



vameon

# Vampire Empire of Vampire

BRAND GUIDELINES



# THE dEoV LOGO

Presenting the emblem of Vameon's *dEmpire of Vampires*. Meticulously designed, it blends concrete-textured grey tones with striking red accents, capturing the essence of our game's vampire lore. Its detailed design ensures visual excellence at any size and on any background.



Brand Guidelines



# SAFE ZONE

To maintain the integrity of the *dEmpire of Vampires* logo, always follow the designated safe zone guidelines. Ensure clear space around the logo, free from text or graphics, using the lower part of the letter "p" in "Vampire" as the minimum reference. This preserves the logo's visual impact and keeps it easily recognizable in all applications.



Brand Guidelines



# CORRECT USAGE



✓ Use of the logo on bright backgrounds.



✓ Use of the logo on light backgrounds.



✓ Use of the logo on dark backgrounds with enough contrast to remain clearly visible.



✓ Use of the logo with a soft bright glow effect.



✓ Use of the logo with a subtle drop shadow effect.



Brand Guidelines



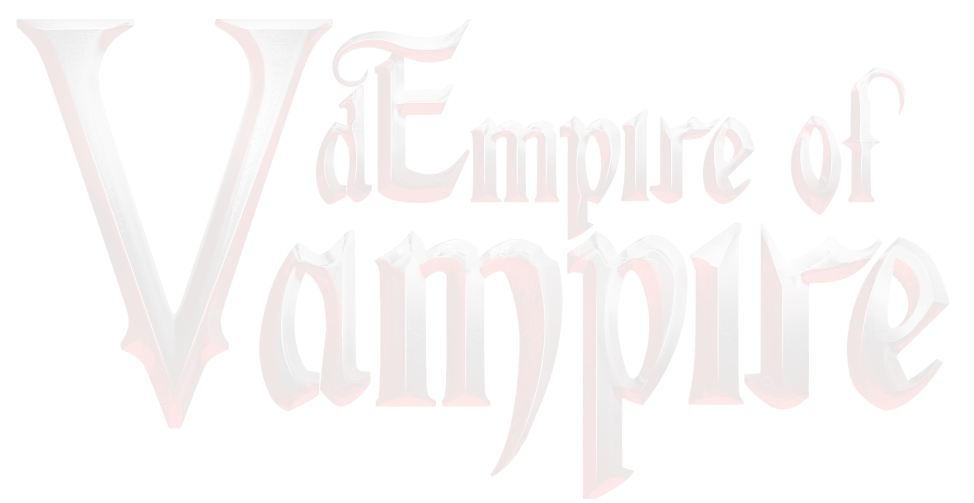
# WRONG USAGE



✗ Do not cut the logo.



✗ Do not rotate or skew the logo.



✗ Do not use the logo in a primary placement without being clearly visible.



✗ Do not use backgrounds that make the logo difficult to view.



✗ Do not use striking backgrounds that affect the logo's visibility.



✗ Do not exaggerate the use of effects on the logo.



# ASSOCIATION WITH THE VAMEON LOGO

On any material where the dEoV logo appears, the Vameon logo must also be present. It can be placed at any distance from the dEoV logo, with a recommended minimum width of 40% of the dEoV logo. Optionally, the Vameon logo may be incorporated into the dEoV logo, positioned above and between "Empire" and "Of," in which case it should be no smaller than 35% of the dEoV logo's width.



# THE VAMEON LOGO

Presenting the logo of Vameon dApps & Games Creation Studio. With its clean, sharp design, the logo embodies a vampire-inspired ethos through gothic lines and iconic bat wings. Its clarity ensures impact across all sizes and backgrounds, making it a strong and recognizable symbol of the Vameon brand.



