UNKNOWN
WORLDS

Visual Identity &
Brand Guidelines
2024

INDEX

LOGO & VARIATIONS

UNKNOWN WORLDS

This section provides a comprehensive overview of the Unknown Worlds logo, featuring the primary logo along with its various adaptations.

Designed to showcase the full range of our brand's visual identity, it includes the main logomark and its alternative variations.

Each version is tailored for specific uses, ensuring optimal performance across all branding touchpoints.

Explore these designs to see how each maintains the essence of our brand while offering flexibility for different contexts.

The Unknown Worlds logo must maintain clarity and visibility in all applications. Ensure it stands out distinctly on any background or context where it is placed.

It is imperative that the logo remains unobstructed at all times, with no overlaying elements or designs that could compromise its visibility and recognition. Additionally, the logo should never be altered, modified, or distorted in any way, preserving its integrity and design as originally intended.

❌ Do not use non-approved brand colors or strong effects like drop shadow and glow

❌ Do not tilt the logo in any way

❌ Do not fill the logo or place the logo on top of unapproved assets

❌ Do not alter the dimensions of the logo

❌ Do not change or use unapproved typefaces in the logo

❌ Do not alter the logo lockup

❌ Do not compromise the visibility of the logo in any way

UNKNOWN WORLDS

UNKNOWN WORLDS

UNKNOWN WORLDS

UNKNOWN WORLDS

This page illustrates how the Unknown Worlds logo should be adapted for use on backgrounds with varying lightness and darkness values. It provides guidelines for selecting logo colors that contrast effectively with the background, ensuring the logo remains prominent and legible under all conditions. Explore these examples to understand how to maintain visual integrity and brand consistency across a spectrum of different background intensities.

90%

80%

70%

60%

50%

40%

30%

20%

10%

5%
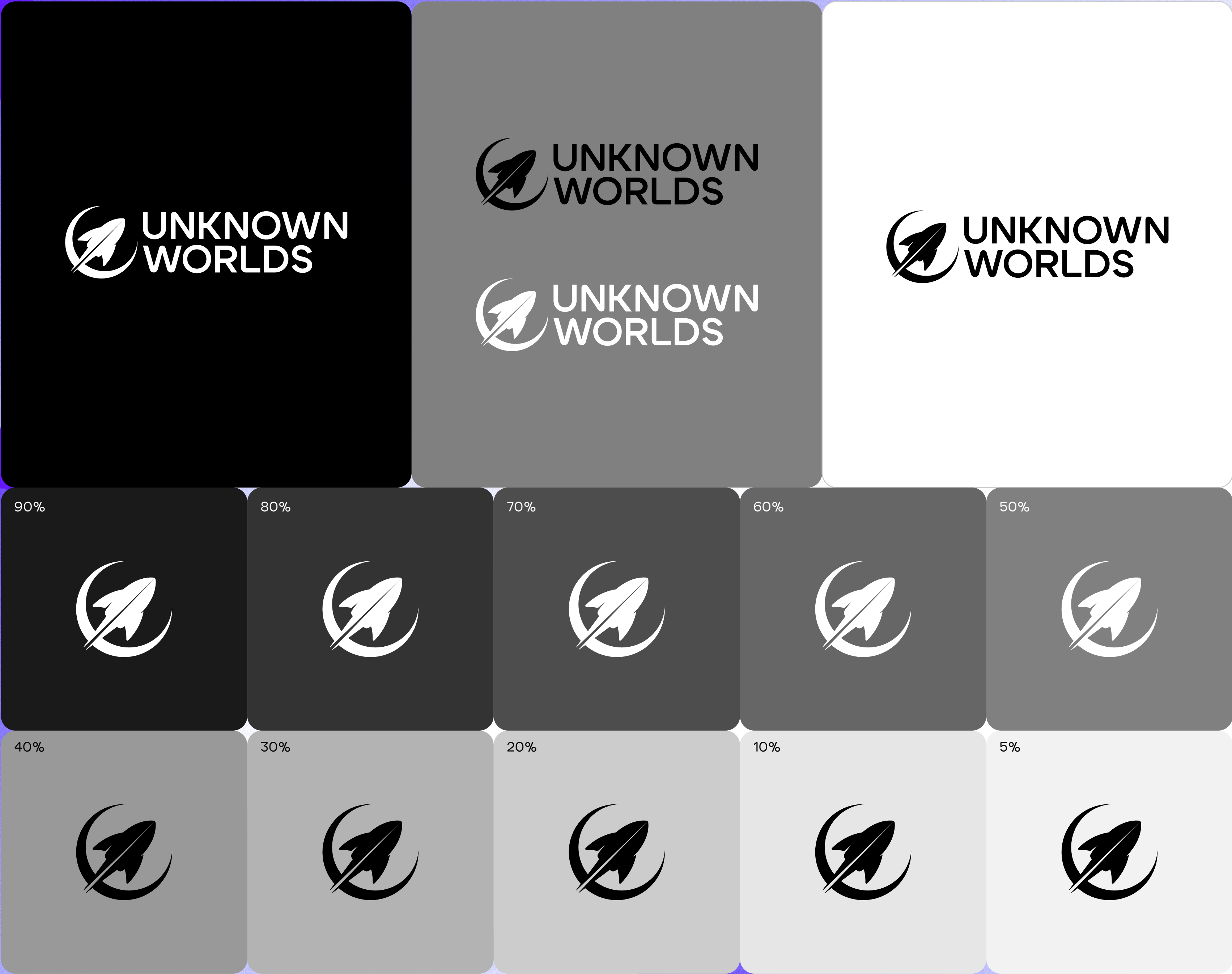
BRAND COLORS & PALETTE

UNKNOWN WORLDS

This palette displays the colors used by the brand, along with their typical application percentages across all aspects and mediums. It provides a comprehensive guide to ensure consistent color usage throughout the brand's visual communications.

