

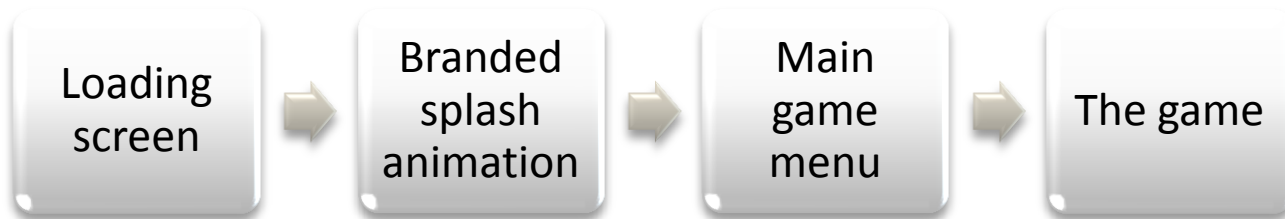


## Style guide - Games

## Brand Requirements for Games

This part describes how to use the Zibbo.com logo in a game. This applies to games developed internally, by 3<sup>rd</sup> party developers and licensed games.

(Max time from first interaction (click) to gameplay should never be more than 30 seconds)



1. Loading screen – during loading of the game.
2. Branded splash animation
3. More games button – in the main menu of the game.
4. More games button in the game – in the end screen of the game.

# Branding main menu & Games

## Requirements

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- The main menu should have a more games button linking to zibbo.com
- The main menu should contain zibbo.com branding
- The game should have zibbo.com branding on all the screens in the game
- Within the game itself, put the zibbo.com logo in a non-intrusive spot on the screen (if there are no non-intrusive spots, don't put it in – common sense example)
- The logo has to be visible during gameplay
- All the zibbo.com logo's should be clickable and should open a new tab redirecting to <http://zibbo.com>

## Game requirements

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- Flash game related: Max file size: 12mb (initial load)
- Flash game related: Frame rate: recommendation is a minimum of 16 FPS
- Flash game related: Game should be compatible with the latest flash/unity version (V10/V11)
- Game should be scalable. When the window is resized, the game screen should be resized accordingly, while keeping the correct aspect ration
- The game should use the latest version of the API  
The game should use tracking tags when branding is clicked from an external source.
- Please deliver extra thumbnails in the sizes:
  - Small: 70x70 px
  - Small: 100x75 px
  - Medium : 120 x 90 px
  - Large: 200 x 120 px
- Please deliver visuals of the game in order to create banners in psd format.

# Branded splash animation

- In the developers guide the animation is available in AS2 and AS3, please pick the most suitable one.
- The AS3 version contains an event after the branding animation is complete. You can create a listener and display your game once the event "BRANDING\_ANIMATION\_COMPLETED" is called.
- Advised frame rate: 30 frames per second

## Instructions for the developer:

- 1) Add the ZibboBranding.swc to your coding project.
  - When using Flash Builder: Project -> Properties -> ActionScript Library Build Path -> Add SWC...
  - When using Flash Develop: In the Project panel, right-click the SWC file > "Add to Library"
- 2) Create a new instance of the ZibboBranding class, pass a reference to the stage and a callback function. Sample Code Included
- 3) Start the game in the callback function

Color



zibbo.com

Greyscale

The logo features a stylized plant with two leaves, one larger and one smaller, positioned above the letter 'i' in the word 'zibbo'.

zibbo.com

Silhouette

The logo for zibbo.com features the text "zibbo.com" in a bold, lowercase, sans-serif font. Above the letter "i" is a stylized icon consisting of two overlapping leaf shapes, one larger than the other, both pointing towards the right.

zibbo.com

## Colors – colored backgrounds



When the background color is not white, the included white border keeps the logo readable





## Colors

zibbo.com



### Fontcolor

R - 181

G - 34

B - 137

hex # b52289



### Gradient leaves/wings


Color 1, hex # d44b94

Color 2, hex # d31578


Color 3, hex # df2370

Color 4, hex # f27261


## Logo on website




we love games




Home









Alle spellen






Schatten uit de diepzee  
Als je van piraten en van puzzelen houdt, is  
dit het perfecte spel voor jou!


Speel nu




Nieuw




Jewel Genie  
Bubble World




Iedere dag een  
picma




Ark of  
Treasure



1001 Arabische  
nachten




Liefdesschakels



Jewel Genie  
Bubble World

Populaire spellen

Advertentie

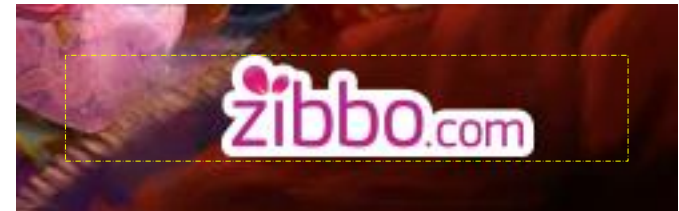


## Sizes

The standard in game API logo space is 202 by 38 pixels .



The logo must be used with the white border.



Minimum size is 20 pixels in height.



Maximum size is ...

## Do's and don'ts

DO:

Leave enough space around the logo



DON'T

Don't rotate the logo



Don't overlap



# Questions? Please contact

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