



Brand Style Guidelines



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Brand Value

idChess is an innovation that has transformed the chess sport by making it accessible to fans.

Little kids grow up with idChess. Experienced players share their wins with hundreds of fans on screens.

We show the chess notation to the world and celebrate your triumphs with you!

Win with idChess!

Save your winning story!

Logo

The idChess logo consists of a word mark and a brand icon – a square with rounded edges, corners showing detection and the pawn.

Use a positive version (black logo) on light or white backgrounds. The white reverse logo can be used on dark backgrounds as well as on dark areas of photographs.

Free space

There should always be a security field around the logo – at least half the width of the brand icon. It is forbidden to place other logos or text in this space.

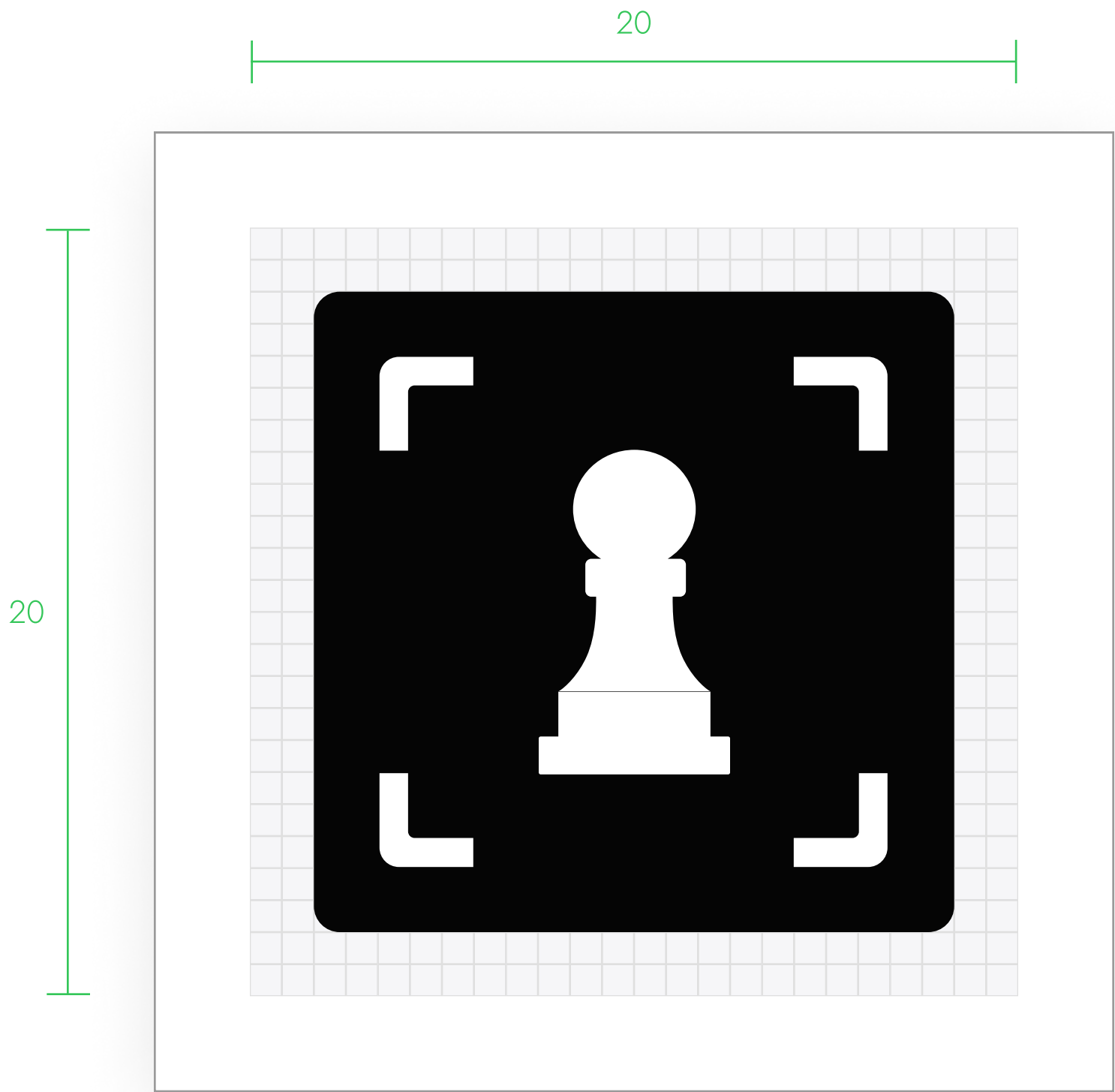


Logo

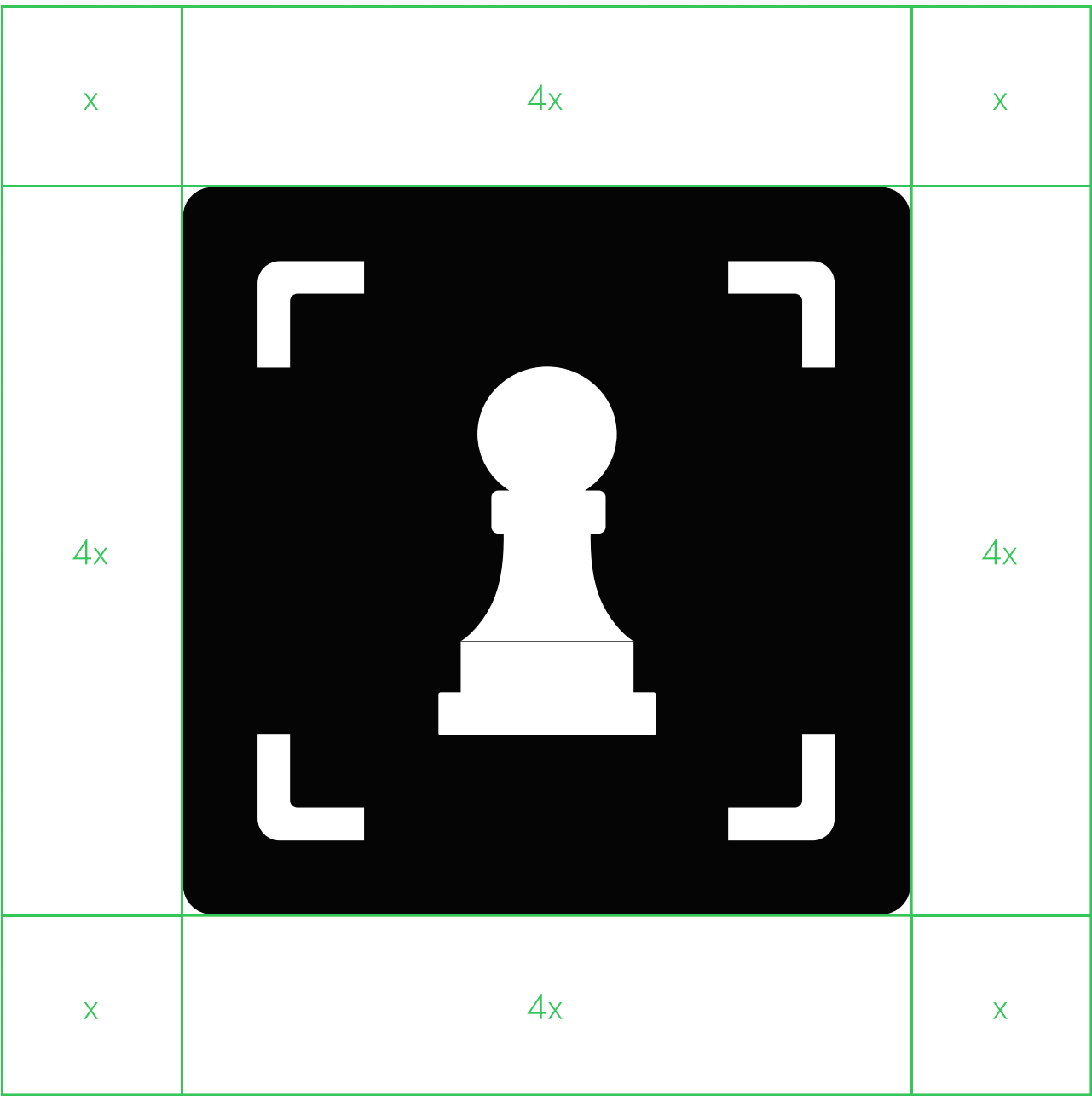
Sign

Another version of the logo is used when the space is limited or when the word idChess is next to the sign.