UW Purple

#6418FF

R 100
G 24
B 255

UW Red

#FF3975

R 255
G 57
B 117

Ocean Blue

#008DFF

R 0
G 141
B 255

Ice Blue

#4CDD1FF

R 76
G 209
B 255

Teal Green

#00E6C4

R 0
G 230
B 196

Fire Orange

#FF5E5A

R 255
G 94
B 90

Light Orange

#FCA700

R 252
G 167
B 0

Warm Orange

#FF9100

R 255
G 145
B 0

White

#FFFFFF

R 255
G 255
B 255

Black

#000000

R 0
G 0
B 0

Displayed below is the full color range of Unknown Worlds, each color presented with various opacity levels. This visualization helps demonstrate how each hue adapts under different transparency settings, aiding in selecting the perfect tone for diverse design applications.

50%	60%	70%	80%	90%		
					UW Purple #6418FF	R 100 G 24 B 255
					Ocean Blue #008DFF	R 0 G 141 B 255
					Ice Blue #4CDD1FF	R 76 G 209 B 255
					Teal Green #00E6C4	R 0 G 230 B 196
					UW Red #FF3975	R 255 G 57 B 117
					Fire Orange #FF5E5A	R 255 G 94 B 90
					Light Orange #FCA700	R 252 G 167 B 0
					Warm Orange #FF9100	R 255 G 145 B 0

This page displays the variety of color combinations suitable for the Unknown Worlds logo. It highlights how the logo adapts to different backgrounds, ensuring it retains its impact and visibility.

Each example demonstrates the effective use of our color palette to maintain brand consistency while catering to diverse design needs. Use these guidelines to choose appropriate background colors that enhance the logo's presence in any context.

BRAND TYPEFACES

UNKNOWN WORLDS

UW SANS
Primary Typeface

Introducing UW Sans, the custom typeface crafted exclusively for Unknown Worlds. This section explores UW Sans in detail, highlighting its unique characteristics and versatility across different media.

Designed to complement the brand's visual identity, UW Sans ensures cohesive and consistent typography in all communications.

UW SANS

This page features the diverse weights and styles of the UW Sans typeface, each designed to enhance the textual dynamics of Unknown Worlds' branding.

From light to bold, and regular to italic, explore how these variations can be utilized to convey different tones and strengths in your communications, ensuring both versatility and visual harmony across all brand materials.

Regular
Regular Italic
SemiBold
SemiBold Italic
Bold
Bold Italic
Black
Black Italic

UW Sans
Latin & Cyrillic Support

This page highlights the linguistic capabilities of UW Sans, showcasing its support for Basic and Extended Latin as well as Cyrillic-based languages.

Explore the extensive character set that enables UW Sans to deliver clear and consistent communication across a broad spectrum of languages, ensuring comprehensive coverage for diverse audiences.

À Á Â Ã Ä Å Æ Ç È É Ê Ë Ì Í Î Ï Ñ Ò Ó Ô Õ Ö Ø Œ Ù Ú
Û Ü Ý Ÿ Þ Đ Ł Š Ž ¡ ¿ « » ‹ › ¤ · ° ± - ¶ § ‰ / – —
à á â ã ä å æ ç è é ê ë ì í î ï ñ ò ó ô õ ö ø œ ù ú
û ü ý ÿ þ ð ł š ž ß ı ^ ˆ ˜ ¨ ` ´ ¸ ˘ ˚ , „ … | † ‡

А Б В Г Д Е Ё Ж З И Й К Л М Н О П Р С Т У Ф Х Ц Ч Ш
Щ Ъ Ы Ь Э Ю Я

а б в г д е ё ж з и й к л м н о п р с т у ф х ц ч ш
щ ъ ы ь э ю я

Ђ Ѓ Є Ѕ І Ї Ј Љ Њ Ћ Ќ Ў Џ Ґ Ғ Ө Ү Ѐ Ѝ Ҍ Ѡ Ѵ
ђ ѓ є ѕ і ї ј љ њ ћ ќ ў џ ґ ғ ө ү ѐ ѝ ҍ ѡ ѵ

Web-based localization

Noto Sans

This page introduces Noto Sans as the alternate typeface for Unknown Worlds, to be used when the primary typeface, UW Sans, is not applicable.

Ideal for web-based applications and supporting a wide range of languages that UW Sans does not cover, Noto Sans ensures readability and inclusivity across global communications. Explore how this versatile typeface complements UW Sans, maintaining the brand's integrity and accessibility in diverse contexts.

