



BRAND GUIDELINES

To reflect this grand scale, we opted for a bold and luminous typography that commands attention.

By positioning "Entertainment" subtly in the bottom-right we allow the "Battal" wordmark to dominate the space, emphasizing its sheer magnitude.

The surrounding frame serves as a structural anchor, reinforcing the sense of strength and presence. Within the name itself, the dual 'TT's have been meticulously crafted to resemble battle axes a direct nod to the epic worlds and competitive spirit of the games we create.



LOGO

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The **Battal Entertainment** logo is the core of our visual identity. It represents our commitment to scale, craftsmanship, and the sharp edge of our creative vision. To maintain its integrity and impact, the logo must always be applied consistently.

Quick Guide

- The **Red-backed logo** is our signature look. It should be used as the first choice for brand representation.
- Use the logo in **Solid Black** or **Solid White** only for secondary applications or when color printing is limited.
- The **Black background** is preferred for all digital and high-impact layouts.
 - Use the **White logo** when placing it over imagery or dark textures.
 - A white background should only be used if functionally required.
- No text, icons, or other elements should infringe on its space. The logo needs room to breathe to maintain its "Battal" presence.
- Do not alter the proportions between the "TT" battle axes and the "Entertainment" wordmark. The surrounding frame must remain intact as it defines the logo's structural scale.
- Don't stretch, skew or outline.
- Don't color the letters differently



COLOR

Primary Colors

Black, White, and Red are the bedrock of the **Battal Entertainment** brand. We primarily rely on black and white as our hero colors to signify quality and focus, providing a clean foundation that gives our detailed game worlds the room they need to shine. Our signature red is reserved for impact a sharp accent symbolizing the energy and passion of our creative spirit. By keeping these elements distinct, we ensure our identity remains as bold and disciplined as the experiences we forge.

