



GameChanger

## **Digital Style Guide**

# Brand Guidelines

This document contains the rules for our visual communication system. Follow these rules strictly to maintain brand consistency.

This includes all of the elements you may need—logos, typefaces, colors, and more—to create a consistent tone, look, and feel for GameChanger's materials. We invite you to absorb this information and reference it often to become an informed caretaker of our brand.

Last updated May 21, 2019

## Logo Mark

The name of the GameChanger mark is the "GameChanger GC". It is a stylized capital G and C with arrows reinforcing the trading aspect which is central to the brand. The arrows go off in different directions visually as a subtle reminder of the reciprocal nature of our platform. Use the logomark in conjunction with the logotype as much as possible.



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Mark

## Logotype

The GameChanger logotype features a geometric typeface that has an energetic quality, added strength, and modern appeal that defines our brand. A stacked variant of the logotype also exists for when space is a concern.

The word "GameChanger" is displayed in a large, black, geometric sans-serif typeface. The letters are closely spaced, and the overall appearance is clean and modern.

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Logotype

The words "Game" and "Changer" are stacked vertically in the same black, geometric sans-serif typeface as the main logotype. The spacing between the two words is consistent with the main logotype.

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Stacked Logotype

## Lock-ups

The logomark and type should be used together whenever possible. Together they work to solidify brand awareness for GameChanger.



Lock-up



Stacked Lock-up

## Logo Use

Every effort should be made to use our brand with both the mark and type to create brand awareness. For variety and smaller spaces, the stacked lockup offers another way to highlight our brand. Logomark by itself should be used sparingly as we build notoriety of the GameChanger brand.

DO

Use logomark if it includes logotype

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# Logo Misuse

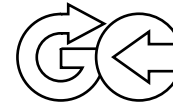
To protect the brand of GameChanger we have outlined a few ways we would not like our logo to be represented. Please adhere to these guidelines closely and refer to this document often when you have questions about representing our brand.

## DON'T



✗ Seperate logomark

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✗ Apply outlines

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✗ Skew, rotate or stretch

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✗ Add fades or gradeints

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✗ Fill with patterns

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✗ Angle or change orientation

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✗ Use non-brand colors

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✗ Change the order of logo

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✗ Add drop shadows

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GameChanger

✗ Change the font of logotype

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✗ Contain logo in a shape

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✗ Add special effects

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## Logo Color

The logotype options are shown in the most common forms that will be used.

Please do not use colors that are not part of our branding color choices as we want to maintain brand consistency at all times. In most cases black or white will be our first options, but sometimes we can use red- but only on lighter backgrounds as shown.

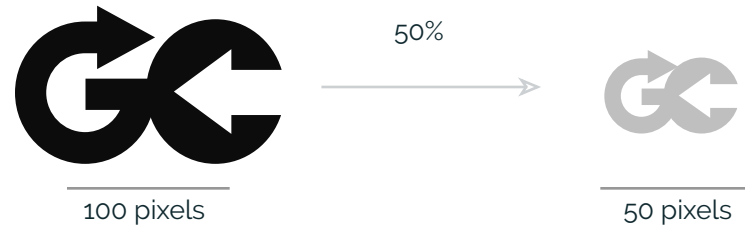




# Whitespace

The importance of whitespace around brand elements and throughout all layouts cannot be overstated. It adds confidence and clarity to the visual messaging. The more, the better. These visuals are used to define minimums.

The minimum whitespace around the mark and lock-up is equivalent to the mark scaled down to 50%.



# Minimum Sizes

For readability, scale needs to have special considerations. Do not reduce these elements below these designated pixel values.

Logomark



16 pixels

Logotype

GameChanger

70 pixels

Stacked Logotype

Game  
Changer

40 pixels

Lockup



90 pixels

Stacked Lockup



70 pixels

## Favicon

Gamechanger leverages its mark as the favicon due to its scalability and readability.

