

**SUP  
ERC  
ELL**

# BRAND GUIDELINES



# BRAND GUIDELINES

**We want our brand identity to be as high quality as our games, which is why we have put together this brand standard.**

Our design is supportive rather than expressive, to give room for our games to shine. Inside our Brand Guidelines you'll find written, visual and graphic elements that comprise our brand. The following pages give guidance for using them in a consistent, distinctly Supercell way.





# LOGO

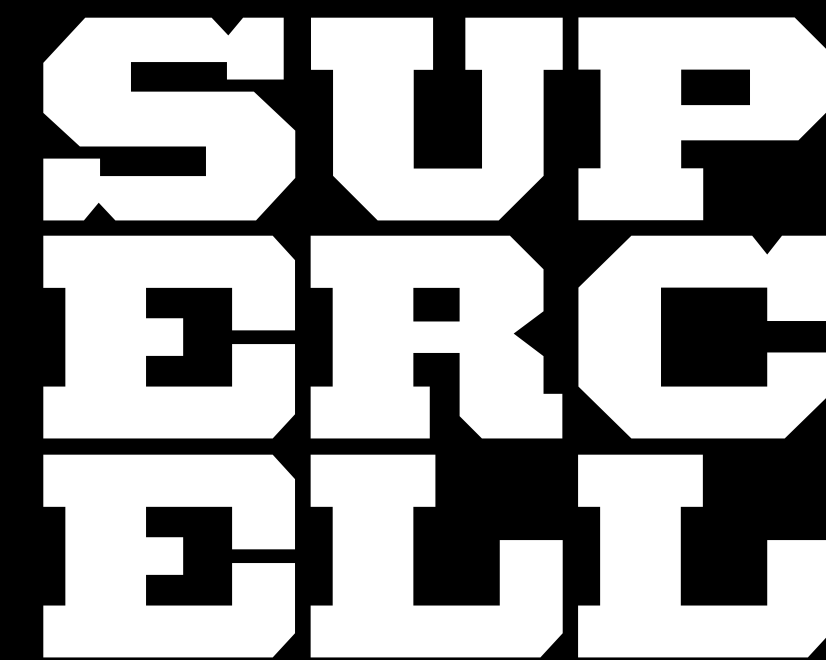


## Logo

The logo is our most valuable asset. It symbolizes our culture, small teams working together in close proximity. It should never be recreated or altered.

