



English game week

Serious game

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# Introduction

## Project context

During our **English Game Week** at **My Digital School**, students have been challenged by working (exclusively in English) on a project which allowed us to **combine our digital skills with an English practice**. The main goal of the week is to make a **serious game** which is educational and interactive, using the expertise of the fields in Angers.

Our team is composed of four members, who have different specialties.

We decided to create a project which will respond to this problematic :

**How can we transform fundamental branding concepts into an interactive, playful, and accessible learning experience through a serious game?**

We decided to create a **custom version of the game “Guess Who?”**, called **“What’s Yours?”**, focused on **brand creation and brand knowledge**. The goal is to **allow players to learn the key elements of a brand’s identity**, such as slogans, logos, typography, colors, and overall visual identity, in a **fun and engaging way**.

This project not only allows us to **develop a game** with both physical and digital components, but also to **collaborate across disciplines**, applying our respective skills to a common goal while practicing English.

## Educational and gaming objectives

The **“What’s Yours?”** project was designed with two main types of objectives: **educational** and **gaming**.

### Educational Objectives

- **Learning about brand creation:** Players discover the essential elements of a brand identity, such as **logos, typography, slogans, colors**, and the **overall visual identity**.
- **Development of transversal skills:** Students improve their **teamwork, organization**, and **project management** by collaborating on the design and development of the game.
- **English practice:** All instructions, interactions, and content are in English, allowing participants to **strengthen their language skills** in a context.
- **Digital literacy:** The integration of a **web add-on** offers an opportunity to become familiar with **web development, score management**, and the **interaction between physical and digital components**.

### Gaming Objectives

- **Engaging experience:** The game is designed to be **intuitive, interactive, and competitive**, combining strategy and learning.
- **Player interaction:** Yes/no questions and mini-games allow for **active and dynamic communication** between participants.
- **Motivation through competition:** Winning rounds and the scoreboard encourage **player engagement** and stimulate the desire to learn while having fun.
- **Learning through play:** The playful aspect allows participants to acquire knowledge about brands in a **practical and memorable way**, rather than purely theoretical.

## Team presentation and roles

Our project was carried out by a team of four students, each bringing specific skills to cover all the aspects necessary for the design and development of the game.

### Team Composition

- **Steven Plumas - Digital Marketing**
- **Axelle Touron - Digital Creation**
- **Damien Paszkiewicz - Developer**
- **Lenny Chauvat - Cybersecurity**

### Organization and Collaboration

The team worked in a **collaborative and complementary** manner, with each member contributing their specific expertise while participating in **overall project decisions**. The division of roles allowed the team to **meet deadlines**, optimize the quality of the project, and ensure that the final product was **both functional and educational**.

# Project Description

## Game concept

The project “**What’s Yours?**” is a **custom version of the classic board game “Guess Who?”**, designed as a **serious game** to teach players about **brand creation and marketing fundamentals** in an engaging and interactive way.

In this game, **players must guess the element chosen by their opponent**—such as a logo, slogan, color, typography, or other brand-related item—by asking **yes/no questions**. The game is organized into **three winning rounds**, each corresponding to a specific theme, and features **mini-games** that provide extra opportunities for questions and strategy.

The main educational goal is to **familiarize players with key aspects of brand identity**:

- **Logos** – visual symbols representing a brand
- **Slogans** – short phrases that communicate the brand message
- **Typography** – fonts and styles conveying brand personality
- **Colors** – brand-specific color palettes and their meaning
- **Overall Brand Identity** – the combination of visual and verbal elements that define a brand

The game is designed to be **educational and fun**, combining **strategy, observation, and brand knowledge**. Additionally, a **digital add-on** complements the board, allowing players to **track scores, interact with mini-games, and access game rules online**.

By merging **physical gameplay with digital tools**, “What’s Yours?” offers a **modern and interactive approach** to learning about branding, appealing to students, educators, and anyone interested in marketing concepts.

## Target audience

The target audience for “**What’s Yours?**” includes:

- **Students and learners** in marketing, digital creation, or business-related fields who want to **understand the basics of brand creation** in an interactive way.
- **Teachers and trainers** looking for a **fun and engaging tool** to teach brand identity concepts during workshops, courses, or seminars.
- **Casual players** who enjoy **strategic and educational board games**, allowing them to learn while having fun.

The game is designed to be **accessible to beginners**, with clear rules and a combination of physical and digital elements that make understanding easier. At the same time, it is **challenging enough** to keep more advanced players engaged through **strategic questions and mini-games**.

# Game Mechanics

## Game rules and gameplay

“What’s Yours?” is a game where the goal is to **guess the element chosen by your opponent** before they guess yours, by asking **yes/no questions** about the elements on the game sheets.

