



CASEKING.de

S T Y L E G U I D E

WHO WE ARE

Caseking is a renowned online retailer and leading European distributor for exclusive hardware brands. It has established a strong reputation based on the outstanding computer hardware and accessories it offers.

Caseking's headquarters, located in Berlin (Germany), is connected to a suitably modern and large logistics center that encompasses 10,000 m² of storage space. The range of items on offer increases on a daily basis and in 2019 reached more than 20,000. Caseking strives to provide its target audience of gamers and enthusiasts with the most high-performance and cutting-edge hardware.



LOGO VARIANTS

HORIZONTAL



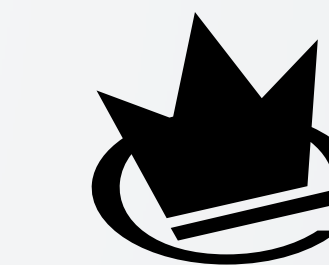
VERTICAL



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Download
logo pack
here:

LOGO USAGE

MINIMUM FREE SPACE



Minimum size
screen: 123px print: 21mm



Minimum size
screen: 74px print: 17mm

IMPROPER LOGO USAGE

Always provide sufficient contrast with the background against which the logo appears. Please avoid crowded and restive backgrounds under the logo. Also please...



DO NOT flip
the logo



DO NOT adjust
the proportions
of the logo



DO NOT scale
the elements
of the logo



DO NOT add
outlines or other
effects



DO NOT modify
the approved
colours



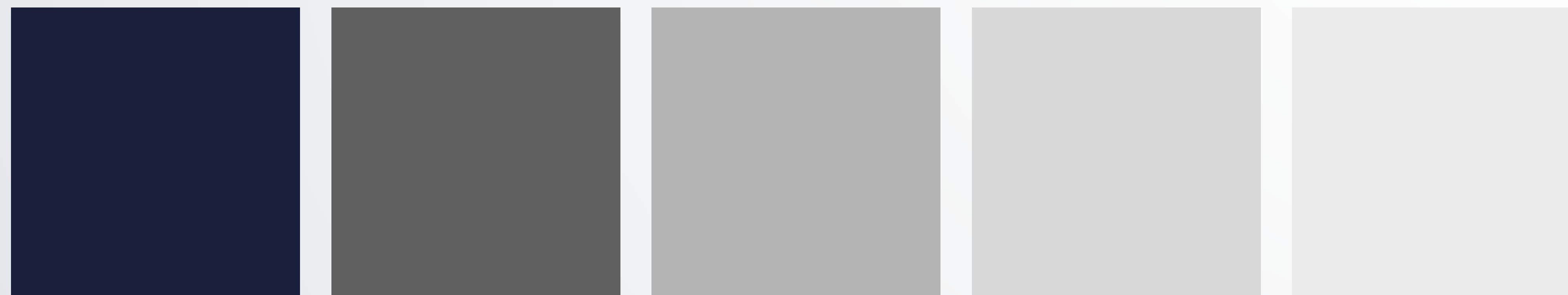
DO NOT move
the elements
of the logo

LOGO COLOURS

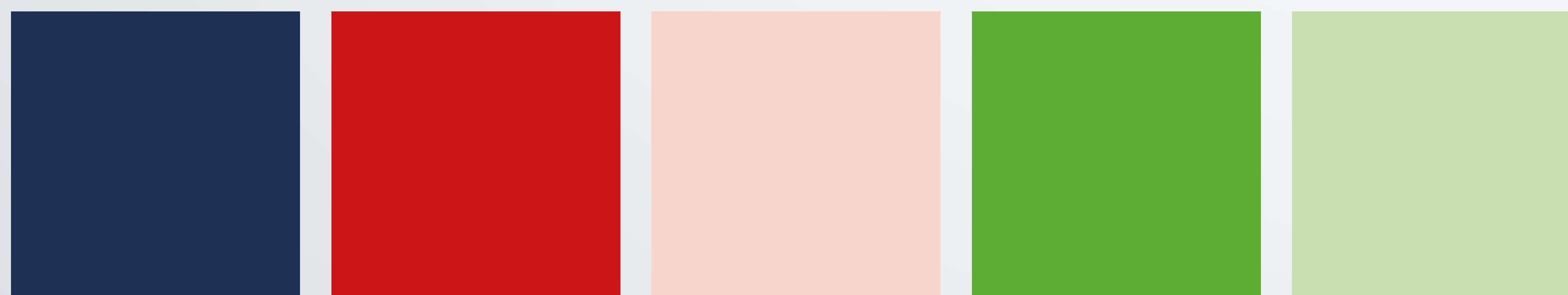


#f5ac03	#fcbe30	#005493	#7bb3e2	#000000	#ffffff
C2 M37 Y95 K0	C0 M29 Y85 K0	C96 M66 Y14 K2	C54 M18 Y0 K0	C100 M100 Y100 K100	C0 M0 Y0 K0