### QUICK GUIDE

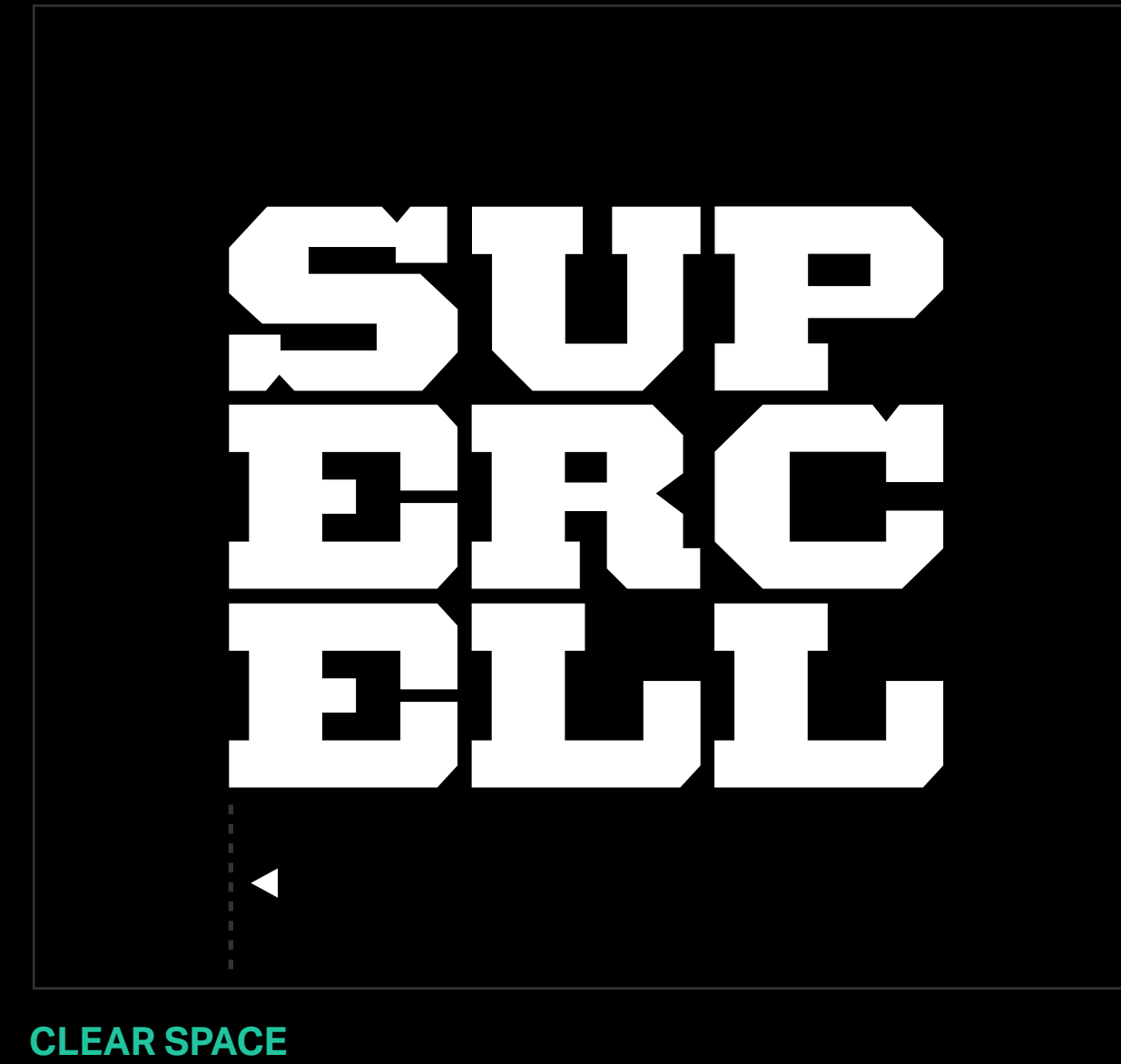
- Use logo only in black or white
- Black background is preferred, use white background if needed
- No type or other elements should infringe on its space
- On image, white logo is preferred
- When color background is needed, use white logo



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## Clear Space

In order to make our logo identifiable, it should always be given space to breathe. Breathing is very important. The clear space is measured by the height of the letter E.



