

CONSTRUCT3

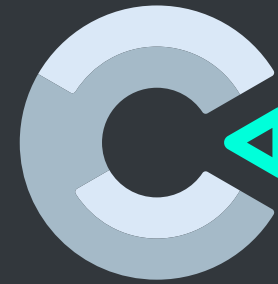
LOGO GUIDELINES

LOGO



CONSTRUCT

This is the main Construct logo. It's meant to unify all software versions into a single brand. When promoting Construct as a game-making software use this variation.



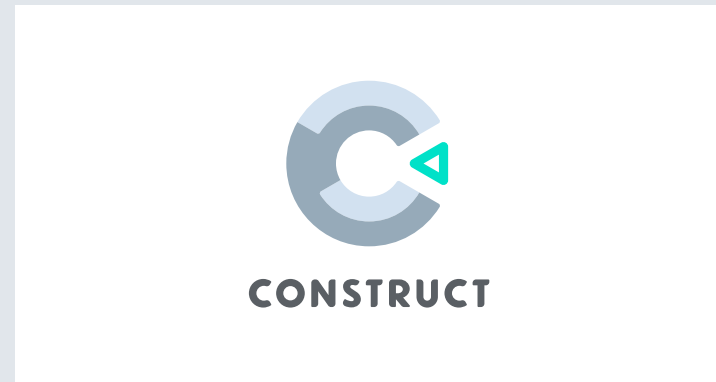
CONSTRUCT3

Use this logo only when you need to refer specifically to version 3 of Construct and there's a need to differentiate it from other versions. When in doubt use the other variation.

VERSIONS



Whenever possible use full color on dark.



Use when light background is mandatory.



Use monochrome for restricted palettes.



Just make sure to select the right version.

