

Our Logo

The Green Man Gaming logo is the most immediate representation of our company. The Green Man Gaming logo acts as a signature, an identifier and a stamp of quality.

All Green Man Gaming logos can be provided for both print and screen. The Green Man Gaming Green will appear more vibrant on screen in comparison to the green which is used for printing. So please do make sure the correct logo version is used depending on its final destination.



Original logo - Screen



Original logo - Print



All white logo



Reversed logo - Screen



Reversed logo - Print



All black logo

— Denotes a continuation of the page

Colour Palette

Primary Colours

These are our core colours. They are used in our logo and on all primary artwork created.



Screen Green
 RGB 0 226 5
 WEB #00e205



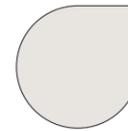
Print Green
 CMYK 89 0 90 0



RGB 39 40 46
 CMYK 78 67 55 69
 WEB #27282e



RGB 73 74 79
 CMYK 66 56 48 46
 WEB #494a4f



RGB 232 229 224
 CMYK 11 9 12 0
 WEB #e8e5e0

Secondary Colours

These colours are used to support the primary colours when more variety is needed.



RGB 218 17 6
 CMYK 0 92 97 15
 WEB #da1106



RGB 115 64 152
 CMYK 68 83 0 0
 WEB #734098



RGB 64 214 195
 CMYK 62 0 34 0
 WEB #41d6c3



RGB 65 120 190
 CMYK 78 48 0 0
 WEB #4178be

Important Information On Colours

For screen use RGB and WEB colour codes. For print use CMYK colour codes.

The Green Man Gaming Green will appear more vibrant on screen in comparison to the green which is used for printing. So please do make sure the correct colour code is used depending on its final destination.



RGB 255 80 3
 CMYK 0 78 94 0
 WEB #ff5003



RGB 219 39 128
 CMYK 8 94 7 1
 WEB #db2780



RGB 253 214 0
 CMYK 0 15 100 1
 WEB #fdd600

Green Man Gaming

Green Man Gaming should always be written as three separate capitalised words across all channels of communication, and never hyphenated or abbreviated to GMG (with the exception of approved marketing / promotional campaigns e.g. #GMGasks).



Green Man Gaming



GMG



GreenManGaming



green man gaming



Green Man



greenman gaming

Typography

Green Man Gaming employs one overarching typeface called Open Sans Regular for main content and Open Sans Bold is used for headers and important lines of copy.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

Open Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

Open Sans Bold