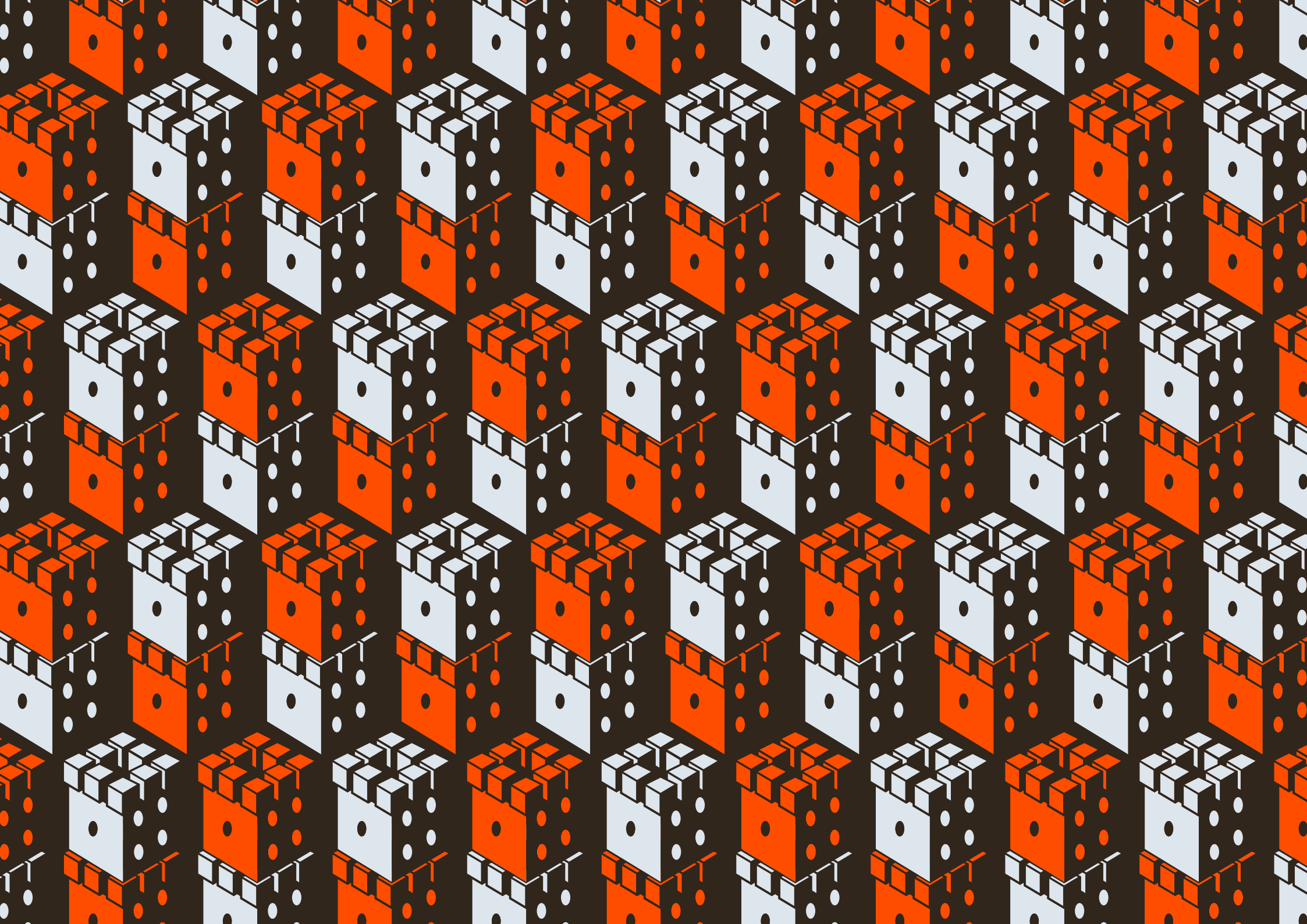
