Welcome To LIPME *CIPCION STATES **CIPCION ST

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Overview:

Game of Kings began as a humble purveyor of chess sets in 1995, with the mission of celebrating the timeless strategy and elegance of the ancient game. Founded by a group of chess enthusiasts in Baltimore, Maryland the organization initially specialized in handcrafted wooden chess sets, offering customers premium designs inspired. The name Game of Kings was chosen to honor chess's heritage, symbolizing intellect, strategy, and mastery. Over the years, the company gained a reputation for its commitment to quality and authenticity, attracting a loyal customer base of chess players and collectors alike.

In 2010, recognizing the growing demand for diverse tabletop experiences, Game of Kings expanded its focus to include a broader range of board games while retaining its roots in chess. The organization began developing and distributing innovative board games that brought families, friends, and strategists together around the table. Today, Game of Kings is known not only for its exquisite chess sets but also for its engaging board games, which range from strategy-heavy titles to lighter, family-friendly options. With a commitment to creativity and craftsmanship, Game of Kings continues to redefine the tabletop gaming experience while staying true to its legacy of promoting strategic thinking and meaningful connections.



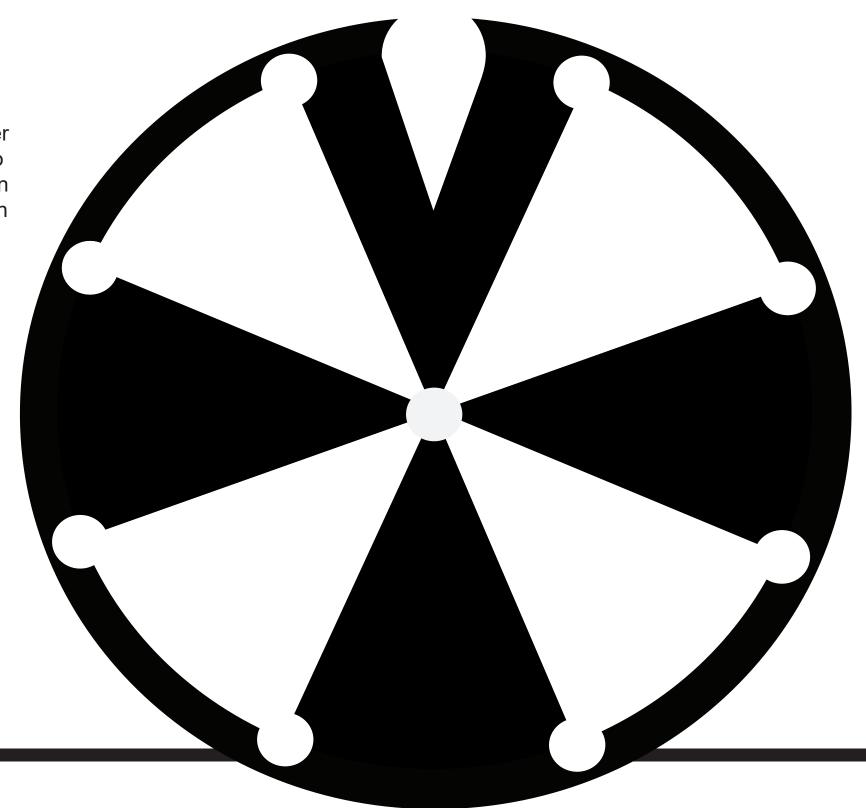


Vision Statement:

King's Game envisions a world where play is a celebrated part of life, bringing friends, families, and strangers together through the shared experience of board games. We aim to lead the way in inclusive and innovative gaming, offering an engaging space where beginners and enthusiasts alike can explore a diverse range of games that spark curiosity and imagination.

