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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.

**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.

The image shows the official GameStop logo lock-up. The word "GameStop" is rendered in a bold, sans-serif typeface. "Game" is in black, and "Stop" is in red. A registered trademark symbol (®) is located at the top right of the "p". Below the brand name, the tagline "POWER TO THE PLAYERS" is written in a smaller, all-caps, black, sans-serif font, also followed by a registered trademark symbol (®).

**GameStop®**  
**POWER TO THE PLAYERS®**

## BasicElements | Safety Area

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

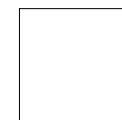
M: 30

G: 0

Y: 30

B: 0

K: 100



White

C: 0

R: 255

M: 0

G: 255

Y: 0

B: 255

K: 0

## BasicElements | GameStop Logo Lock-up Usage on Different Backgrounds

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.





## BasicElements | GameStop Logo Lock-up Usage in Black and White

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](http://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**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890&.,:;“”\$@!?(\*)**

Adobe Futura Heavy Italic

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

## BasicElements | 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.



## BasicElements | Incorrect Usage of GameStop Logo Lock-Up

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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 embed-  
ded, is available for use when an emailable  
letter is necessary.

**UK (A4) version:**

210mm x 297mm

The diagram illustrates a US Letterhead template with the following dimensions and content:

- Dimensions:**
  - Top margin: 0.75"
  - Left margin: 1.25"
  - Bottom margin: 0.5"
  - Header height: 2.25"
- Header:**
  - GameStop logo with tagline "POWER TO THE PLAYERS™"
- Content Fields:**
  - Date
  - Addressee's Name
  - Company Name
  - Address
  - City, State Zip
  - Salutation:
  - This letter demonstrates the recommended typing format for all correspondence and is an integral part of the letterhead design.
  - The date is top-aligned at 2.25 inches from the top edge of the paper and 1.25 inches from the left edge, thus setting the margin for the entire letter. The addressee's name is positioned flush left, two spaces below the date. Title, company name, etc. are positioned flush left under the addressee's name. The salutation appears three spaces below the address.
  - The body of the letter begins two spaces below the salutation, using single spacing between lines and double spacing between paragraphs. There are no indentations. The maximum line length should not exceed 6.25 inches. All letters should be typed in Times Roman 10pt, with 12pt line spacing.
  - A double space separates the body of the letter from the complimentary close, with four spaces to the name of the sender and the title.
  - Complimentary close,
  - Name of sender
  - Title
  - CC/cc
- Footer:**
  - Corporate Office, 1. 625 Westport Parkway, 1. Grapevine, Texas 76051, 1. 817.424.2000, 1. www.GameStop.com

4.25" x 9.5"

**Color:**

PMS 485 and Black

**Stock:**

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

**Type Specifications:**

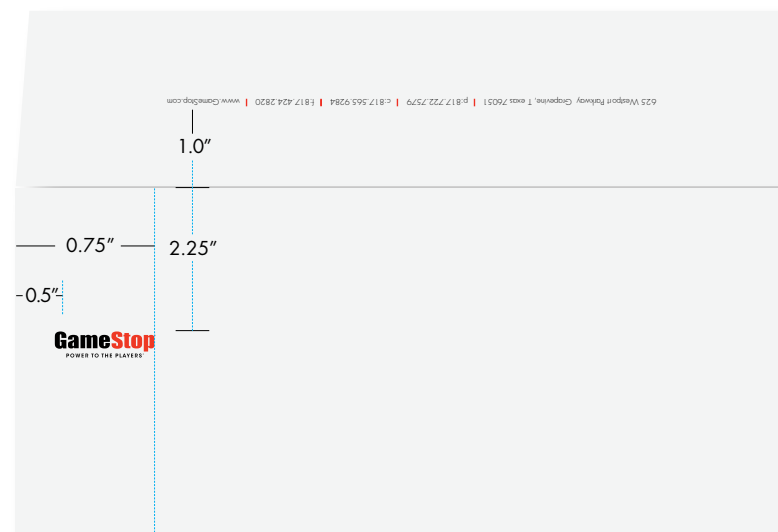
Address is set in 7pt Futura Light with .015 em tracking.

