

GUIDELINE BOOK

Game Branding Guide

Version 1.0



INTRODUCTION

PROJECT INFO
MATERIAL DESIGN
BRAND OVERVIEW

TYPOGRAPHY

TYPOGRAPHY INFO
USING RULES
SIZE AND TRACKING

COLOR

COLOR RGB LAYOUT
COLOR USAGE DISPLAY
GRADATION RULE
BLUR RULE

LOGO

LOGO SHAPE PROCESS
LOGO CONCEPT
SPACING RULES
LOGO DON'TS
MOCK UP



INTRODUCTION

PROJECT INFO

MATERIAL DESIGN

BRAND OVERVIEW

INTRODUCTION

PROJECT INFO



An autonomous decentralized game platform that allows game enthusiasts from around the world, such as players, developers, and investors, to directly participate in the operation.

MANAGE ITEMS YOURSELF

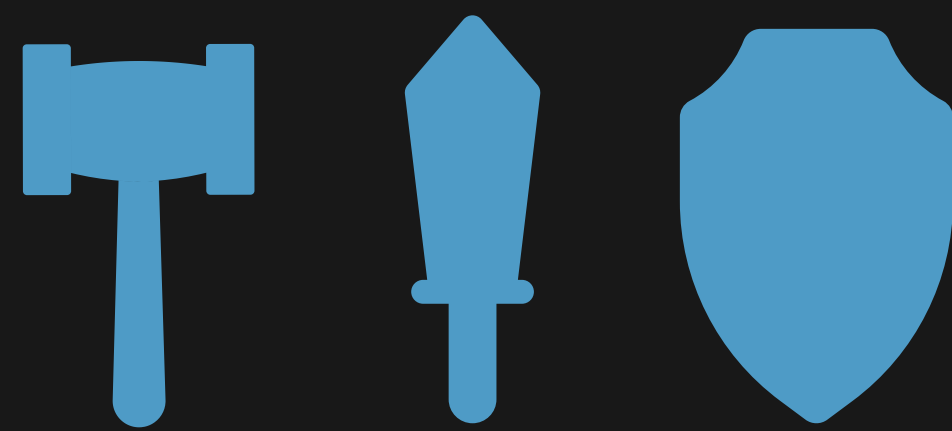
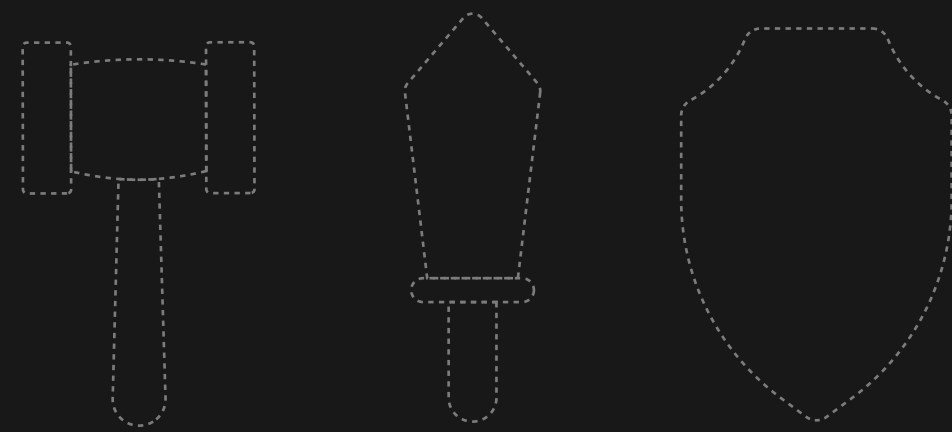
By converting valuable game items to NFT, users can manage them themselves.

ITEMS CAN BE TRADED

It enables users to trade items without fraud without going through a centralized third party.

MATERIAL DESIGN

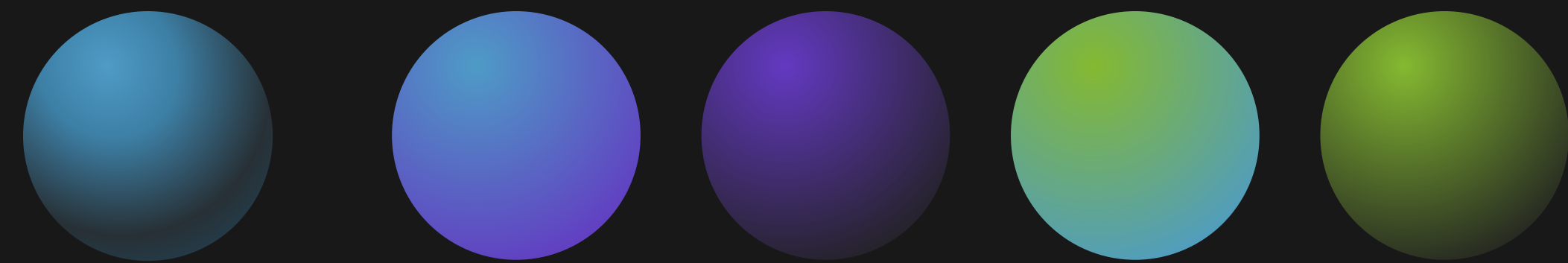
GAME will use the most basic graphic design shapes of swords, shields and hammers to create the overall brand image, and enhance the overall brand image and influence by applying these symbols in the design and posters.



