



BRAND GUIDELINES

November 19, 2023

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Colours

Colour Palette

Primary

The Game of Lifestyle colour palette was chosen to be reminiscent of popular colours used in and around the 1950s. The two primary colours -red and green - are used identify the two different games. They also reflect the typical colour attributes and psychology associated with these colours. Red connotes heat, passion, and excitement , while green can mean leisure, harmony, relaxation.

Note:

Use Pantone values for offset printing or for a vendor to reference for optimal color output. Use RGB values for digital outputs. Use HEX values for web outputs. Use CMYK values for printed outputs.



Ice Breaker Green

HEX #498379
CMYK C44 / M0 / Y8 / K49
PMS TBD
RGB R73 / G131 / B121



Hot 'n Heavy Red

HEX #B9340B
CMYK C0 / M72 / Y94 / K27
PMS TBD
RGB R185 / G52 / B11



Background Cream

HEX #F7F3E2
CMYK C0 / M2 / Y9 / K3
PMS TBD
RGB R247 / G243 / B226

Colour Palette

Secondary

Colours used for Wet 'n Wild logo and background of cards.



Wet 'n Wild Dark Blue

HEX #034078
CMYK C98 / M47 / Y0 / K53
PMS TBD
RGB R3 / G64 / B120



Wet 'n Wild Light Blue

HEX #05A2D6
CMYK C98 / M24 / Y0 / K16
PMS TBD
RGB R5 / G162 / B214

Colour Palette

Secondary

Colours used for Threesome MFM and Threesome FMF logo and background of cards.



Threesome Orange

HEX #DE6F20
CMYK C0 / M50 / Y86 / K13
PMS TBD
RGB R222 / G111 / B32



Threesome Green

HEX #7C812B
CMYK C4 / M0 / Y67 / K49
PMS TBD
RGB R124 / G129 / B43

Colour Palette

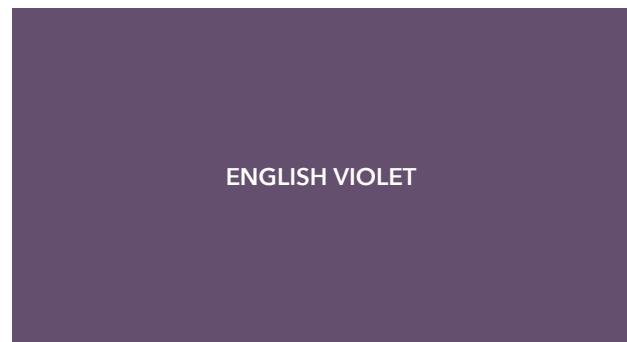
Secondary

Colours used to differentiate Extra Hot Vol 1 and 2 and the 'Golden Ticket'.



Extra Hot, Vol 1

HEX #274070
CMYK C65 / M43 / Y0 / K56
PMS TBD
RGB R39 / G64 / B112



Extra Hot, Vol 2

HEX #654f6f
CMYK C9 / M29 / Y0 / K56
PMS TBD
RGB R101 / G79 / B111



Golden Ticket

HEX #F4C431
CMYK C0 / M20 / Y80 / K4
PMS TBD
RGB R244 / G196 / B49

Colour Palette

Website Colours

Cosmic Latte and Ivory are the alternating cream colours used on the website.

Davy's Grey is the colour used for all type.



Primary Background

HEX #F7F3E2
CMYK C0 / M2 / Y9 / K3
PMS TBD
RGB R247 / G243 / B226

Secondary Background

HEX #FCF9E8
CMYK C0 / M1 / Y8 / K1
PMS TBD
RGB R252 / G259 / B232

Typeface

HEX #555555
CMYK C0 / M0 / Y0 / K67
PMS TBD
RGB R85 / G85 / B85

Colour Palette

Primary

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Colour Palette

Secondary

The Game of Lifestyle colour palette was chosen to be reminiscent of popular colours used in and around the 1950s. The two primary colours -red and green - are used identify the two different games. They also reflect the typical colour attributes and psychology associated with these colours. Red connotes heat, passion, and excitement , while green can mean leisure, harmony, relaxation.

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Logos

Corporate Logo

This is the primary logo used on the website. No product is identified.



