Bohemia Interactive

Brand Identity Manual

Version 1.02
December 2022

Introduction

The Brand Identity Manual is a set of obligatory guidelines for the creation, production and usage of the described graphic features and elements.

The main features of our brand identity are the logo and the symbol. Other elements of the brand identity are the font, colors, and their usage.
Unified, compliant usage of these rules contributes to the identity of our organization, and reinforces the values and characteristics it represents. Everyone involved in the usage of the elements of the brand identity must comply with the rules described in this manual.

When creating documents or other use cases of the brand identity which are not described in this manual, please comply with the rules for using the logo, the symbol, the colors and the font.

For inspiration, please refer to the provided examples of similar use cases, and follow typo–graphical advice and good taste.

Table of contents

basic logo

The basic logo consists of a symbol and the text: "Bohemia Interactive". The shape of the symbol is inspired by crosshairs, and also contains stylized letters B and I.

The logo is defined by a digital master. The logo may be resized as a whole. In the default 100% size, intended for A4 letterhead paper, the height of the logo is 14mm. The smallest allowed size of the logo is 40%. When resizing, take care to avoid deformation (like narrowing or stretching). Respect the logo's protected area (see 1.5).

The typeface of the Bohemia Interactive logo is Effra Bold italic, with the effect Transform > Shear> 9,7°
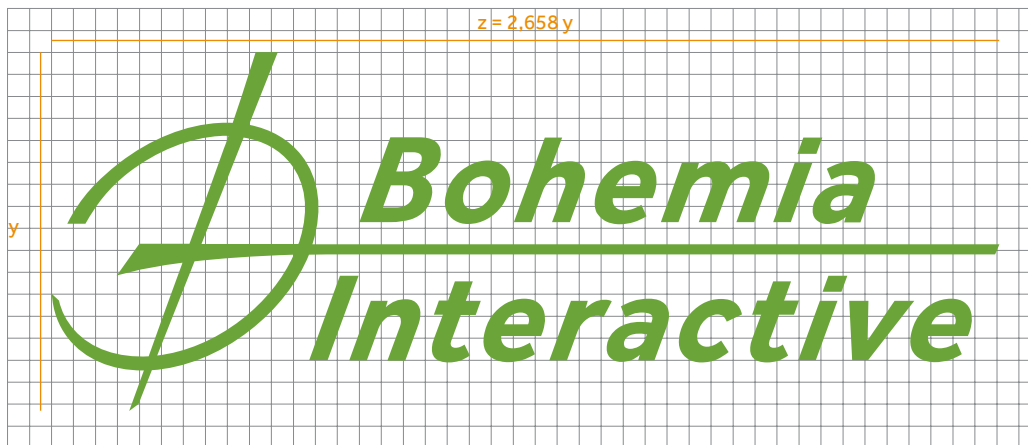
the construction of the basic logo on a square grid
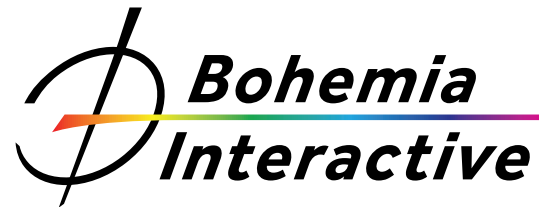
A/

B/

The rainbow logo variant consists of a Black symbol, a rainbow line and the text: "Bohemia Interactive". This rainbow variant may only be used on a White background (A). When inversed, the symbol and the text are White, while the line stays rainbow. This variant may only be used on a Black background (B).

Black

CMYK	65–53–51–100
CMYK for text	0–0–0–100
sRGB	0–0–0
HTML	#000000
Pantone©	Black 6 C
	Black 6 U

A/

B/

/ 1.3 Colored logo variant

The main colored variant of the logo consists of a Green symbol and the text: "Bohemia Interactive".
The colors are defined as it follows:

Green
CMYK	60–0–98–7
sRGB	107–165–57
HTML	#6BA539
Pantone©	7737 C
	7737 U

Their definitions may not be changed.
The symbol uses the same color definitions.

/ 1.4 Black–and–White logo variant

A/

B/

If the technology doesn't allow for using the colored variant, the Black–and–White variant may be used instead.
The basic Black–and–White variant of the logo consists of all the elements in Black (A).

Black

CMYK	65–53–51–100
CMYK for text	0–0–0–100
sRGB	0–0–0
HTML	#000000
Pantone©	Black 6 C
	Black 6 U

On a dark background, an inverse Black–and–White variant with all elements in White is used instead (B).
The symbol uses the same rules for Black and White.

x = 1/5 y

y

x

The protected area of the Bohemia Interactive logo is defined by its x dimension, which is 1⁄5 of the height of the logotype (0.2 y).
The x dimension of the protected area may be larger but not smaller.
The purpose of the protected area is to ensure sufficient spacing between the logo and other visual elements which could optically disrupt the uniqueness of the logo. The same definition of the protected area applies to all logo variants. When placing the logo on a photo, never use a White or colored rectangle or borders instead of the protected area.

A/ 100%   80%   60%   40%   20%   0%

B/ 100%   80%   60%   40%   20%   0%

C/ 100%   80%   60%   40%   20%   0%

When placing the logo on a plain background, please choose the variant in such a way that the logo is easily distinguished from the background. If you cannot ensure easy recognition of the logo on the background, do not place the logo on this background. The color must always use the color definition (4.1) in full tone, and cannot be changed in any way.

It is recommended to use the logo on backgrounds consisting of basic color tones.

— The Green logo may be used on a White to light–Green background, up to 20% tone. On a Green background from 21% to 60% tone, use the Black logo instead, and on 61% to 100% tone, use the White logo. (A)

— The rainbow logo with White text may only be used on Black background. The rainbow logo with Black text may only be used on White background. (B)

— On an orange background (C), use either the White or Black logo, depending on the tone of the background. On White up to 60% orange, use the Black logo. On darker backgrounds, use the White logo.

— On Black and White backgrounds (D), use the White, Green or Black logo, depending on the tone of the background. On White up to 40% Gray, use the Black logo. On darker Gray and Black, use the White logo.

— The Green logo can be also used on Black backgrounds from 100% to 80%. On Black backgrounds from 80% to 0%, use the Black logo instead.

The same guidelines apply to the symbol as well.

