



BRANDBOOK

LOGOMARK

COLORS

FONTS

GRAPHIC ELEMENTS

LOGO

- + LOGOMARK
- + WORDMARK
- + LOGO VARIATIONS
- + COLOR COMBINATIONS
- + INCORRECT USAGE

LOGOMARK

Our logo is bold, clean and sharp.
The logomark is hyper adaptable and strong and solid
to be used across a range of cases, from digital
environments, hardware design to in game assets.



WORDMARK

The sharp, hard angles of the wordmark hint at the cuts and edges present in the logomark. They were designed to work and coexist seamlessly, both as a set and separately.

SHINDEN'

LOGO VARIATIONS

While the logomark and wordmark complement each other, they should generally not be locked up as a single unit. Instead, use them as separate elements that balance the layout. Both assets are strong enough to represent the ShindeN brand independently.

The following examples show the correct logo variations:

LOGOMARK + WORDMARK

LOGOMARK + WORDMARK
(VERTICAL)

WORDMARK



LOGOMARK



SHINDEN'

BRAND BOOK

LOGO

>

COLORS

FONTS

GRAPHIC ELEMENTS

COLOR COMBINATIONS

OVER BLACK

SHINDEN'



SHINDEN'



SHINDEN'

OVER PINK

SHINDEN'



SHINDEN'



SHINDEN'

OVER WHITE

SHINDEN'



SHINDEN'

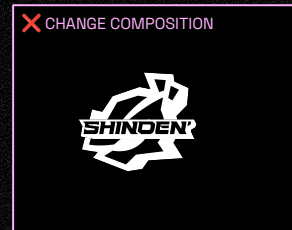
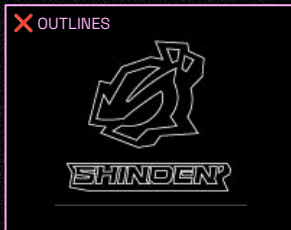
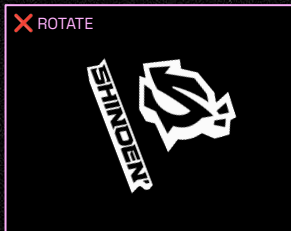


SHINDEN'

INCORRECT
USAGE

The logo must not be altered under any circumstances. Always use the official logo and color variations provided for download.

Never use the logo in any other colors.



LOGOMARK

COLORS

FONTS

GRAPHIC ELEMENTS

COLORS

+ BRAND COLORS

BRAND COLORS

MAIN

PINK
#feb0fb

COMPLEMENTARY

BLACK
#000000

WHITE
#ffffff

LOGOMARK

COLORS

FONTS

GRAPHIC ELEMENTS

FONTS

+ BRAND FONTS

MAIN

SPACE GROTESK

LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

SECONDARY

DIRTYLINE

DIRTYLINE 360 DAYSOFTYPE

abcdefghijklmnopqrstuvwxyz-

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ-

VWXYZ

GRAPHIC ELEMENTS

- + BRAND ASSETS
- + EXAMPLE OF USE

SHINDEN'

BRAND BOOK

LOGOMARK

COLORS

FONTS

GRAPHIC
ELEMENTS

BRAND ASSETS

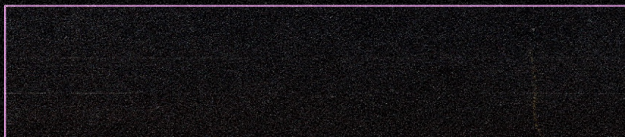
NEO TRIBALS



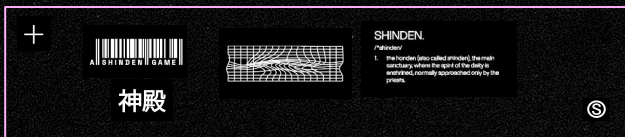
STICKERS



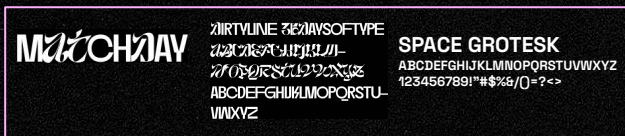
GRUNGE TEXTURE



MISC



FONTS
(TEXT LINES, 3D CHROME)



3D ASSETS



LOGOMARK



COLORS



FONTS

GRAPHIC
ELEMENTS

EXAMPLES OF USE

