

GAMETOON BRAND BOOK

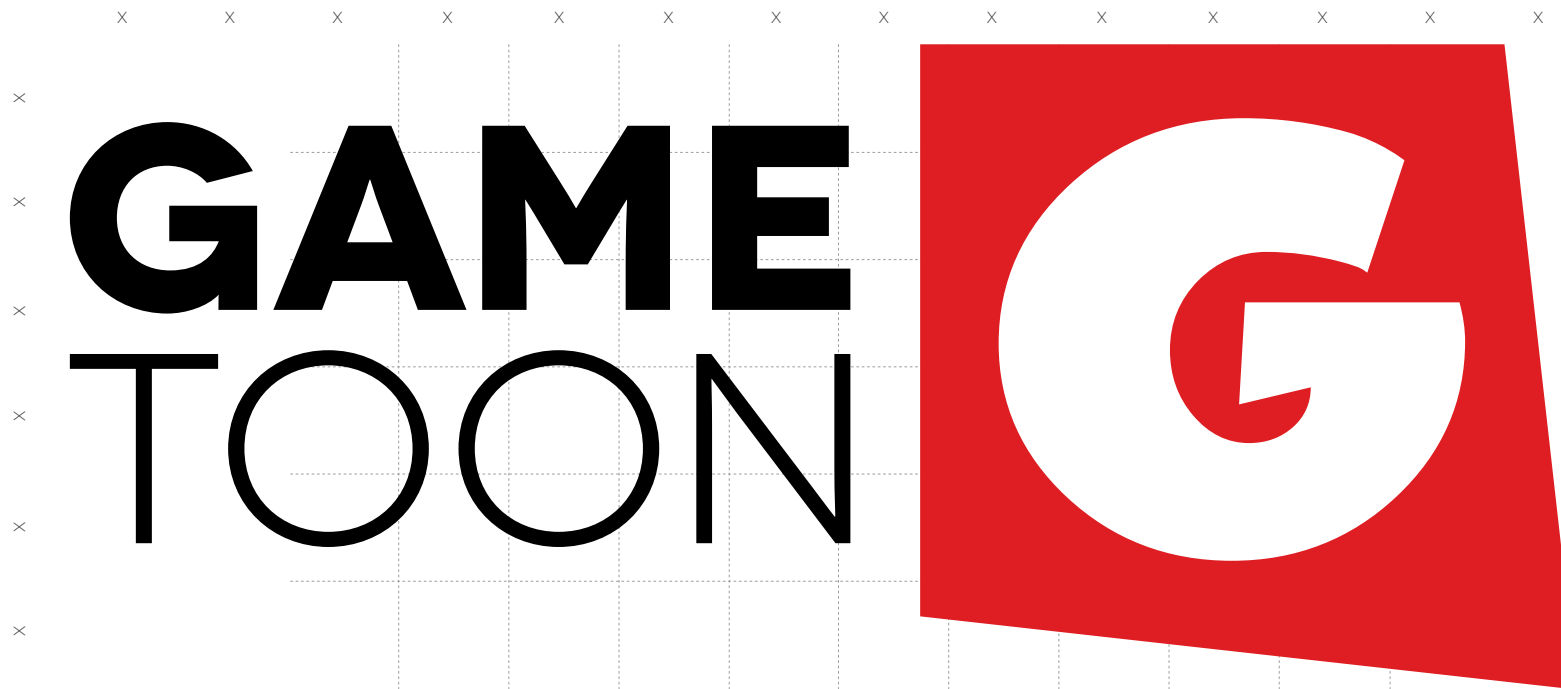


BY GAMERS FOR GAMERS

01 BRAND LOGO

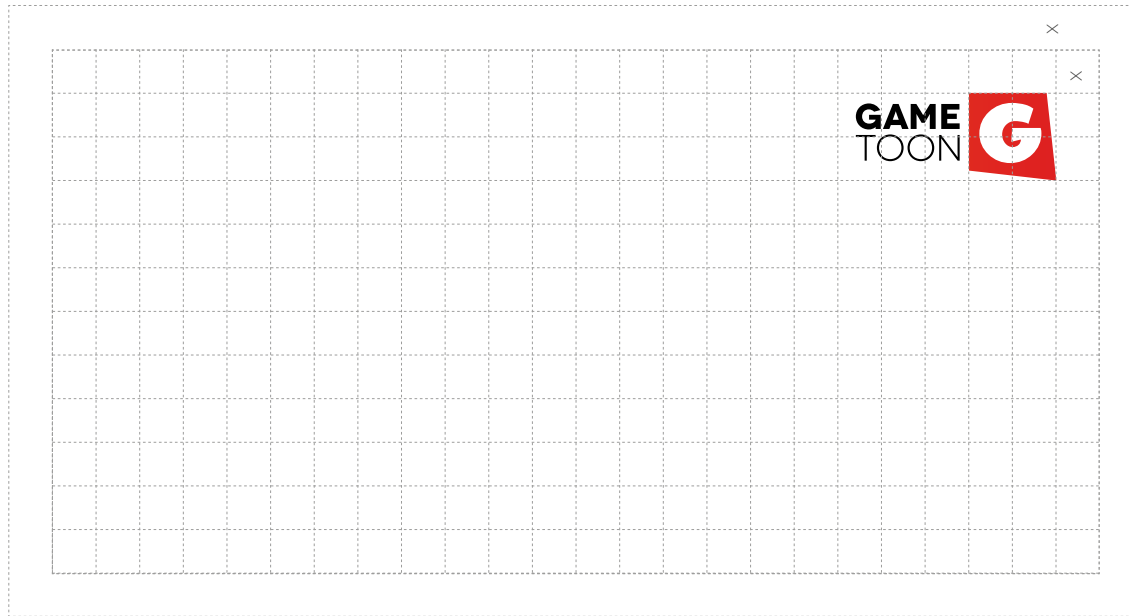


LOGO RATIO

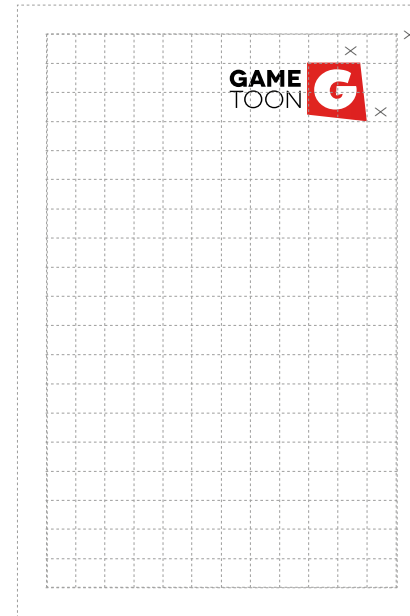


LOGO CLEAR SPACE

Landscape



Portrait



02 TYPOGRAPHY

THE CORPORATE FONTS AND TYPOGRAPHY

THE FONT

The old posters and signs in the traditional neighborhood of NOVECENTO inspired to design a typeface that rescues the beauty of urban typography from the first half of the twentieth century.

N O V E C E N T O

**PRIMARY FONT
NOVECENTO
WIDE FAMILY**

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

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

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

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

0 1 2 3 4 5 6 7 8 9 0 Figures

**TYPE EXAMPLES
NOVECENTO**

! “ § \$ % & / () = ? ` ; : i “ ¶ ¢ [] | { } ≠ ¿ ‘
« Σ € ® † Ω ” / Ø ∞ • ± ‘ Æ Œ @ Δ ° ▲ © f ∂ , Å ¥ ≈ Ç

Special Characters

THE CORPORATE FONTS AND TYPOGRAPHY

THE FONT

