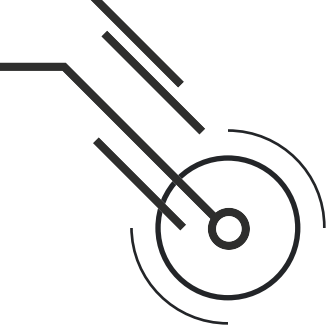




CAVINX

**BRAND
GUIDELINES**

www.cavinx.com



Summary

Identity elements

Logo

Story - Identity	4 - 5
Logo design	6
Logo size	7

Use of the logo

Proportional uses	10
Uses of the symbol	11
Do & Don't do	12 - 13
Don't do	14 - 15

Use Color

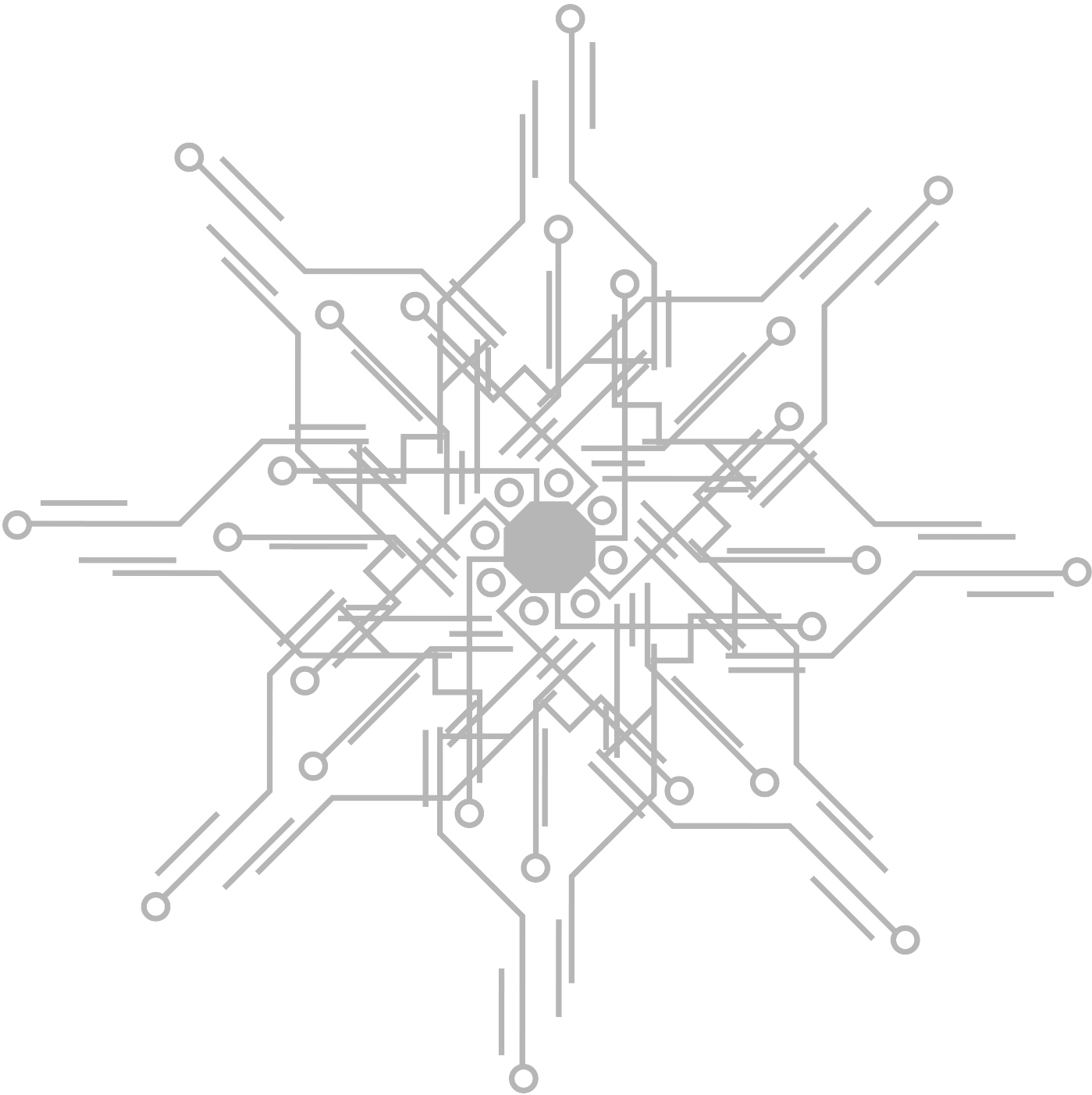
Color code	18
Signification	19
Complete identity in different colors	32
Complete identity under different background colors possible	33
Shade Black Gray White	34 - 35

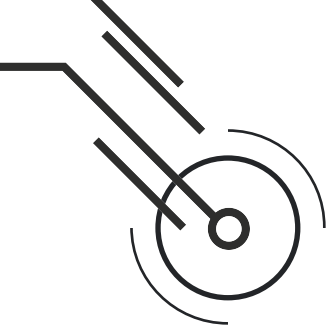
Typography

Helvetica	38
Avenir	39

Mockups

Visual presentation	42 - 43
---------------------	---------





LOGO

Story

Choice of name CAVINX

The name of the logo was inspired by the champions created by Riot Games. We find them on games created by Riot Games.

CA = Caitlynn

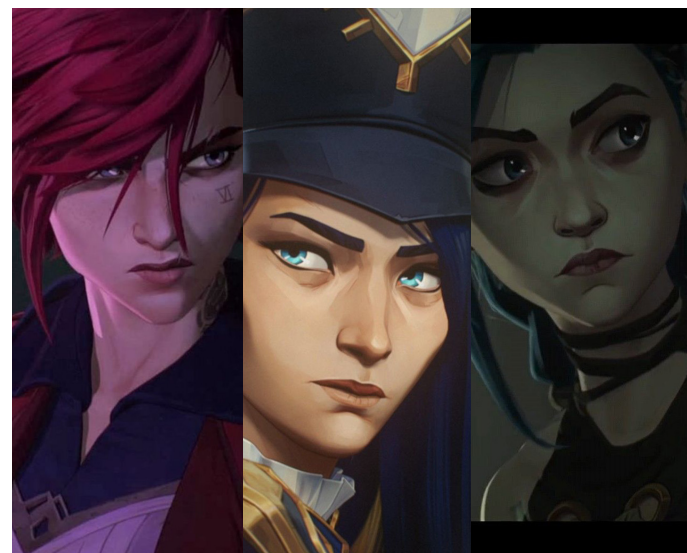
VI = Vi

NX = Jinx

CAVINX

“These are the champions that I loved both on the narrative side and during the online games !”

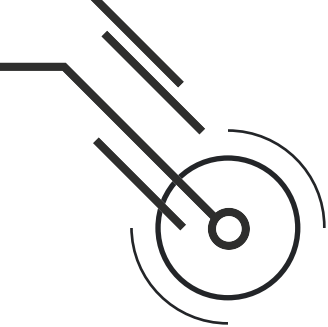
We can notably find the letters in the logo.



Vi

Caitlynn

Jinx



LOGO

Identity

CAVINX

Community of video game enthusiasts embarking on the adventure of E-Sport.

Team CAVINX is a non-profit sports team in the field of video games.

Logo architecture :

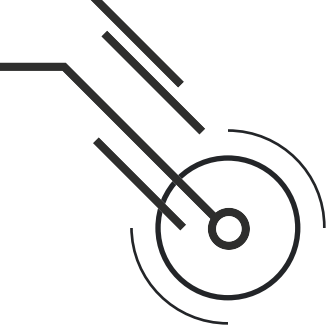
Each letter of the word CAVINX is included in the design and construction of the logo.

The «Play» button refers to the start of a game, music, film, etc. the logo has a very close link with gaming (video games).

The outer brackets add movement and dynamism echoing the immersion in the video game world.



