BRAND USAGE · THE SHORT VERSION

SLICER

ONE BLADE. ONE GUN. ZERO CHILL.

USE THE FILES. NEVER TYPE IT.

SLICER is drawn art cut from one vector master: never re-set the name in a font, stretch, skew, outline or recolour it. Neon versions live on dark grounds. SLICER is always written in capitals. The studio is **i6 Developments** or **i6 DEVELOPMENTS**, and the i is never a capital.

THE LOGO FILES



Neon full
Key art, trailers, store art, end slates



Neon clean
No streak: titles, loading cards, ads



Flat pink
Web nav, UI, small sizes



Mono white
One colour on dark; in the game it takes the equipped neon kit's colour



Black
Print, stamps, the only one for light grounds



Bolt-S
Where the wordmark is too wide: badges, avatars, spinners

CLEAR SPACE



X is a quarter of the wordmark's height. Keep it clear on every side.

SMALLEST SIZES



Flat 24 px



Neon 96 px



Bolt-S 16 px

OVER ART

Put the wordmark in a calm part of the picture, the sky, with a soft dark halo under it, and keep it off faces. The app icon is the sliced sun; the bolt-S icons are optional extras.

Electric magenta
#FF38F0 · the wordmark and neon art

Hot pink
#FF2A8A · web, UI, buttons, the i6 mark

Grid cyan
#36E6FF web · #28C8FF the logo's streak

Sunset orange
#FF8C1A · the tagline, the sun

Night plum
#12051F · the ground

Neon white
#FFF3FA · type on night

THE TYPE

ONE BLADE. ONE GUN.

Bebas Neue: the game's titles, HUD headers, cards, the tagline. Capitals, tracked a touch open.

NEON NEVER SLEEPS.

Big Shoulders Display 900: web and ad headlines, capitals, tight.

A neon-soaked arena shooter.

Manrope: body copy, buttons, captions. All three: SIL Open Font License.

THE NAMES

- **SLICER**, always in capitals, everywhere it's written.
- **i6 Developments** or **i6 DEVELOPMENTS**. The i is never a capital, not even at the start of a sentence: rephrase instead.
- The hero is **THE SLICER**. The host: **NOVA-88**. The villain: **THE ARCHITECT**. The city: **Neon City, 2088**.
- Platforms, in this order: **PC · Mac · Steam Deck**.
- The tagline: **ONE BLADE. ONE GUN. ZERO CHILL.**

THE STUDIO

The studio logo is a credit: never as big as SLICER on the game's own assets, and never inside the SLICER lockup. Keep it on night; on white, use the one-colour version.

i6 DEVELOPMENTS



Don't stretch or skew it



Don't recolour it



Don't type it in a font



Don't rotate or tilt it



No neon on light grounds



No pink on pink

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i6 DEVELOPMENTS