



Our Brand



Mission Statement

“Project X is committed to creating innovative & inclusive smartphone games for the future.”

Here at Project X, our primary objective is to bring to market, only the most inclusive and innovative apps. We intend to create smartphone games that both sighted and visually impaired users can enjoy.



Our Brand: Who Are We?

Here at ProjectX, we are a dynamic group of IT professionals who hope to change the world of smartphone gameplay through the creation of inclusive games that allow those who are vision impaired to play too.

The ProjectX team is made up of 5 individuals...



Stephanie Kelloway
Project Lead



Peter Luong
Lead Developer



Shane Rogers
Team Lead/Developer Support



Jerard Ogoy



Guangchen (Jensen) Deng

Art & Sound Department



Our Brand: Primary Colour Palette

Project X blue should always be the most prominent colour either for print or online materials with the additional 3 colours from our primary colour palette providing depth and variation.

Project X Blue

HTML: #076AE1

RGB: 7-106-255

Project X White

HTML: #FFFFFF

RGB: 255-255-255

Project X Black

HTML: #000000

RGB: 0-0-0

Project X Grey

HTML: #4B4B4B

RGB: 75-75-75



Our Brand: Typography

Our font is Corbel...

Corbel is an easy to read font, which complements the Project X logo and is easily legible.

Corbel is the preferred Project X font both for print materials and online.

Corbel weights

There are three weights to choose from.

Corbel

Corbel Light

Corbel Bold

When Corbel is not available on a device it may be substituted by the default font based on the operating system of the device.

Roboto
(Android)

Helvetica
(iOS)



PROJECT X