CAVINX



LOGO

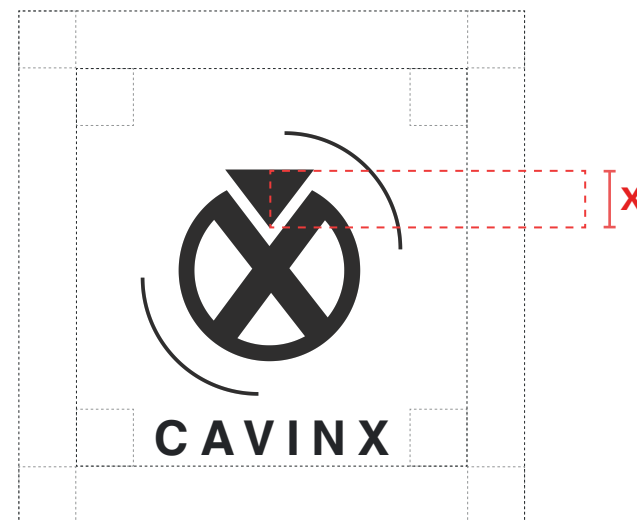
Logo design

To ensure the readability of the CAVINX logo, it must be surrounded by a minimum of free space. This isolates the logo from competing elements such as photography, text or background designs that can distract and reduce the overall impact.

Using the logo consistently across all applications helps to both establish and reinforce immediate recognition of the CAVINX brand.

For the vertical logo, a margin of free space equivalent to the height of the «play» button is drawn around the logo to create the invisible border of the isolation zone.

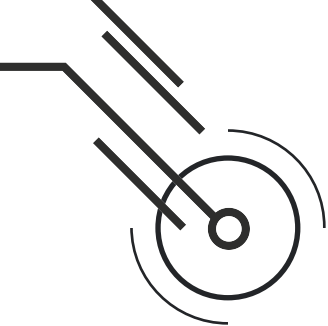
For the horizontal logo, a margin of free space equivalent to the height of the CAVINX letters is drawn around the logo to create the invisible border of the isolation zone.



The minimum free space is equivalent to the vertical height of the play button (Indicated here by X), regardless of the size at which the logo is reproduced.



The minimum free space is equivalent to the height of the letters CAVINX (Indicated here by X), regardless of the size at which the logo is reproduced.



LOGO

Logo size

For readability and clarity reasons, and depending on media size and print quality, please follow the minimum required size constraints.

No maximum height.

Minimum height
20mm or 75 pixels



Minimum height
12mm or 34 pixels

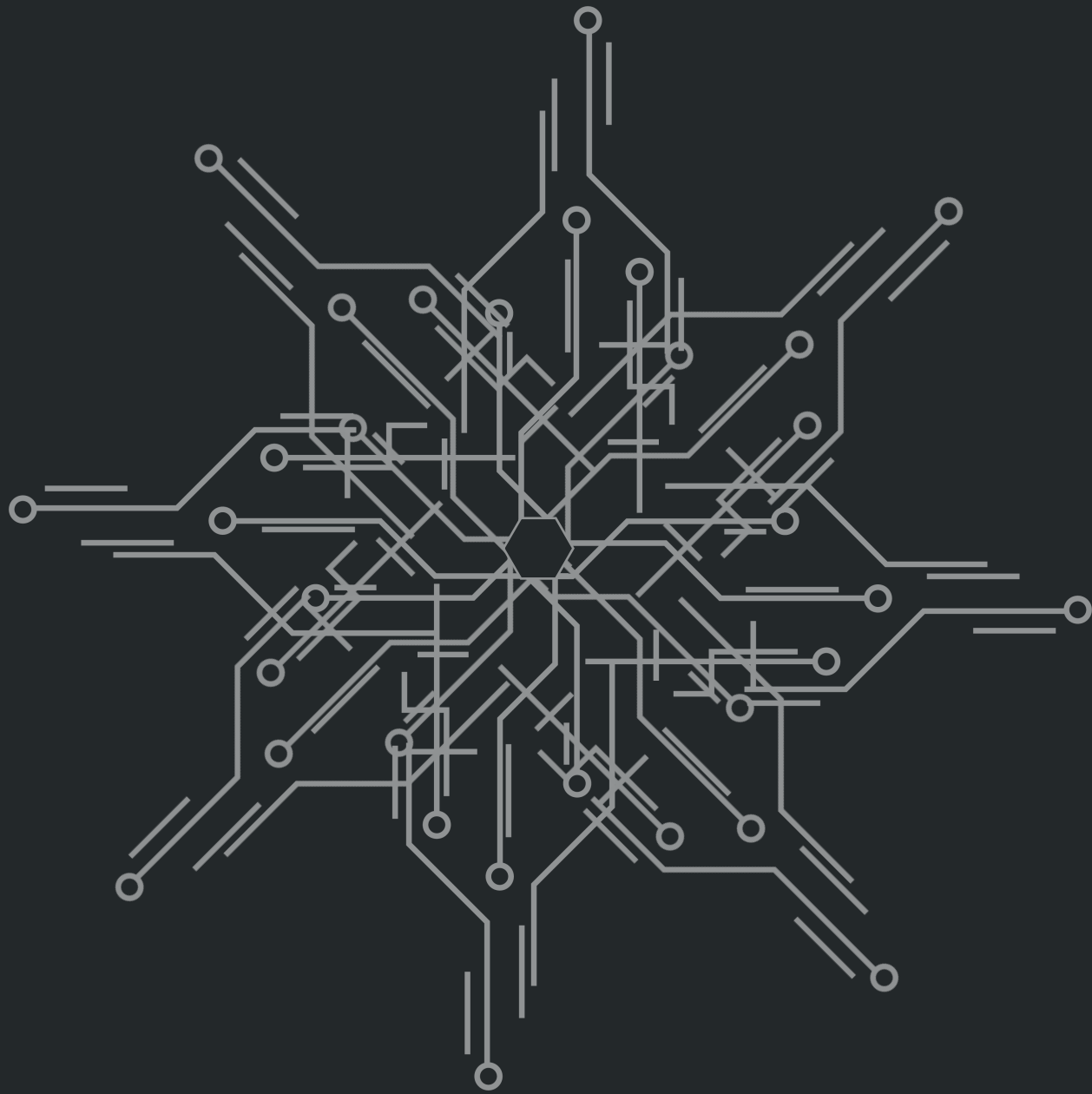


Minimum height
12mm or 34 pixels



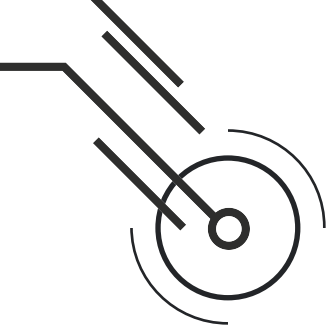
Tolerated height
for the favicon
5mm or 18 pixels







USE OF THE LOGO



LOGO

Uses proportional

This identity guide summarizes the rules and principles to be implemented for optimal use of the visual identity and image of CAVINX.

It lists the principles of logo use and the associated graphic codes.

The CAVINX brand is more than just a set of graphic elements. It is a composite visual system and language that work together to convey the heart of what we represent.

Favor the vertical logo. Use the horizontal logo where appropriate. The logo should work and appear on all media. The style you choose will depend on the environment in which the logo will appear.

Logo
vertical >



CAVINX

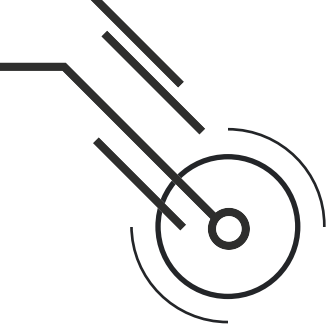
Logo
horizontal >



CAVINX

Simbole >





LOGO

Uses of the Symbol

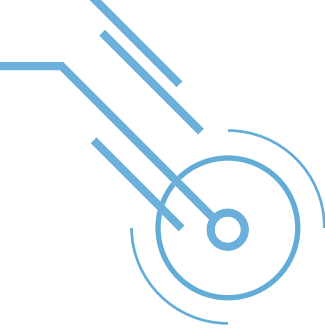
Brand cohesion is important to achieve a recognizable brand identity.

The symbol can be used in the colors of the charter. it is naturally accompanied by the logo.

The symbol can be used in full page, place it at the bottom of the page on the right, be careful not to crop it!

To promote readability of texts, the symbol can be used with 10% transparency.





