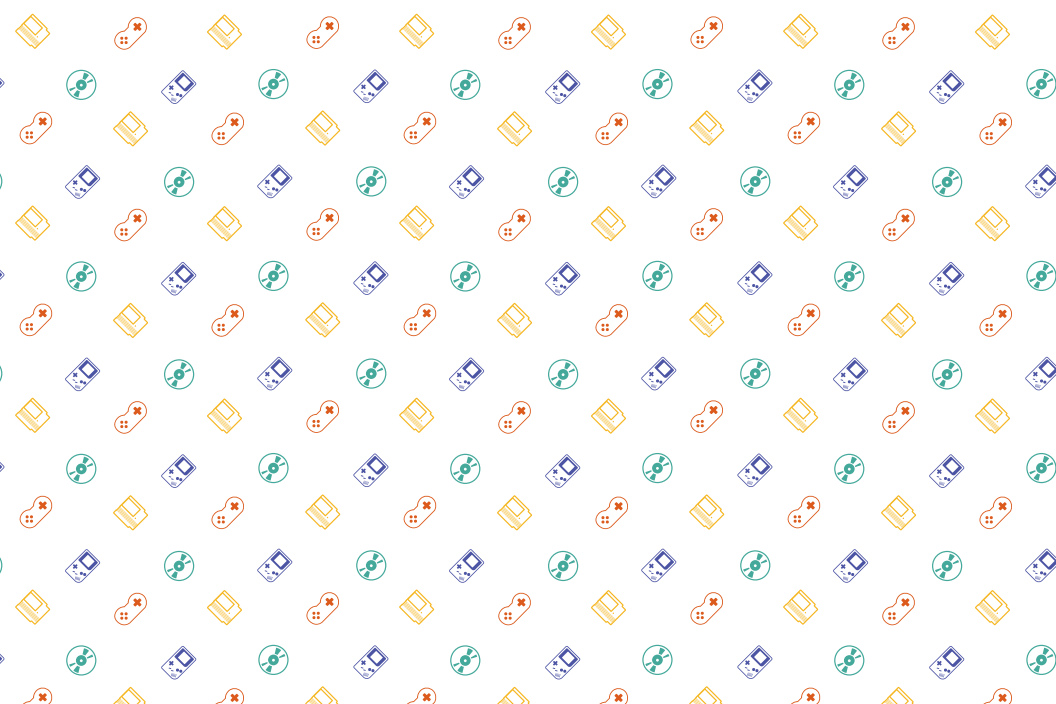




# THE LOST LEVELS GRAPHIC DESIGN STANDARDS MANUAL





# TABLE OF CONTENTS

## **A THE SHIELD**

- 1 The Shield Variations
- 2 Reversed Shield
- 3 Shield Do's
- 4 Shield Don'ts
- 5 Primary Colors
- 6 Secondary Colors

## **B THE BANNER**

- 1 The Banner Variations
- 2 Banner Colors
- 3 Banner Do's
- 4 Banner Don'ts

## **C THE ICONS**

- 1 The Icons
- 2 Icon Colors
- 3 Icon Do's
- 4 Icon Don'ts
- 5 The Corporate Pattern

## **D THE BRAND**

- 1 Primary Font
- 2 Secondary Font
- 3 Letterhead
- 4 Business Card & Envelope

# THE SHIELD.

# **A THE SHIELD**

**1 . . . . THE SHIELD VARIATIONS**

**2 . . . . REVERSED SHIELD**

**3 . . . . SHIELD DO'S**

**4 . . . . SHIELD DON'TS**

**5 . . . . PRIMARY COLORS**

**6 . . . . SECONDARY COLORS**

# THE SHIELD VARIATIONS

## ABOUT THE SHIELD

The Lost Levels logo consists of the shield with the logotype. They should always appear together and should not be separated. The shield represents what The Lost Levels is all about... a community coming together as one. The shield is made up of four icons that represent 4 different sections of gaming.



## SHIELD VARIATIONS

A 1

Whenever possible, the logo should appear in it's full color shield version. When the full color cannot be used, a 2 color version is available for use.



