# Branding Guide

# 2017

THE
BLURRY PIXEL

# Table of Contents


Contents . . . . . 3
Signature. . . . . 4
Logo Artwork . . . . . 5
Colour Breakdown . . . . . 5
Logo Colour . . . . . 6
Backgrounds & Contrast. . . . . 7
Symbol Only . . . . . 9
Logo Reduction. . . . . 10
Buffer Zone . . . . . 11
Graphical Treatment. . . . . 12
Typeface. . . . . 13
Social Media . . . . . 14
Applications. . . . . 18

# Signature

The Blurry Pixel is local buisness located in downtown Ottawa. Our downtown location is in an area that is alive at night which is convinient for our clients who are looking for a place to grab a drink and night and have a good time.

The Blurry Pixel  logo was designed to to look more modern and clean. It was also designed to be easily reconizable as a place that offeres the experience of playing video games to even those that don't know a lot about video games. The design will appeal to the a younger demographic showing clean look and professionalism.

To make this design reflect the gaming atmosphere a gmaing controler was used because it is one of the most iconic gaming representations. To tie in the logo to the name of the company pixels were used in the pictorial. The pixels are being used in the pictorial because it represnets the creation of video games. When video games were first being created they were created with pixels and nothing more. The colour of the logo and the use of the pixels are meant to highlight the history of pixels and games themselves.

# Logo Artwork

The Blurry Pixel's logo should only ever be reproduced as its original designed form. There should be nothing added or changed to the logo that would effect its appearance.

The logo art is available as Adobe Illustrator EPS files with all fonts converted to outlines as well as JPG and PNG. The quality of the logo should be used at its highest quality dependent on the graphic formats and the characteristics of the project being used with.

**EPS (Adobe Illustrator)**
vector artwork, highest quality (graphic panels, signs, print collateral, embroidery, silkscreen etc.)

**JPG, PNG**
raster artwork, medium to poor quality (web pages, multi-media, PowerPoint pre-sentations, video etc.)

# Colour Breakdown

| | |
|---|---|
| PMS 802 C | PMS Process Black C |
| CMYK<br>67, 0, 100, 0 | CMYK<br>70, 67, 64, 74 |
| RGB<br>60, 213, 46 | RGB<br>35, 31, 32 |
| Hex<br>#3CD52E | Hex<br>#231F20 |

# Logo Colour

The Blurry Pixel's colours are a big part of their visual identification. The vibrant green and black was chosen to represent monochromatic computers and will be recognized as such in the future.

The colours should be used properly only appearing as the pantone colour provided in the colour breakdown section.

Acceptable

Unacceptable

## Colour Logo

When using the original logo the pictorial must always be represented with its vibrant green colour along with its black wordmark. The colours are not allowed to be altered and be displayed in any other green.

## Black Logo

The black and white logo can only appear when using light coloured backgrounds, such as white or a light grey. The logo can not be used in lighter forms of black like light grey. If the logo must be lighter the reversed logo must be used.

## White Logo

The black and white logo can only appear when using dark shades backgrounds, such as black or a dark grey. If the logo must be inclosed by a box to make the white more visible it must be inclosed by a black box and no other colour.

# Backgrounds & Contrast

That Blurry Pixel's logo should avoid being placed on multi-coloured backgrounds or backgrounds that are to busy so that it always remains visible.

If the background is too light or too dark in comparison to its corresponding reversed colour logo it will compresmise the design of the logo.

Acceptable

Unacceptable

## Colour Logo

When placing the logo on any iamge to advertise the company the green logo is recomended unless the background does not allow a bright green logo to sit well on it. If that is the case refer to black logo and white logo usage.

## Black Logo

When placing the logo on light photography use the solid black logo. The logo should be placed on a clear light background and not a busy or textured background that makes it hard to see.

## White Logo

When placing the logo on dark photography use the solid white logo. The logo should be placed on a clear dark background and not a busy or textured background that makes it hard to see. If the white logo must be used on a light background it can be placed within a black square.