Noto Sans

Лорем ипсум долор сит амет, регионе проприае партиендо ех дуо. Ид ест яуис ехпетендис. Хас еи сцрипта перципит абхорреант, пер ат анимал ирацундиа цотидиеяуе

Noto Sans Korean

국가는 지역간의 균형있는 발전을 위하여 지역경제를 육성할 의무를 진다, 언론·출판에 대한 허가나 검열과 집회·결사에 대한 허가는 인정되지 아니한다. 국회는 국민의 보통·평등·직접·비밀선거에 의하여 선출된 국회의원으로

Noto Sans

Λορεμ ιπσθμ δολορ σιτ αμετ, ρεβθμ λθδθσ qθοδσι θσθ εξ. Νιμ εθ ερρορ δομινυ σαλθτανδι, νο ασσθμ ταμqθαμ τραστατοσ σιτ. Εξεος δελενιτ γλοριατθρ, εαμ μαιορθμ δολορες σονσεq θθ ντθρ

Noto Sans Japanese

業ヲユホ連生ノ教1彼ぜ社権ゃ穴誕7報じはど山誰げレを使6判暮イヨ理夫のト済春ほきこせ紆37浜7業潤君ばぴルぞ。御ぴきゃ動力さゅ備月ニケ工追度ルぜへ話世ミルツウ月癌ルエミ特謙ラ通後ス限容安式だラろ態

Noto Sans Simplified Chinese

件言画転開和歳人投北依文道富失。最型経話枕安買爆立首使金提。望世行界誕味捨謙勲裂解答議前島変字降元。野庫物武状位申劇蔵空論際極。情現納試狙今思罪学電話英所。赤告京点混北景権発防店王。

LOGO GUIDELINES

UNKNOWN WORLDS

This section showcases the main horizontal logo of Unknown Worlds, detailing its design and preferred use.
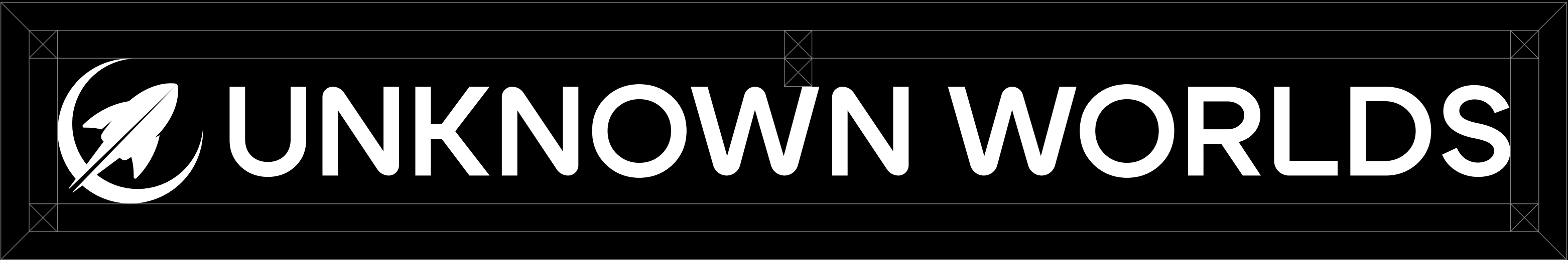
This logo format is designed for maximum impact and readability across a variety of applications, making it the standard choice for broad visibility.

Employ this version to convey the brand's identity consistently in all major communications and branding materials.

UNKNOWN WORLDS

The horizontal logo features a designated safe area to ensure its integrity and visibility. The outer boundary represents the preferred safe area for the logo. The inner boundary marks the minimum safe zone. Please ensure that no other elements encroach upon this minimum safe area to maintain clear visual separation.

UNKNOWN WORLDS

UNKNOWN WORLDS

The smallest permissible height for the logo is 30 pixels

This page outlines the optimal placement strategies for the horizontal logo of Unknown Worlds across different aspect ratios. Follow these guidelines to ensure the logo is displayed prominently and effectively, maintaining brand consistency and visibility on varying screen sizes and print formats.

Keep in mind that placement may often vary depending on the content that the logo is placed on top of, requiring adjustments to ensure optimal visibility and alignment.

4:3

16:9

21:9

UNKNOWN WORLDS

UNKNOWN WORLDS

UNKNOWN WORLDS

UNKNOWN WORLDS

UNKNOWN WORLDS

UNKNOWN WORLDS

1:1

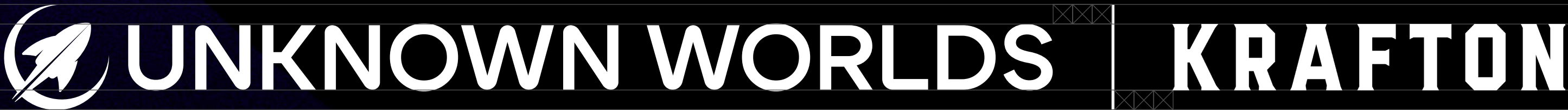UNKNOWN WORLDS

UNKNOWN WORLDS

1:8

9:16

4:6

1:3

This page provides detailed guidelines for the dimensions and spacing when the horizontal logo of Unknown Worlds is used in conjunction with another company's logo. It includes specific measurements to ensure both logos are presented with equal prominence and visual harmony in a locked-up arrangement.

The spacing between the logos should adhere to the safe area guidelines previously established, ensuring a clear and consistent gap is maintained.

Follow these specifications to maintain a balanced and professional appearance in all co-branded materials.

UNKNOWN WORLDS | KRAFTON

Discover the horizontal stacked logo of Unknown Worlds within this section, detailing its design elements and best usage scenarios. Designed for significant visibility and impact, this configuration is ideal for use in environments where space is constrained horizontally.

Utilize this version to ensure uniform brand portrayal throughout all major promotional and business communications.

UNKNOWN WORLDS

The horizontal stacked logo features a designated safe area, delineated by an outer line that marks the preferred buffer zone.