## BLACK AND WHITE SHIELD

For black and white publications, or when color is not an option, there is this one-color version of the logo available for use.



# REVERSED SHIELD

## REVERSED SHIELD

The logo is available in an all white, reversed version. The reversed logo should be used in place of the original logo when background color or photographic backgrounds make the original logo illegible.



A 2



# SHIELD DO'S

## SHIELD SIZING

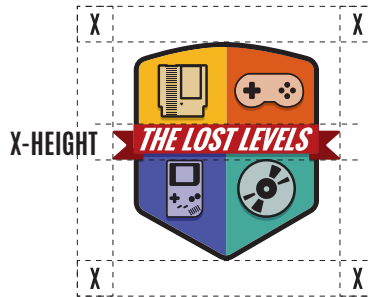
Depending on the usage, the size of the logo will change. Let good taste be your guide in sizing The Lost Levels shield. The shield should be sized for clear legibility. For ideal legibility, the minimum height of the shield is 1 inch.



## SHIELD SPACING

A 3

The Lost Levels shield requires space surrounding the shield for maximum clarity and legibility. A minimum amount of white space around the shield is required. For the minimum amount of white space required, use the height of the entire banner (including tails.) The minimum white space protects the logo from other imagery and page trim.





# SHIELD DON'TS



**A**

DO NOT outline the shield in any color.



**B**

DO NOT change the shield's colors.



**C**

DO NOT add any new elements or effects to the shield.



**D**

DO NOT change the shield's orientation.



**E**

DO NOT redraw any elements of the shield.



**F**

DO NOT use the shield as a pattern or graphic element.

**A**



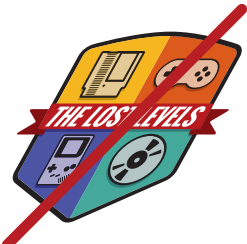
**G**

DO NOT violate the shield's clear space.



**H**

DO NOT remove the logotype from the shield.



**I**

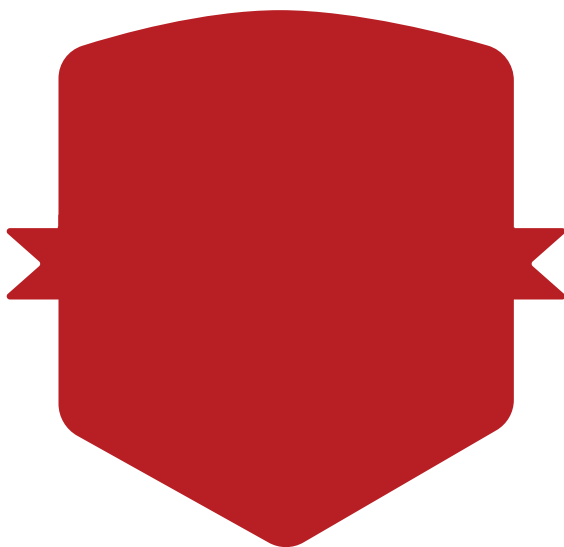
DO NOT distort the shield in any way.

# PRIMARY COLORS

## THE LOST LEVELS RED

Color is a strong and emotional component to any brand identity. There is one color palette for The Lost Levels brand. The Lost Levels Red is meant to be used as a primary color. It should be the first choice when creating new company materials.

A 5



PANTONE	7427 M
---------	--------

CMYK	17 100 100 16
------	---------------

RGB	183 28 33
-----	-----------

HEX	#B72025
-----	---------

# SECONDARY COLORS

## SECONDARY COLORS

When The Lost Levels Red can't be used, or other colors are needed to accent the Red; these four secondary colors should be used. These are most often used for the icons.

