GUIDELINE BOOK

Game Branding Guide

Version 1.0

INDEX
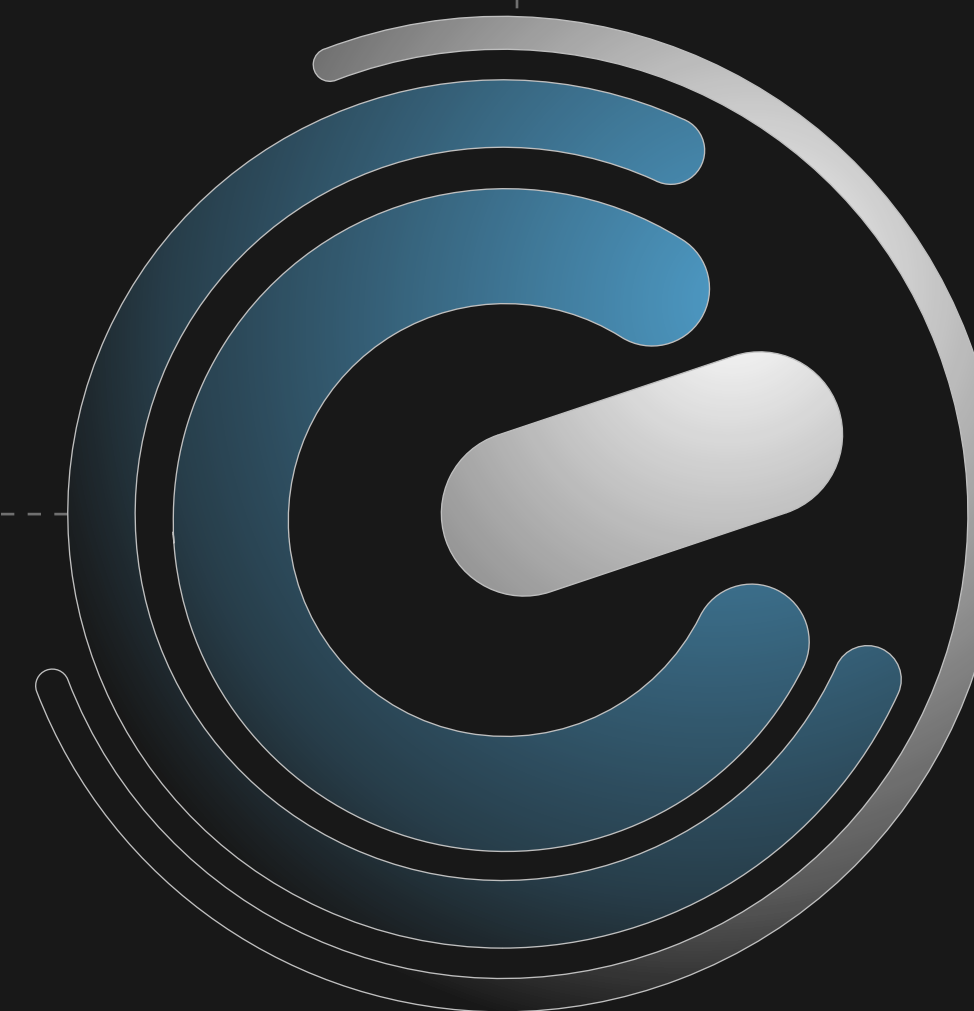
INTRODUCTION

COMPANY INFO

MATERIAL DESIGN

BRAND OVERVIEW

INTRODUCTION

COMPANY INFO

GAME

An autonomous decentralized game platform that allows game enthusiasts from around the world, such as players, developers, and investors, to directly participate in the operation.

MANAGE ITEMS YOURSELF

By converting valuable game items to NFT, users can manage them themselves.

ITEMS CAN BE TRADED

It enables users to trade items without fraud without going through a centralized third party.
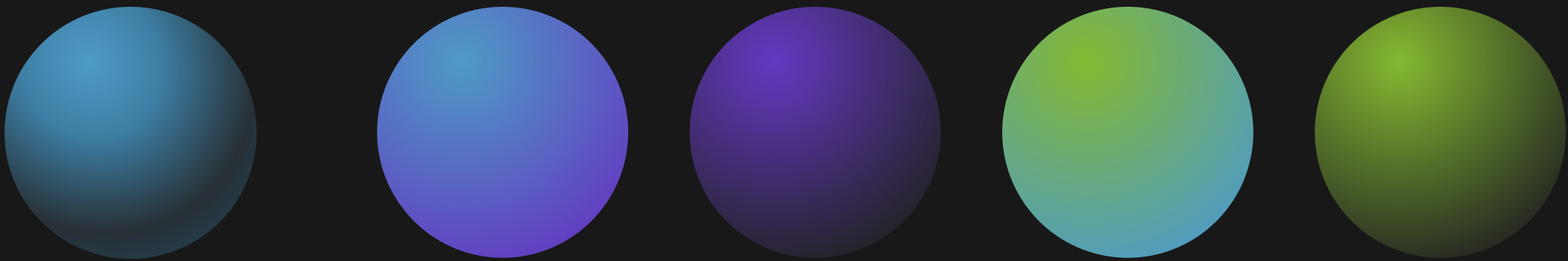
MATERIAL DESIGN

