



BRAND BOOK

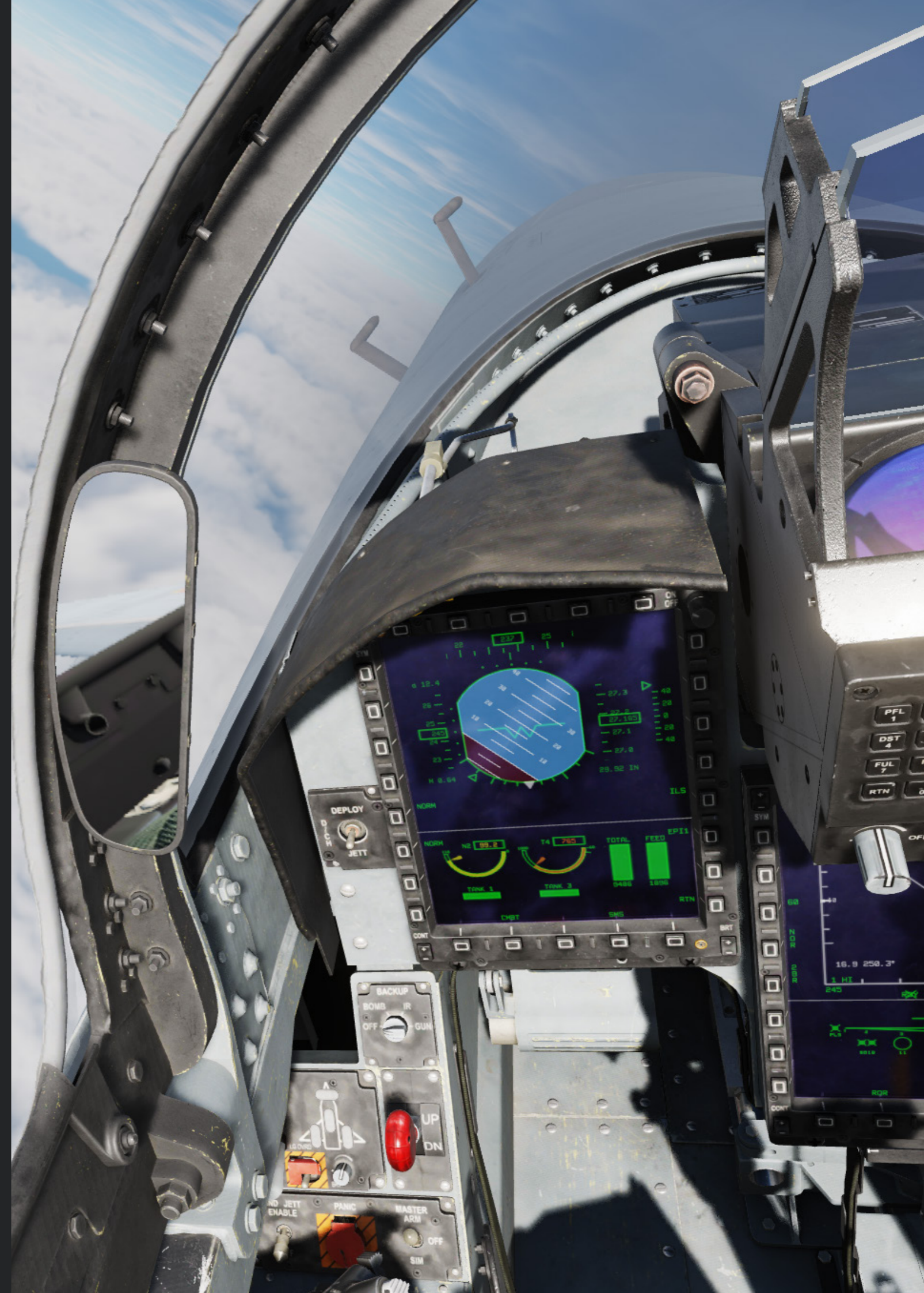
Third party developers

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

**EAGLE
DYNAMICS**

CONTENTS

COLOURS
ERRORS
SIZING
POSITION
MISSION
IMAGES
SOCIAL
E-SHOP
PALETTE



**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



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

DCS

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