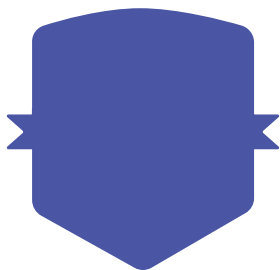


PANTONE 7406 M  
CMYK 3 30 98 0  
RGB 245 182 31  
HEX #F5B61F



PANTONE 7413 M  
CMYK 0 76 100 10  
RGB 219 90 30  
HEX #DB5A1E

A 6



PANTONE 7427 M  
CMYK 80 76 0 0  
RGB 80 85 165  
HEX #4F56A5



PANTONE 7475 M  
CMYK 70 13 45 1  
RGB 72 167 153  
HEX #47A799

# THE BANNER.

# **B THE BANNER**

- 1 . . . . THE BANNER VARIATIONS**
- 2 . . . . BANNER COLORS**
- 3 . . . . BANNER DO'S**
- 4 . . . . BANNER DON'TS**

# BANNER VARIATIONS



## FULL BANNER

The Lost Levels banner consists of the banner and two tails. The banner adds to the brand and should not detract from the logo itself. The banner is its own separate element and can appear with or without the logo. The full banner should be used when a centered, symmetrical look is desired. For an example, see the back of the corporate envelope.



B 1



## HALF BANNER

The half banner is a variation of the full banner. The half banner is used when an asymmetrical look is desired. The half banner is most often used to accent a heading on a page.



## 1 AND 2 COLOR BANNER

Whenever possible, the banner should appear in its two color version. When the full color cannot be used, a 1 color version is available for use. The banner should never appear in black and white.

# COLOR PALETTE

## THE LOST LEVELS RED

The Lost Levels Red is the primary color of the brand. When the banner can only be shown in one color, this red should be used.

**PANTONE** 7427 M  
**CMYK** 17 100 100 16  
**RGB** 183 28 33  
**HEX** #B72025



## THE LOST LEVELS RED

The secondary color is a deeper version of The Lost Levels Red. It acts as the shadow to the primary red.

**PANTONE** 7428 M  
**CMYK** 22 100 100 39  
**RGB** 121 29 35  
**HEX** #791D23



B 2

# BANNER DO'S

## BANNER SIZE

Depending on the usage, the size of the banner will change. Let good taste be your guide in sizing.

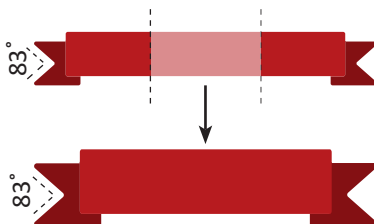
The minimum width of the banner is 2 inches.

The minimum height of the banner tails is 0.25 inches.



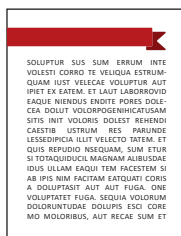
## BANNER PROPORTIONS

The proportions between the banner and the tails can be adjusted and changed by cutting a piece out from the center of the banner. This ensures that the 83° angle of the banner tails will remain consistent.

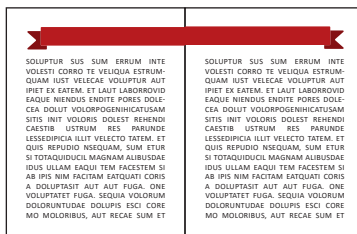


## BANNER PLACEMENT

On single page documents, such as the letterhead and fliers, the right pointing banner can be used. On multi page books and brochures, the banners can be used pointing towards the outside of the book.



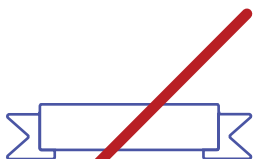
Single Page Document



Multi Page Document



# BANNER DON'TS



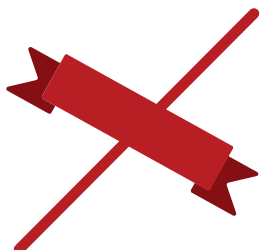
**A**  
DO NOT outline the banner in any color.



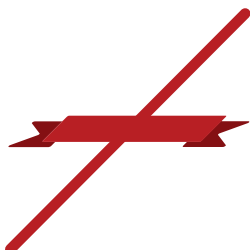
**B**  
DO NOT change the banner's colors.



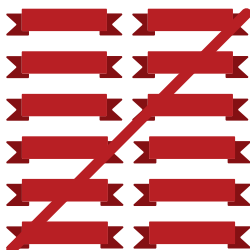
**C**  
DO NOT add any new elements or effects to the banner.