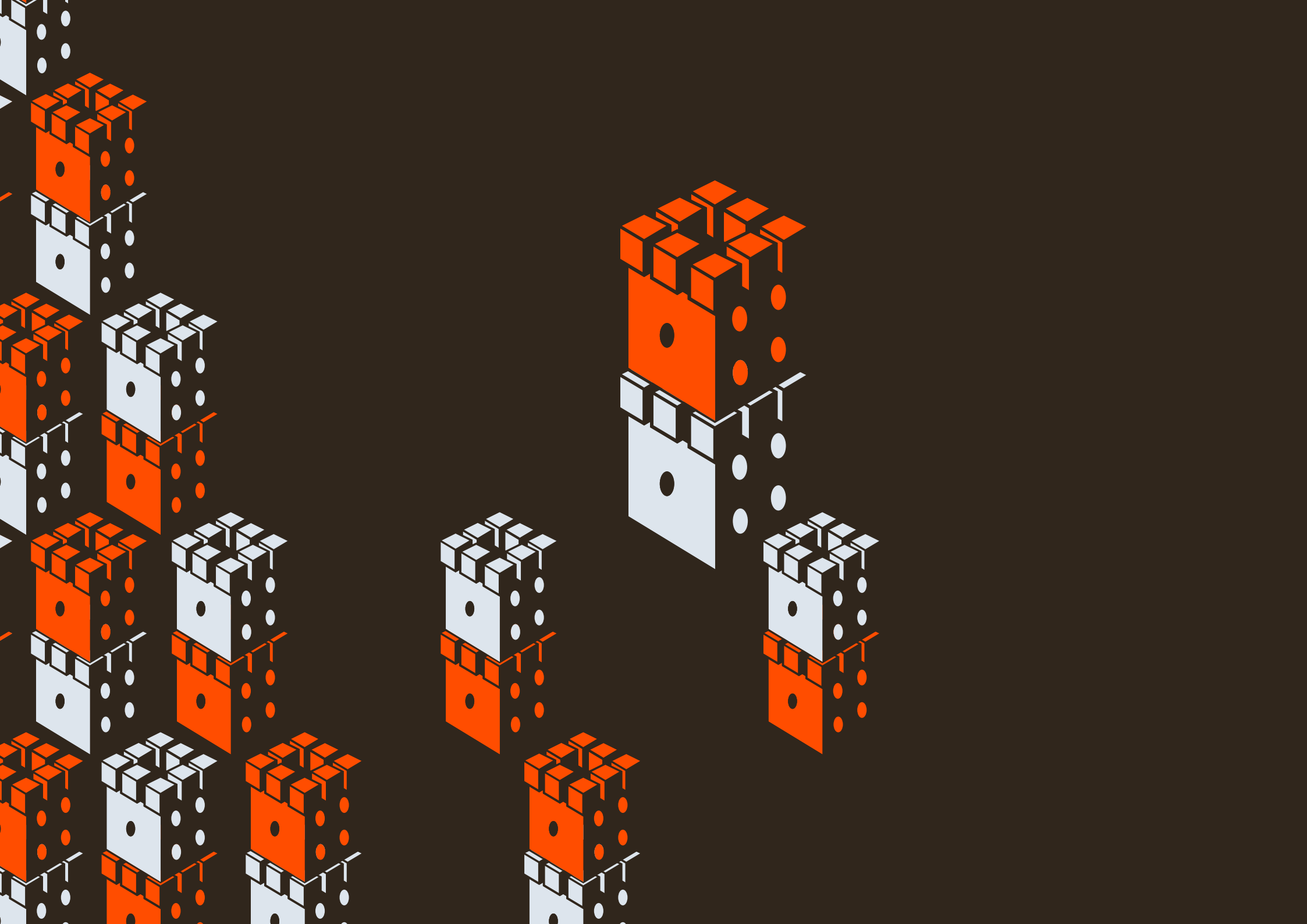


