Press & Play

Brand Style Guideline

What is Press & Play?

Press & Play is a collectable media distributor.

We sell products such a customized copies of video games, music, and movies. Consumers will be able to choose the type of case, platform, location of signature, etc.

Brand Tone

Press & Play communicates with a brand tone that is **exclusive** and **approachable**.

When communicating about our **Products**:
Informative, Exclusivity, Engaging

When communicating to **consumers**:
Informative, Exclusivity, Engaging

When communicating as **Customer Support**:
Informative, Exclusivity, Engaging

When communicating about **Promotions**:
Informative, Exclusivity, Engaging

Colour Palettes

Light Mode Palette

White	Raisin Black	Davy's Gray	Mint	Anti-flash White	Forest Green	Persian Red
Primary Colour (background)	Text Colour	Alt. Text Colour (fine print)	Accent Colour (buttons, etc.)	Primary Colour 2 (cards, sections)	Success Colour	Error Colour
Hex: #FFFFFF	Hex: #231F20	Hex: #4A4A4A	Hex: #63A375	Hex: #F0F0F0	Hex: #388E3C	Hex: #D32F2F
RGB: 255, 255, 255	RGB: 35, 31, 32	RGB: 74, 74, 74	RGB: 99, 163, 117	RGB: 240, 240, 240	RGB: 56, 142, 60	RGB: 35, 31, 32
Pantone: 11-0601 TCX Bright White	Pantone: 19-4007 TCX Raven	Pantone: 19-3908 TCX Asphalt	Pantone: 16-5942 TCX Mint Green	Pantone: 11-4300 TCX Cloud Dancer	Pantone: 17-6153 TCX Forest Green	Pantone: 19-4007 TCX Raven

Dark Mode Palette

Raisin Black	White	Silver	Mint	Jet	Office Green	Cornell Red
Primary Colour (background)	Text Colour	Alt. Text Colour (fine print)	Accent Colour (buttons, etc.)	Primary Colour 2 (cards, sections)	Success Colour	Error Colour
Hex: #231F20	Hex: #FFFFFF	Hex: #B8B8B8	Hex: #63A375	Hex: #2C2C2C	Hex: #2E7D32	Hex: #B71C1C
RGB: 35, 31, 32	RGB: 255, 255, 255	RGB: 184, 184, 184	RGB: 99, 163, 117	RGB: 240, 240, 240	RGB: 56, 142, 60	RGB: 35, 31, 32
Pantone: 19-4007 TCX Raven	Pantone: 11-0601 TCX Bright White	Pantone: 14-4102 TCX Silver Cloud	Pantone: 16-5942 TCX Mint Green	Pantone: 11-4300 TCX Cloud Dancer	Pantone: 17-6153 TCX Forest Green	Pantone: 19-4007 TCX Raven
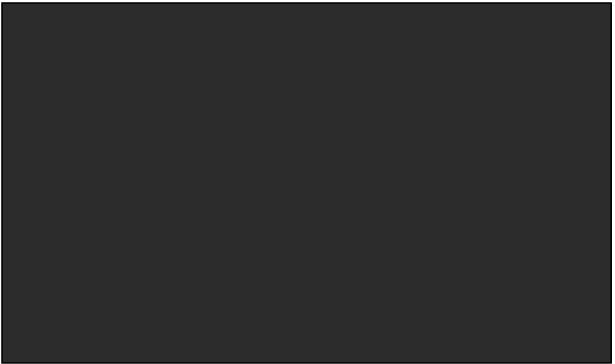
Logo - Variations