Ice Breaker

Logo

Logo for Ice Breaker Edition



Hot 'n Heavy

Logo

Logo for Hot 'n Heavy Edition



Extra Hot

Expansion Pack Logos

Logos for Extra Hot Vol 1 and Extra Hot Vol 2 - the Hot 'n Heavy expansion packs.



Wet 'n Wild

Logo

Logo for Wet 'n Wild Edition



Threesome

Logos

Logos for Threesome Edition

MFM



TGOL

MFM



03

Typography

Typography

Logo

Primary

Aa

**FUTURA STD
BOLD CONDENSED**
ABCDEFGHIJKLM
abcdefghijklmopqrstuvwxyz
0123456789

Kern 30

Secondary

Aa

*FUTURA STD
MEDIUM CONDENSED OBLIQUE*
ABCDEFGHIJKLM
abcdefghijklmopqrstuvwxyz
0123456789

Kern 15

Secondary

Aa

Mission Script
Regular
abcdefghijklmopqrstuvwxyz
0123456789

Typography

Logo



Typography

Cards

The front of the playing cards are set in Futura Std Medium, in 15 pt type.

The headline on the Instructions card, is set in Futura Std Bold Condensed, 11pt and appears in all caps.

The body copy on the instructions card is Futura Std Book, in 9pt.

Primary

Aa

FUTURA STD
MEDIUM
ABCDEFGHIJKLM
abcdefghijklmopqrz
0123456789

Secondary

Aa

**FUTURA STD
BOLD CONDENSED**
ABCDEFGHIJKLM
abcdefghijklmopqrstuvwxyz
0123456789

Secondary

Aa

FUTURA STD
BOOK
ABCDEFGHIJKLM
abcdefghijklmopqrstuvwxyz
0123456789

Typography

Boxes

The subheads on the front and back of the box, as well as the url, are set in Futura Std Medium Condensed, in 10.5 pt type, with a .25 stroke (to thicken it).

The body copy on the back of the box is set in Futura Std Medium, in 7 pt type.

Primary

Aa

FUTURA STD

MEDIUM CONDENSED

ABCDEFGHIJKLM abcdefghijklmopqrz
0123456789

Kern 10

Secondary

Aa

FUTURA STD

MEDIUM

ABCDEFGHIJKLM
abcdefghijklmnopqrstuvwxyz
0123456789

Typography

Website

The subheads on the front and back of the box, as well as the url, are set in Futura Std Medium Condensed, in 10.5 pt type.

The body copy on the back of the box is set in Futura Std Medium, in 7 pt type.

Primary

Aa

**AVENIR
MEDIUM CONDENSED**
ABCDEFGHIJKLM
abcdefghijklmopqrz
0123456789

Secondary

Aa

**AVENIR
REGULAR**
ABCDEFGHIJKLM
abcdefghijklmopqrstuvwxyz
0123456789

Typography Applied

Website

The subheads on the front and back of the box, as well as the url, are set in Futura Std Medium Condensed, in 10.5 pt type.

The body copy on the back of the box is set in Futura Std Medium, in 7 pt type.

**Lorem ipsum dolor sit amet,
consectetur adipiscing elit. Nullam
venenatis sodales lacinia. Sed eget
est tellus.**

**Lorem ipsum dolor sit amet, consectetur
adipiscing elit. Nullam venenatis sodales.**

12 Pt
Lorem ipsum dolor sit amet, consectetur adipiscing elit.
Nullam venenatis sodales lacinia. Sed eget est tellus. Fusce
vestibulum libero id maximus mattis. Donec in arcu at quam
pellentesque rhoncus nec in tortor. Proin pretium eros vel
urna dapibus aliquet. Vivamus pulvinar vel leo et accumsan.
Quisque sed elementum augue, sit amet porta ligula.

Artwork

Artwork

Illustrations

The artwork for both games was designed to emulate the style of renowned 1940s/50s American pin-up artist Gil Elvgren. His illustrations are playful, flirtatious, and imbued with charm and humor—sexy without being vulgar. The brand design aimed to juxtapose the risqué, provocative theme of the card games with the nostalgic, glamorous appeal of classic pin-up art. The goal was to create a design that felt alluring yet tasteful—suggestive but never explicit—ensuring the brand maintained a fun and inviting aesthetic rather than anything overly graphic or lewd. That part would be left to the gameplay itself.