### Setup

- Each player receives **5 sheets**, corresponding to the 5 themes: **Icons, Typography, Brand Identity, Colors, and Slogans**.
- **Mini-game cards** are placed on the table, organized by color or theme.
- Each player has a board which contains **flippable doors** with the elements to be guessed. At the beginning of the game, the doors are **open** and are closed gradually as possibilities are eliminated.

### Gameplay

1. Players must **read the educational content** on each sheet to familiarize themselves with the brand elements.
2. Scan the **QR Code** to set up the game on the website before starting.
3. Choose a sheet for the round (both players must use the same one).
4. Select a **theme** to play.
5. The youngest player starts.
6. On each turn, a player asks a **yes/no question** to eliminate options:
  - **Yes** → close the doors that do not match
  - **No** → close the doors that match
7. Players take turns asking questions until a card is guessed.

### Mini-Games

- Each player can use **1 mini-game card per round**.
- Winning a mini-game gives **an extra question**.

### End of Round and Victory

- A player can **guess the opponent’s card directly** instead of asking a question:
  - Correct → immediately win the round
  - Incorrect → immediately lose the round
- The first player to **win 3 rounds** becomes the “What’s Yours?” **Champion**.

# Themes and sheet contents

The game “**What’s Yours?**” is organized around **5 main themes**, each corresponding to a specific sheet. Each theme allows players to learn different aspects of brand creation.

## 1. Icons

- Contains various symbols and images representing brands.
- Objective: learn to identify brands through their icons and understand the importance of visual elements in brand identity.

## 2. Typography

- Includes fonts and styles used by brands.
- Objective: discover how typography influences the perception of a brand and its overall image.

## 3. Brand Identity

- Groups the elements that define a brand’s personality and DNA (logos, slogans, colors, key messages).
- Objective: understand how all visual and verbal elements work together to create a coherent identity.

## 4. Colors

- Contains color palettes associated with brands and their meanings.
- Objective: learn to recognize brands by their colors and understand the psychological impact of color choices.

## 5. Slogans

- Includes phrases and taglines characteristic of brands.
- Objective: identify brands through their slogans and understand how written messages reinforce a brand’s identity and values.

Each sheet is designed to be **interactive**, with **flippable doors** that allow players to **eliminate options and strategically guess the chosen element**.



# Board and Materials

## List of materials

To play the game, the following elements are required:

1. **Game Board**
  - Main support where the sheets and cards are placed.
  - Organizes the different themes and centralizes the gameplay.
2. **Game Sheets**
  - 5 sheets per player, corresponding to the themes: **Icons, Typography, Brand Identity, Colors, and Slogans**.
  - Each sheet contains **flippable doors** with the elements to be guessed.
3. **Mini-Games**
  - Sorted by color or theme.
  - Used to gain strategic advantages or trigger an extra question during the round.
4. **QR Codes**
  - Present on each sheet to **access the web add-on**.
  - Allow players to set up the game online and follow the rules and scoreboard.

## Description of the board and its organization

The game board is designed to be **clear, functional, and intuitive**, making it easy to set up the game and consult the elements of each theme.

### General Organization

- The board is divided into **sections corresponding to the 5 themes**: Icons, Typography, Brand Identity, Colors, and Slogans.
- Each player has their own **personal area**, where their game sheets and mini-game cards are placed.
- The **mini-game and special cards** are placed at the center of the board, easily accessible to both players.

### Game Sheets

- Each sheet contains **flippable doors** for each element.
- At the beginning of the game, the doors are **open**, allowing the player to see all elements.
- The doors are **closed progressively** as the player eliminates options through yes/no questions.

## Physical and Digital Interaction

- The board is **enhanced by the web add-on**, accessible through the **QR Codes** printed on each sheet.
- The website allows players to:
  - Consult the game rules
  - Track scores through the interactive scoreboard
  - Activate the **buzz button** during mini-games
- This combination effectively **links the physical and digital components**, making the experience more interactive and dynamic.

## Organization Goals

- Facilitate **quick reading of the elements** by the players.
- Ensure **clear management of mini-games and special cards**.
- Maintain a **smooth progression** throughout the rounds and encourage player engagement.