Light Mode Palette
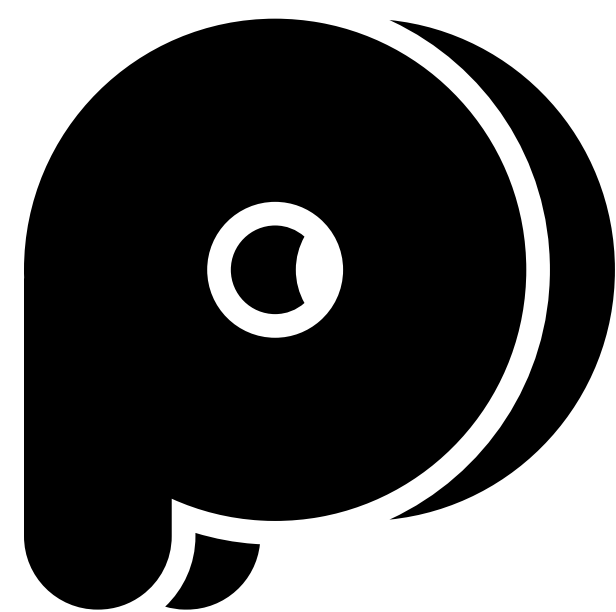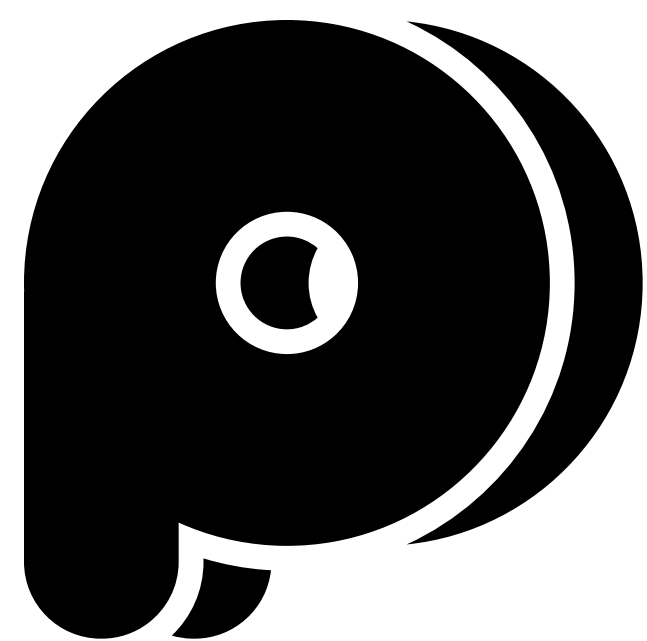
Dark Mode Palette

