



Brand Guidelines | Version 3.0 - May 2013



Basic Elements	
The GameStop Logo	4
The Logo Lock-Up	5
Safety Area	6
Color	7
Use on Different Backgrounds	8
Primary Typography	10
Secondary Typography	13
Incorrect Use	14
 Office System	
US Business Cards	17
US Letterhead	18
#10 Envelope	19
Large Mailing Labels	20
#10 Mailing Labels	21
Email Signature	22
PowerPoint Templates	23
 Master Brands	
Brand Architecture	26
PreOwned	27
Electronics	28
PC Downloads	29
DLC (Downloadable Content)	30
PowerUp Rewards™	31
 Support Identities	
GameStop Exclusive	32
PowerUp Rewards Exclusive	33
 Secondary Brands	
Red Samauri	35
BuyMyTronics	37

To understand the function and value of the GameStop identity, it is important to recognize that every company has a specific public identity – an identity partly formed by the look of its printed materials, stationary, website, signage, packaging, etc. Each element of communication contributes to the overall impression people have of that company.

When a company's identification program is a coordinated one, it projects a unified character which works effectively to reinforce all of its activities. In many cases, it also helps the company to be more cost-effective in its communication efforts by simplifying certain decision-making processes.

The purpose of this manual is to explain the components of the GameStop visual identity program, to define its graphic design standards and to illustrate how these standards are applied.

Many of the standards depend on relative size, proportion and position. These have been developed through careful consideration of many factors, both functional and aesthetic. Adhering to the graphic design standards will ensure continuity, a high standard of quality and a clear, consistent identity for GameStop.

The GameStop letter form, which has been specially designed and letter-spaced, is the official GameStop logo. Always use the original and approved art. NEVER alter any aspect of it. Do not attempt to draw or recreate the GameStop lettering using computer fonts. Do not stretch or compress.

The GameStop logo consists of the word "Game" in a black sans-serif font and "Stop" in a red sans-serif font. A registered trademark symbol (®) is located at the top right corner of the "Stop" word.

GameStop®

The GameStop letter form combined with the tagline *Power to the Players*, which has been specially designed and letterspaced, is the official GameStop logo. This is the preferred usage. Always use the original and approved art.

NEVER alter any aspect of it. Do not attempt to draw or recreate the GameStop lettering using computer fonts. Do not stretch or compress.

These guidelines indicate where it is appropriate to use this version.



With the logo lock-up, the recommended safety area measures the width of a letterform. This allows the entire logo to be larger within its given area. Please be aware that there are exceptions, such as when the address line is aligned with the bottom of the symbol.



The use of color is an important aspect of the GameStop identity. The corporate red should be used whenever possible.

When using the logo lock-up or the symbol, always use supplied logo art from Creative Services.

When using the GameStop colors as support color, use the correct formulas shown here.

PMS 485



Process color for 4/c printing

C: 0
M: 95
Y: 100
K: 0

RGB for web application

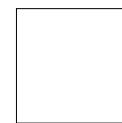
R: 239
G: 49
B: 36

WebSafe: ff3333



Black

C: 30 R: 0
M: 30 G: 0
Y: 30 B: 0
K: 100



White

C: 0 R: 255
M: 0 G: 255
Y: 0 B: 255
K: 0

Here are examples of the correct way to use the GameStop logo lock-up on a variety of backgrounds. It is important to have adequate contrast between the logo and the background for optimal visibility.

When using a grey background, never go darker than 25% black. Anything darker will cause a vibration between the red and the background color.

When using an image background, select an area that is light in color and offers the best contrast. Again, make sure the logo red doesn't vibrate against the image background.



GameStop
POWER TO THE PLAYERS®



GameStop
POWER TO THE PLAYERS®



GameStop
POWER TO THE PLAYERS®
20% Black



GameStop
POWER TO THE PLAYERS®

Here are examples of the correct way to use the GameStop logo lock-up in black and white. It is important to have adequate contrast between the logo and the background for optimal visibility.

When using a black background, the word "Stop" is 40% black.

When using a grey background, never go lighter than 40% black. Anything lighter and the word "Stop" will not read.

When using a white background, the word "Stop" is 55% black.



One of the key factors in any identity system is the use of a specified type family for text or running copy. Using a consistent family of typefaces visually reinforces the identity of GameStop.

