

1. The new Logo



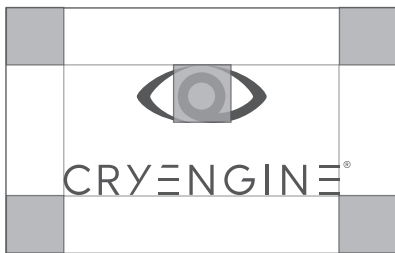
The new vertical Logo



The new horizontal Logo

2. Spacing Around the Logo

The rule for the clear space around the logo is to make it equal to the height of the CryENGINE eye. Do not place any objects, other logos or design elements within these boundaries.



3. The Micro Print Version

The new Logo uses very light letters - to make sure they are still readable when printed in small sizes, there is a specially designed "Micro Print Version" for both the horizontal and vertical logo. Use it in the area below 20mm down to 10mm (overall width). Never Place the Logo smaller than 10mm.



Normal logo for more than 20mm width



Micro Print Version for 10mm - 20mm width

4. Don't remove or add elements

For legal reasons we are not allowed to use the eye without the text. For dignity reasons we shall not add anything to the logo and make it look cheap.