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Logo - Spacing Requirements

1u

2u

1u

1u

2u

1u

3u

10u

3u

4u

8u

4u

Press & Play

Height of logo
Print: 10mm
Digital: 50px

Height of logo
Print: 18.5mm
Digital: 53px
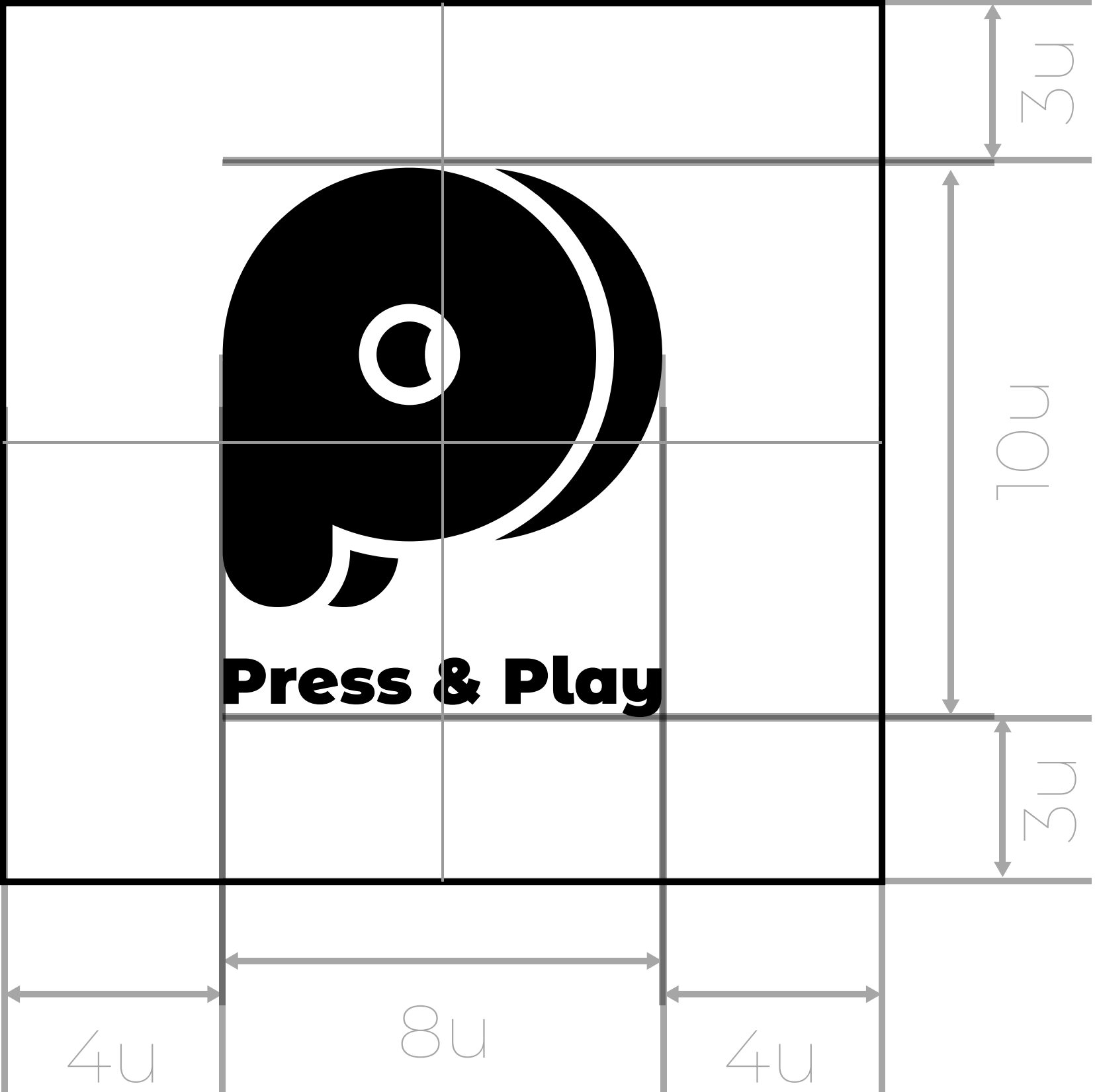
Press & Play
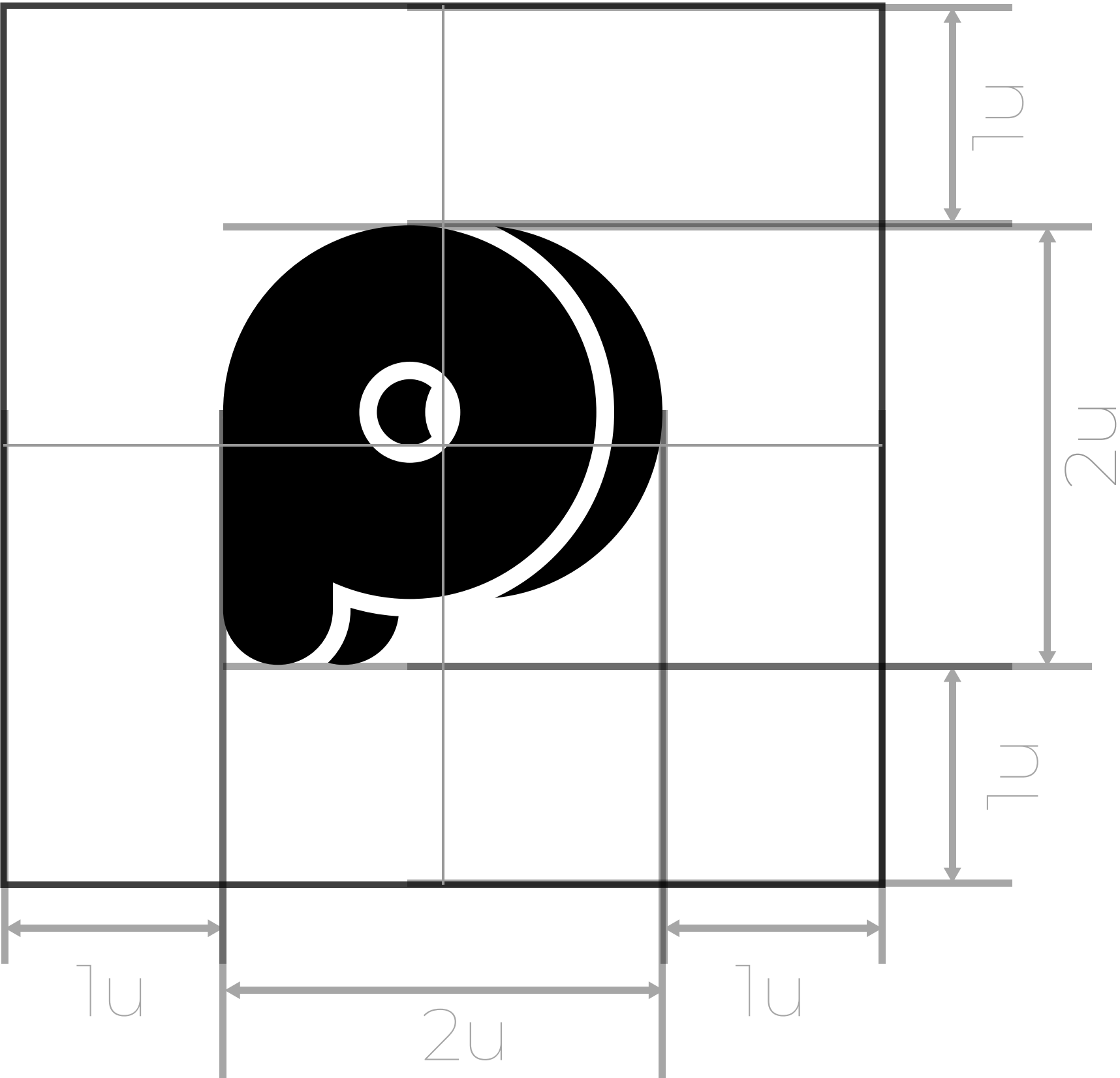
For textless version:
1u = half the width of the logo