Visual Voice/Personality:

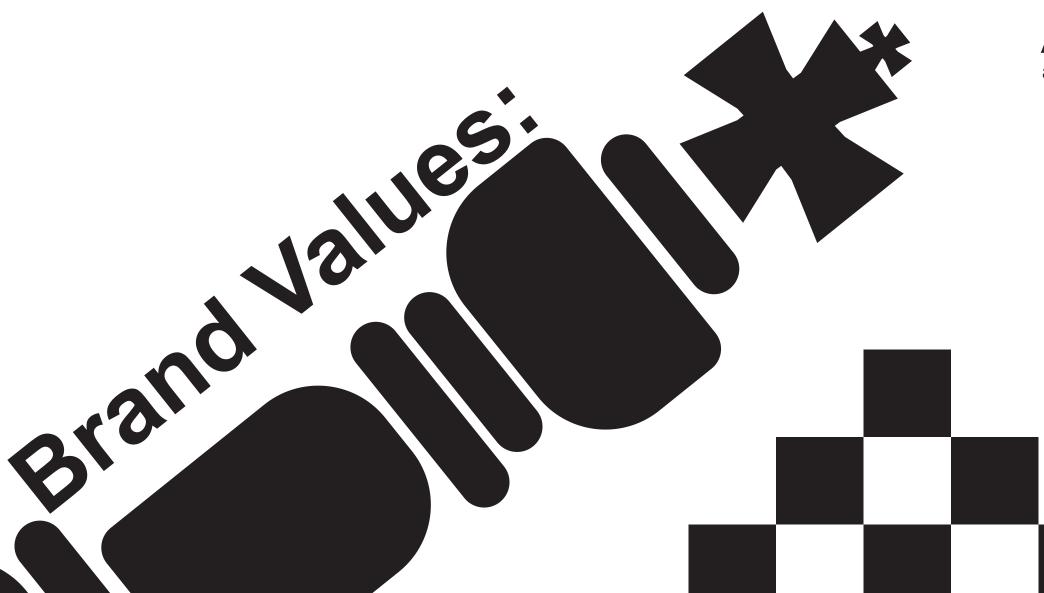
King's Game's visual voice embodies a sense of welcoming playfulness, grounded in creativity and connection. The tone is vibrant, approachable, and a little regal—conveying both the excitement of discovery and the timeless charm of classic games.



Mission Statement:

At King's Game, we believe in the power of play to connect, challenge, and inspire people of all ages. Our mission is to create a community where everyone can discover the joy and creativity of tabletop games, fostering meaningful connections, strategic thinking, and boundless fun.





Connection — We believe that oard games bring people together, creating shared experiences. Emphasizing a value of connection encourages players to see the games as a way to build relationships, strengthen bonds, and foster collaboration.

Accessibility — Games are for everyone! Ensuring that games are accessible, easy to learn, and suitable for a wide range of players shows a commitment to inclusivity, diversity, and welcoming all types of gamers.

Quality — High-quality materials, engaging game mechanics, and durable design contribute to the long-lasting enjoyment of the games. A focus on quality ensures that players have an enjoyable experience that lasts.

Fun — This is the core of gaming! Emphasizing fun in all aspects of the company's branding reinforces that the primary goal is to entertain and bring joy to players of all ages.

Challenge — Many players enjoy games for the strategic challenges they present. Promoting values of mental engagement, learning, and growth can resonate with those who see games as a way to develop skills and stretch their minds.

Our Typefaces

Primary Typeface:

ROG FONTS 48PT

ROG FONTS

24 PT

ROG FONTS

14 PT

PBCDEFGHIJKLMNOPQRSTUVWXYZ 0)23456789

Usage:

Titles and Headlines:

Used in large sizes for maximum visibility.

Key Branding Elements:

Featured on logos, banners, and promotional materials to establish the campaign's identity.

Limited Use:

Best for short text to maintain legibility and avoid visual clutter.

Secondary Typeface:

Arial Regular|**Bold** ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

Usage:

Body Text:

Used for extended reading in brochures, websites, or instructions. To help with Branding other text with the ROG Fonts or any merchidise Arial Bold will be used Arial Bold.

Captions and Subtext:

Ideal for smaller text that supports primary content, such as photo descriptions or fine print.

