

AV ALON

2.0

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Table of Contents

I.	Overview	2
II.	Icon	3
III.	Logo	4
IV.	Wordmark	5
V.	Spacing	6
VI.	Colors	7
VII.	Typography	8
VII.	Shape Language	9



Overview

At Avalon, we put people first and revolutionize game development. Creating is fun — shipping features feels like completing quests, and milestones are raid bosses we conquer together.

We prioritize smart planning and remote work with self-driven teams. Compassion and joy drive our success. With our passionate team and unified vision, we're set to change the world for the better.



Icon

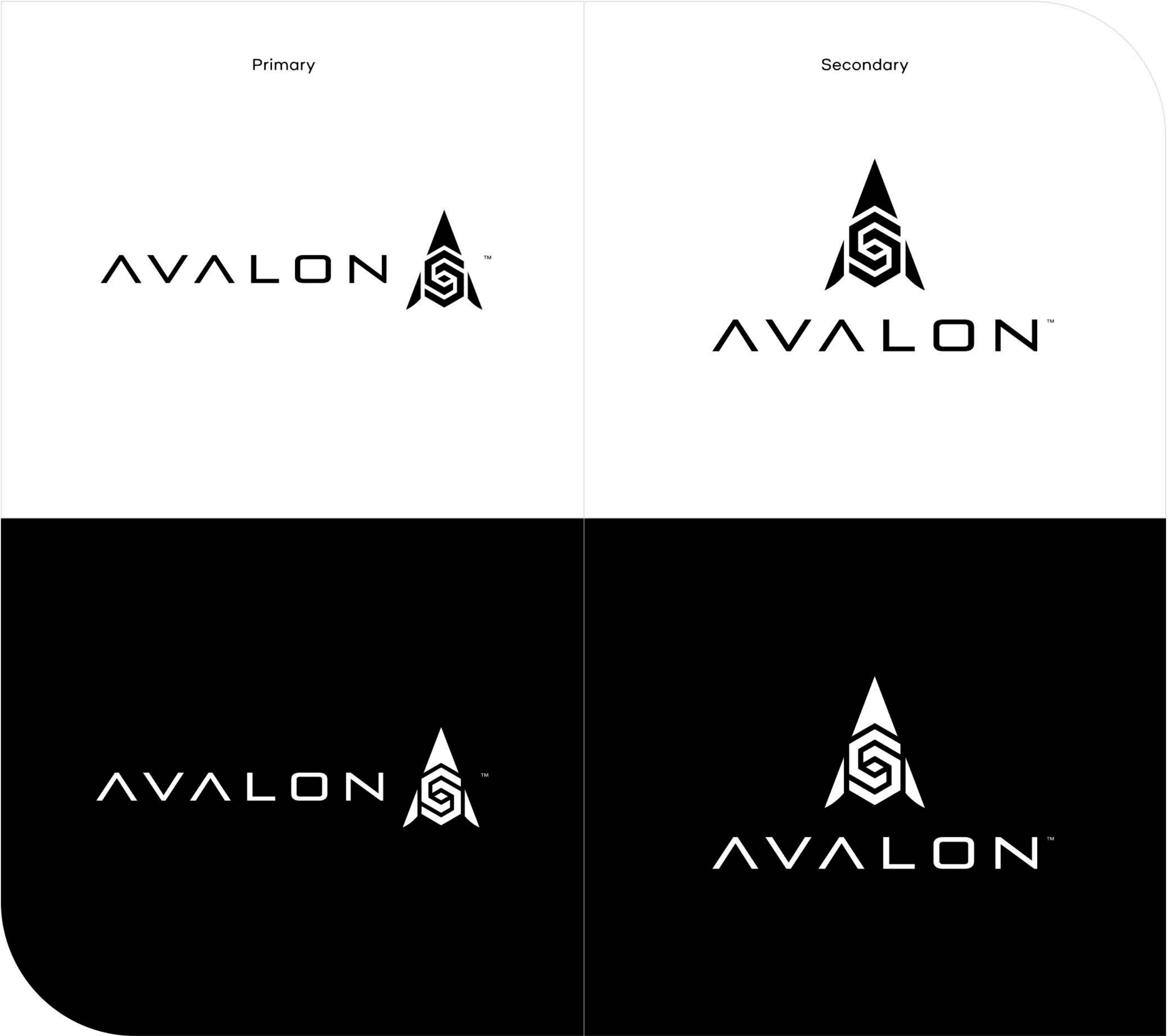
At the heart of our brand is a simple yet powerful icon, inspired by the foundational letterform of "A" for AVALON. Triangular geometric shapes form a distinctive and futuristic design that symbolizes a stargate or portal, representing the gateway to new worlds, possibilities, and experiences that Avalon is committed to delivering.



