



VECTOR NORTH

A KRAFTON STUDIO

LOGO BRANDING GUIDELINES

These guidelines contain recommendations for the various ways you can use the Vector North name, logos, and language in your materials without having to have your people call our people.

We've included some examples of our work so you can see how it all comes together, as well as links to downloadable assets you can use.



VECTOR NORTH
A KRAFTON STUDIO

VISION

At **Vector North**, our branding vision is to embody the essence of dynamic exploration and unity in gaming. Through our distinctive V-shaped arrow logotype, we symbolize progress, direction, and the relentless pursuit of innovation.

With our slogan, "Bringing players together to create stories through play" we aim to foster a community-driven environment where players collaborate, connect, and immerse themselves in extraordinary adventures, crafting narratives that transcend boundaries and leave a lasting impact.

Our brand stands for the power of collective imagination and the limitless possibilities that emerge when we come together to shape interactive worlds.



VECTOR NORTH
A KRAFTON STUDIO

VERTICAL LOGO USAGE

Our vertical layout logo offers versatility and optimal visibility in limited vertical space, making it ideal for signage, banners, social media profiles, and mobile applications, while conveying a sense of professionalism and brand recognition. Its sleek and elongated design ensures a visually appealing presence in various applications, showcasing our brand with style and efficiency.



VECTOR NORTH
A KRAFTON STUDIO

HORIZONTAL LOGO USAGE

Our horizontal layout logo provides flexibility and clear visibility in a wide range of applications, making it ideal for website headers, packaging, and promotional materials. Its balanced proportions and wide composition ensure impactful brand representation and recognition.



VECTOR NORTH
A KRAFTON STUDIO

LOGOMARK

The logomark of **Vector North** is a distinctive V-shaped arrow that represents progress, direction, and innovation. It should be used consistently and prominently across all materials, ensuring clear visibility and proper spacing. The logomark should not be altered, stretched, or distorted in any way, maintaining its integrity and visual impact.



LOGOMARK USAGE

Remember, when using the logomark, it is crucial to follow the brand guidelines to ensure its proper sizing, positioning, and clear space requirements for optimal visual impact and legibility.



Favicon: When creating a small icon to represent Vector North on a website's browser tab or mobile app, the logomark can be used to ensure clarity and recognition in a limited space.



Social Media Profile Picture: On social media platforms, using the logomark as the profile picture can help maintain brand consistency and make the logo instantly recognizable in a smaller format.



Watermarks: In situations where the full logo may be too intrusive, such as overlaying on images or videos, using the logomark as a watermark allows for a more subtle brand presence without overshadowing the visual content.



Mobile App Icons: When designing app icons or shortcuts for Vector North's mobile games, utilizing the logomark can provide a distinct and recognizable representation of the brand on users' devices.



Merchandise and Promotional Products: On merchandise items, promotional materials, or promotional items with limited space, such as pens or keychains, the logomark can be employed to maintain brand visibility and recognition.



To ensure the logomark remains visually clear and recognizable, it is important to adhere to a **minimum size** guideline. As a general recommendation, maintain a minimum **width of around 50 pixels** for digital applications.

FONT

Designed by [Santiago Orozco](#)

The idea of this typeface is to be geometric, elegant, with a vintage feeling, for use at larger sizes. It is inspired by geometric sans serif designs from the 1920s. The x-height is half way from baseline to cap height, an unusual proportion.

There is a sister family, [Josefin Slab](#)

In December 2019, it was updated with a Variable Font "Weight" axis.

To contribute, see github.com/googlefonts/josefinsans.

JOSEFIN SANS

<https://fonts.google.com/specimen/Josefin+Sans>

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 0123456789

License

These fonts are licensed under the [Open Font License](#).

You can use them in your products & projects – print or digital, commercial or otherwise.

This isn't legal advice, please consider consulting a lawyer and see the full license for all details.

TYPOGRAPHY

By adhering to these rules of usage, the font typography within the logotype will be appropriately showcased, reinforcing the brand identity and maintaining a consistent and professional appearance.