16 pixels square



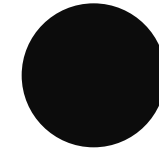
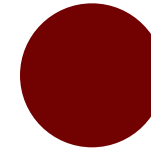
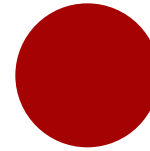
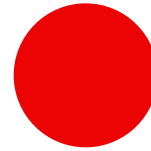
 Change the Ga

# Color Palette

The core color palette for Gamechanger is monochromatic with variations of red. We chose red because it demands attention and allows our new brand to stand out without saying much. Our dark backgrounds add to our differentiation in the game and trading space by adding an immediate visual presence not shared by our competitors.

## Primary Palette

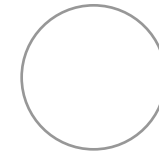
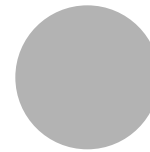
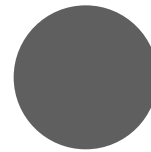
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Hex	#EC0404	#A50303	#720202	#0C0C0C
RGB	236, 4, 4	165, 3, 3	114, 2, 2	12, 12, 12
HSV	0, 98, 93	0, 98, 65	0, 98, 45	0, 0, 5
CMYK	0, 98, 98, 7	0, 98, 98, 35	0, 98, 98, 55	0, 0, 0, 95

## Secondary Palette

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Hex	#5F5F5F	#B3B3B3	#F2F2F2	#FFFFFF
RGB	95, 95, 95	179, 179, 179	242, 242, 242	255, 255, 255
HSV	0, 0, 37	0, 0, 70	0, 0, 95	0, 0, 100
CMYK	0, 0, 0, 63	0, 0, 0, 30	0, 0, 0, 5	0, 0, 0, 0

## Typography 1

In this typography set we are focusing on web and marketing materials. We use the Raleway font family because it is an attractive display font that's fun and shows personality. The bold font-weight helps deliver great looking headlines and by using lower weights we can deliver a consistent design look for our body copy. It is versatile and unique and ready to wow our user base.

Download for free at: [https://  
fonts.google.com/  
specimen/Raleway](https://fonts.google.com/specimen/Raleway)

# Headline 1

**Raleway Black 71.55pt**

## Headline 2

**Raleway Black 53.67pt**

### Headline 3

**Raleway Black 40.27pt**

#### HEADLINE 4

**Raleway Black Uppercase 30.21pt**

#### Headline 5

**Raleway Black 22.66pt**

#### HEADLINE 6

**Raleway Black Uppercase 17pt**

Body Copy

Raleway Regular 17pt

Caption

Raleway Medium 12.75pt

## Typography 2

In this typography set we are focusing on in-app typography. We use the Raleway font family to deliver a consistent look to our brand but the font is still legible at smaller font sizes when we leverage weights and letter spacing.

Download for free at: <https://fonts.google.com/specimen/Raleway>

**Headline 1**

**Raleway Extra Bold 31pt**

**Headline 2**

**Raleway Extra Bold 27pt**

**Headline 3**

**Raleway Bold 24pt**

**Headline 4**

**Raleway Bold 21pt**

**Headline 5**

**Raleway Bold 19pt**

**Headline 6**

**Raleway SemiBold 17pt**

**Body Copy**

**Raleway Medium 17pt**

**Secondary Text**

**Raleway Regular 15pt**

**Tertiary Text**

**Raleway Regular 13pt**

**Microcopy**

**Raleway SemiBold 11pt**

# Information

This document serves as a foundational guide to using this brand identity. These guidelines are for the use of the Gamechanger team and associated agencies only. If there is ever doubt, please refer back to this document. If you should have any questions please feel free to contact us at [hello@gamechangerapp.com](mailto:hello@gamechangerapp.com) or [jon.guzman@gmail.com](mailto:jon.guzman@gmail.com).

Thank you.

**Level up your gaming.**





