

***PLAYWARE***

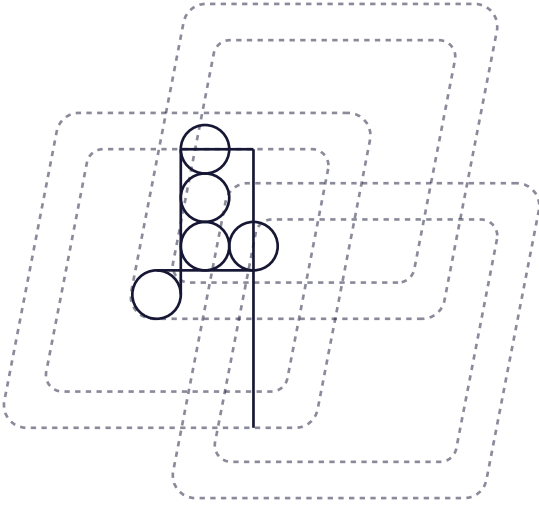
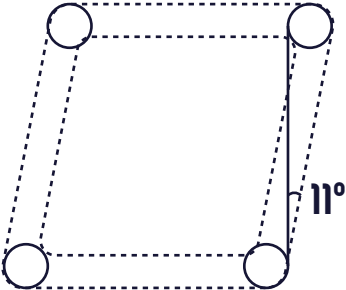
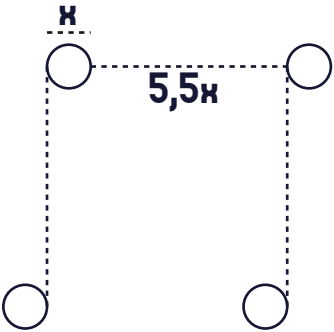
**BRAND  
GUIDELINES**



LOGO



glyph



lettering

PLAYWARE



11°  
**PLAYWARE**  
kerning: 11pt



brand | logo grid

typography

***PLAYWARE***

**RIG SHADED  
BOLD FACE**

(LOGO)  
NO USAGE

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 Ç  
0 1 2 3 4 5 6 7 8 9 -  
Á É Í Ó Ú / [ ] { } À È Ì Ò Ù \_ Â Ê Î Õ Û ()

**Gilbert bold**

(titles)  
only

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 ç  
0 1 2 3 4 5 6 7 8 9 -  
á é í ó ú / [ ] { } à è ì ò ù \_ â ê î ò ù ()

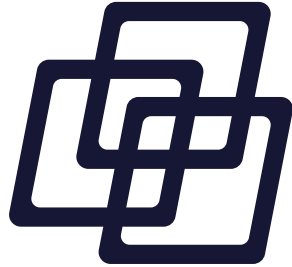
**Poynter  
Old Style Text**

(text)  
general use

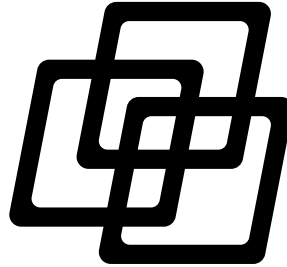
a b c d e f g h i j k l m n o p q r s t u v w x y z ç  
0 1 2 3 4 5 6 7 8 9 -  
á é í ó ú / [ ] { } à è ì ò ù \_ â ê î ô ù ()