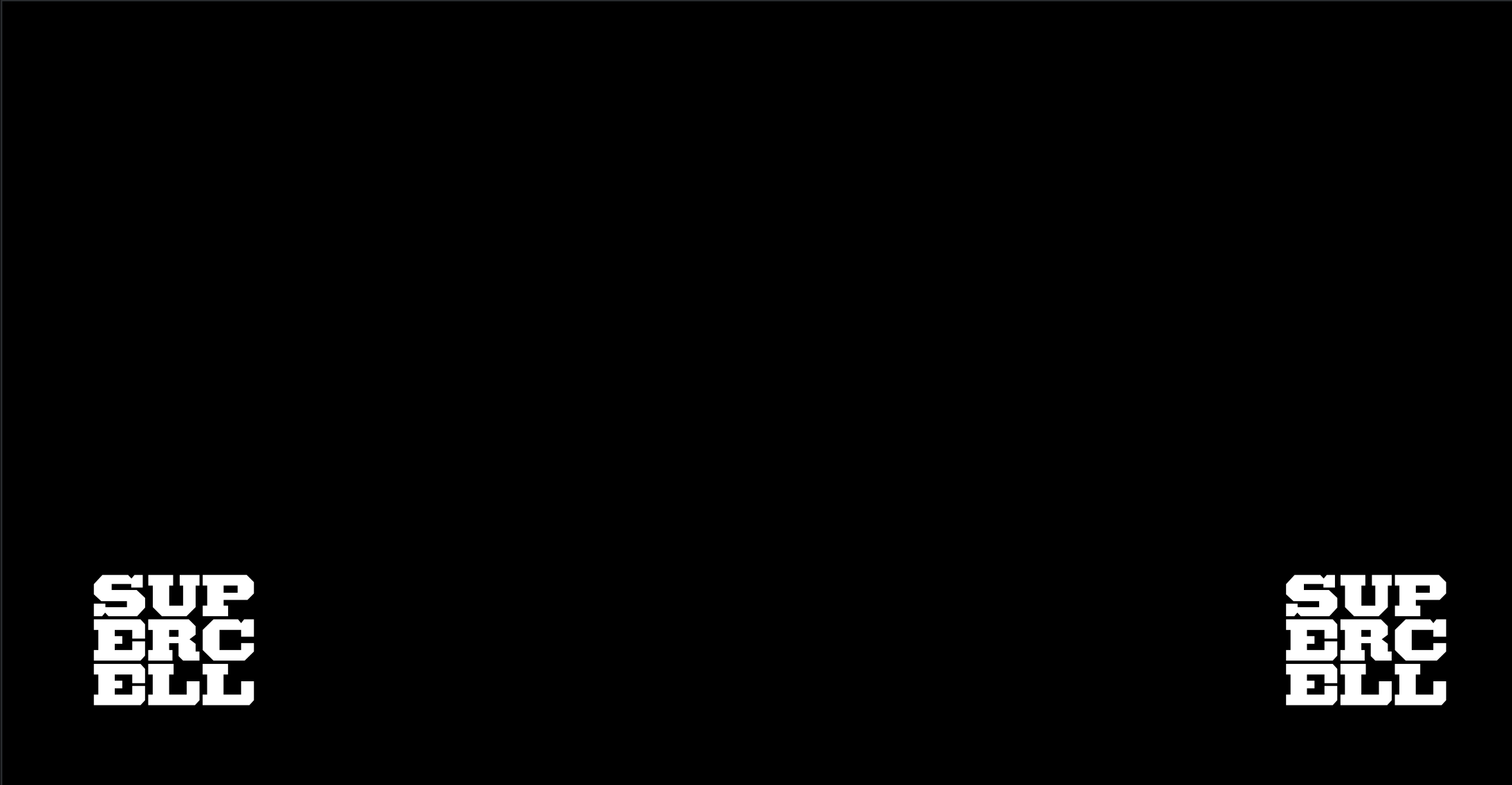
## Location

The primary location is centered. Preferred secondary location is bottom left or right.