D/ 100%   80%   60%   40%   20%   0%

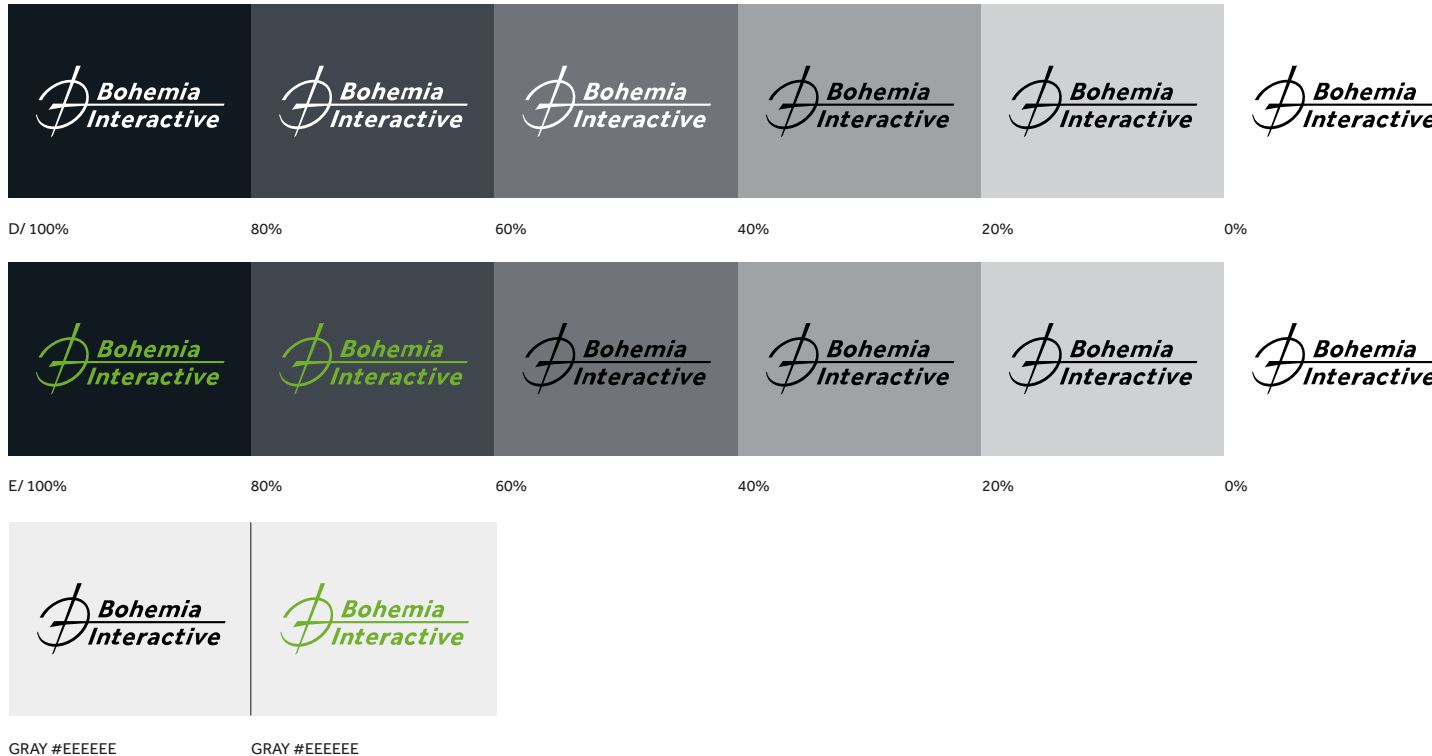E/ 100%   80%   60%   40%   20%   0%

GRAY #EEEEEE   GRAY #EEEEEE

When placing the logo on a plain background, please choose the variant in such a way that the logo is easily distinguished from the background. If you cannot ensure easy recognition of the logo on the background, do not place the logo on this background. The color must always use the color definition (4.1) in full tone, and cannot be changed in any way.

It is recommended to use the logo on backgrounds consisting of basic color tones.

— The Green logo may be used on a White to light–Green background, up to 20% tone.
— On a Green background from 21% to 60% tone, use the Black logo instead, and on 61% to 100% tone, use the White logo. (A)
— The rainbow logo with White text may only be used on Black background. The rainbow logo with Black text may only be used on White background. (B)
— On an orange background (C), use either the White or Black logo, depending on the tone of the background. On White up to 60% orange, use the Black logo. On darker backgrounds, use the White logo.
— On Black and White backgrounds (D), use the White, Green or Black logo, depending on the tone of the background. On White up to 40% Gray, use the Black logo. On darker Gray and Black, use the White logo.
— The Green logo can be also used on Black backgrounds from 100% to 80%. On Black backgrounds from 80% to 0%, use the Black logo instead.

The same guidelines apply to the symbol as well.

The logo may be used on vivid colored backgrounds only if it doesn't reduce the brand's visibility.

— On vivid backgrounds, use either the White or Black logo variant to ensure sufficient contrast and readability of the logo (A).
— It is not allowed to use the Green logo variant on colored backgrounds (B).
— It is not allowed to use the rainbow logo variant on colored backgrounds (C).

The same guidelines apply to the symbol as well.

A/

B/

C/

A/

B/

C/
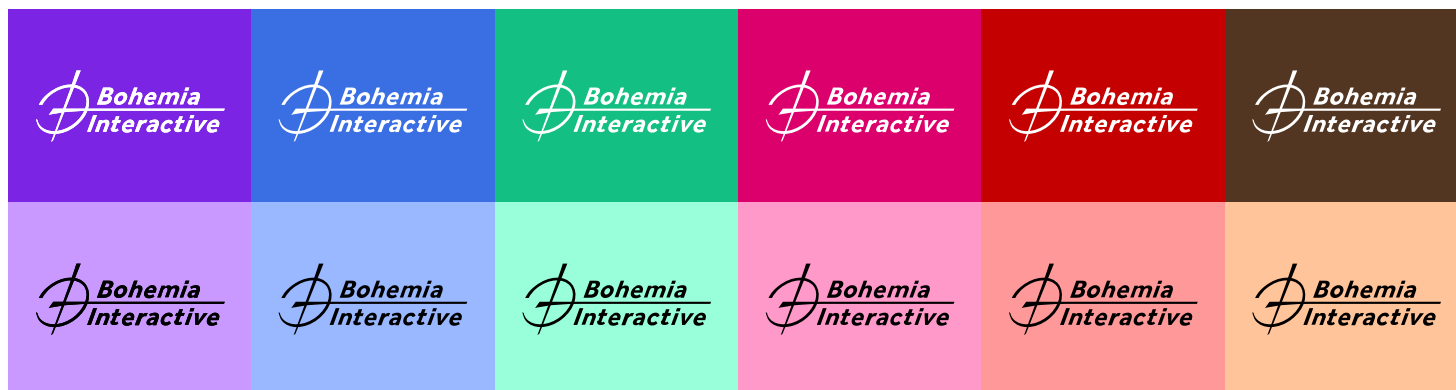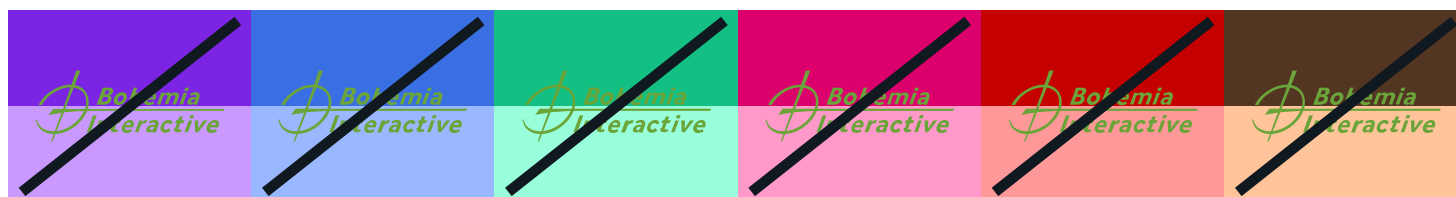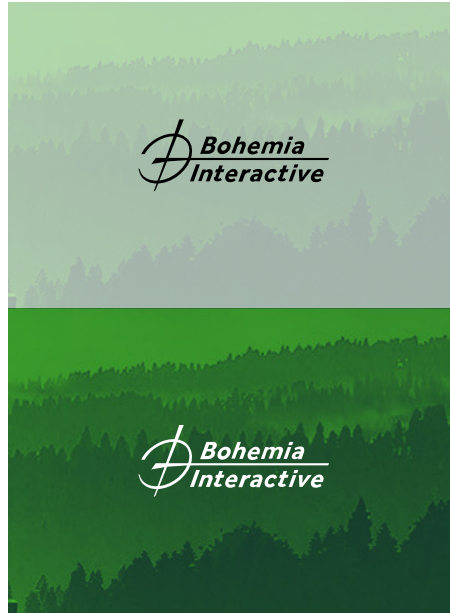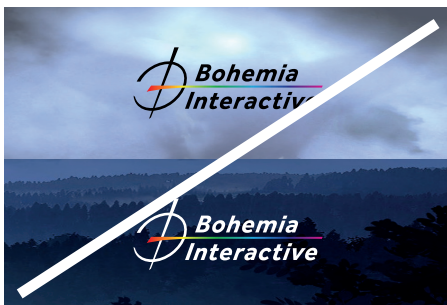
When placing the logo on a non–homogenous background (e.g. a photo), make sure the logo creates a natural part of the visual composition. The main requirement is ensuring readability of the logo. However, it is not allowed to ensure readability by placing the logo inside a White or colored rectangle.
Never use the Green or rainbow variants on photo backgrounds (D, E). Only the Black and White logo variants are allowed for usage on photos. Choose the one that provides better readability (A, B, C).