Brand Guidelines



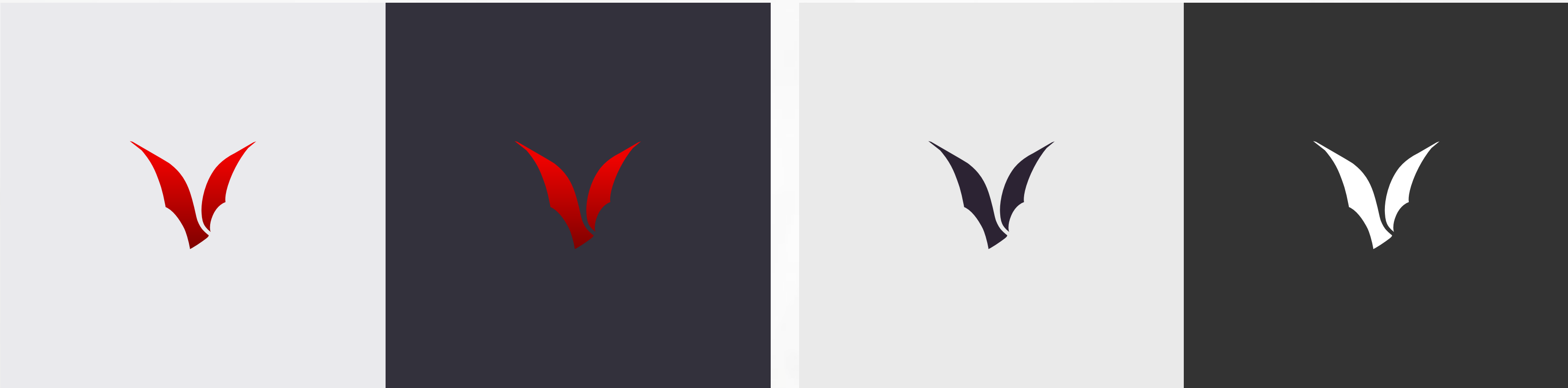
# BLACK & WHITE VARIATIONS

The black and white versions of the Vameon logo provide flexibility for various applications where full colour may not be suitable. These variations ensure the logo maintains its clarity and impact across all backgrounds. Use the black version on light backgrounds and the white version on dark backgrounds for maximum visibility.



# THE VAMEON SYMBOL

The Vameon symbol, featuring iconic bat wings, serves as a simplified emblem of our brand. It may be used as a standalone element for subtle branding or decorative accents, particularly suited for merchandise, backgrounds, and minimalist designs. To maintain brand consistency, ensure that the full Vameon logo is also present within the same context whenever the symbol is used alone.



# SAFE ZONE

To maintain the integrity of the Vameon logo, always adhere to the designated safe zone guidelines. Ensure clear space surrounds the logo, free from any text or graphics, using the height of the letter "m" in the logo as the minimum reference. This spacing preserves the logo's visual impact and keeps it easily recognizable in all applications.



# CORRECT USAGE



✓ Use of the logo on bright backgrounds



✓ Use of the logo on light backgrounds.



✓ Use the negative version of the logo on dark backgrounds with sufficient contrast to remain clearly visible.



✓ Use of the logo with a soft bright glow effect



✓ Use of the logo with a subtle drop shadow effect

# WRONG USAGE



✗ Do not cut the logo



✗ Do not rotate or skew the logo



✗ Do not use the logo in a primary placement without being clearly visible



✗ Do not use backgrounds that make the logo difficult to view.



✗ Do not use striking backgrounds that affect the logo's visibility.



✗ Do not exaggerate the use of effects on the logo

# PARTNERSHIPS

When representing partnerships, use the appropriate Vameon logo version to ensure consistency with partner branding. Allow ample space around both the Vameon logo and partner marks, giving each room to breathe and remain visually distinct. The clear space around the Vameon logo should be at least equal to its height, maintaining clarity and preventing overlap with other elements. The Vameon logo and partner marks should always appear visually balanced.



# PAIRING

Choose the appropriate version of the Vameon logo for each specific context. When displaying the Vameon logo alongside partner marks, maintain consistency in style—pair vertical logos with vertical versions, and full-color or single-color icons with matching styles. Ensure all logos are evenly sized and surrounded by ample clear space to keep the design clean and balanced.



# PRIMARY FONTS

The *dEmpire of Vampires* brand uses a combination of Google’s Cormorant Garamond Medium for headings and Newsreader Regular for number glyphs, ensuring a consistent and legible style that reflects the brand’s look and feel. The primary font, Cormorant Garamond, supports multiple languages and is intended for all Latin and Cyrillic scripts. This font combination should be used for headings only in all brand materials, formatted in Small Caps.