Hammer

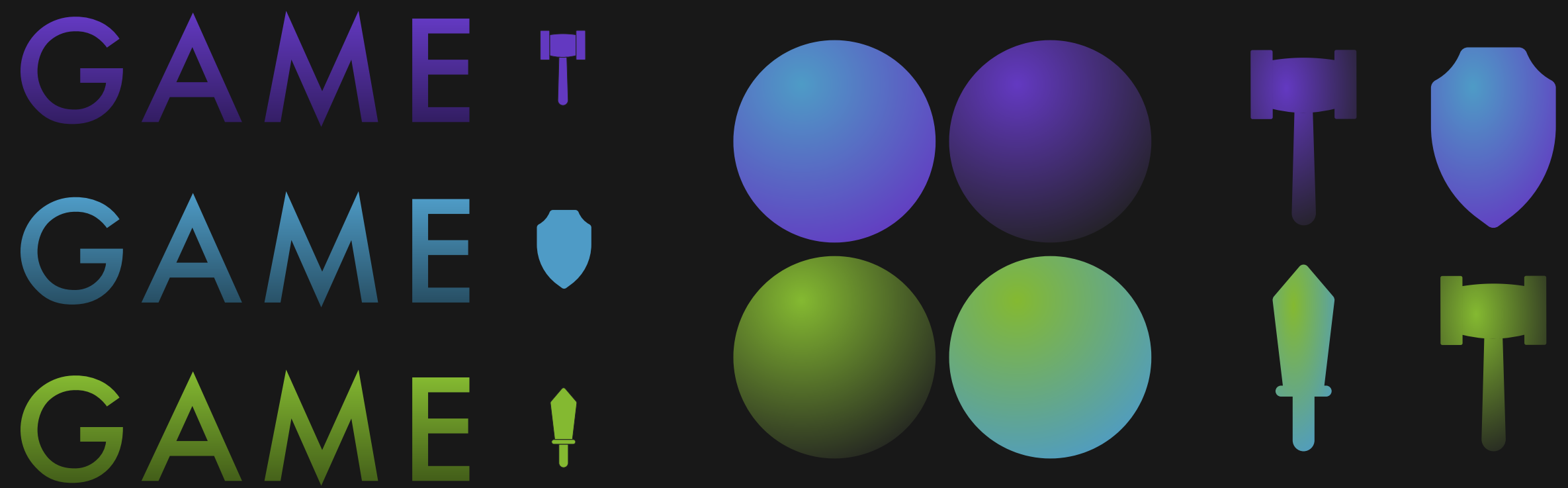
Sword

Shield



OTHER IMAGE MATERIAL

By adjusting different game elements and color schemes, while ensuring the original brand color, adding gradient purple and green makes the image of our basic icon sword shield hammer more three-dimensional and rich. In the future, the design should also focus on this rule. To unify. Enrich the concept and creativity of the brand



BRAND OVERVIEW

we bring the latest cutting-edge technologies to our community.

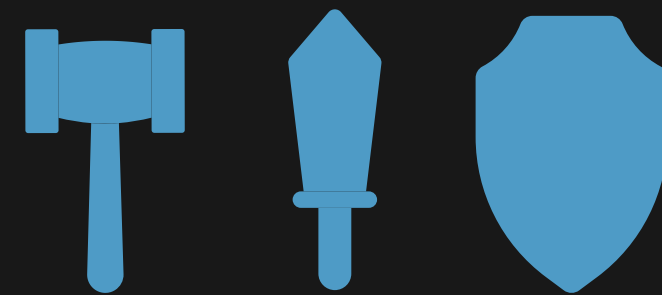
CONCEPT

Decentralized Game Platform Players Developers Investors

COLOR



ITEM



LOGO



3D CAUSTICS

20%
from focus

60%
from focus

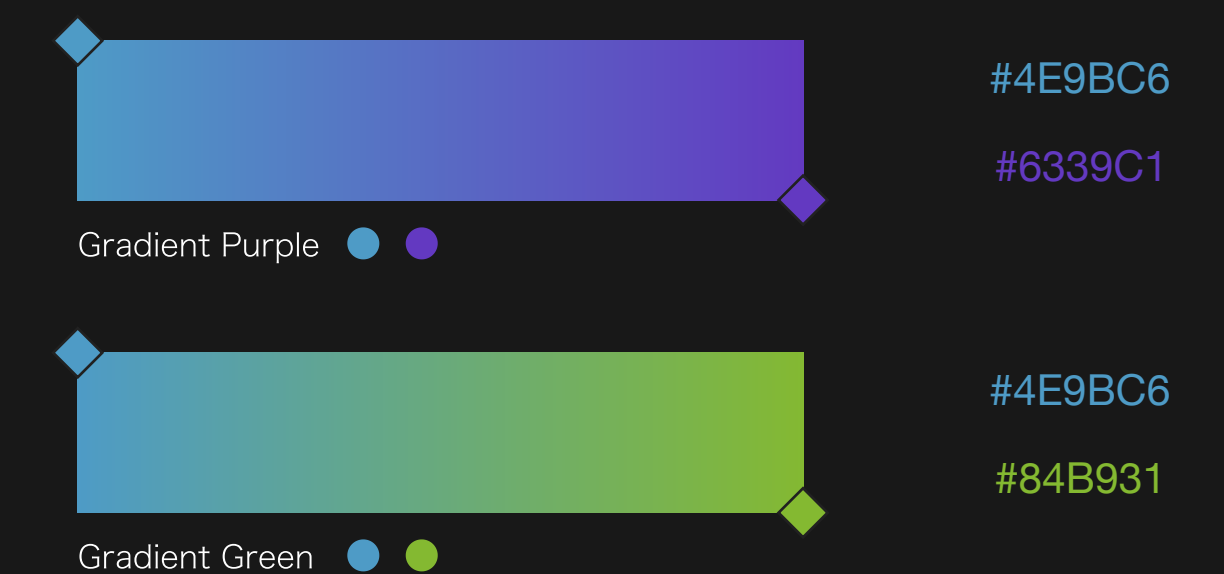
TYPOGRAPHY

AN AUTONOMOUS DECENTRALIZED GAME PLATFORM THAT ALLOWS GAME ENTHUSIASTS FROM AROUND THE WORLD, SUCH AS PLAYERS, DEVELOPERS, AND INVESTORS, TO DIRECTLY PARTICIPATE IN THE OPERATION.