## Diagram or illustration of the board

# Digital Add-on

## Website presentation

The “**What’s Yours?**” project is complemented by an **interactive website** that accompanies the board game and enhances the players’ experience. This site was designed to **facilitate learning, score management, and interaction during the game.**

## Educational and Gaming Objectives

- Provide a **supporting tool for rules and themes**, allowing players to focus on learning and strategy.
- Enhance **interactivity** and motivation through mini-games and score tracking.
- Simplify **game management** and make the gameplay more **smooth and immersive.**

## Features

The “**What’s Yours?**” website was designed to **complement the board game** and improve the players’ experience through several key features:

1. **Rules Overview**
  - The site provides a **clear and accessible summary of the game rules.**
  - Allows players to **refer to the instructions at any time**, making understanding and gameplay easier.
2. **Score Table**
  - Allows players to **track each player’s points** throughout the game.
  - Scores can be **added or manually adjusted** to reflect the results of rounds and mini-games.
3. **Player Name Input**
  - Each player can **enter their name** to personalize the game.
  - Names are displayed on the scoreboard to facilitate tracking and enhance immersion.
4. **Buzz Button**
  - Used during mini-games to **indicate that a player has found the answer** or to trigger an advantage.
  - Enhances **interaction and game dynamics** by allowing players to react quickly.

# Interaction between physical board and website

The game “**What’s Yours?**” combines a **physical board** and a **digital add-on**, offering a **hybrid and interactive experience**. This interaction allows players to **connect the physical game with online features** for more effective learning and tracking.

- Key Points of Interaction :
  1. **Access via QR Codes**
    - Each game sheet includes a **QR Code** that provides direct access to the website.
    - This makes it easier to set up the game and consult the rules and digital features.
  2. **Rules Consultation and Educational Support**
    - The website allows players to **check the rules at any time**, providing support during the game.
    - Educational content is available online, complementing the information on the game sheets.
  3. **Score Tracking**
    - Players can **add their points on the website** as the game progresses.
    - The **interactive scoreboard** reflects results in real time and simplifies round management.
  4. **Mini-Games and Buzz Button**
    - When a mini-game is triggered on the physical board, players can use the **Buzz Button** on the website to **mark a point or indicate a success**.
    - This feature allows for **synchronization between physical actions and digital effects**.

# Organization and Planning

## Project design steps

The development of “**What’s Yours?**” followed a structured, day-by-day progression aligned with the challenge’s requirements. Each day introduced new objectives and deliverables, ensuring a steady and organized workflow throughout the week.

### 1. Monday — Concept Creation

The challenge kicked off with team formation and brainstorming. The objective of the day was to:

- learn to work together as a team,
- explore different ideas for the serious game,
- define the core concept and mechanics,
- produce the **Concept Document**, the first official deliverable.

The day set the foundation for the entire project.

### 2. Tuesday — Level Design & First Rules Version

On the second day, the team worked on:

- creating the **level design mockup**,
- drafting the **first version of the game rules**,
- refining the game’s structure and flow.

The day focused on translating the concept into concrete, playable elements.

### 3. Wednesday — User Tests & First Printable Version

Mid-week was dedicated to player feedback (normally).

The goals were:

- conducting user testing sessions,
- gathering feedback,
- making improvements to the gameplay,
- delivering the **first printable version** of the game kit.

However, **due to a malfunctioning printer, physical testing could not be performed**, so the team instead simulated gameplay and adjusted the rules accordingly.

### 4. Thursday — Iterations, Improvements & Demo Preparation

With the game structure clearer, the team moved on to:

- refining the improvements made the previous day,

- preparing for additional user testing sessions,
- starting the **demo video**, including filming key moments of the game.

Even without physical tests, theoretical adjustments and internal reviews were used to validate improvements.

## 5. Friday — Finalization & Selection

The last day was dedicated to polishing all aspects of the project:

- final improvements to the physical prototype and digital add-on,
- finalization of the **demo video** (hosted on YouTube/Vimeo),
- preparation for the **school-level selection** of the best game.

The team focused on delivering the most complete, coherent, and polished version possible.

## Task Distribution Among Team Members

Each team member was assigned a clear role to ensure efficient collaboration and balanced workload:

- **Topic Specialist:** *Steven Plumas*
- **Most Fluent in English:** *Damien Paszkiewicz*
- **Game Design Manager:** *Axelle Touron*
- **Game Rules Manager:** *Lenny Chauvat*
- **Game Match Manager:** *Steven Plumas*
- **Digital Add-on Manager:** *Damien Paszkiewicz*
- **Playtest Manager:** *Lenny Chauvat*
- **Demo Video Manager:** *Axelle Touron*
- **Team Captain:** *Steven Plumas*

This distribution allowed each person to focus on their strengths while ensuring coverage of all project areas.

