



BRAND BOOK

Third party developers

Eagle Dynamics SA
Route de Moncor 2
1752 Villars-sur-Glâne
Switzerland

**EAGLE
DYNAMICS**

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**EAGLE
DYNAMICS**



Used only on official documents. Respect the sizing, the text should always be legible. The logo without the Eagle is used on social and promotional collateral



DCS

To be used only coporate off-white, full white and orange. Never black.



FLYING LEGENDS

Only use as is.
Text black or white.
Use with WWII era
content only.

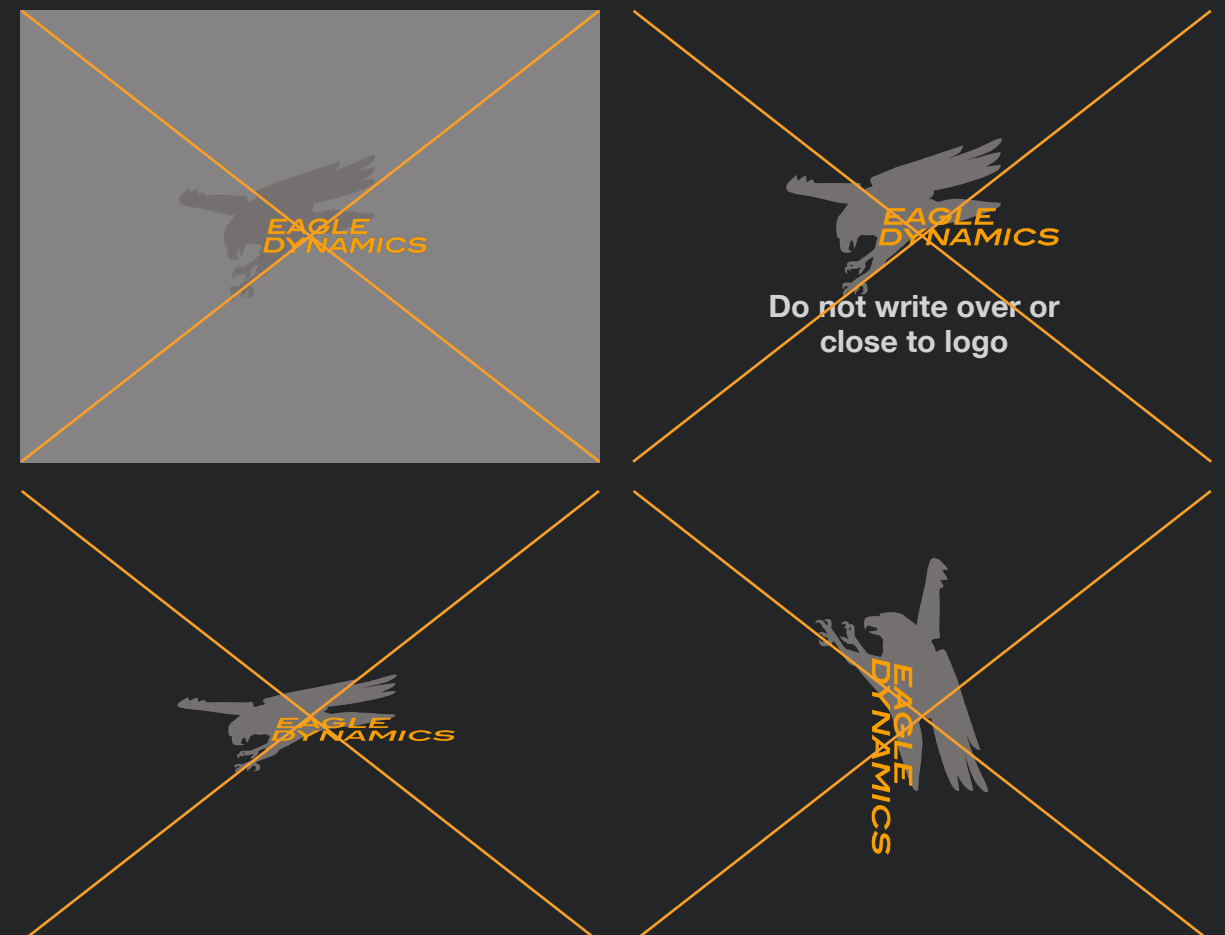
COLORS

A. Black Background | Can accomodate official logo B. Grey Background | Can accomodate an official white logo graphic whithout 'Eagle Dynamics'.
C. White Background | Always use the full logo D. Black Background | Can accomodate a white logo graphic whithout 'Eagle Dynamics'.