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An autonomous decentralized game platform that allows game enthusiasts from around the world, such as players, developers, and investors, to directly participate in the operation.

GRADIENT



TYPOGRAPHY

TYPOGRAPHY INFO

USING RULES

SIZE AND TRACKING



TYPOGRAPHY

TYPOGRAPHY INFO

FUTURA PT BOOK 24PX H5

FUTURA PT MEDIUM 24PX H4

FUTURA PT DEMI 24PX H3

FUTURA PT HEAVY 24PX H2

FUTURA PT BOLD 24PX H1

Helvetica Neue Regular 16px Line spacing 1.5em P

Straightforward and modern, Futura PT, Helvetica Neue Regular and read serves as the primary typeface for the GAME brand.

Reflecting the nature of speech, messaging hierarchy comes in simple scale shifts and color changes.

Aa

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
!@#\$%^&*(),./?**

LOREM IPSUM IS SIMPLY DUMMY TEXT OF THE PRINTING AND
TYPESETTING INDUSTRY. LOREM IPSUM HAS BEEN THE INDUSTRY'S
STANDARD DUMMY TEXT EVER SINCE THE 1500S, WHEN AN UNKNOWN

Aa

abcdefghijklmnopqrstuvwxy
z
0123456789
!@#\$%^&*(),./?

Lorem Ipsum is simply dummy text of the printing and
typesetting industry. Lorem Ipsum has been the industry's
standard dummy text ever since the 1500s, when an
unknown printer took a galley of type and scrambled it to

USING RULES

Futura PT is the typeface for headlines and titles.

Helvetica Neue Regular is the typeface for article and sub title.

Headlines are always uppercase with punctuation. Proper nouns (names of cities, companies, etc.) will always appear uppercase in headlines.

GAME GUIDELINES

font: Futura PT cond
font size: 70px
leading: 84px
tracking: -10
style: uppercase

GAME Guidelines

font: Helvetica Neue Regular
font size: 70px
leading: 84px
tracking: -10
style: lowercase

FONT SIZE AND TRACKING

Leading size depends on the item you are about to make.

All text, from headlines to bodytext, always have a negative tracking. The amount depends on the size of the font.