**SUP  
ERC  
ELL**

PRIMARY LOCATION — CENTERED ON PAGE



**SUP  
ERC  
ELL**

**SUP  
ERC  
ELL**

SECONDARY LOCATION — BOTTOM LEFT OR RIGHT



## Size

**Primary** — Logo height is  $\frac{1}{3}$  of short length

**Secondary** — If the primary rule makes the logo look too big,  $\frac{1}{4}$  of short length

**Small** — For stationery items, the logo height is  $\frac{1}{8}$  of short length

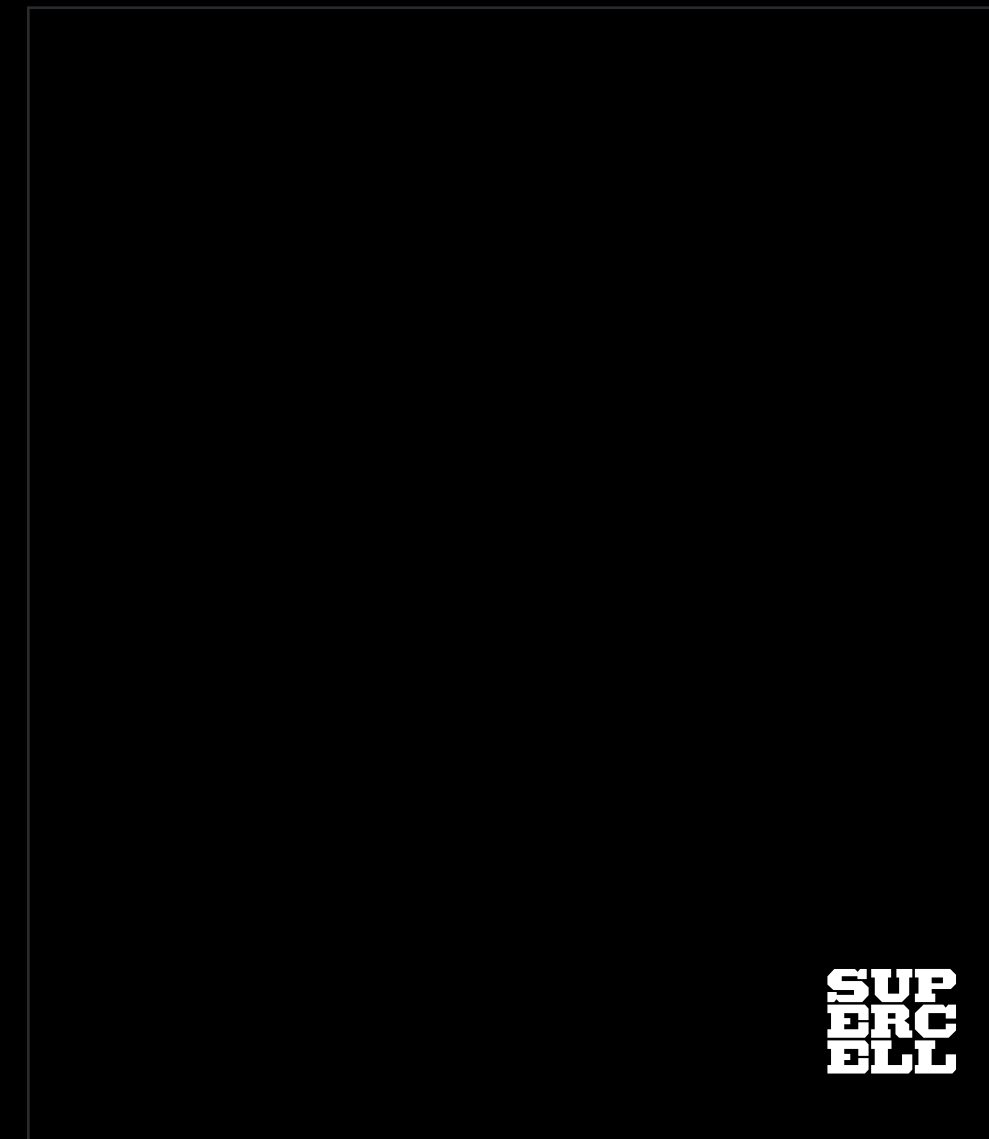
**Large** — Logo height is  $\frac{1}{2}$  of page length, where a large logo is needed



