

Dylan Jardine

# BRAND IDENTITY

Phase 3

## Brand Story:

GRM is an online magazine publication that focuses on the latest news and trends relating to the world of gaming as well as reviews on newly released games, the variety of consoles and platforms used and interviews with game developers, players, concept artists and game designers.

## Vision:

GRM's vision is to provide gamers all around the world with everything they need to know about anything in the gaming world.

## Mission:

GRM's mission is to achieve their goals and build a community that allows the gaming industry to thrive.

## Goals:

GRM's goals are to open a physical location for gamers to come together and collaborate with developers and streamers.

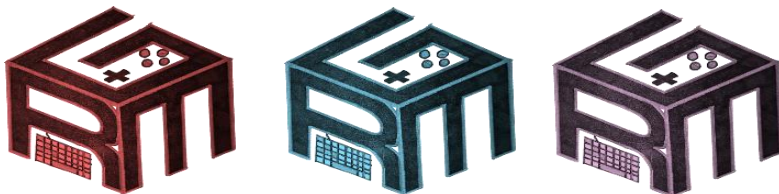
## Do's & Don'ts:

### Don'ts:

- **Don't** stretch the logo.



- **Don't** use any other colour besides Black and Gold.



- **Don't** forget keyboard and D-pad.

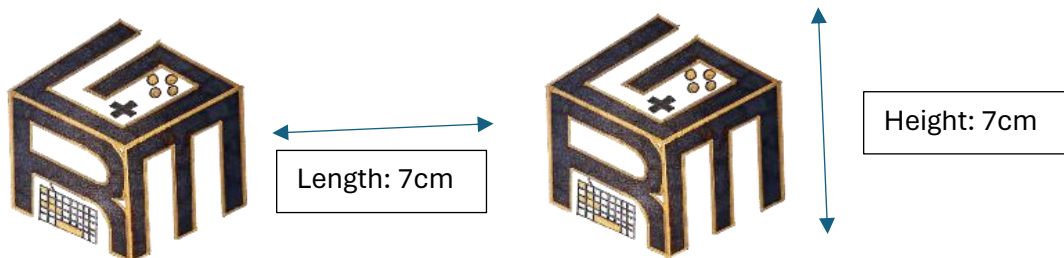


- **Don't** slant the logo.



#### Do's:

- **Do** measure correctly.



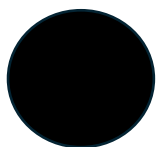
- **Do** colour accents with gold.



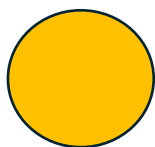
## Colour Pallet:

The colour pallet for my final approved design is black and gold. The letters are black and has a gold outline. The logo features a white keyboard with gold key caps and a game controller with gold buttons and a black d-pad.

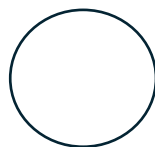
#000000



#FFC000



#FFFFFF



## Typography:

The approved design does not use a font face, the logo features a 3D cube consisting of the letters 'G' 'R' 'M' representing each side of the cube. When the company name is written out the font that is used is Russo One.

Russo One Regular:

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr  
Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0 ! ? .**

Russo One Bold:

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr  
Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0 ! ? .**

Russo One Italic:

***Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr  
Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0 ! ? .***

Russo One Heading:

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4  
5 6 7 8 9 0 ! ? .**

## Samples:

Below is a black t-shirt featuring the 'GRM' logo as a badge in the right sleeve and left chest, with a large logo on the back at the top.





## Imaging:

The first image shows a PC setup, this set up could be used as a magazine cover page with the 'GRM' logo in the top right corner.



The second and third images are posters for games, it is common to see gamer magazines use game posters as their cover pages.