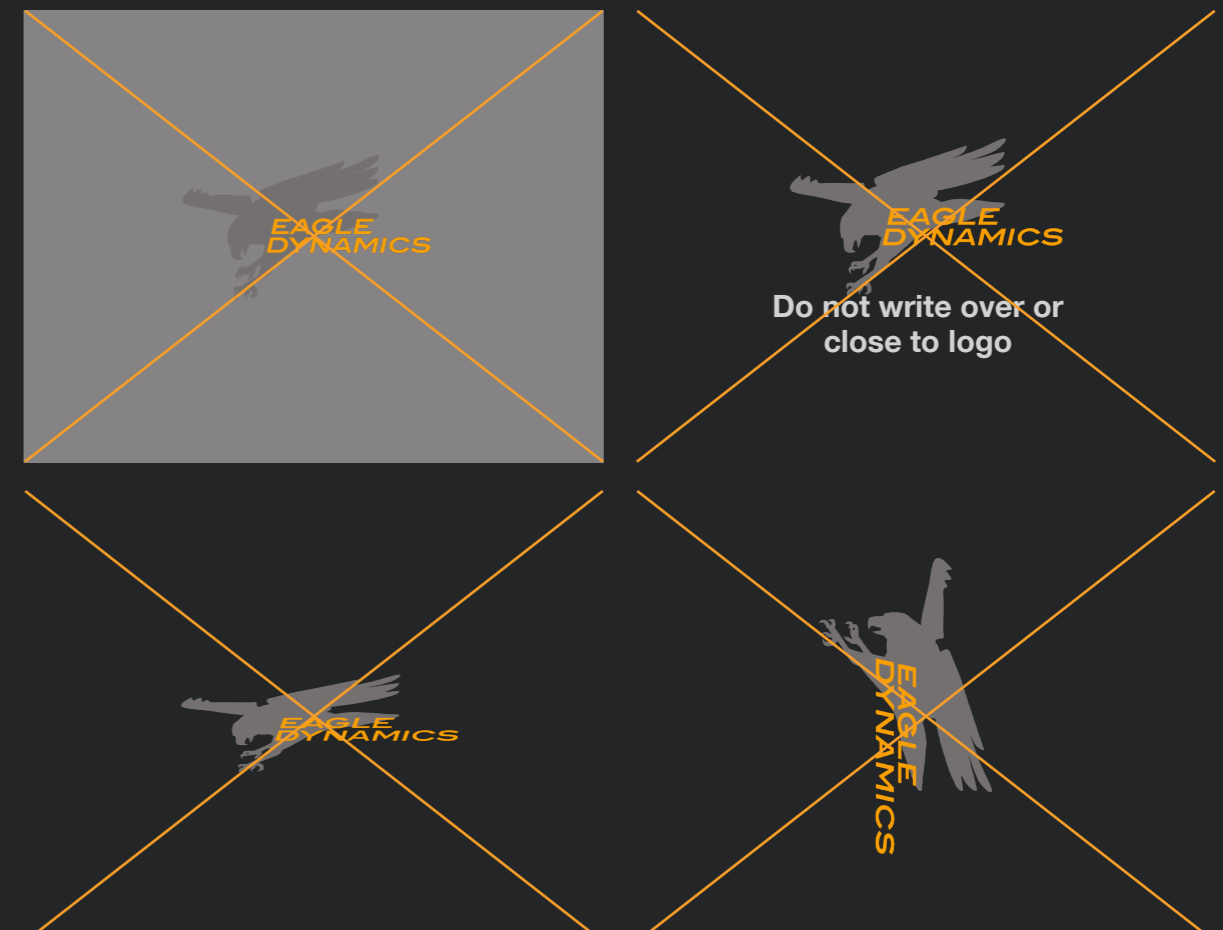
FLYING LEGENDS

COLORS

A. **Black Background** | Can accommodate official logo
B. **Grey Background** | Can accommodate an official white logo graphic without 'Eagle Dynamics'.
C. **White Background** | Always use the full logo
D. **Black Background** | Can accommodate a white logo graphic without 'Eagle Dynamics'.

