



CYBERPUNK  
CITY

The logo features the words "CYBERPUNK" and "CITY" in a bold, 3D, blocky font. "CYBERPUNK" is white with a blue shadow, while "CITY" is cyan with a blue shadow. The text is enclosed in a neon pink and cyan outline that has a slight perspective, giving it a floating, digital appearance. The background is dark grey with vertical neon lines in cyan and pink on both sides, and a thin grey line on the far left and right.

BRAND GUIDELINES



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# About



# 1. About



## Embrace the **Future**, Dive into **Cyberpunk City**

Cyberpunk City is one of the world's first functioning metaverses built on Unreal Engine 5. It offers an immersive and unique gaming experience with various activities, such as battle royale, team deathmatch, and sci-fi car racing games.



# Logo Usage

2



## 2. Logo Usage

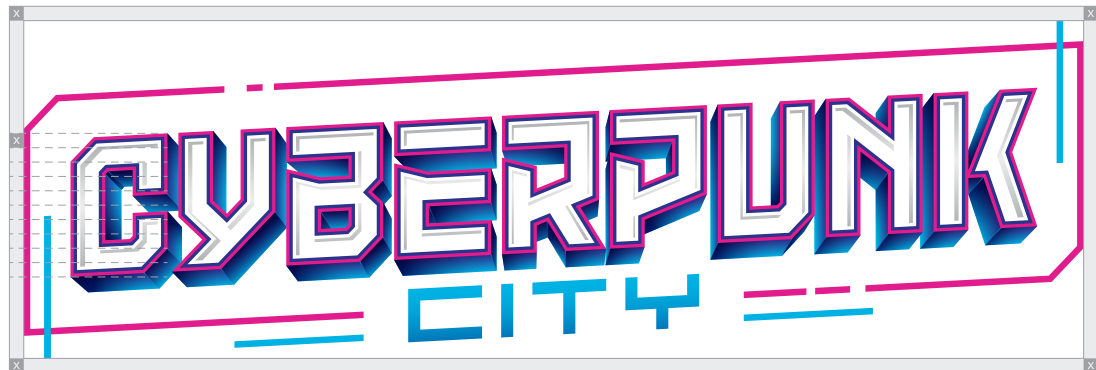
### 2.1.1. Clear Zone - Wordmark

The gray color indicates a Clear Zone.

No graphic elements are allowed in the gray area.

The measurement [X] defines the minimum required Clear Zone.

[X] is 10% of the height of the main "C" letter, and its width is equal to its height.



## 2. Logo Usage

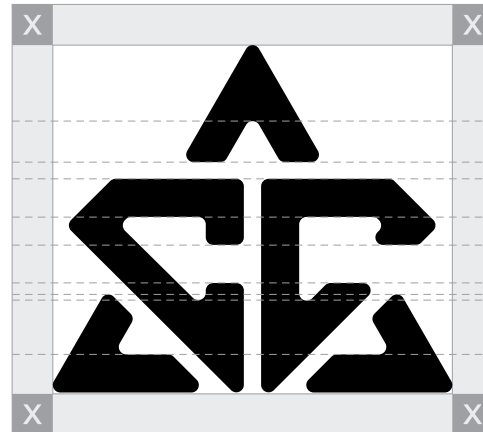
### 2.1.2. Clear Zone - Icon

The gray color indicates a Clear Zone.

No graphic elements are allowed in the gray area.

The measurement [X] defines the minimum required Clear Zone.

[X] is 10% of the height of the main "C" letter, and its width is equal to its height.



