

**ENGINES
OF FURY**

Brand Guidelines

VERSION 1.0

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Main logo

This serves as the primary logo iteration for Engines of Fury, a blockchain-based free to play top-down extraction shooter

**ENGINES
OF FURY**

All Logos

MAIN LOGO

For optimal results, use this logo version in larger sizes to feature it as the primary graphic element in the applied design object.

**ENGINES
OF FURY**

MAIN TEXTURED LOGO

Textured logo is used on visual art with dark overlay for cinematic purposes. For ex. cover images, ending of cinematic videos.

**ENGINES
OF FURY**

LOGOMARK

This logomark is used in smaller sizes when the logo lockup is not suitable. For ex. social media avatars.

EOF

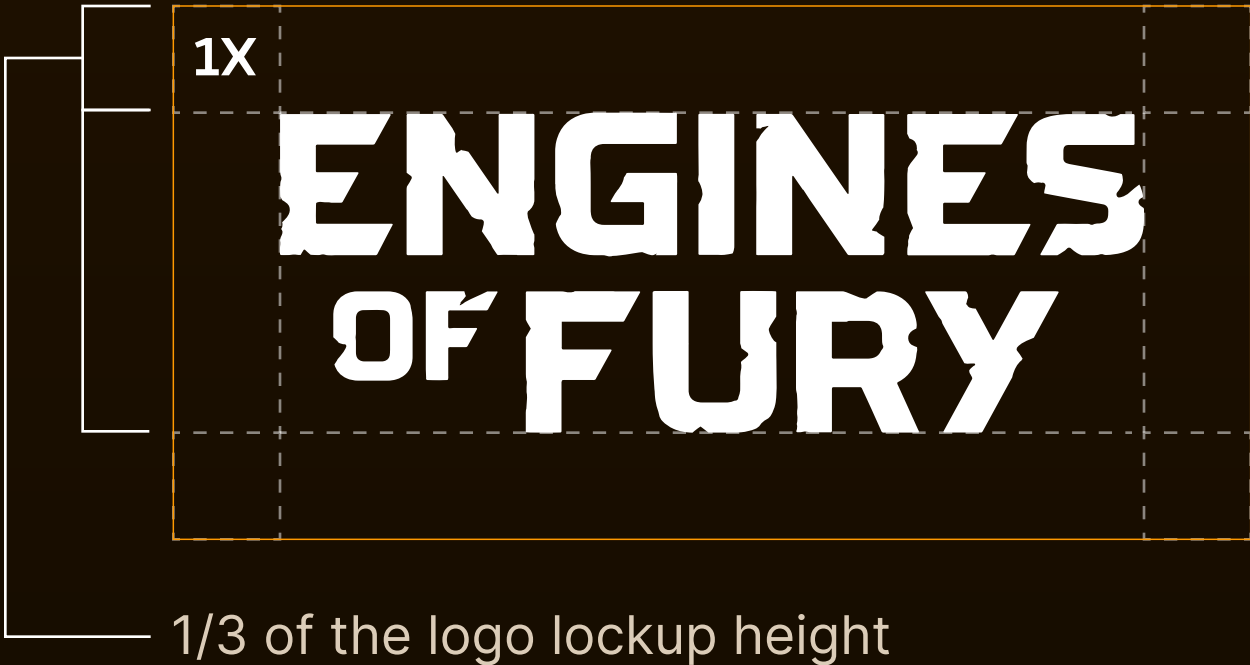
TEXTURED LOGOMARK

Textured logomark is used on visual art with dark overlay for cinematic purposes in smaller sizes when the logo lockup is not suitable.