**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 3.125"

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

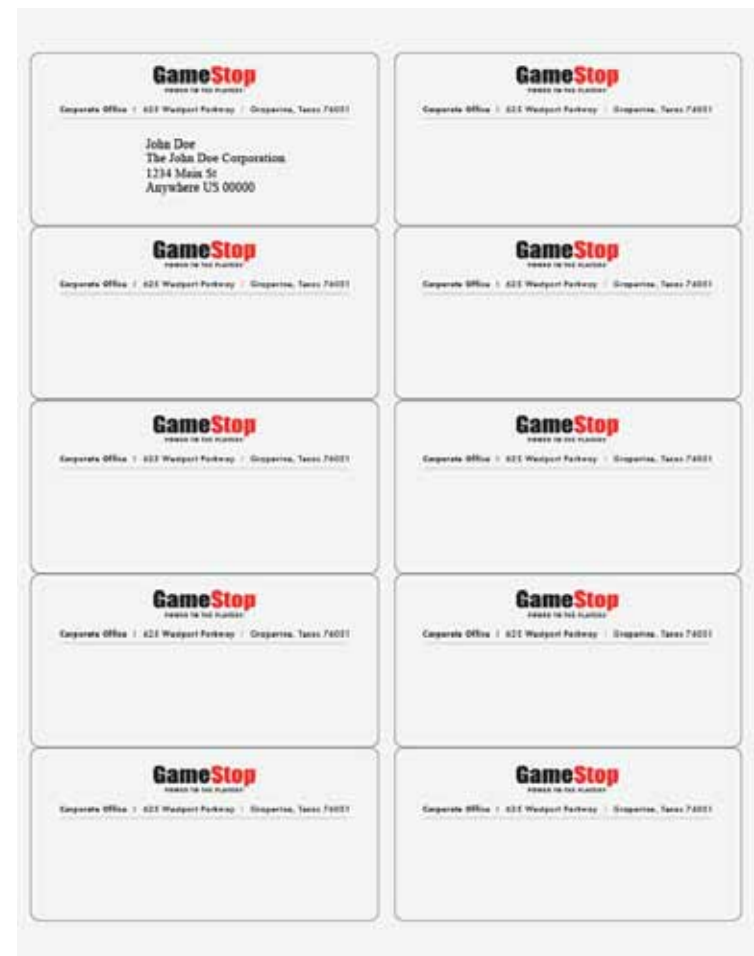
**Stock:**

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 | Corporate Communications | e: [larinenixon@gamestop.com](mailto:larinenixon@gamestop.com) | p: 817.722.7579 | [power to the players](#)

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.



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.

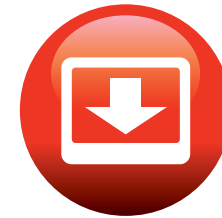


Powered by Impulse, GameStop PC Downloads makes it quick and easy to find and download more than 1,700 PC games. The PC Downloads icon helps define downloadable content through our in-store, mobile and web graphics. Here are the three main ways to use this icon/type lock-up. When used against a black 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](http://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 Samuari

The Red Samuari 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 Samuari 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 Samuari icon



Red Samurai lock-up against black and white



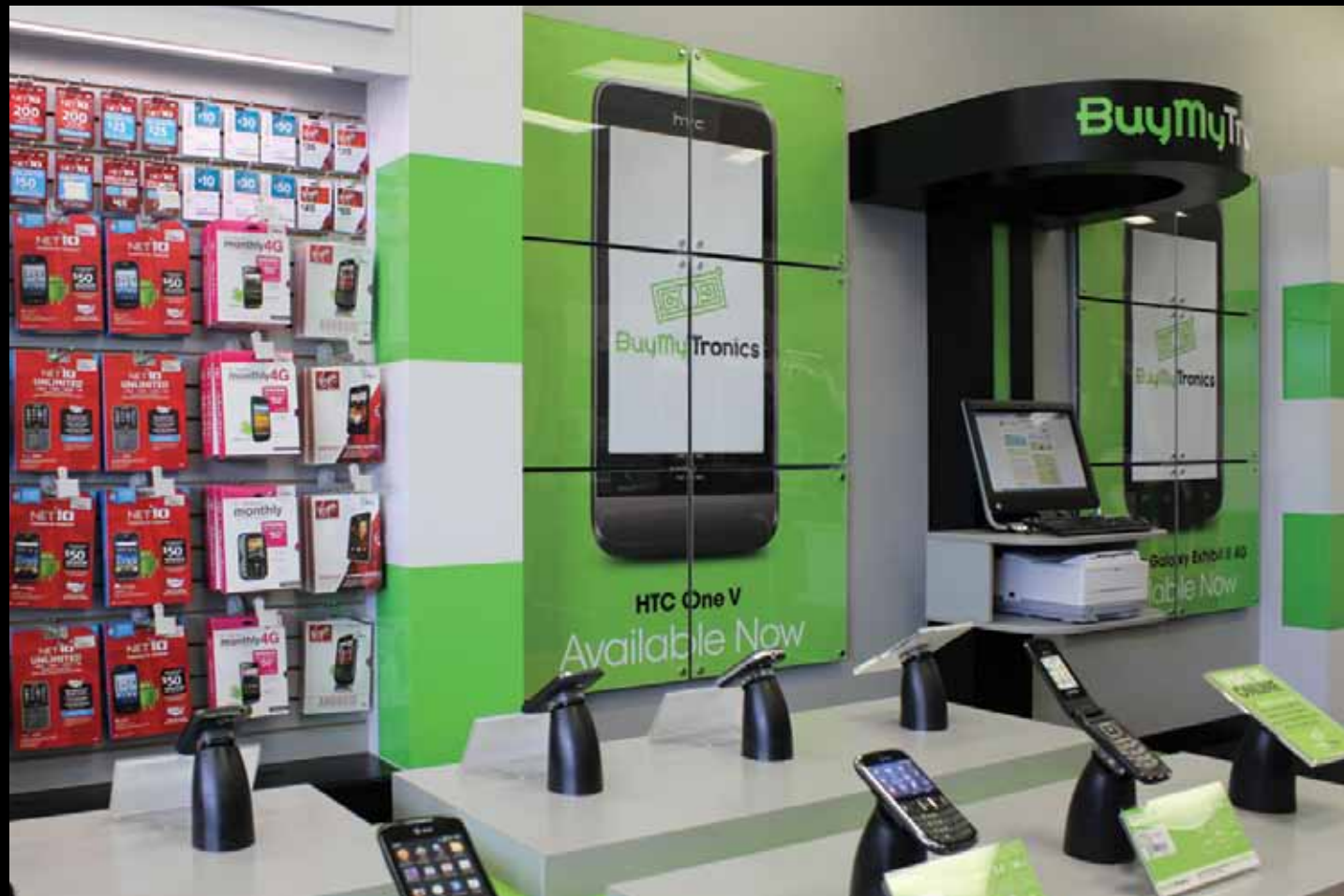
Black

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



PMS 485 C

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



## SecondaryBrands | BuyMyTronics

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