Logo

Our logo is a harmonious combination of the icon and wordmark, working together in balance. The wordmark, crafted with sleek, minimal geometric lines, complements the icon's futuristic design, resulting in a cohesive visual language that is both modern and sophisticated.

We offer two logo lockups: the primary lockup, which features the icon and wordmark side by side in a horizontal format, and the secondary lockup, which presents the icon stacked above the wordmark.



Wordmark

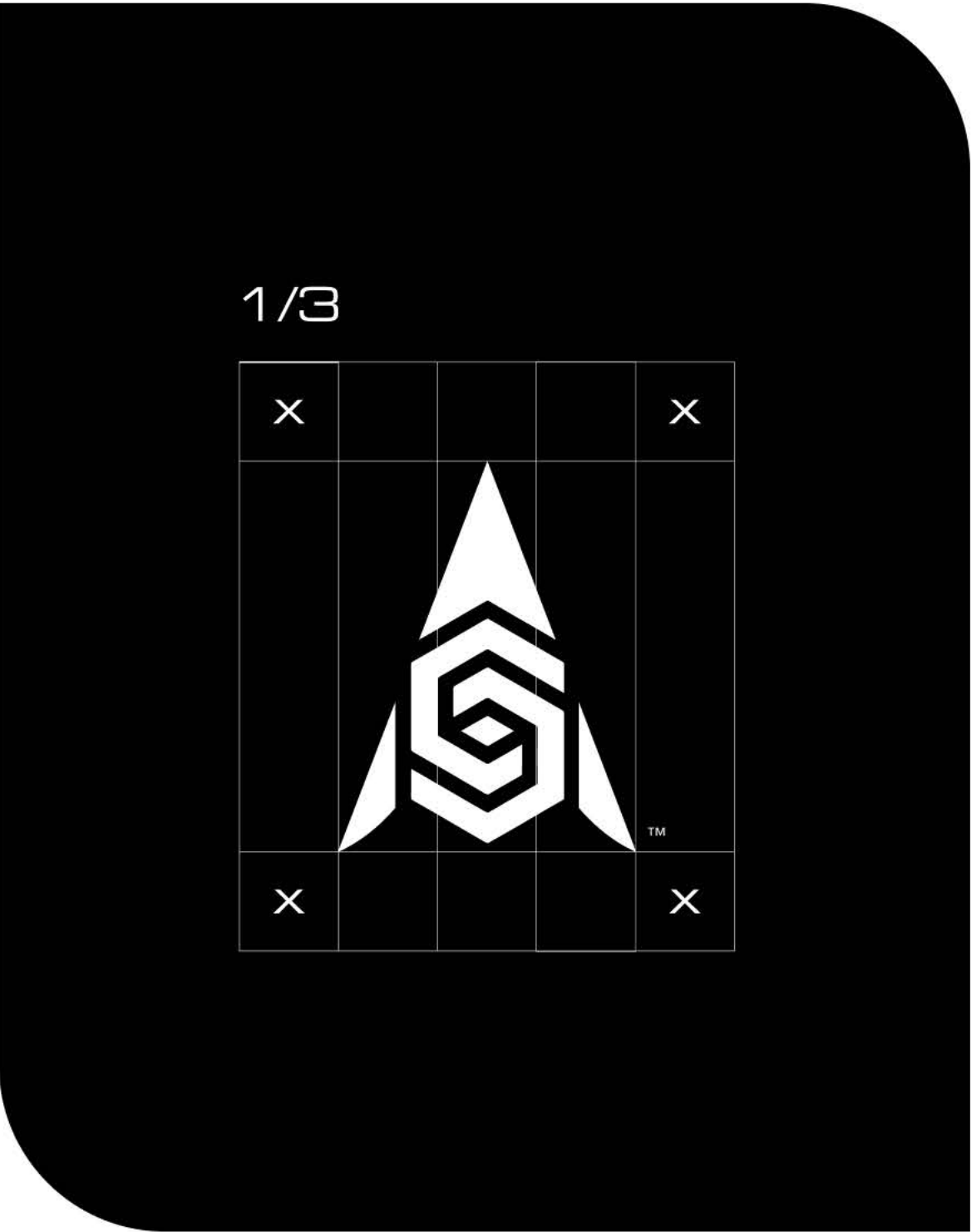
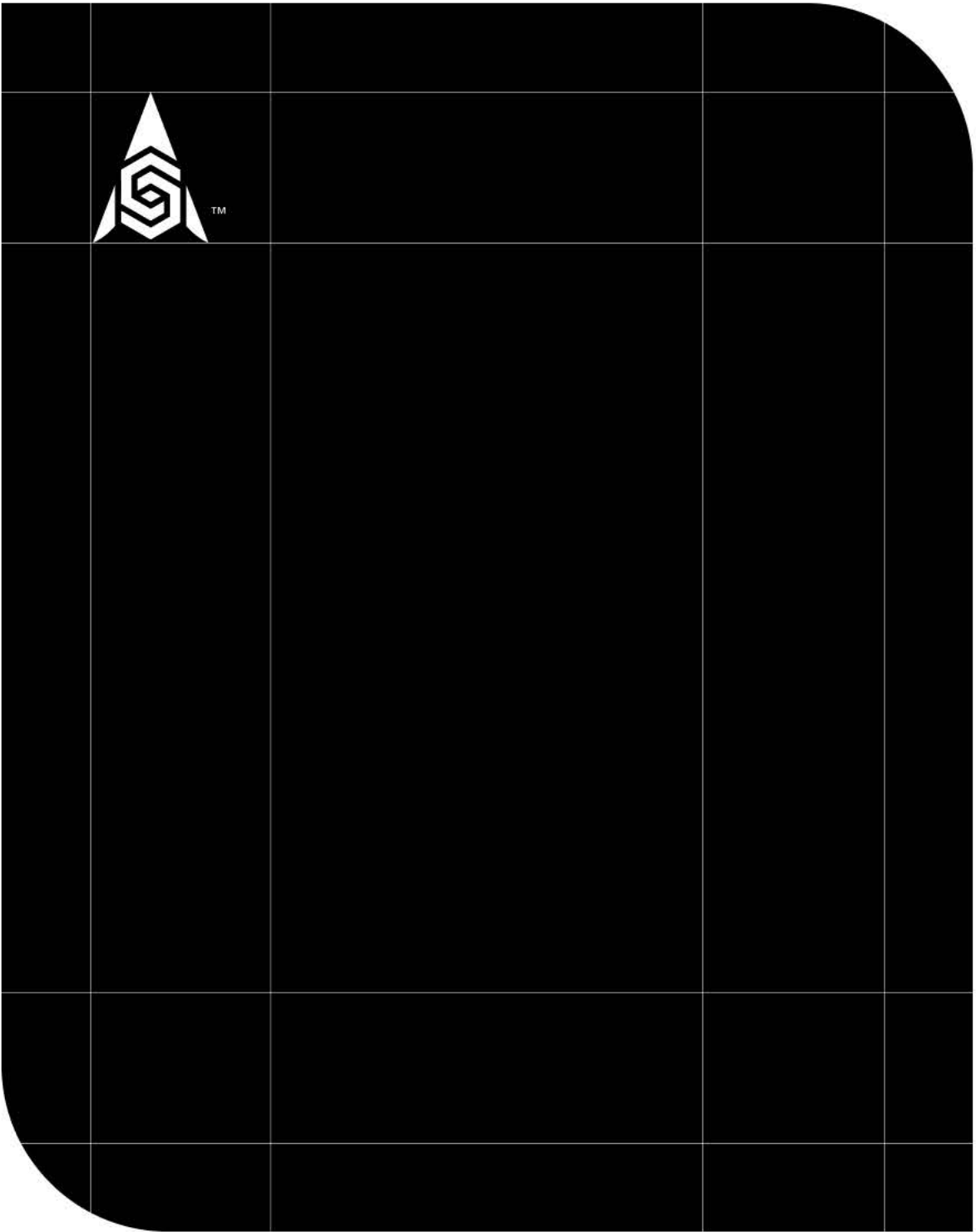
Our wordmark is customized and distorted with glitches to create a unique eye-catching visual.