9 – 17 PX
TRACKING: 0

18 – 29 PX
TRACKING: -10

30 – 44 PX
TRACKING: -20

45 – 60 PX
TRACKING: -30

60 PX AND BIGGER
TRACKING: -40

9 – 17 PX
TRACKING: 0

18 – 29 PX
TRACKING: -10

30 – 44 PX
TRACKING: -20

45 – 60 PX
TRACKING: -30

60 PX AND BIGGER
TRACKING: -40

COLOR

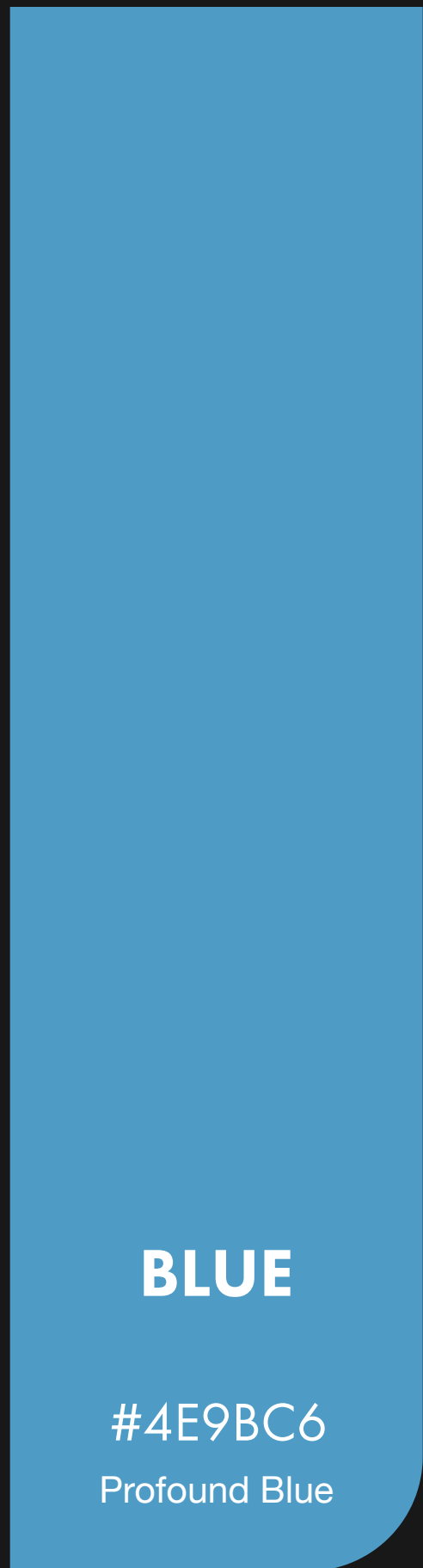
COLOR RGB LAYOUT

COLOR USAGE DISPLAY

GRADATION RULE

BLUR RULE





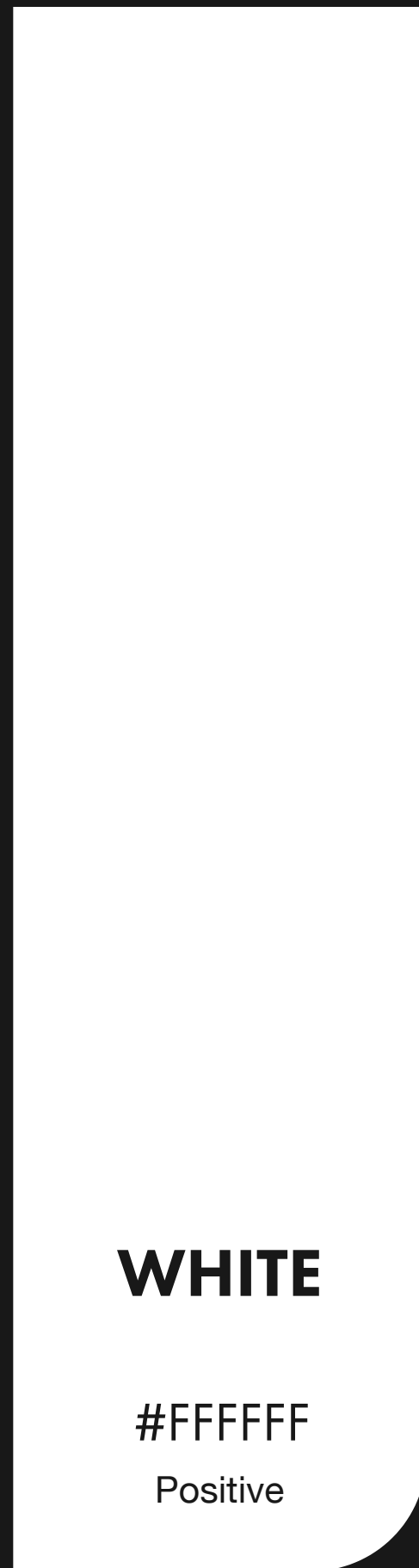
BLUE
#4E9BC6
Profound Blue



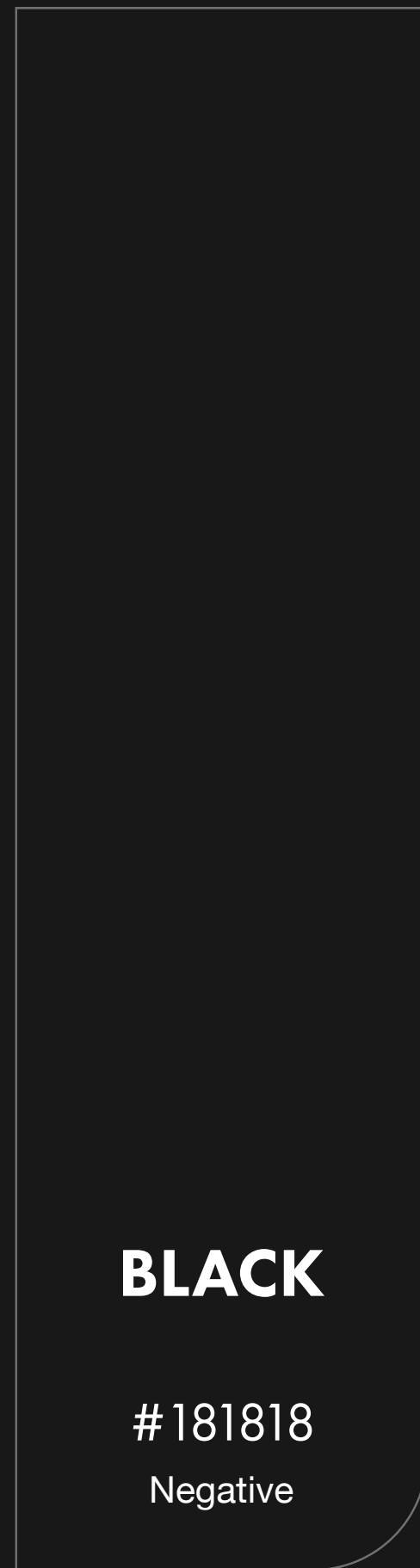
GREEN
#84B931
Energy Green



PURPLE
#6339C1
Spirit Purple



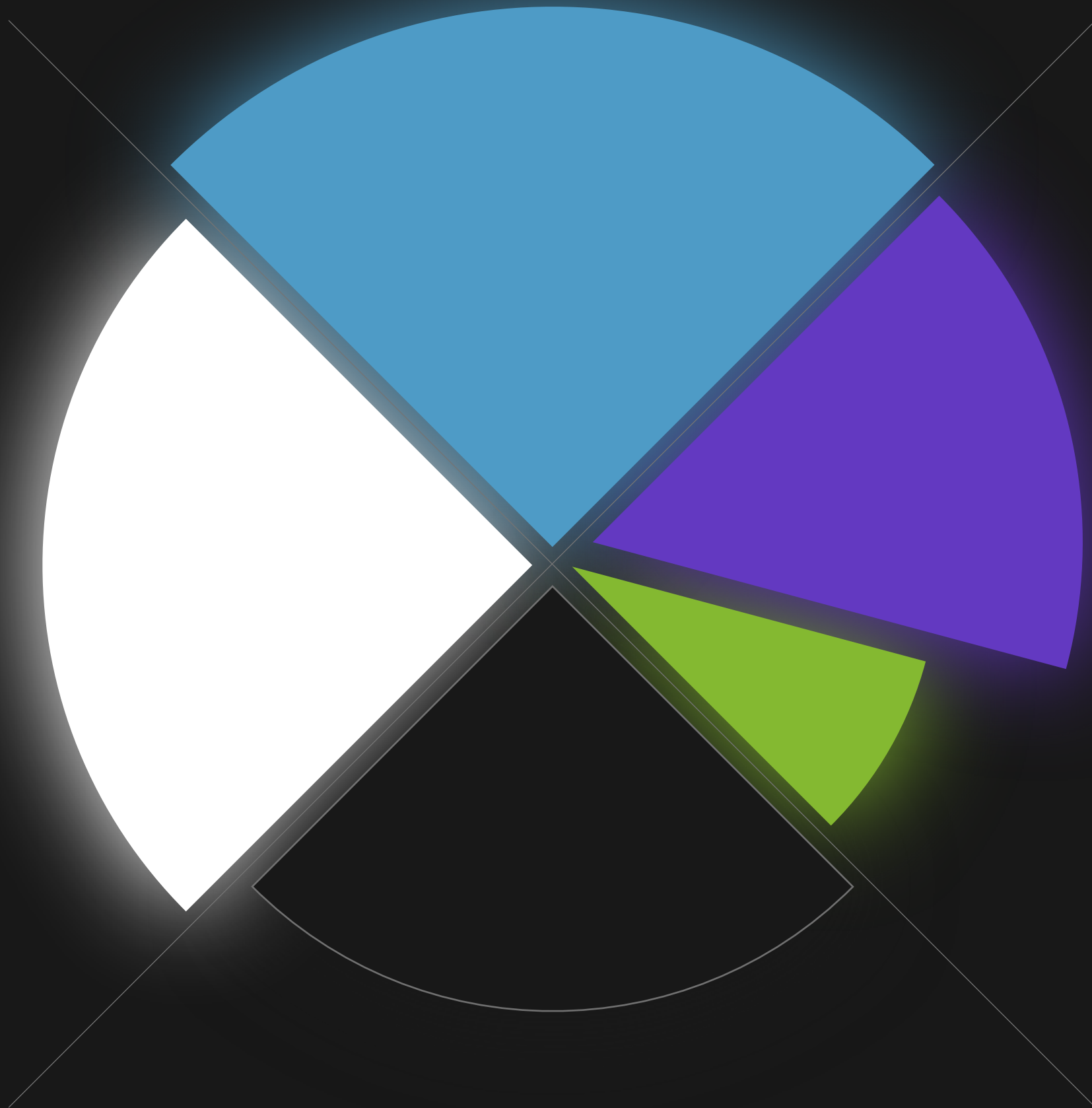
WHITE
#FFFFFF
Positive




BLACK
#181818
Negative

COLOR RGB LAYOUT


The GAME colors are chosen 3 color that fits our choice of colors best. That was profound blue, spirit purple, energy green, use for all the image and concept feeling.