Open Sans is a humanist sans serif typeface designed by Steve Matteson, Type Director of Ascender Corp. This version contains the complete 897 character set, which includes the standard ISO

Latin 1, Latin CE, Greek and Cyrillic character sets. Open Sans was designed with an upright stress, open forms and a neutral, yet friendly appearance. It was optimized for print, web, and mobile interfaces, and has excellent legibility characteristics in its letterforms. A few condensed styles are also available.

SECONDARY FONT OPEN SANS

OPEN SANS

Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

TYPE EXAMPLES OPEN SANS

Figures

0 1 2 3 4 5 6 7 8 9 0

Special Characters

! " § \$ % & / () = ? ` ; : ; " ¶ ¢ [] | { } ≠ ¿ ' « »
Σ € ® † Ω " / ø π • ± ' æ œ @ Δ ° ª © f ð , å ¥ ≈ ç

GAMETOON BRAND GUIDELINE

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CONTEXT TEXT AND INNER HEADLINES

Caption Text *GameToon*
-
Open Sans Regular
6 pt Type / 9 pt Leading

Copy text **GameToon**
-
Open Sans Regular
8 pt Type / 11 pt Leading

Headlines
Copytext **GAMETOON**
-
NOVECEN TO WIDE MEDIUM-Capital Letters
10pt Type / 10pt Leading

