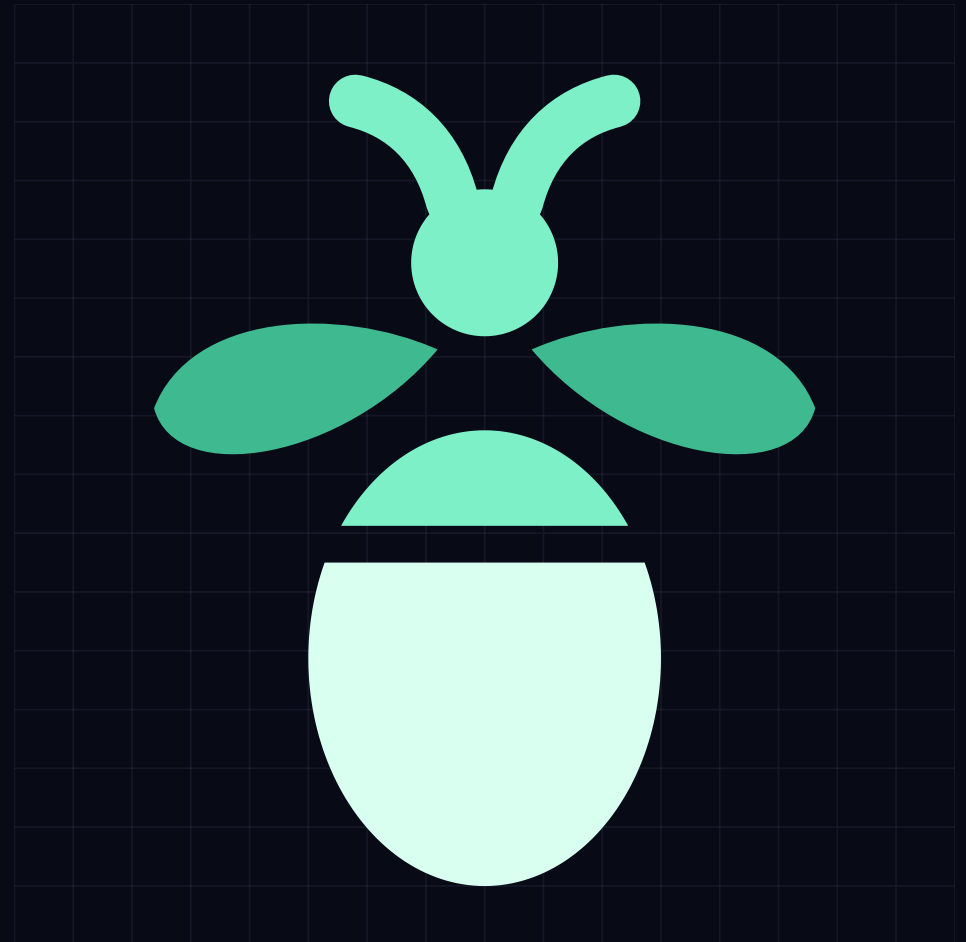


Brand guide

Glimy

Logo, colour, type and voice



02

What this is about

Glimy is a Minecraft client with its own launcher. The mark is a firefly: a small light in a dark, blocky world. That is how Glimy should feel. Quiet in the background, and there the moment you need it.

This guide sets out how logo, colour, type and voice work together. It applies to the launcher, the in-game menu, the website and anything else we show in public.

If something is not covered here, leave it out rather than dress it up.

Contents

03	The mark
04	Clear space and minimum sizes
05	Wordmark and lockups
06	Versions
07	Do and don't
08	Colour
09	Contrast
10	Type
11	Voice
12	In use
13	Social media
14	Downloads and licences

03

The mark

Five simple shapes, no gradient, no glow effect.
The light comes only from the bright ember in the tail.