## Timeline and Project Schedule

Day	Objectives	Key Deliverables
<b>Monday</b>	Team introduction, brainstorming, concept exploration	Concept Document
<b>Tuesday</b>	Level design mockup, first rules draft	Level Design + Rules v1
<b>Wednesday</b>	User tests (theoretical due to printer issue), adjustments	First Printable Game Kit

<b>Thursday</b>	Gameplay improvements, filming, demo video preparation	Updated Game Kit + Video Draft
<b>Friday</b>	Final polish, demo video completion, game selection	Final Prototype + Demo Video

## Budget

The development of “**What’s Yours?**” required both physical and digital components. Below is an estimation of the total costs involved in producing the prototype.

### Estimated Cost of Materials

These costs correspond to the creation of the physical game elements:

- **Printed sheets (5 thematic sheets per player):** ~10–15 €
- **Game board printing:** ~5–10 €
- **Mini-game and special cards printing:** ~5 €
- **QR Codes (printing on sheets/cards):** included in printing cost
- **Miscellaneous supplies** (paper, adhesive, cutting tools, markers, tokens): ~5–8 €

**Estimated total for physical materials: 25–35 €**

### Cost of Web Development or Software Used

Most of the digital work was done using free or already available tools:

- **Website development:** 0 € (in-house coding)
- **Design tools** (Canva, Figma, Illustrator alternatives): 0–12 € depending on free/edu licenses
- **Code editors and frameworks:** 0 € (VS Code, HTML/CSS/JS)

**Estimated total for web/software tools: 0–12 €**

### Additional Expenses

While many tools are free at the prototype stage, some optional or future-oriented costs may apply:

- **Website hosting** (GitHub Pages, Netlify): 0 € for basic usage
- **Domain name** (optional): ~10 € / year
- **Cloud storage** (optional): 0–2 € depending on needs
- **Licenses for design assets** (optional icons, fonts): 0–10 € if needed

**Estimated additional expenses: 0–20 €**

## **Total Estimated Budget**

<b>Category</b>	<b>Estimated Cost</b>
Physical materials	25–35 €
Software & tools	0–12 €
Additional expenses	0–20 €
<b>Total estimated prototype cost</b>	<b>25–67 €</b>



# Challenges and Solutions

## Technical difficulties

The development of the “**What’s Yours?**” project presented several technical challenges related to both the **physical board** and the **digital add-on**.

1. **Integration of the website with the physical game**
  - **Problem:** Synchronizing actions on the board with the website features, particularly the **scoreboard** and the **Buzz button**.
  - **Solution:** Implementation of a simple system for **manual score updates** and triggering mini-games via the website, ensuring smoothness and consistency between the two components.
2. **Development and stability of the web add-on**
  - **Problem:** Ensuring that the website is **stable and functional** across different devices (computers, tablets, smartphones).
  - **Solution:** Regular testing on multiple platforms and the use of **responsive web technologies** to guarantee compatibility and site responsiveness.
3. **Data**
  - **Problem:** Protecting player information and preventing unauthorized manipulation of the scoreboard.
  - **Solution:** Integration of basic **measures**, such as input and score validation.
4. **Graphic design and ergonomics**
  - **Problem:** Making the board and website **clear, intuitive, and visually appealing** while incorporating all educational elements.
  - **Solution:** Iterative design with **user testing**, graphic adjustments, and organization of sheets and cards to **optimize visual and functional experience**.

These solutions allowed the team to overcome technical challenges while ensuring the project remained **functional, engaging, and educational**.

## Design or collaboration challenges

The development of the “**What’s Yours?**” project also presented several challenges related to graphic design, ergonomics, and collaboration among team members with diverse skill sets.

### 1. Visual Harmonization Between Physical and Digital Components

**Challenge:** Creating a consistent visual identity across the game board, sheets, mini-game cards, and the website interface. Graphic styles, colors, and typography had to remain aligned despite the variety of formats.

**Solution:** A shared visual style guide was created, defining colors, fonts, element sizes, and illustration styles. This ensured aesthetic consistency and optimal readability across all materials.

## 2. Task Distribution Between Different Profiles

**Challenge:** Because the team consisted of varied profiles (development, cybersecurity, marketing, and design), synchronizing work pace and ensuring a shared understanding of objectives was sometimes difficult.

**Solution:** A clear organizational structure was implemented, including:

- regular meetings,
- simple task-tracking tools,
- continuous sharing of progress.

Each team member clearly understood their responsibilities, which improved workflow efficiency.

## 3. Integrating Educational Content in a Fun Format

**Challenge:** Educational information (slogans, typography, visual identities, etc.) had to be included without making the game heavy or reducing its playful aspect.

**Solution:** Concise, illustrated sheets with clear content were designed, along with gameplay mechanics focused on deduction rather than passive memorization. The website also served as a complementary tool to lighten the physical materials.