The use of the sign without the font part is only possible when the audience is already aware of the brand.



The design of the sign



The design of a protected zone of the sign

Usage Guidelines

Incorrect use

The correct use of the logo is a significant part of identifying and perceiving our brand by customers, so it is very important to comply with the following rules.

You cannot break the integrity of the logo, disproportionately change its shape and size, add or use any styles, or change the color palette in other ways than we describe.



✗ It is forbidden to change the colors of the brand logo elements



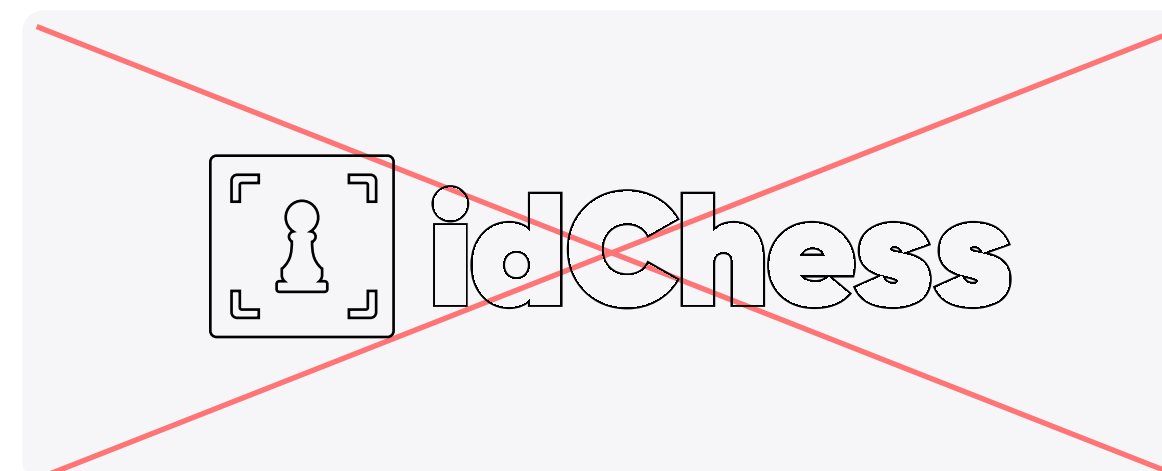
✗ It is forbidden to change the proportions and layout of the brand logo elements



✗ It is forbidden to rotate and deform the brand logo



✗ It is forbidden to change the font of the brand logo



✗ It is forbidden to replicate the brand logo as contour



✗ When used in printed materials, it is forbidden to add additional effects

Color

All colors are described in hexadecimal HEX coding. For convenience, they are conditionally divided into basic (Global) and additional (Primary and Secondary).

The basic colors are used in brand signs, text and headings, graphic elements and information clips. Green is used as an accent.

Additional colors help to diversify the main brand palette.

<div>Global</div> <div>Black</div> <div>C0 M0 Y0 K98 HEX #050505</div>	<div>Global</div> <div>Gray</div> <div>C0 M0 Y0 K94 HEX #0F0F0F</div>	<div>Global</div> <div>Green</div> <div>C77 M0 Y100 K0 HEX #34C759</div>	<div>Global</div> <div>White</div> <div>C0 M0 Y0 K0 HEX #FFFFFF</div>
<div>Primary</div> <div>Grey 2</div> <div>C0 M0 Y0 K84 HEX #2A2A2A</div>	<div>Primary</div> <div>Grey 3</div> <div>C1 M1 Y0 K76 HEX #3A3A3C</div>	<div>Primary</div> <div>Grey 4</div> <div>C0 M0 Y0 K66 HEX #565656</div>	<div>Primary</div> <div>Light Grey</div> <div>C2 M2 Y0 K30 HEX #AEAEB2</div>
<div>Primary</div> <div>Light grey 30%</div> <div>C0 M0 Y0 K9 HEX #E7E7E8</div>	<div>Primary</div> <div>Light grey 40%</div> <div>C0 M0 Y0 K12 HEX #DFDFE0</div>	<div>Primary</div> <div>Light grey 20%</div> <div>C0 M0 Y0 K6 HEX #EFEFF0</div>	<div>Primary</div> <div>Light grey 10%</div> <div>C0 M0 Y0 K3 HEX #F7F7F8</div>
<div>Secondary</div> <div>Yellow</div> <div>C0 M21 Y94 K6 HEX #F0BB00</div>	<div>Secondary</div> <div>Red</div> <div>C0 M64 Y62 K11 HEX #E33F45</div>		

Typography

The font is not just a design element. It articulates our message, expressing what we say and how we say it.