DO



✓ Respect the proportions



✓ Respect the colors of the graphic charter



✓ Respect the spaces around the logo



✓ Respect the instructions for arrangements with the other elements



✓ Respect the use of the logo on different media



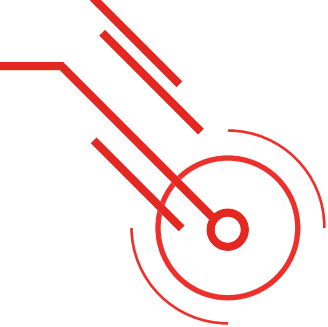
✓ Respect the meaning of the logo



✓ Observe the instructions on the logo designs



✓ Respect the patterns that accompany the logo



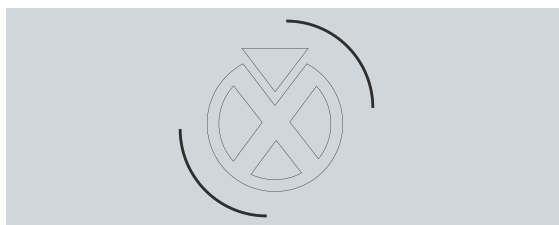
DON'T DO



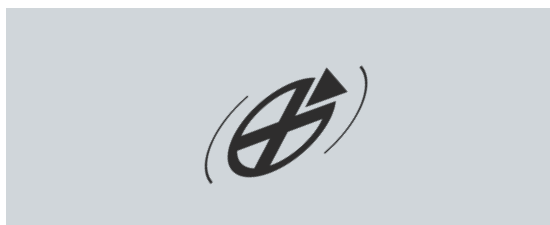
✘ Do not stretch



✘ Do not use a gradient background



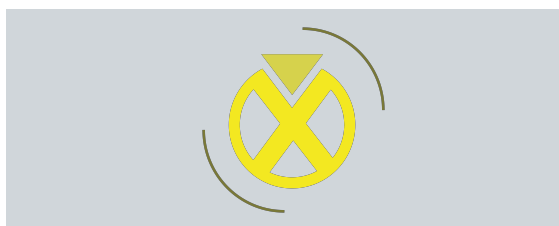
✘ Do not cut out the lines separately



✘ Do not lean or use in perspective



✘ Do not transform the lines



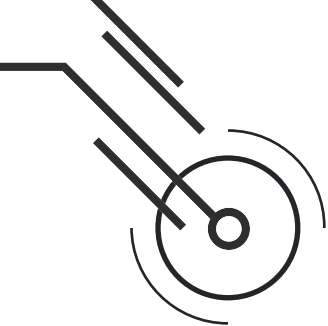
✘ Do not use colors that do not come from the graphic charter



✘ Do not use images that make the logo unreadable.



✘ Do not use isolated lettering of the symbol



LOGO

Patterns

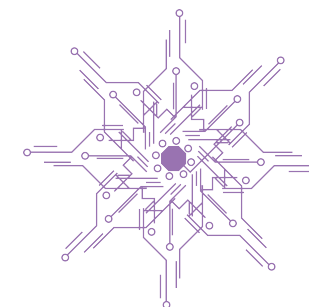
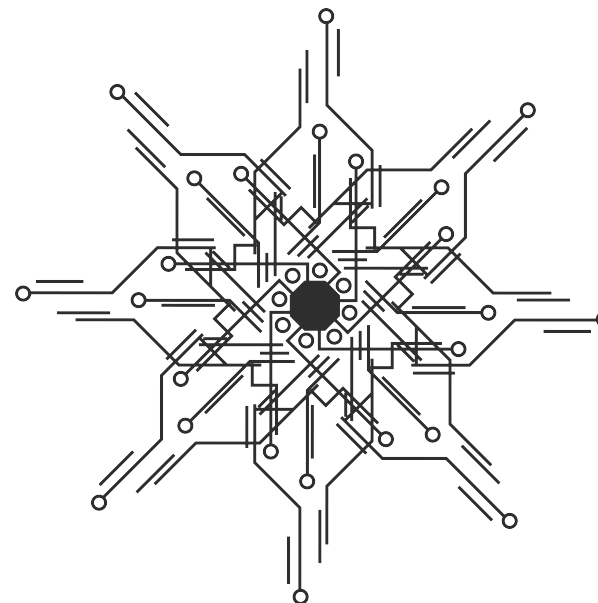
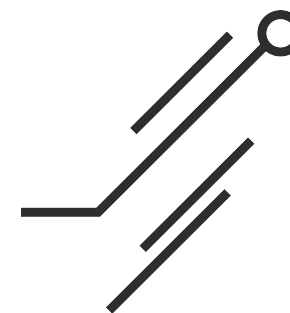
The patterns present will be used for purposes of reinforcing the visual identity.

