

# Visual Brand Style Guide Me Time Campaign

## ME TIME STYLE GUIDELINE

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- Mission
- Design
- Colors
- Fonts
- Graphics
- Resources and points of contact

## **Mission**

#### GameHouse vision

Me time is the first GH marketing campaign dedicated to women who love playing games. Our goal is to

encourage women to embrace their me time - game time: At GameHouse we aim to own me time mobile gaming experience mainly for women in the genres they engage with the most. With a high focus on unique game loops that have a secondary layer of story & characters.

Goal of this campaign:

- Put GH vision out there : everyone needs their me-time
- Get rid off the taboo that gaming is a dirty, waste of time & lazy non-productive activity
- gaming is a productive activity
- Gaming is fun we all do it
- Our (GHOS) products are for women

Target audience:

B to C : Women gamers, mom gamers

B to B :





**Using Our Tagline** 

Final design for GH me time Campaign tagline.



# **GAMEHOUSE** We all need our me time !

**Using Our Tagline** 

3 version available to be used:

1-colored 2-B&W 3-White and grey



# We all need our game time!

We all need our game time!

We all need our game time!



Using Our Tagline

#### Spacing:

Logo & tagline Spacing:

Follow these rules To keep the spacing between logo and tagline cohesive:





**Using Our Tagline** 

#### Scaling:

The Composition scaling:

Follow the scaling rules to avoid imbalance in composition. 5- Use the X aspect ratio to add or subtract spaces. Do not use more than  $\underline{2X}$  for scaling up the logo and  $\underline{1x}$  to scale down the logo:

The minimum scaling for logo:



The maximum scaling for logo:

**GAMEHOUSE** We all need our game time!

**Using Our Tagline** 

#### Scaling:

The tagline can be used in combination with logo or seperate In different terms of use. The goal is to make it visually appealing and readable. 1- Readability is the number one rule to consider in terms of using the tagline with logo, In here to help the readability, the tagline is used bigger than logo



**GAMEHOUSE** We all need our game time!

2- Size of the logo and tagline can differ on the context focal point, if the subject is logo we can use the bigger logo and if the focus is on slogan we can use bigger tagline or a tagline without logo.

Bigger logo:

GAMEHOUSE we all need our game time! smaller logo:

**GAMEHOUSE** We all need our me time !

Equal sizing:



Only tagline:

We all need our game time!



**Using Our Tagline** 

#### Scaling:

Be mindful of sizing, readability and balance in sizing. 3- Do not minimize tagline in small scales, be mindful of readability:

GAMEHOUSE We all need our game time!

4- Do not create a big contrast in scaling between logo and tagline, balance in composition is the key

We all need our me time !



We all need our me time!

Always follow slide 6 and 7 for proper resizing of the composition

**Using Our Tagline** 

Do not crop the logo

Do not change the Transparency

Do not shuffle The colors

Do not use different Colors



**GAMEHOUSE** We all need our game time!

We all need our game time!

We all need our game time!

Do not recreate using another typeface

Do not use outline

Do not rotate, Do not distort or alter the proportions

Do not use drop Shadows or any Other effects

Do not change the current spacing between letters We all need our game time!

We all need our game time!

We all need our game time! We all need our game time!

We all need our game time!

We all need our game time! We all need our game time!

#### Colors

Using Our Tagline

There are 3 main colors for slogan, mostly inspired by GH logo:

Please do not change or swap the colors in betweens letters.



# We all need our me time !



#### Font

#### Magnolia Script

Regarding using the font in games or other place add a recommendation in the style guide so if the font is to be embedded in a game, make sure on the source code of that game, license is also copied (and not only the ttf or otf font)

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Link to download:

<u>shorturl.at/acjor</u>
<u>Magnolia Script</u>

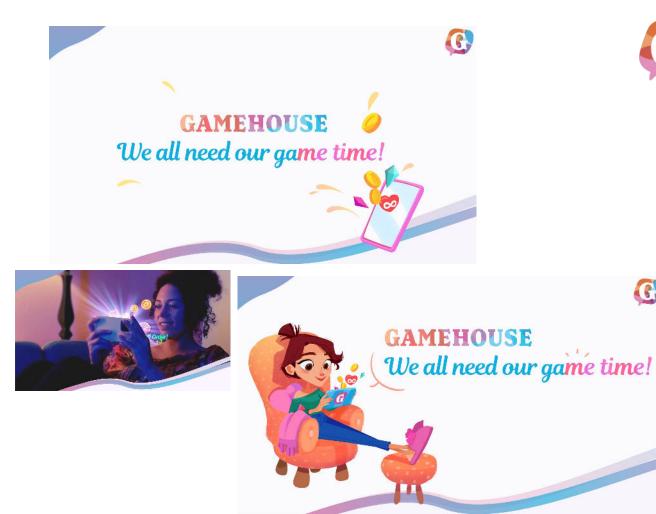


брауни и панакотта **Macaroon** jelly and marshmallows **confectionery** лимонады и смузи

#### **Press Kit**

The graphics can be used adding context to the slogan in presentations:

**Download: Press Kit** 



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