Inside this, a secondary inner line indicates the minimum safe zone. Please ensure that no other design elements encroach upon this essential space to maintain the logo's clarity and impact.
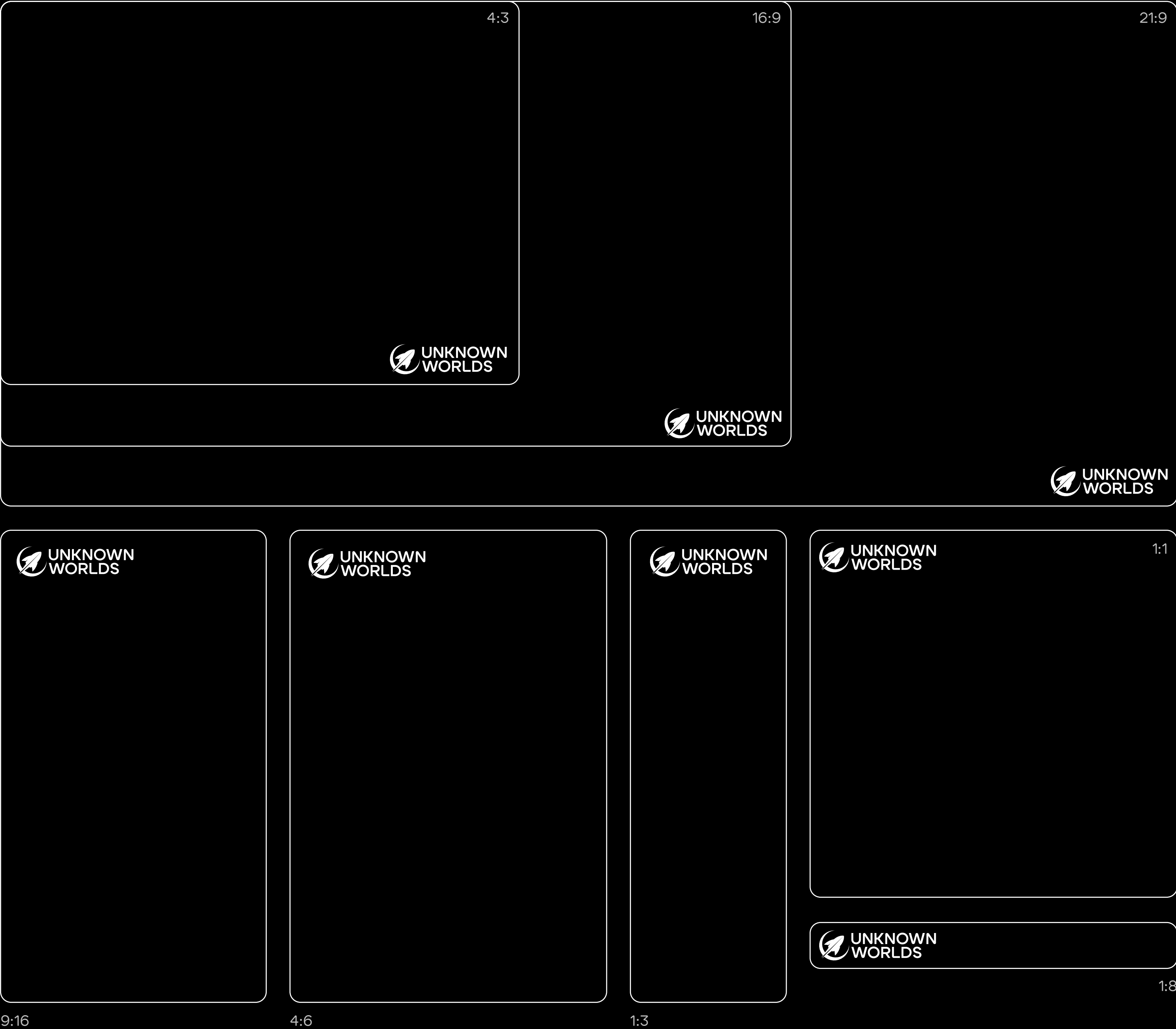
UNKNOWN WORLDS

UNKNOWN WORLDS   The smallest permissible height for the logo is 30 pixels

This page outlines the optimal placement strategies for the horizontal logo of Unknown Worlds across different aspect ratios. Follow these guidelines to ensure the logo is displayed prominently and effectively, maintaining brand consistency and visibility on varying screen sizes and print formats.

Keep in mind that placement may often vary depending on the content that the logo is placed on top of, requiring adjustments to ensure optimal visibility and alignment.

4:3

16:9

21:9

UNKNOWN WORLDS

UNKNOWN WORLDS

UNKNOWN WORLDS

UNKNOWN WORLDS

UNKNOWN WORLDS

UNKNOWN WORLDS

UNKNOWN WORLDS

1:1

9:16

4:6

1:3

UNKNOWN WORLDS

1:8

This page provides detailed guidelines for the dimensions and spacing when the horizontal logo of Unknown Worlds is used in conjunction with another company's logo. It includes specific measurements to ensure both logos are presented with equal prominence and visual harmony in a locked-up arrangement.

The size of the paired logo should be determined by matching its height to that of the inner rocket within the Unknown Worlds logo icon. Follow these specifications to maintain a balanced and professional appearance in all co-branded materials.

