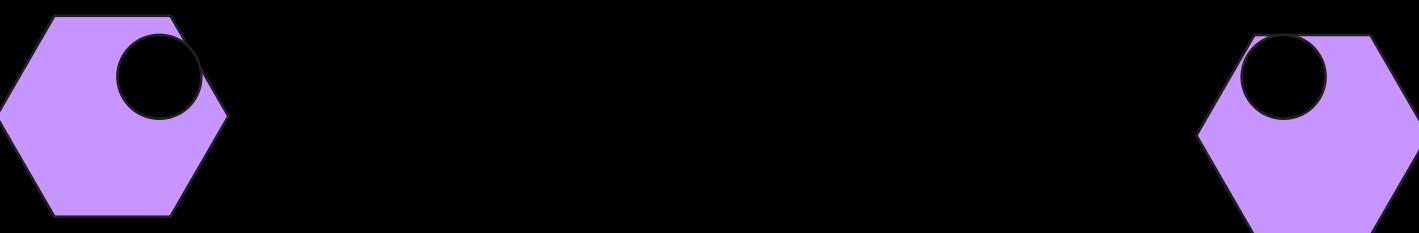


Watt's Gaming

BRAND STANDARDS GUIDE



DECEMBER 2018

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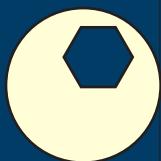
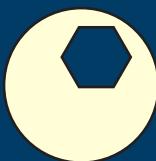
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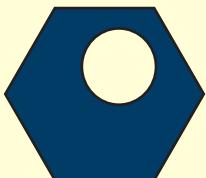
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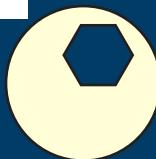
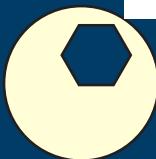


MIS SION STATEMENT

Here at Watt's Gaming, we are proud to be working for the leading company in our industry. We are committed to making and marketing our games of an old generation to a newer one, and maybe down the link makes our own games and concepts. It is essential to give you our best and/or highest quality of our products. Because here at Watt's Gaming we are not just making something for you to enjoy but a thing that you can show your kids and/or grandkids the games you used to play.