The main font is Onest in all styles.

Exception: the use of all caps in the idChess name is forbidden.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Typography

The Onest font is suitable to use for both printing and web pages. The large number of styles allows you to effectively solve a variety of tasks.

Onest Bold

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

Onest 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

Onest Medium

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

Onest 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

Iconography

Visual Style

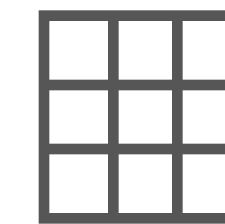
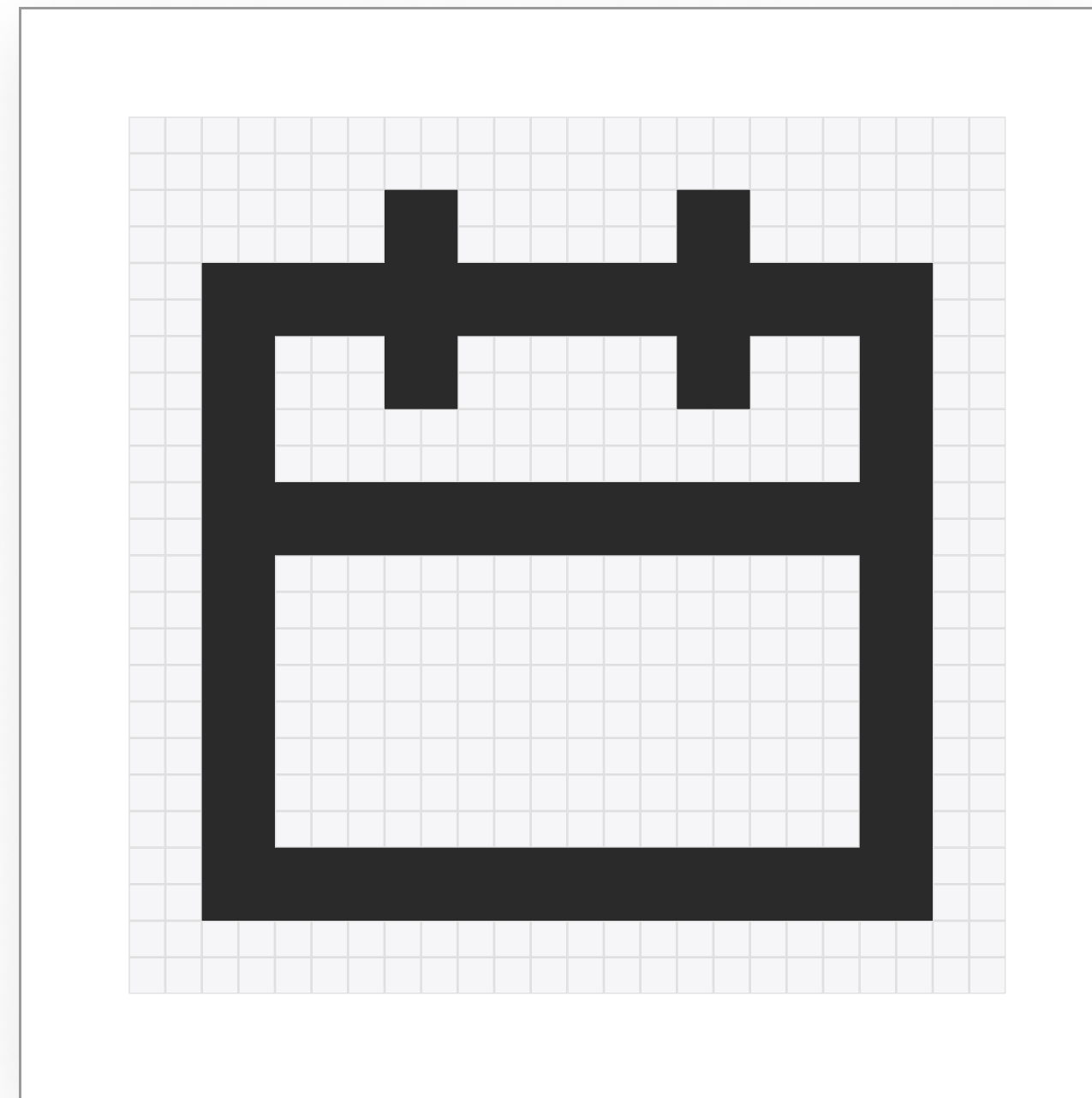
The minimalism of the expressive media allows the pictograms to be easily read at low resolutions and maintain a balance between neutrality and memorability.