**GARDBOARD
EMPIRE**

brand & style guide





WE HAVE TWO CORE

Have Fun

Our passion for fun will shine through

Life is too short for things we don't love

Colour our world a brighter shade

BELIEFS WE FOLLOW

Be Bold

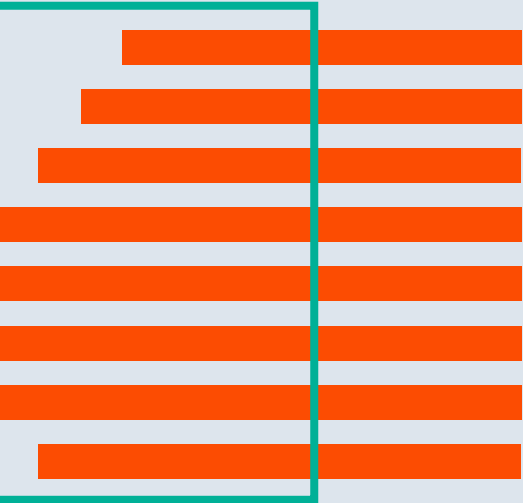
We aren't afraid to try new and daring things

We are here to be seen, heard, and present

We explore all possibilities

and of course make some awesome games

The Typemark



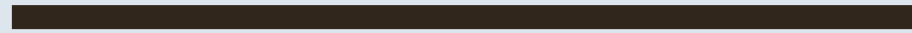
The Typemark is a custom font, any time the name of the company is used for non body text such as advertisements, or publishing logo, one of the two logotype arrangements will be used.

The Vertical aligned type should have each individual element stacked so as to to be squared off on left and right side. The size proportion between each element does not change between vertical and horizontal; merely the spacing and arrangement changes.

**GARDBOARD
EMPIRE**

**GARD
BOARD
EMPIRE**

YES



Do these things to stay consistent with other brand elements.

Minimum Size

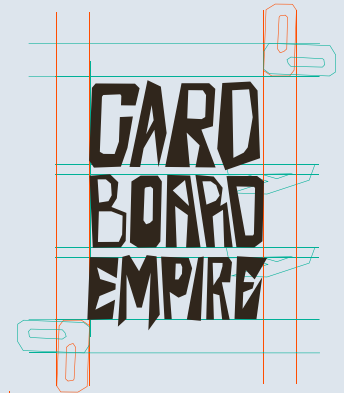
This is as small as it gets,
vertically stacked = 13mm high,
horizontal layout = 10mm high



Clearance and Formatting

The “A” in “CARD” gives you the spacing between the Typemark elements (using the long stroke of the A)

The “O” in “BOARD” gives you your clearance measurement; when giving room for other visual elements.



Minimum Size

This is way too small to be considered legible.





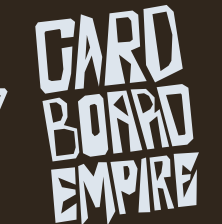
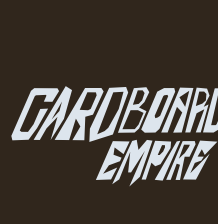
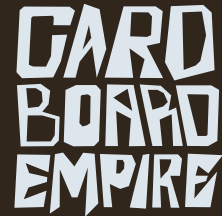

NO

Stop. If you do these you seem like the kind of monster to put mayonnaise on nachoes

Skew or resize

Do not alter the physical proportions of any of the elements, or change the angle/skew of the Typemark or elements

These are all bad



Clearance and Formatting


Make sure the Typemark has room to breathe, also the Typemark is not to be used in body text, or as a pattern.

GARD BOARD EMPIRE Sold here



A 3D isometric illustration of a stack of white cubes on a dark grey background. The cubes are arranged in a grid, with some cubes missing, creating a stepped effect. The word "BRAND" is written in large, bold, orange letters across the middle of the stack. The letters are slightly offset from the cubes, appearing to be placed on top of them. The "B" is on the left, "R" is in the middle, "A" is on the right, and "N" and "D" are partially visible on the right edge of the image.

BRAND

A 3D isometric illustration of a stack of white cubes on an orange background. The cubes are arranged in a grid, with some cubes missing, creating a stepped effect. The word "BRAND" is written in large, bold, white letters across the middle of the stack. The letters are slightly offset from the cubes, appearing to be placed on top of them. The "B" is on the left, "R" is in the middle, "A" is on the right, and "N" and "D" are partially visible on the right edge of the image.

