NODECRAFT

STYLE GUIDE

NODECRAFT

Nodecraft Inc. was founded by gamers with a vision to change how game servers are rented. We vow to never lose sight of what is truly important to our customers.

This style guide is intended to provide guidelines for consistent, on-brand design treatment for Nodecraft, to maintain its identity through all applications.

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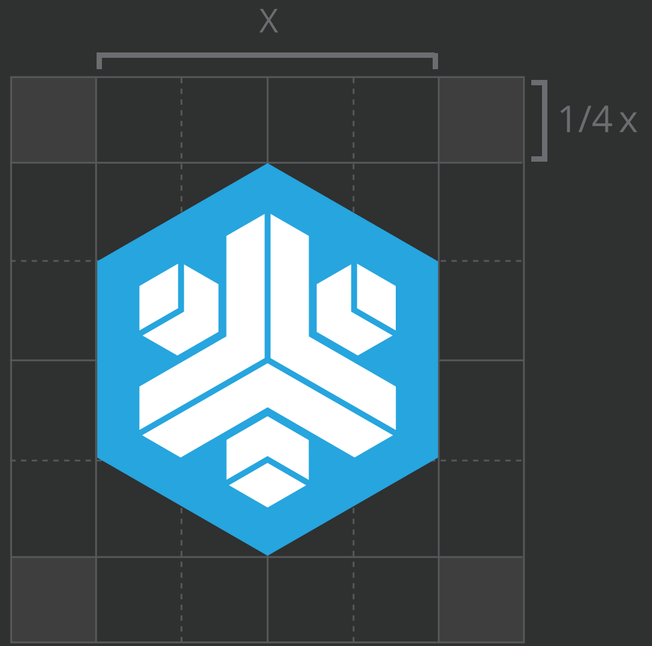
NODECRAFT LOGO
SPACIAL CONSIDERATIONS

The logomark and company name are to be presented in a horizontal alignment, with the depicted spacial considerations.

To keep the logo clear and legible, allow the depicted amount of space around the logo, free of other design elements. Do not crowd the logo, or place it on a busy background that reduces its legibility.



NODECRAFT LOGOMARK

The logomark may appear on its own, without the company name with the depicted spacial considerations.

ON A LIGHT BACKGROUND

The company name will appear in Slatest, if the logo must be presented on a light background. A dark background is preferred.

The Nodecraft Logomark remains unchanged on light or dark backgrounds.

LEGAL VARIANT

In legal documents where color is not an option, the standard Nodecraft logo can be presented in black on white.

BRAND COLORS

The standard Nodecraft logo appears best on bright or bold colors. Be mindful of color relationships to maximize legibility in designs.