Ice Breaker
Edition



Hot 'n Heavy
Edition

Artwork

Illustrations

Extra Hot
Expansion Packs



Wet 'n Wild
Edition



The Logo

About Warner & Spencer

The Warner & Spencer logo communicates the brand's nature of business while also symbolizing the brand's story around connectivity.

The rules about how to use the logo are meant to make sure that it is used the same way every time. This can help the logo gain value and recognition over time.

Primary Logo

The logo is available in all basic formats for print and digital use. The primary full color logo should be used whenever possible

WARNER & SPENCER



**WARNER &
SPENCER**



**WARNER &
SPENCER**



**WARNER &
SPENCER**



**WARNER &
SPENCER**

Incorrect logo

About Warner & Spencer

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WARNER & SPENCER



**WARNER &
SPENCER**



**WARNER &
SPENCER**



**WARNER &
SPENCER**



**WARNER &
SPENCER**

Save Area

About Warner & Spencer

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SIZING

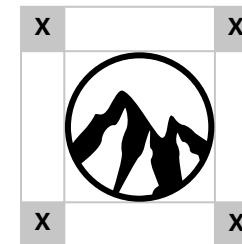
The minimum logo size provides the smallest possible reduction in which the logo is still easy to read. In exceptional circumstances, smaller sizes for print may be necessary. In such cases, legibility should always be your top priority

WARNER & SPENCER



CLEAR SPACE

The minimum clear space is defined as x , measured by the sixth of the height of the jar. The minimum clear space of $2x$ around the jar and $4x$ above and below the letters should $2x$ always be applied. Try to maximize clear space whenever possible. Always scale the logo proportionally



Media Applied

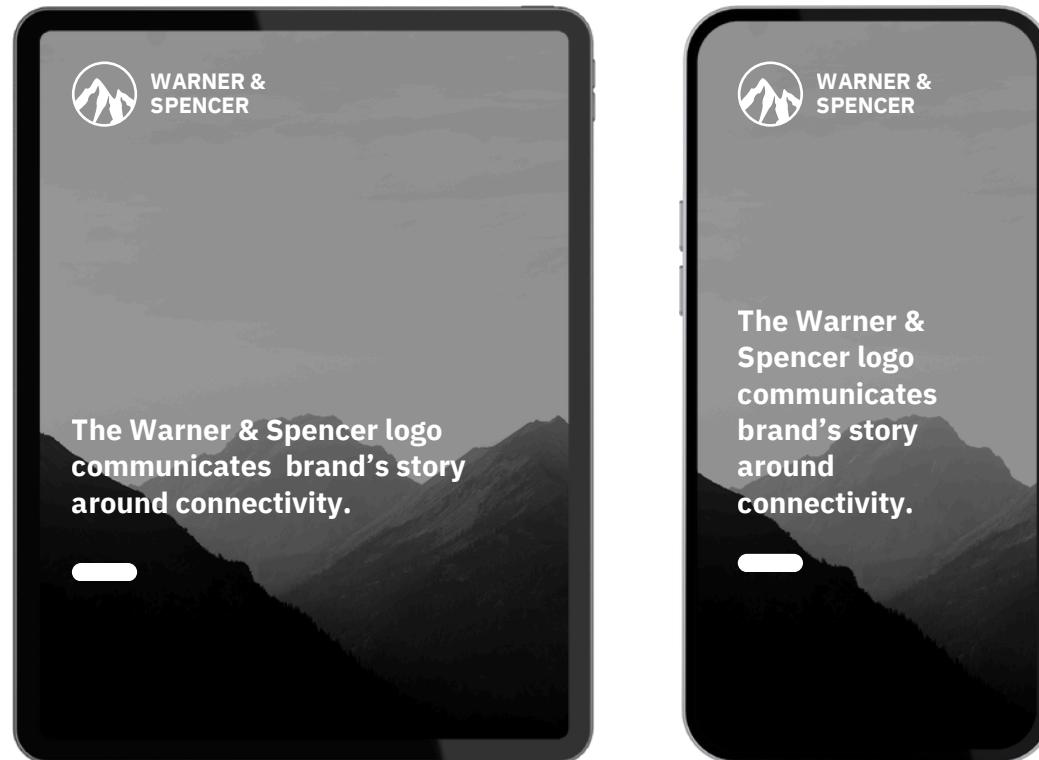
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Social Media Applied