ADDITIONAL COLOURS



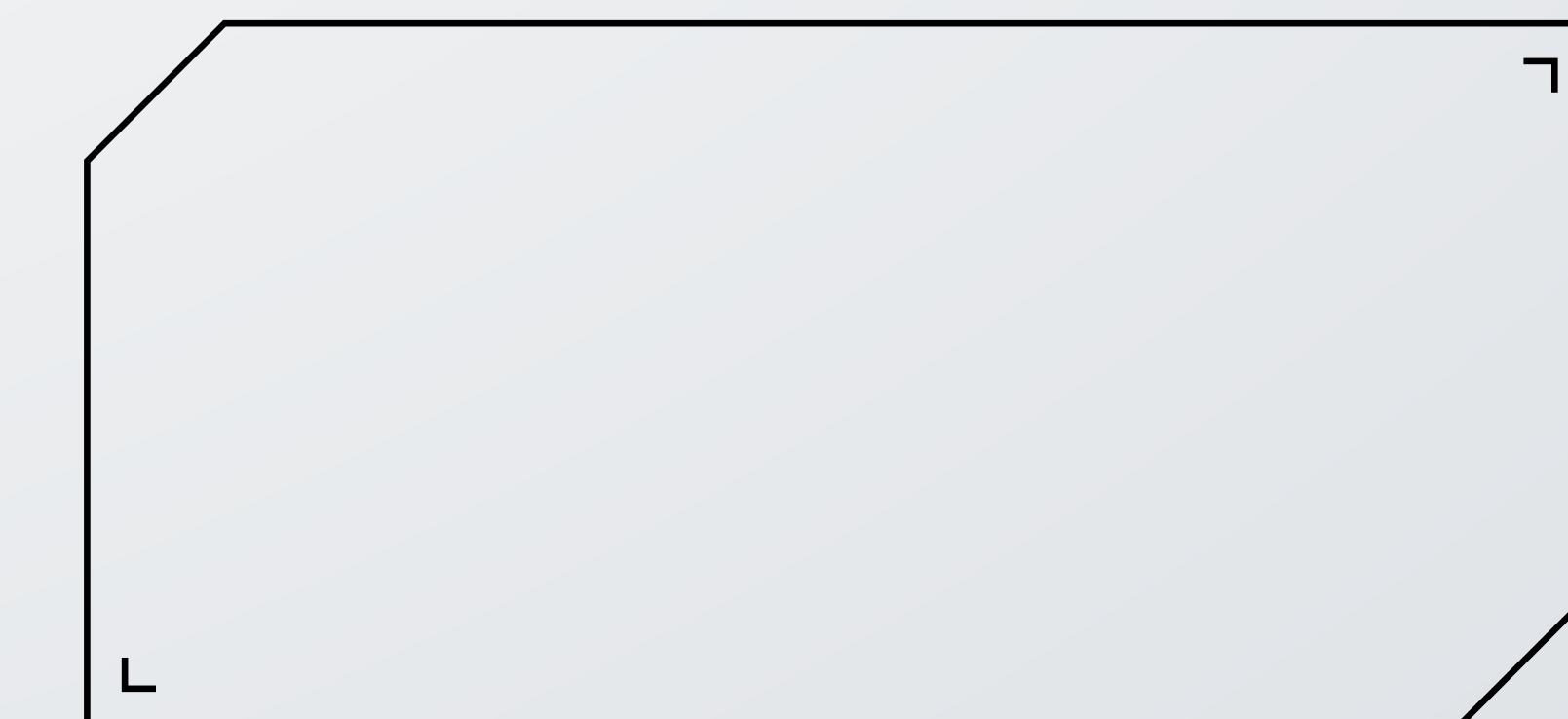
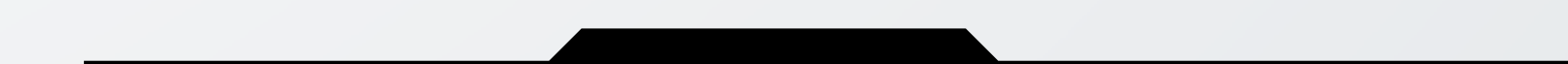
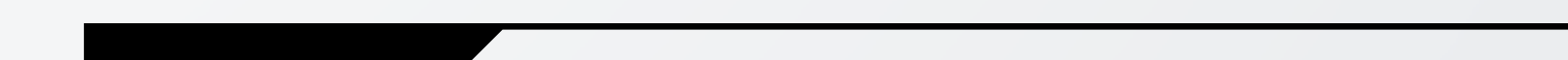
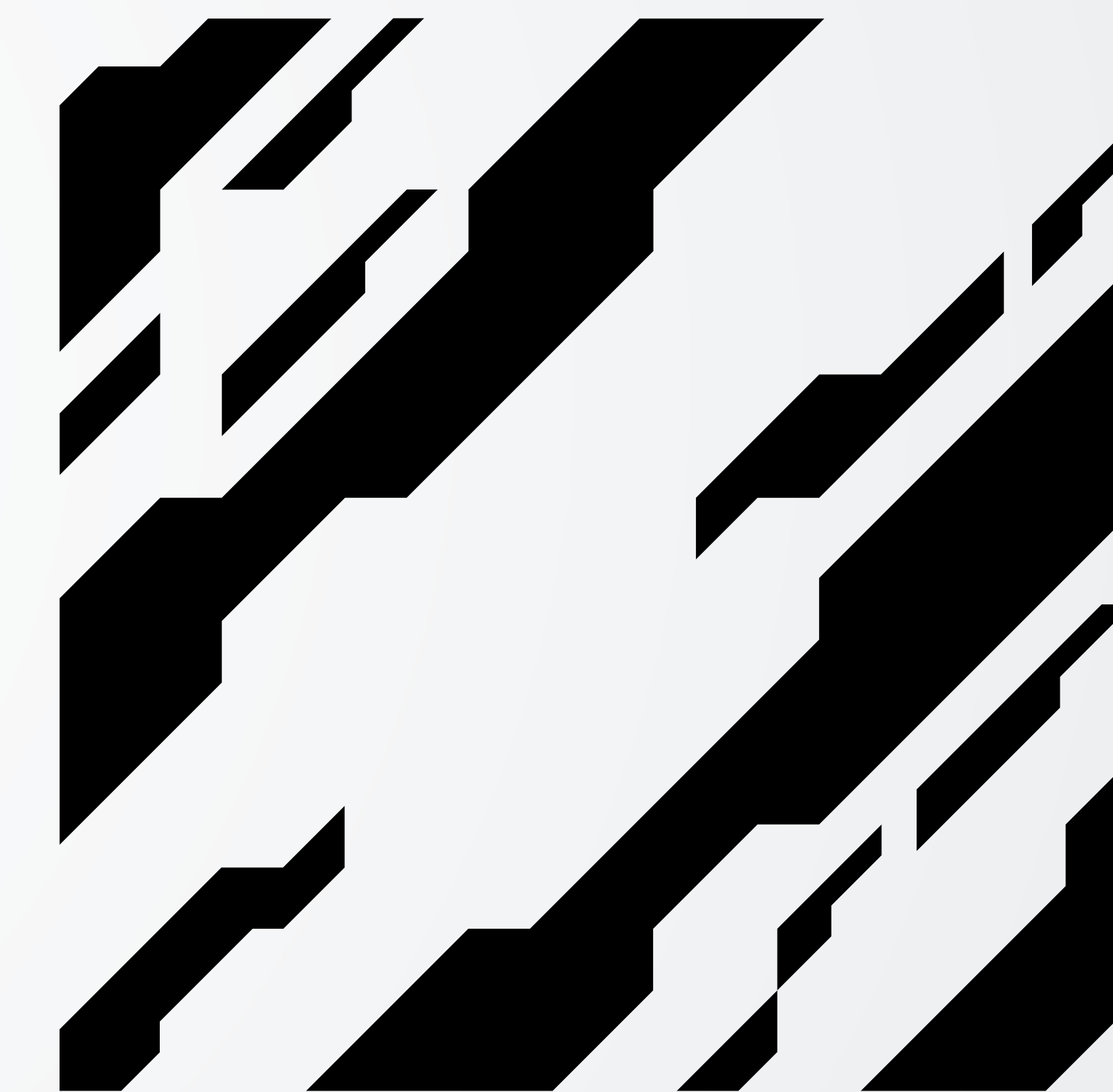
#001740	#5f5f5f	#b3b3b3	#d7d7d7	#ebebeb
C100 M90 Y44 K53	C58 M47 Y47 K37	C33 M24 Y26 K4	C18 M13 Y14 K0	C9 M7 Y7 K0



#002d59	#cc0404	#f6d5ca	#5cac17	#c9deae
C100 M84 Y39 K31	C12 M100 Y100 K4	C3 M21 Y19 K0	C68 M3 Y100 K0	C27 M1 Y40 K0

SHAPES

Decorational elements to be used in backgrounds, for underlining headlines or other purposes.



Download design assets here:

TYPOGRAPHY

INTRO LINE
MAIN HEADLINE



Font-Family: Orbitron
Font-Weight: Regular
Uppercase
Colour: #000000

Font-Family: Orbitron
Font-Weight: Regular
Uppercase
Colour: #000000

Optional vector shape
to underline

SECONDARY HEADLINE

Font-Family: Roboto
Font-Weight: Bold
Uppercase
Colour: #000000

Copytext Lorem ipsum dolor sit amet, consectetur
adipiscing elit, sed diam nonummy nibh euismod tincidunt
ut laoreet dolore magna aliquam erat

Font-Family: Roboto
Font-Weight: Regular

Download
all fonts
here:

WE GREATLY APPRECIATE
YOUR INTEREST.



YOUR DIRECT CONTACT:

klesniewska@caseking.de

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