NODECRAFT BLUE

HEX • #0EA7E7

R • 14 **C** • 94
G • 167 **M** • 28
B • 231 **Y** • 0
K • 9

SLATEST

HEX • #2E3338

R • 46 **C** • 18
G • 51 **M** • 9
B • 56 **Y** • 0
K • 78

MOSTLY DARK

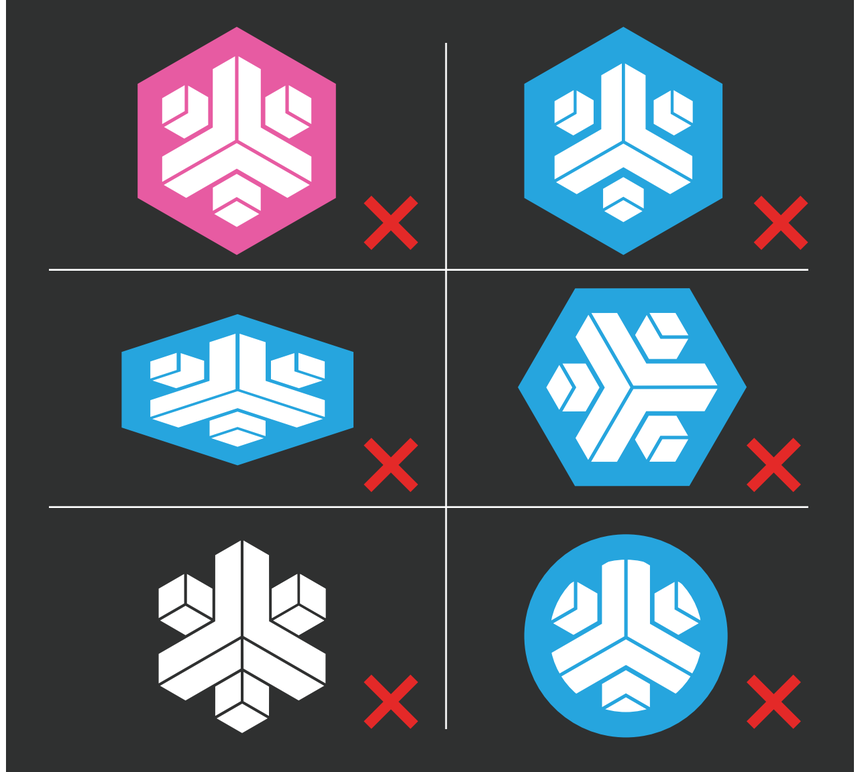
HEX • #212221

R • 33 **C** • 3
G • 34 **M** • 0
B • 33 **Y** • 3
K • 87

PLAIN WHITE

HEX • #FFFFFF

R • 255 **C** • 0
G • 255 **M** • 0
B • 255 **Y** • 0
K • 0



INCORRECT USAGE

It's important to remain consistant, in order to keep the recognizability of the logo as strong as possible.

DON'T:

- Change logo colors.
- Change the spacing of the elements within the logo.
- Stretch or skew the logo.
- Rotate the logo.
- Utilize an out-of-date logo.
- Compromise the logo silhouette.

TYPOGRAPHY

Nodecraft primarily utilizes two fonts, both in print and in web application.

KLAVIKA

Klavika Regular is used for the logo. Regular and Light can be used sparingly for logo text.

KLAVIKA LIGHT

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890

KLAVIKA REGULAR

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890

OPEN SANS LIGHT

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890

OPEN SANS REGULAR

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890

OPEN SANS SEMIBOLD

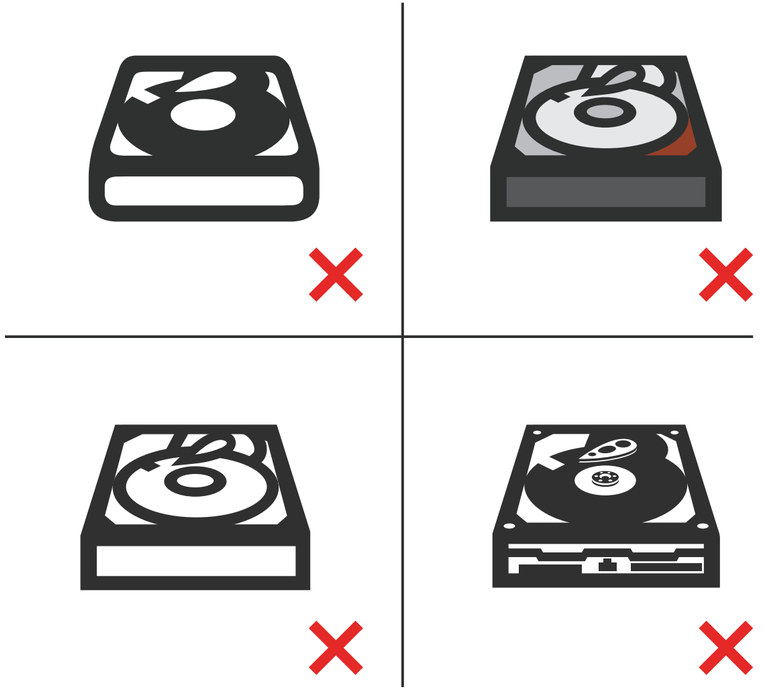
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890

OPEN SANS

Open Sans is used for all other purposes. Light, Regular, and Semibold are all utilized.