# Alternate Logo Design

The horizontal logo is only provided if the original logo cannot be used in any way on its intended layout. The primary must be used whenever possible the horizontal logo is only a solution to help avoid complications or issues.
The horizontal logo must have the same buffer zone as the vertical and may not be changed in any way. All color rules still apply to the horizontal logo.

THE
BLURRY PIXEL

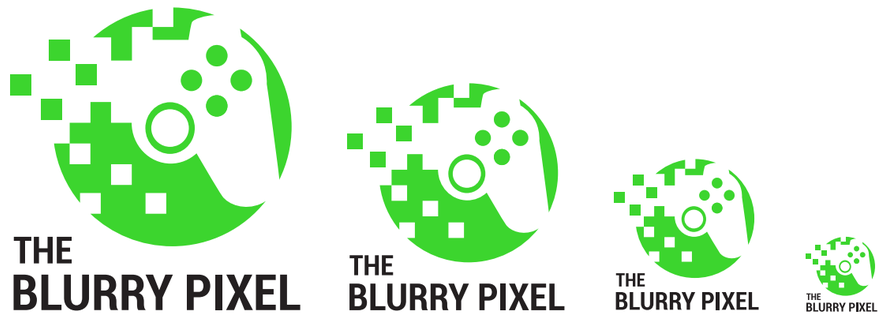


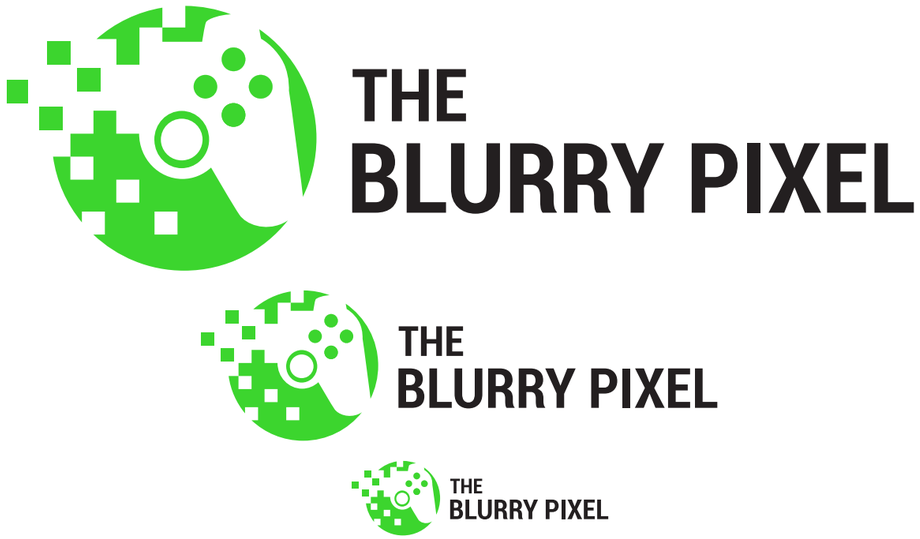
# Symbol Only

When the logo is used without any wordmarks it must be presented in all orange, reverse or black and white. The logo must always be placed on a background where it is fully visible.
The coloured logo may never be used in another colour. The reverse symbol must always be used on a dark background as the black and white symbol must always be placed on a light coloured background.

# Logo Reduction

The Blurry Pixel's logo was designed in consideration of logo reductions. Because the original logo has pixels in it the logo must remain at a size where the pixels arn't so small that they get lost.
The logo is ideal at a 1"x1" size but can be reduced to a minimum size of .5"x.5" and the use of the horizontal logo can only be minimum height of .5". The minimul sizes are restricted for email signatures.