PRIMARY



SECONDARY



SMALL



LARGE

# TYPOGRAPHY



## Typography

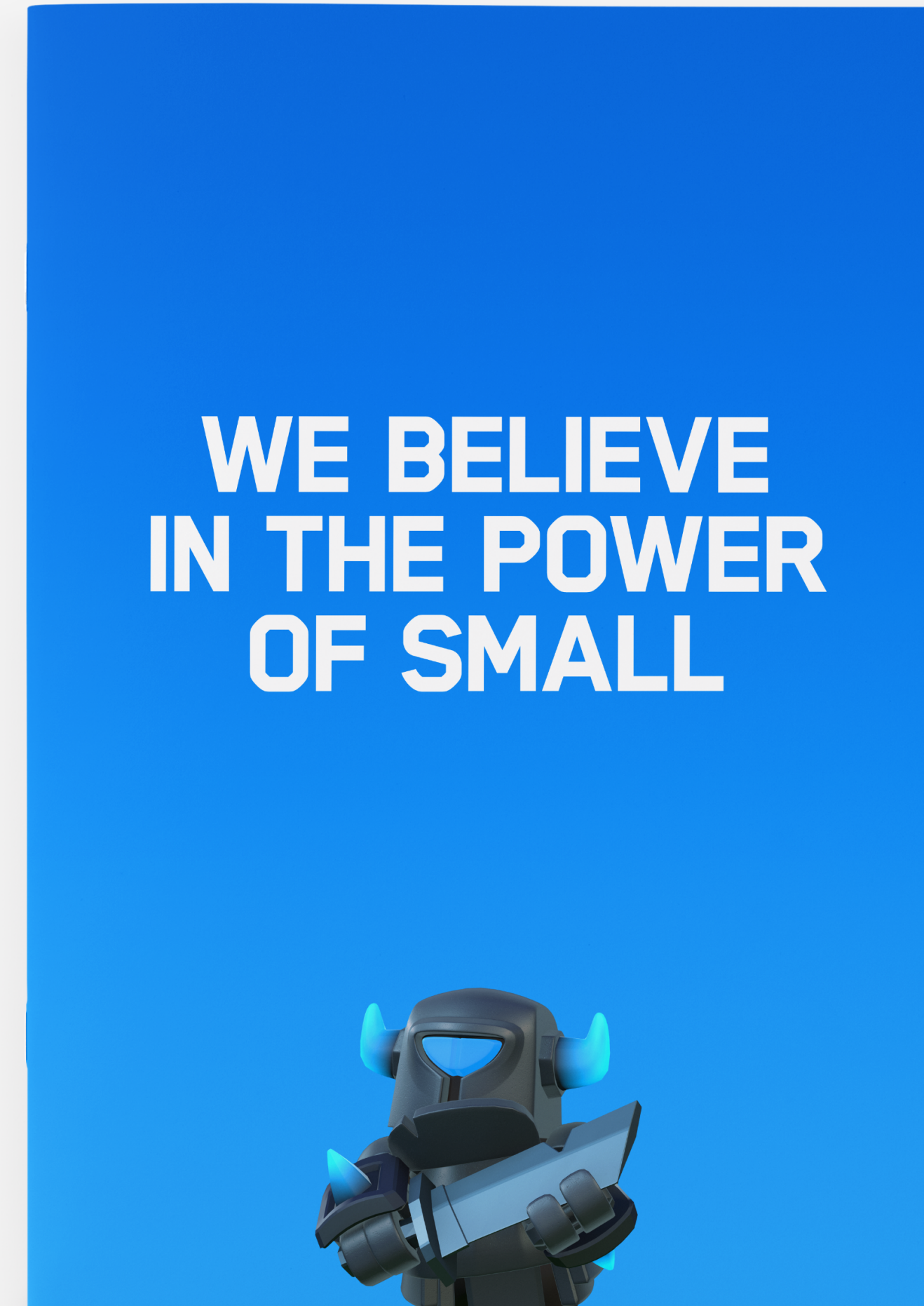
Supercell has a two distinct brand typefaces, Supercell Headline and Supercell Text. Paired together they create a distinct look that feels uniquely ours.

### SUPERCCELL HEADLINE

Bold and geometric. Supercell has a distinct brand headline typeface that complements our logo. Supercell Headline is used in headlines and larger text — in any type that needs attention: headline, signage, or call out.

### SUPERCCELL TEXT

Supercell Text is paired for best legibility for smaller text — subheads and body copy. It's highly functional and timeless.