Google Fonts

CORMORANT GARAMOND MEDIUM  
ABCDEFGHIJKLMNOPQRSTUVWXYZ\*?&#@!£¥\$

Case: Small Caps    Usage: Headings

 <https://fonts.google.com/specimen/Cormorant+Garamond>

Google Fonts

Newsreader Regular  
1234567890

Case: Normal    Usage: Heading numbers

 <https://fonts.google.com/specimen/Newsreader>



# SECONDARY FONT

The *dEmpire of Vampires* brand uses Google’s Noto Serif as the secondary font family for all body text and small-sized text in visual elements. Noto Serif can also replace headings in multilingual cases for Cyrillic scripts where the primary font may be unsuitable, in which case it should be formatted in Small Caps. Its variety of weights offers flexibility for different applications.

Google Fonts

## NOTO SERIF

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz  
1234567891234567890\*?&#@!£¥\$

Case: Normal (body text) / Small Caps (headings)    Usage: Body text & headings

<https://fonts.google.com/noto/specimen/Noto+Serif>



# ASIAN LANGUAGES

For Asian languages, the *dEmpire of Vampires* brand uses specific font sets within Google's Noto Serif family. Each language should be displayed using its designated Noto Serif font set to ensure proper rendering of language-specific glyphs.

## 日本語 (Japanese)

攻なめびば田興め科英早

 <https://fonts.google.com/noto/specimen/Noto+Serif+JP>

## 한국인 (Korean)

법률이 정하는 바에 의하여 최저임금제를

 <https://fonts.google.com/noto/specimen/Noto+Serif+KR>

## Hindi

दारी जानकारी प्राथमिक विचारशिलता

 <https://fonts.google.com/noto/specimen/Noto+Serif+Devanagari>

## 中国人 (Chinese упрощенный)

際還真暮無属江村込希適気

 <https://fonts.google.com/noto/specimen/Noto+Serif+SC>



Brand Guidelines



# PRIMARY COLOURS

The primary *colours* of the *dEmpire of Vampires* brand should be used as the dominant hues in all marketing materials, graphic elements, and assets. Consistent application of these *colours* will strengthen brand recognition and foster a cohesive visual identity.



Primary Red

HEX: #EC0200

RGB: 236 · 2 · 0

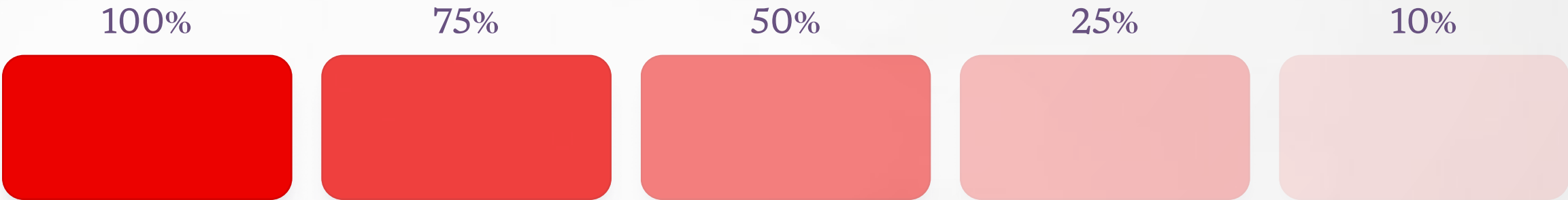


Primary Purple

HEX: #685280

RGB: 104 · 82 · 128

**Note:** Every colour in our palette can be used at 25% opacity increments for enhanced design versatility, with a minimum opacity of 10%. This flexibility supports creative design while maintaining brand consistency.



# SUPPORTING PALETTE

The complete colour palette includes supporting colours designed to complement the primary colours and add depth to all visual materials and assets. These colours should always be used in combination with the primary colours to create a harmonious and balanced visual identity.



Medium Red

HEX: **#7E0100**

RGB: **126 · 1 · 0**



Dark Red

HEX: **#4E0000**

RGB: **78 · 0 · 0**



Bright Purple #1

HEX: **#C8AEEE**

RGB: **200 · 174 · 238**



Bright Purple #2

HEX: **#DDC8FD**

RGB: **221 · 200 · 253**



Light Purple

HEX: **#F3EAFF**

RGB: **243 · 234 · 255**



# DARKS & NEUTRALS

The Darks & Neutrals palette provides essential base tones that add depth and contrast to all visual materials. These colours are ideal for backgrounds, typography, and subtle accents, creating balance and allowing the primary colours to stand out. Use these shades to maintain a cohesive and sophisticated aesthetic across all brand assets.

