We want our brand identity to be as high quality as our games, which is why we have put together this brand standard.

Our design is supportive rather than expressive, to give room for our games to shine. Inside our Brand Guidelines you'll find written, visual and graphic elements that comprise our brand. The following pages give guidance for using them in a consistent, distinctly Supercell way.
BRAND GUIDELINES

LOGO
The logo is our most valuable asset. It symbolizes our culture, small teams working together in close proximity. It should never be recreated or altered.

**QUICK GUIDE**

- Use logo only in black or white
- Black background is preferred, use white background if needed
- No type or other elements should infringe on its space
- On image, white logo is preferred
- When color background is needed, use white logo
Clear Space

In order to make our logo identifiable, it should always be given space to breathe. Breathing is very important. The clear space is measured by the height of the letter E.
Location

The primary location is centered. Preferred secondary location is bottom left or right.
BRAND GUIDELINES

Size

Primary — Logo height is ⅓ of short length
Secondary — If the primary rule makes the logo look too big, ¼ of short length

Small — For stationery items, the logo height is ⅛ of short length
Large — Logo height is ½ of page length, where a large logo is needed
TYPOGRAPHY
Typography

Supercell has two distinct brand typefaces, Supercell Headline and Supercell Text. Paired together they create a distinct look that feels uniquely ours.

**SUPERCELL HEADLINE**

Bold and geometric. Supercell has a distinct brand headline typeface that complements our logo. Supercell Headline is used in headlines and larger text — in any type that needs attention: headline, signage, or call out.

**SUPERCELL TEXT**

Supercell Text is paired for best legibility for smaller text — subheads and body copy. It’s highly functional and timeless.
THE QUICK HOG RIDER JUMPS OVER THE LAZY WALL

THE QUICK HOG RIDER JUMPS OVER THE LAZY WALL

TYPEFACE DETAILS
• Primary — Supercell Headline Heavy
• Secondary — Supercell Headline Bold
• Always all capitals
• Size always large and bold
• Leading: 10% of type size
• Optical kerning
• Tracking: -15 (Adobe packages)
• Left or center aligned
Supercell Text

The quick Hog Rider jumps over the lazy wall

Supercell Text BOLD

The quick Hog Rider jumps over the lazy wall

Supercell Text MEDIUM

The quick Hog Rider jumps over the lazy wall

Supercell Text REGULAR

The quick Hog Rider jumps over the lazy wall

TYPEFACE DETAILS

- Regular, Medium and Bold
- Sentence case or all capitals
- Leading: 45% of type size
- Optical kerning
- Tracking: 0 (Adobe packages)
- Left or centre aligned
Type Alignment

Typically type is aligned to left margin, and starts at top. Like our logo, we can also center type.

THE QUICK HOG RIDER JUMPS OVER THE LAZY WALL

THE QUICK HOG RIDER JUMPS OVER THE LAZY WALL
Supercell was founded on a few core beliefs

Supercell is a mobile game developer based in Helsinki, Finland, with offices in San Francisco, Tokyo, Seoul and Beijing.

We used this simple sentence to describe our idea of a new kind of games company that would put people front and center. We thought to ourselves: "What if you put together a games company the way you’d put together a professional sports team?” It would be an environment with zero bureaucracy. A place where the best people could make the biggest possible impact and nothing would stand in their way. Everything else, including financial goals, would be secondary.

Small and Independent Cells

We’ve found that the best quality work comes from small teams in which every single member is passionate about what they do. Often times when teams become bigger, processes, bureaucracy and even politics emerge, and the work just isn’t fun anymore.
Primary Colors

Supercell has two primary colors, black and white. These are our hero colors and the bedrock of our brand. We use black and white to signify quality and focus, while most importantly, giving our games room to shine. Use these colors for type and backgrounds.
Accent Colors

We want our accent colors to be fun and bright, just like our games. Accent colors should be used to highlight text or infographics or to create UI elements.

While the colors are not game specific, they share a complementary hue to our games. Accent colors should be used thoughtfully — ideally one accent color at a time.
Supporting Grays

In addition to our primary and accent colors, we have a set of Supporting Grays. These help our accent colors to pop out and create hierarchy in layouts. The supporting grays are best applied in text, backgrounds and digital applications.

Supercell Dark Gray
#191919

Supercell Medium Gray
#666666

Supercell Gray
#CCCCCC

Supercell Light Gray
#F2F2F2
Gradients

The accent colors can also be used as gradients to bring attention to specific visual elements: timelines and infographics. The gradients are best applied in digital applications like websites and presentations. Gradients should be used sparingly.

**GRADIENT A**

Supercell Blue  
Supercell Green

**GRADIENT B**

Supercell Blue  
Supercell Pink
Color Usage Ratio

This chart represents the overall color usage ratio in our corporate touchpoints. Please note — this ratio should be taken as a guide rather than a rule.