COLORS

Dark BG

PANTONE **333C / 3245U**

C **65** M **0** Y **37** K **0**

R **0** G **255** B **218**

HEX **#00ffda**



CONSTRUCT

PANTONE **White**

C **0** M **0** Y **0** K **0**

R **255** G **255** B **255**

HEX **#ffffff**



PANTONE **656C / 649U**

C **15** M **5** Y **0** K **0**

R **218** G **232** B **247**

HEX **#dae8f7**



CONSTRUCT

PANTONE **5435C / 5435U**

C **30** M **8** Y **6** K **15**

R **165** G **186** B **200**

HEX **#a5bac8**



PANTONE **446C / Black 6U**

C **75** M **60** Y **50** K **60**

R **50** G **55** B **60**

HEX **#32373c**



PANTONE **333C / 3245U**

C **65** M **0** Y **37** K **100**

R **0** G **225** B **200**

HEX **#00e1c8**

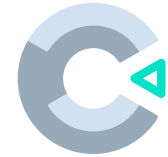
Light BG

PANTONE **White**

C **0** M **0** Y **0** K **0**

R **255** G **255** B **255**

HEX **#ffffff**



CONSTRUCT

PANTONE **656C / 649U**

C **15** M **5** Y **0** K **4**

R **210** G **225** B **240**

HEX **#d2e1f0**

PANTONE **5435C / 5435U**

C **30** M **8** Y **6** K **17**

R **150** G **170** B **185**

HEX **#96aab9**



CONSTRUCT

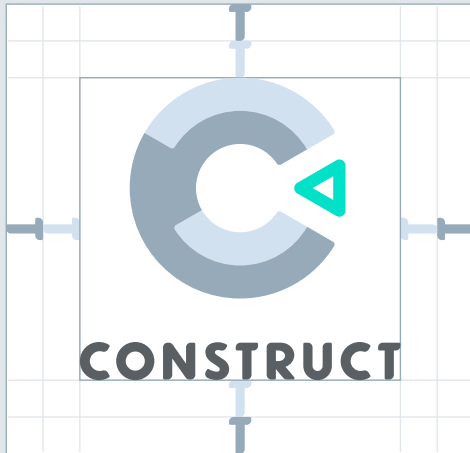
PANTONE **425C / 433U**

C **60** M **45** Y **40** K **40**

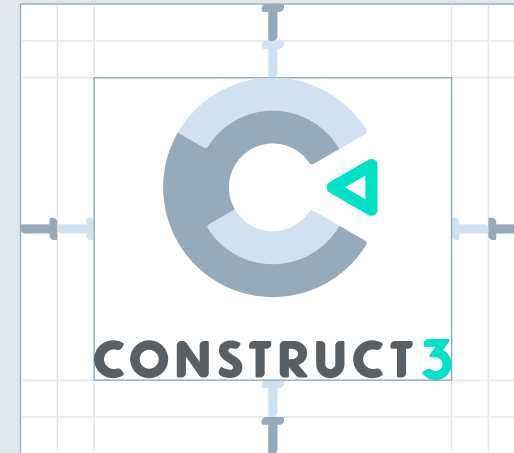
R **90** G **95** B **100**

HEX **#5a5f64**

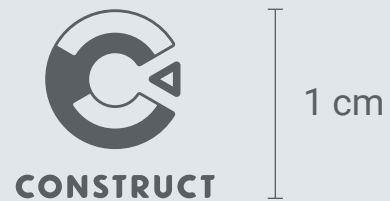
SPACING & SIZE



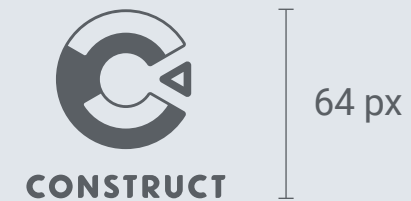
Keep a minimum clearance of at least 2x the height of T from surrounding elements.



Whenever possible leave a bigger area.



Keep at least a 1 cm height for print.

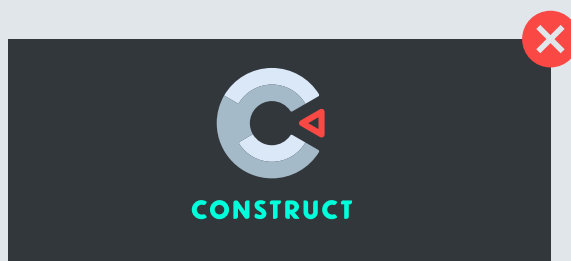


Keep at least a 64 px height for screen.

DO'S & DON'TS



Don't stretch or rotate.



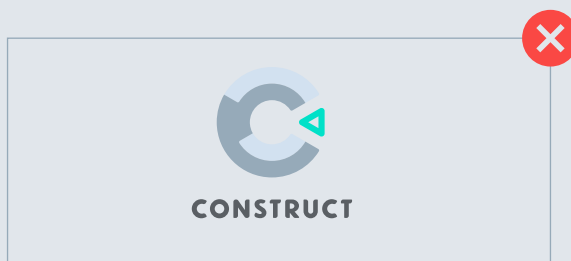
Don't change colors.



Do use the monochrome versions for color customization.



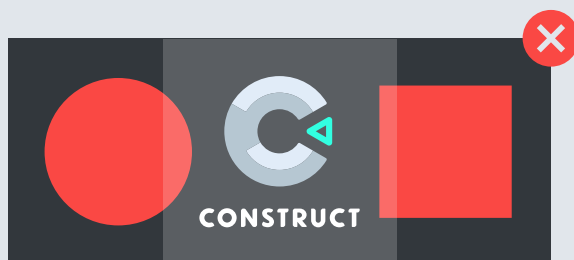
Don't change elements' proportions or positions.



Don't use bad contrast.



Do use the monochrome versions to improve contrast.



Don't invade the clearance space.

