

FAIR
PLAY
ALLIANCE



VISUAL BRANDING

toni.kysenius@rovio.com



MISSION STATEMENT



The Fair Play Alliance is a coalition of gaming professionals and companies committed to developing quality games. We provide an open forum for the games industry to collaborate on research and best practices that are proven to encourage healthy community growth and fair play. Our goal is to foster a shared commitment to creating games that reach their full potential for players free of harassment, discrimination, and abuse.

The Fair Play Alliance is a cross-industry initiative spanning over 30 gaming companies whose mission is to foster fair play in online games, raise awareness of player-behaviour-related issues, and create a public repository to share research and best practices for lasting change.

CONTROLLER LOGO



FPA logo spells out the initials F, P, A stylized as game controller buttons. Each button reads as a unique speech bubble, each shape and colour presents a different comment or opinion. Red, Green and Blue are ultimately neutral colours in digital environment as they are all needed to create the full spectrum of colours. The communication platform itself remains neutral while enabling all voices to be heard.

COLOURS



PMS 190
RGB 250, 118, 153
CMYK 0, 60, 17, 0



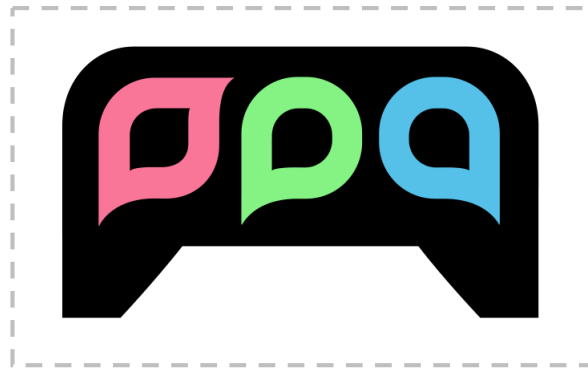
PMS 7487
RGB 132, 243, 132
CMYK 36, 0, 60, 0



PMS 7487
RGB 85, 193, 233
CMYK 53, 5, 1, 0

LOGO VERSIONS

FPA logo versions offer versatility for different applications. Controller logo can be used without wordmark if the Fair Play Alliance context is clear. Always use a logo version that provides the best fit for the layout. Always leave a safe zone (Dashed line) around the logo and keep it clean of competing visual elements.



CONTROLLER



HORIZONTAL



SQUARE



STACKED



LOGO VERSIONS

FPA logo versions are also available in single colour, making it ideal for subtle branding in different environments.



**FAIR
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FPA logotype is set with Floki font family.
Floki offers a wide range of weights and good language support. There are also webfonts available.
Floki licenses can be purchased in *myfonts.com*