HEADLINES AND TYPOBREAKS

Sublines
Sections **GAMETOON**
-
NOVECEN TO WIDE BOLD - Capital Letters
16pt Type / 16pt Leading

Big
Headlines
and Title **GAMETOON**
-
NOVECEN TO WIDE BOLD - Capital Letters
34pt Type / 30 pt Leading

Sequencer
and Title **GAMETOON**
-
NOVECEN TO WIDE BOLD - Capital Letters
48pt Type / 48 pt Leading

03 BRAND COLORS



Color 1

Color Codes

CMYK : C 0 M 85 Y 100 K 0
Pantone : 297C
RGB : R 222 G 91 B 52
Web : de5b34



Color 2

Color Codes

CMYK : C 4 M 100 Y 90 K 0
Pantone : 1788 C
RGB : R 210 G 57 B 57
Web : d23939



Color 3

Color Codes

CMYK : C 0 M 0 Y 0 K 100
Pantone : 297C
RGB : R 34 G 31 B 32
Web : 231f20

Gradient



04 CHANNEL LOGOS

GAME
TOON



LOGO POSITIVE VERSION

LOGO NEGATIVE VERSION



The Logo Light Version



The Logo Dark Version

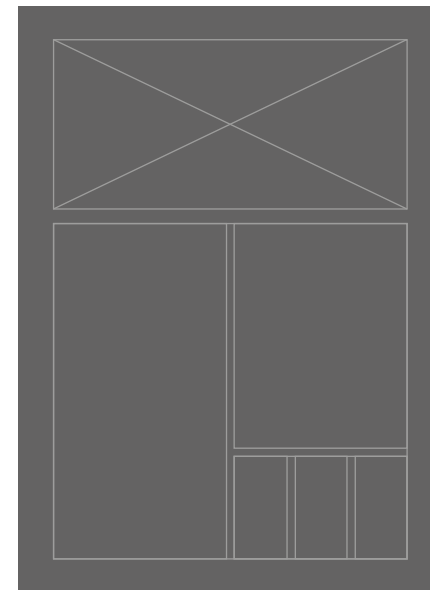
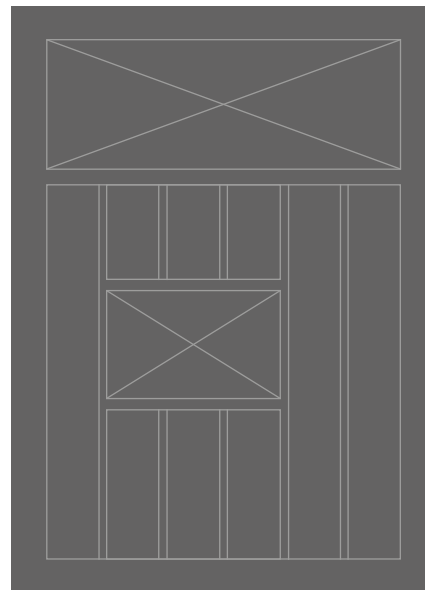
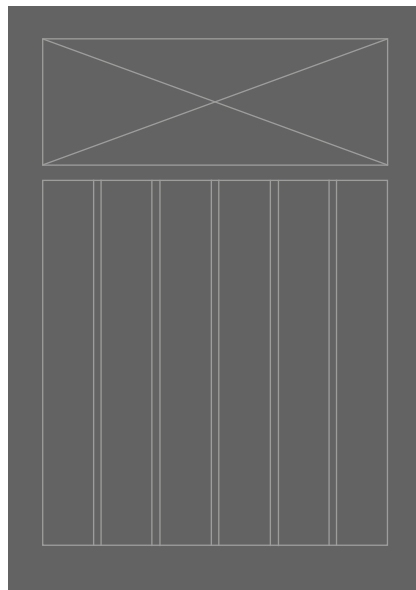
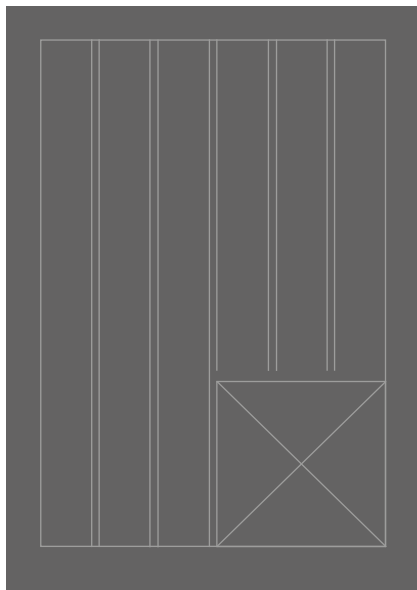
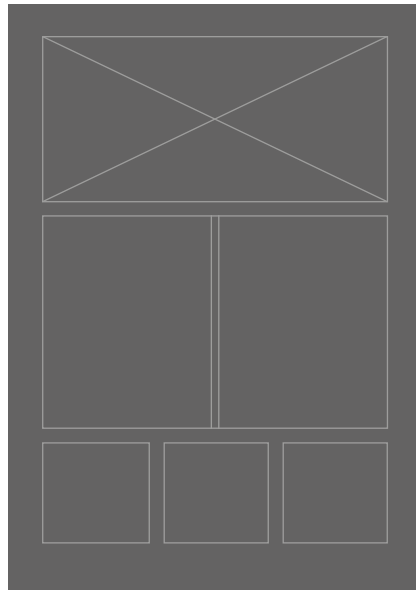
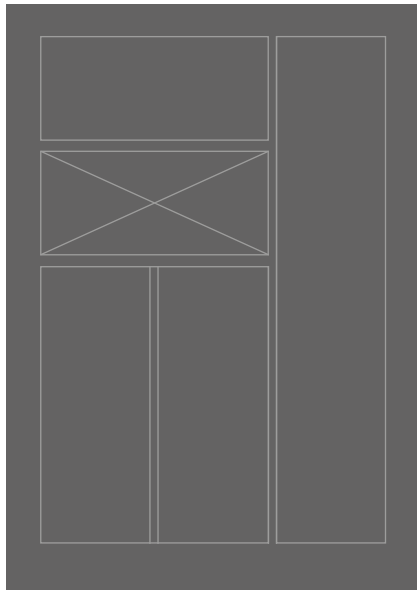
LOGO WHITE VERSION