The same guidelines apply to the symbol as well.

D/

E/

A/

B/

C/

D/

E/

F/

G/

H/

I/

J/

It is not allowed to create other variants of the logo (in content, shape or color) than those presented here. It is forbidden to change the shape of the logo, deform it or change the font of the text in any way.

It is forbidden to use the logo with insufficient quality of the source data, in unsuitable file formats or in smaller than the minimum allowed size.

The same rules apply to all logo variants. Examples A–J show some of the forbidden use cases, but there are many more:

A/ Forbidden deformation of the logo shape
B/ Forbidden deformation of a part of the logo
C/ A change of proportion between the elements or an incorrect font size
D/ Incorrect logo color
E/ Dropped shadows, glow and other effects
F/ Tilting, rotating or mirroring the logo
G/ Outline variant of the logo
H/ Unsuitable color variant used on a specific background
I/ Placing the logo inside a rectangle
J/ Placing borders around the logo

the symbol

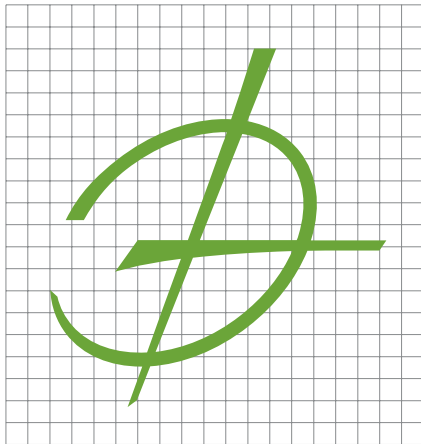the construction of the symbol on a square grid

Brave
Imagination

the symbol with the BI motto

The symbol, which is a part of the logo, may also be used independently along with a shortened horizontal line. This independent usage is suitable, for example, on selected advertisements, selected promotional items (folders, thank–you cards), for marking buildings or in connection with other logos or text.

The symbol is defined by a digital master. The symbol may be resized as a whole. In the default 100% size, intended for A4 letterhead paper, the height of the symbol is 14mm.

The symbol may also be used when creating bold graphic compositions. In such cases, it may also be used in significantly larger sizes.

The smallest allowed size of the symbol is 40%. When resizing, take care to avoid deformation of the symbol.

Respect the symbol's protected area (see 2.2). The one exception is using the symbol along with the two–line motto beginning with the letters B and I, which is placed underneath the bottom tip of the symbol, in distance equal to the height of the B letter in the motto.

x = 1/5 y

y

x

**Brave
Imagination**

The protected area of the symbol is defined by its x dimension, which is 1⁄5 of the height of the symbol (0.2 y). The x dimension of the protected area may be larger but not smaller.

The one exception is using the symbol along with the two–line motto beginning with the letters B and I, which is placed underneath the bottom tip of the symbol, in distance equal to the height of the B letter in the motto.

The purpose of the protected area is to ensure sufficient spacing between the logo and other visual elements which could optically disrupt the uniqueness of the logo.

When placing the symbol on a photo, never use a White or colored rectangle or borders instead of the protected area. The symbol must always be part of the overall composition.

The symbol has the same rules as BI's corporate logo. The colors used for the symbol and the BI motto are:

A/ **Green**
CMYK	60–0–98–7
sRGB	107–165–57
HTML	#6BA539
Pantone©	7737 C
	7737 U

B/ **Black**
CMYK	65–53–51–100
CMYK for text	0–0–0–100
sRGB	0–0–0
HTML	#000000
Pantone©	Black 6 C
	Black 6 U

C/ **White**
CMYK	0–0–0–0
sRGB	255–255–255
HTML	#FFFFFF
Pantone©	White

A/

Brave Imagination

B/

Brave Imagination

C/

Brave Imagination

The quick brown fox jumps over the lazy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz (1234567890)
[@&€£§ „,—'"...%¿?!']
{Æ æ 1234567890¹²³}†
Effra **Bold**

The quick brown

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz (1234567890)
Effra **Heavy**

The quick brown

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz (1234567890)
Effra Regular

The quick brown

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz (1234567890)
Effra **Bold Italic**

The quick brown

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz (1234567890)
Effra *Italic*

The basic typeface of the Bohemia Interactive brand identity is Effra.

Effra is a distinctive, unique typeface that has great readability, which is necessary for usage in the industry. Effra's distinctive characteristics are its clean geometric basis with rounded shapes, but also some minor elements of traditional grotesque fonts, and subtle humanistic details. The typeface was created in 2008–2016 by Jonas Schudel, Azza Alameddine and Fabio Haag from the Dalton Maag Ltd. type foundry.

The Bohemia Interactive brand identity uses the typeface in the logo (Bold font version), headers and as the basic typeface in documents and on the web.