**D**  
DO NOT change the banner's orientation.

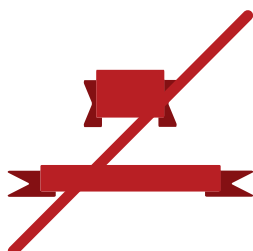


**E**  
DO NOT distort the banner in any way.



**F**  
DO NOT use the banner as a pattern or graphic element.

B 4



**G**  
DO NOT squish or expand the banner.

# THE ICONS.

# C THE ICONS

1 . . . . THE ICONS

2 . . . . COLOR PALETTE

3 . . . . ICON DO'S

4 . . . . ICON DON'TS

5 . . . . THE CORPORATE PATTERN

# THE ICONS

## THE ICONS

The Lost Levels Icons are meant to supplement the brand. They are accents that can be used as a pattern, identifiers, or informants.

## ICON MEANINGS

The icons are more than a decorative element. When the opportunity presents itself, the icons can be used as identifiers. Each icon has a specific meaning that correlates to a specific area in the store.

01

**CARTRIDGE** - retro games

**CONTROLLER** - accessories/consoles

**GAMEBOY** - portable games

**CD** - non-retro games

## REVERSED ICONS

The icons are available in an all white, reversed version. The reversed icons should be used in place of the original icons when the background color makes the original icons illegible. The reversed icons can only appear on black or any of the icon color palette colors.



# ICON COLORS

## COLOR PALETTE

In addition to white and black, the icons can appear in their color from the shield logo. When being used behind text, such as on the corporate letterhead, the icon should appear in 30% black.



PANTONE	7406 M
CMYK	3 30 98 0
RGB	245 182 31
HEX	#F5B61F



PANTONE	7413 M
CMYK	0 76 100 10
RGB	219 90 30
HEX	#DB5A1E



PANTONE	7427 M
CMYK	80 76 0 0
RGB	80 85 165
HEX	#4F56A5



PANTONE	7427 M
CMYK	70 13 45 1
RGB	72 167 153
HEX	#47A799

C 2

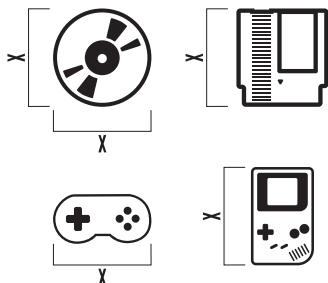


PANTONE	4 M
CMYK	0 0 0 30
RGB	188 190 192
HEX	#BCBECO

# ICON DO'S

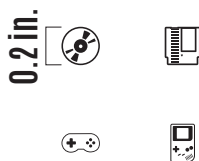
## EQUAL ICON SIZING

The icon sizing is based on the CD icon. To ensure that the icons are equally sized, use the CD icon as a sizing guide.

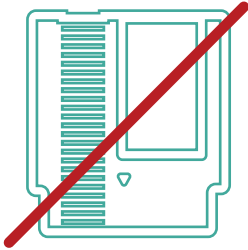


## ICON SIZING

Depending on the usage, the size of the icons will change. Let good taste be your guide in sizing the icons. The icons should be sized for clear legibility. For ideal legibility, the minimum height of the CD icon is 0.2 inch. The rest of the icons should be sized based on the CD to reflect this size requirement.

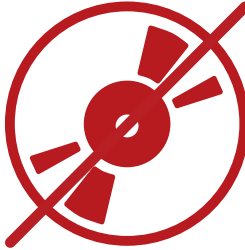


# ICON DON'TS



**A**

DO NOT outline the icons in any color.



**B**

DO NOT change the icons' color.



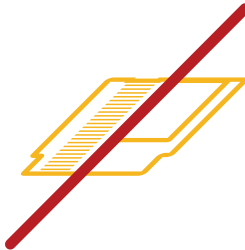
**C**

DO NOT add any new elements or effects to the icons.



**D**

DO NOT change the icons' orientation.