The spacing between the logos should adhere to the safe area guidelines previously established, ensuring a clear and consistent gap is maintained.
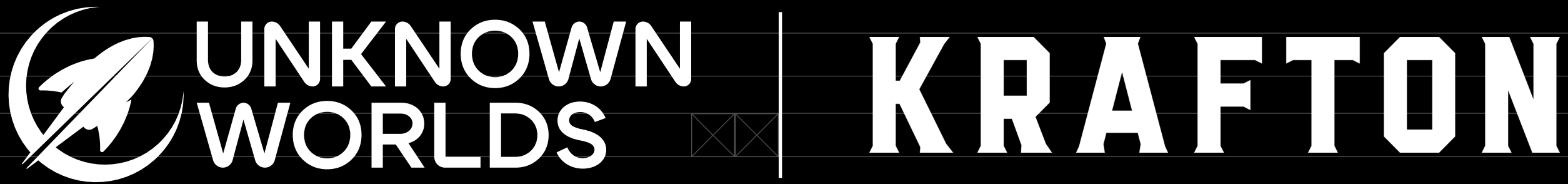
View the vertical stacked logo of
Unknown Worlds within this section, which
emphasizes its unique, taller configuration
and prominent display of the icon.

This version is specifically designed for
settings where vertical layout enhances
visibility and impact, making the icon more
noticeable.

Use this arrangement to ensure a
consistent and powerful representation
of the brand across a wide range of
applications where space allows.

UNKNOWN
WORLDS

The vertical stacked logo features a designated safe area, delineated by an outer line that marks the preferred buffer zone.

Inside this, a secondary inner line indicates the minimum safe zone. Please ensure that no other design elements encroach upon this essential space to maintain the logo's clarity and impact.

UNKNOWN
WORLDS
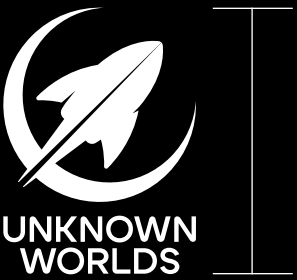
UNKNOWN
WORLDS

The smallest permissible height for the logo is 100 pixels

4:3

16:9

21:9

This page outlines the optimal placement strategies for the vertical stacked logo of Unknown Worlds across different aspect ratios. Follow these guidelines to ensure the logo is displayed prominently and effectively, maintaining brand consistency and visibility on varying screen sizes and print formats.

Keep in mind that placement as well as usage of a logo variation may often vary depending on the content that the logo is placed on top of, requiring adjustments to ensure optimal visibility and alignment.

1:1

1:8

9:16

4:6

1:3

This page provides detailed guidelines for the dimensions and spacing when the vertical stacked logo of Unknown Worlds is used in conjunction with another company's logo.

It includes specific measurements to ensure both logos are presented with equal prominence and visual harmony in a locked-up arrangement. Follow these specifications to maintain a balanced and professional appearance in all co-branded materials.

The spacing between the logos should adhere to the safe area guidelines previously established, ensuring a clear and consistent gap is maintained.

UNKNOWN WORLDS

KRAFTON

Explore the standalone icon of the Unknown Worlds logo on this page, which highlights the distinctive design and its applications.

This compact version is ideal for scenarios where space is limited or when a simplified representation of the brand is required.

It is designed to maintain brand recognition and impact, effectively conveying the essence of Unknown Worlds in a more minimalistic format. Utilize this icon to ensure consistent brand identity across digital platforms, app icons, and other small-scale applications.

The logo icon of Unknown Worlds is encompassed by a designated safe area, marked by an outer boundary that establishes the preferred buffer zone. Inside, a secondary boundary defines the minimum safe zone.

The width of these zones is set based on the thickest part of the large crescent within the logo.