BRAND



OM

MARK



BRAND

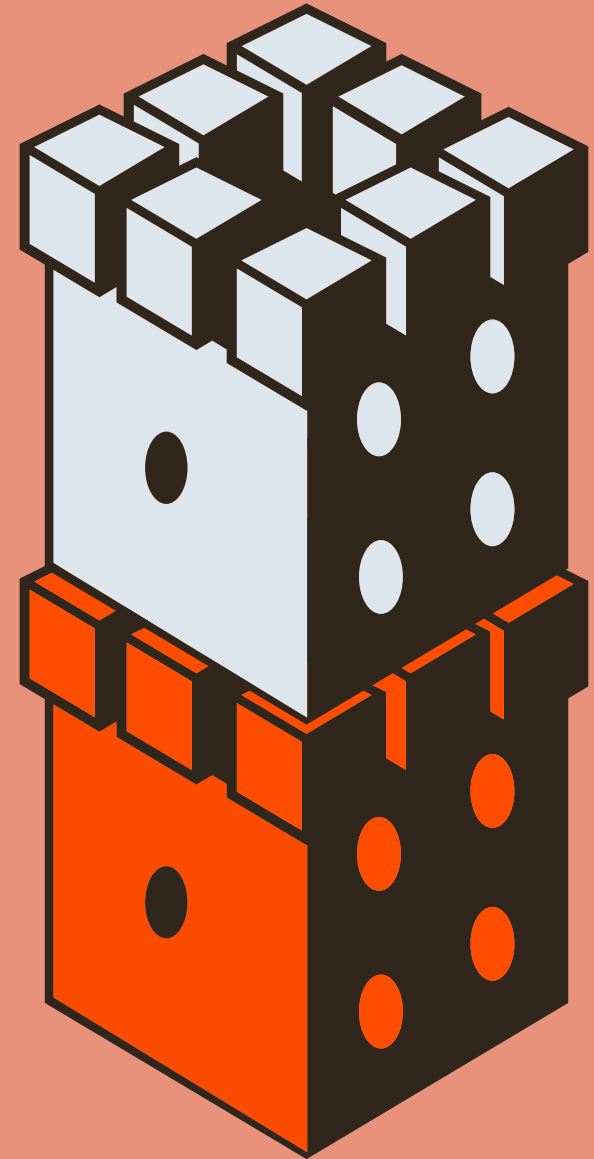
MARK

The Brandmark, “Dice Tower” is a core illustrative element of the brand. Symbolic in both metaphorical and didactic ways.

The two dice blocks are to be placed one on top of the other, with alternating primary colours.

The Brandmark is incredibly flexible, and while this style guide will detail it’s use as a purely Brandmark, it will also have use as an illustrative pattern, or other appropriated media.

Typically the Brandmark will be paired with the Typemark, but in certain circumstances; such as small format or impact reliant designs; the Brandmark can be a solitary Brandmark.



DO IT

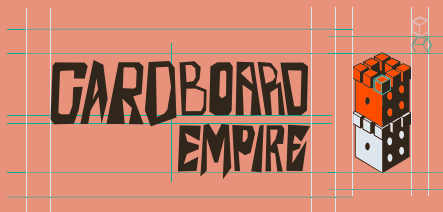


Minimum Size

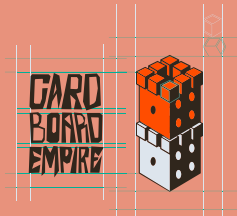
The minimum size for the Brandmark = is 8mm high.

Typemark Pairing Proportions

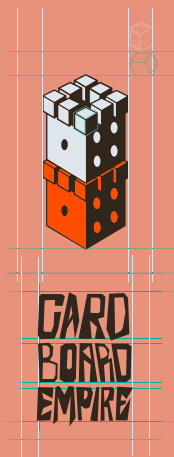
When paired with the Typemark, the Brandmark and Typemarks clearance areas must be touching.



The if placed side by side, the Brandmark must be on the right side. Only the vertically stacked Typemark may have the Brandmark placed above it.



Proportionally for the Vertical Stack the Brandmark short edges must lineup with the total height of the Typemark.