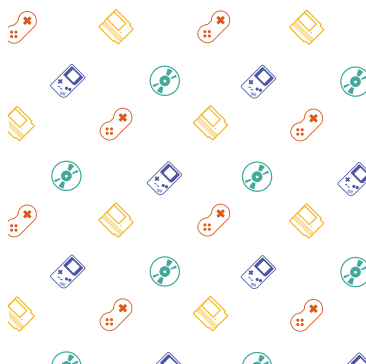
**E**

DO NOT distort the icons in any way.

# THE CORPORATE PATTERN

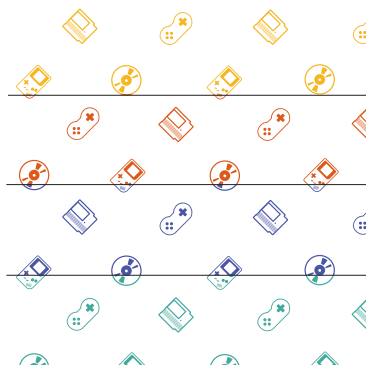
## CORPORATE PATTERN

The corporate pattern consists of the four icons placed at 90° angles. Whenever possible, The Lost Levels pattern should appear in the four color version.



## 1 COLOR PATTERN

C 5 When the four color version cannot be used, or it clashes with the rest of the design. A one color version of the pattern is available in each of the secondary brand colors.



## GRAY PATTERN

For black and white publications, or when used behind text, a one color, 30% gray version is available for use.







# THE BRAND.

# **D THE BRAND**

**1 . . . . PRIMARY FONT**

**2 . . . . SECONDARY FONT**

**3 . . . . LETTERHEAD**

**4 . . . . BUSINESS CARD & ENVELOPE**

# PRIMARY FONT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

!@\$/%& \*()[ ]?;:”<>-

## ANTONIO BOLD

This is the primary font for the brand. It was chosen based on how it plays with the logotype, yet still differentiates itself. This font should be used for statement text, headings, titles, and the slogan. This font should not be used for large sections of small detailed text, such as paragraphs like this one.

D1

# SECONDARY FONT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

!@\$%& \*()[]?;:”<>-

## CALIBRI REGULAR

This is the secondary font for the brand. It was chosen based on how it plays with the logotype, yet still differentiates itself. It was also chosen based on its availability as being a default font on many computer systems. This font should be used for small text, paragraphs of text, and internal and external letters.

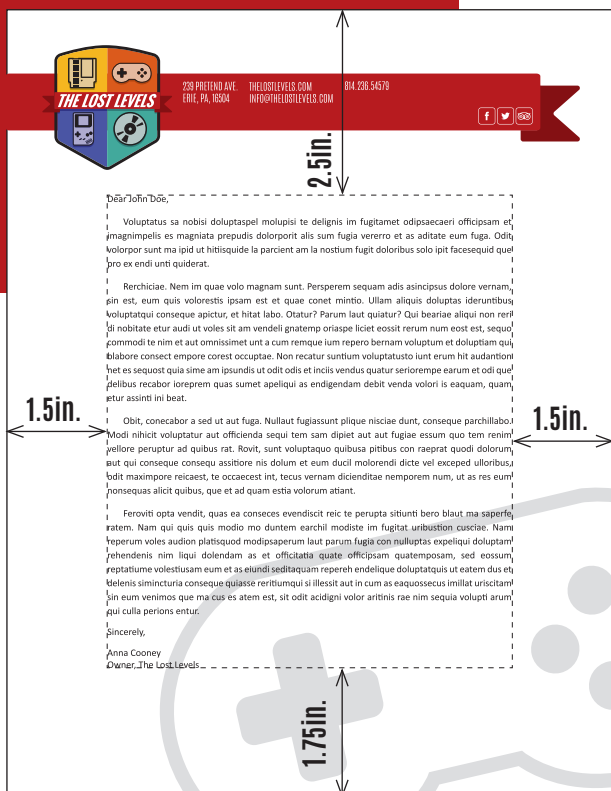
D 2

# LETTERHEAD



PLAY ON.

D 3



# BUSINESS CARD & ENVELOPE



D 4