## 4. Gameplay Testing and Adjustment

**Challenge:** Finding the right balance between difficulty, pacing, and player engagement, especially with the introduction of mini-games.

**Solution (and Limitation):** Although we refined the rules and mini-games through internal discussions, we were **unable to perform full physical gameplay tests** because the printer was not working. This prevented us from testing the physical prototype in real conditions. We adapted by focusing on theoretical adjustments and digital simulations to refine the game flow as much as possible.

## 5. Time Management and Tight Deadlines

**Challenge:** With only one week to complete the project, producing a full game (board + website) while maintaining sufficient quality was challenging.

**Solution:** Essential tasks were prioritized, secondary ideas were set aside, and efforts were concentrated on delivering a functional, clear, and coherent prototype. Despite the time constraints—and the inability to test the physical version—the final product remains well-structured and representative of the intended experience.

# Solutions implemented

To overcome the various challenges encountered during the development, the team implemented several strategic solutions aimed at ensuring coherence, efficiency, and quality across the physical and digital components of the project.

## 1. Establishing a Unified Visual Identity

A complete visual style guide was created to maintain consistency across all materials. It defines:

- color palettes,
- typography choices,
- iconographic styles,
- layout rules.

This ensured that the game board, sheets, cards, and website all shared a coherent and recognizable brand identity.

## 2. Structuring Collaboration Across Diverse Team Profiles

Clear organizational processes were put in place, including:

- regular meetings to align objectives,
- simple task-tracking tools to monitor progress,
- continual communication between team members.

Each person received well-defined responsibilities, allowing the team to work efficiently despite differing technical backgrounds.

## 3. Designing Educational Content for Playability

To combine pedagogical value with a fun experience, the educational elements were reformulated into:

- concise, easy-to-read sheets,
- illustrated and visually engaging content,
- deduction-based gameplay mechanics.

This approach preserved the game's entertainment aspect while still supporting learning objectives.

## 4. Iterative Rule Refinement Despite Testing Constraints

Although physical gameplay tests could not be performed due to technical issues with the printer, the team compensated by:

- conducting theoretical gameplay simulations,
- refining the rules collaboratively,
- simplifying mini-games and clarifying mechanics based on internal feedback.

This allowed the overall structure of the game to remain coherent and intuitive, even without full physical testing.

## **5. Prioritizing Work Under Tight Deadlines**

Given the one-week timeframe, the team prioritized essential features by:

- focusing on core mechanics,
- removing non-essential ideas,
- producing a functional and polished prototype,
- balancing efforts between physical components and the web add-on.

This ensured the delivery of a complete and presentable product within the deadline.

# Evaluation and Future Perspectives

## Project Strengths

The project stands out thanks to several key strengths:

1. **Hybrid experience (physical + digital)**  
The combination of a board game and an online add-on creates an engaging and modern learning experience.
2. **Strong educational value**  
Each theme (icons, typography, brand identity, colors, slogans) teaches essential concepts related to branding in a playful and intuitive way.
3. **Clear and accessible gameplay**  
The yes/no deduction mechanic is simple to understand, making the game accessible to a wide audience while still allowing strategic depth.
4. **Collaborative and multidisciplinary creation**  
The project benefited from the diverse skills of the team (development, cybersecurity, design, marketing), resulting in a well-rounded prototype.
5. **Web add-on that enhances immersion**  
The score table, player name input, buzz button, and rules overview significantly enrich the game flow and simplify management during play.

## Possible Improvements

Although effective as a prototype, the project could benefit from several enhancements:

1. **Improve printing quality and materials**  
Since printing issues prevented full testing, higher-quality prints (thicker paper, laminated sheets, stronger foldable doors) would improve durability and usability.
2. **More thorough playtesting**  
Once the physical components are printable, conducting several user tests would help adjust difficulty, pacing, clarity of the sheets, and mini-game balance.
3. **Refinement of graphic design**  
Further harmonizing illustrations, icons, and typography could elevate the overall visual identity.
4. **Enhanced digital experience**  
Adding animations, sound feedback for the buzz button, or a more polished UI could make the web add-on more fun and dynamic.
5. **Accessibility features**  
Options like color-blind friendly palettes or larger text modes could improve inclusivity.