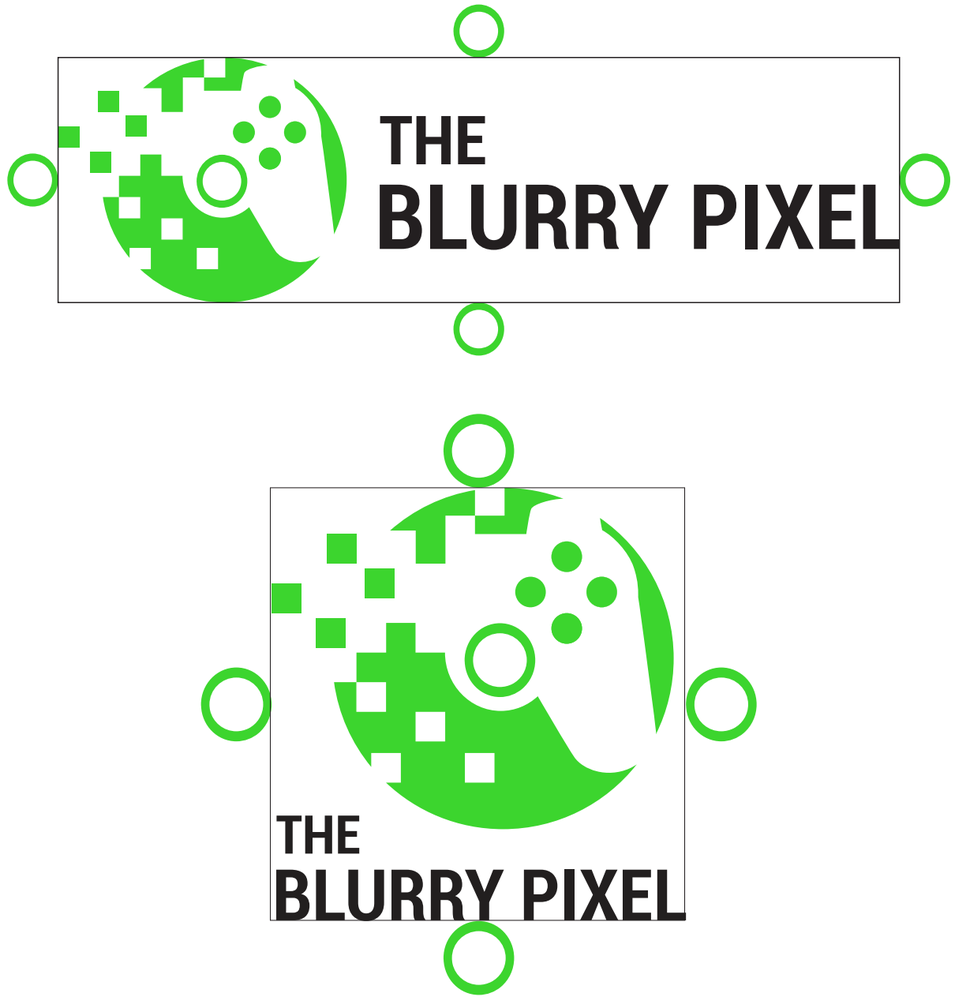





# Buffer Zone

The Blurry Pixel's logo was designed in consideration of logo reductions. Because the original logo has pixels in it the logo must remain at a size where the pixels arn't so small that they get lost.
The logo can only be used at minimum size of 1"x1" and the use of the horizontal logo can only be minimum size of 1.5".



# Graphical Treatment

The symbol must always be in the green it was originally designed with (Ssee logo colours.) The symbol can be tinted from the original colour but not too light so that the logo can no longer be visible.

Acceptable

Unacceptable

## Colour Logo

When using the original logo with a tint the tint is prefered at 75% opacity to get a lighter green. The tint is not allowed to exceed 50% opacity because it creates a logo that is too light and is losing the colour that represents the company.

## Reverse Logo

When using the reverse logo it is prefered to use the logo with in a black box to high light the logo. The only colour that is allowed to be used to outline the logo is the company green. Other colours are not permitted to be behind the logo.

# Typeface

**Logo/Headings**
The Blurry Pixel is written in *Roboto Condenced*. This font was chosen because it is a sans serif that can be easily reproduced. It can also be resized and remain readable. No other fonts should be substituted for the wordmark in the logo.

