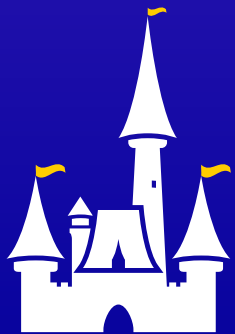


BRAND GUIDELINES

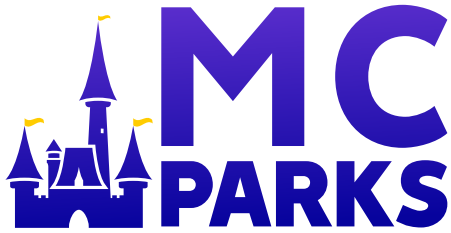


LOGO VARIANTS

There are three versions of the MCParks logo.



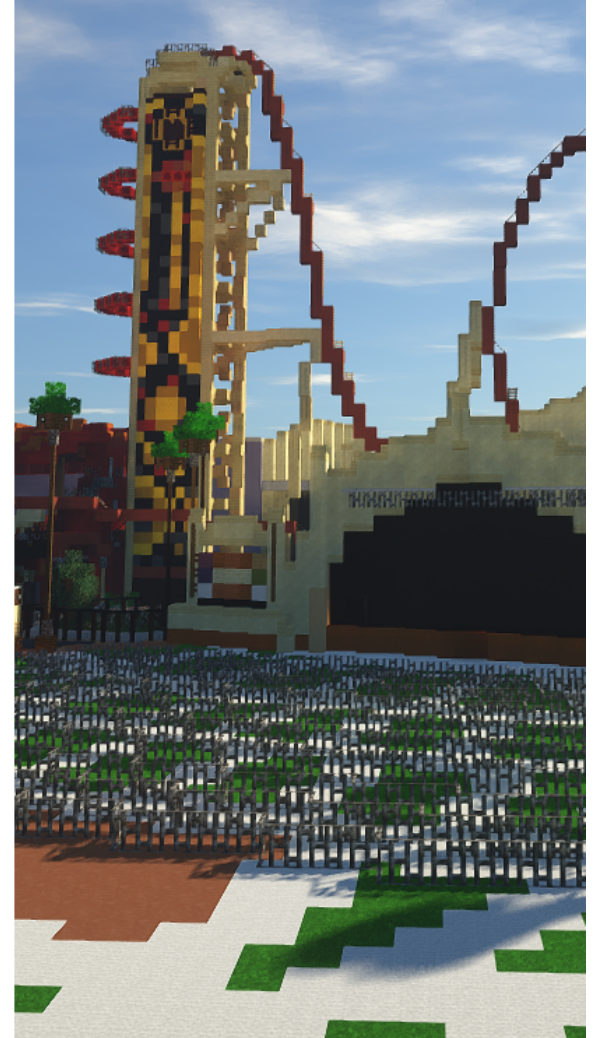
The first version is a horizontal variant that has the castle symbol between the “MC” and “PARKS” text.



The second variant is a vertical variant that has the symbol left justified while “MC” is large and placed on top of “PARKS,” which is small and lined up with the bottom of the castle symbol.



The third and less common variant is the hexagon design with the castle inside of it, often used for social media marketing icons and watermarks.



MISUSE



Do not —
Apply strokes



Do not —
Add distracting
shadows



Do not —
Skew or stretch



Do not —
Change positioning
of the icon/text



Do not —
Use unfavorable
color schemes



Do not —
Flip the castle
orientation



Do not —
Flip the gradient



Do not —
Use unfavorable
gradient types



Do not —
Use layer filters



Do not —
Use unfavorable
font choices



Do not —
Use serif/slab
serif fonts



Do not —
Rotate the logo



When the logo is paired with the server IP or website, the text **MUST** be in the Vision Heavy font, all lower-case characters, and in the dark blue color (found below,) or in white when on a dark background. The text must also be smaller than the characters in “PARKS” and centered to the logo as a whole.

COLOR

The MCParks logo must always in color, black, or white. It must always be legible and easy to spot, especially on promotional images.

Whenever on plain white backgrounds, the color logo should be chosen. In a more professional manner, the solid black logo might be a better choice. White should always be used on dark colors.

When used on promotional material, such as social media photos, the logo needs to be easily distinguished between the background.



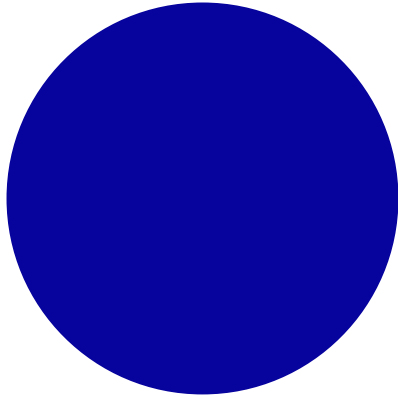
Color on light backgrounds



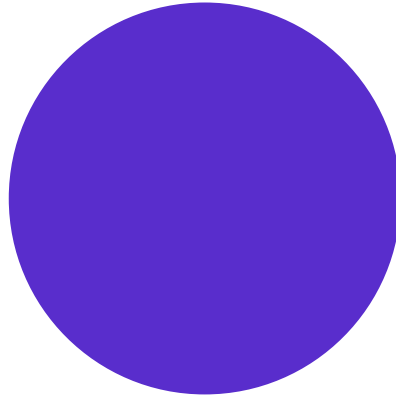
White on dark backgrounds



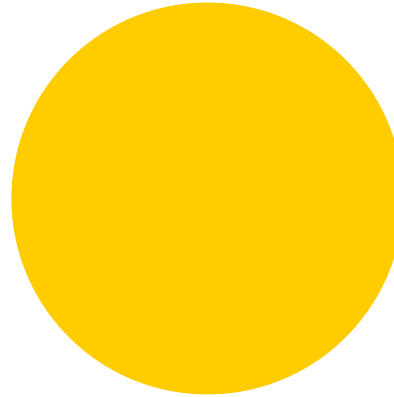
COLOR



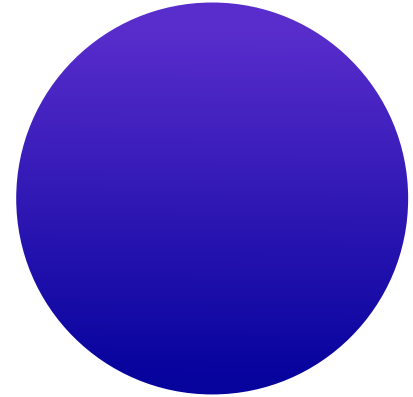
Dark Blue
HEX #07039D
RGB 7 3 157



Light Purple
HEX #592DCC
RGB 89 45 204



Light Purple
HEX #FFCC00
RGB 255 204 0



Gradient
#07039D 0%
to
#592DCC 100%

SOCIAL MEDIA

When represented on Social Media, dark backgrounds for icons are preferred. All icons given are made to fit both circle and square shaped formats.



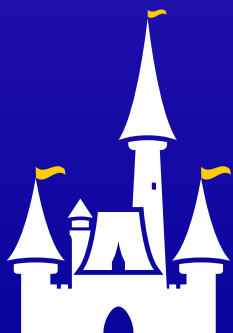
MCParks Social Media Castle Icon



MCParks Social Media Icon Dark



MCParks Social Media Icon Light



Logo & Guidelines created and curated by SorcererParker
mcparks.us