05 GRID SYSTEMS

GAMETOON
CUSTOMIZED GRID
SYSTEMS

A4 VERTICAL GRID
SYSTEM EXAMPLES



GAMETOON CUSTOMIZED GRID SYSTEMS

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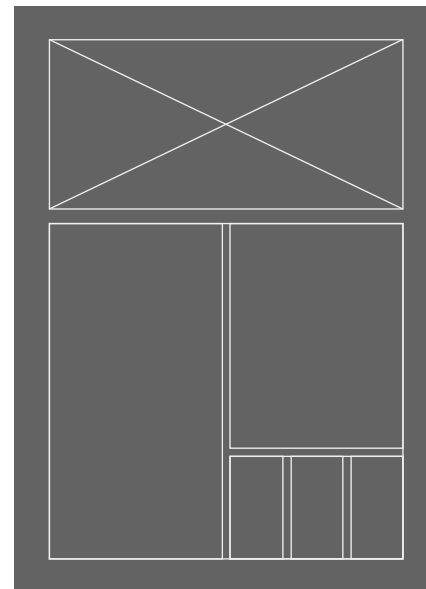
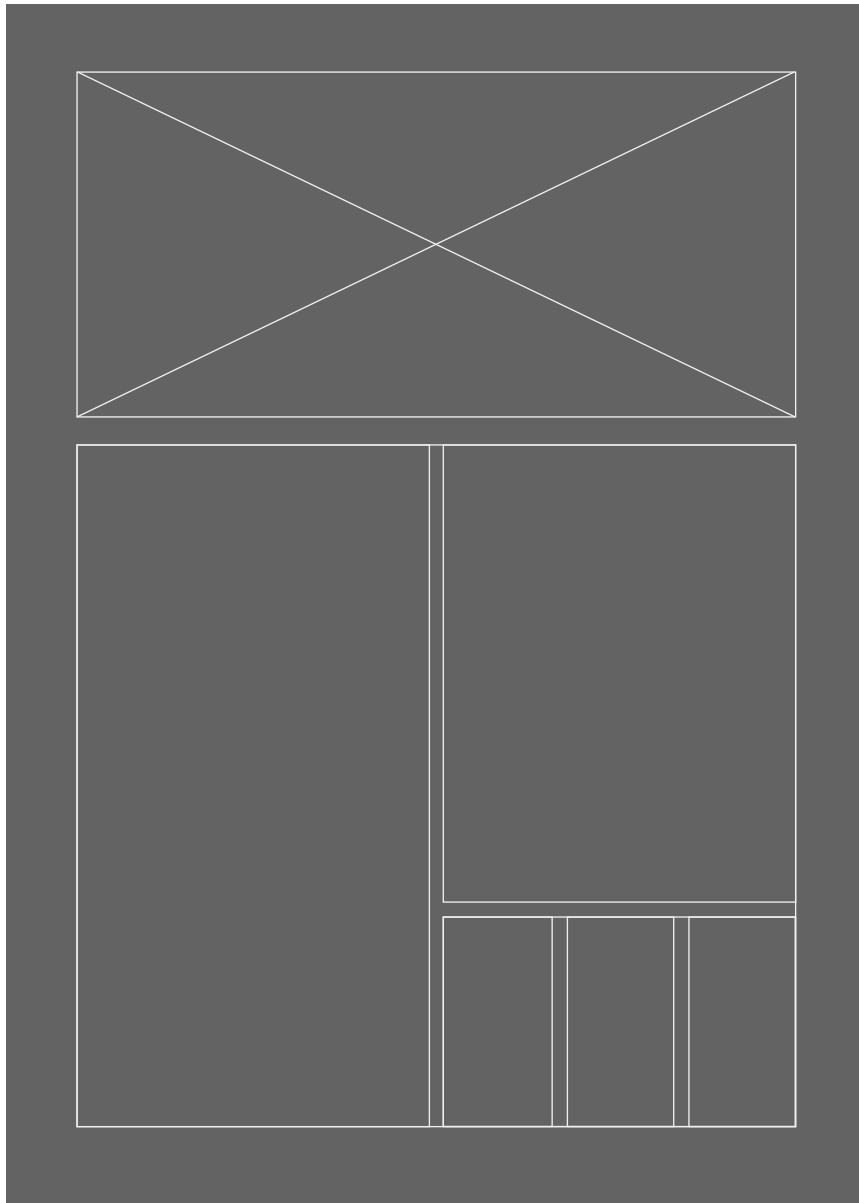
A3 VERTICAL GRID SYSTEM EXAMPLES