GAME will use the most basic graphic design shapes of swords, shields and hammers to create the overall brand image, and enhance the overall brand image and influence by applying these symbols in the design and posters.
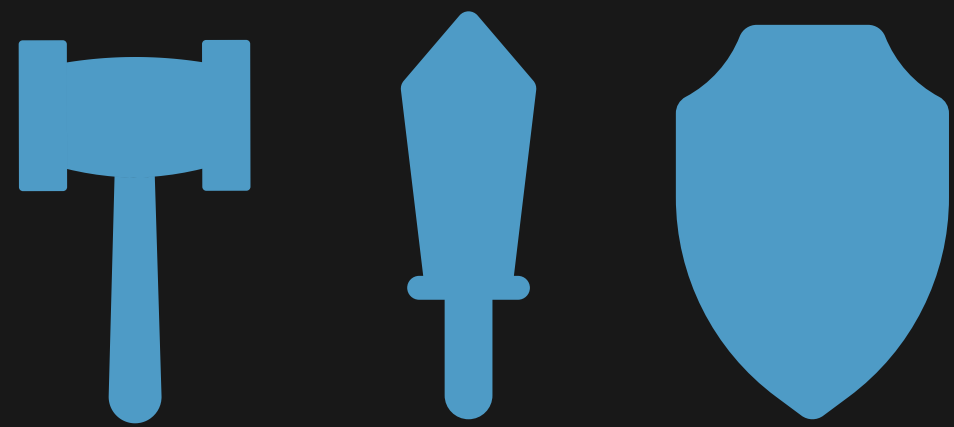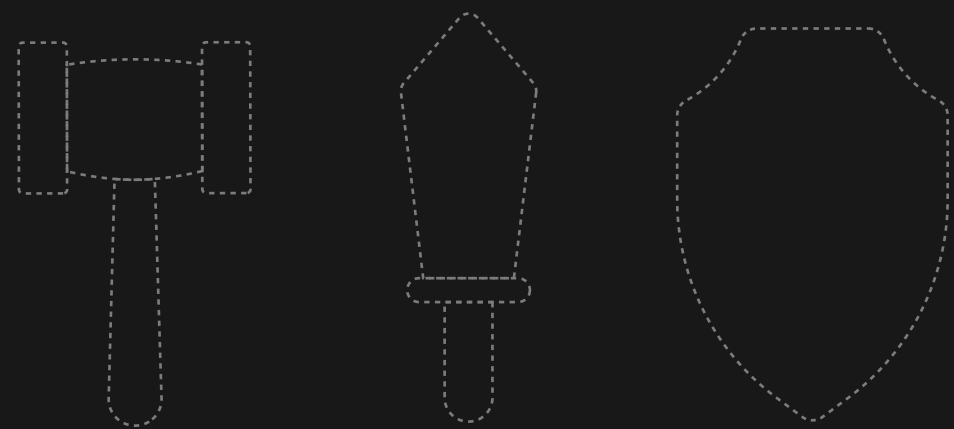
Hammer   Sword   Shield

OTHER IMAGE MATERIAL

By adjusting different game elements and color schemes, while ensuring the original brand color, adding gradient purple and green makes the image of our basic icon sword shield hammer more three-dimensional and rich. In the future, the design should also focus on this rule. To unify. Enrich the concept and creativity of the brand

