

GAMEBENDER



BRAND GUIDE v1.0

SECTION 1

LOGOS

LOGOS:
PRIMARY MARK

USAGE
The primary mark should be used as frequently as possible. The primary mark depicts GAME in white, BENDER in Equity Red 2 and a flood of Equity Red 1 behind it.

CLEAR SPACE REQUIREMENTS
The minimum clear space around the logo is equal to the x-height of the GameBender “G.”

MINIMUM SIZE
The minimum print size of the logo is 1.5” wide. The minimum digital size will be determined on a per usage basis.



LOGOS:

SECONDARY + TERTIARY MARKS

USAGE

These assets are to be utilized when the primary mark is unachievable. Specifically from a limitation in print production (i.e. 1- or 2-color applications).

The secondary mark should be used in favor over the tertiary mark whenever possible because of the usage of the Equity Red brand color.

The tertiary mark is only used in very limited color applications such as 1-color instruction sheets or non-consumer facing documentation.



Primary Mark:
Full Color



Secondary Mark:
Equity Red Reversed



Tertiary Mark
Black Reversed (restricted use)

LOGOS:

ABBREVIATED MARKS

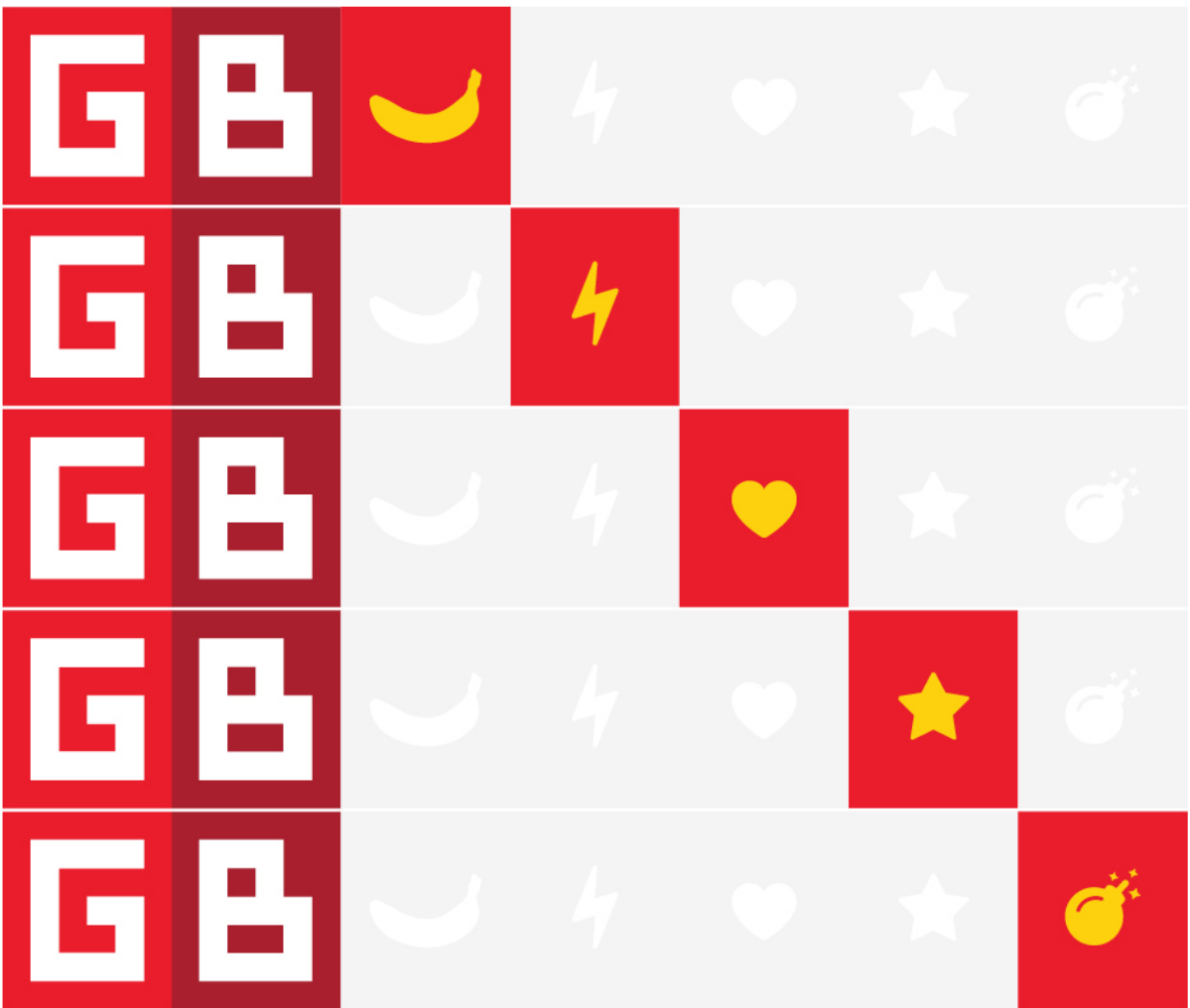
USAGE

The static mark can be utilized in applications with limited horizontal space and rarely used when the primary mark is not in the most prominent position on branded materials (e.g. product packaging). It is used as a complement to the primary mark and requires stakeholder approval for placement.

The animated mark is a looping 5-frame, digital-only asset that also requires stakeholder approval for placement. Editing the branded icons within the animated mark is prohibited.



Static Mark:
Full Color



Animated Mark:
Full Color

SECTION 2

COLORS+ FONTS

COLORS:
BRAND COLORS

MAIN COLOR USAGE

Red 1 is used for fields of color. This is mainly used as a flood fill behind the logo.

Red 2 is an offset contrast red to be used against Red 1.

Accent Yellow is the main accent color for icons and other small secondary elements.

GLITCH COLOR USAGE

These are the colors related to the different glitch categories. Each category has three shades of a main hue. The A color for each category is the main fill color with the B and C colors used as secondary shading. Refer to GlitchScreen_Assets.ai for a more comprehensive explanation.

MAIN COLORS



Red 1	Red 2	Accent Yellow
Pantone 185C	Pantone 187C	Pantone 109C
RGB 234,0,41	RGB 170,31,46	RGB 254,209,10
CMYK 2,100,93,0	CMYK 23,100,87,15	CMYK 1,16,99,0

GLITCH COLORS

	INTERFACE	EDIT	MAGIC	BLOCKS	POWERS	CANONS	REALITY	CUSTOM	FILTERS
A	 42425a	 ff002f	 f31ef7	 8c12ff	 1054e6	 0eebef	 10a332	 6aff1a	 ff5e0d
B	 262638	 b20027	 b31ef7	 680fd4	 0a44bb	 00b0e8	 107c3d	 10a332	 bd3d00
C	 19192b	 970047	 8b18b3	 370798	 2d14b2	 1d90ef	 105432	 108232	 98210d

TYPOGRAPHY:
BRAND FONTS

USAGE

Bungee is used for display headlines and CTAs.

Liberator is used for sub-headings.

Pixel is used for headings.

OCR A Extended is used for paragraph text.

Montserrat or a Helvetica variation is used for paragraph text.

BUNGEE

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
0 1 2 3 4 5 6 7 8 9

LIBERATOR MEDIUM

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
0 1 2 3 4 5 6 7 8 9

PIXEL

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
0 1 2 3 4 5 6 7 8 9

OCR A Extended

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
0 1 2 3 4 5 6 7 8 9

Montserrat

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
0 1 2 3 4 5 6 7 8 9

CONTACT: INFORMATION

For more information about Gamebender please
visit the website at www.gamebender.com.

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