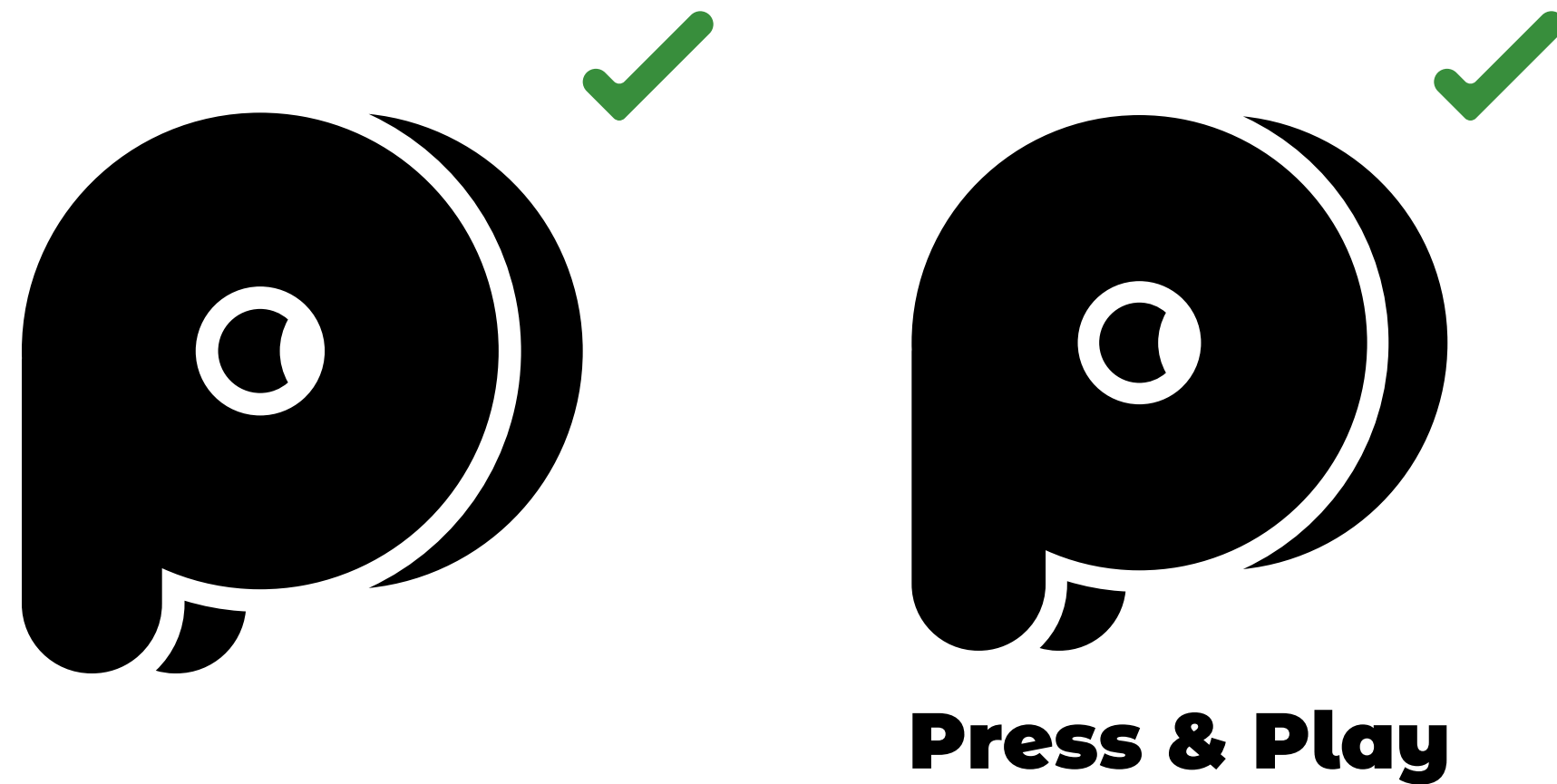## For text version:
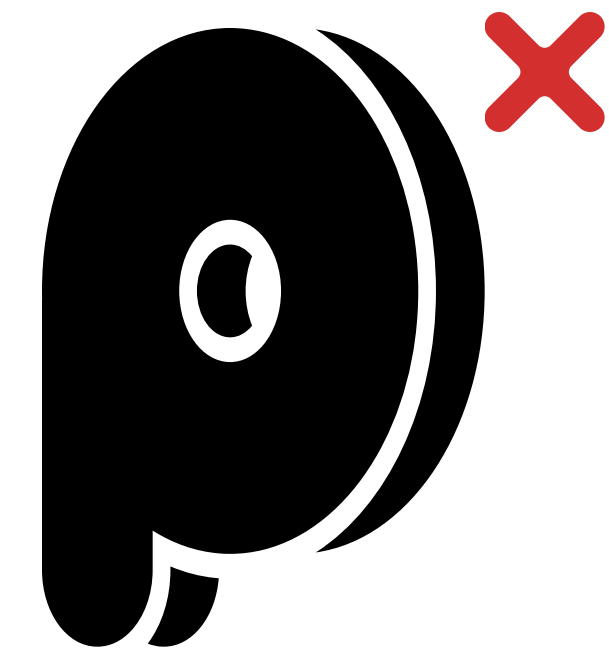1u = 1/8th the width of the logo

