

GAME DEV HAPPY HOUR

Brand Style Guide v1

August, 2017

Usage / Spacing & Framing



The Game Dev Happy Hour logo requires a minimum blank space around it, especially if used with other logos. The letter M can be used to define this blank space. Please note the width of the M is aligned to the outside of the Frame to define the airspace above the logo.

Usage / Do's & Don'ts

Modify stroke width



Resize or reposition elements



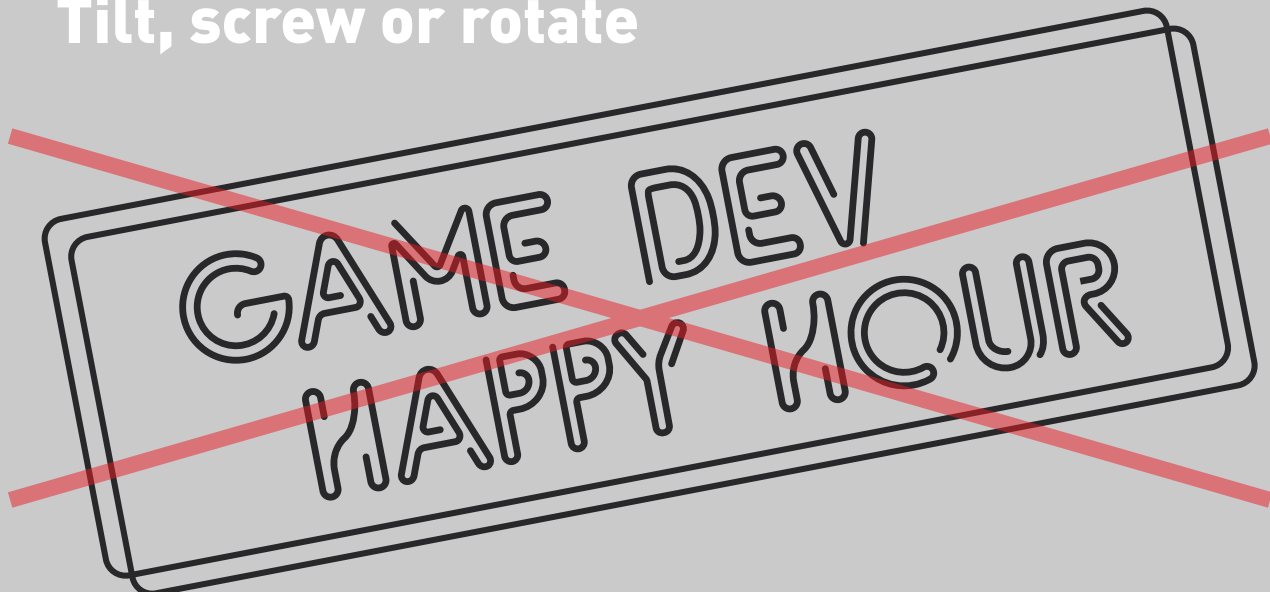
Stretch or squash



Remove outside frame



Tilt, skew or rotate



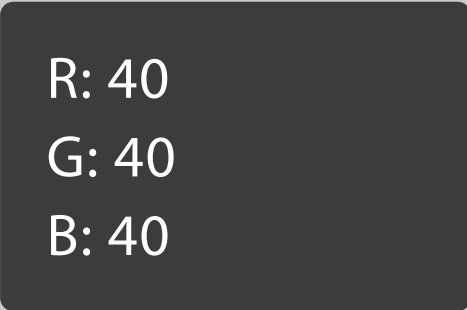
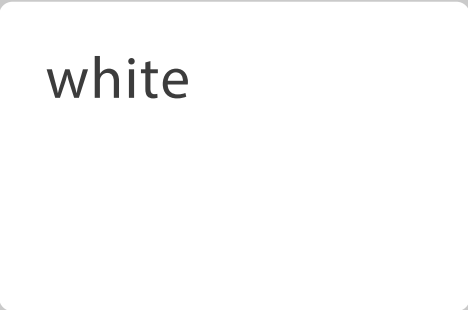
Change colour outside of guides