GAME
GAME
GAME
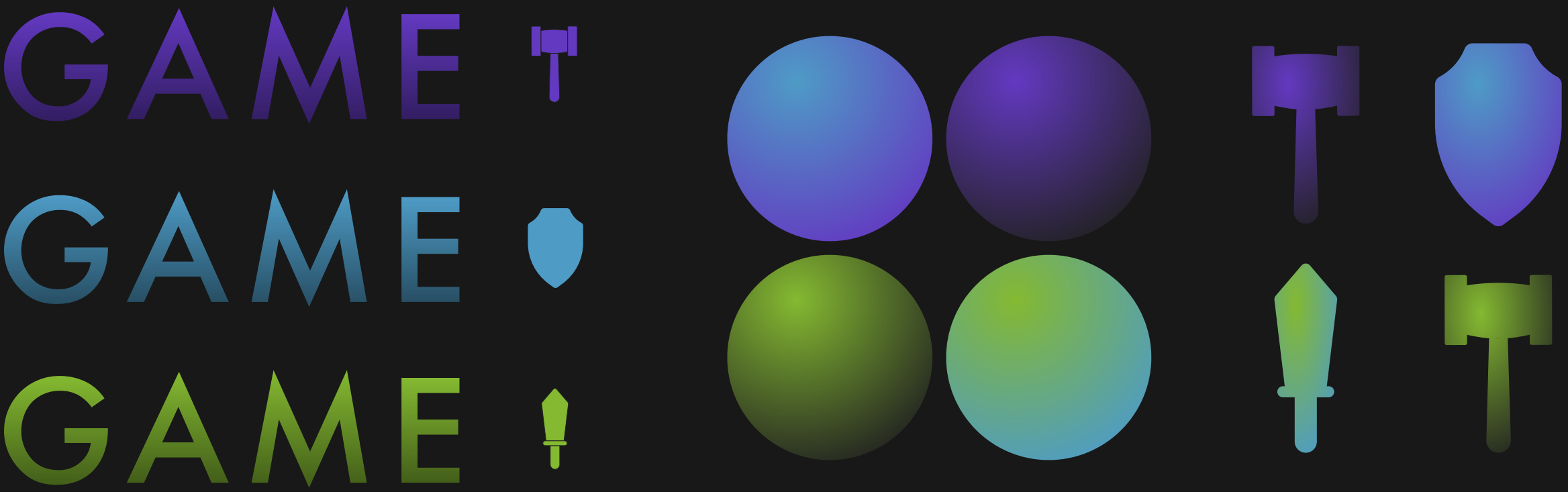
BRAND OVERVIEW

With our global network of partners, consultants, technologists, and tech evangelists, we bring the latest cutting-edge technologies to our clients.

We have a unique, three-pronged strategy for helping you become digital and build the future of your business.

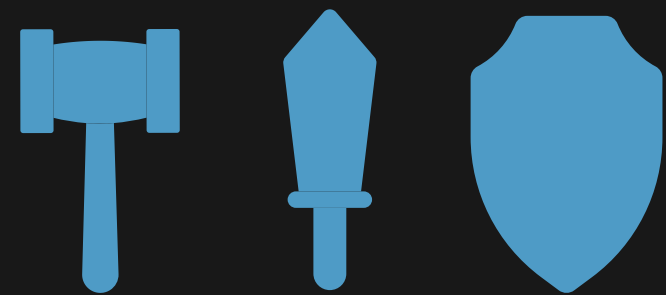## CONCEPT

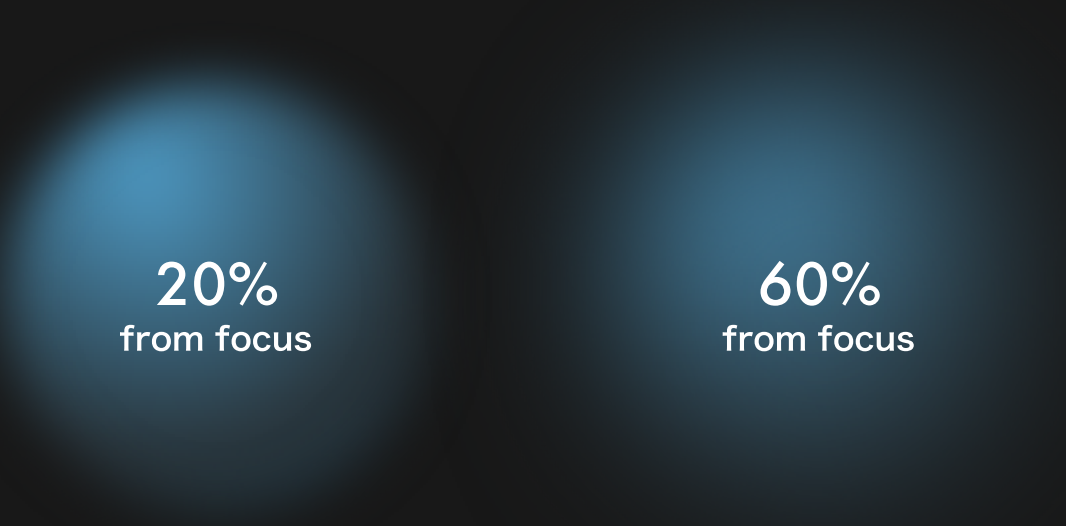Decentralized Game Platform   Players   Developers   Investors

COLOR

#4E9BC6

ITEM

LOGO

GAME

3D CAUSTICS

20%
from focus

60%
from focus

TYPOGRAPHY

AN AUTONOMOUS DECENTRALIZED GAME PLATFORM THAT ALLOWS GAME ENTHUSIASTS FROM AROUND THE WORLD, SUCH AS PLAYERS, DEVELOPERS, AND INVESTORS, TO DIRECTLY PARTICIPATE IN THE OPERATION.

AN AUTONOMOUS DECENTRALIZED GAME PLATFORM THAT ALLOWS GAME ENTHUSIASTS FROM AROUND THE WORLD, SUCH AS PLAYERS, DEVELOPERS, AND INVESTORS, TO DIRECTLY PARTICIPATE IN THE OPERATION.

An autonomous decentralized game platform that allows game enthusiasts from around the world, such as players, developers, and investors, to directly participate in the operation.