Supercell Headline

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SUPERCCELL HEADLINE HEAVY

**THE QUICK HOG RIDER JUMPS  
OVER THE LAZY WALL**

SUPERCCELL HEADLINE BOLD

**THE QUICK HOG RIDER JUMPS  
OVER THE LAZY WALL**

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TYPEFACE DETAILS

- Primary — Supercell Headline Heavy
- Secondary — Supercell Headline Bold
- Always all capitals
- Size always large and bold
- Leading: 10% of type size
- Optical kerning
- Tracking: -15 (Adobe packages)
- Left or center aligned

## Supercell Text

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SUPERCCELL TEXT BOLD

**The quick Hog Rider jumps over the lazy wall**

SUPERCCELL TEXT MEDIUM

The quick Hog Rider jumps over the lazy wall

SUPERCCELL TEXT REGULAR

The quick Hog Rider jumps over the lazy wall

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TYPEFACE DETAILS

- Regular, Medium and Bold
- Sentence case or all capitals
- Leading: 45% of type size
- Optical kerning
- Tracking: 0 (Adobe packages)
- Left or centre aligned

## Type Alignment

Typically type is aligned to left margin, and starts at top. Like our logo, we can also center type.

**THE QUICK HOG RIDER JUMPS  
OVER THE LAZY WALL**

PRIMARY ALIGNMENT IS TOP LEFT CORNER

**THE QUICK HOG RIDER JUMPS  
OVER THE LAZY WALL**

SECONDARY ALIGNMENT IS CENTERED



## Typography Example

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# **SUPERCELL WAS FOUNDED ON A FEW CORE BELIEFS**

**Supercell is a mobile game developer based in Helsinki, Finland, with offices in San Francisco, Tokyo, Seoul and Beijing.**

We used this simple sentence to describe our idea of a new kind of games company that would put people front and center. We thought to ourselves: "What if you put together a games company the way you'd put together a professional sports team?" It would be an environment with zero bureaucracy. A place where the best people could make the biggest possible impact and nothing would stand in their way. Everything else, including financial goals, would be secondary.

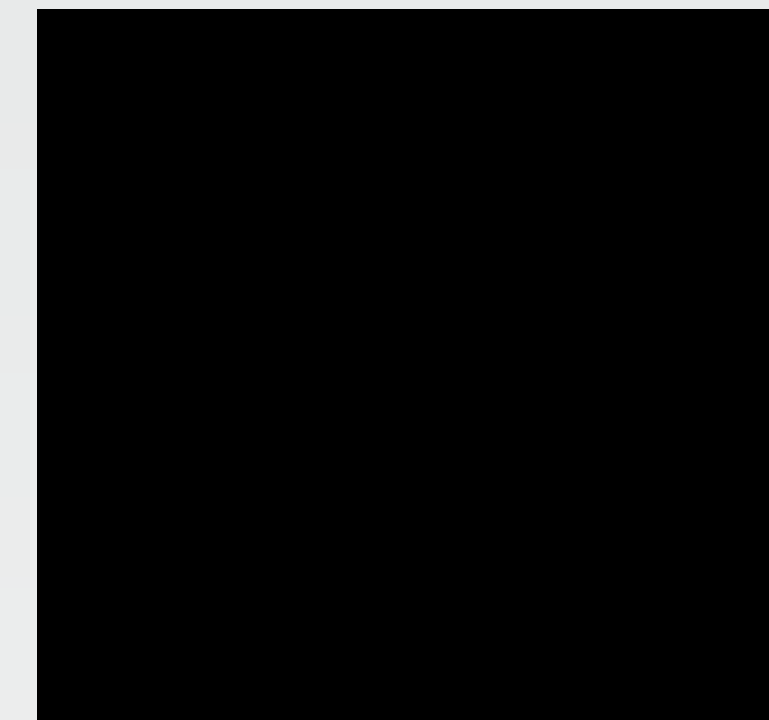
### **Small and Independent Cells**

We've found that the best quality work comes from small teams in which every single member is passionate about what they do. Often times when teams become bigger, processes, bureaucracy and even politics emerge, and the work just isn't fun anymore.