1 Head

A mint circle. Its diameter is the unit x for clear space

2 Antennae

Two arcs with round ends

3 Wings

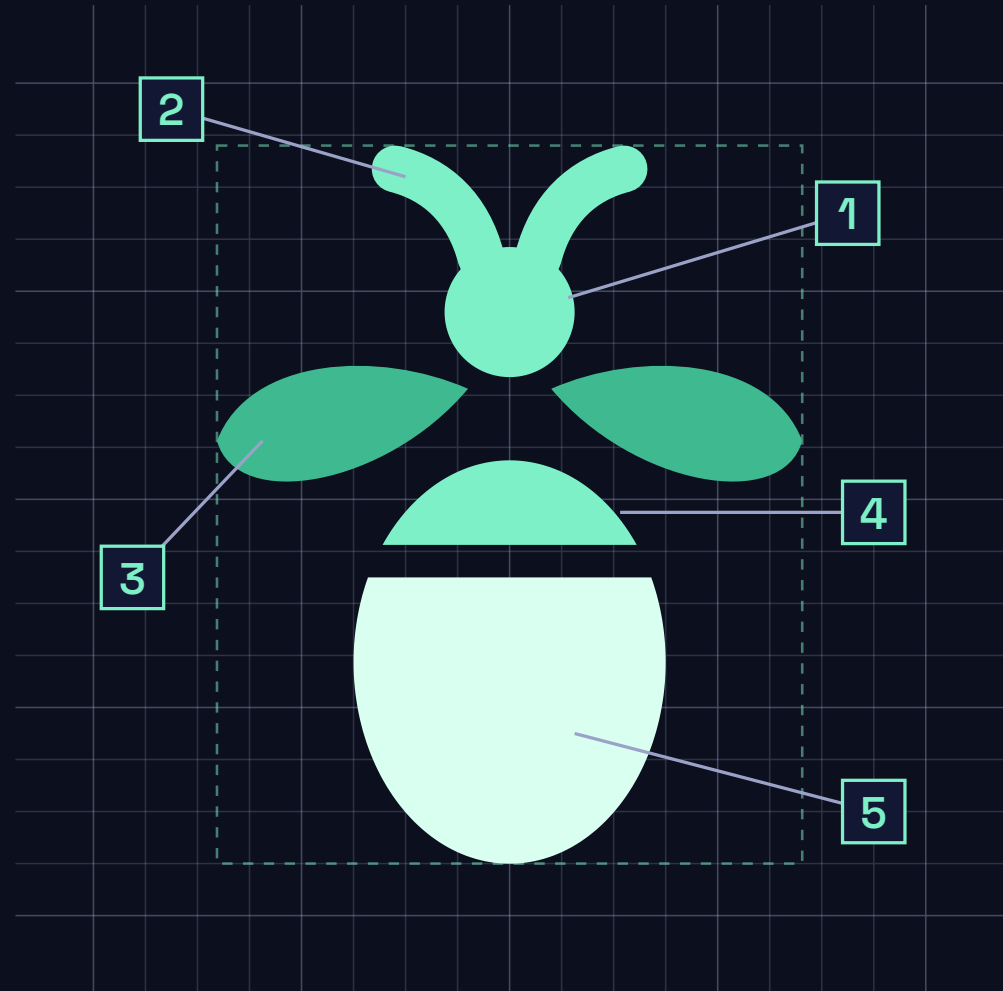
Narrow and swept back, in deep mint. Wider or upright, it turns into a bee

4 Body

A flat arc of mint

5 Ember

The brightest area of the mark, it carries the idea



64 × 64 grid, dashed line marks the outer edge

04

Clear space and minimum sizes

Keep at least x free around the mark, one head diameter. No text, edge or other logo goes into that space. The same unit applies to the lockup of mark and wordmark.

The vector mark from 24 pixels; below that the antennae blur. For the icon sizes 16 and 32 pixels there are separate pixel versions, drawn dot by dot. They are not a shrunk logo, they are the logo at that size.

In print: mark at least 8 mm high, wordmark at least 5 mm high



16 px
Pixel



32 px
Pixel



48 px
App icon



24 px
Mark

Glimy

14 px
Wordmark



16 px version at eight times the size

05

Wordmark and lockups

"Glimy" with a capital G, set in Space Grotesk SemiBold and converted to outlines. The dot on the i is a mint circle, the only coloured detail in the word.

The wordmark is never retyped. Always take it from the finished files. Mark and wordmark come as a horizontal lockup for headers, README and banners, and stacked for square spaces.



