

# DEEP SILVER LOGO GUIDELINES

This document details the use of the Deep Silver logo and shows how it is to be used in various situations. The logo has been supplied to you as a vector-based image in CMYK. The logo as well as the Deep Silver logotype have been established in 1C (black). You may download the logo directly at the following URL: <http://logo.deepsilver.com>.

Please try to avoid further hard shadows or glow effects of any kind! The logo was developed to make such techniques unnecessary. Should you be of the opinion that a hard shadow or similar effect is indispensable in your individual case, please send us your layout and have it approved by us.

## MAIN LOGO



DEEP SILVER

Main logo

The logo should be used for dark backgrounds as well as highly contrasting, alternately light-dark backgrounds.

## LOGO VARIANTS

Variant 1 is intended for light backgrounds and those with little contrast.

Variant 2 is a full colour graphic. It is intended for special technical purposes only. Examples would be manufacturing masks for higher quality printing or printing processes that cannot accommodate gradients.

## TEXT AND IMAGE AS A UNIT

The text and image form a unit and as such may only be resized while keeping their respective proportions. Any distortion of the logo is generally disallowed. Changing the relative distance and size of individual elements is not permitted. The colour, rotation and inclination of elements may not be altered either.

## MINIMUM PRINT SIZE

The logo may not appear in print with a width of less than 2 cm.

## POSITIONING

The logo must be implemented into the layout in such a way that a minimum distance of two letters of the text is given to surrounding layout elements.



Variante 1



Variante 2



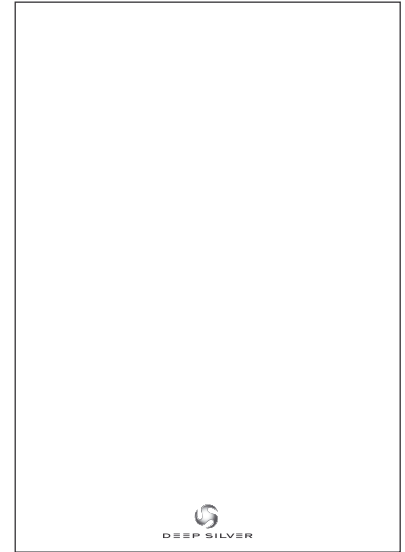
# BOX POSITIONING

## AMARAY FOR PC / SONY PS2 / MICROSOFT XBOX / MICROSOFT XBOX360 / NINTENDO Wii)

Cover: On the cover, the Deep Silver logo always appears vertically centred with a width of 3 cm. The distance from the lower edge of the cover is 5 mm, measured from the lower edge of the logo text.

Spine: On the spine the logo may appear in the lower quarter. In this case only the Deep Silver "star" should be used without the text.

Back: The Deep Silver logo may additionally appear on the back of the box. In such a case, the logo may appear smaller than on the cover. It must, however, not appear with a width measuring less than 2 cm.

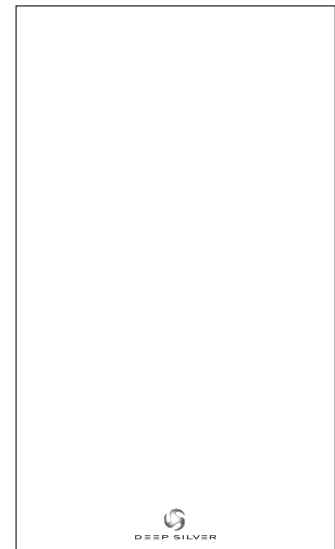


## SONY PSP

Cover: On the cover, the Deep Silver logo always appears vertically centred with a width of 2.5 cm. The distance from the lower edge of the cover is 5 mm, measured from the lower edge of the logo text.

Spine: On the spine the logo may appear in the lower quarter. In this case only the Deep Silver "star" should be used without the text.

Back: The Deep Silver logo may additionally appear on the back of the box. In such a case, the logo may appear smaller than on the cover. It must, however, not appear with a width measuring less than 2 cm.



## SONY PS3

Cover: On the cover, the Deep Silver logo always appears vertically centred with a width of 3 cm in the area reserved for the artwork, to the right of the SONY PS3 band. The distance from the lower edge of the cover is 5 mm, measured from the lower edge of the logo text.

Spine: On the spine the logo may appear in



the lower quarter. In this case only the Deep Silver "star" should be used without the text.

Back: The Deep Silver logo may additionally appear on the back of the box. In such a case, the logo may appear smaller than on the cover. It must, however, not appear with a width measuring less than 2 cm.

## **NINTENDO DS / GBA**

Cover: On the cover, the Deep Silver logo always appears vertically centred with a width of 2.5 cm in the area reserved for the artwork, to the right of the NINTENDO DS / GBA band. The distance from the lower edge of the cover is 3 mm, measured from the lower edge of the logo text.

Spine: On the spine the logo may appear in the lower quarter. In this case only the Deep Silver "star" should be used without the text.

Back: The Deep Silver logo may additionally appear on the back of the box. In such a case, the logo may appear smaller than on the cover. It must, however, not appear with a width measuring less than 2 cm.



## **OTHER BOX FORMATS**

Positioning of the logo generally follows the exact positioning on the Amaray box. The logo may, however, also appear larger on larger box formats.

## **THE LOGO ON WEB PAGES**

There is no general size restriction for the web except that the logo has to have a width of at least 50 px. In the case of logo bars (e.g. on games websites) attention is to be paid to a good visual integration of the Deep Silver logo in a size that, compared with other logos, does not make it any more or less obvious.

## **FURTHER INFORMATION**

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