GRADIENT

#4E9BC6
#6339C1

Gradient Purple

#4E9BC6
#84B931

Gradient Green
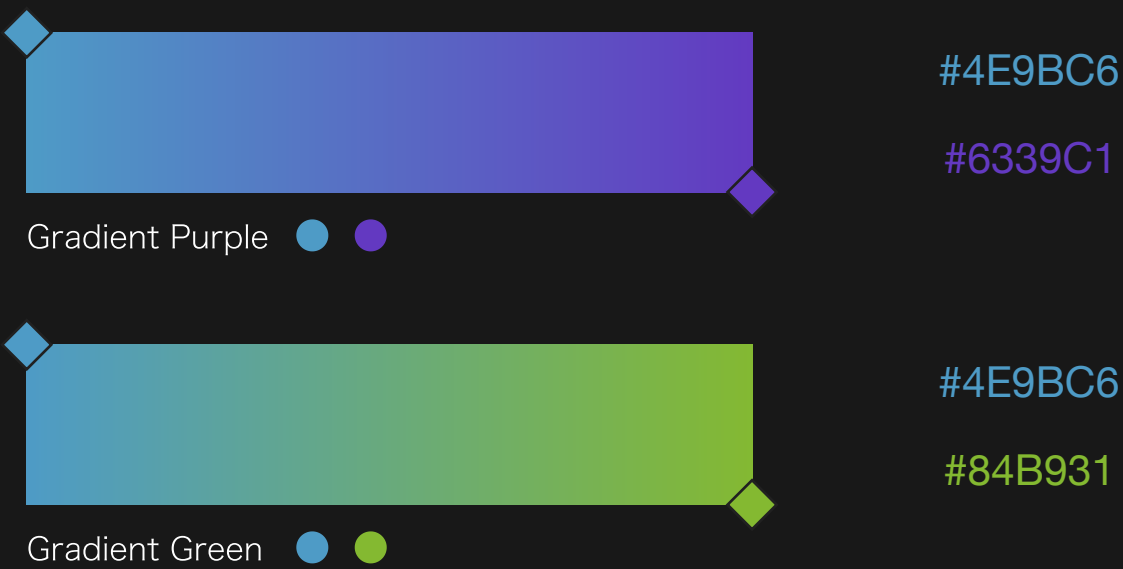
TYPOGRAPHY

TYPOGRAPHY INFO
USING RULES
SIZE AND TRACKING

TYPOGRAPHY

TYPOGRAPHY INFO

FUTURA PT BOOK 24PX	H5
FUTURA PT MEDIUM 24PX	H4
FUTURA PT DEMI 24PX	H3
FUTURA PT HEAVY 24PX	**H2**
FUTURA PT BOLD 24PX	**H1**
Helvetica Neue Regular 16px Line spacing 1.5em	P

Straightforward and modern,Futura PT, Helvetica Neue Regular and read serves as the primary typeface for the GAME brand.

Reflecting the nature of speech, messaging hierarchy comes in simple scale shifts and color changes.

Aa Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
!@#$%^&*(),./?

LOREM IPSUM IS SIMPLY DUMMY TEXT OF THE PRINTING AND TYPESETTING INDUSTRY. LOREM IPSUM HAS BEEN THE INDUSTRY'S STANDARD DUMMY TEXT EVER SINCE THE 1500S, WHEN AN UNKNOWN

abcdefghijklmnopqrstuvwxyz
0123456789
!@#$%^&*(),./?

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to

USING RULES

Futura PT is the typeface for headlines and titles.

Helvetica Neue Regular is the typeface for article and sub title.

Headlines are always uppercase with punctuation. Proper nouns (names of cities, companies, etc.) will always appear uppercase in headlines.

GAME GUIDELINES

font: Futura PT cond
font size: 70px
leading: 84px
tracking: -10
style: uppercase

GAME Guidelines

font: Helvetica Neue Regular
font size: 70px
leading: 84px
tracking: -10
style: lowercase

FONT SIZE AND TRACKING

Leading size depends on the item you are about to make.

All text, from headlines to bodytext, always have a negative tracking. The amount depends on the size of the font.