brand | institutional

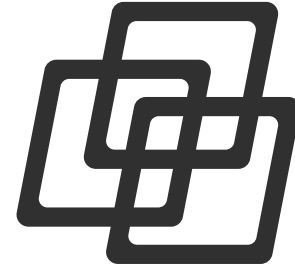
## primary



marine blue  
#161635



black  
#000000

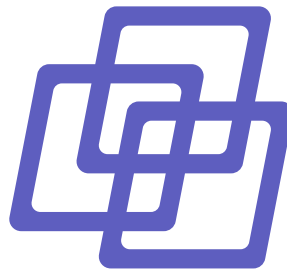


dark gray  
#303030

## secondary

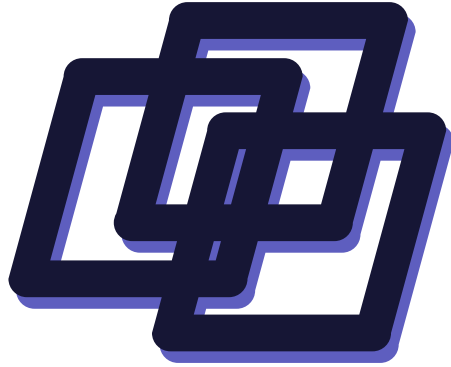


light gray  
#A0A0A0



light purple  
#5E5EBF

## brand | institutional



**PLAYWARE**  
*STUDIOS*

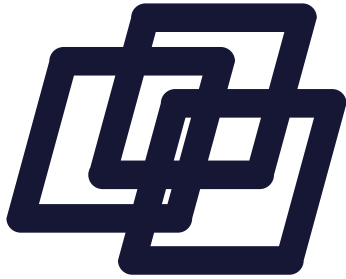
LONG LANG  
REGULAR

(LOGO)  
no usage

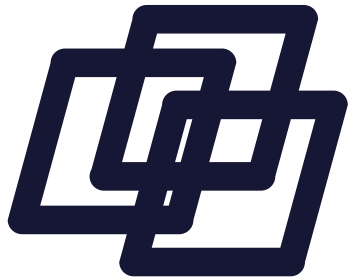
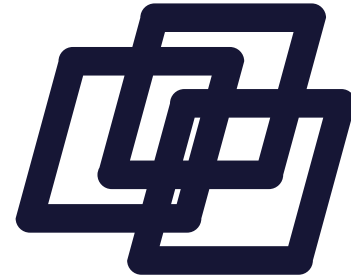
a b c d e f g h i j k l m n o p  
q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9 -  
/ [ ] { } \_ ()



light background

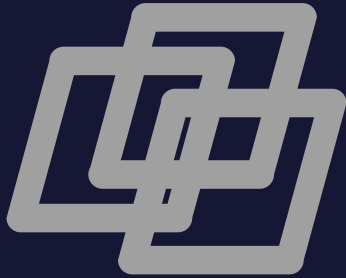


***PLAYWARE***



***PLAYWARE***

dark background

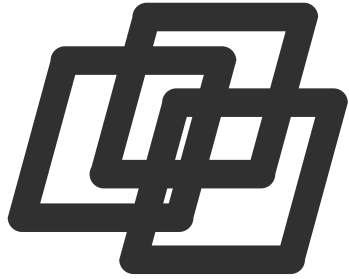


**PLAYWARE**

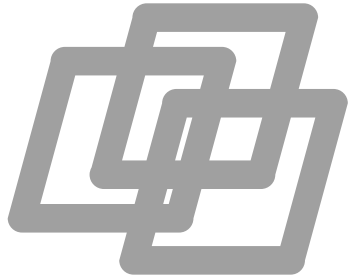


**PLAYWARE**

on white & printing



***PLAYWARE***



***PLAYWARE***

brand | variations

**GRAPHICS**

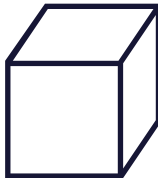
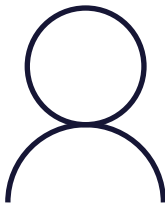


## graphics

### Title Boxes

Text aligns always to top of other visual elements. Title Boxes must wrap all internal content with an internal margin larger vertically than horizontally. Any text block may have this horizontal line below, always distancing from the content.

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Every graphic must be outlined.

don't's

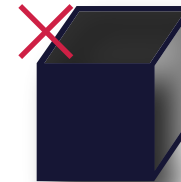
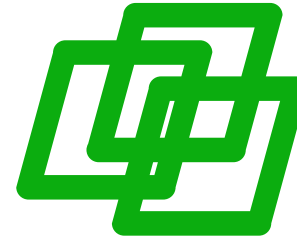
✗  
**Unwrapped  
Titles**

✗  
**Outlined  
text**  
or dashed lines on  
graphic content

✗  
***PLAYWARE***  
use stand-alone lettering

✗ Unaligned text

✗ change colors



filled graphics or  
visual effects