## Potential Extensions or Future Developments

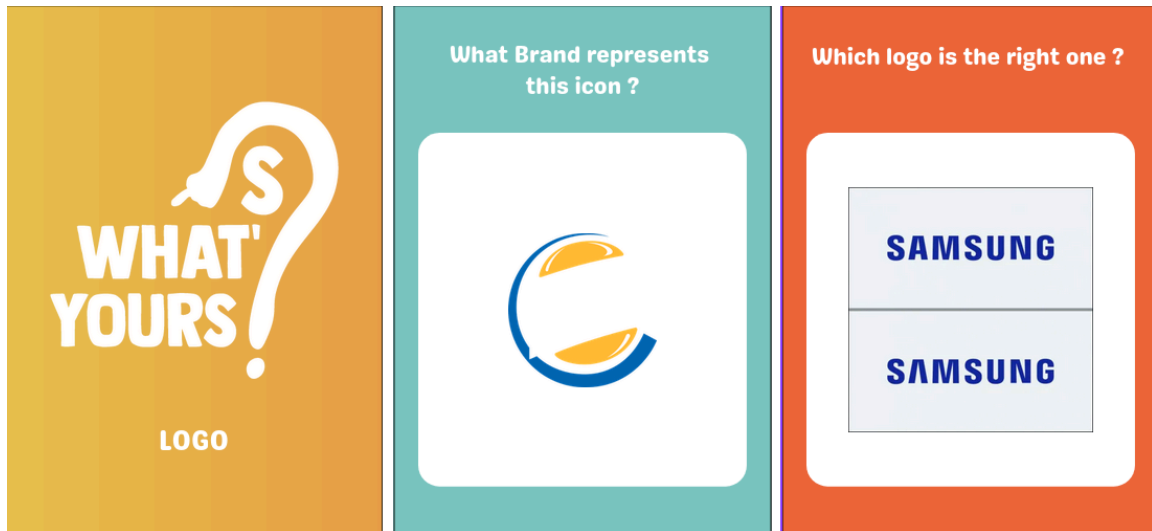
If the project were to be expanded beyond the prototype, several promising paths could be explored:

1. **Multiplayer online version**  
A digital-only mode where players challenge each other remotely.
2. **Extended brand themes**  
New sheets could be added (packaging, mascots, jingles, advertising visuals, etc.) to deepen the educational value.
3. **Adaptive difficulty modes**  
Beginner, Intermediate, and Expert modes to diversify audiences.
4. **Teacher or facilitator mode**  
Schools could use the game to teach branding, with dashboards to follow student progress.
5. **Mobile app version**  
A native app integrating scanning, scoring, buzz system, and even AR interactions with the physical board.
6. **Customizable game sheets**  
Players or educators could create their own themes, increasing replayability.