Ensure that no extraneous design elements intrude into this essential space to maintain the icon's clarity and effectiveness.
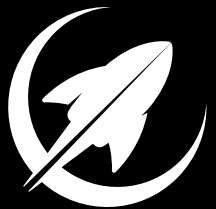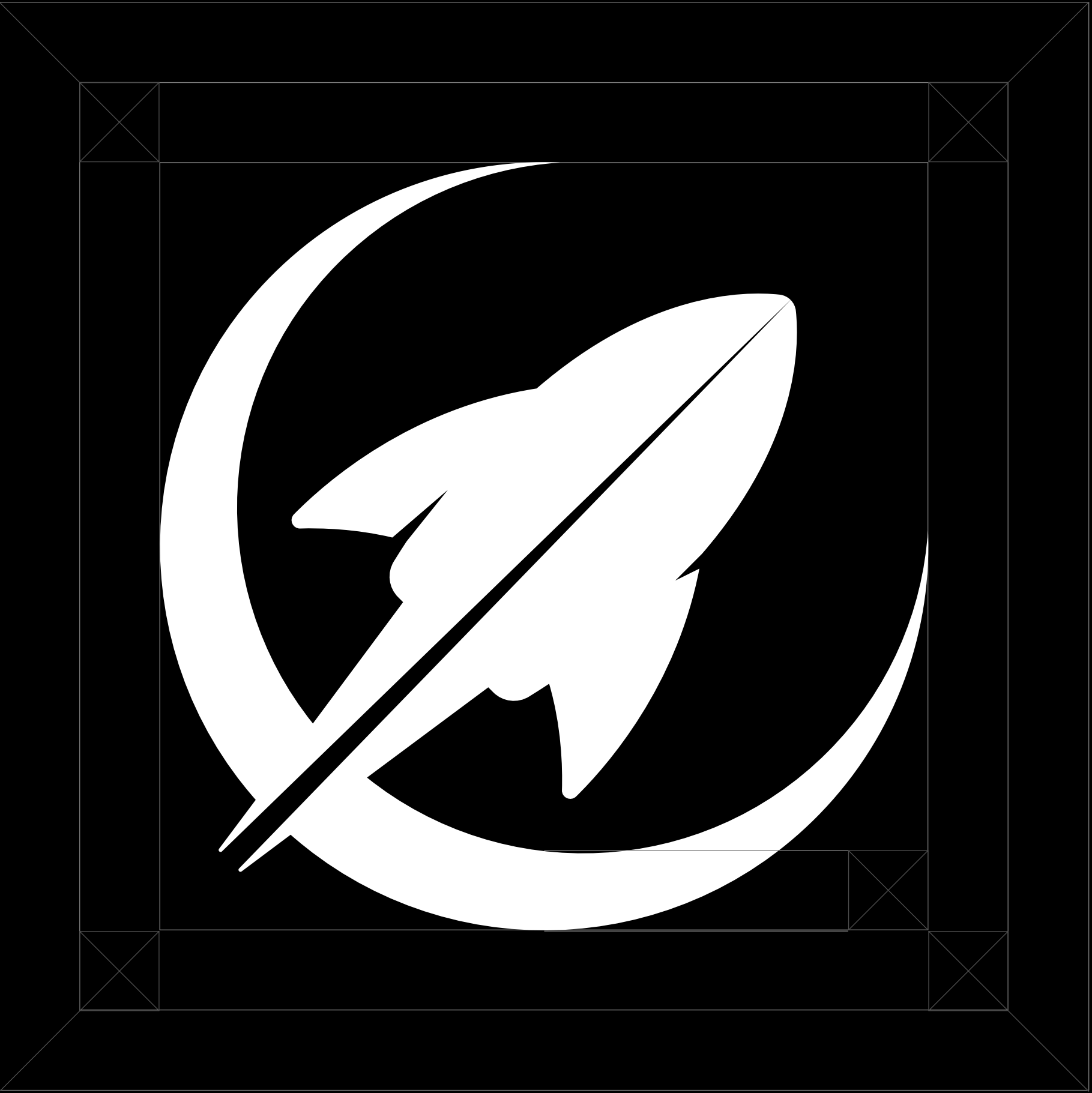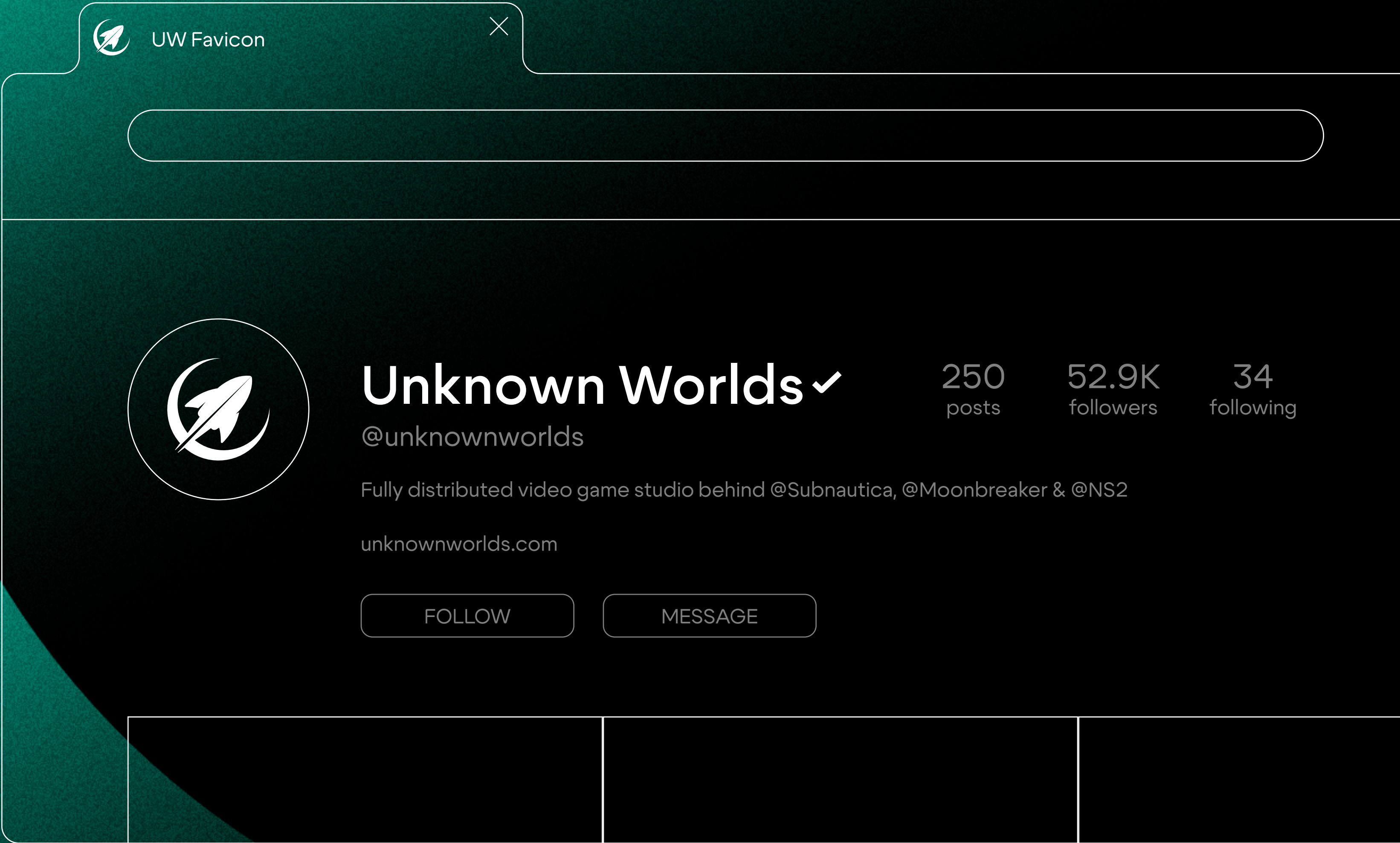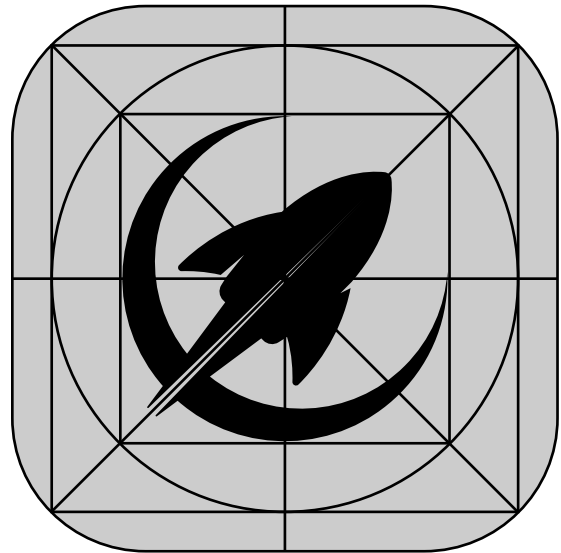
The smallest permissible height for the logo is 75 pixels