Geometry

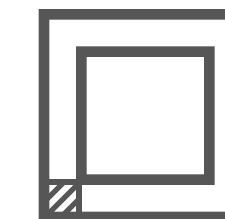
The combination of simple shapes and sharp corners simplifies the perception and sets a strict style for the whole interface.

Simplicity

The elimination of many decorative elements ensures that the pictograms can be read even in small components.

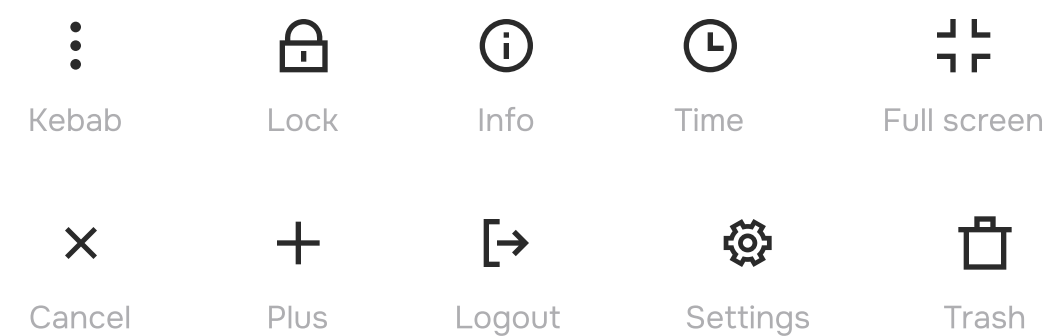


24x24px
Pixel grid



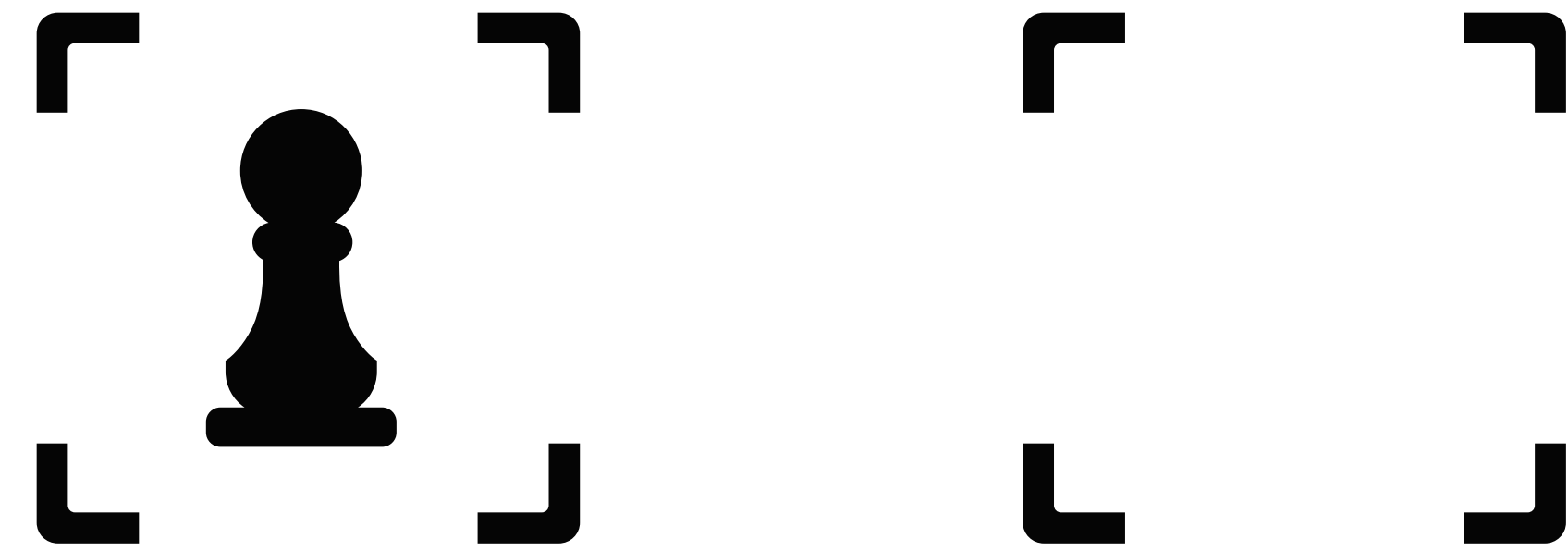
2 px
Line weight

