



AZUKI

TRADING CARD GAME

— BRAND GUIDELINES —

LOGO



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LOGO USAGE GUIDE

CLEAR SPACE: 3 AZUKI



FULL LOGO Only use the full logo if it is the primary element of the graphic. Do not layer with artwork or large text.

CLEAR SPACE: 1 AZUKI



SHORT LOGO Use when supporting other text and imagery.

TYPOGRAPHY

MANUKA BOLD

HEADER

STYRENE B

SUB-HEADER TAG

MANUKA BOLD

SUBTITLE

SOHNE BUCH

Lorem ipsum dolor sit amet, consectetur
adipiscing elit, sed do eiusmod tempor incididunt
ut labore et dolore magna aliqua.

STYRENE B

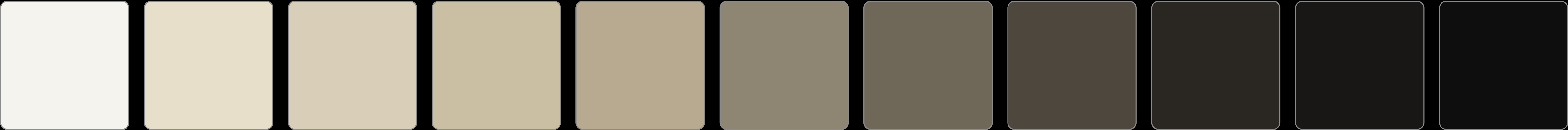
LINK ·→

STYRENE B

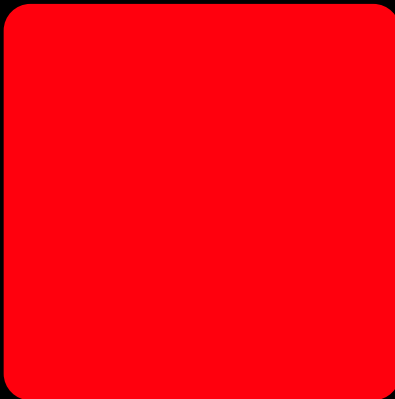
BUTTON

COLOR

PRIMARY



SECONDARY/
ACCENT COLOR



ELEMENTAL
ACCENTS

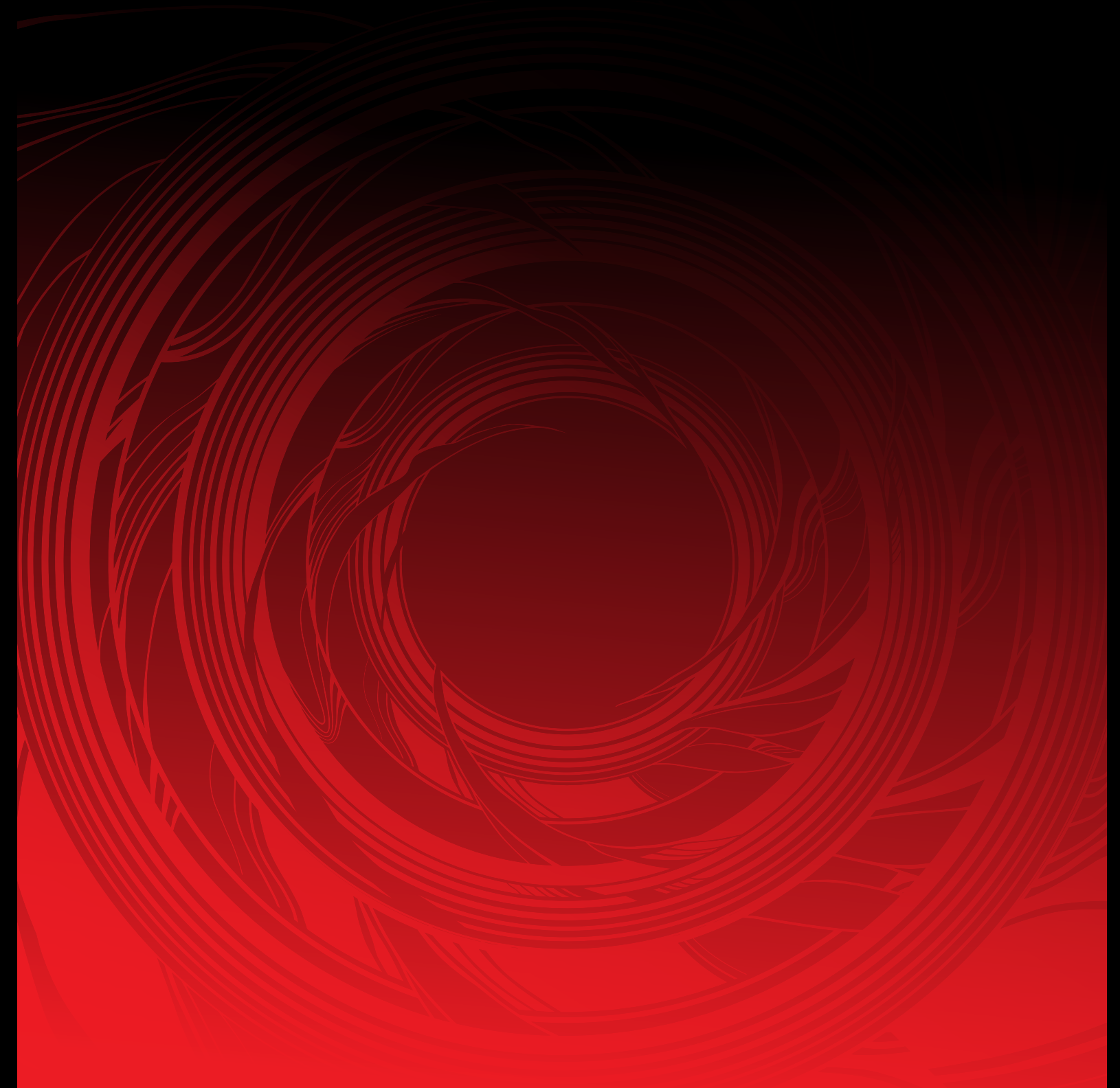


GRADIENT
EXAMPLES



PATTERN

Ensure there is sufficient contrast between pattern and text or images when layering.
Pattern should be used to create background texture, rather than as a key focus.



GRAPHIC BORDERS

