



GAMEVIEW

GET YOUR GAME ON

STYLE GUIDE



TABLE OF CONTENTS

<i>OUR BRAND:</i>	<i>4</i>
<i>OUR LOCKUP</i>	<i>5</i>
<i>LOCKUP USAGE</i>	<i>6</i>
<i>RESTRICTIONS</i>	<i>8</i>
<i>COLOR</i>	<i>9</i>
<i>TYPOGRAPHY</i>	<i>10</i>

OUR BRAND:

EDGY & MODERN

GameView is a gaming company that wants to take gaming to a new level. We are a community of individuals of all backgrounds that are invested in the gaming world. We stay up-to-date on the latest technologies to demonstrate our **modern** and **edgy** image.

Here at GameView, we do more than just play games. We share recommendations, teach each other tips and tricks, and we have created a tight-knit community where it feels like family.



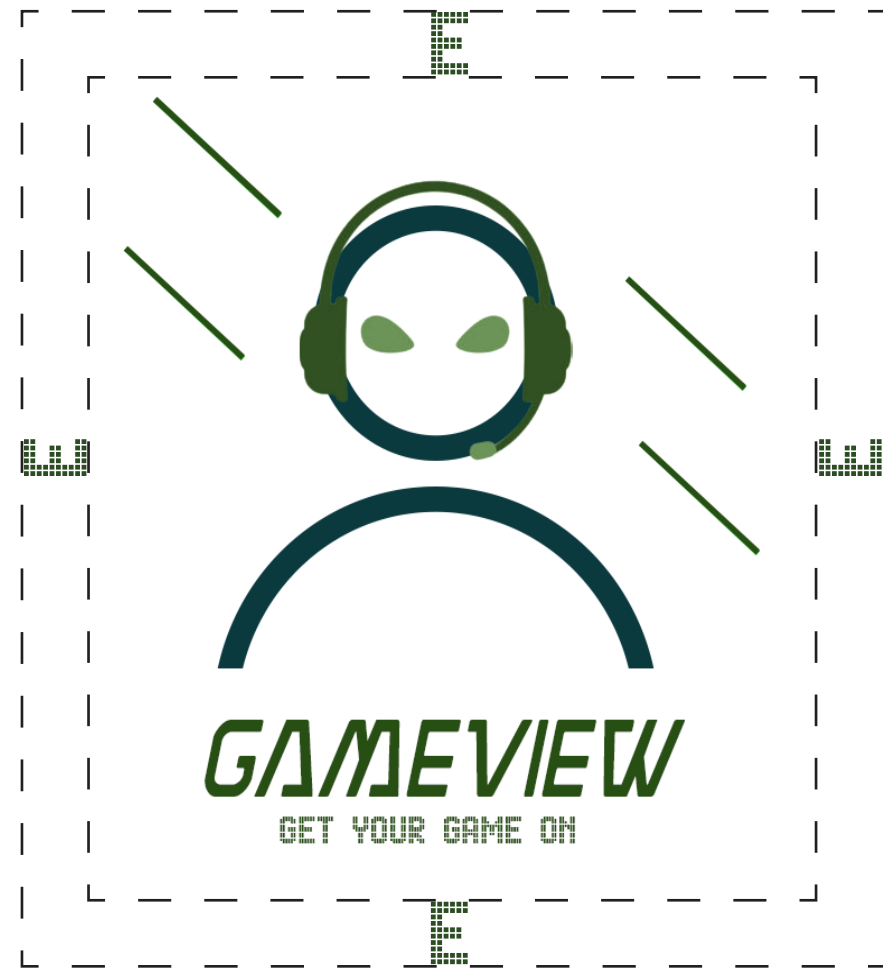
OUR LOCKUP



Since our brand image is **edgy** and **modern**, we chose cool, lowkey colors. We went with an analogous color scheme - green and blue-green. We included a user icon as the primary focus in the lockup because it is a great signifier of our brand's focus - the user.