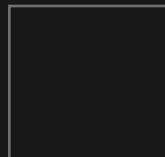
COLOR USAGE DISPLAY

 **BLUE**
Profound Blue #4E9BC6

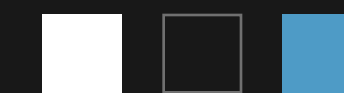
 **GREEN**
Energy Green #84B931

 **PURPLE**
Spirit Purple #6339C1

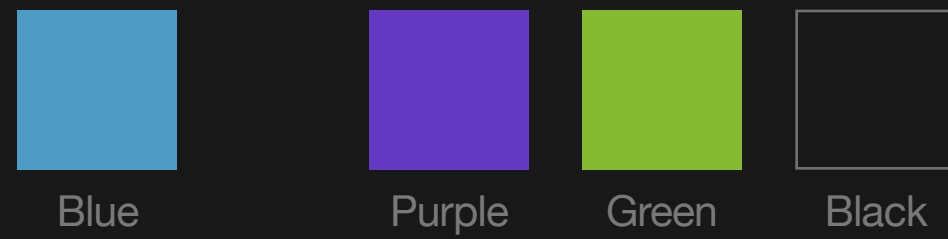
 **WHITE**
Positive #FFFFFF

 **BLACK**
Negative #181818

LOGO COLOR DISPLAY



COLOR PICKED



GRADIENT TYPE

Gradient Green #4E9BC6 #6339C1

Gradient Purple #4E9BC6 #6339C1

Gradient Dark Green #4E9BC6 #6339C1

Gradient Dark Purple #4E9BC6 #6339C1

GRADIENT ANGLE

45° 30° mid Oblique

45° 30° mid Oblique

45° 30° mid Oblique

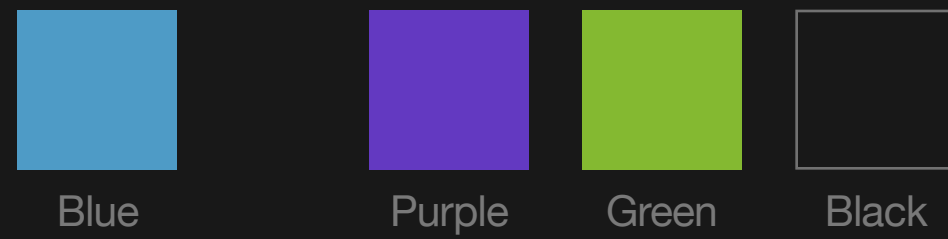
45° 30° mid Oblique

GRADATION RULE

In order to better deepen the brand image and 3D effect, we have just used gradient colors in some material use scenes that are in demand. Generally, the gradient is mainly based on these 4 situations.