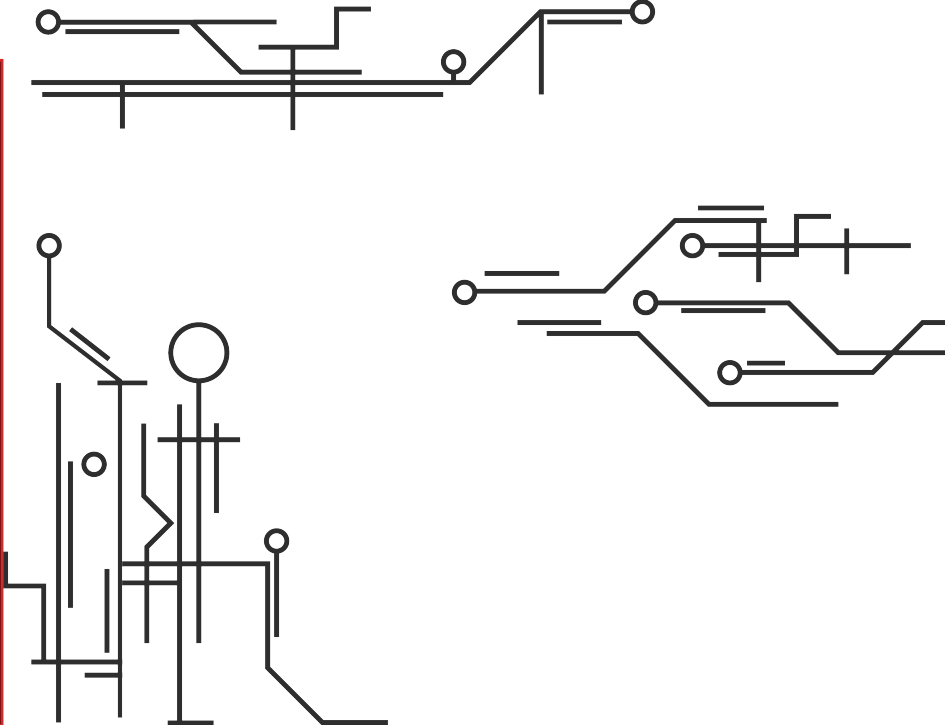
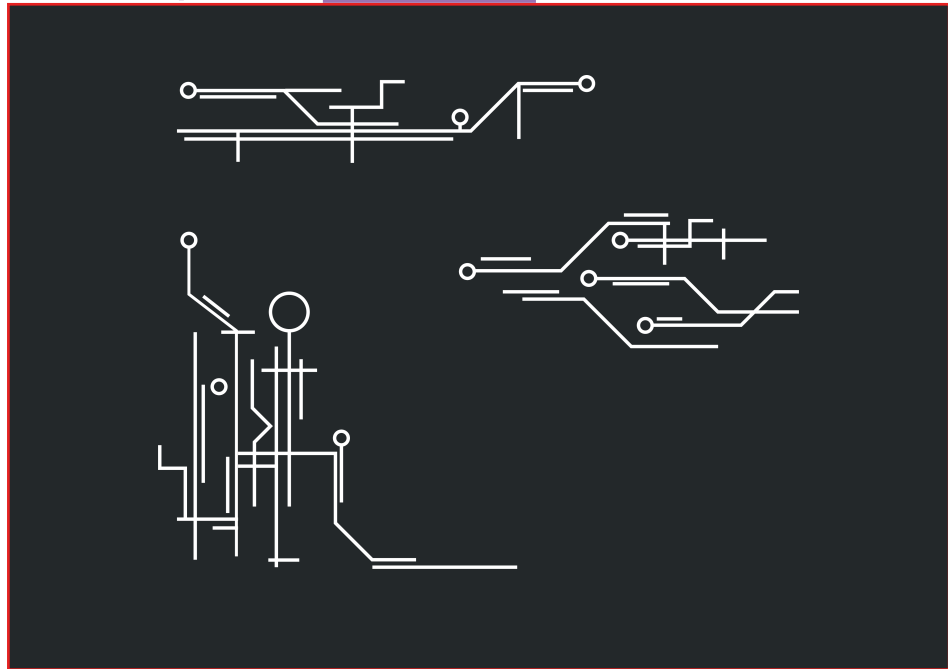
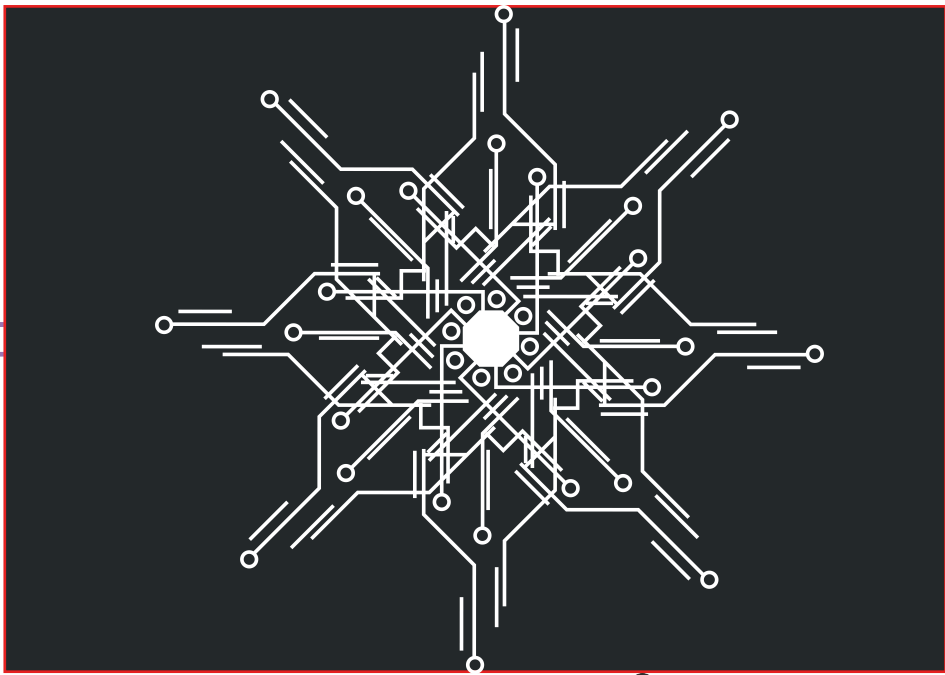
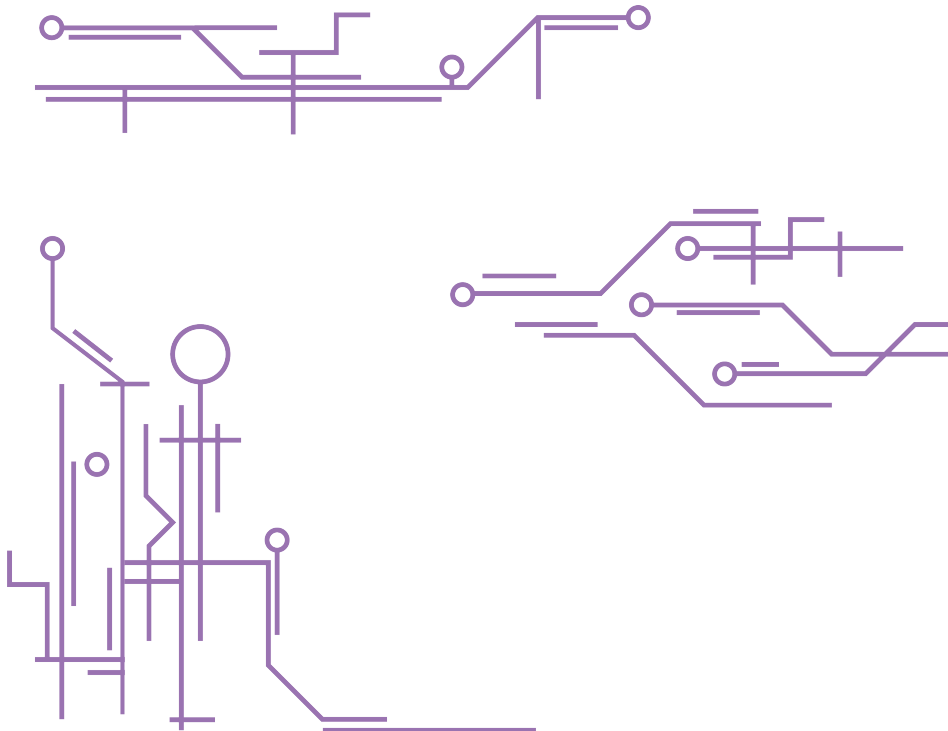
They must be used in moderation with the approval of the association; some proposed arrangements are authorized in this case.

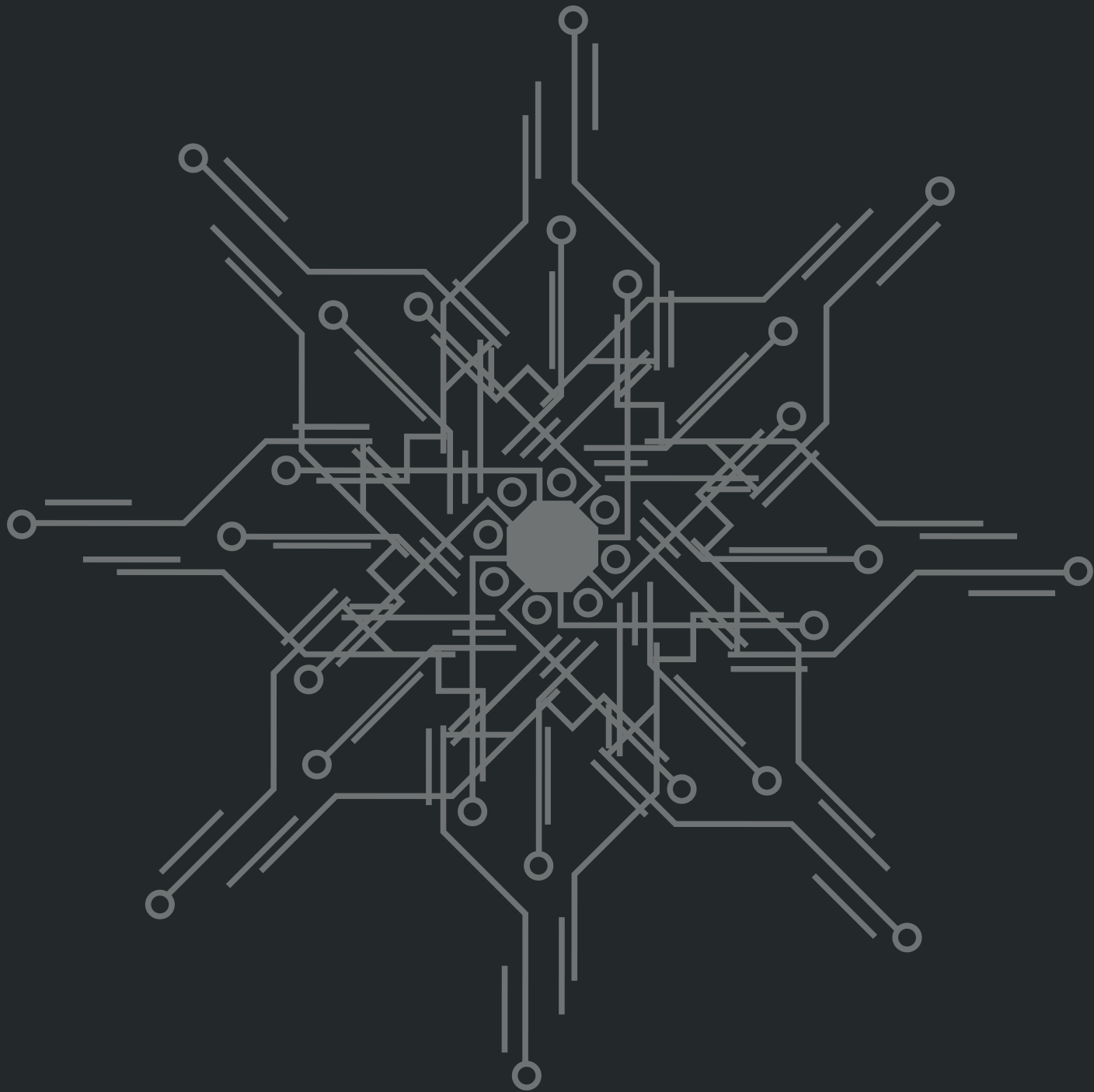
These reasons are there to support the computer technology side by which video games are made.