9 – 17 PX
TRACKING: 0

18 – 29 PX
TRACKING: -10

30 – 44 PX
TRACKING: -20

45 – 60 PX
TRACKING: -30

60 PX AND BIGGER
TRACKING: -40

9 – 17 PX
TRACKING: 0

18 – 29 PX
TRACKING: -10

30 – 44 PX
TRACKING: -20

45 – 60 PX
TRACKING: -30

60 PX AND BIGGER
TRACKING: -40

COLOR

COLOR

BLUE

#4E9BC6

Profound Blue

GREEN

#84B931

Energy Green

PURPLE

#6339C1

Spirit Purple

WHITE

#FFFFFF

Positive

BLACK

#181818

Negative
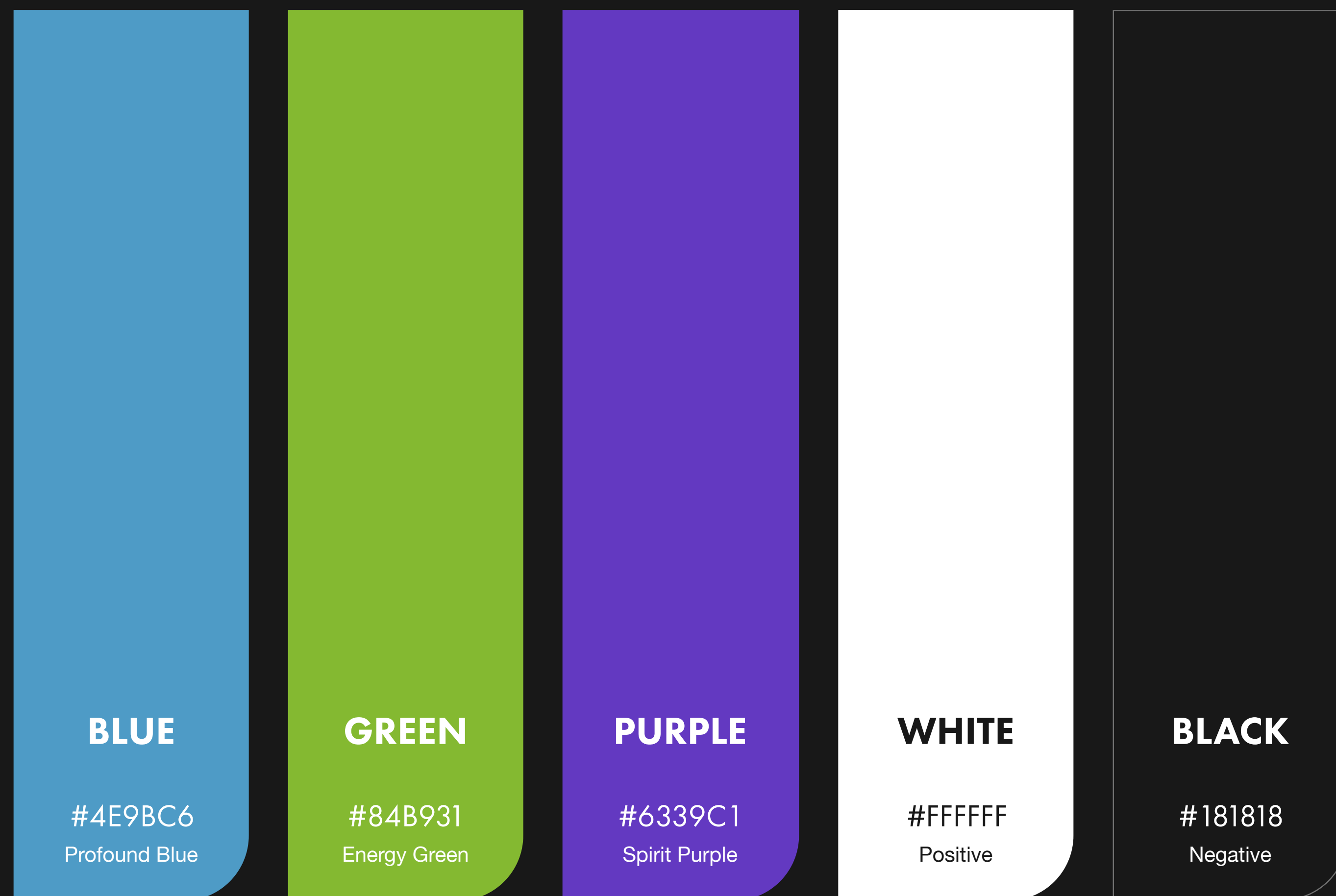
COLOR RGB LAYOUT

The GAME colors are chosen 3 color that fits our choice of colors best. That was profound blue, spirit purple, energy green, use for all the image and concept feeling.

GAME · Color
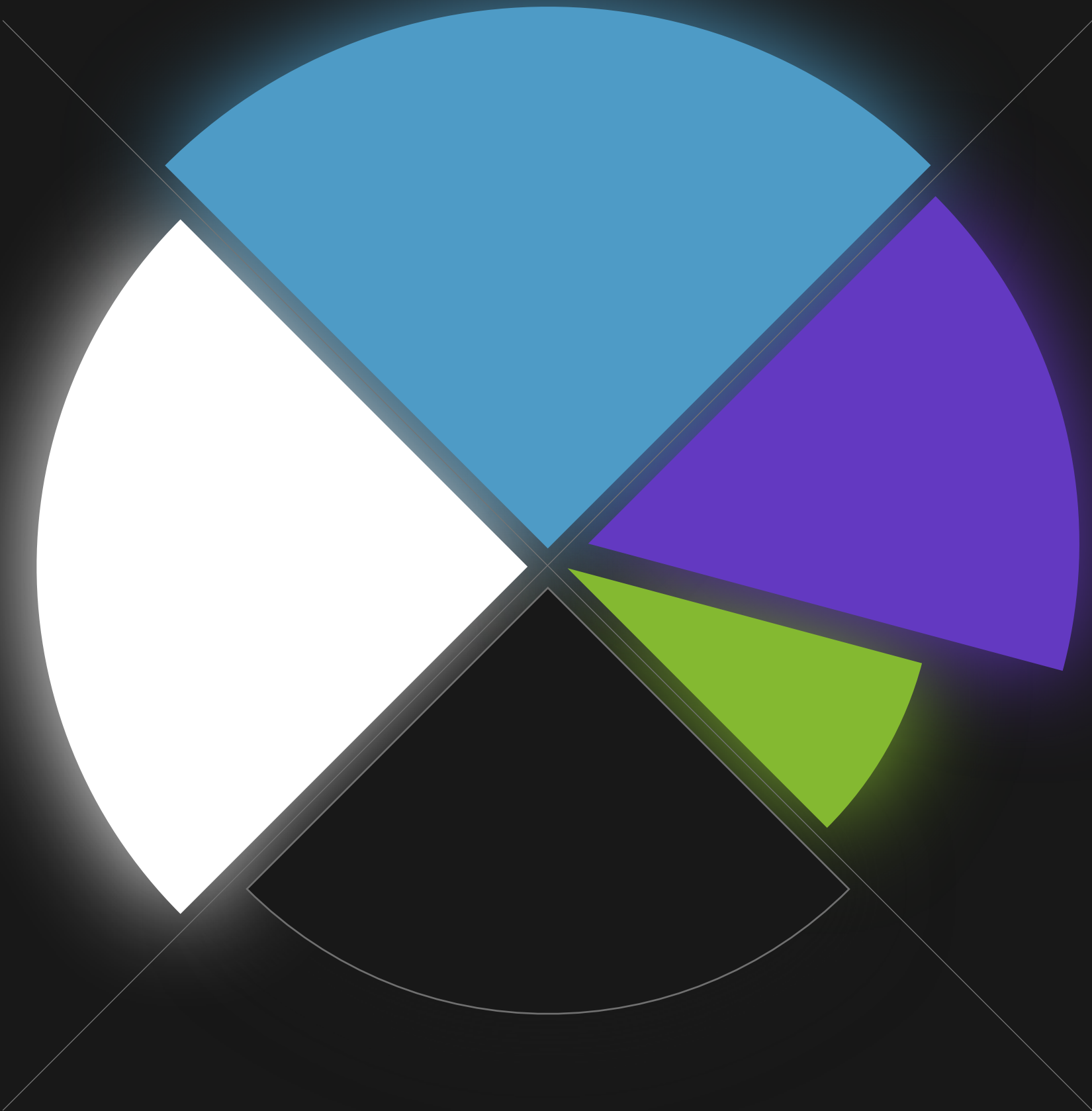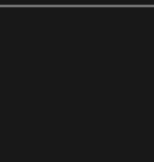
COLOR USAGE DISPLAY