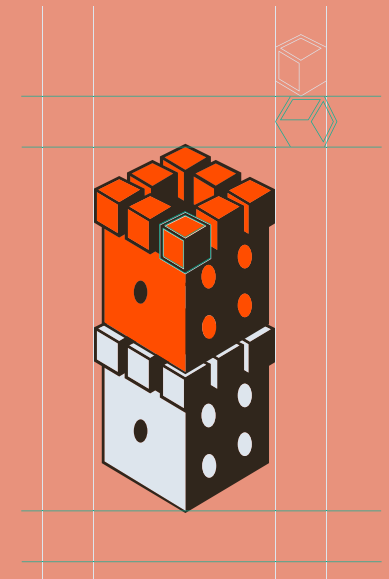
For the Horizontal Layout, the total height of the Brandmark is equal to the height of the Typemark.

Clearance and Formatting

The width of one of the top cubes around the dice tower gives you your clearance space measurement.

The tower is to be displayed as an isometric illustration, and not to be skewed or distorted in anyway different from the propertions.

This clearance space can be occupied by another one of the Brandmark, for pattern or illustration purposes.

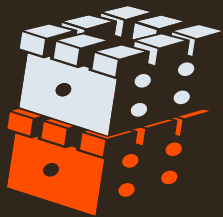
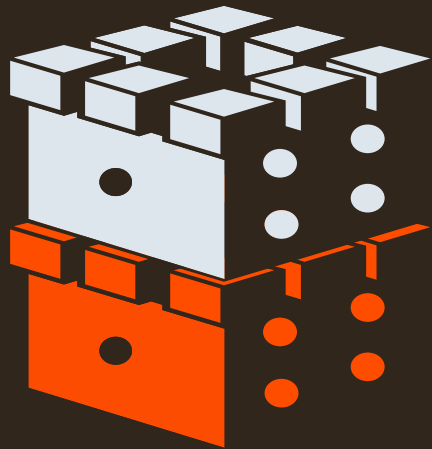


STOP

Skewing or resizing or rotating it

Do not alter the physical proportions of any of the elements, or change the angle/skew of the Brandmark or elements

These are all bad



Overcluttering

Give the brandmark room to breathe when being used as a branding solution.



Font Pairings

The following fonts are to be used for either the primary branding, or for any of the child products created. The pairings have been made with specific reference to a particular kind of product in line with the companies vision; but these pairings are flexible to different core emotional values

Primary Font

The primary font pairing that will be used is FUTURA PT for headings and titles, and PROXIMA NOVA for body text. While any from these font families may be used, the standard will be FUTURA PT in Demi, and PROXIMA NOVA in Regular.

These font families were chosen for their strong and simple forms, that was both professional, but able to be altered to suit most needs.

Secondary Fonts

These fonts are to be used for products and subsidiaries of the Primary Branding, for when the standard will not be as effective.

Dystopian and Proxima Nova

Dystopian is to be used for characterful headings and titles, while Proxima Nova serves as the body text.

This pairing was made with Science Fiction themes as a core inspiration.

House of Cards and Monarcha

House of Cards is to be used as a heading and title set, while Monarcha is to be a body text.

Horror, particularly of a Lovecraftian origin was a major source of inspiration.