This distinctive design is tailored for graphic display purposes, adding a layer of depth and style to our visuals.

The word "AVALON" is displayed in a bold, black, sans-serif font. The letters are slightly distorted with horizontal glitch effects, giving it a digital or cyberpunk aesthetic. The wordmark is centered within a light gray rectangular area with rounded corners.The word "AVALON" is displayed in a bold, white, sans-serif font. The letters are slightly distorted with horizontal glitch effects, giving it a digital or cyberpunk aesthetic. The wordmark is centered within a black rectangular area with rounded corners.

Clear Space & Positioning

Give the Avalon wordmark and icon abundant space and room to breathe. This ensures our marks are clear to read and separate from other distracting elements. As a rule, the overall clear space around the wordmark and icon should match it's width.



Colors

Our visuals shine against a dark background, where white accents grab attention and blues and greens evoke a sense of technology and futurism. Soft glows and gradients add depth, conveying the abstract nature of space and time in the Avalon universe. With a nod to player customization, our brand incorporates a dynamic, multifaceted color palette that celebrates self-expression while maintaining a cohesive look.

BASE COLORS

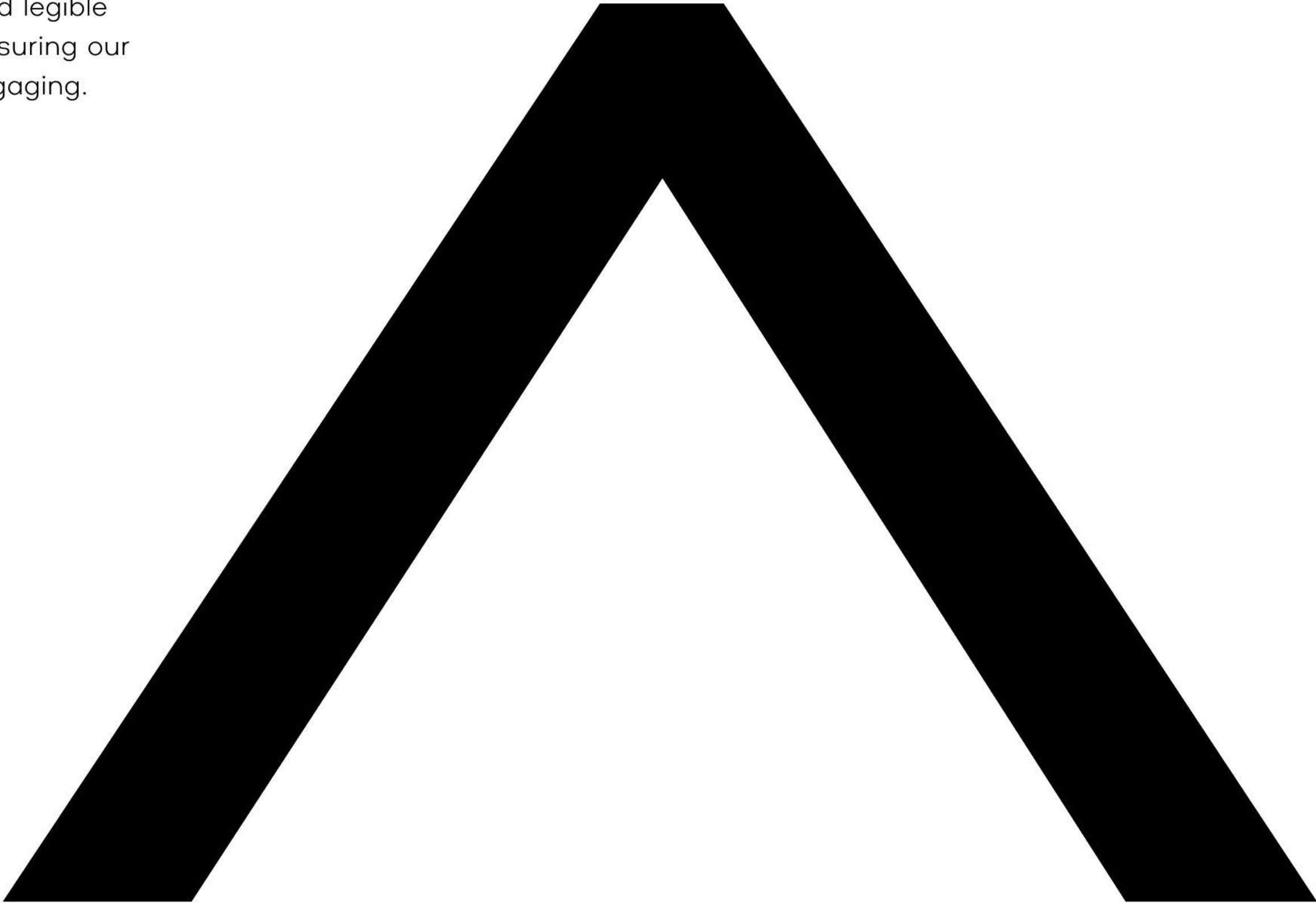
	#FFFFFF White	R255, G255, B255 C0, M0, Y0, K0
	#FF3737 Dark Blue	R10, G65, B104 C37, M15, Y0, K59
	#00B3D3 Blue	R0, G179, B211 C83, M13, Y0, K17
