



SAMMELKARTENMARKT LIMITED UND CO. KG
IDENTITY GUIDELINES

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IDENTITY GUIDELINES

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THE BRAND

BRAND

The basic concept of the brand is a marketplace for buying and selling trading card games guided by the following values:

- **INEXPENSIVE**
- **SAFE**
- **FAIR**
- **EASY**

Since the company provides a web based service it is crucial that the brand transmits effectively these values to our customers.

The choice of colors relied on a dark blue, as main color, since it is perceived as Trusty, Reliable and Strong.

White mainly as background color for its Simplicity and Purity creating sense of space/freedom.

Golden yellow as complementary color adding Warmth, Playfulness and Joy. This color is also associated to money reinforcing the marketplace character of the brand.

Other elements are a stylized stack of cards, overlapping arrows to represent exchange of goods/money within the marketplace. They are arranged in an upward diagonal as a sign of growth and progress.

Two lines of text, the top line identifying the game and the bottom line clearly stating what's the company's business - an online European card market.

IDENTITY GUIDELINES

IDENTITY

IDENTITY

This manual establishes the basic standards for the use of the Sammelkartenmarkt Limited und Co. KG brand(s) in the most likely situations.

In this chapter you will find the basic elements of the identity Sammelkartenmarkt and the detailed specifications on how to use them according to the diverse media requirements.

Following this guidelines strengthens the brand and is the starting point for the correct application and understanding of the spirit and integrity of the brand.

In case of situations which are not defined in this manual, is advisable to contact Sammelkartenmarkt.

IDENTITY GUIDELINES

IDENTITY

LOGO

✓ Preferred Orientation - Horizontal Stacked



The logo consists of the **Symbol** and **Name** in a fixed relationship as herein exemplified.

The **Symbol** consists in a simplified stack of cards and overlapping arrows arranged in an upward diagonal. The **Name** is composed by two lines. The top line changes according to the game it refers to. Independently of the top line the bottom line remains the same

- “*cardmarket.eu*”. Exception made for the game **Magic** in the **German market** where it shifts to “*kartenmarkt.de*”.

The name is constituted by a group of letters of the same font family forming the words: “*magic*”, “*yugioh*”, “*pokémon*”, “*wow*”, “*spoils*” as possible games and “*cardmarket.eu*” or “*kartenmarkt.de*” as possible markets.

IDENTITY GUIDELINES

IDENTITY

LOGO (Single Markets - Bottom line variations)

✓ Preferred Orientation - Horizontal Stacked



magiccardmarket.eu logo for all European countries



magickartenmarkt.de logo for Germany

When the Name has the top line as Magic the logo is presented in one of this two forms according to the target market.

To ensure visual consistency the logo should never be redesigned or otherwise modified.
The logo must always be reproduced from the final and original artwork.

■ **LOGO** (Single Markets - Top line variations)

☑ Preferred Orientation - Horizontal Stacked



yugiohcardmarket.eu logo when the game is Yugioh



wowcardmarket.eu logo when the game is World of Warcraft (TCG)



pokemoncardmarket.eu logo when the game is Pokémon



spoilscardmarket.eu logo when the game is the Spoils



CardMarket (Holding) - Horizontal



CardMarket (Holding) - Vertical

VERSIONS

All logo variations presented in the previous pages have the versions presented below.

COLOR

POSITIVE / NEGATIVE



1 COLOR

POSITIVE / NEGATIVE



HIGH CONTRAST

POSITIVE / NEGATIVE

