

ELECTRIC



GUILD

Gaming & Dining

Brand Guide



TABLE OF CONTENT

 Introduction

 Our Logo

 Re-sizing Rules

 Logo Variations

 Color Palette

 Typography Rules

 Do & Don't

 Illustration

 Photography

 Advertisement

 Packages

 Thank You

INTRODUCTION

The Electric Guild's brand Guide adds joy to life, colors, be yourself, and characters. Our brand is meant to be an expression of our core values. We always go by our L.E.V.E.L personify that is Life Experiences is vigorous, excite, and liberal. Understanding our brand is just the half of it; you also need to know how to recognize it and use it. In this book, you can discover the brand behind video games. Explore, learn, and level up together.

OUR LOGO

Logomark

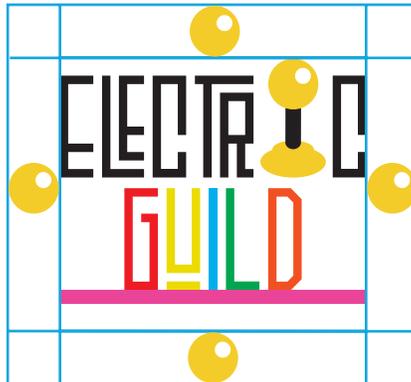
Our logo is the face of Electric Guild. The primary visual expression that we use to identify ourselves. Meaning that we need to be careful to use it correctly and to do so consistently.



RE-SIZING RULES

Clear Space

Clear space prevents type, imagery or other graphic elements from interfering with the legibility of our logo. Measure the clear space for primary logomark by use the yellow ball from the joystick as your guide. Also measure at the highest, lowest, and sides of the logo. The pink box is used to measure the distance between the logo and the name of the restaurant.



Minimum size:



LOGO VARIATIONS

Logo Variations

Electric Guild logo used on an application will often depend on the background and production method. The logo could be used with the color version and black and white versions. The different versions should be used whenever it feels appropriate to do so.



COLOR PALETTE

Primary colors



White
CMKY: 0% 0% 0% 0%
RGB: 255% 255% 255%
PANTONE: None
HEX: fffffff



Gold
CMKY: 5% 17% 92% 0%
RGB: 243% 204% 47%
PANTONE: 116 C
HEX: f3cc2f

Secondary colors



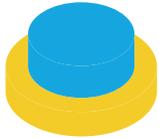
Red
CMKY: 0% 100% 100% 0%
RGB: 237% 28% 36%
PANTONE: 185 C
HEX: ed1c24



Yellow
CMKY: 0% 0% 100% 10%
RGB: 238% 220% 0%
PANTONE: 102 C
HEX: eedc00

COLOR PALETTE

Secondary colors



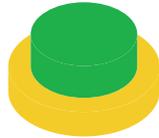
Blue

CMYK: 100% 0% 0% 0%

RGB: 0% 174% 239%

PANTONE: 2995 C

HEX: 00AEEF



Green

CMYK: 100% 0% 100% 0%

RGB: 0% 166% 81%

PANTONE: 354 C

HEX: 00A651



Orange

CMYK: 0% 80% 95% 0%

RGB: 241% 90% 41%

PANTONE: Orange 021 C

HEX: F15A29

TYPOGRAPHY RULES

Primary Fonts

Playlines regular is used exclusively for headings, and logo. The size for the display font should be the largest text size and should be around 50.89 pt. Should never be in all caps. Make sure to use our brand colors.

A B B b C C D D E E F F G G H H I I J J K K
L L M M N N O O P P Q Q R R S S T T U U
U U V V W W X X Y Y Z Z

THIS IS THE HEADLINES.

TYPOGRAPHY RULES

Secondary Fonts

TimeBurner is used for body copy, subheadings, and buttons. The subheadings uses Bold 18 pt to 20 pt. The body text uses regular 11pt to 14 pt. Should never be in all caps.

This is the subheading.

This is body copy.

TimeBurner (Bold, 18 pt)

AaBbCcDdEeFfGgHhIiJjKk

LlMmNnOoPpQqRrSsTtUuVv

WwXxYyZz

TimeBurner (Regular, 11 pt)

AaBbCcDdEeFfGgHhIiJjKk

LlMmNnOoPpQqRrSsTtUuVv

WwXxYyZz

TYPOGRAPHY RULES

Substitute Fonts

BPreplay is used for body copy, subheading, and buttons for the website. The subheading uses Bold 20 pt. The body text uses regular 16 pt. Should never be in all caps.

This is the subheading.

This is body copy.

BPreplay (Bold, 20 pt)

AaBbCcDdEeFfGgHhIiJjKk

LlMmNnOoPpQqRrSsTt

UuVvWwXxYyZz

Bpreplay (Regular, 16 pt)

AaBbCcDdEeFfGgHhIiJjKk

LlMmNnOoPpQqRrSsTtUuVv

WwXxYyZz

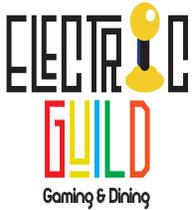
DOS

Dos

This is the Electric Guild's logo. It should always be the first option. If it does not work in any given design, you may choose any of the other appropriate logo. Please don't misrepresent it.



DON'TS



Do not scale/resize the logo disproportionality.



Do not rotate the logo.



Do not change the colors of the logo. Let the logo stay the correct way.

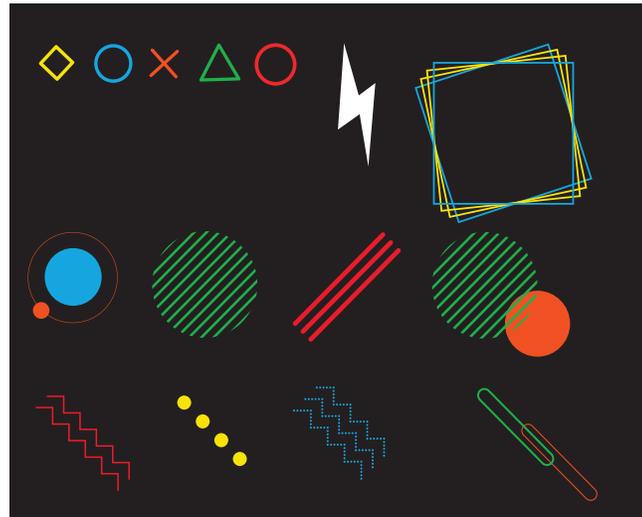


Do not put the logo on a clashing background.

ILLUSTRATION

Illustration

For our illustration, we use abstractly rounded and sharp shapes with our personality colors.



PHOTOGRAPHY

Photography

We use photography for our imagery. We use photographs that represent our brand with our personality colors and show our audiences happy and enjoy them. We also show video game characters and games in our brands. Please add neon in our photos and the photo filter in adjustments on photoshop with our brand colors.



ADVERTISEMENT

Advertisement

For our advertisement, we use abstractly rounded and sharp shapes with our personality colors. We use the correct logo variation, typography, and imagery.

For example, this advertisement has the correct logo variation, typography, photo, tagline, information, illustration, and brand colors.



PACKAGES

Packages

.....

We have examples of how Electric Guild's packages should look like when you design them.



РАСКЛАДЫ



THANK YOU



“Thank you for taking the time to read through our brand guide. We hope that you were able to understand our core values and that we level up together!”

Warm Regards,
LaDonna Duncan
Founder/ CEO