We aimed in particular to differentiate ourselves with heavy and minimalist lines which recall the few lines of the basic logo in order to have a graphic reminder.

We have a few patterns that are frequently used, which can be noted in different colors.

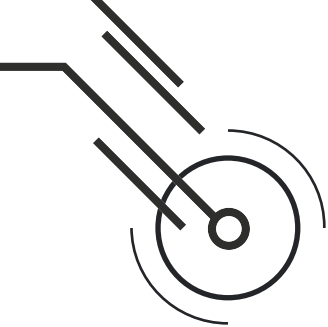








USE OF COLORS



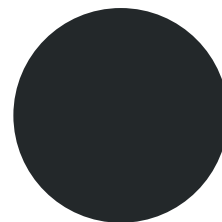
COLORS

Color code

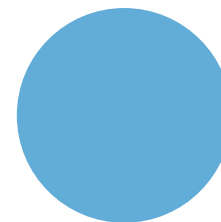
Color is a powerful means of identification. Consistent use of our primary colors helps build CAVINX brand visibility and recognition and sets us apart.

The CMYK process color palette is designed for print media. Use the RGB color palette for digital or on-screen designs.

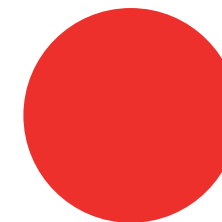
Whether the logo appears on the web, in print, on screen or on a product, there is design flexibility to adopt the logo to its context.



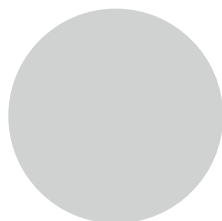
WEB : #2E2E2D
RVB : 46/47/46
LAB : 19/-1/0
TSL : 88/2/18
CMJN : 18/12/14/0



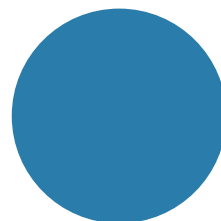
WEB : #6BAFDB
RVB : 109/175/219
LAB : 68/-13/-30
TSL : 204/50/86
CMJN : 18/12/14/0



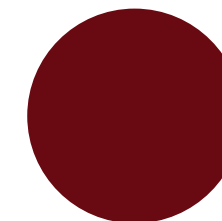
WEB : #E52721
RVB : 229/39/33
LAB : 51/69/53
TSL : 2/86/90
CMJN : 18/12/14/0



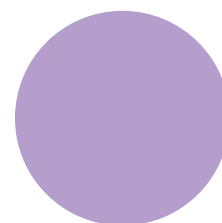
WEB : #D9D9D9
RVB : 217/217/217
LAB : 86/0/0
HSL : 0/0/85
CMJN : 18/12/14/0



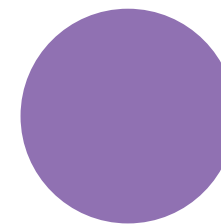
WEB : #2E79AB
RVB : 46/121/171
LAB : 48/-11/-34
TSL : 204/73/67
CMJN : 18/12/14/0



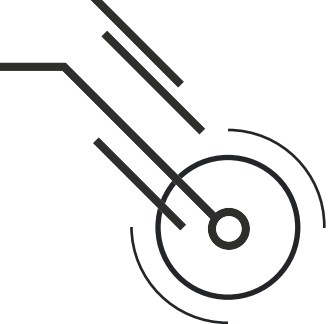
WEB : #6E1512
RVB : 110/21/18
LAB : 24/38/27
TSL : 2/84/43
CMJN : 18/12/14/0



WEB : #C0A7D1
RVB : 192/167/209
LAB : 66/12/-13
HSL : 0.77/0.31/0.74
CMJN : 28/38/0/0



WEB : #9C73BC
RVB : 156/115/188
LAB : 61/70/54
HSL : 55/30/-32
CMJN : 47/61/0/0



COLORS

Meaning

1. "Dark Grey"

This color is inspired by the color of the fur of the association's founder's cats.

2. "Light Blue"

This color is used to convey the community side of the association.

3. "Bright Red"

This color is used to bring out the dynamic side of sport but also the lively side.

4. "Light Gray"

This color is inspired by the color of the fur of the association's founder's cats.

5. "Dark Blue"

This color is used to contrast the "light" color and can in particular be used to make text stand out.

6. "Dark Red"

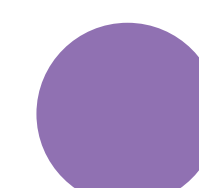
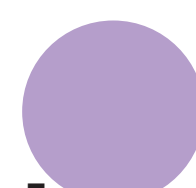
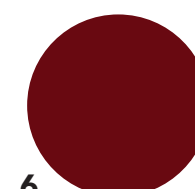
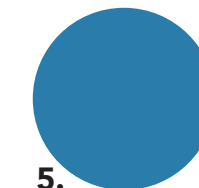
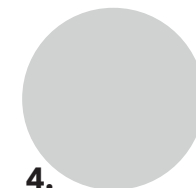
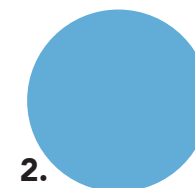
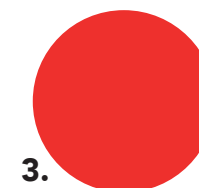
This color is used to contrast the "light" color and can in particular be used to make text stand out.

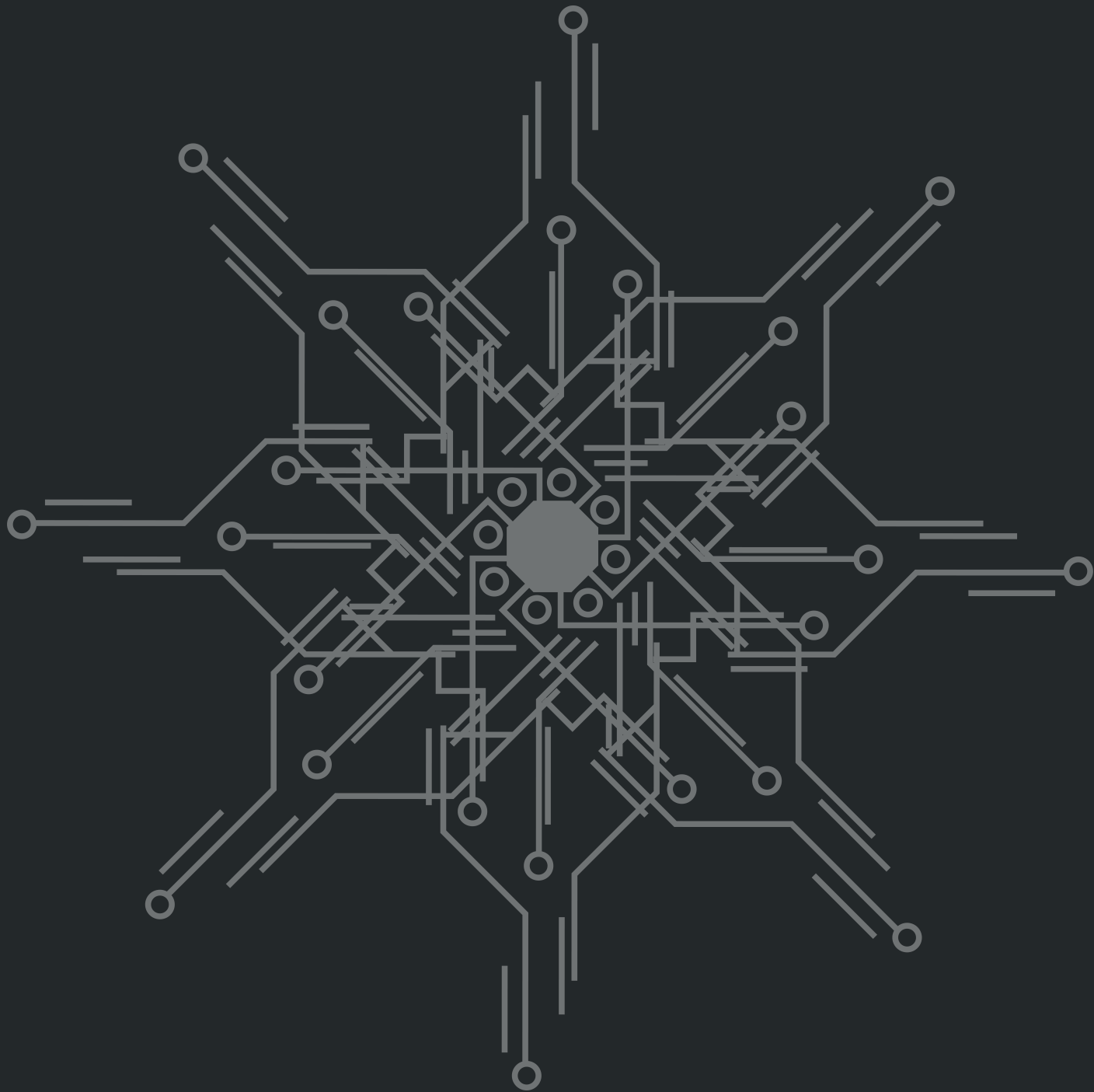
7. "Light Purple"

This color expresses a certain neutrality for our association and blends well with the gray color in particular.