Logo - Do's and Don'ts

✔

✔

Press & Play

Keep the logo simple. If the text version of the logo is being used the text must always be below the logo.
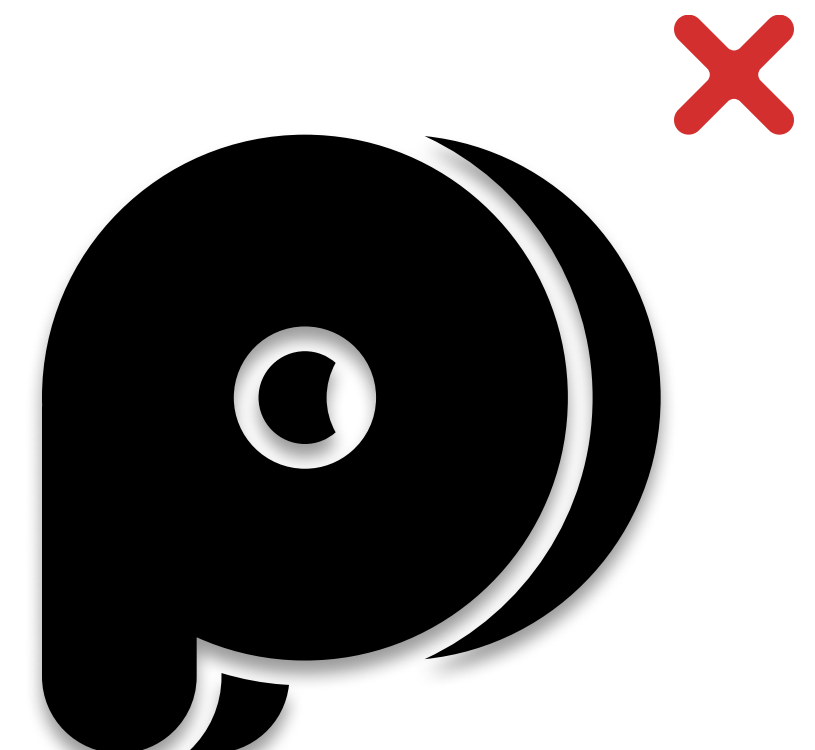
Press & Play ✕

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Keep the colour of the logo and text the same

✕ Do not skew the logo
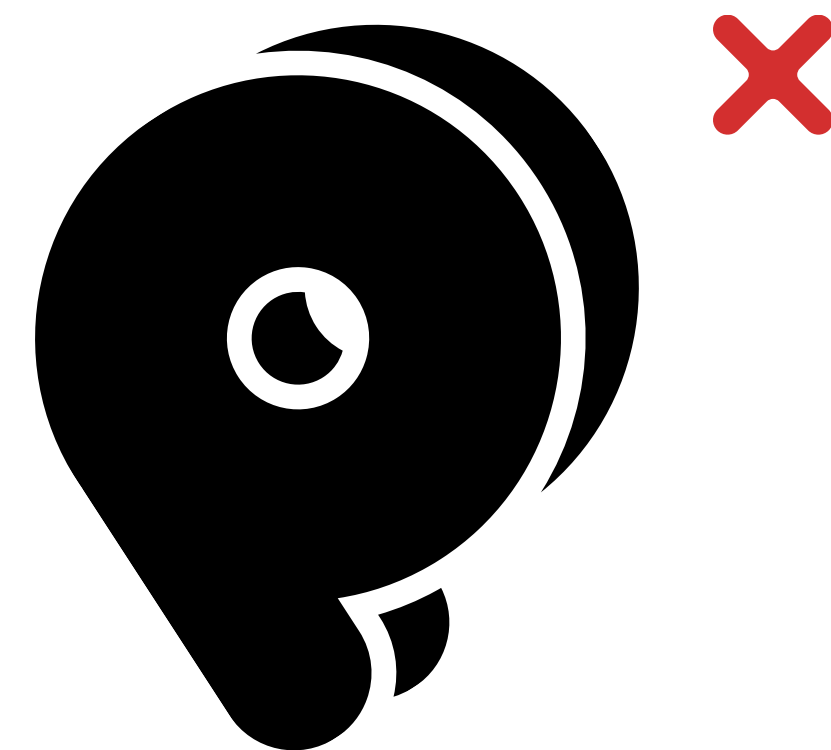
✕ Do not rotate the logo

✕ Do not add a drop shadow

Iconography

Typography

Montserrat - Primary body text

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1 2 3 4 5 6 7 8 9 0

Montserrat Light - Body text + fine print

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1 2 3 4 5 6 7 8 9 0

Montserrat Bold - Sub-headers

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1 2 3 4 5 6 7 8 9 0

Montserrat ExtraBold- Headers + titles

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1 2 3 4 5 6 7 8 9 0

Grid system