Retro
Game
House

Retro Game House

Style Guideline 2024

Retro Game house

Retro Game House

Retro Game House is a retro gaming museum that owns a collection of over 10,000 game titles and gaming devices. According to an unofficial ranking, it is the 9th largest collection in Europe. The collection includes familiar devices, rare gaming devices, and games that cannot be found anywhere else.

Retro Game House's mission is to preserve the history of gaming and share it with visitors. It offers a unique and rare experience in the world of retro games.

Retro Game House is set to open in Kuopio spring .2024.

Retro Game House's main product is gaming experiences and game nights for work and friend groups.

Logo

White

Blue

Black

Color variations

Retro Game House has one logo. It is available in white, blue, and black, and it should not be used in any other colours.

The logo's color variation is chosen so that it stands out as well as possible against the background. However, the logo is most often used in white on a blue background.

Protective area

Using the protective area

The protective area of the Retro Game House logo is defined by the "o" in the logo. Using the protective area ensures enough space around the logo.

The protective area of the logo is reserved and should not have any images or text added to it.

Practical use of the logo

The Retro Game House logo must be used as it is and should not be modified in any way.

- The protective area of the logo must be maintained.
- The logo must not be stretched.
- The color of the logo must not be changed independently.
- The logo must not be tilted.
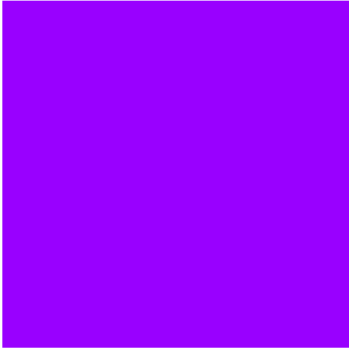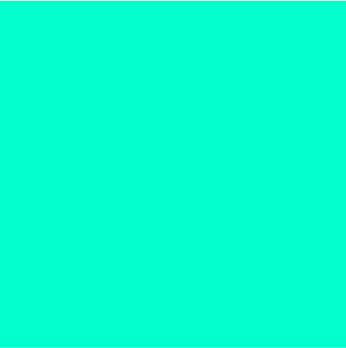- No effects should be added to the logo.

Examples

1.
2.
3.
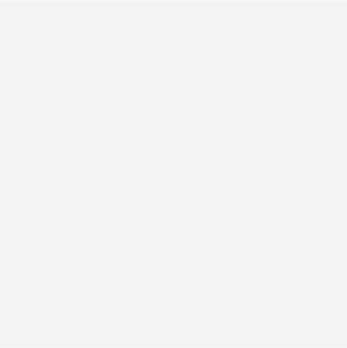4.
5.

Colors and their usage

Primary

Secondary

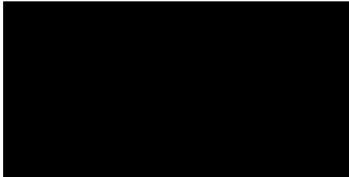**Purple**
CMYK 62 / 83 / 0 / 0
RGB 153 / 0 / 255
HEX 9900FF

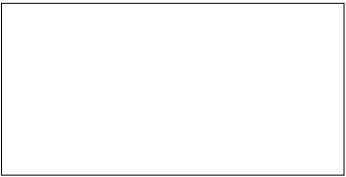**Turquoise**
CMYK 51 / 0 / 30 / 0
RGB 0 / 255 / 204
HEX 00FFCC

Grey
CMYK 3 / 2 / 1 / 2
RGB 243 / 243 / 243
HEX F3F3F3

Additional

Blue
CMYK 100 / 91 / 3 / 0
RGB 48 / 75 / 255
HEX 304BFF

Black
CMYK 0 / 0 / 0 / 100
RGB 0 / 0 / 0
HEX 000000

White
CMYK 0 / 0 / 0 / 0
RGB 250 / 250 / 250
HEX FFFFFF

Usage of the colors

Retro Game House's colour palette consists of a dominant primary and additional colours. Proper use of primary and additional colours ensures brand recognition.

The primary blue colour always plays a dominant role in the brand's visual appearance. Among the additional colours, purple and turquoise are used the most. The gray additional color is used as a background color when needed to support the other colors.

Complementary additional colours, black and white, work well in typography. White can also create empty space, adding freshness to the visual appearance.

Typeface

Kanit SemiBold

Kanit Medium

Kanit Regular

Main heading (35px)

Sub heading (29px)

Paragraph (17px). Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Font usage

Kanit is the primary typeface used in Retro Game House materials. It is a free Google font suitable for use in both digital and print products.

The Kanit SemiBold cut of the typeface is used for main headings, and the Kanit Medium cut is used for subheadings. The Kanit Regular cut is suitable for body text. Generally, headings are always larger than the body text.

Kanit SemiBold and Kanit Medium are also suitable for emphasising short text.

Download the Kanit typeface: (https://fonts.google.com/specimen/Kanit)

If the primary typeface Kanit is unavailable, the substitute typeface is Calibri (Calibri Regular and Calibri Bold). However, every effort should be made to use the primary typeface.

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Text readability

In Retro Game House materials, text can be used in colour and placed on a coloured background.

It's important to ensure that the text remains readable when designing materials. This is influenced by the sufficient contrast ratio between the text colour and the background colour.

The contrast ratio for small text should ideally be at least 4.5:1, and for large text, at least 3:1. A sufficient contrast ratio ensures text accessibility. Several tools, such as the Adobe Color Accessibility Tools, are available to ensure the contrast ratio.

If there is a lot of small body text, it works best in black on a white background.

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