Purple Grey  
HEX: #494352  
RGB: 73 · 67 · 82

Dark Purple  
HEX: #2C2333  
RGB: 44 · 35 · 51

Concrete Dark  
HEX: #33313C  
RGB: 51 · 49 · 60

Concrete Grey  
HEX: #62606C  
RGB: 98 · 96 · 108

Medium Grey  
HEX: #888690  
RGB: 136 · 134 · 144

Light Grey  
HEX: #CECBD3  
RGB: 206 · 203 · 211

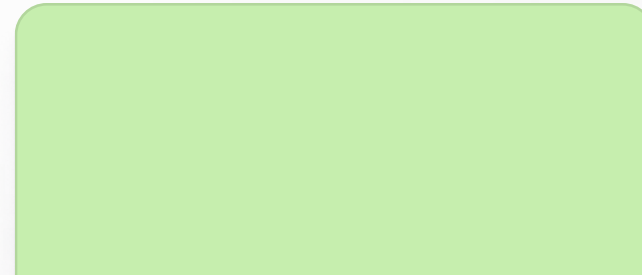
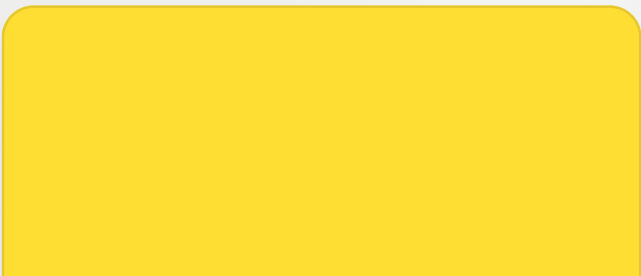
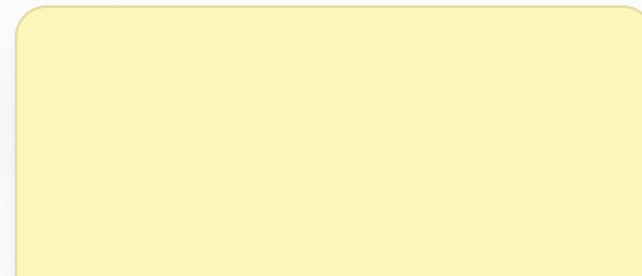
Black  
HEX: #000000  
RGB: 0 · 0 · 0

White  
HEX: #ffffff  
RGB: 255 · 255 · 255



# WARM & VIBRANTS

The Warm & Vibrants palette adds energy and warmth to the *dEmpire of Vampires* brand’s visual identity. These *colours* are designed to complement the primary *colours*, introducing highlights and accent tones that bring dynamism to designs. Use them sparingly to enhance visual interest and create a balanced, engaging look that aligns with the brand’s character.

|                                                                                                                                                       |                                                                                                                                                     |                                                                                                                                                    |                                                                                                                                                        |                                                                                                                                                        |                                                                                                                                                    |
|-------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------|
|  <div>Bright Violet<br/>HEX: #6B1EBF<br/>RGB: 107 · 30 · 191</div>   |  <div>Bold Violet<br/>HEX: #A150FF<br/>RGB: 161 · 80 · 255</div>  |  <div>Deep Violet<br/>HEX: #341657<br/>RGB: 52 · 22 · 87</div>  |  <div>Light Green<br/>HEX: #C6EEAE<br/>RGB: 198 · 238 · 174</div>   |  <div>Forest Green<br/>HEX: #40863A<br/>RGB: 64 · 134 · 58</div>    |  <div>Dark Green<br/>HEX: #183F14<br/>RGB: 24 · 63 · 20</div>   |
|  <div>Bright Yellow<br/>HEX: #FFDE33<br/>RGB: 255 · 222 · 51</div> |  <div>Warm Brown<br/>HEX: #BF7F1E<br/>RGB: 191 · 127 · 30</div> |  <div>Deep Brown<br/>HEX: #572D16<br/>RGB: 87 · 45 · 22</div> |  <div>Pale Yellow<br/>HEX: #FCF6BA<br/>RGB: 252 · 246 · 186</div> |  <div>Golden Amber<br/>HEX: #B59410<br/>RGB: 181 · 148 · 16</div> |  <div>Dark Bronze<br/>HEX: #443808<br/>RGB: 68 · 56 · 8</div> |