BLUE
Profound Blue #4E9BC6

GREEN
Energy Green #84B931

PURPLE
Spirit Purple #6339C1

WHITE
Positive #FFFFFF

BLACK
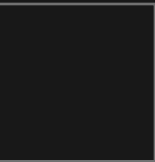Negative #181818

LOGO COLOR DISPLAY

GAME

COLOR PICKED
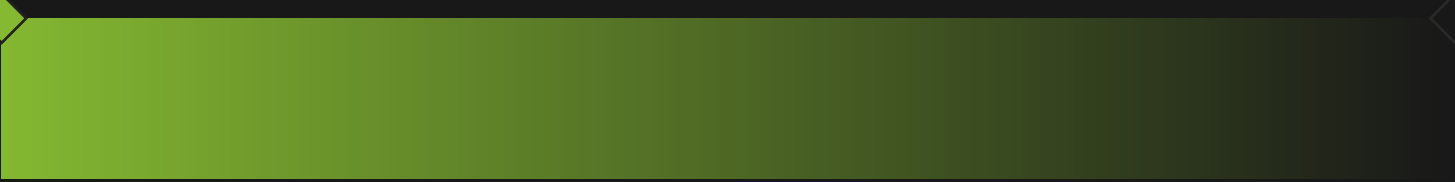
Blue

Purple

Green

Black
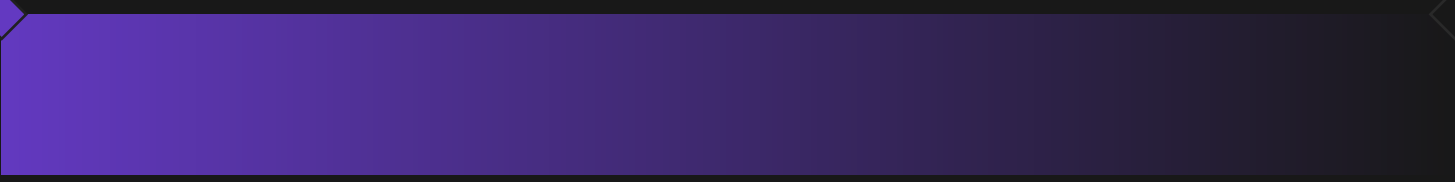
GRADIENT TYPE

Gradient Green
#4E9BC6 #6339C1

Gradient Purple
#4E9BC6 #6339C1

Gradient Dark Green
#4E9BC6 #6339C1

Gradient Dark Purple
#4E9BC6 #6339C1

GRADIENT ANGLE
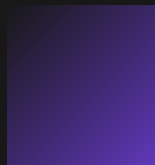
45°   30°   mid   Oblique

45°
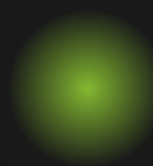
30°

mid

Oblique

GRADATION RULE

In order to better deepen the brand image and 3D effect, we have just used gradient colors in some material use scenes that are in demand. Generally, the gradient is mainly based on these 4 situations.

After using the gradient, it will be better in terms of the sense of space, the sense of the universe and the level of the game.