The use of different line weights is forbidden.



Brand Patterns

The graphics of our brand are based on the sign. The presented graphic elements allow making any carriers.



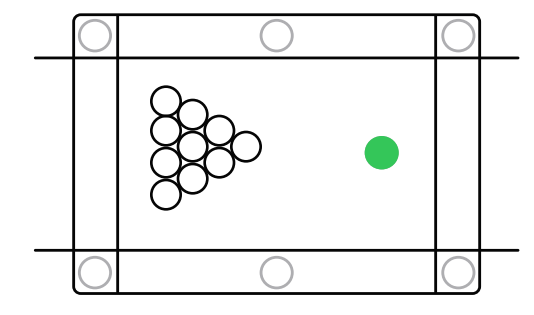
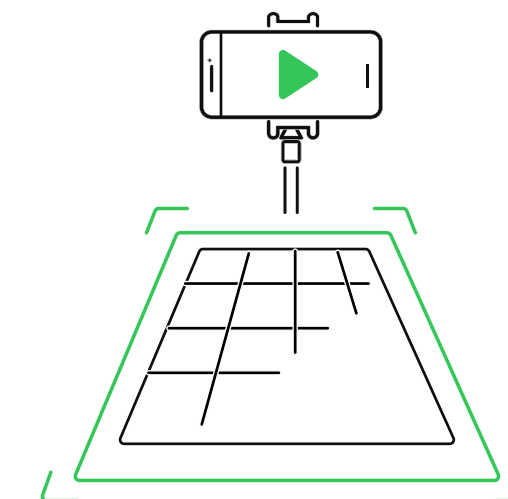
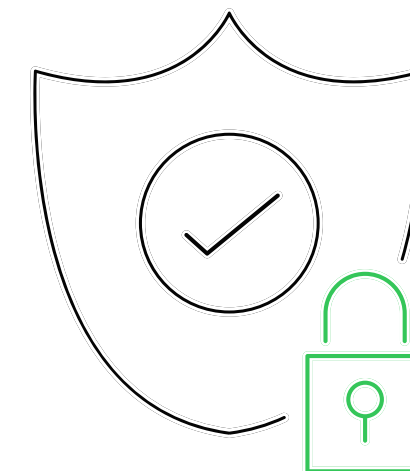
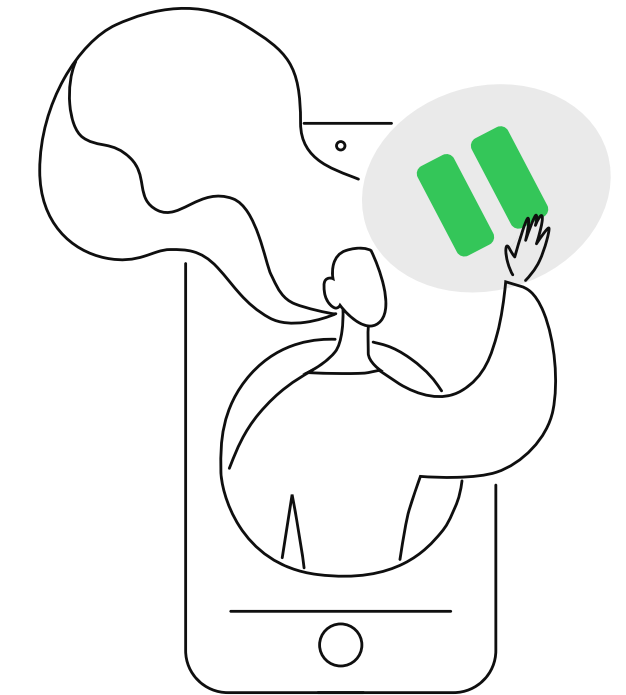
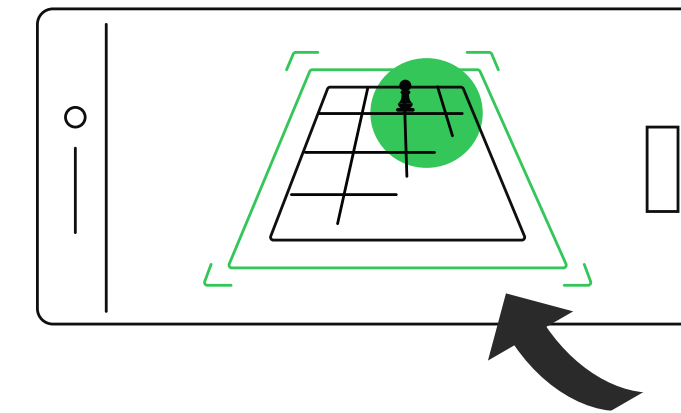
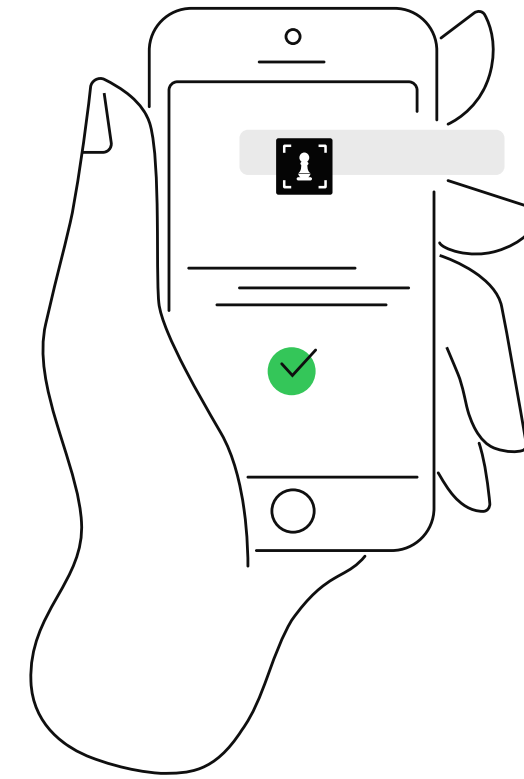
Illustrations