EOF

Clear Space

MAIN FLAT LOGO



MAIN TEXTURED LOGO



LOGOMARK



TEXTURED LOGOMARK

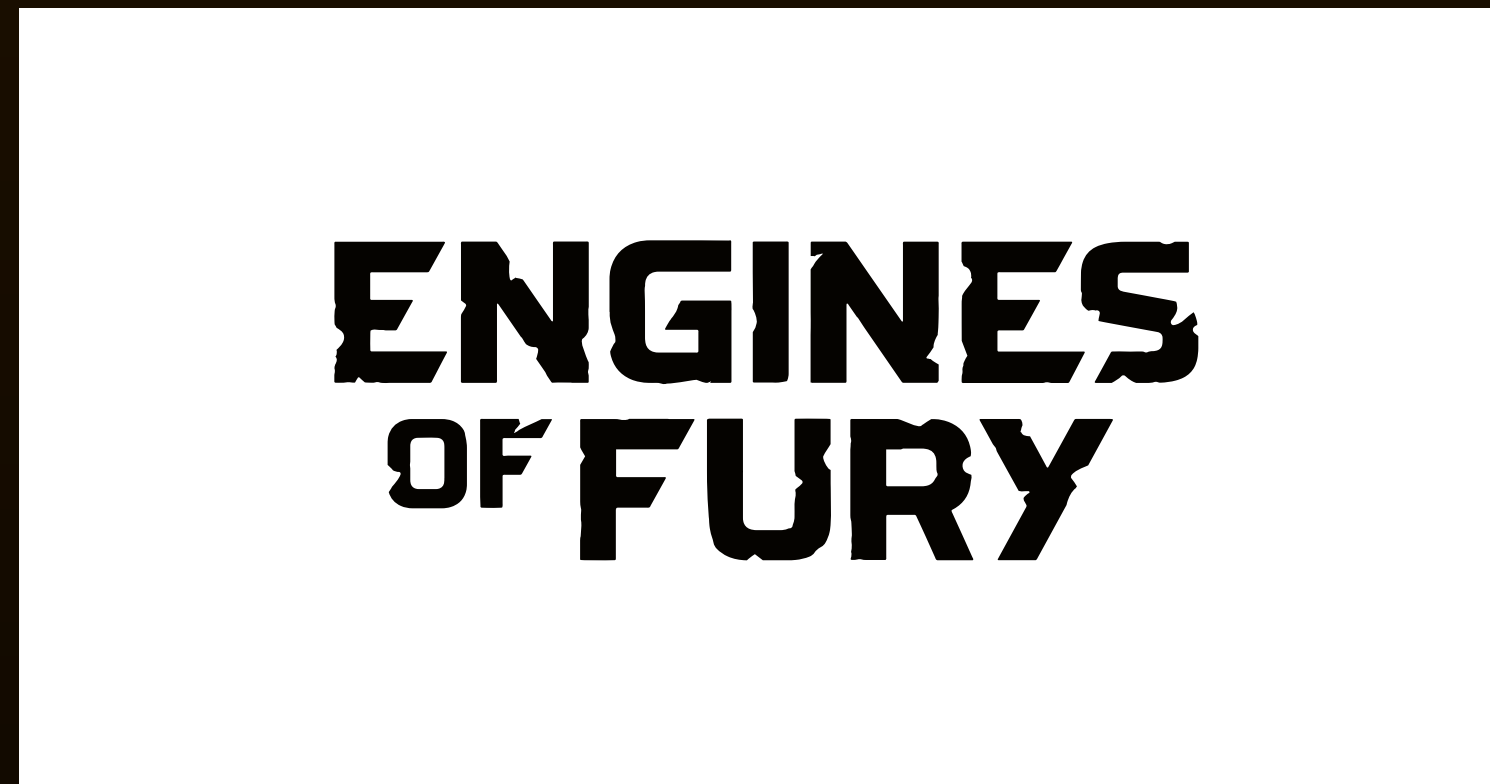


Logo Usage

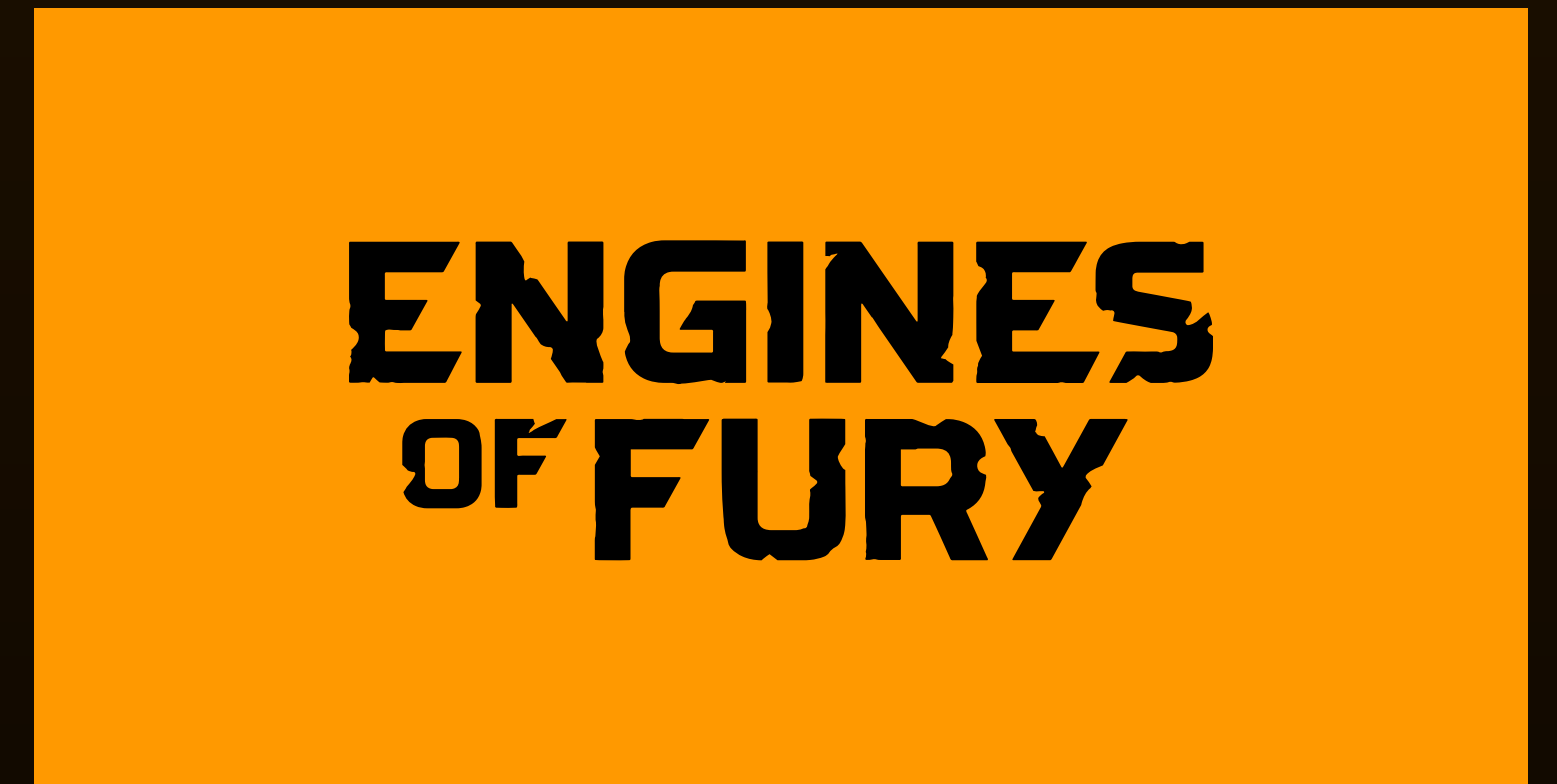
LOGO ON BLACK



LOGO ON WHITE



LOGO ON ORANGE



The logo lockup with consistent colours (white & black) is versatile and well-suited for use on any branded background.

Primary Colors

MAIN COLOURS

#FF9900
#FF9900

COLOURS FOR BACKGROUNDS & ELEMENTS

#0E0801	#201201	#DBCCB8
#985B00	#442900	#FFFEFD

Secondary Colors

GRADIENTS

#BE6700
#FF9900

#7E2600
#FF4D00

#37A56A
#8CF3BC

COLORS

Typography

RBN03.1 BOLD & ITALIC FOR TITLES , SUBTITLES AND HIGHLIGHTS

HIGHLIGHT

Engines of Fury is a free to play top-down extraction shooter set against the stark, chilling backdrop of a post-apocalyptic dystopia.