COLOR PICKED

| Blue | Purple | Green | Black |

PERSPECTIVE DESIGN

20%
from focus

60%
from focus

Blur effect	Gradient	Blur effect	Gradient
10 px	#4E9BC6	30 px	#4E9BC6
	#182E3B		#182E3B

OTHER COLOR PERSPECTIVE

#6339C1
#4E9BC6

#4E9BC6
#84B931

#6339C1
#212121

DISTANCE AND BLUR

Focus

20%   10% 20% 40% 60%

10%   20%   40%   60%

-60%   -40%   -20%   -10%

COLOR BLUR RULE

Because the distance between colors will give people different blur effects, all brand images and posters of GAME have certain rules when using blur effects to show the 3D exhibition of design.

LOGO

LOGO
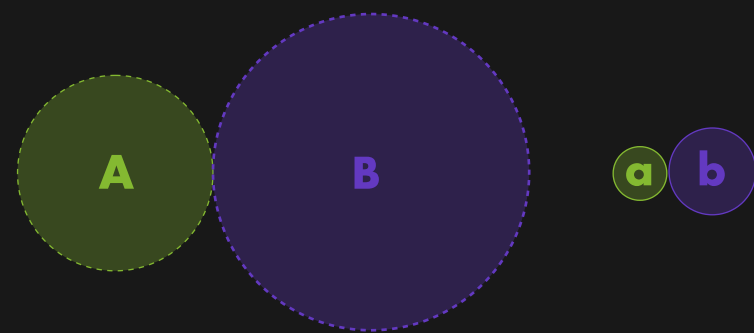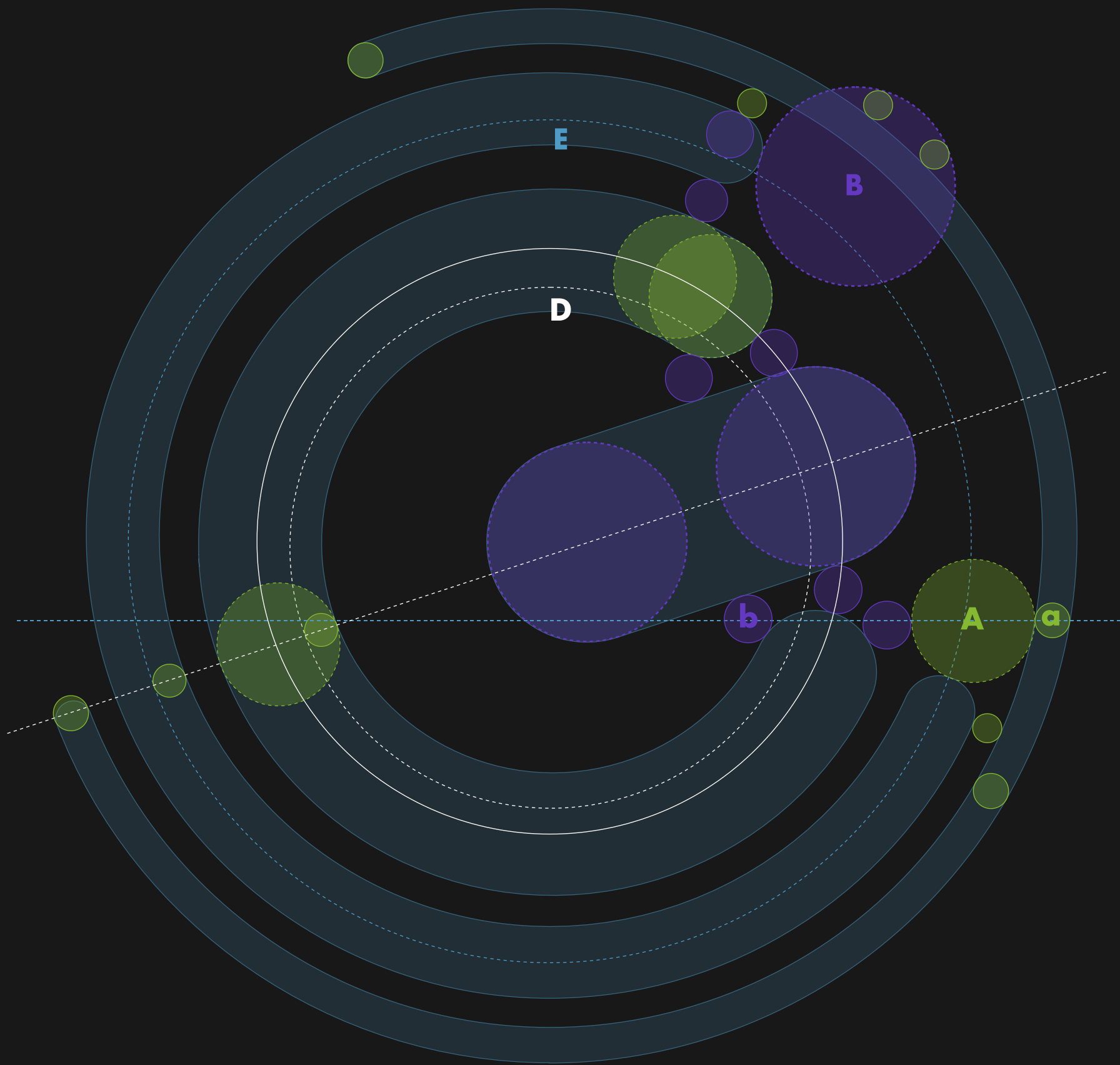
$$\frac{A+B}{B} = \frac{B}{A} = 1.618$$
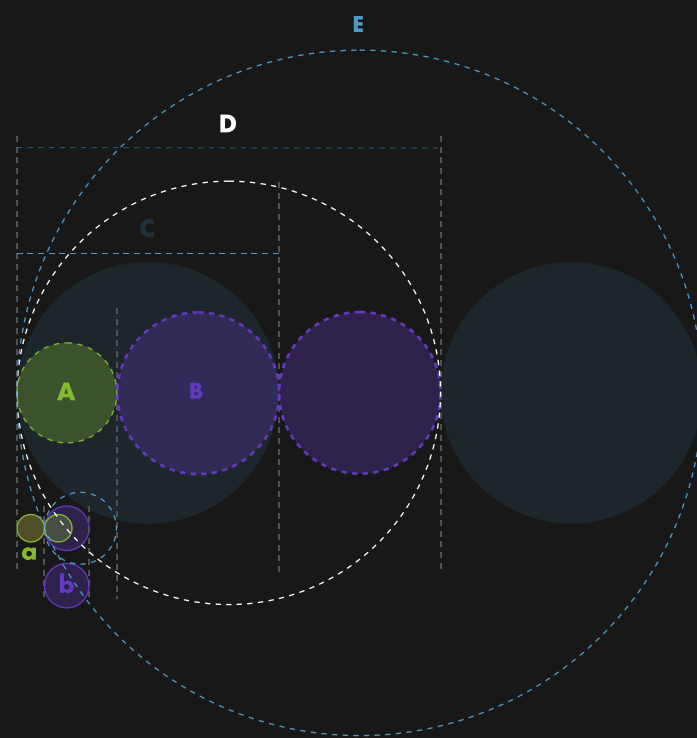
GOLDEN RATIO

