



Brand Identity Manual

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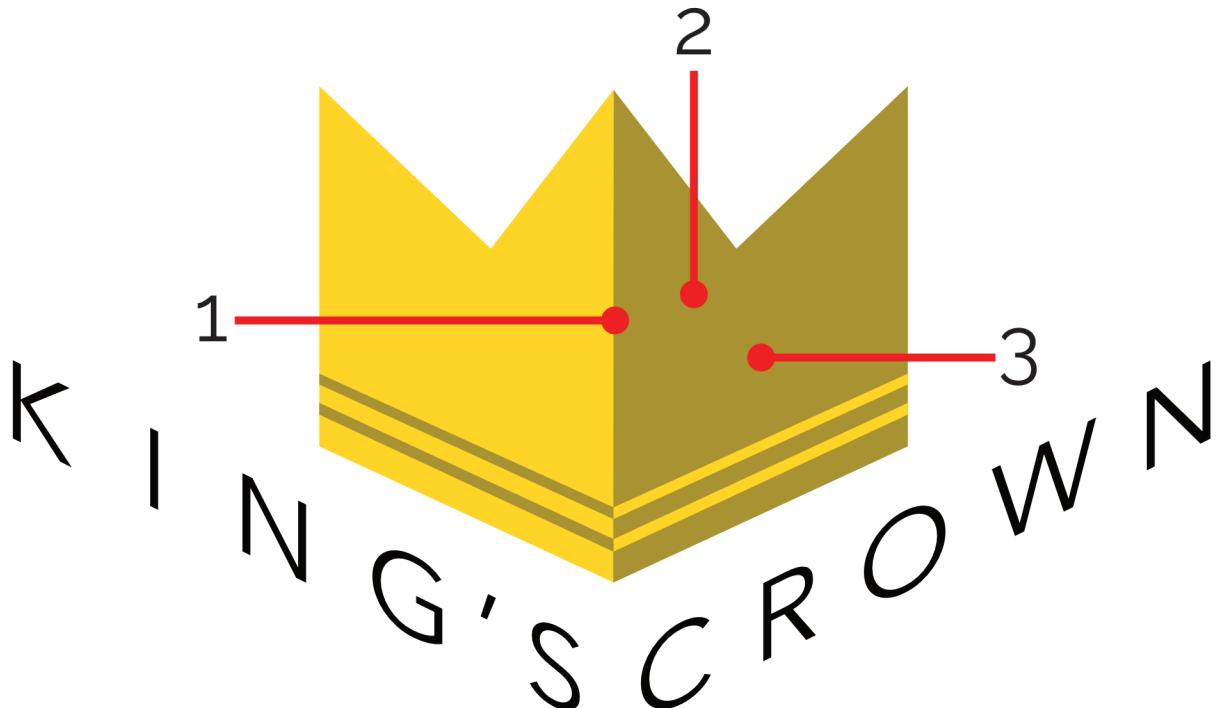
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Our Mission

King's Crown aims to make the highest quality tabletop games for our consumers. Each product we make should be not only of the highest quality possible, but also fun.

We are a tabletop games company that produces not only games, but also the accessories to accompany them. Our name symbolizes our mission to be a leader in the industry, as well as the golden quality we strive for. Our games should be worthy of royalty.

Brand Symbolism



1. The implied 3D aspect of our logo is indicative of the shape of a box that a board game would come packed in.
2. The crown both represents our name and that we are a company of the modern age, hence the logo's crisp, sharp edges.
3. The bars at the bottom of the crown reference the base of chess pieces.

Primary Lockup

The logo's primary lockup should be used whenever possible. It should never be modified or adjusted. When the primary lockup cannot be used, look to one of our secondary lockups instead.



Secondary Lockups

Horizontal Logo



The horizontal logo should be used first when the primary lockup cannot be used.

Logo Mark



The logo mark by itself should be used sparingly and only when there is limited space, such as on a card box.

Text



The text by itself should be used only for areas where the symbol doesn't provide enough information, such as online ads.

Logo Color Variations

Grayscale

While not as preferable as the full-color logo, grayscale logos can be used instead if the situation calls for it. In all cases, the crown will be the same 2 colors, and only the text and background colors will change.



Logo Color Variations

Other Colors

All color variations should use only the official colors seen in this brand identity manual (see page 11).

Gold Text

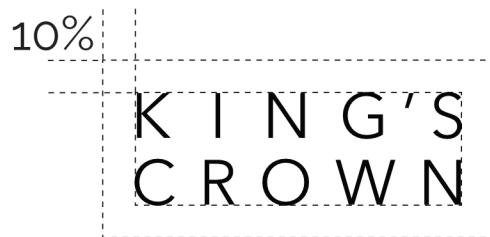


Gold Background



Spacing

With all variations of the logo, there should be a minimum of 10% padding on all sides.



Minimum Sizing

The logo marks should never be reduced to below these sizes, so as to preserve its readability.



Logo Violations

1. Do not stretch or distort the logo.
2. Do not modify the logo or its parts.
3. Do not place the logo on a complex background.
4. Do not use any colors outside of the official colors.
5. Always ensure that the logo contrasts with the background.
6. Do not flip the logo.