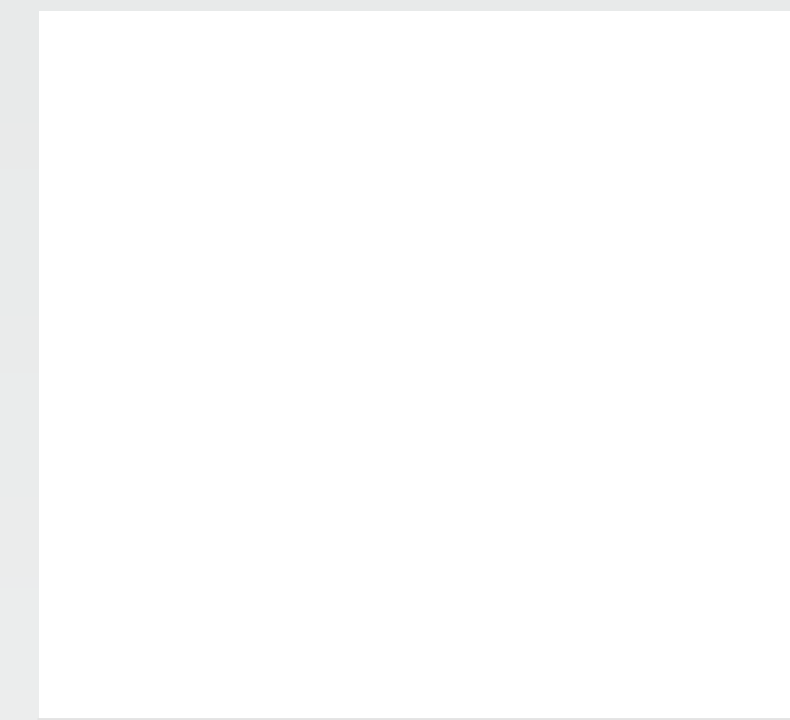
# COLOR

## Primary Colors

Supercell has two primary colors, black and white. These are our hero colors and the bedrock of our brand. We use black and white to signify quality and focus, while most importantly, giving our games room to shine. Use these colors for type and backgrounds.



**Supercell Black**  
#000000  
40C 30M 30Y 100K  
PMS Black 6 C  
PMS Neutral Black U




**Supercell White**  
#FFFFFF  
0C 0M 0Y 0K  
PMS —  
PMS —



## Accent Colors


We want our accent colors to be fun and bright, just like our games. Accent colors should be used to highlight text or infographics or to create UI elements.

While the colors are not game specific, they share a complementary hue to our games. Accent colors should be used thoughtfully — ideally one accent color at a time.