Artists and architects believe the Golden Ratio makes the most pleasing and beautiful shape. Adjust perfect balance and circle spacing

LOGO SHAPE PROCESS

We use the most perfect shape balance to create the logo shape for cooperation and construction of GAME, and then determine the basic shape of circle A. After that, we continuously adjust the golden ratio to combine the content of the logo with the universe, the future, technology and other content to make the GAME's logo. To make the beautiful shape.
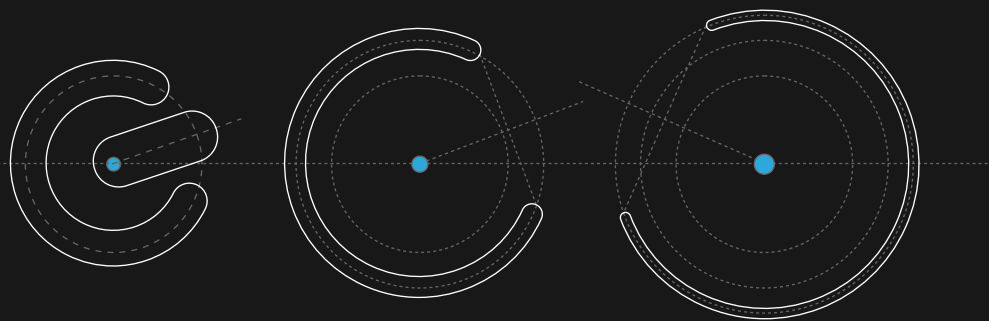
LOGO CONCEPT

The GAME is a company An autonomous decentralized game platform that allows game enthusiasts from around the world, such as players, developers, and investors, to directly participate in the operation. logo can be used in three colors: official Profound blue black and white.

GAME

Game switch

It is more in line with the concept of the beginning of the game and the image of the company.

G text

By adding the shape of G, we will strengthen the connection with the company name.

Planetary orbit

Incorporates the concept of planetary orbit and strengthens the concept of space territory and freedom.

Space and perspective

An image of people gathering, with a sense of space enhanced by differences in thickness and gradual changes.

VARIATIONS

The GAME Profound blue and white version of the logo should be used on top of brand colors or over photography. The black and white logo is only used when no other option is possible.

GAME OFFICAL & POSITIVE

GAME   **GAME**

BLACK & WHITE

GAME   **GAME**

SPACING RULES

The GAME logo should always appear with the proper padding appropriate to the dimensions shown. The padding should be equal to the length of the upper left bar of the box.

SMALIST LOGO

The size of this full logo should never be smaller than 15px height, the only icon part should never be smaller than 12px height.

GAME   15px

12px

Don't stretch.

Don't rotate.

Don't use secondary colors.

Don't combine colors.

Don't separate logo

Don't mask with image.

Don't modify.

Don't add elements.

Don't use a drop shadow.

LOGO DON'TS

The following examples show misuse of the GAME logo.

To ensure that the logo is correctly reproduced, always use the appropriate artwork provided.

MOCK UP

A moke up of a set of posters made after using the brand guide rules.

Include GAME brand color gradient blur 3D effect Please take this as an example.

Game Branding Guide

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