When using Effra in the context of the Bohemia Interactive brand identity:
– The only allowed font versions are Regular, *Regular Italic*, **Heavy**, **Bold** and *Bold Italic*
— All headers and emphasized text use the **Bold** or **Heavy** font version
— *Italics* may only be used for highlighting short passages of text (individual words)
— It is forbidden to use the miniscule (scalar) numerals

The necessary versions of Effra may be bought on the Dalton Maag website:
https://www.daltonmaag.com/library/effra
or rented via e.g. Adobe Fonts:
https://fonts.adobe.com/fonts/effra

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz (1234567890)

Helvetica Regular

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz (1234567890)

Helvetica *Oblique (Italic)*

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz (1234567890)

Helvetica **Bold**

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz (1234567890)

Helvetica ***Bold Oblique (Bold Italic)***

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz (1234567890)

Arial Regular

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz (1234567890)

Arial *Italic*

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz (1234567890)

Arial **Bold**

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz (1234567890)

Arial ***Bold Italic***

For documents created in text editors like Microsoft Office or using online tools like Google Documents, and also for emails, stamps, forms or fallback fonts on websites and in apps, please use the Helvetica and Arial system typefaces (in this order, depending on availability). These typefaces are not used for any other purposes in the Bohemia Interactive brand identity.

When using additional typefaces in the context of the Bohemia Interactive brand identity:

— The only allowed font versions are Regular, Regular Italic, Bold and Bold Italic
— All headers and emphasized text use the Bold font version
— Italics may only be used for highlighting short passages of text (individual words)
— It is forbidden to use the miniscule (scalar) numerals
— The priority of typefaces for websites and apps is: Effra, Helvetica, Arial, sans–serif

/ 4.1 Basic colors

Green

ORANGE

CMYK	60–0–98–7
sRGB	107–165–57
HTML	#6BA539
Pantone©	7737 C
	7737 U
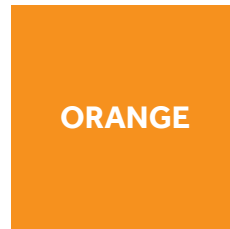
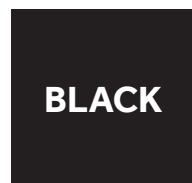|	
CMYK	0–51–100–0
sRGB	237–139–0
HTML	#ED8B00
Pantone©	144 C
	144 U

The basic color of the Bohemia Interactive brand identity is Green. It is used in the logo, headers, and may also be used as a full–format background.

The main supplemental color is orange. It is used on smaller supplemental elements and contrasting CTA buttons on the web. Occasionally, it may also be used as a full–format background in advertisements, replacing Green (which will not be used in such a case). Orange is never used in direct contact with Green.

Aside from the logo, symbol and the font, the colors are the main element that help identify the brand.

The conversion table lists color definitions for various use cases:

— sRGB colors are used in productivity apps and in documents intended to be projected or viewed on a display

— spot PANTONE colors and CMYK process colors are intended for print

— please choose print colors depending on the type of material: C (Coated) colors are used for printing on coated paper (e.g. matte art paper), U (Uncoated) colors are used for printing on uncoated paper (e.g. offset paper)

BLACK

CMYK	65–53–51–100
CMYK for text	0–0–0–100
sRGB	0–0–0
HTML	#000000
Pantone©	Black 6 C
	Black 6 U

GRAY 7

CMYK	44–34–22–77
CMYK for text	0–0–0– 80
sRGB	83–86–90
HTML	#53565A
Pantone©	Cool Gray 11 C
	Cool Gray 11 U

GRAY 6

CMYK	40–30–20–66
CMYK for text	0–0–0– 74
sRGB	99–102–106
HTML	#63666A
Pantone©	Cool Gray 10 C
	Cool Gray 10 U

GRAY 5

CMYK	23–16–13–46
CMYK for text	0–0–0– 58
sRGB	136–139–141
HTML	#888B8D
Pantone©	Cool Gray 8C
	Cool Gray 8U

Gray 4
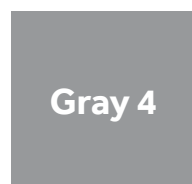
CMYK	20–14–12–40
CMYK for text	0–0–0– 52
sRGB	151–153–155
HTML	#97999B
Pantone©	Cool Gray 7 C
	Cool Gray 7 U

GRAY 3

CMYK	13–9–10–27
CMYK for text	0–0–0–40
sRGB	177–179–179
HTML	#B1B3B3
Pantone©	Cool Gray 5 C
	Cool Gray 5 U

GRAY 2

CMYK	8–5–7–16
CMYK for text	0–0–0–29
sRGB	200–201–199
HTML	#C8C9C7
Pantone©	Cool Gray 3 C
	Cool Gray 3 U

GRAY 1

CMYK	4–2–4–8
CMYK for text	0–0–0–20
sRGB	217–217–214
HTML	#D9D9D6
Pantone©	Cool Gray 1 C
	Cool Gray 1 U

WHITE

CMYK	0–0–0–0
sRGB	255–255–255
HTML	#FFFFFF
Pantone©	White
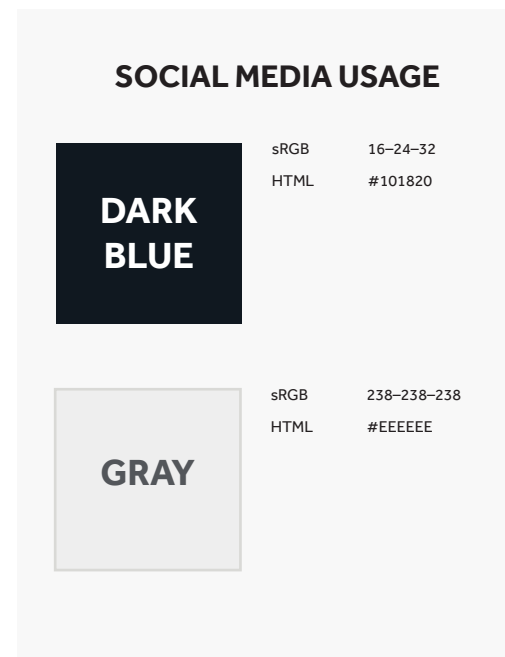
SOCIAL MEDIA USAGE

DARK BLUE

sRGB	16–24–32
HTML	#101820

GRAY

sRGB	238–238–238
HTML	#EEEEEE

The two main colors are supplemented by neutral Gray in various tones. Black is used mainly in documents as the color of the main text.

The conversion table lists color definitions for various use cases:
— sRGB colors are used in productivity apps and in documents intended to be projected or viewed on a display
— spot PANTONE colors and CMYK process colors are intended for print
— "for text" CMYK colors are used for printing text
— please choose print colors depending on the type of material: C (Coated) colors are used for printing on coated paper (e.g. matte art paper), U (Uncoated) colors are used for printing on uncoated paper (e.g. offset paper)
— Dark Blue and Gray Social Media are colors intended for DIGITAL purposes, mainly backgrounds for social media assets.