BC Alphapipe and Proxima Nova

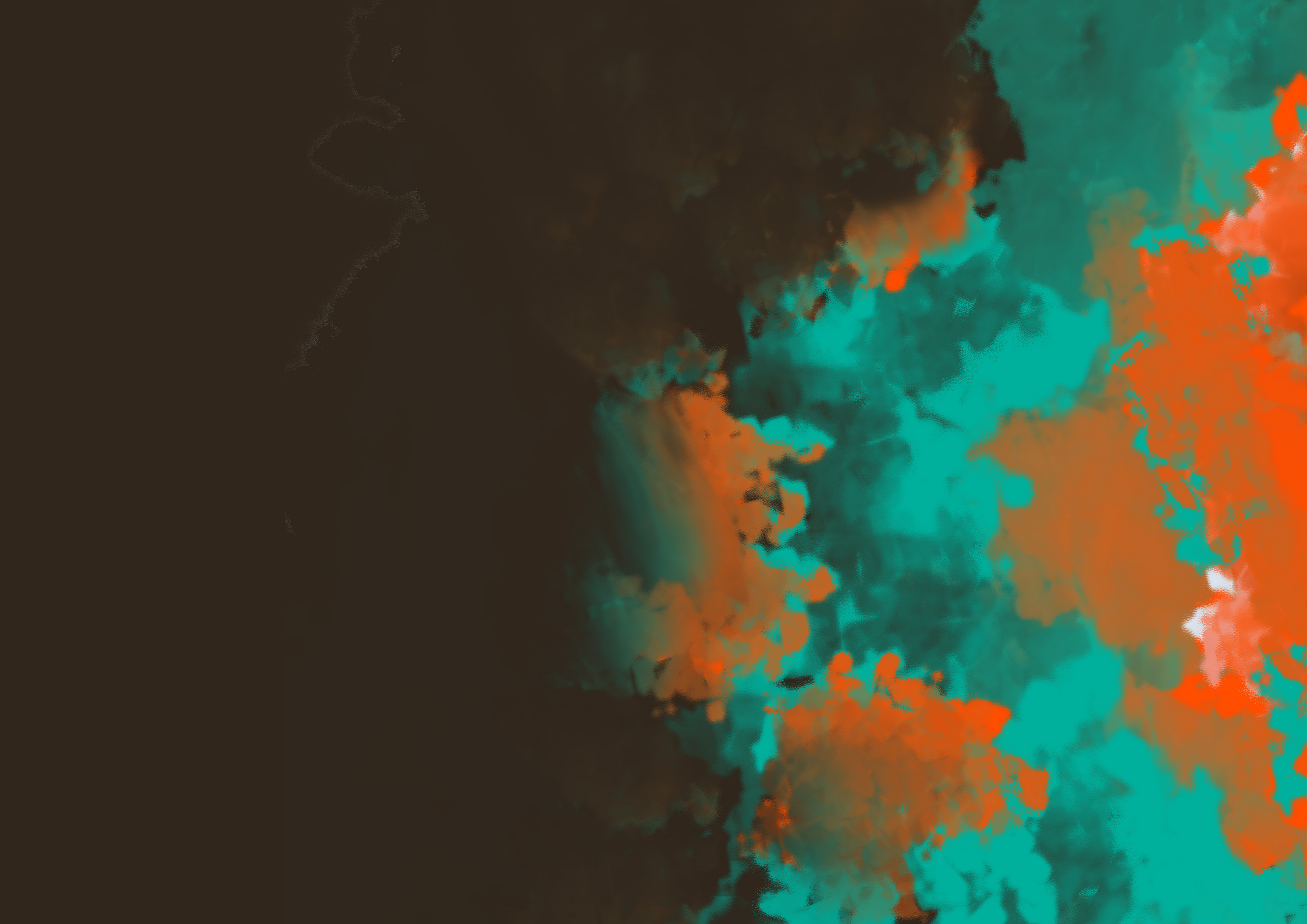
BC Alphapipe is to be used as a heading, and Proxima Nova once again as body text.

Suited for lighthearted, casual, or abstract games and/or media, the Alphapipe font provides a level of fun and whimsy.

ACIER BAT and Futura PT

FINALLY THE ACIER BAT WITH STRONG ILLUSTRATIVE ELEMENTS IS TO BE USED AS HEADING TEXT, while Futura PT as body.

Acier has strong contrasting styles, and is well suited for games/media exploring a more modern fast paced action, or strong contemporary themes.



COLOUR SCHEMES

Colour is an important aspect of the branding. Colours for the main entity are bright and colourful to match the environment and culture we promote.

We allow flexibility in the secondary colour schemes to suit a wider variety of emotional reactions.

Primary Colour Scheme

The primary colour scheme is the main colour scheme used throughout the branding identity.