This page illustrates the adaptable use of the Unknown Worlds logo icon for various digital applications.

Discover how this iconic symbol can effectively represent the brand as a website favicon, social media profile picture, or application icon, ensuring consistent brand identity across all online platforms.

UW Favicon

Unknown Worlds ✔
@unknownworlds

250	52.9K	34
posts	followers	following

Fully distributed video game studio behind @Subnautica, @Moonbreaker & @NS2

unknownworlds.com

FOLLOW   MESSAGE

This page outlines the optimal placement strategies for the logo icon of Unknown Worlds across different aspect ratios. Follow these guidelines to ensure the logo is displayed prominently and effectively, maintaining brand consistency and visibility on varying screen sizes and print formats.

Keep in mind that placement as well as usage of a logo variation may often vary depending on the content that the logo is placed on top of, requiring adjustments to ensure optimal visibility and alignment.

4:3

16:9

21:9

1:1

9:16

4:6

1:3

1:8

This page provides detailed guidelines for the dimensions and spacing when the vertical stacked logo of Unknown Worlds is used in conjunction with another company's logo.

It includes specific measurements to ensure both logos are presented with equal prominence and visual harmony in a locked-up arrangement. Follow these specifications to maintain a balanced and professional appearance in all co-branded materials.

The spacing between the logos should adhere to the safe area guidelines previously established, ensuring a clear and consistent gap is maintained.

KRAFTON

DESIGN EXAMPLES

UNKNOWN WORLDS

This section showcases a curated selection of design implementations that embody the full spectrum of our brand guidelines.

Explore various examples that demonstrate how the Unknown Worlds brand comes to life across different mediums—incorporating our logo, color palette, typography, and more.