Examples of Violations



Official Colors



Hex: ffd52d
RGB: 255, 213, 45
Process: 1, 14, 91, 0
Pantone: Yellow 012 C



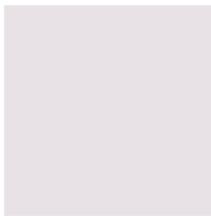
Hex: a8912b
RGB: 168, 145, 43
Process: 35, 36, 100, 6
Pantone: 399 C



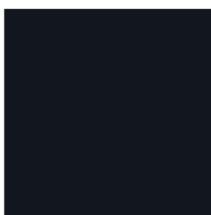
Hex: 98999b
RGB: 152, 153, 155
Process: 43, 35, 34, 1
Pantone: Cool Gray 7 C



Hex: 707271
RGB: 112, 114, 113
Process: 57, 47, 48, 14
Pantone: 424 C



Hex: e6e2e7
RGB: 220, 226, 231
Process: 8, 9, 5, 0
Pantone: 663 C



Hex: 101820
RGB: 16, 24, 32
Process: 82, 71, 59, 75
Pantone: Black 6 C

Official Typography

King's Crown uses Raleway as its master typeface. Type hierarchy can be established by using its varied weights.

Raleway Thin

-
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Raleway ExtraLight

-
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Raleway Light

-
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Raleway Regular

-
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Raleway *Italic*

-
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Raleway Medium

-
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Raleway **SemiBold**

-
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Raleway **Bold**

-
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Raleway **ExtraBold**

-
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Raleway **Black**

-
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Official Typography

Our logo uses the typeface Avenir Next. The typeface is always set to Regular. This typeface should only be used with the wordmark, and the wordmark should never use a different typeface.

AVENIR NEXT TYPEFACE -
REGULAR

K I N G ' S
C R O W N

Stationery

Stationery that is used for official business should never be altered in any way. The typefaces should be left in tact, as should the weights.

11"



Head Office
100 Central Office
1234 Silver Lane
Traverse City, MI 49696

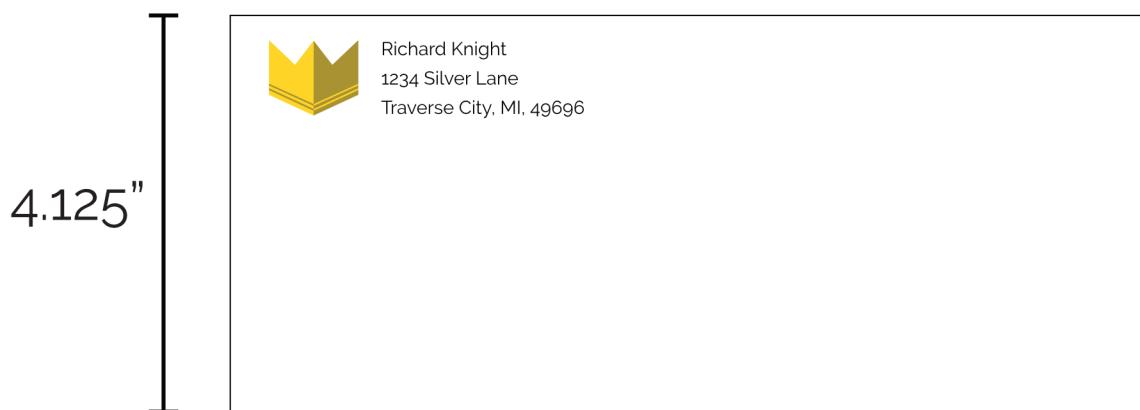
Phone: 300-400-5000 | Toll Free: 1-800-400-5000 | Email: [kc@kingscrown.com](mailto:kcc@kingscrown.com)
Website: kingscrown.com

8.5"

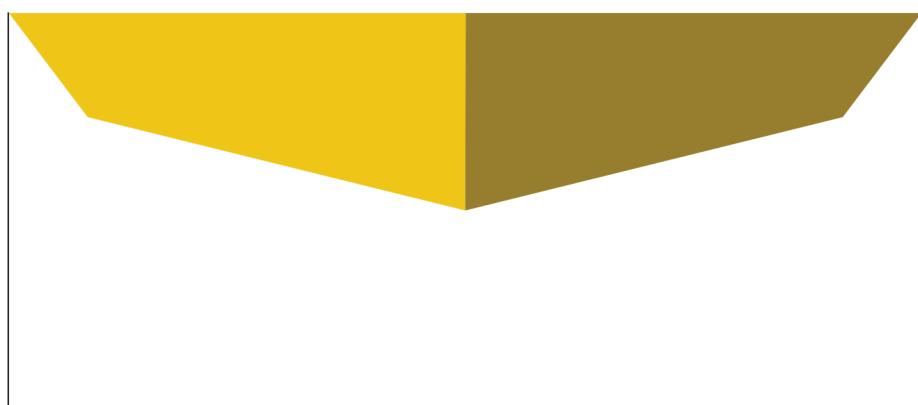
Stationery



3.5"



9.5"



Mockups

Below are some examples of how to utilize the logo in its different variations.

Wall Signage

This is an example of the logo used as wall mounted decoration in an office space.



Mockups

Product Tags

Mockup of tags that would be placed on certain products, such as dice bags.



