



FUN RUN 4



LOGO



Logo

QUICK GUIDE

In-game background preferred.
Should always be displayed with a white stroke.
No type or other elements should infringe on it's space.
When busy background is used, use alternative logo.



LOGO ASSETS

FUN RUN 4 typography + font style

Sawblade silhouette

Checkered flag pattern + stroke

Blue gradient background (ref page 15)



Location

The primary location is centered.
Preferred secondary location is bottom right.
The logo should always be given space to breathe.



Splash location



Secondary location  Size reference



TYPOGRAPHY



Typography

DIMBO is the Fun Run font used for any form of communication. The font is used in different styles to fit different purposes.

HEADLINE

DIMBO Regular/ Italic is used for headlines

SUB-HEADLINE

DIMBO Regular + manual bold is used for sub-headlines

TEXT

DIMBO Regular is used for text

DIMBO • *DIMBO* • **DIMBO** • *dimbo*



HEADLINE

DIMBO REGULAR

**CREATING MEMORABLE
MOMENTS TOGETHER**

DIMBO ITALIC

***CREATING MEMORABLE
MOMENTS TOGETHER***

TYPEFACE DETAILS

Primary - DIMBO Regular

Secondary - DIMBO Italic

Always all capital

Kerning: 10

Leading: 10% of type size

Left or center aligned



SUB- HEADLINE

 DIMBO REGULAR + BOLD

**CREATING MEMORABLE
MOMENTS TOGETHER**

**Creating memorable
moments together**

1 2 3 4 5

TYPEFACE DETAILS

DIMBO Regular - bold

Primary - Always all capital

Secondary - Always lower case

Kerning: 10

Leading: 20% of type size

Left or center aligned

Limited usage of sub-headline



TEXT

 **DIMBO REGULAR**

Creating memorable moments together

**Creating memorable moments together
creating memorable moments together
creating memorable moments together.**

1 2 3 4 5

TYPEFACE DETAILS

DIMBO Regular

Always lower case

Kerning: 10

Leading: 45% of type size

Left or center aligned



ARABIC

LAMA SANS BLACK

نخلق لحظات لا تُنسى معًا
1 2 3 4 5

LAMA SANS BLACK ITALIC

نخلق لحظات لا تُنسى معًا
1 2 3 4 5

HEBREW

VARELA ROUND - BOLD

הצג את הסגנון שלך
1 2 3 4 5



Type alignment

ENGLISH

Typically type is aligned to the left margin and starts at the bottom.



Primary alignment is bottom left corner



Secondary alignment is centered



Type alignment

ARABIC/ HEBREW

Typically type is aligned to the right margin and starts at the bottom.



Primary alignment is bottom left corner



Secondary alignment is centered



TYPOGRAPHY EXAMPLE

BUNNY

Flower leap ✦

Bunnies spend their time surrounded by the rest of their kind in the peaceful meadows of the forest. Their time around the mystical flowers has made their leaps have immense power.

DRAGON

COMET BURST ✦

Dragons stay high up in the abandoned castle above the clouds. Their explosive means to traverse have made them very adaptable to extraordinary heights and difficult terrain.



Type dont's

**Dragons stay high up in
an abandoned castle**

Don't space too closely  Leading

**Dragons stay high up in
an abandoned castle**

Don't space too closely  Kerning

**Dragons stay high up in
an abandoned castle**

Don't angle

**Dragons stay high up in
an abandoned castle**

Don't space too far away  Leading

**Dragons stay high up in
an abandoned castle**

Don't space too closely  Kerning

**Dragons stay high up in
an abandoned castle**

Caution for letters touching



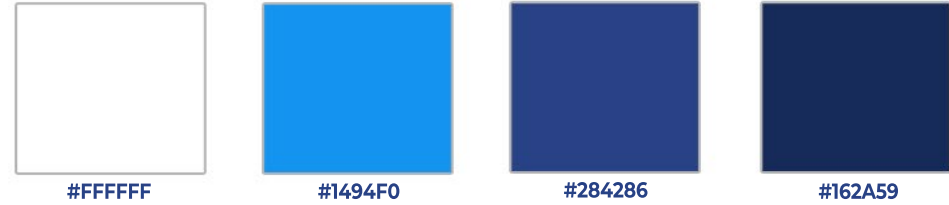
COLOR



Color

PRIMARY COLORS

Fun Run has 4 primary colors. These are the hero colors of the brand with a fun yet still toned-down look and feel. Ideally used for backgrounds.



ACCENT COLORS

The accent colors are the secondary colors of the brand. They are dynamic and cheerful colors and compliment the primary colors. Ideally used for typography.



GRADIENTS

The accent colors can also be used as gradients. Gradients should be used sparingly.

