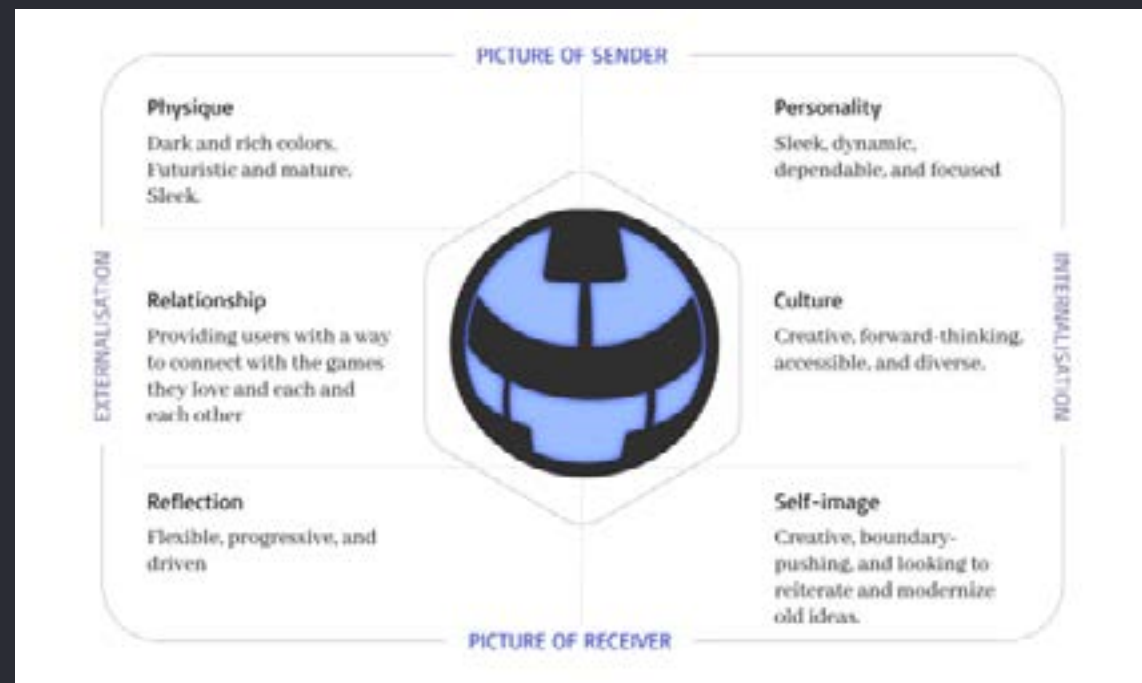


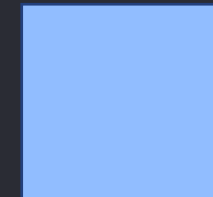
ALLIANCE

Brand Guide

Mission Statement: Alliance is focused on providing the definitive gaming platform for players and creators alike. We are dedicated to redefining digital content distribution in a way that emphasizes the social aspect of gaming culture.



The Alliance Logo is the cornerstone of our brand identity. As such it should always be the dominant element on any page it appears on, exceeding the height of the text of the brand name.



R=145 G=189 B=255
#91bdff

There are only two major colors in the Alliance palette. The most striking is the electric blue that reflects the energy and sophistication of our marketplace. Tints and shades of this are permitted, but should be used sparingly, only when contrast is needed between textual elements.



R=42 G=44 B=52
#2a2c34

Black should never be used in Alliance branding. Instead, a dark blue-gray serves as the primary background color. Unlike the text color, this should never be altered or presented in any other tint, as it should only serve to contrast the text color.

Header Font: Lucidity Expa

Text Font: Saira Condensed Medium

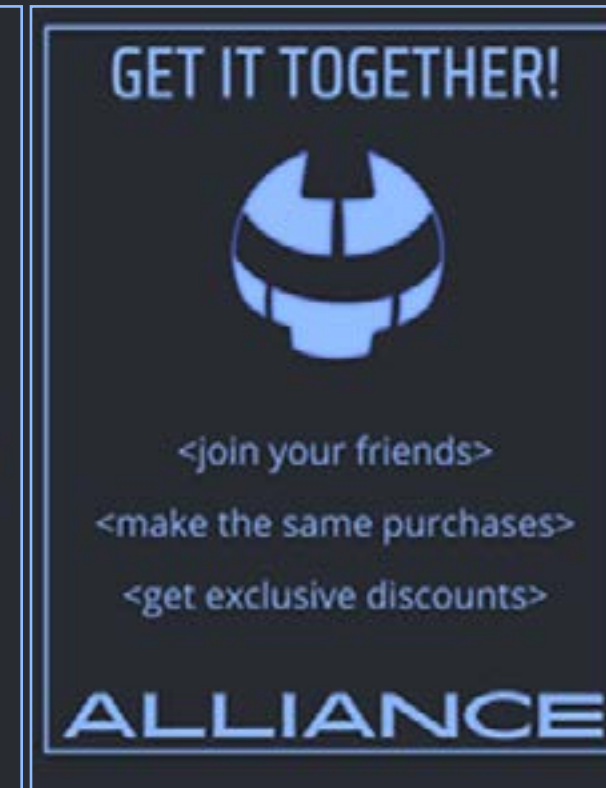
Business Cards



Website



Event Posters



Billboard

<Better Games>

<Lower Prices>

<Together>



ALLIANCE

Merchandise