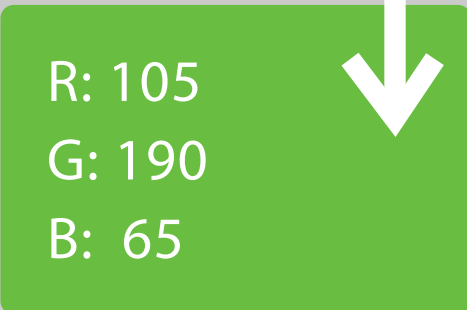
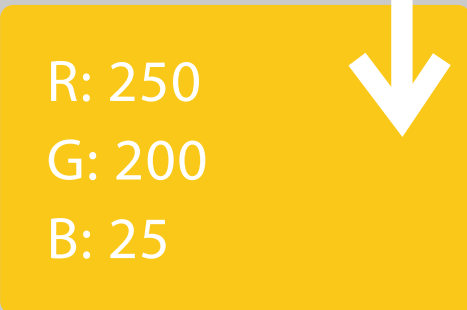
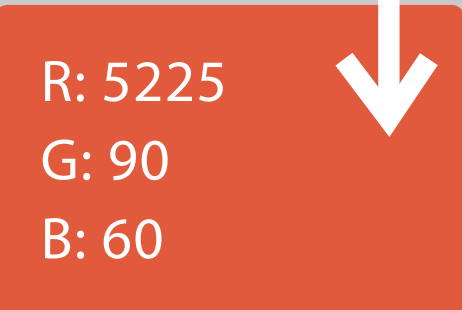
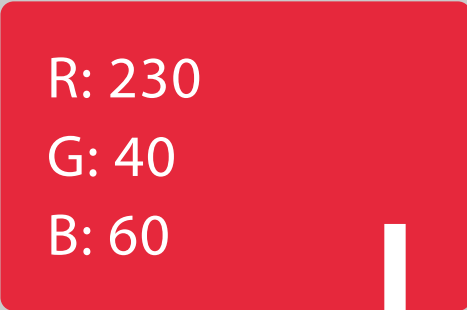
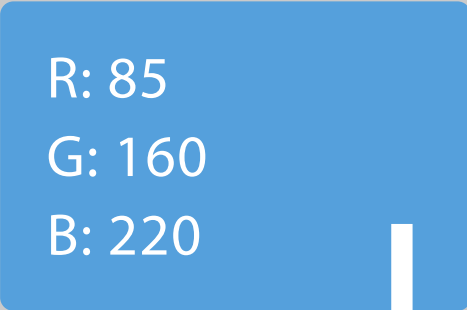
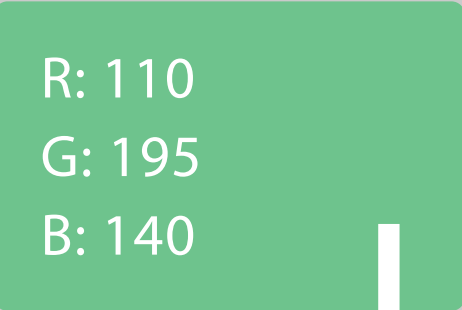
Usage / Colour Scheme



Filler



Accents



The Game Dev Happy Hour logo is inspired by Hong Kongs famous neon street signage. The logo can adapt its colours to contrast and compliment background imagery choosing from the accent colours provided.

The Game Dev Happy Hour logo must have a fill background of either white or black if text is unreadable otherwise.

Accompanying Typography

Display Type / Title Font

DINPro - Black

A B C D E F G

H I J K L M N

O P Q R S T U

V W X Y Z

1 2 3 4 5 6 7 8 9 0

Content Fonts

DINPro - Light

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

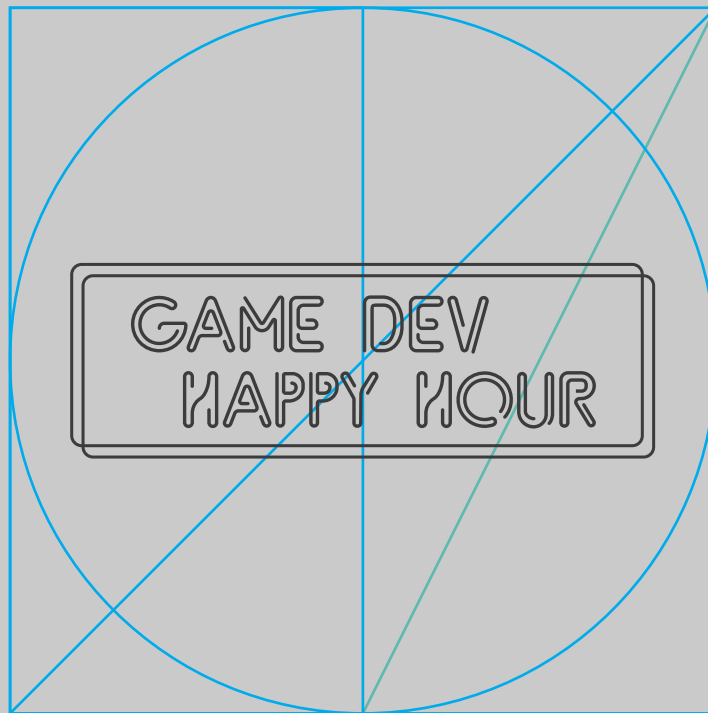
Content Fonts (Bold)

DINPro - Bold

**Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz**

Usage / Social Media

Rounded Pictures / Thumbnails



**Frame the logo to allow it to be readable
while still showing the full image.**

Business Cards

Dimensions