## 2. Logo Usage

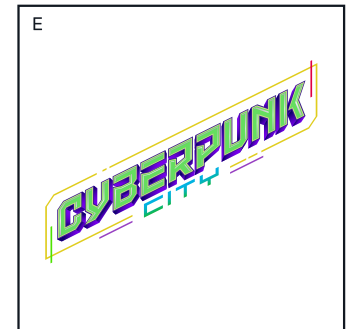
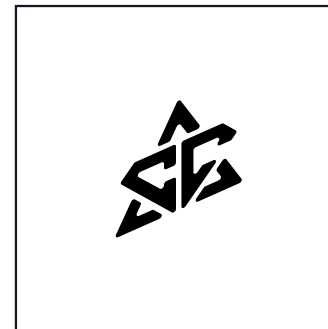
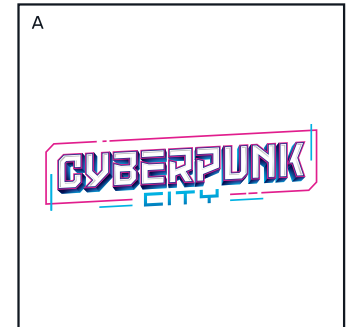
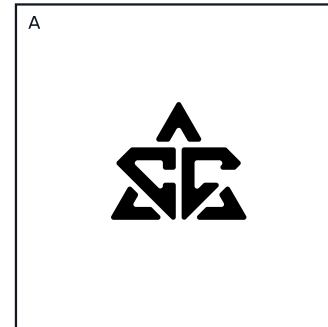
### 2.2. Correct & Incorrect Usage

#### CORRECT USAGE

A. Only use the provided logo options without any changes in color or shape to maintain originality.

#### INCORRECT USAGE

D. Do not alter the aspect ratio, tilt, or skew.  
E. Do not change the colors.







# Logo Variations

W

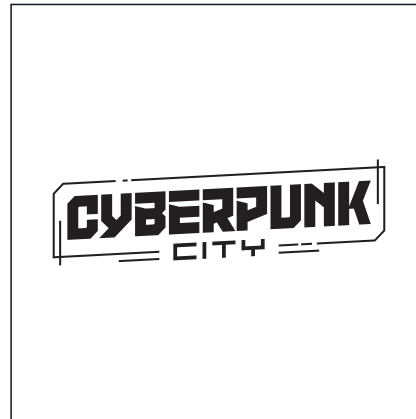


# 3. Logo Variations

## 3.1. Wordmark



Original



BW - Black

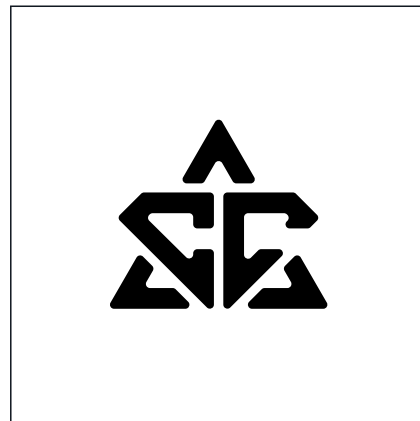


BW - White

# 3. Logo Variations

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## 3.2. Icon



BW - Black



BW - White

# Color Palette

4



## 4. Color Palette



**PANTONE**  
**Rhodamine Red C**

<b>C</b>	5	<b>R</b>	225
<b>M</b>	97	<b>G</b>	31
<b>Y</b>	0	<b>B</b>	143
<b>K</b>	0		

**HEX #e11f8f**



**PANTONE**  
**306 C**

<b>C</b>	81	<b>R</b>	0
<b>M</b>	3	<b>G</b>	179
<b>Y</b>	4	<b>B</b>	228
<b>K</b>	0		

**HEX #00b3e4**



**PANTONE**  
**072 C**

<b>C</b>	100	<b>R</b>	43
<b>M</b>	97	<b>G</b>	51
<b>Y</b>	2	<b>B</b>	141
<b>K</b>	3		


**HEX #2b338d**



**PANTONE**  
**Black 6 C**

<b>C</b>	82	<b>R</b>	17
<b>M</b>	71	<b>G</b>	25
<b>Y</b>	59	<b>B</b>	33
<b>K</b>	75		

**HEX #111921**



# Brand Application

5



# 6. Brand Application

