



Thunderstore

# Brand Guidelines

# Profile

# Who we are

## What is our purpose

Thunderstore exists to bridge the gap between modders, games and mod enjoyers by offering a complete ecosystem around modding, driving the industry forward.

We celebrate open source and community-driven user generated content.

### Mission

To make life simpler with a complete, easy-to-use ecosystem for mods, creators and users.

### Vision

A world where mods just work with a click - to enjoy and to share with anyone and everyone.

# Values

## What drives us

Our values trickle down on everything we do and serve as the base for our motivation in our everyday operations.

### Reliability

We enable our users to focus on creating by ensuring our ecosystem is stable and reliable. We make sure this holds true - from the smallest of things all the way up to the big pieces.

### Craftmanship

We take pride in our work. We have an attention to detail. We strive to learn. Our actions have meaning and intent.

### Transparency

We are advocates for open source and user generated content. We are not hiding behind facades, instead we are open about our goals and mode of operation.

### Creator agenda

We believe creators should have agency over their own content. We are the middlemen making sure the cogs turn and the gears are greased.

# Voice and tone

## Voice

Our voice and tone define who we are, how we present ourselves and are recognized in the world.

They aren't just a part of the product, but also the representation of the people behind it.

**Our users are like ourselves; tech-savvy, creative, curious, and playful – and gamers at heart.**

**We reflect this in our communication, engaging in conversational discussion.**

**We are professionals, but we are never cocky. We can be witty, but we are not silly. We keep our ears and eyes open for new ideas and welcome productive conversation.**

# Voice and tone

## Tone

Our voice and tone define who we are, how we present ourselves and are recognized in the world.

They aren't just a part of the product, but also the representation of the people behind it.

### Casual

It's as if we are talking to our peers and co-workers. We shy away from business clichés and jargon. While we are casual, we are not overly informal.

### Direct

We don't beat around the bush, we say what we mean and mean what we say - but always with respect.

### Playful

Gaming is for having fun, and so are we. There's always room for some gamer lingo and a meme or two.

### Helpful

Sometimes things aren't clear or don't go as planned. When that happens, we are there to help. We don't think there are any stupid questions.

### Informative

We are clear, provide information, make sure what we say has a purpose — ultimately **what** we are saying is more important than how we say it.

### Honest

No one isn't perfect, and we all make mistakes. When that happens, we admit it, own it and learn from it.

# Logo

# Logo

## The Lightning

Our logomark is an amalgamation of the letter T and S, shaped in a form of lightning inside a hexagon.

Our wordmark is in capitalized **Raleway Bold**.

Do not edit, recolor, distort, resize proportions, add effects like drop-shadow or in any other way present our logo differently than documented in this guide.



# Logo

## Safe Zones

Use these safe zones to give our logo some room to breath.



# Logo

## Horizontal

This is the default orientation of our logo.

On dark background and on images our logo is in white.

Use white version on images, unless situated in a very light area.

On light background our logo is in black.



# Logo

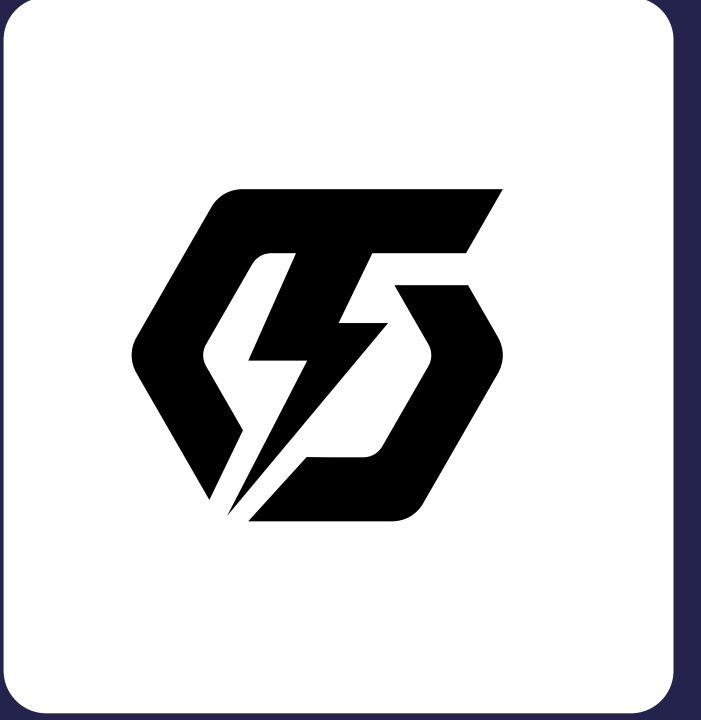
## Logomark

On dark background our logomark is in white.

Use white version on images, unless situated in a very light area.

On light background our logomark is in black.

On dark backgrounds our logomark can also be in Cyber Green when necessary to reinforce our brand, such as an app icon. A subtle gradient can also be applied when the need to spice things up arises.



# Colors

# Colors

## Core palette

These are the core colors which define our brand - the ones the world associates us with.

Cyber green represents games and technology, reminding of elements of cyberpunk and neon lights.

Muted dark purple represents the sky during a thunderstorm.

### Cyber Green

HEX 23FFB0  
RGB 35-255-176  
CMYK 86-0-31-0

Aa

### Nightsky

HEX 1F1F42  
RGB 31-31-66  
CMYK 53-53-0-74

Aa

### Whiteout

HEX FFFFFF  
RGB 255-255-255  
CMYK 0-0-0-0

Aa

# Colors

## Secondary Palette

When we are feeling frisky, we can utilize these accent colors to spice things up. Don't go too wild on these though as to not look like a rainbow - it comes only after the thunder.

Accent-Purple	Accent-Blue	Accent-Green	Accent-Yellow
HEX 9D30E4	HEX 1CA3F5	HEX 50D99F	HEX F8CF40
RGB 157-48-228	RGB 28-163-245	RGB 80-217-159	RGB 248-207-64
CMYK 28-71-0-11	CMYK 85-32-0-4	CMYK 54-0-23-15	CMYK 0-16-72-3

Accent-Orange	Accent-Pink	Accent-Red
HEX F66B3F	HEX E93CD7	HEX F1385A
RGB 246-107-63	RGB 233-60-215	RGB 241-56-90
CMYK 0-55-72-4	CMYK 0-68-7-9	CMYK 0-73-59-5

# Typography

# Typography

Headings - Hubot Sans

Thunderstore headings are set in Hubot Sans. The default weights used are **Bold** and **ExtraBold**.

Hubot Sans typeface is designed with more geometric accents to lend a technical and idiosyncratic feel—perfect for headers and pull-quotes

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll  
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv  
Ww Xx Yy Zz 0123456789

Thin  
ExtraLight  
Light  
Regular  
**SemiBold**  
**Bold**  
**Extrabold**

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# Typography

## Text - Inter

Text and paragraphs are set in Inter. The default weights used are **Regular**, **Medium** and **Bold**.

Inter is a typeface carefully crafted & designed for computer screens.

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