



QUAKECON[®]

FONT GUIDE

THIS GUIDE PROVIDES A FRAMEWORK FOR USING THE QUAKECON BRANDING.
FOR DESIGN APPROVAL, OR ANY OTHER QUESTIONS, PLEASE CONTACT IDENTITY@QUAKECON.ORG

The Gotham font family should be used in conjunction with all tag lines and body copy associated with QuakeCon marketing. All weights are approved, however, the primary, preferred weights are:

Gotham Book regular

Gotham Book italic

Gotham Bold regular

Gotham Bold italic

This typeface was selected because it demonstrates a classic, yet contemporary, feeling without being overly thematic. This flexibility keeps the typeface relevant whether being used in a thematic game title context or sports application.

Gotham Book regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ !@#\$%^&*(),.?
abcdefghijklmnopqrstuvwxyz 1234567890 ®™

Gotham Book italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ !@#\$%^&(),.?
abcdefghijklmnopqrstuvwxyz 1234567890 ®™*

Gotham Bold regular

**ABCDEFGHIJKLMNOPQRSTUVWXYZ !@#\$%^&*(),.?
abcdefghijklmnopqrstuvwxyz 1234567890 ®™**

Gotham Bold italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ !@#\$%^&*(),.?
abcdefghijklmnopqrstuvwxyz 1234567890 ®™***

Much like the other elements of the QuakeCon branding, the Gotham font performs best when it's used in conjunction with a generous amount of white space.

Increasing the default horizontal tracking and vertical line spacing of the font improves the clarity and readability in documentation and artistic applications. These usage suggestions mimic the “safety zones” of the logos (see QuakeCon Identity Guide, document [Ⓐ](#)), utilizing a horizontal letter spacing of 30-50 percent above default and a vertical line spacing of 30-50 percent above default.

Default letter spacing and line spacing, 12pt font size

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30% Expanded letter spacing and line spacing, 12pt font size

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50% Expanded letter spacing and line spacing, 12pt font size

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If the Gotham font is not available for use, please use the most preferred alternative.

For headlines the preferred font families are: Gotham, Montserrat, Verdana, then Arial.

For body text the preferred font families are: Gotham, Roboto, Helvetica, then Arial.

Do not use more than a single most-preferred and available headline font and a single most-preferred and available body font.

Montserrat (available in Google Fonts)

ABCDEFGHIJKLMNOPQRSTUVWXYZ !@#\$%^&*(),.?
abcdefghijklmnopqrstuvwxyz 1234567890 ®™

Verdana

ABCDEFGHIJKLMNOPQRSTUVWXYZ !@#\$%^&*(),.?
abcdefghijklmnopqrstuvwxyz 1234567890 ®™

Roboto (available in Google Fonts)

ABCDEFGHIJKLMNOPQRSTUVWXYZ !@#\$%^&*(),.?
abcdefghijklmnopqrstuvwxyz 1234567890 ®™

Helvetica

ABCDEFGHIJKLMNOPQRSTUVWXYZ !@#\$%^&*(),.?
abcdefghijklmnopqrstuvwxyz 1234567890 ®™

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ !@#\$%^&*(),.?
abcdefghijklmnopqrstuvwxyz 1234567890 ®™