Wordmark



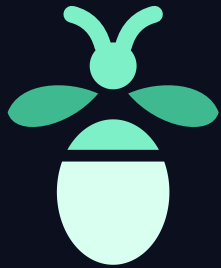
Horizontal lockup



Stacked lockup

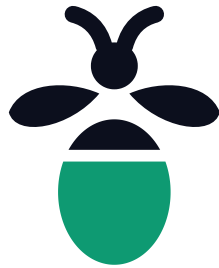
06

Versions



Dark

Default on navy and other dark surfaces



Light

On white and light paper, with a dark head and logo green



One colour, white

When only one colour works: embossing, merch, photos

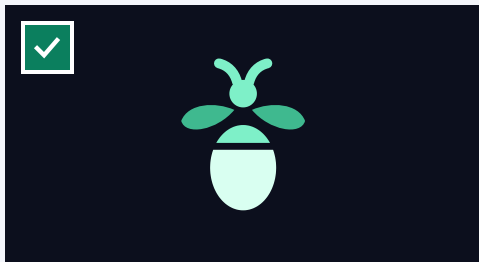


One colour, navy

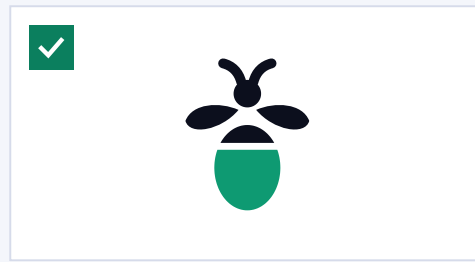
Stamps and black and white print

07

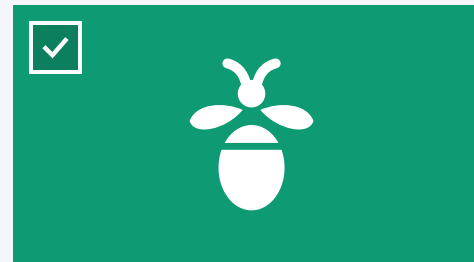
Do and don't



Dark version on navy



Light version on white



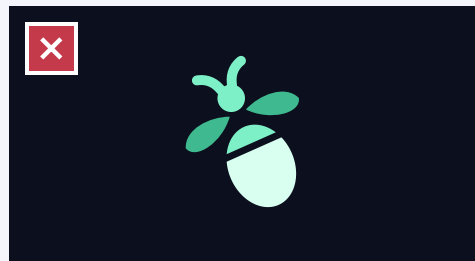
One colour when colour is not possible



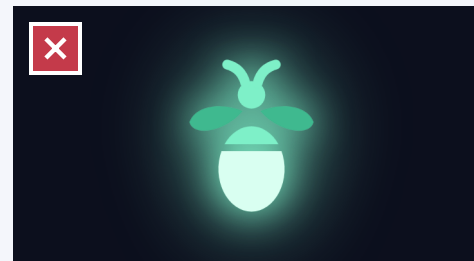
Finished lockup with clear space



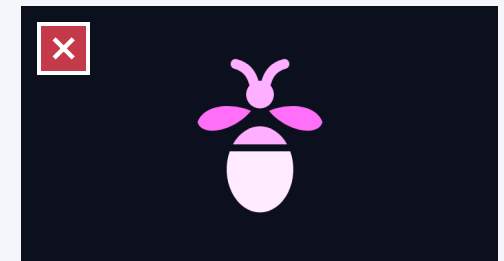
Do not stretch



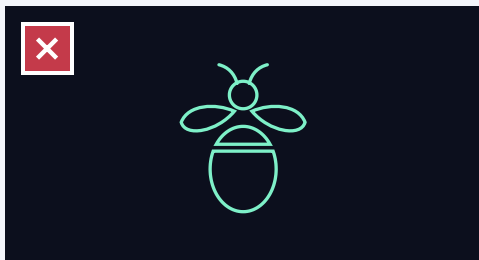
Do not rotate



No glow, no shadow



No other colours



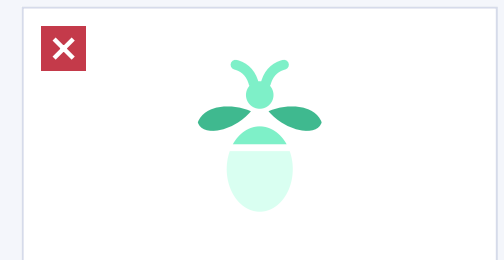
Not as an outline



Do not retype the wordmark



Not on a busy background



No mint on white

08

Colour: Nachtglimmer

A clear night over a blocky world, with a single cool accent. Mint is rare, which is why it stands out. Large areas stay dark.