Online and Office

sRGB

sRGB

(A) outputs for web and social media, productivity software

Digital printing

CMYK

CMYK

(B) common small–scale print products and large–format print (city lights, billboards). Digital printing is suitable for smallscale printing, in the order of up to dozens or low hundreds of units.

Offset printing

CMYK

(C) common print products with photos

PANTONE

(D) print products and promotional items using just the basic colors of Bohemia Interactive

CMYK + PANTONE

(E) exclusive print products with a photo and the main color of the brand

When selecting colors, keep in mind the needs of the specific use case.

For graphics intended to be viewed on displays, tablets, phones or to be projected, use the sRGB color standard. sRGB colors are also used in graphics intended for web and social media (A). For documents created in productivity software (like Microsoft Office Word and PowerPoint) or online productivity tools (like Google Docs), use sRGB colors regardless of whether the document is intended to be viewed on a display, projected or printed.

Use CMYK or PANTONE colors when preparing materials for print. If the product will be printed using digital print (B), use the CMYK color definitions.

Digital print is typically used for small–scale printing.

For offset printing, choose colors depending on the content of the graphic design, the material that the output will be printed on, and the requirements for quality and cost. CMYK colors (C) are typically used for common print products with full–color photos. If the graphic design doesn't contain any full–color photos or graphics in other colors than the basic Bohemia Interactive colors, it's preferable 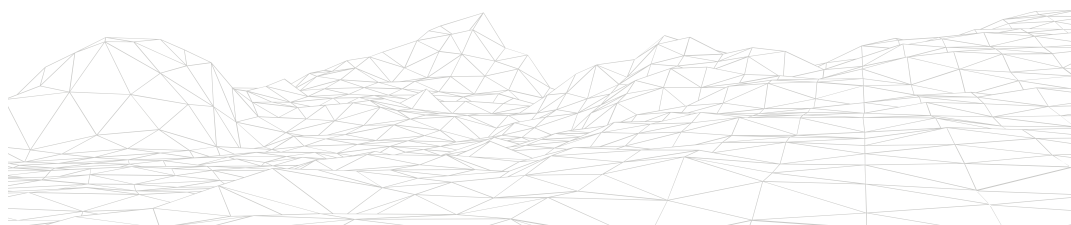to use direct PANTONE colors (D) rather than CMYK colors. For premium visual quality (E), and depending on the needs of the graphic design, it is possible to simultaneously use CMYK for photos and PANTONE for the Green and orange.
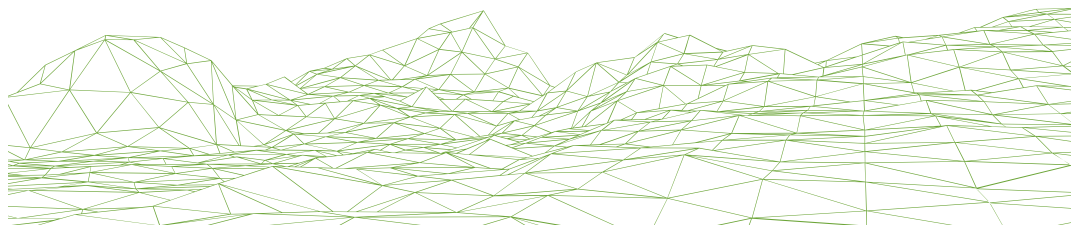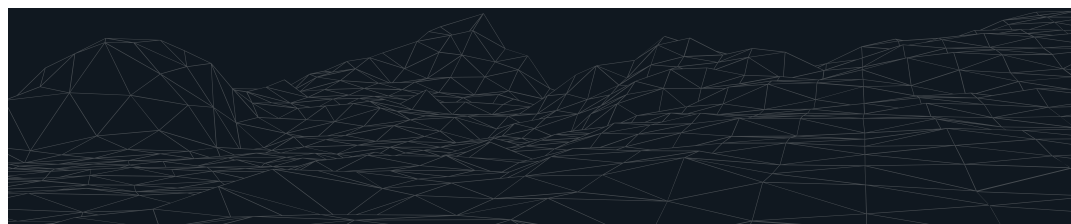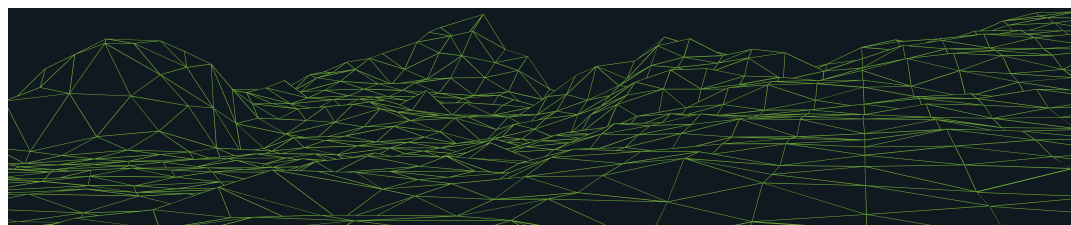
A/

Green

CMYK	60–0–98–7
sRGB	107–165–57
HTML	#6BA539
Pantone©	7737 C
	7737 U

B/

White

CMYK	0–0–0–0
sRGB	255–255–255
HTML	#FFFFFF
Pantone©	White

C/

Gray 2

CMYK	8–5–7–16
CMYK for text	0–0–0–29
sRGB	200–201–199
HTML	#C8C9C7
Pantone©	Cool Gray 3 C
	Cool Gray 3 U

D/

Gray 7

CMYK	44–34–22–77
CMYK for text	0–0–0–80
sRGB	83–86–90
HTML	#53565A
Pantone©	Cool Gray 11 C
	Cool Gray 11 U

E/

/ 5.1 Polygon mesh

The polygon mesh motif may be used for the full width of the product, or for a portion of its width. The motif is always placed touching the bottom border of the product. The top part of the mesh terrain must always remain visible and may not be cropped.

On White background it is allowed to use the polygon in Green (A), and Gray 2 (C).

On dark background it is allowed to use the polygon in Gray 7 opacity 100% (for printing assets) (D), Green (E) and Gray 2 with opacity not lower than 30% (for digital assets, see section 7.2).

On Gray Social Media background (#eeeeee) it is allowed to use the polygon in Gray 2, with opacity not lower than 30% (see section 5.3).

The motif can also be created using a different material, e.g. spot coating or embossing. The thickness of the lines in the polygon mesh can never be higher than the thickness of the horizontal line in the Bohemia Interactive logo on the same product.