First is the **true black** that is used

White is made to show off and work with other colours

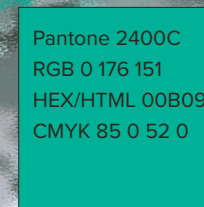
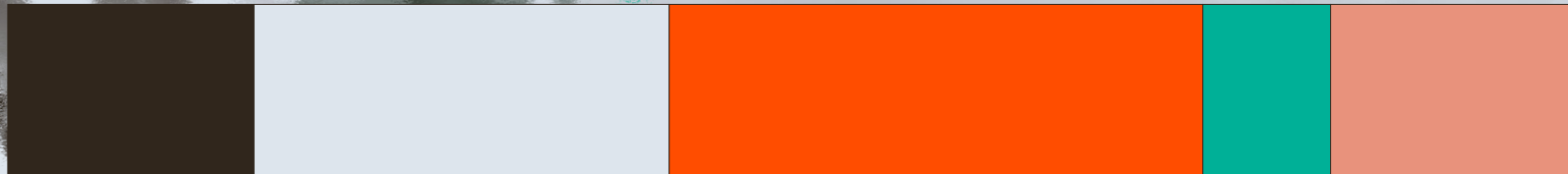
Lush red is the primary hero colour, and features prominently on branding and other visual elements.

Cyan green is a highlight colour used to draw attention and contrast with the vivid red

Light pink is used for larger blocks and as a shade for the primary hero colour.

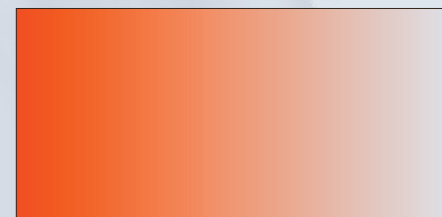
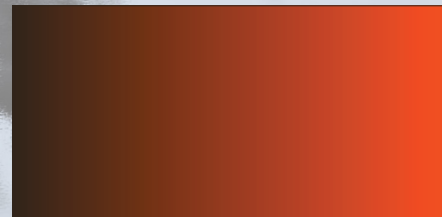
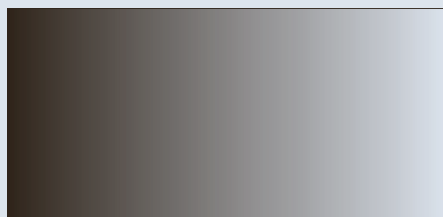
Ratio

When using this colour scheme stick close with the following ratio for the various elements; this is more a guideline, than a hardset rule on it's use.



Gradients

Depending on the artwork being used, gradients may be needed, gradients should only be used between these following colours, otherwise keep the other colours as contrasting block colours.

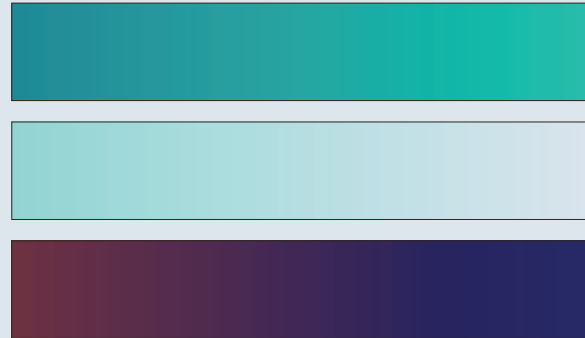


Secondary Colour Scheme

The secondary colour schemes are the colour schemes to be used for products and secondary entities under the primary entity title.

Colour Scheme 1

This Colour scheme uses some of the colours from the primary scheme, to explore a more high energy aspect of the colour schemes. The tones were taken to represent sci fi elements, but also to create a sense of energy and fun into the product.



Pantone 296C RGB 5 28 44 HEX/HTML 051C2C CMYK 100 46 0 89
Pantone 656C RGB 221 229 237 HEX/HTML DDE5ED CMYK 10 2 0 0
Pantone 2756C RGB 21 31 109 HEX/HTML 151F6D CMYK 100 92 0 26
Pantone 2400C RGB 0 176 151 HEX/HTML 00B097 CMYK 85 0 52 0
Pantone 1655C RGB 252 76 2 HEX/HTML FC4C02 CMYK 0 77 100 0

Colour Scheme 2

Alternatively this colour scheme has been made for subtlety, and has been designed for experiences of a calmer and slower nature than the above; as such experiences involved with this colour scheme should be calmer and slower paced.