The Adobe Futura Family (not Condensed or Extra Bold) is the primary typeface to be used on all pieces of communication (stationary system for address lines, names, titles, ad copy, posters, etc.).

The Adobe Futura Family can be purchased at www.Adobe.com

Adobe Futura Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&.,;:"\$@!?(*)

Adobe Futura Light Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&.,;:"\$@!?(*)

Adobe Futura Book

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&.,;:"\$@!?(*)

Adobe Futura Book Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&.,;:"\$@!?(*)

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Adobe Futura Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&.,;:"\$@!?(*)

Adobe Futura Medium Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&.,;:"\$@!?(*)

Adobe Futura Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&.,;:"\$@!?(*)

Adobe Futura Bold Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&.,;:"\$@!?(*)

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The Adobe Futura Family (not Condensed or Extra Bold) is the primary typeface to be used on all pieces of communication (stationary system for address lines, names, titles, ad copy, posters, etc.).

Adobe Futura Heavy

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNPQRSTUVWXYZ
1234567890&.,;:"\$@!?(*)**

Adobe Futura Heavy Italic

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNPQRSTUVWXYZ
1234567890&.,;:"\$@!?(*)**

Another key factor in any identity system is the use of a specified typeface for headline, accent sub-head, and highlighting certain key words. Using a consistent family of typefaces visually reinforces the identity of GameStop.

ITC Avant Garde (Bold and Bold Italic) is the secondary typeface to be used on all pieces of communication (stationary system for address lines, names, titles, ad copy, posters, etc.).

ITC Avant Garde Bold

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&.,,:\$@!?(*)**

ITC Avant Garde Bold Italic

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&.,,:\$@!?(*)**

Basic Elements

Incorrect Usage of GameStop Logo Lock-Up

For visibility, impact and overall integrity, it is important to retain a consistent use of the Logo Lock-Up. The Logo is fundamental to communications and should never be compromised. Always reproduce the logo from the original artwork.

Protect the integrity of the GameStop identity by being aware of the improper logo usages illustrated here. If questions about usage arise, please contact Creative Services.

Occasionally, certain promotional projects might require that the GameStop Logo Lock-Up be modified or changed to match a particular concept agenda. Please contact Creative Services for approval, or if you have any questions.



Do not compress or stretch the Logo Lock-Up



Do not alter the tagline



Do not change the color of the Logo Lock-Up

Basic Elements

Incorrect Usage of GameStop Logo Lock-Up

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Occasionally, certain promotional projects might require that the GameStop Logo Lock-Up be modified or changed to match a particular concept agenda. Please contact Creative Services for approval, or if you have any questions.



Do not apply any special effects to the Logo Lock-Up



Do not distort the Logo Lock-Up



Do not add a special fill or pattern to the Logo Lock-Up



3.5" x 2"

Color:

PMS 485 and Black

Stock:

Cranes Cover, Fluorescent White 100lb
or equivalent.

Type Specifications:

Address, etc., are set in 7pt on 10.5 Futura Light with .015 em tracking. Employee name is set in 7pt Futura Heavy. Email is 7pt Futura Light Italic. The (@) in the email address is set at 5pt.

Exception:

In cases where the email address, title, etc., is too long, the type box can shift to the left. Note: Do not get too close to the Logo Lock-Up.

UK version:

90mm x 50mm



8.5" x 11"

Color:

PMS 485 and Black

Stock:

Cranes Crest R Fluorescent White Wove 100lb
or equivalent

Type Specifications:

Address is set in 7pt Futura Light with .015 em tracking.

Typing Format:

All letters should be typed in Times Roman 10pt, with 12pt line spacing. Margins for typing are listed on the example.

Electronic Letterhead:

A Microsoft Word Template, with the logo, Power G watermark and address line embedded, is available for use when an emailable letter is necessary.

UK (A4) version:

210mm x 297mm



4.25" x 9.5"

Color:

PMS 485 and Black

Stock:

Cranes Crest R Fluorescent White Wove 24lb
square flap or equivalent.