8. "Dark Purple"

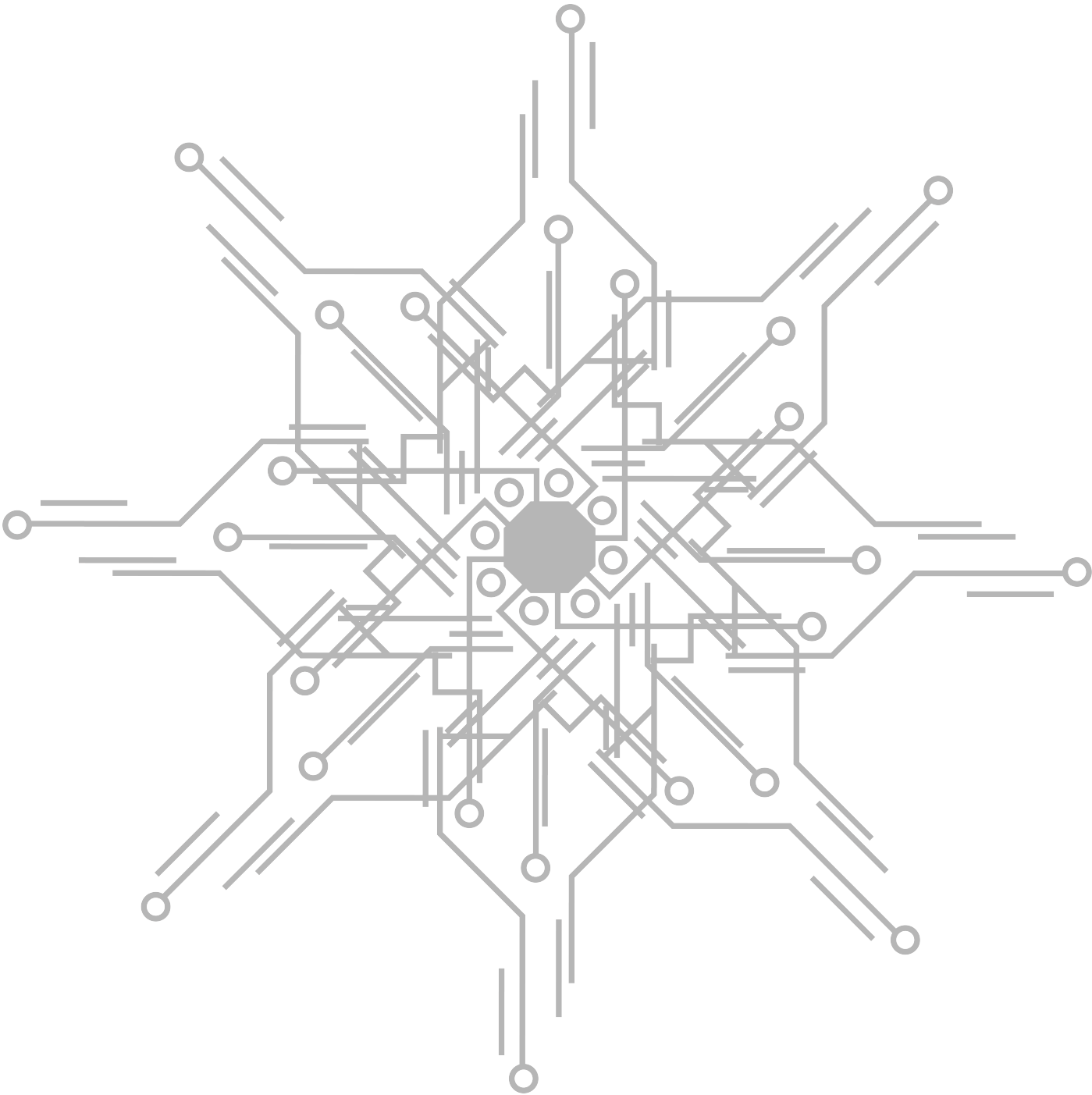
This color is used to contrast the "light" color and can in particular be used to make text stand out.