This polygon asset can be any polygon created from a Blender file, as long as it follows the same style, size, line thickness, and colors as the one shown on this page. See the following page for more examples.
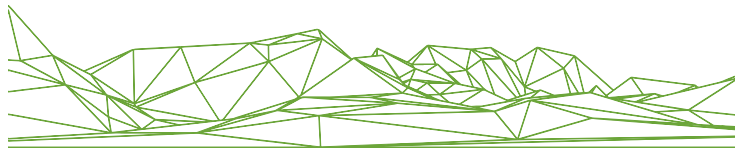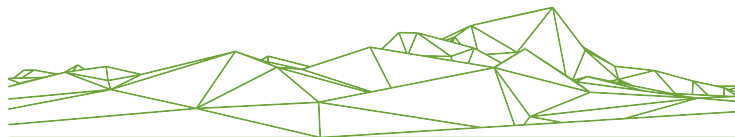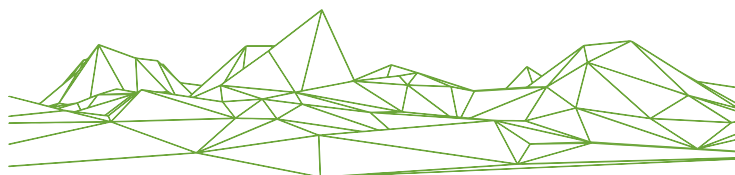
A/

B/

C/

D/

E/

/ 5.2 Polygon mesh: other variants
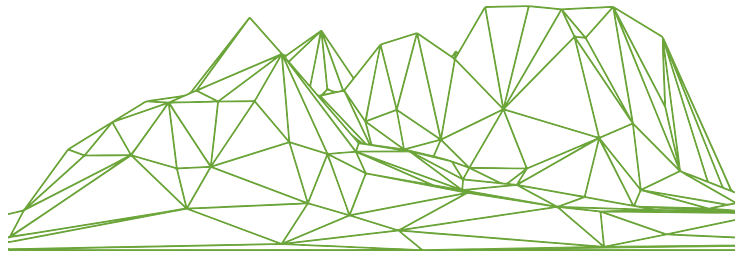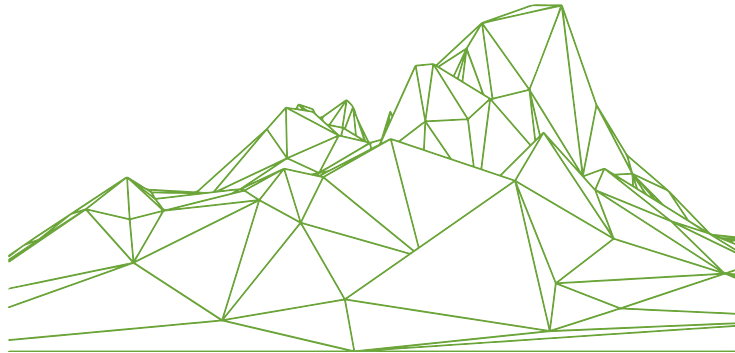
The polygons A and B styles are intended to be used on vertical compositions.
The polygons C, D, E styles are intended to be used on horizontal composition.

These variants can be used also on digital/printed materials, with the same rules and colors as the main polygon.

Any polygon created from a Blender file can be used.
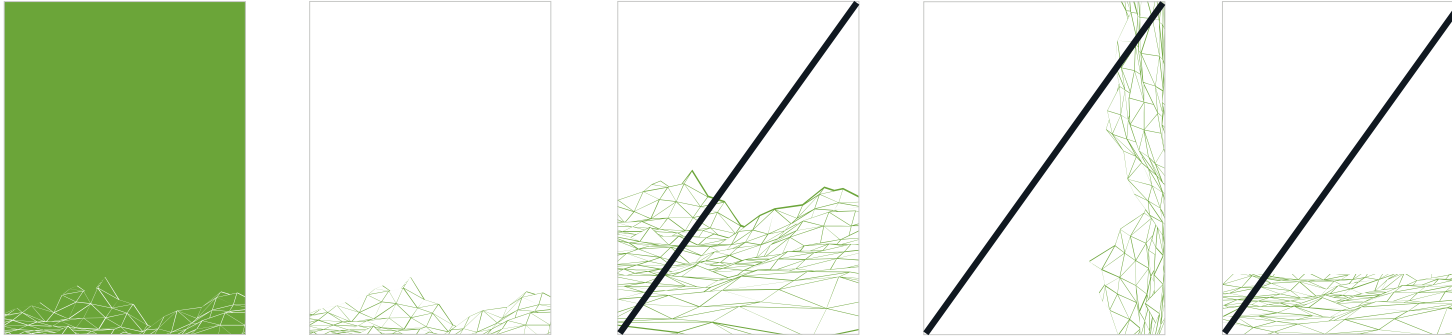
/ 5.3 Polygon mesh: digital assets

A Gray 2 polygon mesh on Gray background is allowed on social media and digital assets.

In this case the polygon opacity value is 30%.

	sRGB	200–201–199
GRAY 2	HTML	#C8C9C7

	sRGB	238–238–238
GRAY So.Me.	HTML	#EEEEEE

/ 5.4 Polygon mesh placement

The polygon mesh motif may be used for the full width of the product, or for a portion of its width. The motif is always placed touching the bottom border of the product. The top part of the mesh terrain must always remain visible and may not be cropped.

The polygon mesh motif is only used in Green, Gray or White. The polygon mesh is used on White, Green or Black backgrounds.
Please see color definitions in section 4.1.

The motif can also be created using a different material, e.g. spot coating or embossing.
The thickness of the lines in the polygon mesh may never be higher than the thickness of the horizontal line in the Bohemia Interactive logo on the same product.

/ **Brave Imagination**

/ **Chapter 1**

/ **56**

/ **Brave Imagination**

/ **Chapter 1**

/ **56**

The slash motif is defined as the "slash" character (solidus, GID 166, Unicode 002 F), written in the Bohemia Interactive brand identity font, Effra, using the Bold typeface – see font definitions in section 3.1 and 3.2.

The slash may be used as a significant introductory element in front of the main header of the product, and/or as a smaller element, e.g. in front of the page number or in front of the chapter title in the header. The slash is only used in Green or White color.
A Dark blue or Gray slash is NOT allowed.
It can be used on any background, as long as it is visible enough.
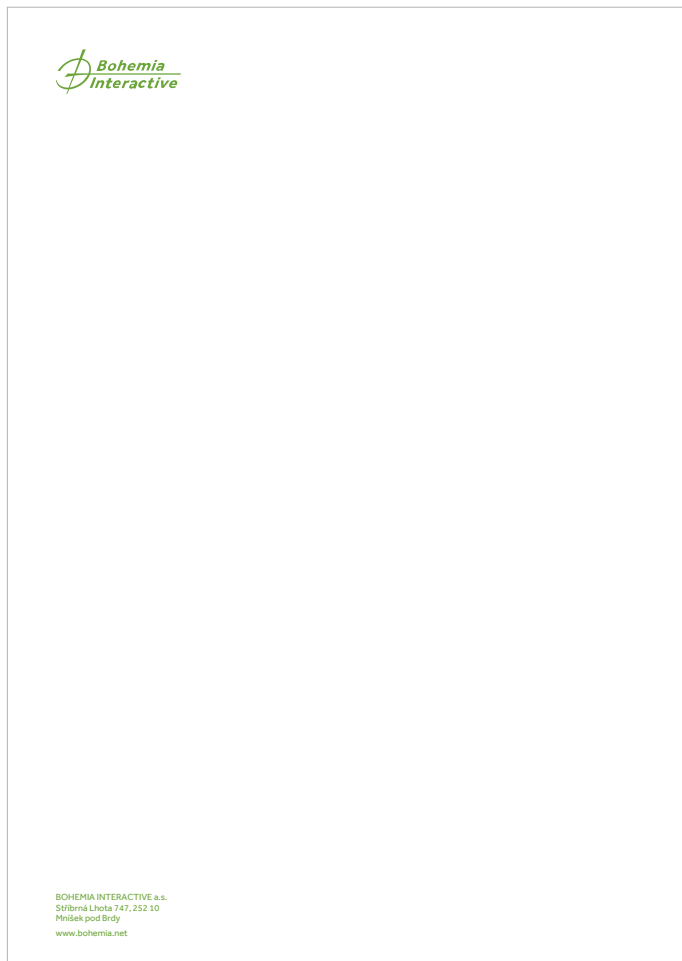Please see color definitions in section 4. 1.