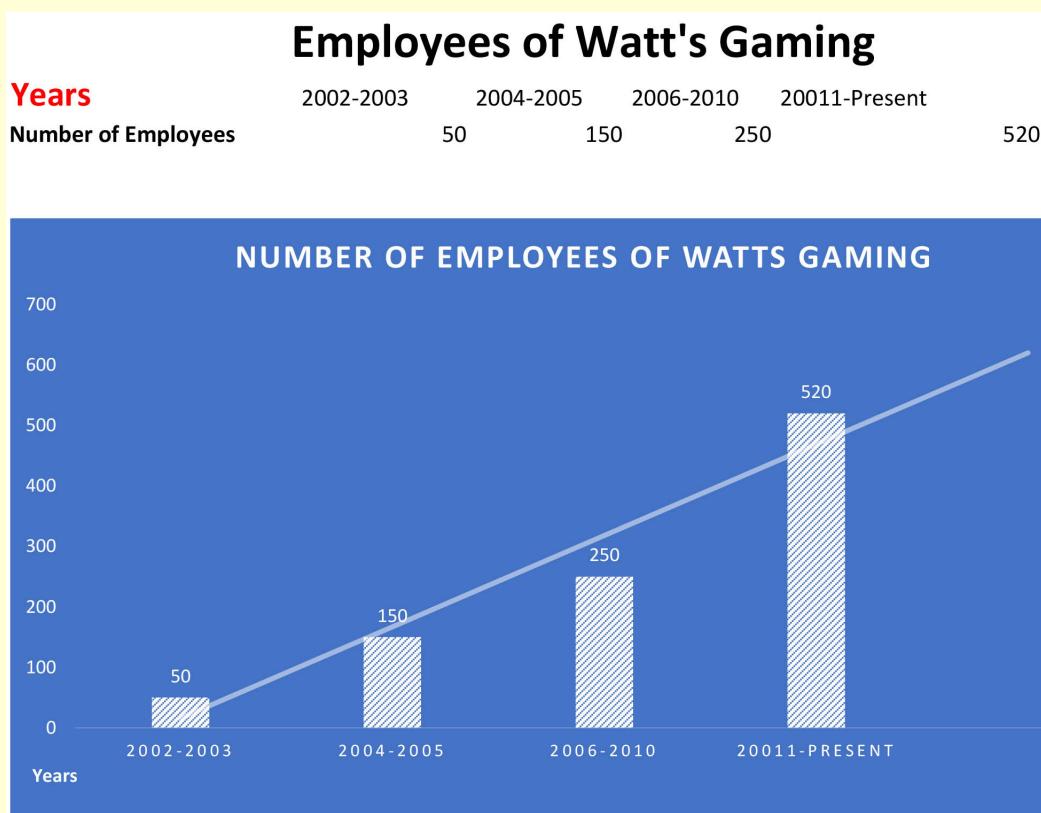


OLD GENERATION CONSOLES



ABOUT US

Watt's Gaming was found in 2002 by Amus Fred in Manhattan NY, 55 Water Street I004I top floor. The company started out as only 50 employees, within the many years it has been opened it has gained numerous employees with many different sets of skills to create remake and create games.

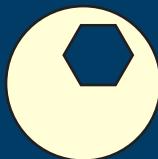


LOGO

Our Logo is only consist of our primary logo and secondary. This logo can be used a marketing, advertisement, and promotional goods and services for any needs.

Making sure that we give out enough liberties on our logo. However you must if you try to color the logo make sure that you choose bright and vibrant colors instead of colors that would betray our brand. Try to go for family friendly if you can.

Logo I

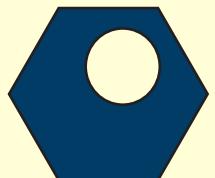


LOGO USEAGE

Our secondary logo which is also acceptable to use within the format of the first logo is.

Logo 2

Watts Gaming



STATIONERY SET

Business Card

Watt's Gaming

- est. 1986 -

WATT'S GAMING

Amus Fred

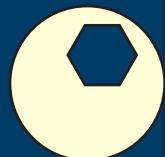
3476258729

WGameing@yahoo.com

WattsGaming.com

55 Water Street

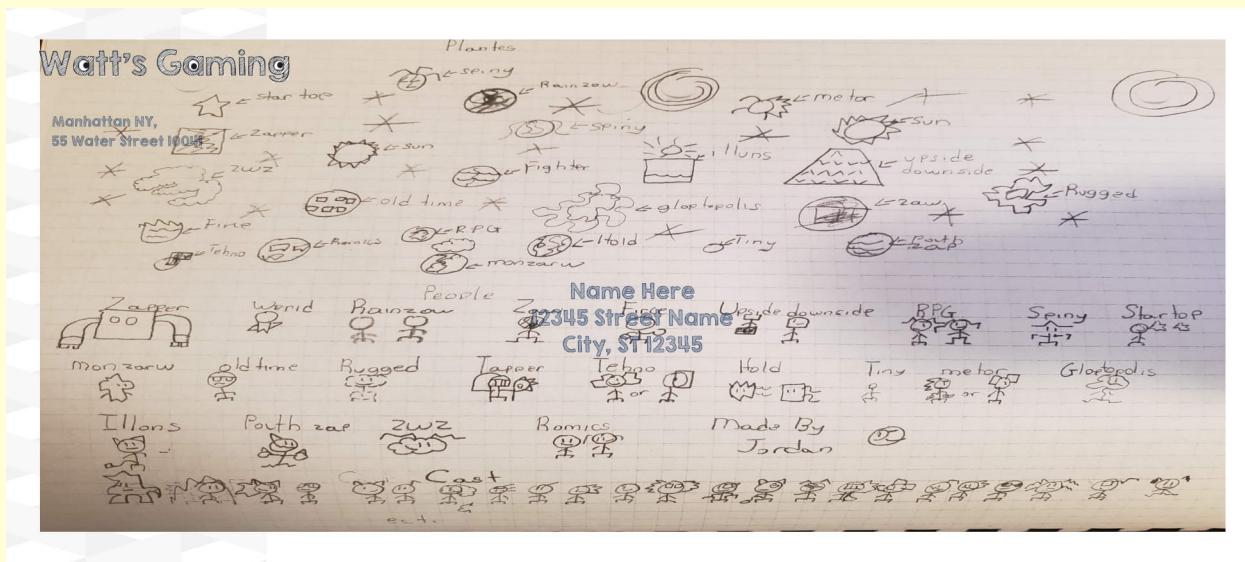
Manhattan, NY 10041



MARKETING COLLATERAL

Here is an example of our marketing tactics at work.