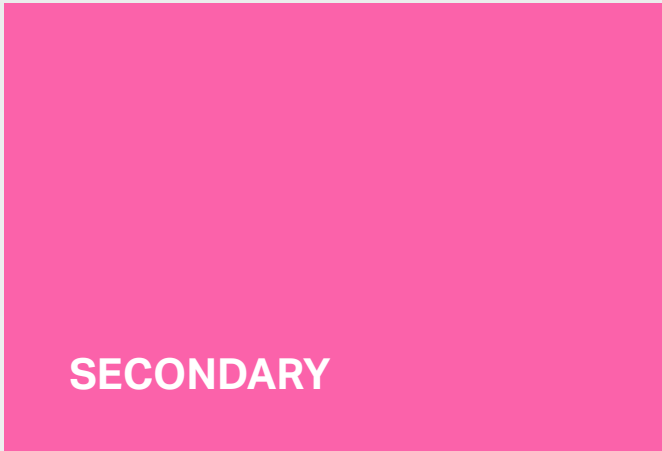
PRIMARY

**Supercell Blue**  
#2D85F3  
80C 40M 0Y 0K  
2727C




PRIMARY

**Supercell Green**  
#21C49F  
70C 0M 50Y 0K  
3265C



SECONDARY

**Supercell Pink**  
#FB62AA  
0C 80M 0Y 0K  
212C

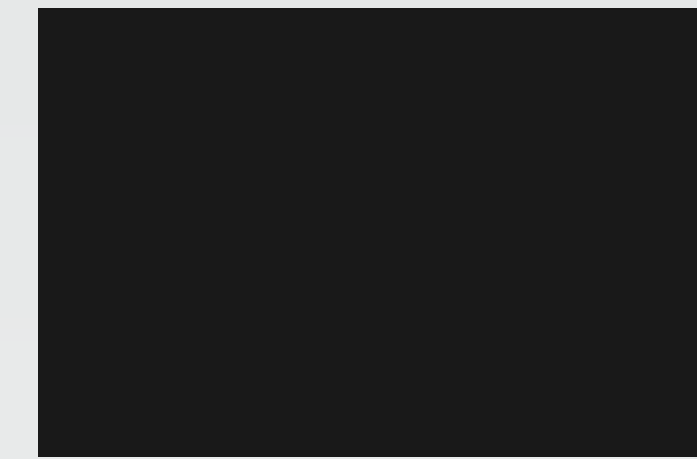


SECONDARY

**Supercell Yellow**  
#F7DB1C  
5C 10M 90Y 0K  
109C

## Supporting Grays

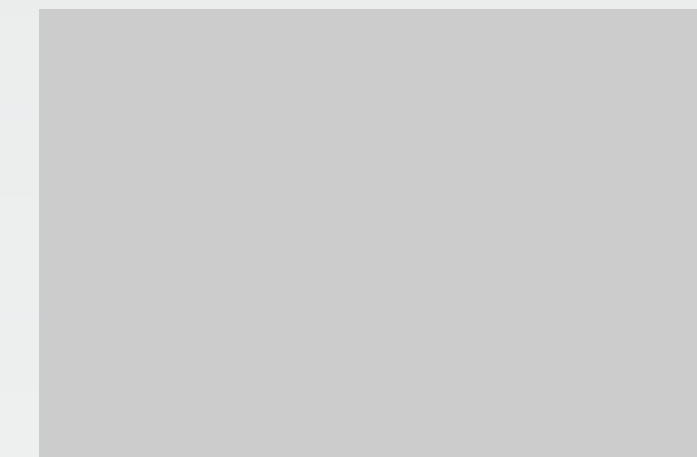
In addition to our primary and accent colors, we have a set of Supporting Grays. These help our accent colors to pop out and create hierarchy in layouts. The supporting grays are best applied in text, backgrounds and digital applications.



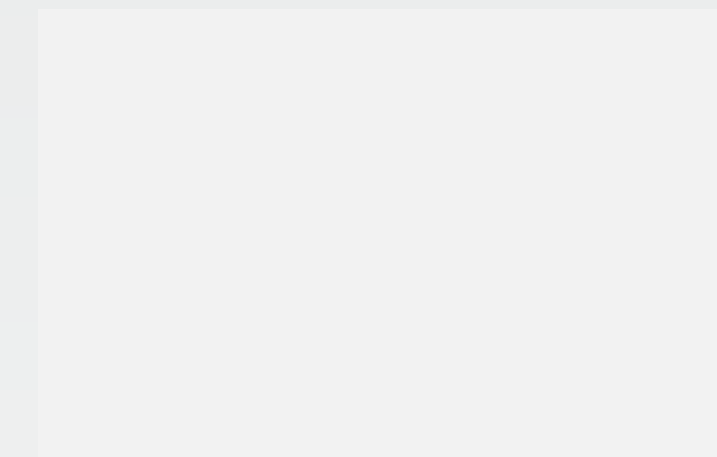
**Supercell Dark Gray**  
#191919



**Supercell Medium Gray**  
#666666



**Supercell Gray**  
#CCCCCC



**Supercell Light Gray**  
#F2F2F2



## Color Usage Ratio

This chart represents the overall color usage ratio in our corporate touchpoints. Please note — this ratio should be taken as a guide rather than a rule.