DON'T



V E C T O R N O R T H

A KRAFTON STUDIO



The font typography of the logotype should remain intact and unaltered. Do not modify the spacing, letterforms, or any other characteristics of the logotype's typography.

TYPOGRAPHY

By adhering to these rules of usage, the font typography within the logotype will be appropriately showcased, reinforcing the brand identity and maintaining a consistent and professional appearance.

DON'T



VECTOR NORTH
A KRAFTON STUDIO



The logotype's typography should be used consistently across all brand materials, maintaining its size, positioning, and proportions. This uniformity ensures a cohesive and recognizable visual identity.

TYPOGRAPHY

By adhering to these rules of usage, the font typography within the logotype will be appropriately showcased, reinforcing the brand identity and maintaining a consistent and professional appearance.

DON'T



VECTOR NORTH

A KRAFTON STUDIO



When resizing the logotype, maintain its aspect ratio to prevent distortion. Scaling the logotype disproportionately may compromise its visual integrity and readability.

TYPOGRAPHY

By adhering to these rules of usage, the font typography within the logotype will be appropriately showcased, reinforcing the brand identity and maintaining a consistent and professional appearance.

DON'T



Avoid using other fonts or typography styles in combination with the logotype. The logotype should stand alone as a distinct representation of the Vector North brand.

SAFE AREAS

The safe area in our logotype refers to the designated space surrounding the logo that should remain free from any visual elements or text. This ensures that the logo maintains its integrity, visibility, and legibility, allowing it to make a strong impression while maintaining brand consistency.



COLORS

The white color variation of the **Vector North** logotype exudes a clean and modern aesthetic. It is best used on darker backgrounds to create a striking contrast and ensure legibility. The white logotype adds a sense of elegance and sophistication to the brand.

The black color variation of the **Vector North** logotype portrays a bold and timeless look. It is suitable for use on lighter backgrounds, delivering a strong visual impact and enhancing readability. The black logotype communicates a sense of strength, professionalism, and authority, making it a versatile option for various applications.



VECTOR NORTH
A KRAFTON STUDIO



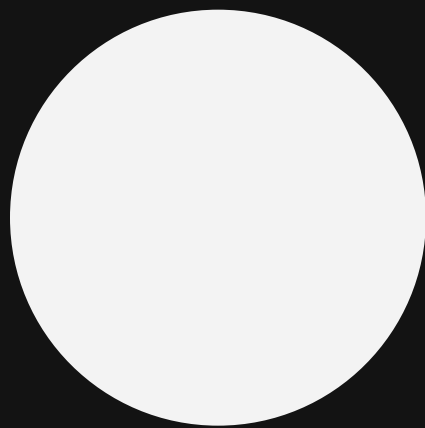
HEX
131313

RGB:
19, 19, 19

CMYK
0%, 0%, 0%, 93%



VECTOR NORTH
A KRAFTON STUDIO



HEX
F3F3F3

RGB:
243, 243, 243

CMYK
0%, 0%, 0%, 5%

LOGO USAGE

DO

When using the black logo of **Vector North** on different backgrounds, ensure there is enough contrast for visibility. Avoid busy backgrounds and maintain proper scaling and proportions. Test and preview to ensure clarity on various mediums.



VECTOR NORTH
A KRAFTON STUDIO



VECTOR NORTH
A KRAFTON STUDIO



VECTOR NORTH
A KRAFTON STUDIO



VECTOR NORTH
A KRAFTON STUDIO

LOGO USAGE

DO

When using the Vector North logo on an image background:

1. Ensure contrast between the logo and the image.
2. Place the logo in a visually clean area.
3. Maintain clear space around the logo.
4. Test visibility on different devices.
5. Consider overlay techniques for better legibility.



VECTOR NORTH
A KRAFTON STUDIO

LOGO USAGE

DO

By following these examples of do's, you can ensure proper and effective usage of the **Vector North** logo, maintaining a strong brand presence and visual impact.



Do use the logo on a clean, uncluttered background that provides sufficient contrast for visibility.



Do maintain the proper proportions and scaling of the logo when resizing it for different applications.