INTER REGULAR FOR BODY TEXT

Engines of Fury was launched with a vision to pioneer a gaming evolution with a free-to-play blockchain game of unparalleled quality, with the goal of becoming THE GAME to introduce & onboard a huge flow of users from the 3.3 billion Web 2 gamers worldwide.

The Project is 2 years into development with an Alpha version fully developed and a full public launch planned for later in 2024. Backed by renowned VCs in the space, advised by Fortune500 co-founders & VPs, signed for release with top tier game storefronts, partnered with leading launchpads & exchanges, and top e-sports teams & influencers (both web2 & web3), Engines of Fury is set to bring this vision to life.

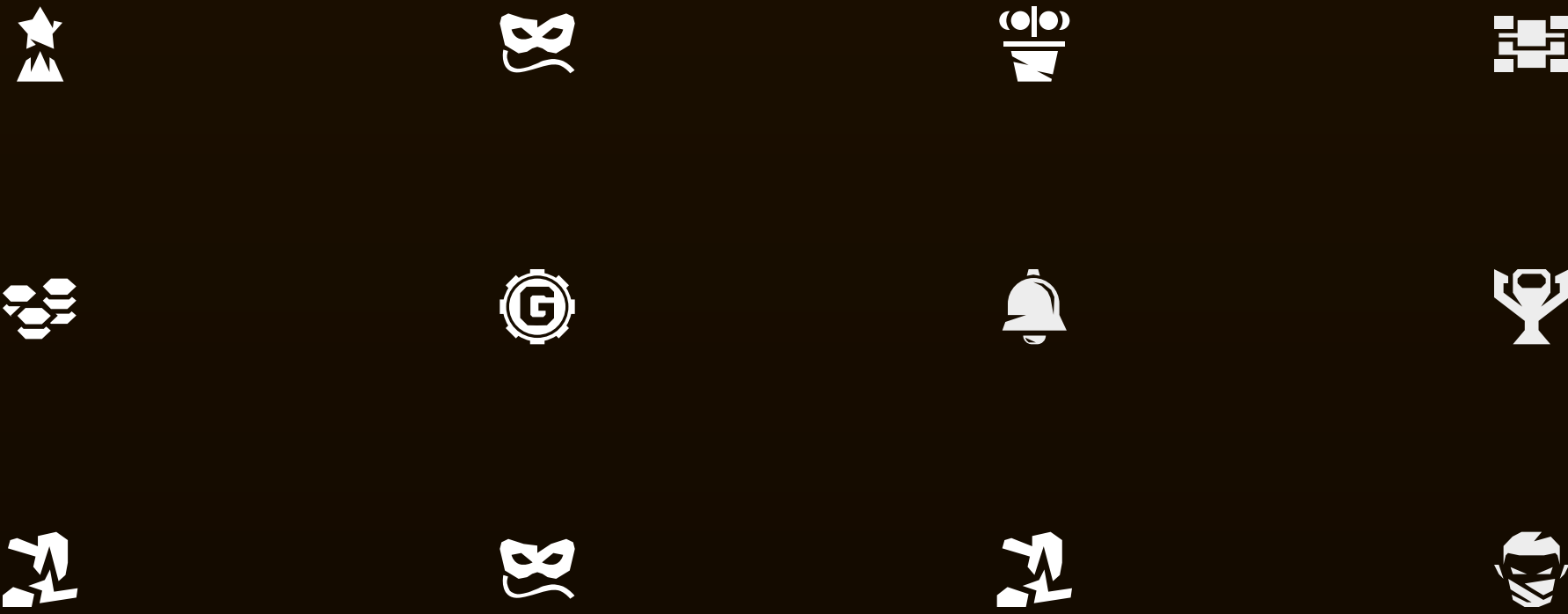
Iconography

BIG DETAILED ICONS



Big detailed icons are usually used with big titles, main features or other placed where we want to emphasise iconography

SMALL SIMPLE ICONS



Small simple icons are usually used as a supporting visual for paragraphs, small titles or other places, where we need visual support for explanatory text

Graphic Elements

