



Visual Brand Style Guide

Me Time Campaign

ME TIME STYLE GUIDELINE



- **Mission**
- **Design**
- **Colors**
- **Fonts**
- **Graphics**
- **Resources and points of contact**

Mission

Me time is the first GH marketing campaign dedicated to women who love playing games.

Our goal is to encourage women to embrace their me time - game time:

GameHouse vision

At GameHouse we aim to own me time mobile gaming experience mainly for women in the genres they engage with the most. With a high focus on unique game loops that have a secondary layer of story & characters.

Goal of this campaign:

- Put GH vision out there : everyone needs their me-time
- Get rid off the taboo that gaming is a dirty, waste of time & lazy non-productive activity
- gaming is a productive activity
- Gaming is fun - we all do it
- Our (GHOS) products are for women

Target audience:

B to C : Women gamers, mom gamers

B to B :





Design

Using Our Tagline

Final design for
GH me time
Campaign tagline.

GAMEHOUSE
We all need our me time!



Design

Using Our Tagline

3 version available
to be used:

1-colored

2-B&W

3-White and grey

We all need our game time!

We all need our game time!

We all need our game time!



Design

Using Our Tagline

Spacing:

Logo & tagline Spacing:

Follow these rules
To keep the
spacing between
logo and tagline
cohesive:





Design

Using Our Tagline

Scaling:

The Composition scaling:

Follow the scaling rules to avoid imbalance in composition.

5- Use the X aspect ratio to add or subtract spaces. Do not use more than 2X for scaling up the logo and 1x to scale down the logo:

The minimum scaling for logo:



The maximum scaling for logo:



Design

Using Our Tagline

Scaling:

The tagline can be used in combination with logo or separate in different terms of use.

The goal is to make it visually appealing and readable.



1- Readability is the number one rule to consider in terms of using the tagline with logo, In here to help the readability, the tagline is used bigger than logo



2- Size of the logo and tagline can differ on the context focal point, if the subject is logo we can use the bigger logo and if the focus is on slogan we can use bigger tagline or a tagline without logo.

Bigger logo:



smaller logo:



Equal sizing:



Only tagline:





Design

Using Our Tagline

Scaling:

Be mindful of sizing, readability and balance in sizing.

3- Do not minimize tagline in small scales, be mindful of readability:



GAMEHOUSE
We all need our me time!

4- Do not create a big contrast in scaling between logo and tagline, balance in composition is the key



X **GAMEHOUSE**
We all need our me time!



X **GAMEHOUSE**
We all need our me time!

Always follow slide 6 and 7 for proper resizing of the composition

Design

Using Our Tagline

Do not crop the logo



Do not change the Transparency

GAMEHOUSE
We all need our game time!

Do not shuffle
The colors

We all need our game time!

Do not use different
Colors

We all need our game time!

Do not recreate
using another
typeface

Do not use
outline

Do not rotate,
Do not distort or
alter the proportions

Do not use drop
Shadows or any
Other effects

Do not change the
current spacing
between letters

We all need our game time!

We all need our game time!

We all need our game time!

We all need our game time!

We all need our game time!

We all need our game time!
We all need our game time!



Colors

Using Our Tagline

There are 3 main colors for slogan, mostly inspired by GH logo:

Please do not change or swap the colors in between letters.

We all need our me time!



#14b0e4

Bright Cerulean



#ff649c

Rosy Pink



#f074df

Candy Pink



Font

Magnolia Script

Regarding using the font in games or other place add a recommendation in the style guide so if the font is to be embedded in a game, make sure on the source code of that game, license is also copied (and not only the ttf or otf font)

Link to download:

1- shorturl.at/acjor

2- [Magnolia Script](#)

Free font

*Magnolia
Script*

брауни и панакотта

macaroon

jelly and marshmallows

confectionery

лимонады и смузи

Press Kit

The graphics can be used adding context to the slogan in presentations:

Download:
[Press Kit](#)



