



Logo Guidelines

Introduction

NODWIN Gaming, South Asia's leading esports company, is an independent subsidiary of mobile gaming company Nazara Technologies. Formed in 2015, the India based company has since produced over 10,000 hours of gaming content, has been watched by over 100 million+ viewers and organized 100+ gaming and esports events. NODWIN Gaming has strategic partnerships with global publishers and partners including ESL, Valve, Blizzard and Tencent. NODWIN offers Media Rights for its national and global properties for broadcast. The organization currently operates in India, the Middle East and South Africa.

This guidebook is to help maintain the original NODWIN Gaming brand identity and to set logo usage to ensure the consistency and effectiveness of brand communications across a variety of different application.

NODWIN Gaming Logo

NODWIN Gaming logo is composed of two elements: the symbol and the NODWIN Gaming wordmark. The symbol is a combination of letter "N" and "G" showed with the help of negative space encircling within the four directional icons. The four directional icons also symbolizes controls on a gaming joystick.

Whenever possible, the symbol and wordmark should always be displayed together. In situations where the wordmark will not fit, the symbol can be used alone.

Please note that the wordmark has to always be displayed with the symbol and cannot be used standalone in any of the applications.

The lock-up logo is a fixed design and no modification in the sizing, partial scaling, spacing between the two compartments are permitted.



Logo Variations (Horizontal)



NODWIN
GAMING



Logo Variations (Vertical)



Primary Color

Color is the element for visual identification. By using the identity colors consistently we can build visual recognition for NODWIN Gaming.



HEX: 5c2d91



C: 80 M: 100 Y: 0 K: 0



R: 92 G: 45 B: 145

Secondary Colors



HEX: ed3e75



C: 0 M: 90 Y: 30 K: 0



R: 237 G: 62 B: 117



HEX: f58220



C: 0 M: 60 Y: 100 K: 0



R: 245 G: 130 B: 32



HEX: 00b6be



C: 80 M: 0 Y: 30 K: 0



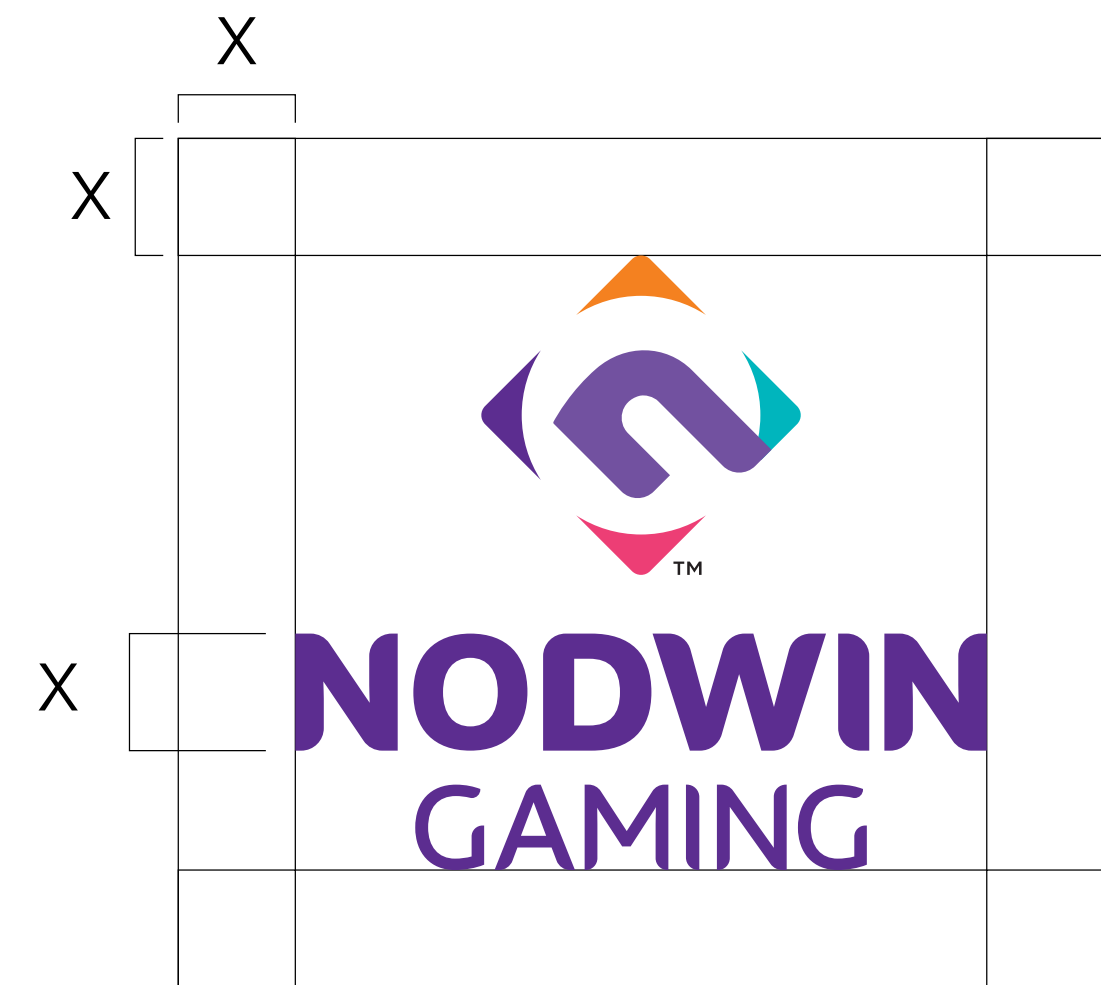
R: 0 G: 182 B: 190

Recommended Minimum Staging Area

Always maintain the minimum clear space around the logo to ensure visual clarity. The minimum clear space can be measured in the value of X which is equal to the height of "NODWIN" wordmark.



X = Height of **N**



Logo Minimum Size

The minimum logo size provides the smallest possible reduction in which the logo is still visible. The minimum size for logo is different for each logo orientation.

Minimum digital size



25px



48px

Minimum print size



.35 in



.7 in

Incorrect Usages

In order to maintain brand integrity and professionalism, altering or recreating logo in any way is not allowed. There are several examples of incorrect usage of the logo.



The color contrast cannot be too low.



Do not put the logo on a complicated background



Do not rotate the logo or the symbol.



Do not change the color of the logo.



Do not re-arrange the logo.



Do not change the proportion of the logo.



Do not distort the original shape of the logo.



Do not use the wordmark alone.