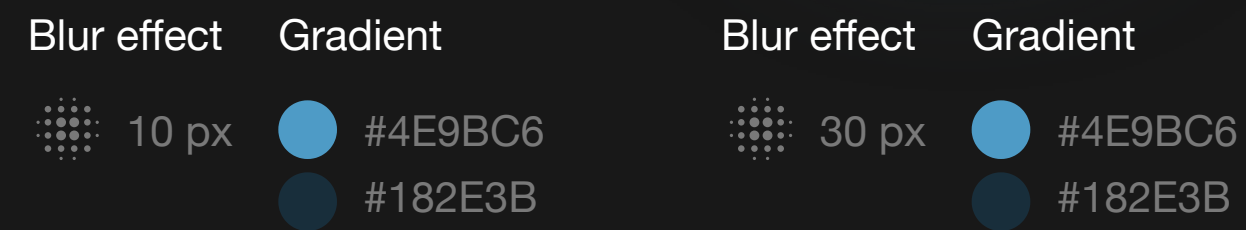
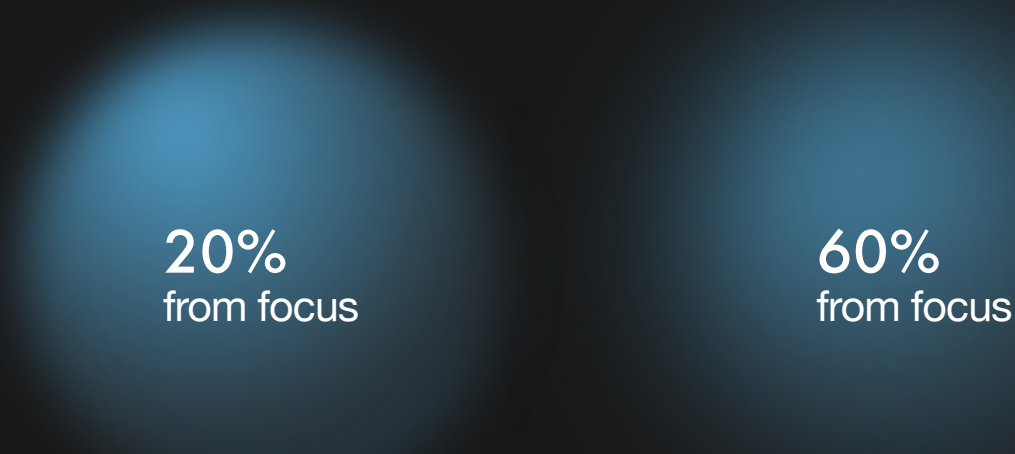
After using the gradient, it will be better in terms of the sense of space, the sense of the universe and the level of the game.

COLOR PICKED



Blue Purple Green Black

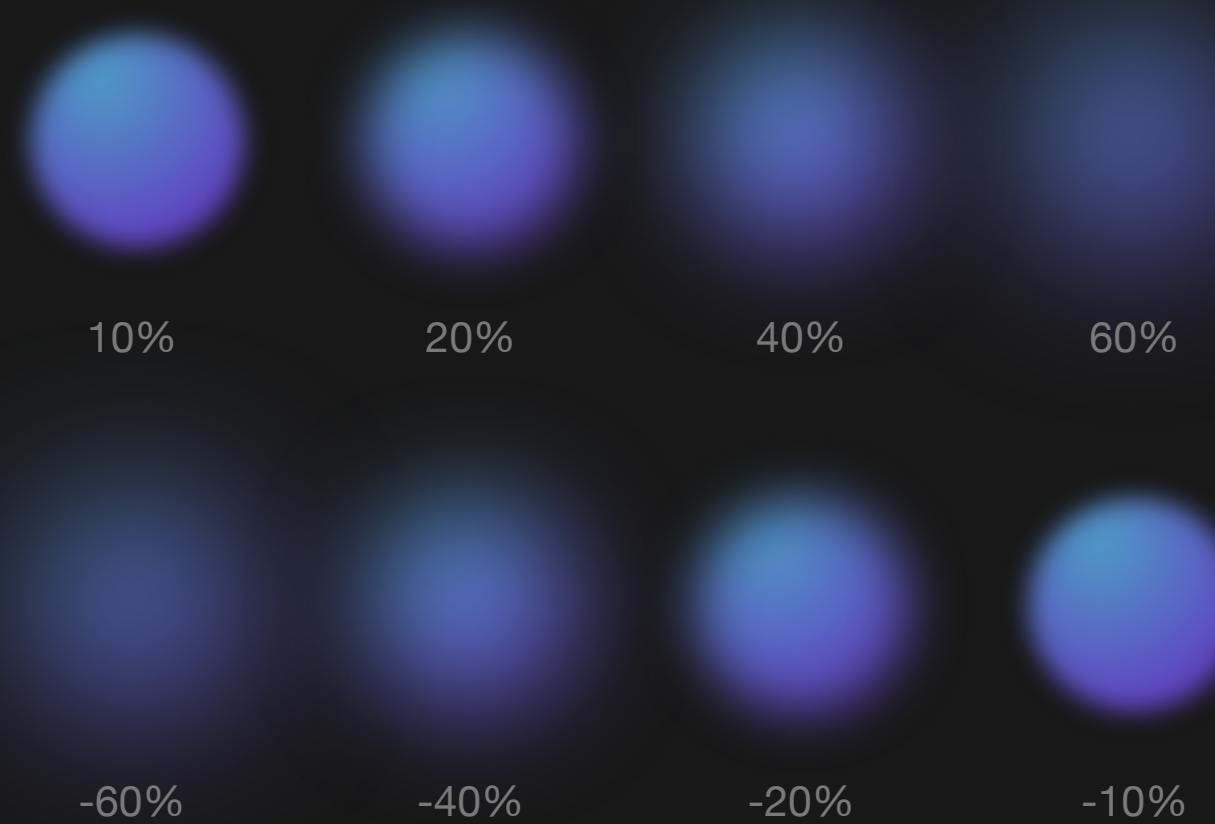
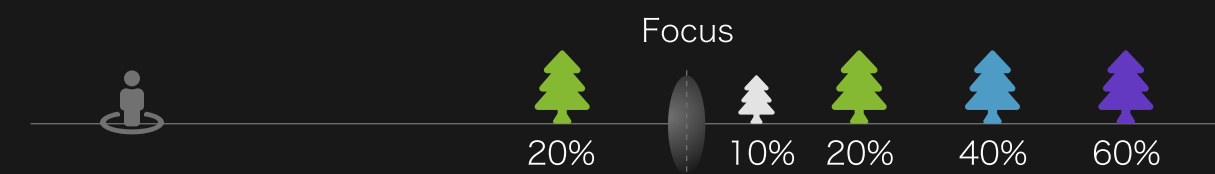
PERSPECTIVE DESIGN