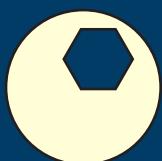
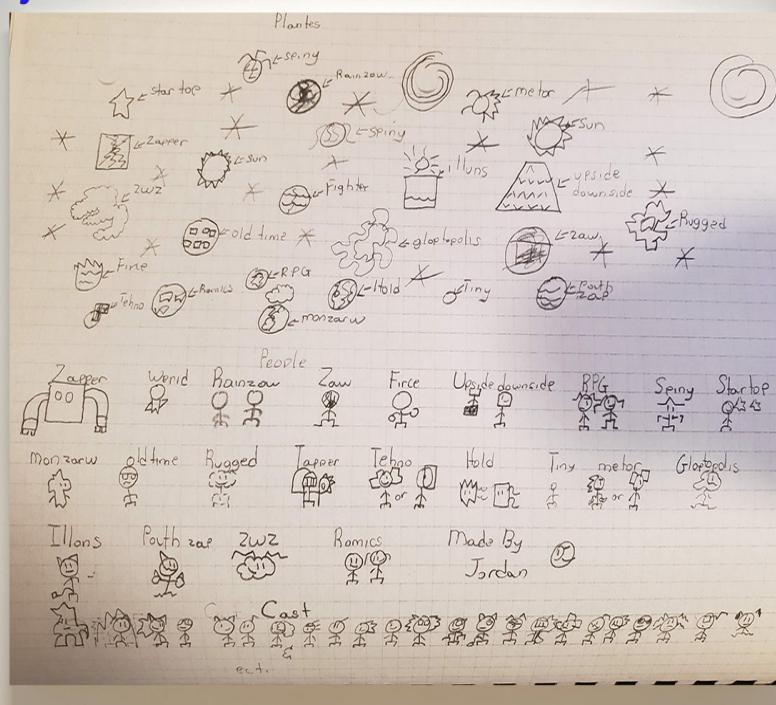
Letter Head

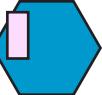


SOME CHARACTERS MADE BY SOME OF OUR ARTIST

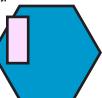
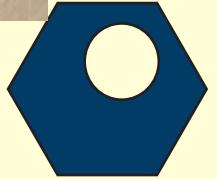
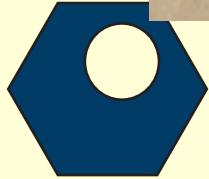
Artwork made by Reggy Sam

Say Hello to our Characters of Watt's





Artwork made by Jeffy Walker

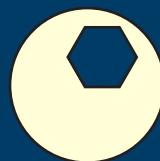


TYPOGRAPHY

Our Font faces that we have used through this Brand Standers guide and what faces we used for our logos is as followed.

Font Used through out the guide:
KG Second Chances Solid

A a B b C c D d E e F f G
g H h I i J j K k L l M m N
n O o P p Q q R r S s T t U
u V v W w X x Y y Z z



Font Used through out the Headings:
Segreteria(note this font is always in
Upper Case)

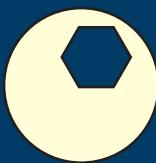
A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z

Font Used for logo 1: KG Second Chances KG Second Chances Sketch

A a B b C c D d E e F f G g H h
I i J j K k L l M m N n O o P p Q
q R r S s T t U u V v W w X x Y
y Z z

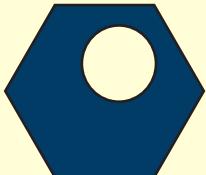
Font Used for logo 2: GrutchShaded

A a B b C c D d E e F f G g H h
I i J j K k L l M m N n O o P p
Q q R r S s T t U u V v W w X
x Y y Z z



Our End, Your Beginning

As you were reading this throughout the Brand Standards Guide I hope that you have a good feel about what our goals are and how far this company has come. I hope you are ready for all the wonderful and innovative games and remakes because here they come.



CREATOR OF THE BRAND STANDARES GUIDE



Multimedia Programmer and Developer
Jordan Alexis

- est. 2014 -

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