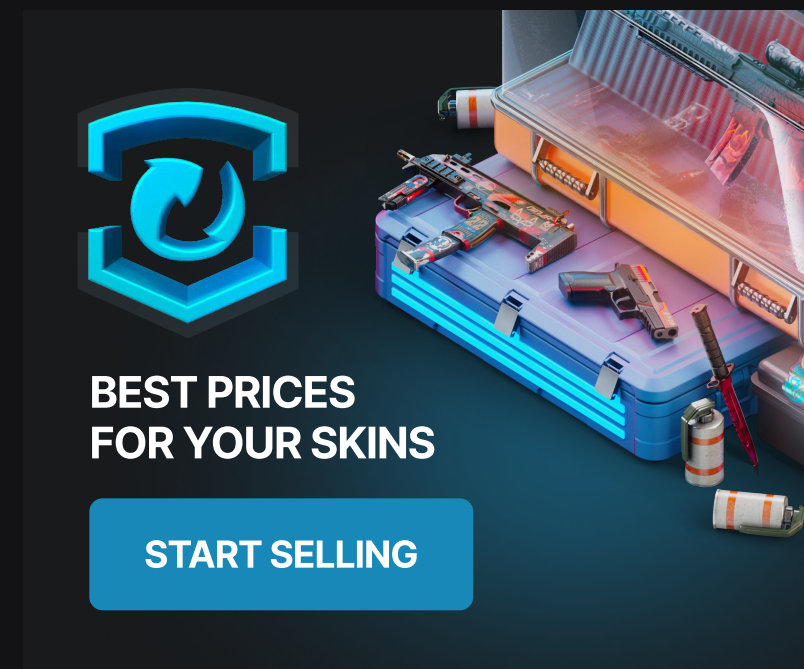
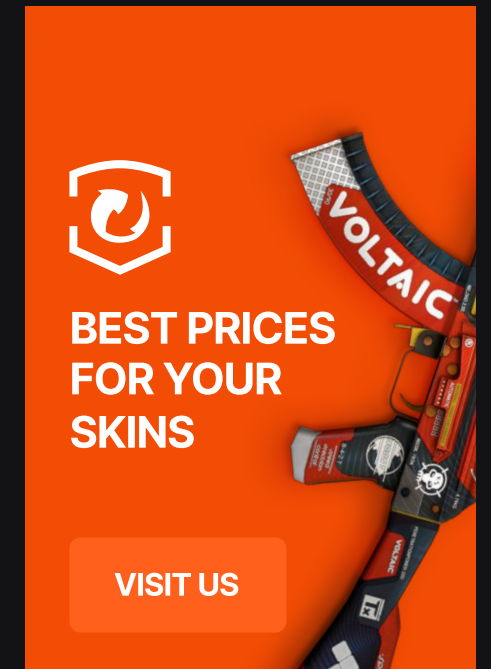
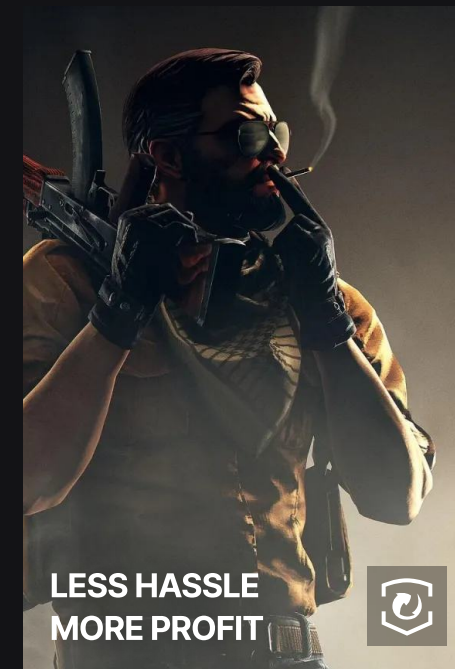


1.9

Examples of usage

Marketing materials

Corporate identity guidelines



Acceptable examples of Market.CSGO logo usage in marketing materials

1.10

Unacceptable usage examples

Marketing materials

Examples of how the logo cannot be used.

1. Change the colors for elements
2. Change the text proportions in relation to the symbol
3. Change the symbol proportions
4. Use the logo if it is not clearly visible on marketing material unless it is an aesthetic element or a watermark
5. Apply inner shadow effects
6. Apply stroke effects
7. Rotate the logo
8. Use the logo without safe margins
9. Make any other changes