ICONOGRAPHY

Nodecraft utilizes a custom icon set that reflects the design parameters of the company's identity. The iconography maintains crisp, clean lines and sharp edges.



STYLE INCONSISTENCIES

Icons need to look like a part of a cohesive set. To keep the stylized elements consistent, please avoid the following misuses.

DON'T:

- Round the corners. We want to keep the icons crisp.
- Add color, or eliminate the transparent element of the icons.
- Utilize outline and nothing else. We want the icons to be substantial.
- Overdo the detail. The icons may appear at a very small size and must retain their integrity.

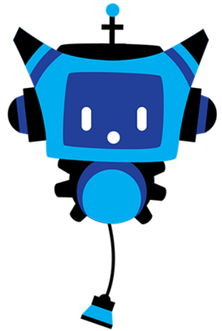
CHARACTERS

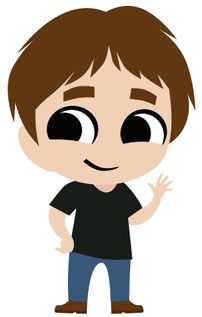
A few characters appear in the Nodecraft branding. These are the guidelines for their consistent use.

NODEBOTS

NodeBots are characterizations of the various servers we have available to customers.

Depictions of the NodeBots should stay true to their design. No elements should be added or taken away, colors changed, or any other alterations applied to the bots. They need to maintain a unique identity, so as not to confuse the products they represent.





CHIBIS

Chibis are used internally and on the site to depict the Nodecraft employees. The number, specific characters and specifics of the designs may change, but the style remains consistent.

GAME SUITES

Games that Nodecraft hosts are primarily represented by:

- A vector logo file.
- A Tile file, which is a simple 350 x 183 px vector illustration of the game with the logo overlaid.
- A Strip file, which is a 1250 x 125 px section of the Tile illustration with repeating edges.
- Some games also have a Banner file, which is a 1050 x 550 px illustration. It includes elements from the Tile file on a larger scale, featuring more characters, etc. It's used for promos or poster prints.

LOGO

TILE

STRIP

BANNER

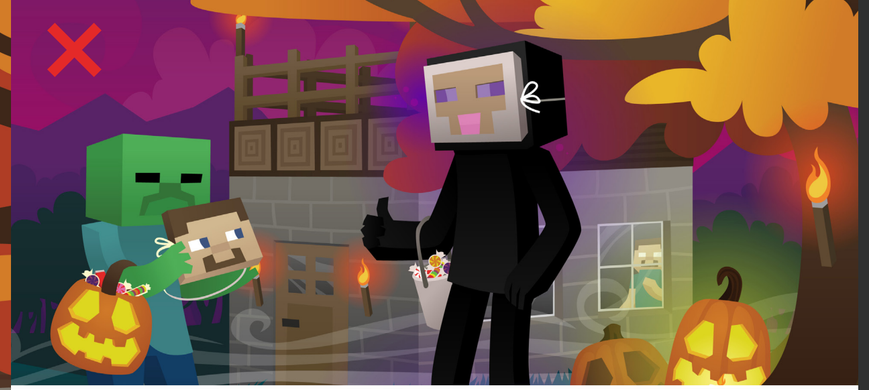
ILLUSTRATION

The Nodecraft illustrative style maintains the qualities of the logo and icons: Bright, bold, and flat vector imagery.

Gradients are used only in subtle ways, avoiding an overt presence in lighting and shading.

A standard level of detail is maintained in the style. We want the illustrations to have a clean, stylized look, while maintaining the recognizability of various game elements and characters.

Be mindful of text placement and legibility when placed on top of illustrated backgrounds.



STYLE INCONSISTENCIES

We want the illustrative style to be recognizable and unique to Nodecraft. If the style becomes inconsistent, it damages that branding. Be certain to avoid deviations from the style.

DON'T:

- Overuse gradients.
- Outline.
- Take too much liberty with character design (such as eliminating the squareness of Minecraft characters). We want the characters to be clearly recognizable to the games they come from.