OTHER COLOR PERSPECTIVE



DISTANCE AND BLUR



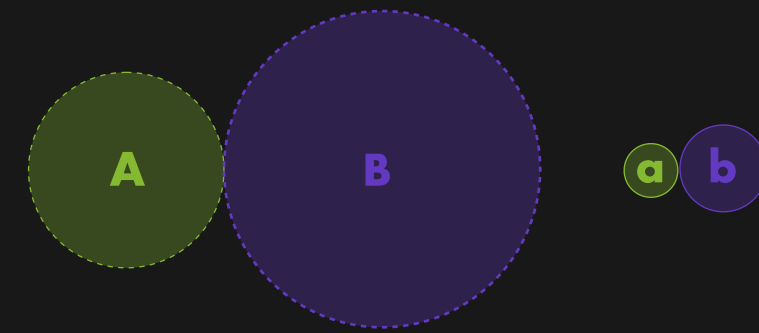
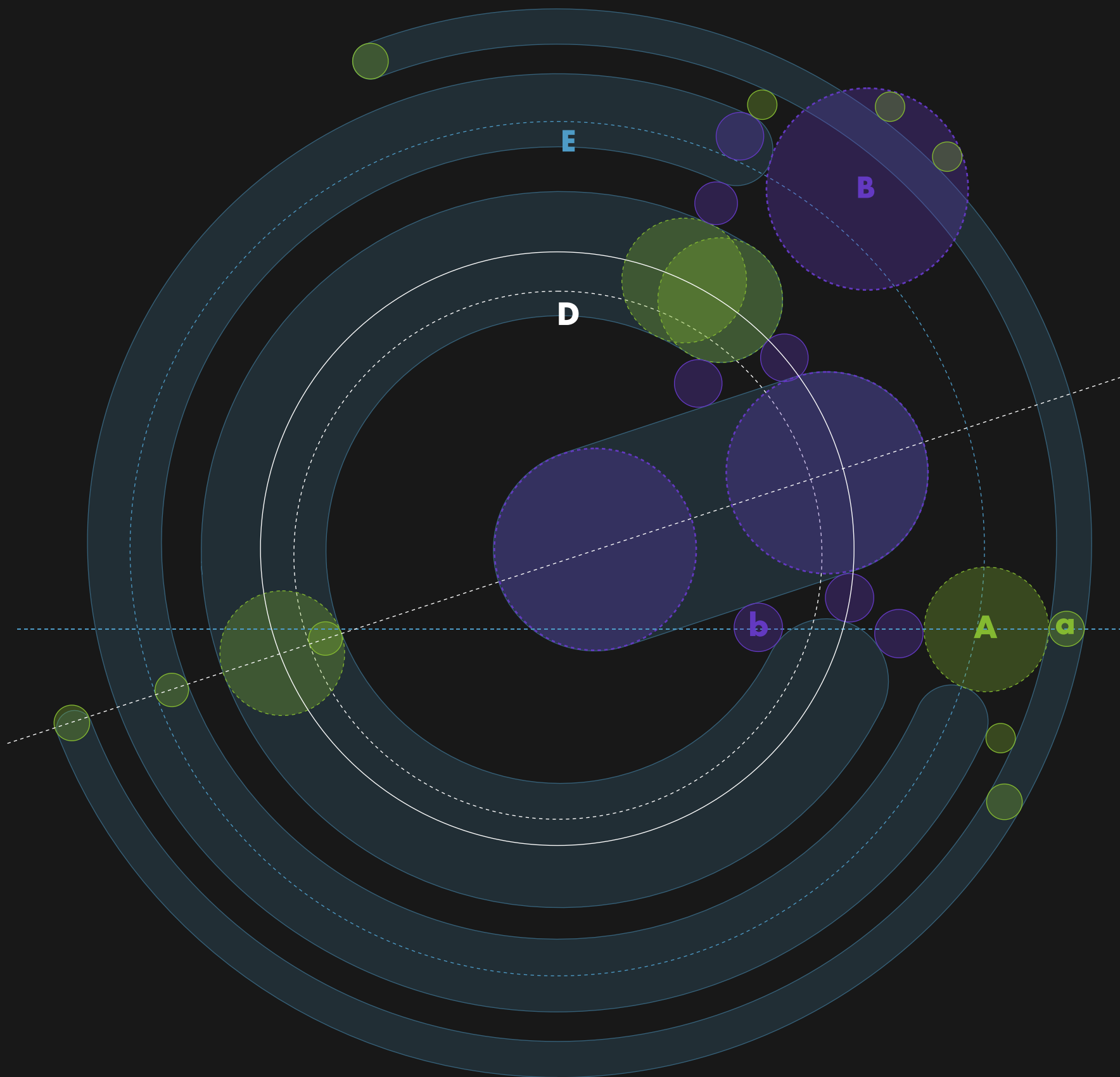
COLOR BLUR RULE

Because the distance between colors will give people different blur effects, all brand images and posters of GAME have certain rules when using blur effects to show the 3D exhibition of design.