Type Specifications:

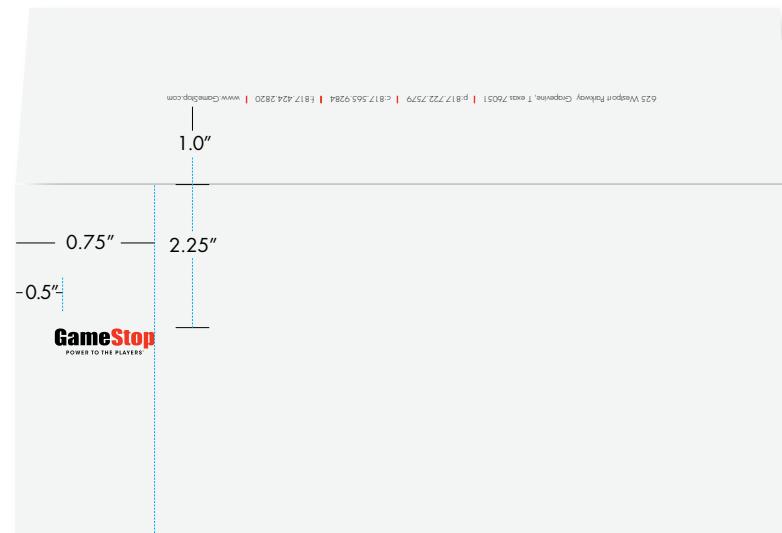
Address is set in 7pt Futura Light with .015 em
tracking.

Electronic #10 Envelope:

A Microsoft Word Template, with the logo and
address line embedded, is available for use.

UK (DIN Long) version:

220mm x 110mm



4" x 3.3125"

Color:

4 color

Stock:

Avery® White Shipping Labels for
Laser Printers 5164, 3.3125" x 4"
Box of 600

Avery 5164 template for Word is available
from Creative Services

Type Specifications:

Outgoing address should be typed in Times
Roman 10pt, with 12pt line spacing.



3.75" x 1.25"

Color:

4 color

Stock:

Avery® White Shipping Labels for
Laser Printers 6879, 1.25" x 3.75
Box of 300

Avery 6879 template for Word is available
from Creative Services

Type Specifications:

Outgoing address should be typed in Times
Roman 10pt, with 12pt line spacing.



GameStop employees may set up their own email signatures. A suggested layout for the signature is shown to the right. Your full name is in black, while your title is in a medium grey.

Type Specifications:

Set all incoming and outgoing mail in an easy to read font, such as Arial or Calibri and set in 12 or 14 pt.

All the best,

Larine

Larine Nixon

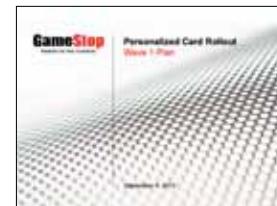
Manager, Corporate Communications

GameStop | Cororate Communications | e: larinenixon@gamestop.com | p: 817.722.7579| powertotheplayers

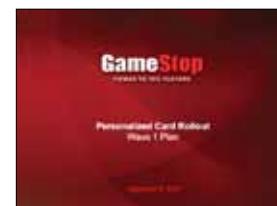
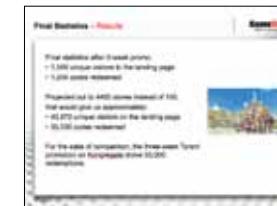
A well designed PowerPoint presentation can be a powerful tool. There are three basic (4x3 and 16x9 ratios) GameStop designs and one PowerUp Rewards™ (4x3 and 16x9 ratios) template. If you would like to use any of these designs, they are available from Creative Services or Corporate Communications.



PowerUp Rewards template



GameStop Metal template



GameStop Wave template



GameStop Digital template





What is Brand Architecture?

Brand architecture helps define GameStop's organization by rationalizing how our businesses and products are communicated. It is not an organizational strategy. Brand architecture is essential in communicating our breadth and depth of offerings, as well as clarifying the relationship between our various entities. It defines the relationship of tangible assets:

- Trademarks
- Names
- Graphic Identities
- Taglines
- Secondary Brand identities

The Benefits of a Defined Brand Architecture

The GameStop brand architecture should:

- Create clarity and function
- Drive long-term shareholder value
- Continue to promote GameStop as the leader in multichannel video game retailing
- Generate cost savings
- Support market-focused branding

It should help customers find exactly what they are looking for. Through a clear set of rules and an accompanying signature system, we can protect and promote the equity of the GameStop identity.



GameStop's iconic brand architecture was developed to create a more seamless customer interface, and manage an increasingly complex customer experience. It was designed to be adaptable with the company's evolution, while maintaining a cohesive brand image.