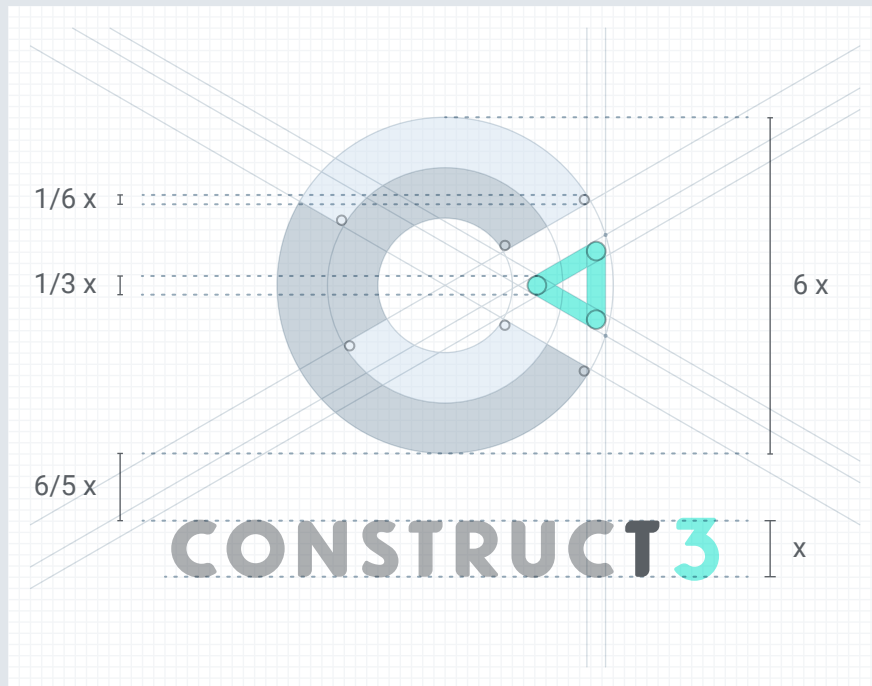


Don't add gradients or shading.

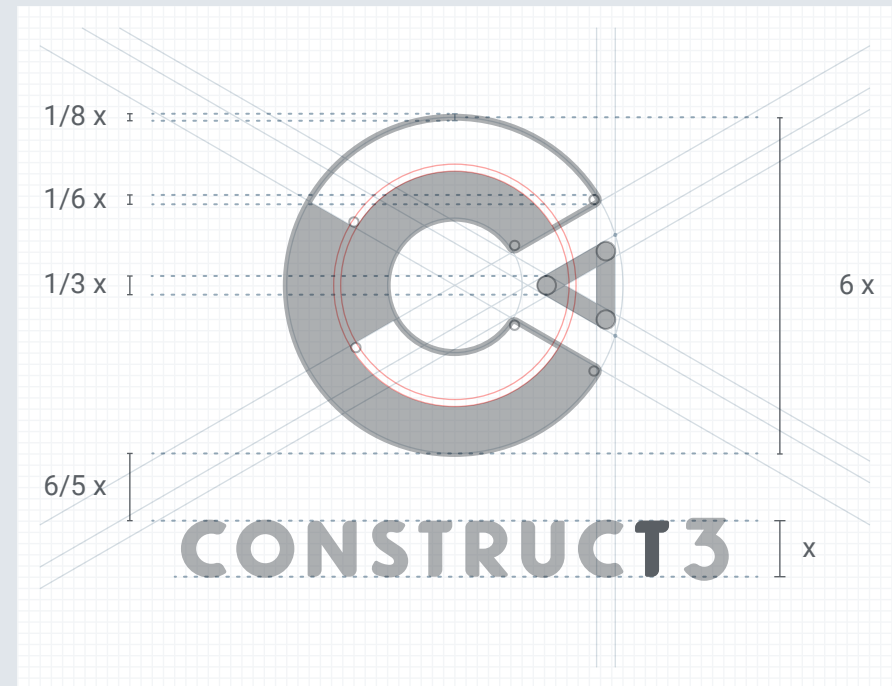


Do use the monochrome versions over patterns or images.

STRUCTURE & GRID



The grid and distances are based on the height of T.



The monochrome versions use the same grid but require a visual compensation on the middle circle.