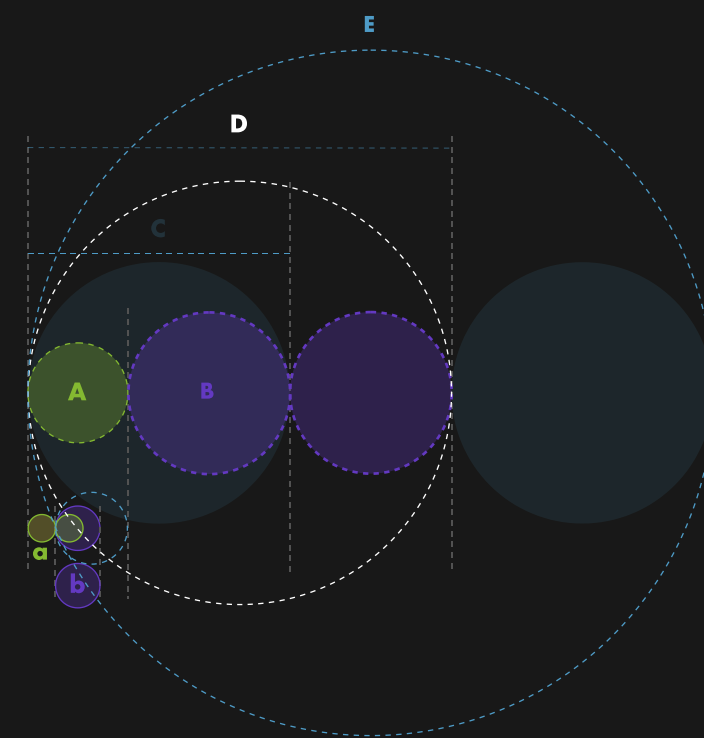
LOGO

- LOGO SHAPE PROCESS
- LOGO CONCEPT
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- MOCK UP





$$\frac{A+B}{B} = \frac{B}{A} = 1.618$$

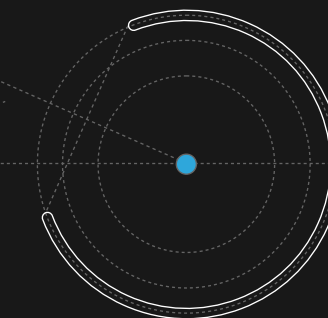
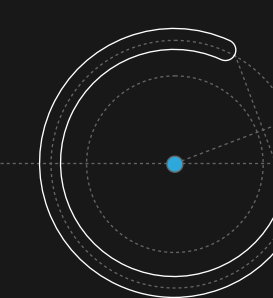
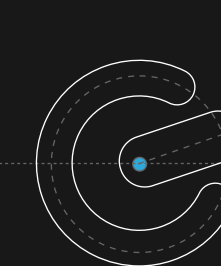


GOLDEN RATIO

Artists and architects believe the Golden Ratio makes the most pleasing and beautiful shape. Adjust perfect balance and circle spacing

LOGO SHAPE PROCESS

We use the most perfect shape balance to create the logo shape for cooperation and construction of GAME, and then determine the basic shape of circle A. After that, we continuously adjust the golden ratio to combine the content of the logo with the universe, the future, technology and other content to make the GAME's logo. To make the beautiful shape.



LOGO CONCEPT

The GAME is an autonomous decentralized game platform that allows game enthusiasts from around the world, such as players, developers, and investors, to directly participate in the operation. logo can be used in three colors: official Profound blue black and white.



Game switch

It is more in line with the concept of the beginning of the game and the image of the project.

G text

By adding the shape of G, we will strengthen the connection with the project name.

Planetary orbit

Incorporates the concept of planetary orbit and strengthens the concept of space territory and freedom.

Space and perspective

An image of people gathering, with a sense of space enhanced by differences in thickness and gradual changes.

VARIATIONS

The GAME Profound blue and white version of the logo should be used on top of brand colors or over photography. The black and white logo is only used when no other option is possible.

GAME OFFICAL & POSITIVE



BLACK & WHITE



SPACING RULES

The GAME logo should always appear with the proper padding appropriate to the dimensions shown. The padding should be equal to the length of the upper left bar of the box.



SMALIST LOGO

The size of this full logo should never be smaller than 15px height, the only icon part should never be smaller than 12px height.

 **GAME** | 15px

 | 12px



Don't stretch.



Don't rotate.



Don't use secondary colors.



Don't combine colors.



Don't separate logo



Don't mask with image.



Don't modify.



Don't add elements.



Don't use a drop shadow.

LOGO DON'TS

The following examples show misuse of the GAME logo.

To ensure that the logo is correctly reproduced, always use the appropriate artwork provided.



MOCK UP

A make up of a set of posters made after using the brand guide rules.

Include GAME brand color gradient blur 3D effect
Please take this as an example.



GAME