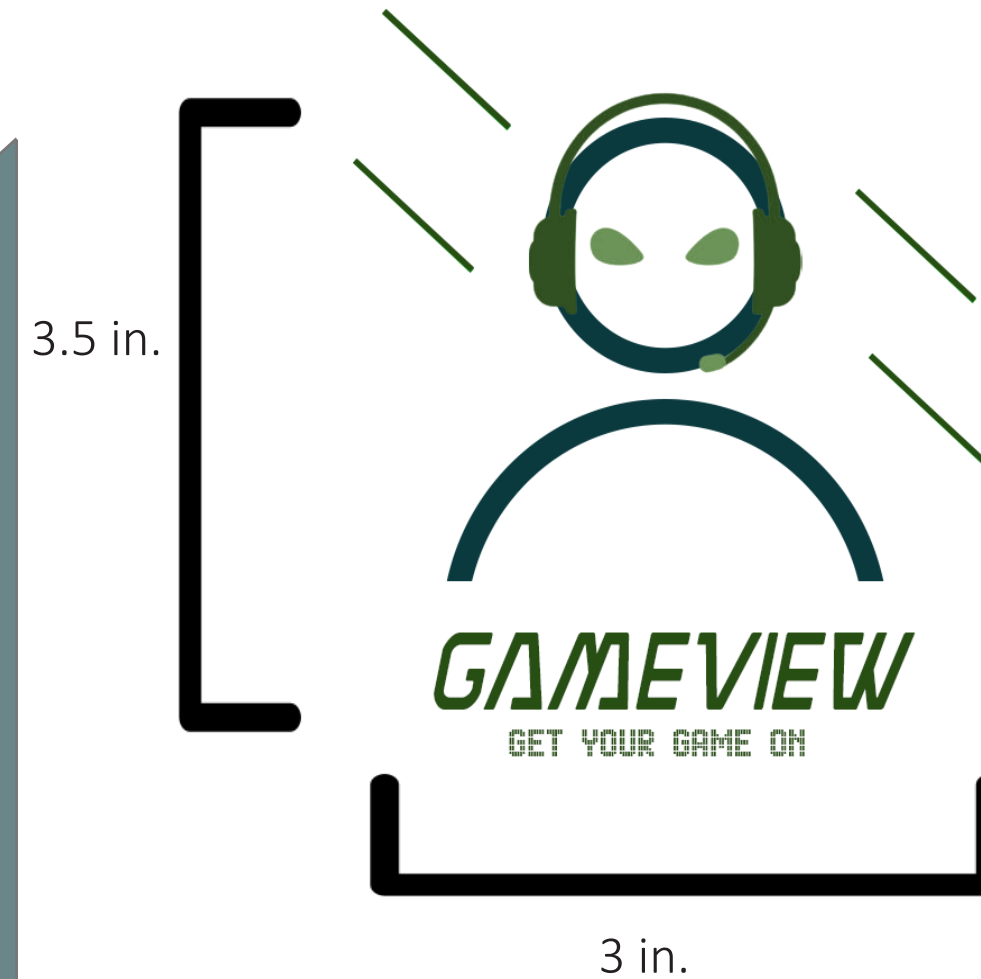
With the headset added, any viewer can immediately tell we are a gaming company. Diagonal lines were added because they represent movement and action - which support our brand's fast paced environment.

LOCKUP USAGE



To prevent clutter, I used the letter 'E' in the lockup's tagline to demonstrate how much space should surround the lockup. This space ensures a clean design and makes sure viewers can clearly and easily view the lockup.

LOCKUP USAGE



For our lockup to maintain its quality and readability, it must be at least 3 inches wide and its height must be proportionate to its width.

RESTRICTIONS

To accurately display our brand and maintain the quality/legibility of GameView's logo, the following must be avoided:



GameView's brand colors are low-key to further demonstrate our **modern, edgy** image.

GameView has an analogous color scheme: low-keyed green and blue-green.

In design, analogous color schemes are used to portray a **modern, unified** flow.

COLOR



RGB: 39, 78, 19

CMYK: 78, 44, 100, 45

Hex: #274e13



RGB: 10, 57, 62

CMYK: 91, 60, 59, 52

Hex: #0a393e

TYPOGRAPHY

GameView's brand typeface is Discotechica Condensed. This font resembles a popular font used in videogames. This typeface accurately represents our brand's **modernity** and demonstrates what the brand's content: videogames.

This typeface also places an emphasis on straight lines. The 'Condensed' aspect of the typeface italicizes the text. This adds more diagonal lines to the lockup which further supports the brand's **modern, edgy** image.

DISCOTECHICA CONDENSED

AABBCCDDEEFFGGH

HIJJKKLLMMNNOOP

PQRRRSSTTUUVVW WXXYYZZ

1234567890

TYPOGRAPHY

Our tagline text is Advanced LED Board-7. This text resembles typefaces that are commonly used in digital media. This follows the theme of our video game company as well as our **modern** and **edgy** brand image.

Advanced LED Board-7

AaBbCcDdEeFfGgH

hIiJjKkLlMmNnOoP

pQqRrSsTtUuVvW

wXxYyZz

1234567890