Navy

#0C0F1D
RGB 12, 15, 29

Base surface for almost everything

Mint

#7EF0C8
RGB 126, 240, 200

The accent: main action, active state, head and body of the mark

Deep mint

#3FB98F
RGB 63, 185, 143

Wings of the mark, progress, second accent

Ember

#D9FFF1
RGB 217, 255, 241

The ember in the mark, otherwise only tiny highlights

Night blue
#080A16
RGB 8, 10, 22

Bars and edges

Light navy
#121733
RGB 18, 23, 51

Surfaces above the base

Text
#EEF1FF
RGB 238, 241, 255

Text on dark

Muted
#9AA3C7
RGB 154, 163, 199

Secondary text

Faint
#646D93
RGB 100, 109, 147

Large hints only, never key info

Paper
#F4F6FB
RGB 244, 246, 251

Light base

Muted on light
#4A5480
RGB 74, 84, 128

Secondary text on light

Logo green
#0E9A72
RGB 14, 154, 114

Mark on light surfaces

Green text
#0B7F5E
RGB 11, 127, 94

Accent text on light

Warning
#FFD36B
RGB 255, 211, 107

Caution

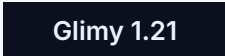
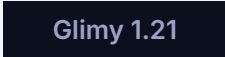
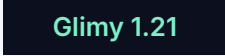
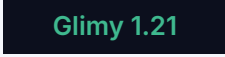
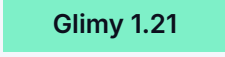
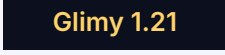
Error
#FF7A85
RGB 255, 122, 133

Errors, delete

09

Contrast

Measured to WCAG 2.2. AA requires 4.5 : 1 for normal text and 3 : 1 for large text from 24 px, or 19 px bold. AAA requires 7 : 1.

Foreground on background	Sample	Ratio	Level	Use
Text on Navy		16.94 : 1	AAA	Body text on dark
Muted on Navy		7.66 : 1	AAA	Secondary text on dark
Faint on Navy		3.77 : 1	AA large	Hints from 24 px only
Mint on Navy		13.78 : 1	AAA	Accent text, links, icons
Deep mint on Navy		7.76 : 1	AAA	Graphics, large elements
Navy on Mint		13.78 : 1	AAA	Text on a mint button
Warning on Navy		13.42 : 1	AAA	Warnings
Error on Navy		7.60 : 1	AAA	Errors
Navy on Paper		17.63 : 1	AAA	Text on light
Muted on light on Paper		6.76 : 1	AA	Secondary text on light
Green text on Paper		4.61 : 1	AA	Accent text on light
Logo green on Paper		3.30 : 1	AA large	Mark and graphics on light
Mint on Paper		1.28 : 1	not for text	Do not use

Type

Aa Gg

Space Grotesk

Headings, numbers and the wordmark. Semibold to bold, set slightly tight

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789 ÄÖÜ ß

Aa Gg

Inter

Body text and controls. Regular to semibold, 12 to 17 px

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789 ÄÖÜ ß

Aa Gg

Pixelify Sans

Small accents with a Minecraft feel: splash text, badges, in-game menu headers. Never for digits or body text

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789 ÄÖÜ ß

Title · 40 px

New world

Heading · 24 px

Servers and friends

Subheading · 17 px

Mods for this profile

Body · 14 px

Minecraft 1.21.11 is installed and ready.

Small · 12 px

Last played 2 hours ago

Accent · 13 px

New mods

All three typefaces are licensed under the SIL Open Font License 1.1. We may use, embed and ship them.

11

Voice

Short

One sentence when one will do

Honest

We say what is happening, even when something fails

Close to the game

World, server, mods: words from Minecraft, not from engineering

No sales talk

No superlatives, no strings of exclamation marks, no emoji in the interface

Plain and friendly

Relaxed, not pushy. Two short sentences beat one with asides

LIKE THIS

Loading Minecraft 1.21.11

NOT LIKE THIS

~~Get ready for the ultimate gaming experience!~~

LIKE THIS

Server not reachable. Is it running?