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Graphic Elements

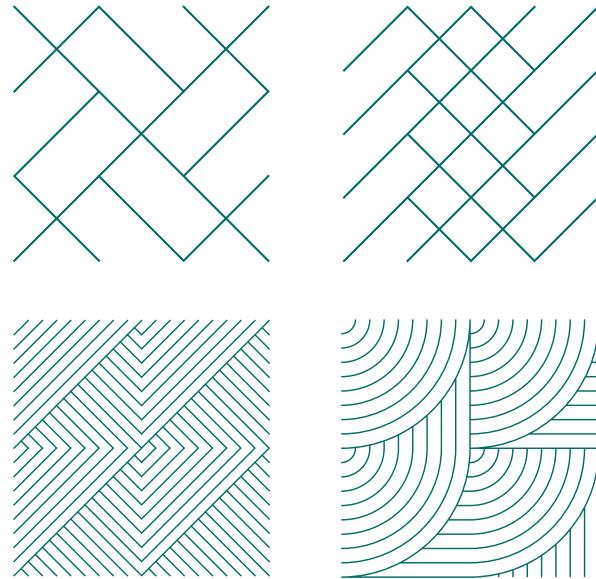
Primary Icon

The Icon is available in all basic formats for print and digital use. The primary full color logo should be used whenever possible



Company Icon

These are our line-drawing icons. They are familiar, uncomplicated, and friendly, just like we are. Preferably, you must always reproduce the blue on a white background.



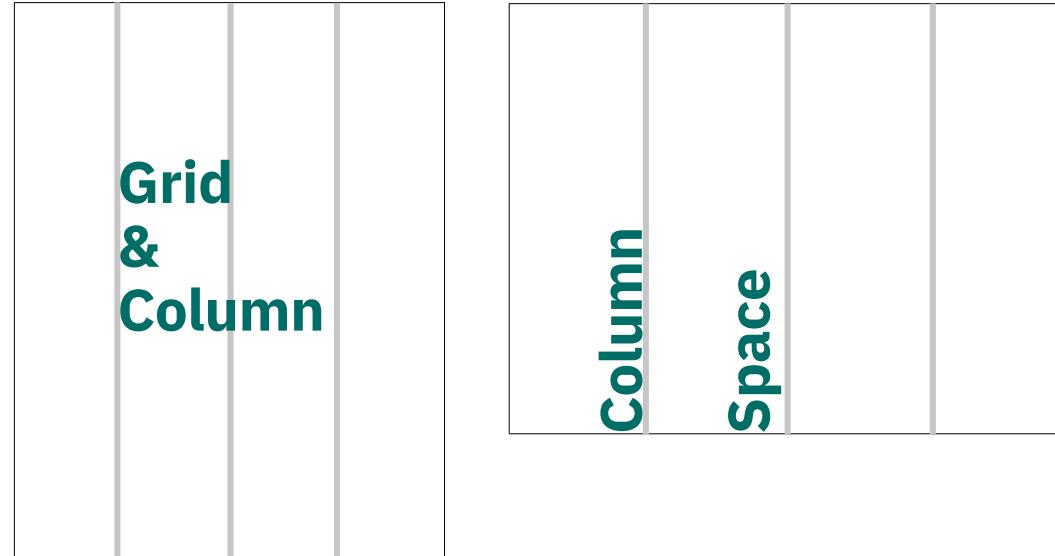
Primary Pattern

These are our line-drawing icons. They are familiar, uncomplicated, and friendly, just like we are. Preferably, you must always reproduce the blue on a white background.

Grid & Column

Primary Grid

The Grid is available in all basic formats for print and digital use. The primary full color logo should be used whenever possible



Primary Column

The column is available in all basic formats for print and digital use. The primary full color logo should be used whenever possible

Company Icon

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Primary Pattern

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**WARNER &
SPENCER**

BRAND STYLE GUIDE

123-456-7890

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WWW.REALLYGREATSITE.COM