

# MERGE MANSION



MERGE  
MANSION



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## Primary logo

Here is our beautiful logo. Its typographic features embody the mystery and merging of the game and the brand. The bespoke lettering is designed to fit together as a whole, and would lose its integrity or impact if altered or differently spaced. To maintain brand consistency, the primary logo should be used in its white or rich black state whenever possible



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## Secondary logo

The shadowed version of the logo is the secondary logo of Merge Mansion. The shadow frame allows for placement on a wider variety of busy, colorful, and patterned backgrounds, or any imagery that would impede legibility when using the primary logo. The primary logo's contour is slightly more unique and identifiable, and should be the first to use. This shadowed logo can be used to maintain clear boundaries between background and logo.

## Clear space

To maintain our brand's integrity, be sure to leave a clear space around the logo.

The minimum clear space around the logo can be determined by using the width of the letter "M" in mansion.

The logo should always be legible no matter where or how it appears. Key to maintaining legibility is providing proper clear space underneath the logo in addition to around it. Artwork that will include branding should plan for it in advance by designing areas that are visually clear. If artwork does not contain an area with appropriate clear space, the shadowed version of the logo should be applied.