NOT LIKE THIS

~~Oops! Something went wrong :{~~

LIKE THIS

3 mods updated

NOT LIKE THIS

~~Your mods have been successfully updated to the latest version!~~

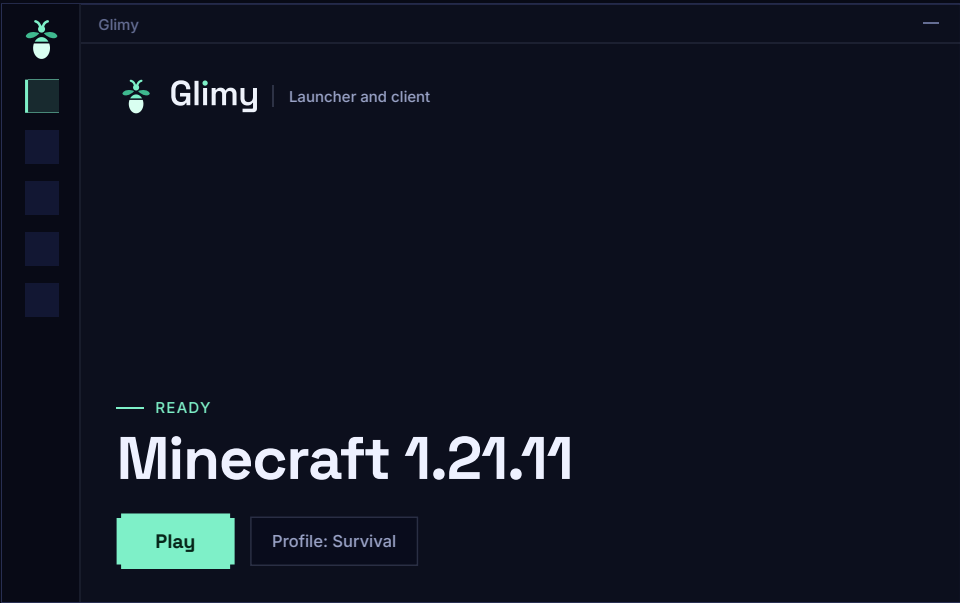
LIKE THIS

A Minecraft client with its own launcher

NOT LIKE THIS

~~Glimy revolutionizes your Minecraft experience with innovative features.~~

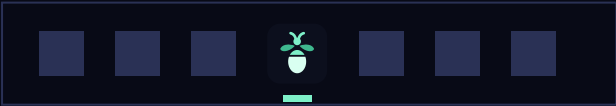
In use



Launcher: mark in the sidebar, wordmark top left, mint only on the main action



In-game menu, as a sketch: dark panel over the world, mint and ember only for options that are on



App icon in the taskbar



Entry in the mod list



Favicon in a browser tab

13

Social media



Banner for X, 1500 × 500 px. Logo and line sit in the centre: X puts the avatar over the bottom left, Twitch (1200 × 480) crops the edges, YouTube (2560 × 1440) only shows the middle everywhere



Avatar: the app icon, at least 400 px. Often cropped to a circle, the mark stays whole

One accent per image. Mint is the light, not the background

No screenshots of other brands as a background

Points of light are small squares, never soft or blurred

Downloads and licences

Logo and contact

glimyclient.com/brand

Logo pack with every version as SVG and PNG, plus this guide in English and German

glimy@preplayhost.com

Questions about the brand, merch or working together



Licences

Mark and wordmark

Original drawing for Glimy, rights held by PrePlay Host UG (haftungsbeschränkt).
The wordmark uses Space Grotesk as outlines

Space Grotesk

Copyright 2020 The Space Grotesk Project Authors, SIL Open Font License 1.1

Inter

Copyright 2016 The Inter Project Authors, SIL Open Font License 1.1

Pixelify Sans

Copyright 2021 The Pixelify Sans Project Authors, SIL Open Font License 1.1

Not an official Minecraft product. Not approved by or associated with Mojang or Microsoft.