Trade-ins of games, accessories and consoles put currency in our customers' hands that can then be used to purchase new games, downloadable content (DLC), digital PC games and pre-owned merchandise, including mobile devices. The PreOwned icon helps define pre-owned merchandise through our in-store, mobile and web graphics. Here are the three main ways to use this icon/type lock-up. When used against a black background, reverse to white the black elements ("Pre" and "Guaranteed to Work").

When using the name "PreOwned" as a proper noun (i.e. headlines), no hyphen is needed. For all other uses, please use a hyphen.

Note: When the logo/lock-up used is small, the tagline can be adjusted in size for readability.

Artwork is available from Creative Services.



PreOwned
GUARANTEED TO WORK



PreOwned
GUARANTEED TO WORK



PreOwned

Guaranteed to work or your money back*

GameStop is continuously evolving. One of the main areas we are moving into is the sale of new and pre-owned electronics. The Electronics icon helps define the Electronics offerings through our in-store, mobile and web graphics. Here are the three main ways to use this icon/type lock-up. When used against a black background, reverse to white the black elements ("More Ways to Play").

When using the name "Electronics" as a proper noun (i.e. headlines), cap the "E."

Note: When the logo/lock-up used is small, the tagline can be adjusted in size for readability.

Artwork is available from Creative Services.



Electronics
MORE WAYS TO PLAY

 **Electronics**
MORE WAYS TO PLAY

 **Electronics** | **More ways to play**

Powered by Impulse, GameStop PC Downloads makes it quick and easy to find and download more than 1,700 PC games. The PC Downloads icon helps define downloadable content through our in-store, mobile and web graphics. Here are the three main ways to use this icon/type lock-up. When used against a black background, reverse to white the black elements ("PC" and "Thousands of Games Always in Stock").

When using the name "PC Downloads" as a proper noun (i.e. headlines), use caps on the "PC" and the "D."

Note: When the logo/lock-up used is small, the tagline can be adjusted in size for readability.

Artwork is available from Creative Services.



PCDownloads

THOUSANDS OF GAMES ALWAYS IN STOCK



PCDownloads

THOUSANDS OF GAMES ALWAYS IN STOCK



PCDownloads

Thousands of games always in stock

One of the fastest growing areas of our industry is downloadable content. The DLC icon helps define the DLC offering through our in-store, mobile and web graphics. Here are the three main ways to use this icon/type lock-up. When used against a black background, reverse to white the black elements ("DL" and "Downloadable Content").

When using the name "DLC" as a proper noun (i.e. headlines), use all caps.

Note: When the logo/lock-up used is small, the tagline can be adjusted in size for readability.

Artwork is available from Creative Services.



Our PowerUp Rewards™ loyalty program celebrated its two-year anniversary in 2012 with 20 million members in the U.S. By reaching customers through multiple channels – our stores, the GameStop PC Download App, www.GameStop.com, Kongregate.com and Game Informer – PowerUp Rewards continues to be successful in increasing brand loyalty, acquiring new customers and driving market share growth.

The PowerUp Rewards logo/lock-up helps define this important program throughout our in-store, mobile and web graphics. Here are the four main ways to use this icon/type lock-up. Please note that whenever using the term "PowerUp Rewards" in text, always TM the first usage.

Artwork is available from Creative Services.



GameStop Exclusive

The GameStop Exclusive logo is used to highlight any product, game or service that is being offered exclusively by GameStop. Based on the type of background the seal is going on, you can select between two border treatments (red or black).

Artwork is available from Creative Services



Red border for dark backgrounds



Red border for light backgrounds

PowerUp Rewards Exclusive

The PowerUp Rewards Exclusive logo is used to highlight any product, game or service that is being offered exclusively by the PowerUp program. Three configurations have been developed. Use the one that fits your project best.

Artwork is available from Creative Services





SecondaryBrands

Red Samuri

The Red Samuri product line is designed with gaming in mind. It is exclusive to GameStop and has a wide variety of products offered at very competitive prices. The Red Samuri icon can be used separate from the logotype. Consult with Creative Services before applying it to a project.

Artwork and branding guidelines for packaging, etc., are available from Creative Services.