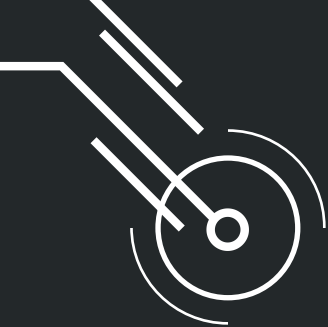






**COMPLETE
IDENTITY IN
DIFFERENT
COLORS**

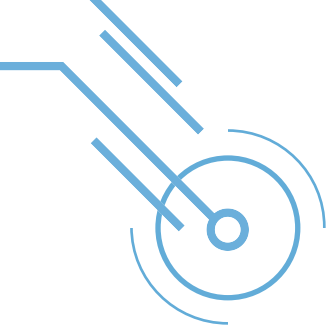




LOGO



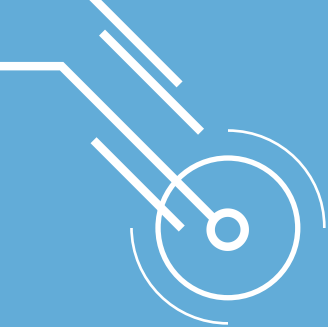
CAVINX



LOGO



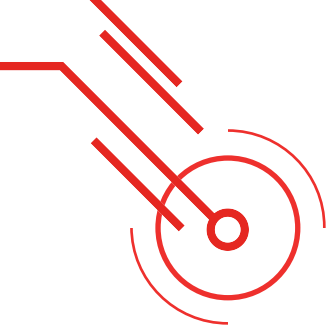
CAVINX



LOGO



CAVINX



LOGO



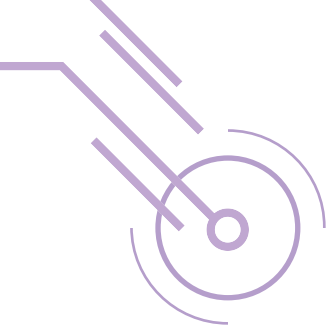
CAVINX



LOGO



CAVINX



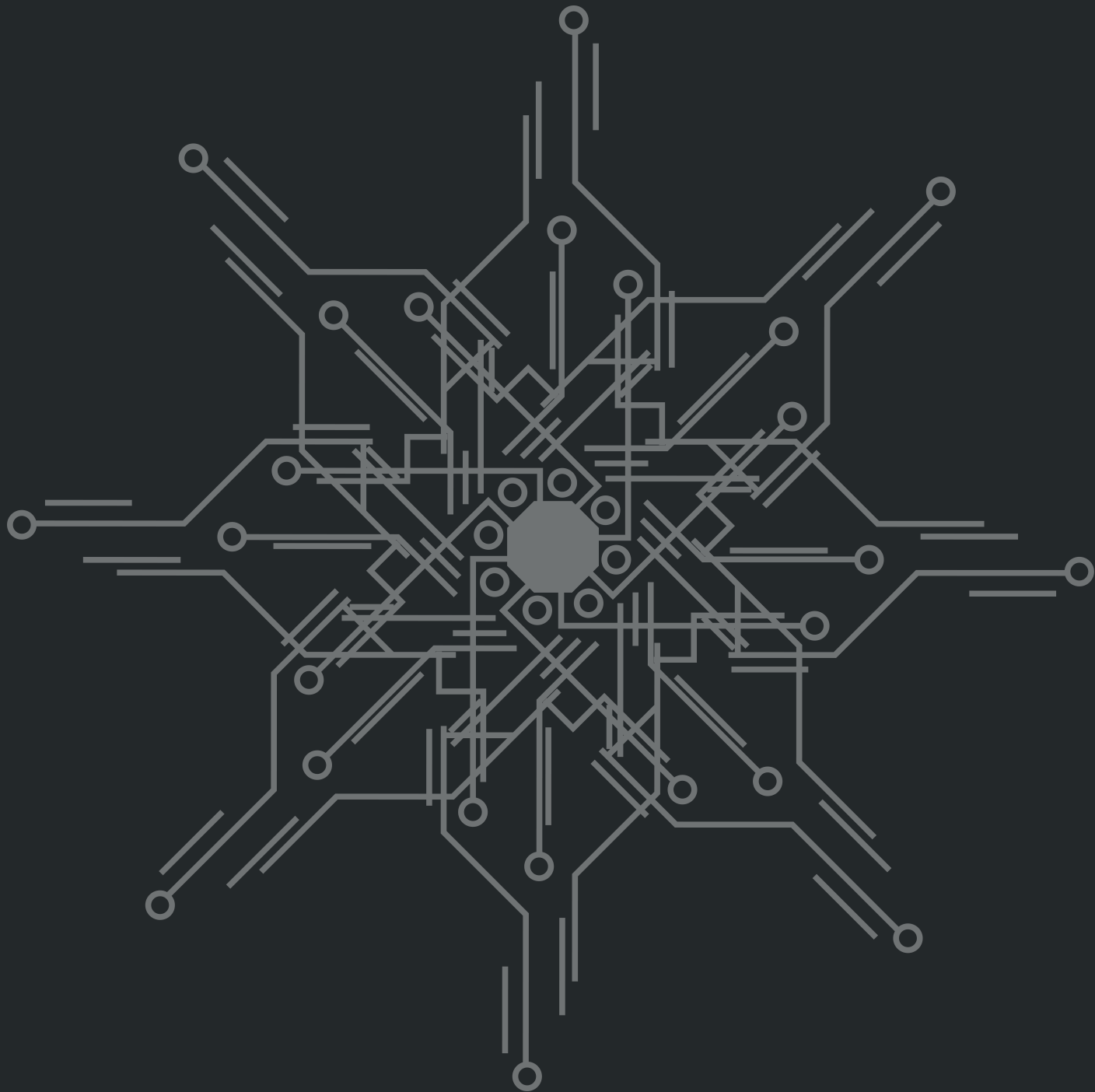
LOGO



CAVINX

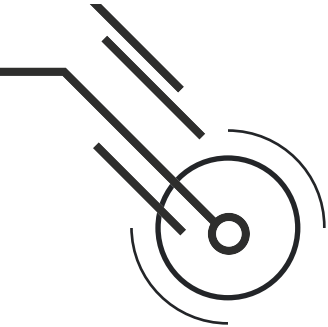


CAVINX





**POSSIBLE
BACKGROUND
COLORS**

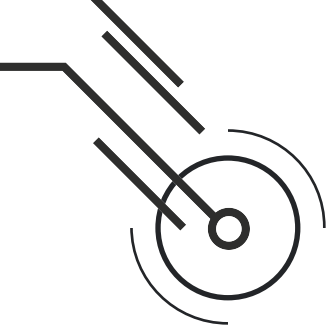


LOGO

Possible arrangements in dark gray background



The term "Dark Gray" is the main color of the logo. This format can be used for brochures to bring out all the derivatives of the logo. It will mainly be used on the association's website for a "night mode" version.

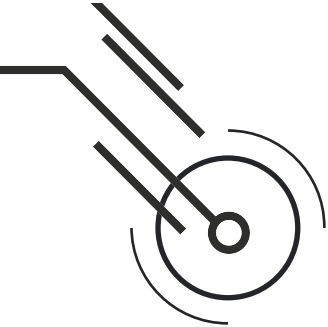


LOGO

Possible arrangements blue, red & purple



The logos are placed only on a dark background to make them stand out. Those which are not retained are for aesthetic reasons or because of "vibration" in the eye.



SHADES BLACK GRAY WHITE

The CAVINX logo can be used on a light background.

It will mainly be used on the association's website for a "light mode" version.

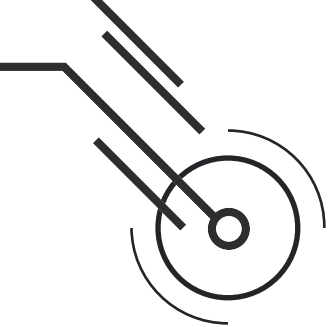
This can also be combined with other iconographic elements.

The CAVINX logo must be used mainly in the "Dark Gray" version. the light gray shade is used to make the "Principale" logo stand out.

We then favor the light blue color to designate the community then red for the E-Sport domain.

We will use dark blue to highlight the community logo (in the background) then dark red to highlight the version of the E-Sport logo (in the background).



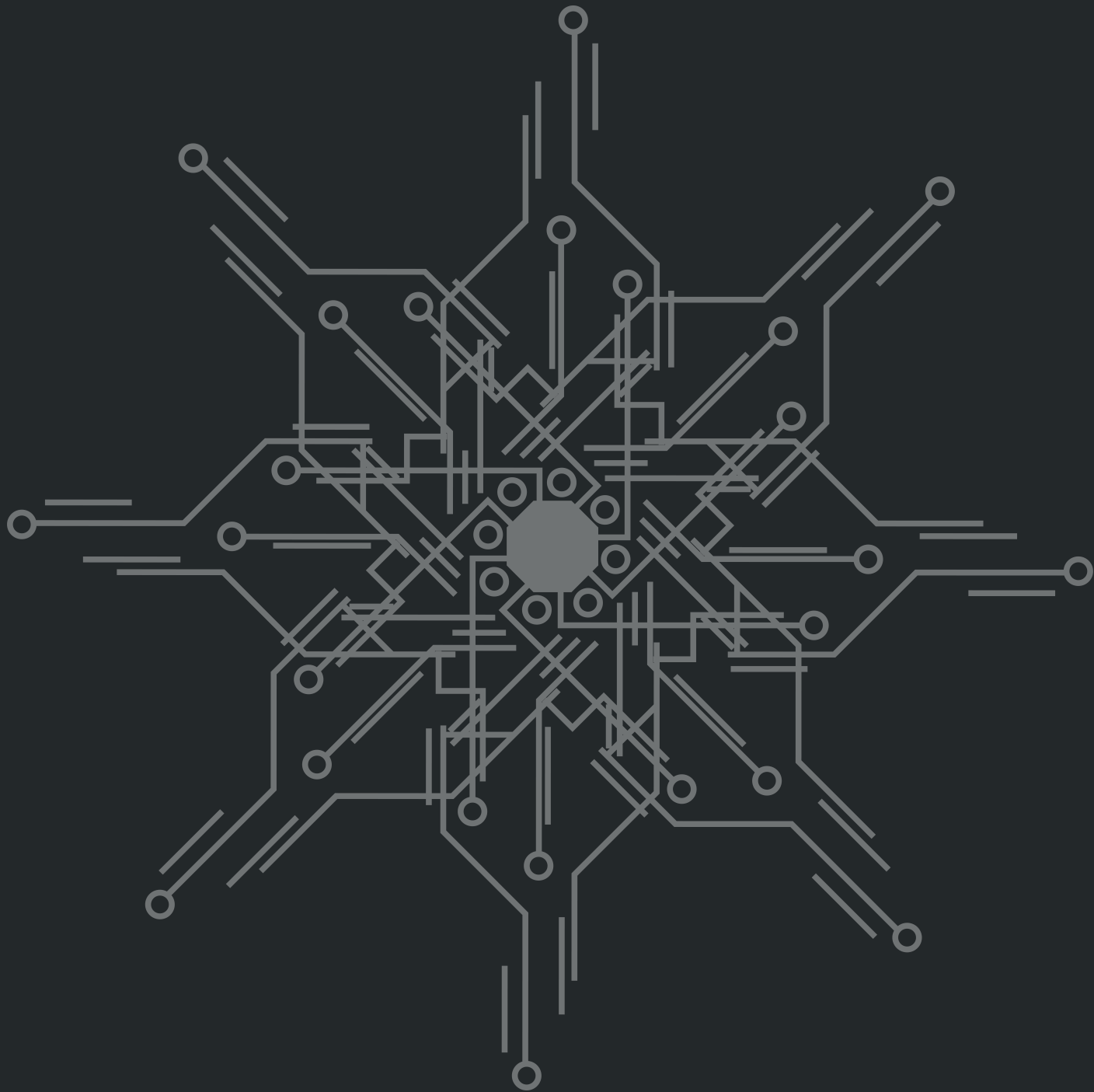


BLACK & WHITE

Arrangements on 100% background

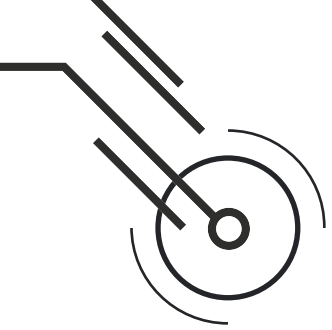


NOTE : The use of the 100% Black logo should be used sparingly.





