

PTBO Game Jam

Brand Guidelines

We are quite fond of our brand, and care a significant amount about how it is used out there in the big scary world. Below are some guidelines to follow so that you don't offend anyone and support this wonderful thing that we have created.

Things To Keep In Mind

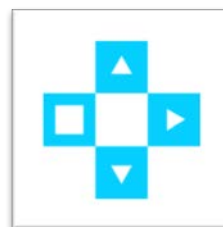
1. When making a reference to the **PTBO Game Jam**, your reference must be truthful, and not suggestive of anything other than the truth, and you cannot imply that you are affiliated with, sponsored by, or endorsed by the **PTBO Game Jam**.
2. “**PTBO Game Jam**” is our proper name when written in text and should be capitalized as such.
3. When making a textual reference to the **PTBO Game Jam**, please do not link to anything except <http://ptbogamejam.com>.
4. When using our logos and/or icons, you can't just do whatever ridiculous thing you want with them. Please observe the guidelines below.

Downloads

These are our official logos and icons. Please read the next section for usage guidelines.



PTBO Game Jam Logos
(ZIP / 5.7 MB)



PTBO Game Jam Icons
(ZIP / 5 KB)

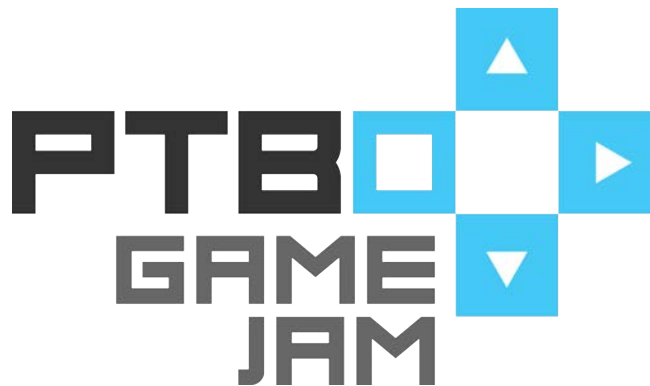


Logos and Icons Usage

The examples below might show the primary **PTBO Game Jam** logo and icon but the rules apply to all logos and icons.

Correct Logo Colors

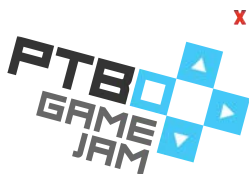
This is how things are meant to be in the most pristine conditions.



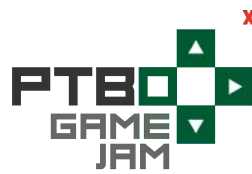
Name	Game Jam Blue	Name	Game Jam Grey	Name	Game Jam Black
RGB	0, 204, 255	RGB	102, 102, 102	RGB	51, 51, 51
Hex	#00CCFF	Hex	#666666	Hex	#333333
Pantone	Solid Uncoated 2199 U	Pantone	Solid Coated 424 C	Pantone	Solid Coated Neutral Black C

Incorrect Usage

Please use the logos as provided and don't mess with them.



Do not rotate the logo. This isn't the 90s.



Do not alter the coloring used in the logo. We provide event specific coloring options.



Do not stretch, skew, or alter the readability of the logo. Come on, this is just terrible.



Do not apply a stroke to make the logo work with a particular background.