ERRORS

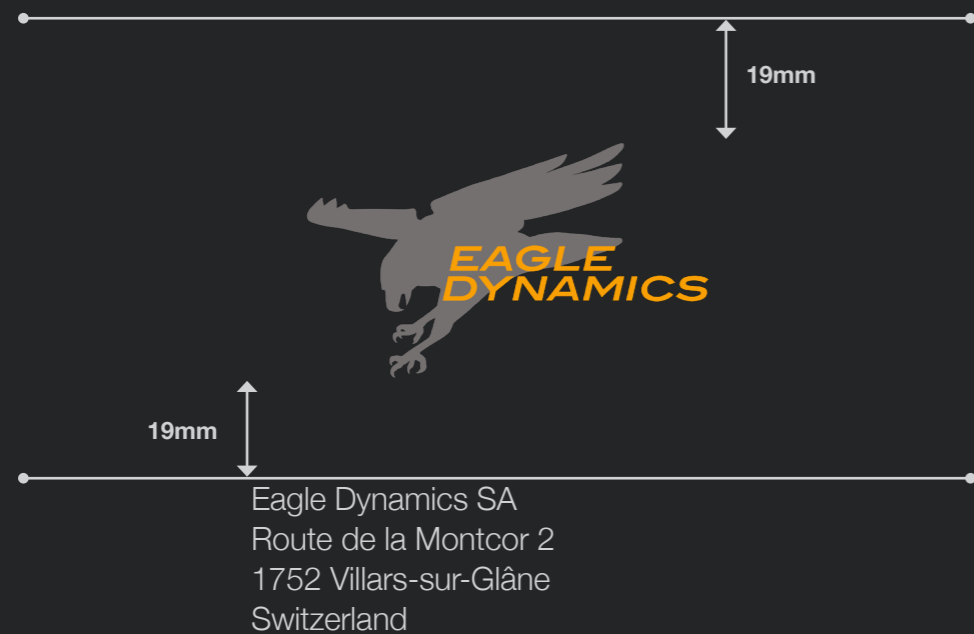
A. **No Contrast BG** | Do not use the logo on a dark background unless the background is hard contrast
B. **Write over** | Do not write taglines within 100px of the logo.
C. **Distort** | Do not transform
D. **Rotate** | Do not alter angles



SIZE

Height

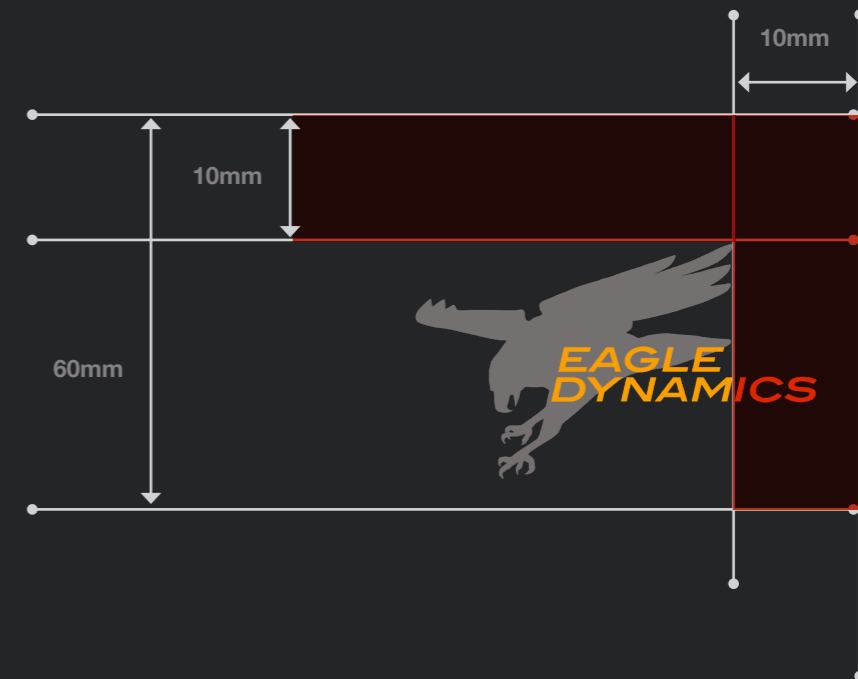
The size must be proportional to the document. Always apply the minimum padding below the logo for main content. Do not place content less than 19mm below the logo.



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.



Zoom level distorts proportions



Metallic red paint on 50s jet



Unrealistic composition



Unexciting lighting and sky



Cartoon features



Unrealistic background

SOCIAL

Newsletter

Email and Steam Posts: 720 x 405px

Website and Social Media: 1920 x 1080 or 2880 x 1620px



Instagram, YT Shorts and TikTok

Stories and Reels: 1080 x 1920px 9:16



Facebook Cover

Cover 1200 x 628px / bottom left corner clean



**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

Screenshots

Use Heading 1 font. Image size is 2880 x 1620px

Letters in 70px font size and numbers and characters in 60px

Use the hero-images PSD template.

Exclusive Media for Press

Always use the template and watermark when content is WIP.



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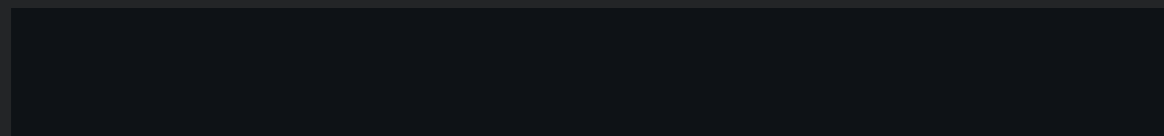
PALETTE



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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