TYPOGRAPHIES



TYPOGRAPHY

Primary

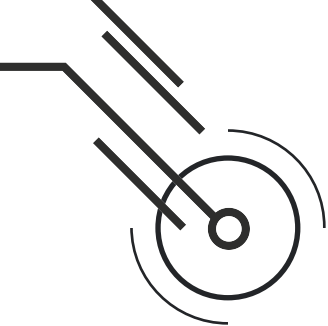
Aa

police utilisé :

HELVECTICA

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz**

Net veliqui ducit, omnistia ius si omnist
doluptat.
Ehento moluptas cuptatur? Tem si
doluptat mos moluptatiis vidiana dollore
ssimin pro vit, sum at inis moluptae.
Ones num inis aruptat.
velis



TYPOGRAPHY

Secondary

Aa

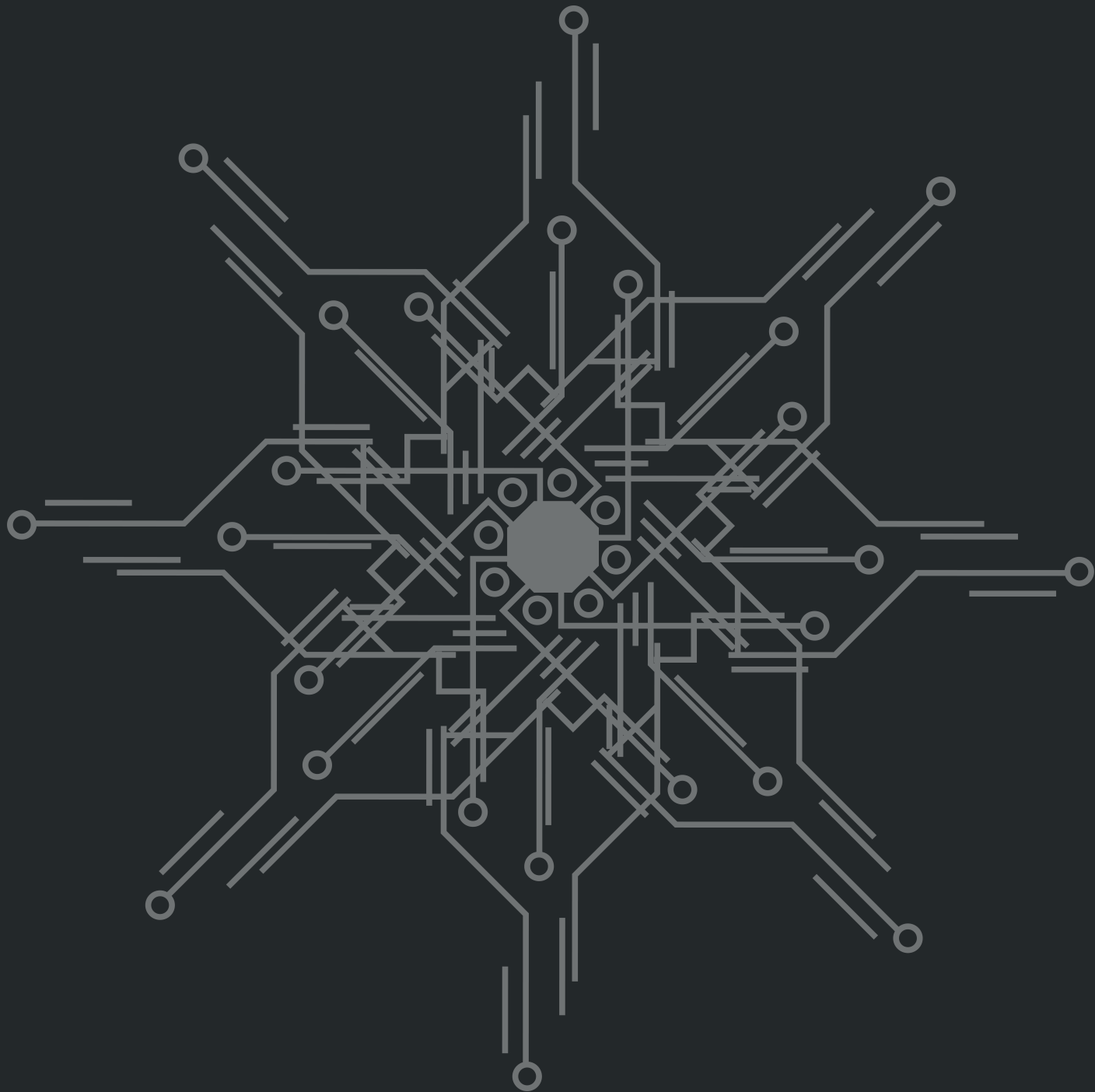
police utilisé :

Avenir - Book

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz

Net veliqui ducit, omnistia ius si omnist
doluptat.

Ehento moluptas cuptatur? Tem si
doluptat mos moluptatiis vidiania
dollore ssimin pro vit, sum at inis
moluptae. Ones num inis aruptat.
velis





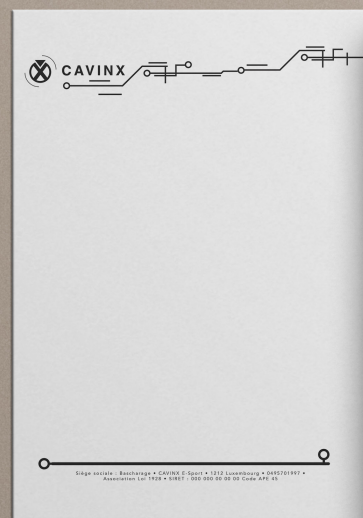
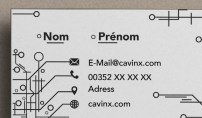
Presentation

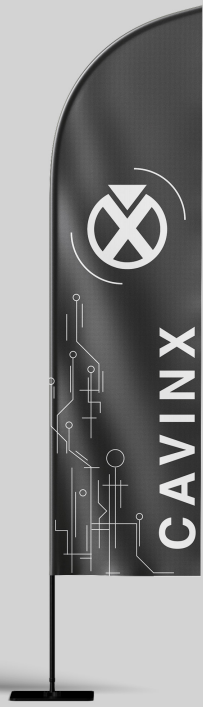


Logo presentation on the facade of a store or future premises.

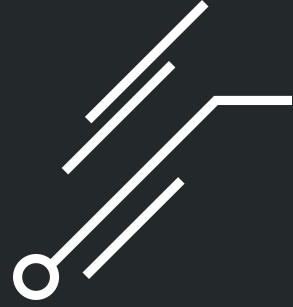


Presentation of office work supplies.





Flag presentation for the stand - exhibition.



Presentation of the website on laptop or desktop computer with application on phone & tablet.



Uses of different files

Logos for printing:

.have

These are the native files of the logo created on Illustrator. they can be enlarged infinitely without altering their quality. These formats may be requested for the creation of signs, goodies, websites or various communication supports.

.pdf

.pdf files are optimal for insertion into Word while keeping the transparent background of the logo. These formats may be requested for the creation of signs, goodies, websites or various communication supports.

.psd

Photoshop files may be requested for the creation of signs, websites or various communication media.

.jpg

The .jpg format is a classic image format. It can be used on Word or any other printed media created by you. The small jpg can be used as an email signature.

Logos for screens:

.png

These are image files with a transparent background. Their colorimetric profile is only suitable for web media. They can be used for your profile photos on social networks, on your website, Google My business account, etc.

CMYK - this profile should be prioritized for all printed media (e.g. printed invoices, Word files, etc.)

RGB - this profile is ideal for on-screen media (e.g. Powerpoint presentations, images to broadcast on social networks).

**Thank you for following the entire procedure
to be implemented regarding our visual
identity**