

Escape Room

Branding Guide

02 Table of Contents

Introduction

3

Colors

4

Typography

5

03 Introduction

This branding guide is made for the Escape Room Game of ROC Tilburg. Because of this the styling is based on the current style of ROC Tilburg.

The Escape Room Game is a system to make students learn in a fun, creative and playful way with the help of an online escape room.

ROCTILBURG

04 Colors

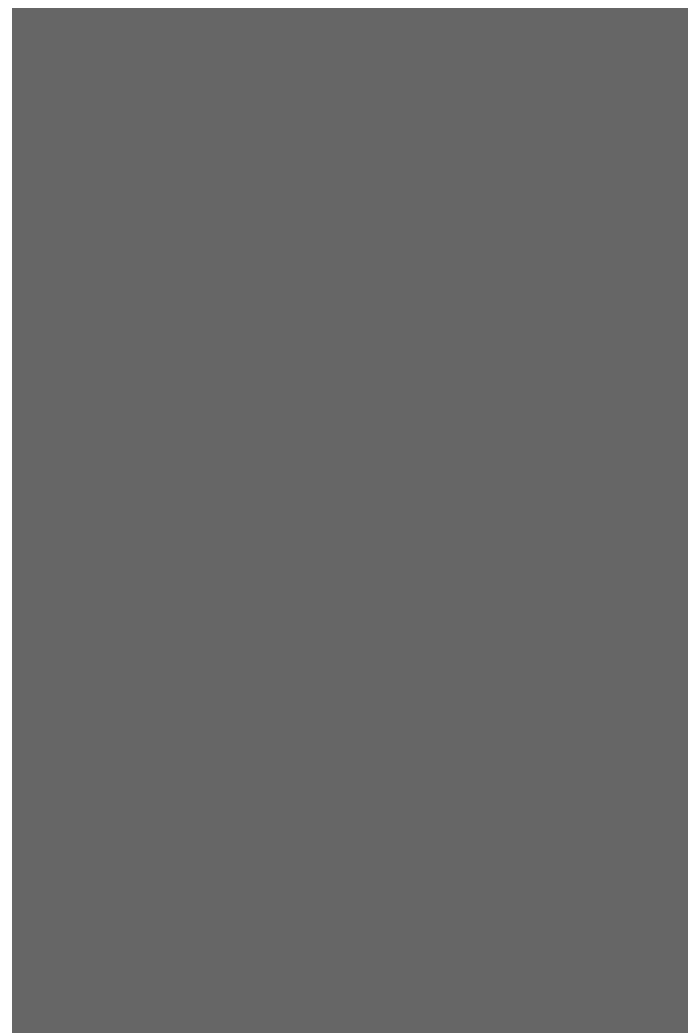
The main colors are the basic colors of ROC Tilburg, Cool Gray and Magenta. Magenta will be used more as an accent color.

Cool Gray

CMYK: 0, 2, 0, 60

RGB: 134,134,137

WEB: #666666



Magenta

CMYK: 0, 100, 0, 0

RGB: 226, 0, 122

WEB: #E2007A

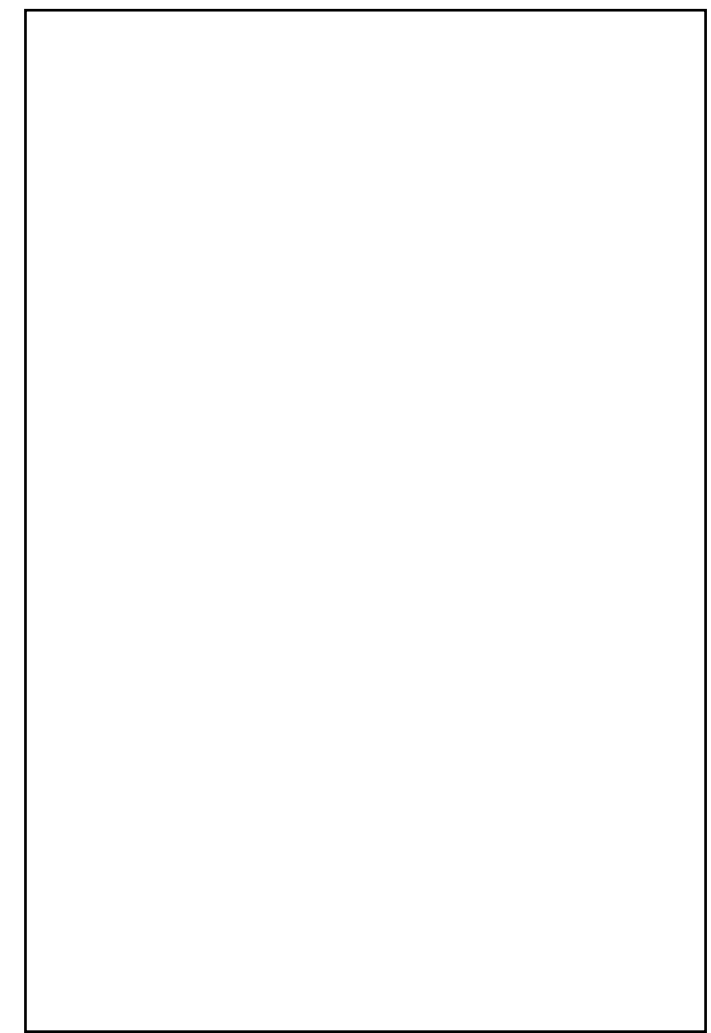


White

CMYK: 0, 0, 0, 0

RGB: 255, 255, 255

WEB: #FFFFFF



05 Typography

The fonts used are two of the main fonts of ROC Tilburg. ITC Avant Garde Gothic BT is for use in headings and titles. Rockwell is for the overall texts.



ITC Avant Garde Gothic BT

The font ITC Avant Garde Gothic BT will be used for headings and titles.



Rockwell

The font Rockwell is used for the main text.