These examples provide inspiration and practical insight into how to consistently and effectively apply our visual identity in your creative projects.
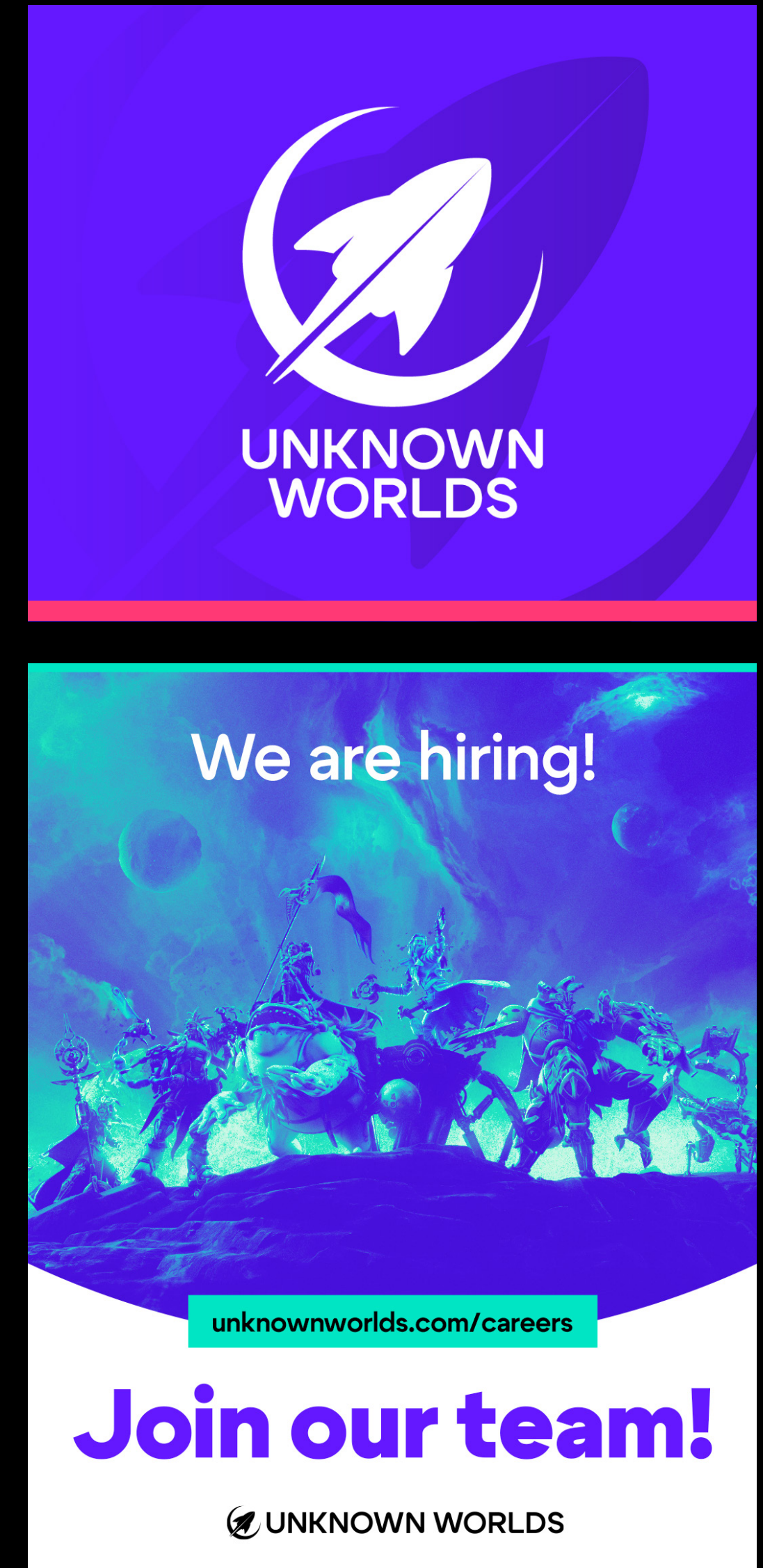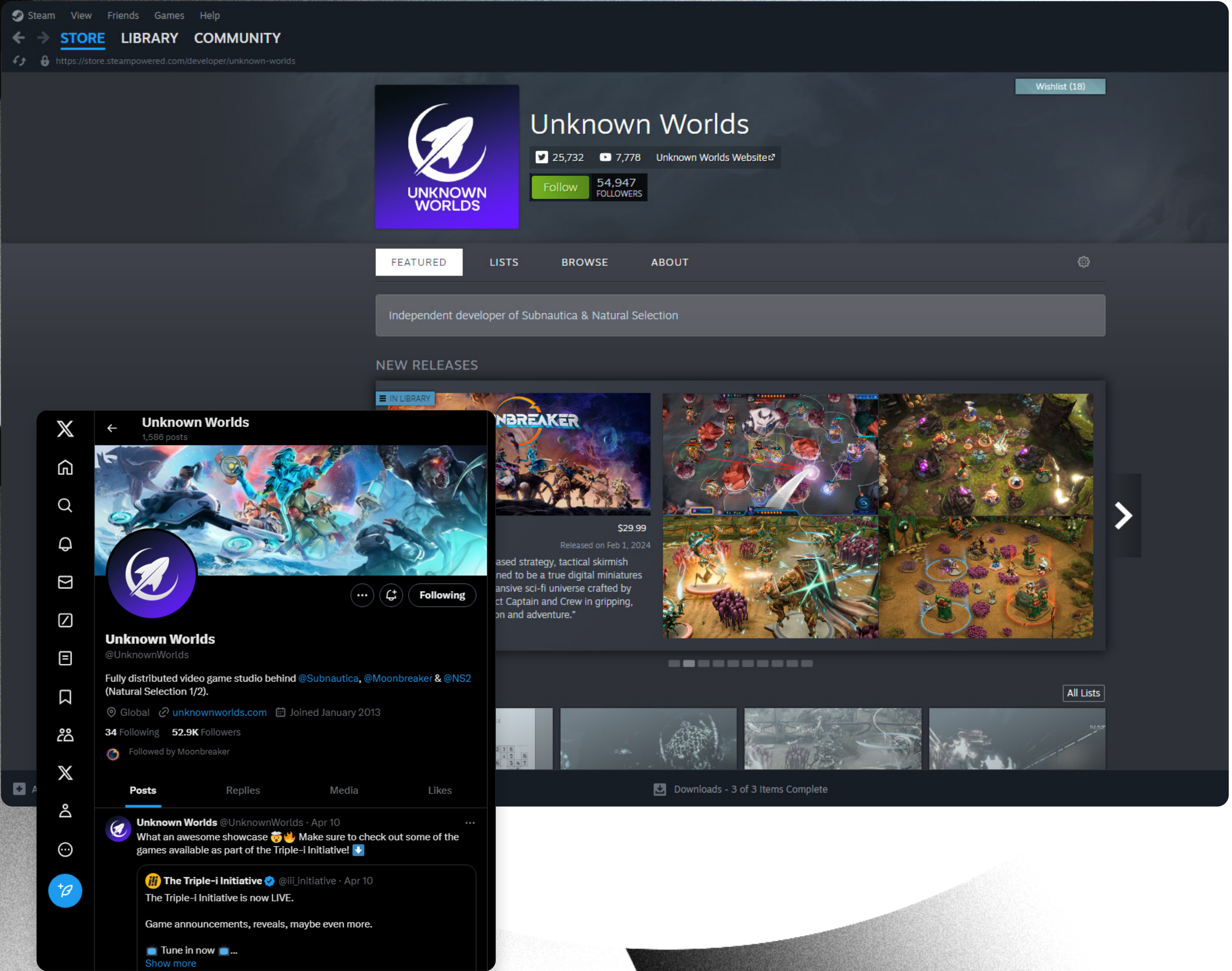
This page presents examples of the Unknown Worlds logo applied across social media and online platforms.

Explore how the logo maintains its integrity and visibility in various digital contexts, from profile pictures to header images. These illustrations serve as a guide for ensuring consistent brand representation in the digital realm.

END

KRAFTON

UNKNOWN
WORLDS