Geometric flash images with a minimum of noise and unnecessary details. They consist of simple objects in compliance with proportions.

Minimum of decorative elements, all elements create the context of the illustration.

Style of Illustrations

Free flat vector style with minimal details. Illustrations allow easy reading of objects and characters.





Thank you!

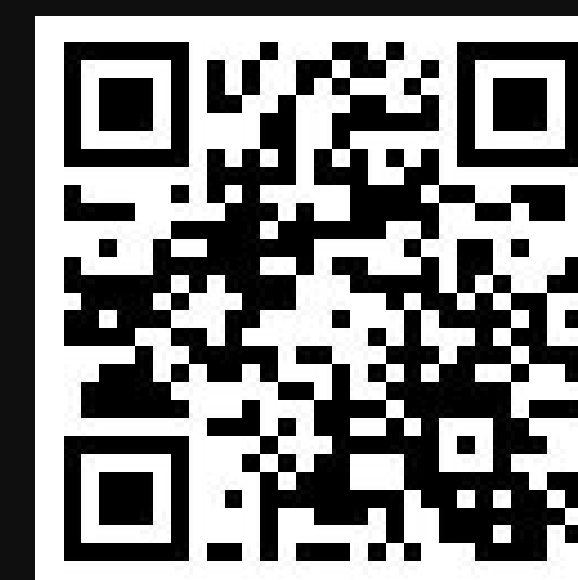
Instagram

@idchess_



Facebook

@idchess



✉ hello@idchess.com