**Print/Body copy**
*Baskerville* is a serif font that is easily legible and complements *Roboto Condenced*. It should be used for body text but it is acceptable to use as an occasional subheading if desired.

**Web**
For a web *Roboto* is the only font that can be substituted for the copy because it is similar to the logo font and is ledgible at small sizes.

Roboto Condenced

Aa

ABCDEFGHIJKLM-
NOPQRSTUVWXYZ
abcdefghijklmnopqrstu-
vwxyz
1234567890

Baskerville

Aa

ABCDEFGHIJKLM-
NOPQRSTUVWXYZ
abcdefghijklmnopqrstu-
vwxyz
1234567890

Roboto

Aa

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklm-
nopqrstuvwxyz
1234567890

# Social Media

The social media icons can only be shown in the green and black colours provided in the logo colors. The web icon should always be green with the reverse logo inside. There must never be another colour used. This allows the logo to always be visible and be able to recognizable.

# Stationary

**Letter Head**
Size: 8.5” x 11”
Stock: Writing, pure white

That Hunting and Fishing Store’s wordmark and logo and address sits 0.2097” from the top and from the left. The logo being 1”.
The address and type are in 12pt at the bottom of the letter in *Roboto Condenced*.

**Business Card**
Size: 2” x 3.5”
Stock: 100lb card stock, white
Front: The reverse logo is placed on the front using the buffer guidelines.
Back: The address of the buisness is placed 0.7403” from the left of the card along with the logo.

Pixels can be cut out of the card as long as it does not take away from the image on the front or content on the back.

**Envelope**
Size: #10 – 9.5” x 4.125”
Stock:  32lb card stock

The content on the envelope must always follow the Canada Posts guidelines and quiet zones.
The logo with wordmark must be place in the top left corner with pixels on the bottom right corner.

# Applications

When using The Blurry Pixel's logo on any products to promote the company all of the branding guidelines have to consistently be followed to ensure the logo will properly be displayed on all mediums. The logo must never be distorted, must always follow color guidelines, buffer zone and logo reduction rules. When placing the logo it must always be visible and placed on media that will properly represent the company.

THE
BLURRY PIXEL

E-sports Bar and Gaming Lounge
theblurrypixel.com
201 Queen St, Ottawa, ON K1P 5C9

For further brand guide and design information:
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**DOCKET #** 3

**P.O. #**

**DATE OPENED** March 16th, 2017

**DATE DUE** March 30th, 2017

**CLIENT** The Blurry Pixel

**DESCRIPTION** Logo Redesign Branding Guide

**CONTACT** Jaimie Porter

**PHONE**

**FAX**

**EMAIL**

| CONSULTATION | | CONCEPTS | Hours |
|---|---|---|---|
| | | Layout Sketches | 1 |
| | | | |
| | | | |
| | | | |
| TOTAL | | | |
| | | | 1 |

TOTAL

| IN HOUSE OUTPUTS | |
|---|---|
| | |
| | |
| | |
| | |
| TOTAL | |

| A/As | |
|---|---|
| | |
| | |
| TOTAL | |

| FINAL ART | Hours |
|---|---|
| Week 1, 7 pages | 3 |
| Week 2, 8 sections | 4 |
| Week 3, 5 sections | 4 |
| | |
| | |
| | |
| | |
| | |
| TOTAL | 11 |

| SCANNING | |
|---|---|
| | |
| | |
| | |
| | |
| TOTAL | |

| ILLUST/PHOTO | |
|---|---|
| | |
| | |
| | |
| | |
| TOTAL | |

| PRINTING/CARTRIGE/COURIERS/SUPPLIES/ /ETC... | |
|---|---|
| | |
| | |
| | |
| | |
| TOTAL | |

| INVOICE # | INVOICE DATE | QUOTE |
|---|---|---|
| | | |

$ SUB TOTAL

GST PST

$ TOTAL