The motif can also be created using a different material, e.g. spot coating or embossing.
When used as a significant element, the size of the slash must be taller than all the rows of a multi–row header or title. When used as a smaller element, the slash should have the same size as the following text, and should be separated from the text by a space. The slash may never be smaller than the following text.
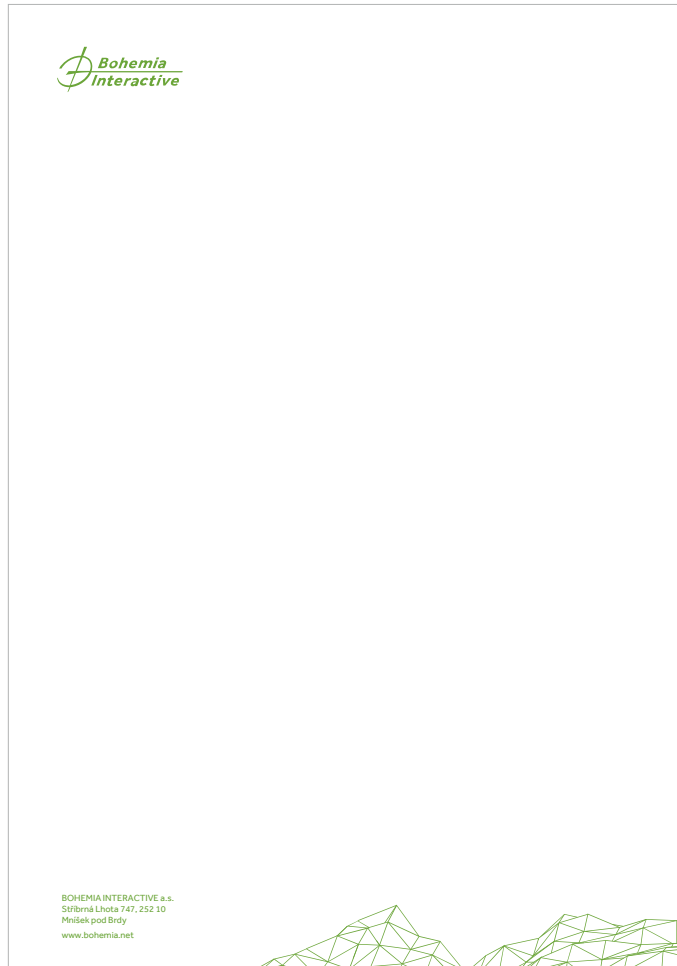
The mottos allowed are:
Brave Imagination
Bringing Inspiration
Building Immersion

Printing Version

Bohemia
Interactive

BOHEMIA INTERACTIVE a.s.
Stříbrná Lhota 747, 252 10
Mníšek pod Brdy
www.bohemia.net

A/

Digital Version

Bohemia
Interactive

BOHEMIA INTERACTIVE a.s.
Stříbrná Lhota 747, 252 10
Mníšek pod Brdy
www.bohemia.net

B/

Basic letterhead paper. It is also possible to use a Black–only variant.

Since a lot of printers have limitations in terms of printing to the edges, this letterhead paper has two variants: one intended for printing, and one for digital use.

— Printing version – No polygon (A)

— Digital use – Polygon at the bottom (B)

The email signature is just text with no inserted graphic elements. It uses the same typeface as the body of the email message.

New message   _ ⤢ ✕

To

Subject

Hello,
Please find the document in the attachment.

Best regards,

John Doe
Production Manager

—

Bohemia Interactive
012 345 678
johndoe@bistudio.com
www.bohemia.net

Send ▾   A 📎 🔗 🙂 △ 🖼 🕐 🖊   ⋮ 🗑

/ 6.3 Business cards

A/

B/

C/

One side of the business card has the Bohemia Interactive logo, polygon mesh, and website URL on dark background (A).
The other side of the card has two variants: it can be used as a company card or in relation to a specific project (B, C).

It is recommended to print business cards on matt art paper of higher weight (300g/m²) with matt/satin laminate coating.
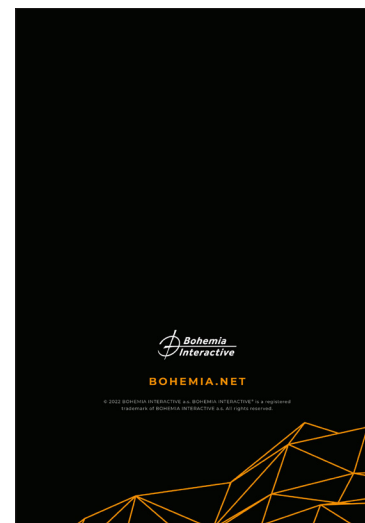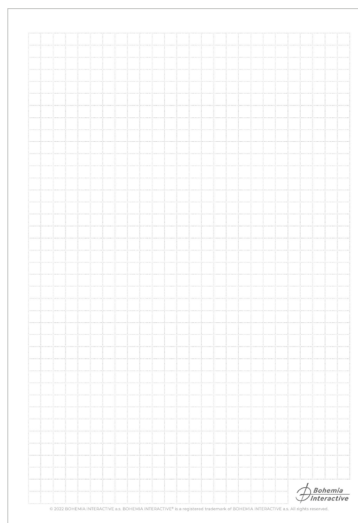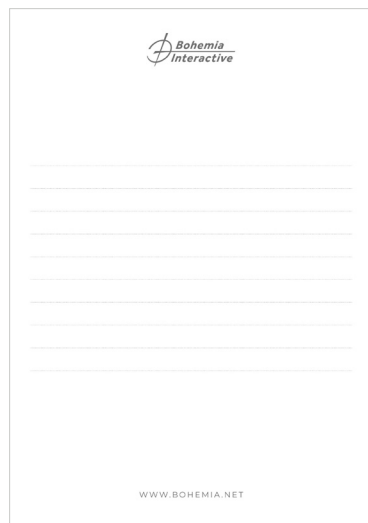
Bohemia Interactive