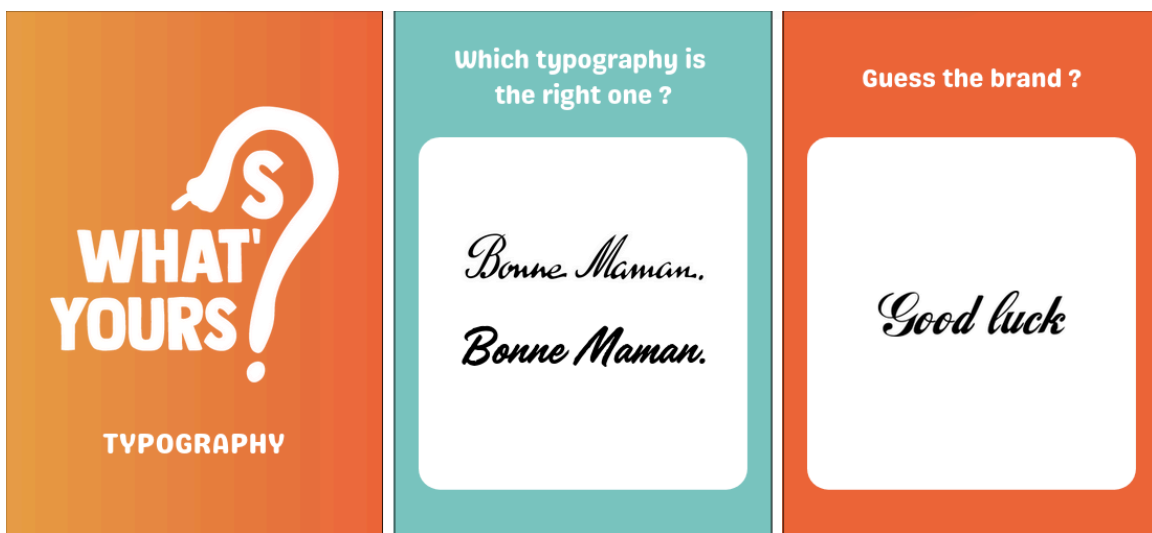
# Screenshots

Sample game sheets

## Examples of mini-games



- Example of a logo mini-game -



- Example of a typography mini-game -



# ANSWERS

## LOGO MINI GAMES :



: Burger King



: Domino's



: Santitas



: Lacoste

## TYPOGRAPHY MINI GAMES :



: Bonne Maman



: Louis Vuitton



: Coca-Cola



: Disney

## BRAND IDENTITY MINI GAMES :

With which tools can we stock a database ? A

How does a well-defined tone of voice support a brand identity ? A

What is a brand's tone of voice ? A

Why is aligning visual identity with tone of voice important ? B

## COLORS MINI GAMES :



: Burger King



: Google



: McDonald's



: Fanta

## SLOGAN MINI GAMES :

Think different : Apple

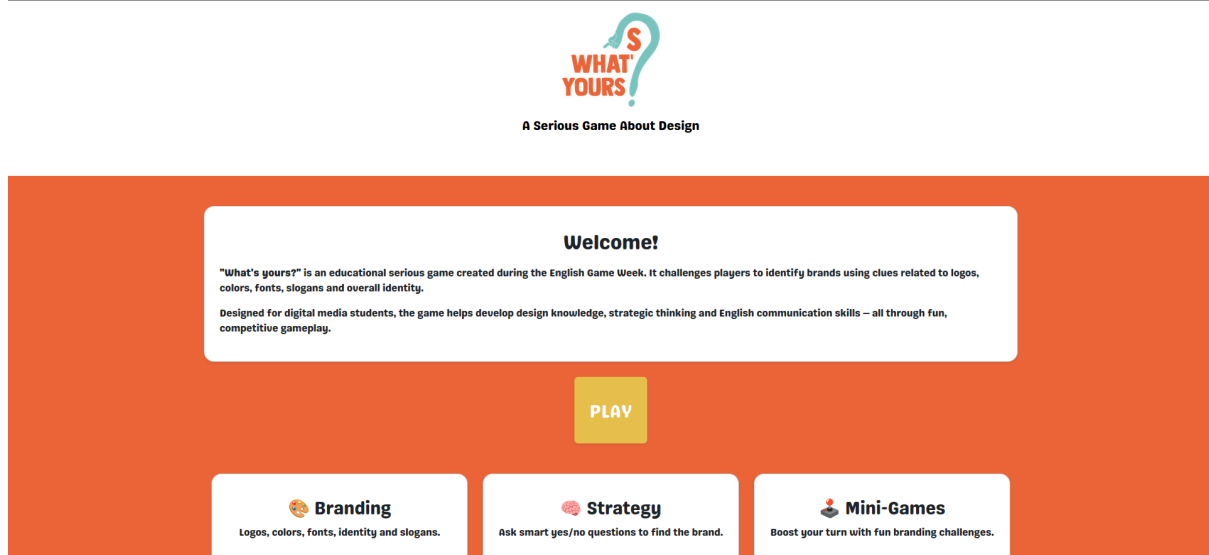
Life is beautiful, for adults and children : Haribo