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Explanation:

This shows an approved layout with a typography grid for a A3 Poster of Design.Inc.

Example:
Poster A3



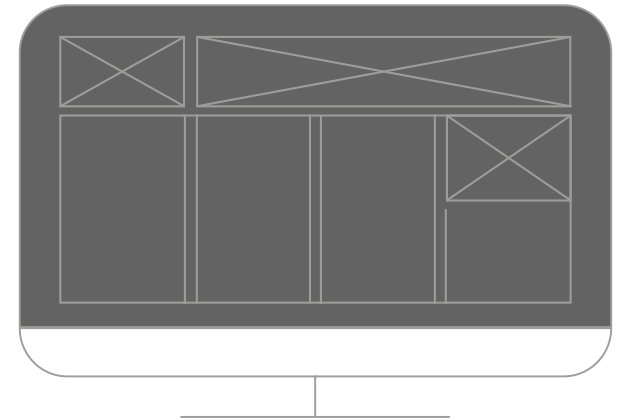
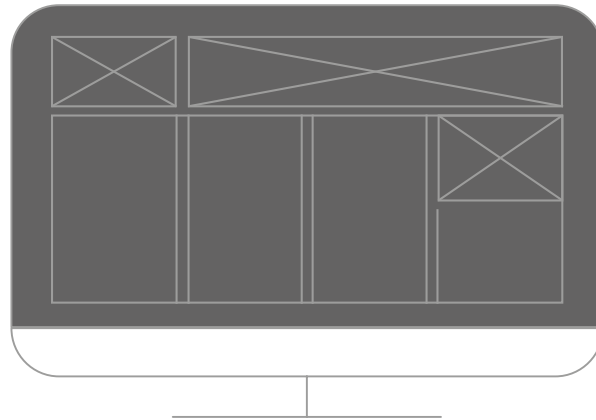
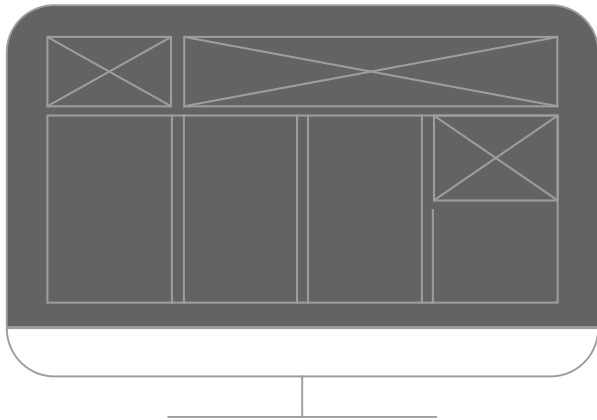
GAMETOON CUSTOMIZED GRID SYSTEMS