Do follow the clear space guidelines around the logo to ensure it remains visually distinct and unobstructed.



Do use the appropriate color variant of the logo (such as black or white) to maintain visibility and contrast on different backgrounds.



Do use the logo consistently across all brand materials to establish a cohesive and recognizable visual identity.



Do ensure that the logo is used in high-resolution formats for print materials to maintain crisp and clear reproduction.



Do make the logo a central element in advertising campaigns, ensuring it is prominently featured to increase brand visibility and recall.

LOGO USAGE

DON'T

When using the black logo of **Vector North** on different backgrounds, ensure there is enough contrast for visibility. Avoid busy backgrounds and maintain proper scaling and proportions. Test and preview to ensure clarity on various mediums.



VECTOR NORTH
A KRAFTON STUDIO



VECTOR NORTH
A KRAFTON STUDIO



VECTOR NORTH
A KRAFTON STUDIO



VECTOR NORTH
A KRAFTON STUDIO

LOGO USAGE

DON'T

When using the Vector North logo on an image background:

1. Ensure contrast between the logo and the image.
2. Place the logo in a visually clean area.
3. Maintain clear space around the logo.
4. Test visibility on different devices.
5. Consider overlay techniques for better legibility.

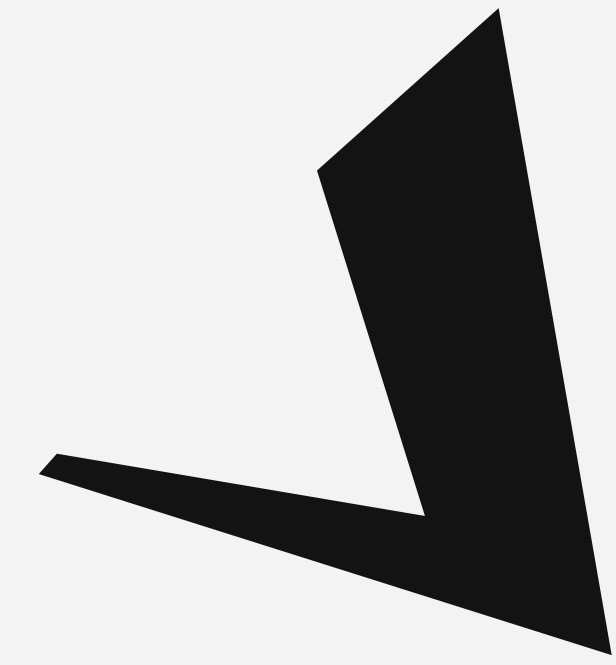


LOGO USAGE

DON'T



VECTOR NORTH
A KRAFTON STUDIO



VECTOR NORTH
A KRAFTON STUDIO



VECTOR NORTH
A KRAFTON STUDIO



VECTOR NORTH
A KRAFTON STUDIO

LOGO USAGE

DON'T

By considering these examples, you can further enhance the effective and consistent usage of the **Vector North** logo in various branding contexts.



Don't alter or modify the logo's design, typography, or colors in any way.



Don't place the logo on visually busy or distracting backgrounds that diminish its visibility.



Don't distort or stretch the logo's proportions, as it can compromise its visual integrity.



Don't alter the colors of the logo to match a specific theme or background, as it may compromise brand consistency and recognition.



Don't use the logo in a way that violates the clear space guidelines, such as placing it too close to other elements or text.



Don't apply graphic effects, such as drop shadows or bevels, to the logo that may detract from its clean and recognizable design



Don't use a pixelated or low-resolution version of the logo that compromises its visual quality and professionalism.



Don't use the logo in a way that implies endorsement or partnership with other brands without proper authorization or permission.

LINK FOR DOWNLOAD

Downloading the logo from the official website of Vector North ensures that you have access to the authorized and high-quality version of the logo. It guarantees that you are using the most up-to-date and accurate representation of the brand.

Obtaining the logo from a third party can lead to potential inaccuracies, unauthorized modifications, or outdated versions, which may compromise the integrity and consistency of your brand identity.



VECTOR NORTH
A KRAFTON STUDIO



<https://vectornorth.net/>