Supporting Materials:

Applied in charts, diagrams, and any text-heavy sections for easy comprehension.





Color Usage: Color Application Guidelines

Contrast:

Use black and white together to ensure high contrast, especially for text-heavy designs or small-scale details.

Consistency:

Maintain consistent use of black and white across all marketing materials for a cohesive and professional look.

Balance:

Avoid overwhelming designs with too much of either color. Instead, aim for a harmonious balance that enhances visual appeal and message clarity.

By following this structure, your color section will effectively communicate the brand's visual identity and provide clear instructions for implementation.

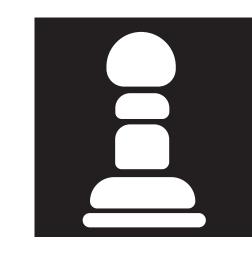


Color Codes:

CMYK: 0% Cyan, 0% Magenta, 0% Yellow, 100% Black (0, 0, 0, 100).

Hex Code: #000000.

RGB: 0 Red, 0 Green, 0 Blue (0, 0, 0).



Color Codes:

CMYK: 0% Cyan, 0% Magenta, 0% Yellow, 0% Black (0, 0, 0, 0)

Hex Code: #FFFFFF

RGB: 255 Red, 255 Green, 255 Blue (255, 255).

Primary Color: Black

Usage:

Backgrounds for text and images.
Text color in designs where legibility against lighter backgrounds is critical.
Main design elements for a dramatic and high-contrast effect.

Secondary Color: White

Usage:

Backgrounds for black text and icons. Negative space to enhance readability and focus on key elements.

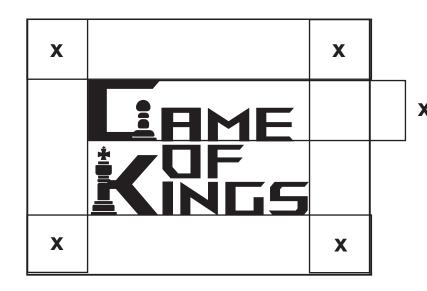
Accent elements to maintain a sleek and modern aesthetic.



Logo elements usage:

What Can You Do?

How to Apply?



This logo needs to be size the x height of the G in Game of Kings Wordmark



Drop can be used for this logo as long the drop shadow is under 50%



When using White color put it behind a black background.

What Not To Do!

No outline can be used (a)

Do not use multi-colors on this logo. (b)

Do not move the spacing around in any direction.. (c)

Do not thin the logo. (d)

Do not flatten the logo. (e)

Do not strench the logo. (f)

Do not change the color unless it white or black. It will lose it meaning. (g)

To not have the G and K hit each other. (h)

Do not use 12 pt size in font as king and pawn are unseeable. Use lettermark instead. (i)

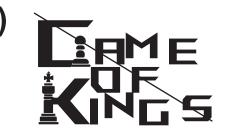






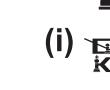






(d)









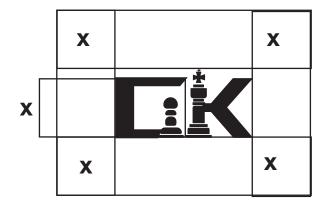


Logo elements usage:

How to Apply?



When space or design constraints prevent the use of the primary logo, the lettermark above may be used on its own. Ensure the icon is recognizable and always paired with brand colors to maintain identity.



This logo needs to be size the x height of the **G** in Game of Kings Wordmark

*

When using White color put it behind a black background.



Drop can be used for this logo as long the drop shadow is under 50%

Wordmark Edition

What Not To Do!

No outline can be used (a)

Do not change the color unless it white or black. It will lose it meaning. (b)

Do not use 8 pt size in font as king and pawn are unseeable. Use lettermark instead. (c)

Do not move the spacing around in any direction. **(d)**

Do not thin the logo. (e)

Do not flatten the logo. (f)

Do not strentch the logo. (g)