Pantone 4140C RGB 57 61 71 HEX/HTML 393D47 CMYK 75 63 40 55
Pantone 7604C RGB 228 213 211 HEX/HTML E4D5D3 CMYK 4 12 5 0
Pantone 113C RGB 250 224 83 HEX/HTML FAE053 CMYK 0 174 0
Pantone 486C RGB 232 146 124 HEX/HTML E8927C CMYK 0 50 42 0
Pantone 644C RGB 155 184 211 HEX/HTML 9BB8D3 CMYK 38 15 0 0

Example Branding

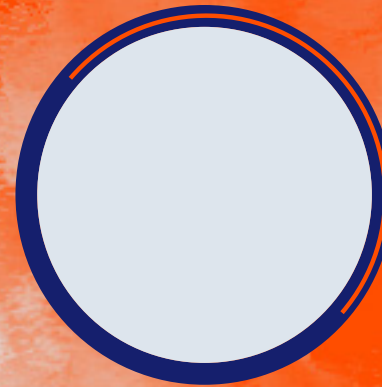
To the right is an example of a prototype using these style guide elements extrapolated to a subsidiary entity

eventhorizon

Is the first prototyped product and secondary entity of the Primary entity, and was created directly from the style guide.

The font pairing is Dystopian and Proxima Nova, with Dystopian featuring as the Typemark for the identity.

The colours used are also taken directly from the first of the secondary colour schemes



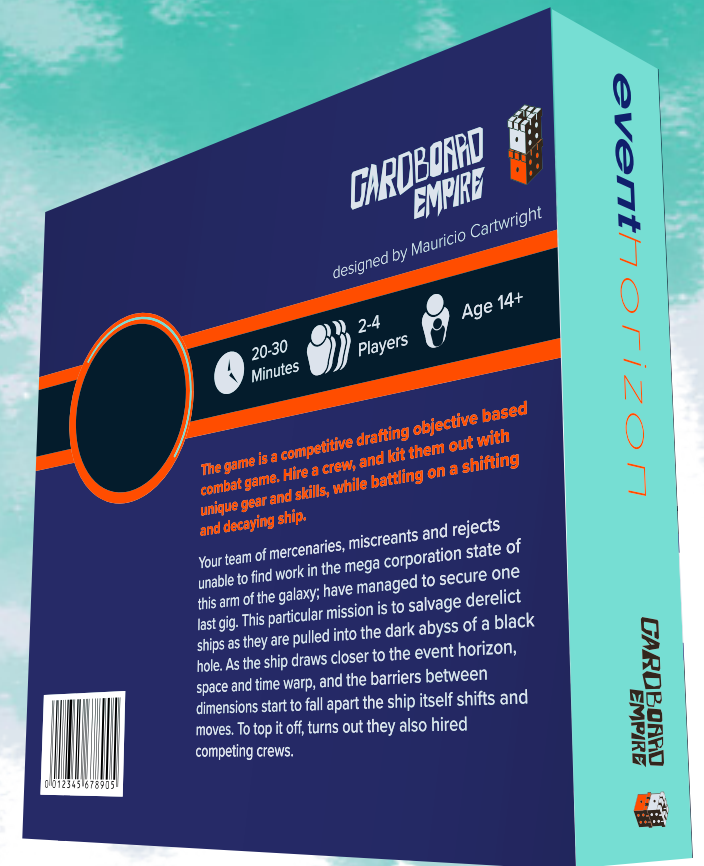
eventhorizon



eventhorizon

eventhorizon

Collateral



On the left is a mockup of the box in correct proportions. This is an example on how to use the various parent entity brandmarks in relation to the secondary entities brandmarks; including how the colours are to be used to draw attention to the box and essential elements.

Meanwhile on the right is some examples of the ingame cards, these are created to be in tune with the rest of the entities visual branding, but need to be able to succinctly display both an emotional attachment for players to identify and react to, as well as display important information quickly.



Now start
making things