ERRORS

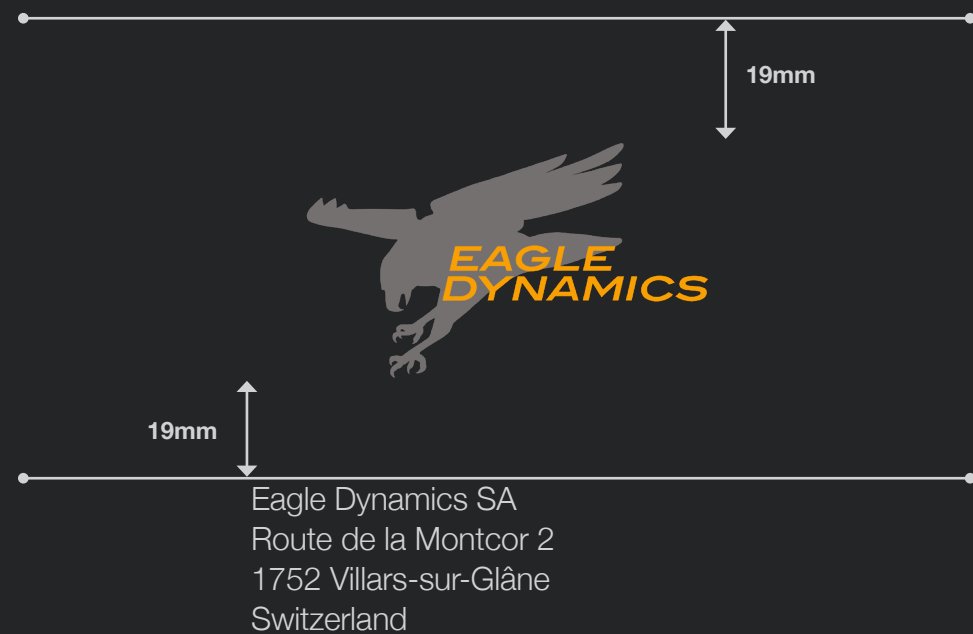
A. No Contrast BG | Do not use the logo on a dark background unless the background is hard contrast B. Write over | Do not write taglines within 100px of the logo. C. Distort | Do not transform D. Rotate | Do no alter angles



SIZE

Height

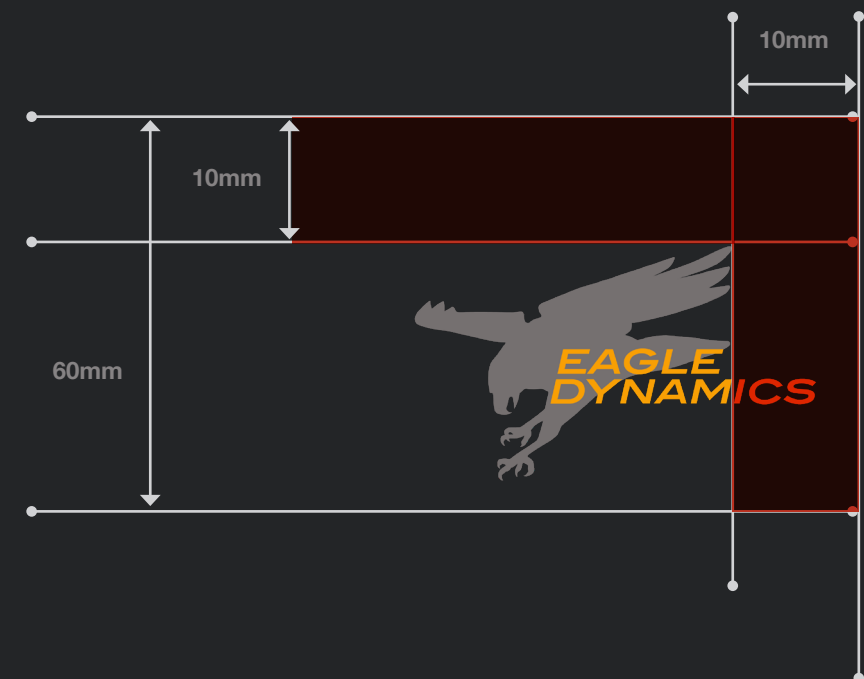
The size must be proportional to the document. Always apply the minimum padding below the logo for main content. Do not place content less than 19mm below the logo.



POSITION

Margin

As a general rule always position the logo in the top right hand corner. Always maintain a margin. Exceptions need to be approved.



**EAGLE
DYNAMICS**

MISSION

Making your
aviation dreams
come true and
the inaccessible
a virtual reality

Take Ownership
Always say thank you
Use the global WE
Commit and over deliver
Never be defensive

Elegant & professional
We are a community
Treat people like family
Listen to understand
Always be respectful



IMAGES

Choose optimum lighting to avoid oversaturation and bleached colours. Choose believable angles and frames.



Suspension of disbelief. Any element, which can give the game away ruins the screenshot. Anything which goes on company forum, website, social media needs to be signed off by ED. On the left, acceptable images. Below, some mistakes to be avoided.



Zoom level distorts proportions



Metallic red paint on 50s jet



Unrealistic composition



Unexciting lighting and sky



Cartoon features



Unrealistic background

**EAGLE
DYNAMICS**

E-SHOP

Module titles

Respect the 78 degree angle. Use FreeSetExtraCTT font.

MIG-19
FARMER

Things to avoid

Text does not fit the container

Fw190A-8
CAMPAIGN

Correct usage

Correct colour and angle

P-47D
THUNDERBOLT

DCS: SU-27

**THE ULTIMATE
ARGUMENT**

Campaign by Eagle Dynamics

Screenshots

Use the screenshot .PSD templates and the correct font sizes.

Always use the template and watermark when content is WIP.



**EAGLE
DYNAMICS**

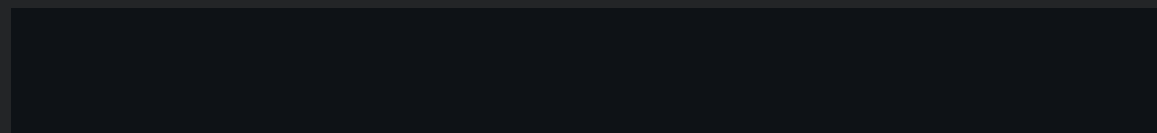
PALETTE



C0 M44 Y94 K00 / Pantone 137c / Web #f59e0f



C50 M44 Y42 K27 / Pantone 405u / Web #777171



C76 M66 Y60 K81 / Pantone 426c / Web #1c1c1c



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