Because you are worth it : L'oréal

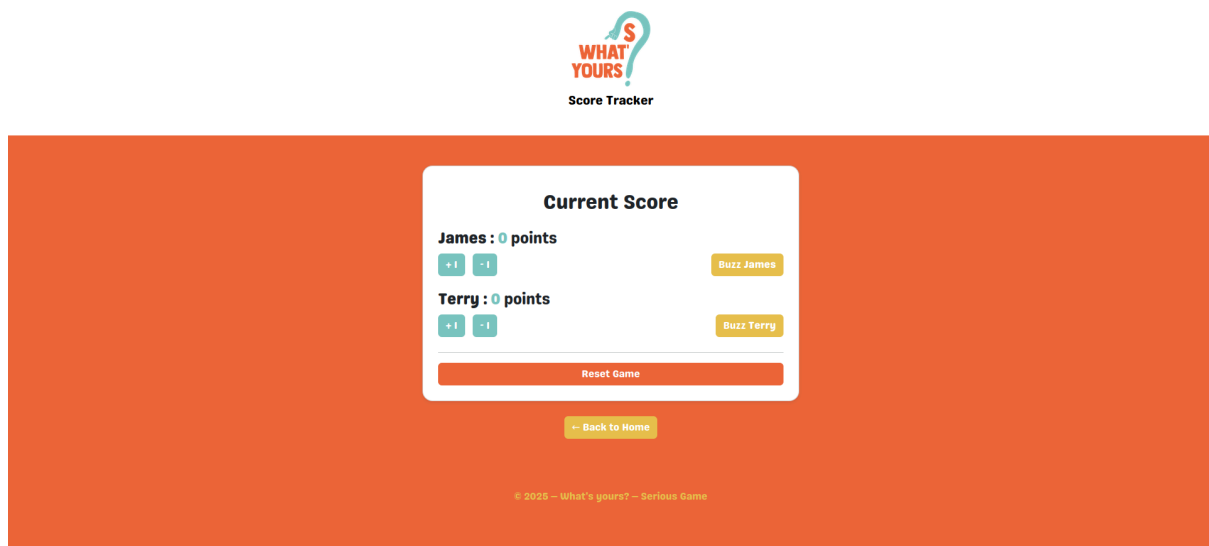
Just do it : Nike

- Answers card -

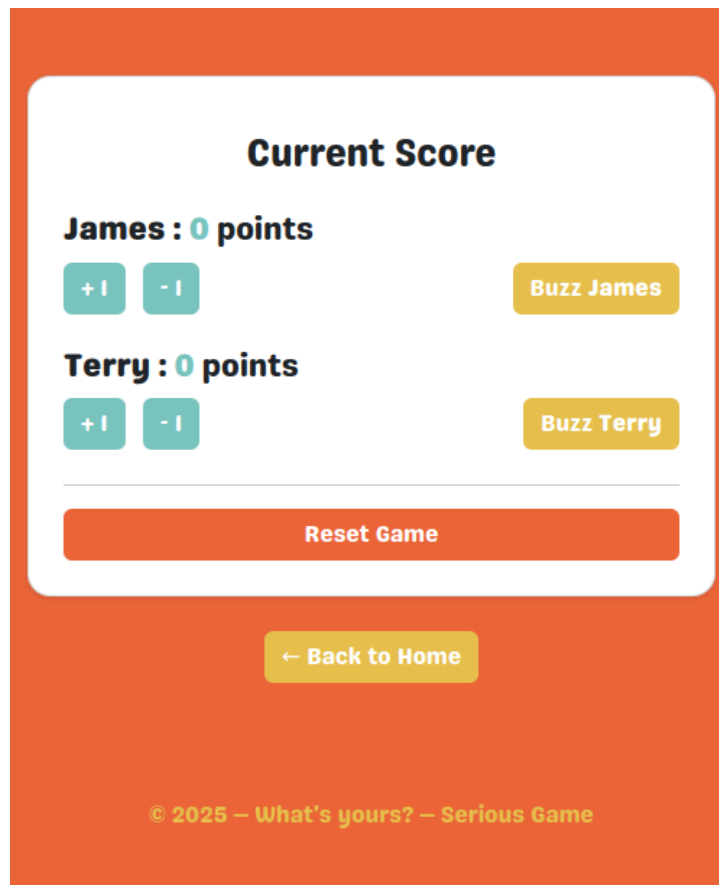
# Website screenshots



- Main page -



- Game page on desktop -



- Game page on mobile device-

# Educational documentation

## TYPOGRAPHY

**DEFINITION**

Typography is the style and visual design of letters used in a brand's name or logo. It helps show the brand's personality, tone, and identity through how the text looks.

**OBJECTIVE**

 To make the brand recognizable and consistent by choosing a font that matches its message. Typography helps people feel something about the brand before they even read the words.

**EXAMPLES**

 Uses a cursive script font with flowing curves. It feels warm, traditional, and friendly, suggesting authenticity and happiness. The red color enhances its energy and festive spirit.

 Uses a simple sans-serif font with rounded letters. It looks modern, accessible, and positive, representing openness and innovation. Each letter's color reinforces diversity and creativity.

**KEY POINTS TO OBSERVE**

**Font Family** : Serif (classic), Sans-serif (modern), Script (elegant), Decorative (artistic).

**Weight** : light, medium, or bold — affects emotion and presence.

**Letter Shape** : round = soft and friendly / sharp = techy or dynamic.


- Typography game documentation -

## LOGOS


**DEFINITION**


A logo is a symbol or design that represents a brand, company, or product. It helps people recognize and remember the brand without reading its name.


**OBJECTIVE**

 To create a strong visual identity that is instantly recognizable, even without text. It must express the values and personality of the brand through simple shapes and colors

**EXAMPLES**

 Minimal shape, symbol of innovation and simplicity.

 The siren tells a story and represents tradition and global presence.

 The three stripes symbolize performance and movement.

**KEY POINTS TO OBSERVE**

- **Shape** : Recognizable and balanced
- **Simplicity** : Easy to remember at first glance
- **Meaning** : Does the icon express an idea or value ?
- **Balance** : Harmonious proportions and symmetry
- **Color** : Does it match the emotion or message of the brand ?
- **Versatility** : Does it work in black & white or small sizes ?

- Logos game documentation -