	#07FFFF Teal	R7, G255, B255 C97, M0, Y0, K0
	#05FFD2 Light Green	R5, G255, B210 C98, M0, Y18, K0
	#2BFCA0 Green	R43, G252, B160 C82, M0, Y36, K1



Typography

Our typography is rooted in the sleek, modern aesthetic of the Eurostile font family, with Pirulen serving as a customized alteration that enhances our brand's character. Both fonts are used interchangeably to convey info and headlines, bringing a sense of sophistication and futurism to our identity.

For body text and small typography, we use Masiva, which provides a clear and legible contrast to the bold headlines, ensuring our content is easily readable and engaging.



Pirulen RG
Upper-Case, 12% Tracking
HEADER 1

Eurostile Extended Medium
Title case, 0% Tracking
Header 2

Eurostile LT Extended 2
Upper-Case, 6% Tracking
HEADER 3

Masiva Regular & Medium
Paragraph, 0.5% Tracking
Lorem ipsum dolor sit amet, consectetur
adipiscing elit, sed do eiusmod tempor
incididunt ut labore et dolore magna aliqua.



Shape Language

Our shape language is a visual toolkit that embodies the spirit of technology and the virtual realm, bringing our brand to life through a distinctive set of simple motifs. Lines, geometric shapes, and rounded edges form the foundation of our visual vocabulary, conveying a sense of modernity and cutting-edge design. To add depth and complexity, we incorporate glitch and tech details, textures, and transparencies, which not only enhance the visual interest but also create a sense of immersive depth and digital sophistication.