Red Samuri icon



Red Samuri lock-up against black and white



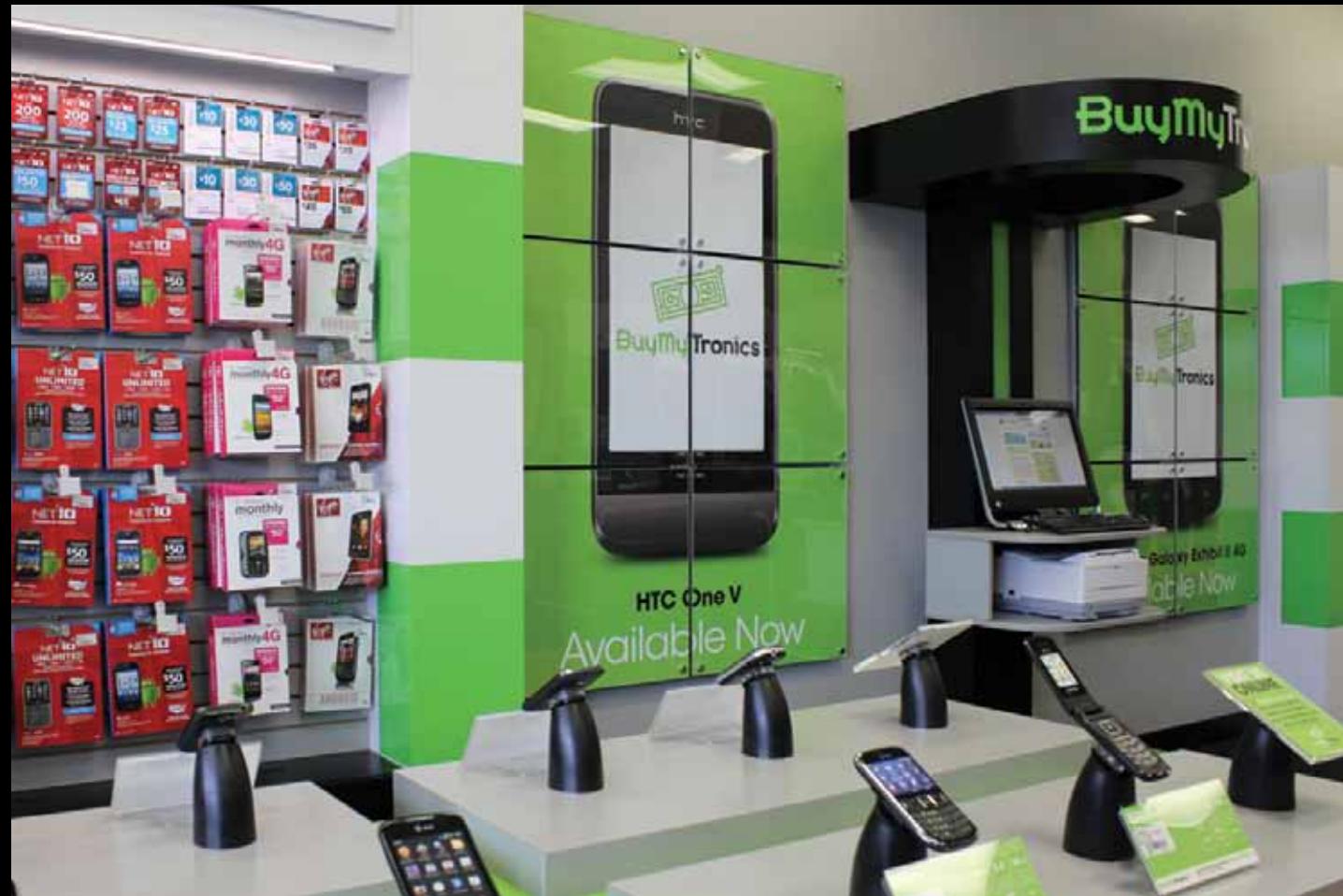
Black



PMS 485 C

C: 20 R: 19
M: 20 G: 12
Y: 20 B: 14
K: 100

C: 0 R: 237
M: 100 G: 28
Y: 100 B: 36
K: 0

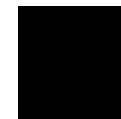


BuyMyTronics is our national electronics resale business. It leverages our powerful buy, sell, trade business model. Customers can bring in their old smartphones, media players, game consoles, etc., and receive credit or cash. They can then shop for a new device either in the store or on line.

Artwork and branding guidelines are available from Creative Services.



BuyMyTronics logo lock-up



Black

C: 20 R: 19
M: 20 G: 12
Y: 20 B: 14
K: 100



PMS 376 C

C: 50 R: 141
M: 0 G: 198
Y: 100 B: 63
K: 0

BuyMyTronics logo color pallet