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www.bohemia.net
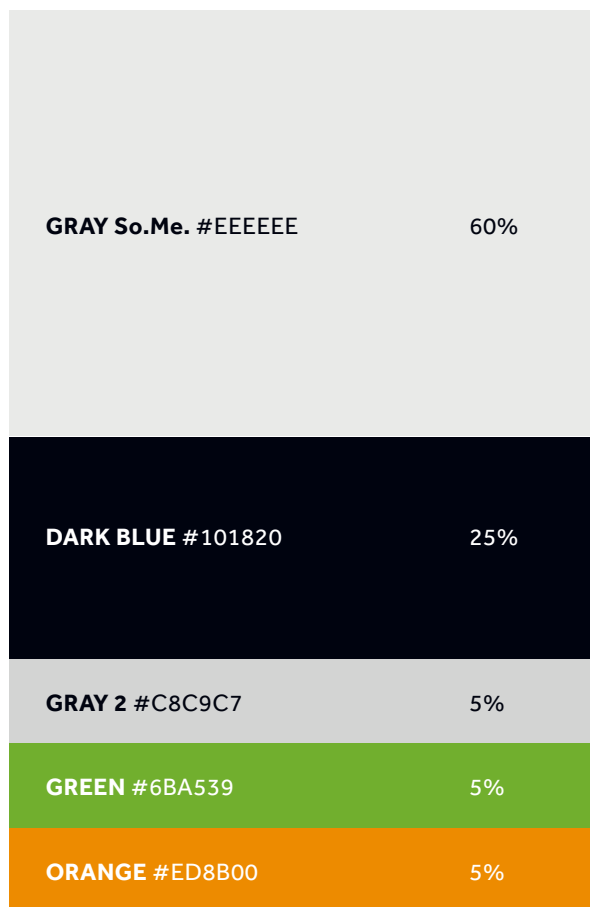
/ 7.1 Social media colors ratio

The social media color wheel is meant to show the allowed amount of each color for future assets.
All other elements can use the remaining three colors.

— Gray So.Me. is the color to use most (60%). It is the color used for all backgrounds on digital assets.
— Dark Blue is intended as a color for text on digital assets.
— Green must be used as the highlight color, while Orange is utilized occasionally for special events.
— Gray 2 is the color used for the polygon in the background, but can also be used for some elements around the asset.

Color	Percentage
GRAY So.Me. #EEEEEE	60%
DARK BLUE #101820	25%
GRAY 2 #C8C9C7	5%
GREEN #6BA539	5%
ORANGE #ED8B00	5%

The BI logo on Gray SoMe or Green backgrounds are the main options for all social media assets (B, C).

A Dark Blue background is allowed only when it's impossible to use either Gray SoMe or Green (D).

Green
sRGB   107–165–57
HTML   #6BA539

Dark Blue
sRGB   16–24–32
HTML   #101820

Gray
sRGB   238–238–238
HTML   #EEEEEE

A/

B/

C/

D/

HEADER
SOCIAL MEDIA

HEADER
SOCIAL MEDIA

A/

B/

- Usage: a slash to accompany all headline texts.
- The slash is Effra **Bold**.
- A Green slash on a White/Gray background is allowed (A).
- A Dark Blue slash is not allowed.
- A slash can be used to support images and can be partially covered by them, or vice–versa (B).
- A slash can also be used with larger/vertical texts (C).

THE **LARGEST** **VIDEO** **GAME** **STUDIO** IN THE CZECH REPUBLIC

THE **LARGEST** **VIDEO** **GAME** **STUDIO** IN THE CZECH REPUBLIC

THE **LARGEST** **VIDEO** **GAME** **STUDIO** IN THE CZECH REPUBLIC

C/

A/

B/

C/

D/

E/

F/

H/

I/

— All headers have the same styling:

— A Green slash on the LEFT side of the text, covering the rows of text (A).

— Important information is displayed in Dark Blue. Additional information is displayed in Green.

— For larger header texts, divide them in two (C, D), and put the additional information in Green below.

— Headers are allowed on White or Gray SoMe backgrounds (C, D).

— A Dark Blue slash is not allowed (E, F).

— White text is not allowed, except for H. This last example is only used for Bohemia Recap posts, which show the White header via photography/a screenshot/key art. See section 5.3.

— Header styling on a dark background is allowed for sale campaign assets only (I), see section 7.5.

A/

B/

C/

Header stylings on a dark background should only be used for sale campaigns assets.
For example:
— Steam assets (A) for a BI Sale campaign.
— Game related sale on BI store presented on BI social media accounts (B).
— Assets for BI social media account (including the accounts of our games) promoting a BI Sale campaign (C).

Using a dark background on BI social media accounts for corporate messages (Meet the Bohemians, Career Board, etc.) is not allowed. It is used gray and green styling (see 7.7).

HEADER
SOCIAL MEDIA

— **SLASH** – **Effra Bold**
— **HEADER** – Effra **Heavy** UPPERCASE
— **TEXT** – Effra **Medium** UPPERCASE

A/

THE **LARGEST**
VIDEO
GAME
STUDIO
IN THE CZECH REPUBLIC

C/

#OnlyAtBohemia

E/

#2

— **TEXT** – **Effra Heavy**
— **EFFECT** – Green stroke
— **FORMATTING EXAMPLE**: Font Size – 450px, Green stroke 3px

B/

bohemia.net

bohemia.net

— **TEXT: Effra Bold** lowercase 34 pt, kerning 30

D/

A few examples on how to combine our headlines style and text formatting.

Formatting examples:

— Headlines are always Effra Heavy uppercase (A).
— For numbers is allowed to use no fill and only a Green stroke. Use it with moderation. Dark Blue numbers are not allowed. (B)
— White numbers are allowed inside the circle (see 9.9).
— Vertical text is allowed with moderation. (C)
— The text formatting of the Bohemia website URL for digital assets is Effra Bold lowercase. (D)
— Headlines for social media are in UPPERCASE, except for hashtags. (E)
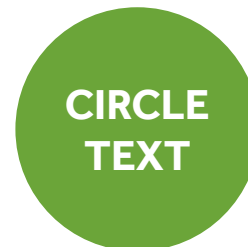— All hashtags are Effra Heavy (E).

A/

B/

FORMATTING EXAMPLE:

Canvas size: 1200x628px, line size: 10px

C/

— Green upper line (A) is allowed for social media posts and other digital company assets.
— A circle (B) can be used to highlight text, numbers and locations. It can be Dark Blue or Green with White text only.
— Dark Blue text inside a Green circle is not allowed.
— For BI social media banners (C), use the Black and White effect with the fire sparkles for all images. Use the same header for all of them: a Green slash and Bohemia Interactive divided into two lines. Use the polygon in the background.