SCREEN HORIZONTAL GRID SYSTEM EXAMPLES



Examples:

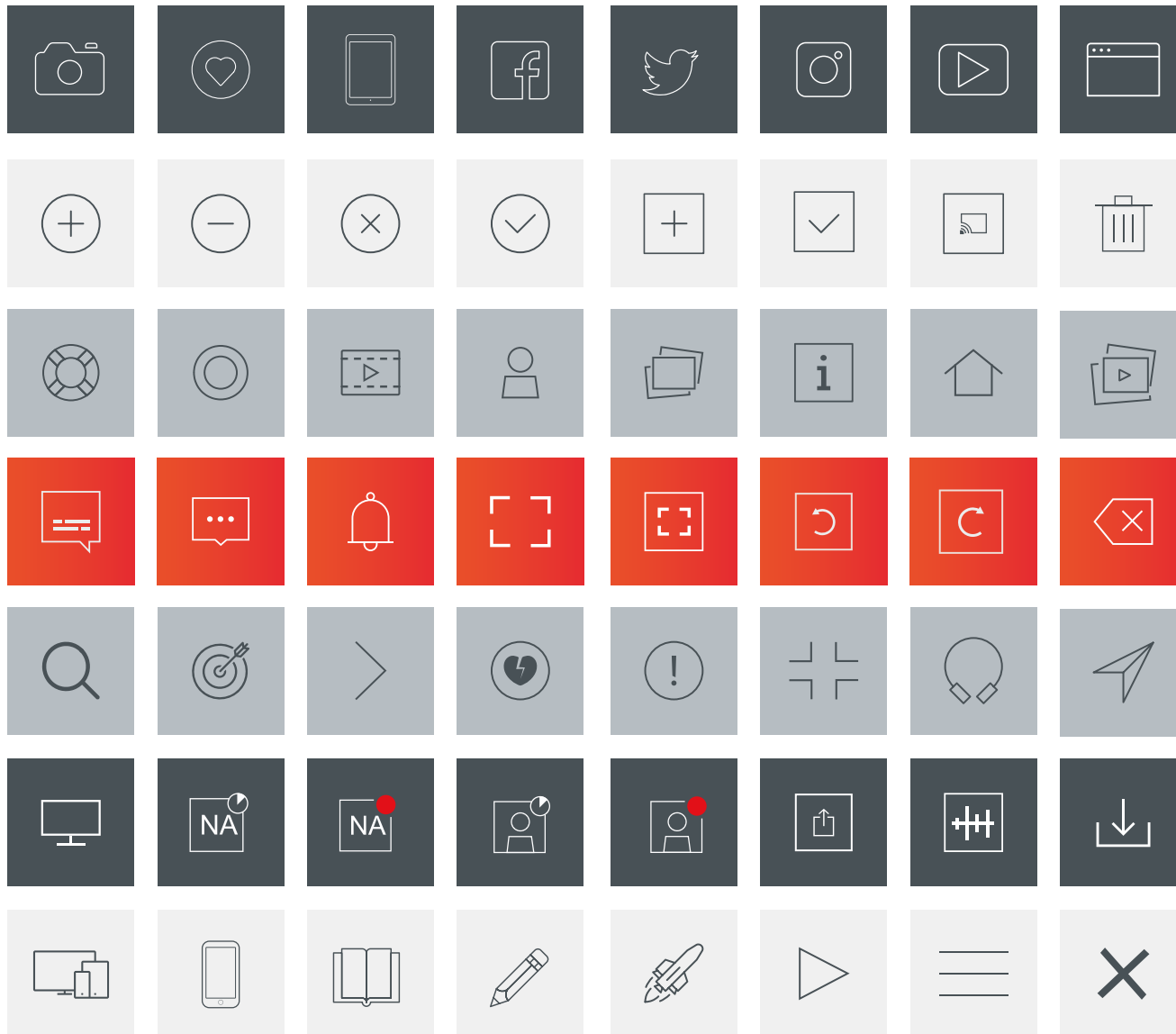
Screen Grids



06 ICONOGRAPHY

ICONOGRAPHY

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EXAMPLES FOR SPI CORPORATE ICONOGRAPHY SYSTEM

How to:

- only use icon with a background
- minimum stroke size: 1 pt
- upscale only proportional



GAME
TOON

