

GAMEBEYOND



## SECTION 1

**LOGOS**

## LOGOS:

### PRIMARY MARK

#### USAGE

The primary mark should be used as frequently as possible. The primary mark depicts GAME in white, BENDER in Equity Red 2 and a flood of Equity Red 1 behind it.

#### CLEAR SPACE REQUIREMENTS

The minimum clear space around the logo is equal to the x-height of the GameBender “G.”

#### MINIMUM SIZE

The minimum print size of the logo is 1.5” wide. The minimum digital size will be determined on a per usage basis.

The logo 'GAMEBENDER' is displayed in a large, pixelated font. 'GAME' is white, and 'BENDER' is Equity Red 2. The logo is set against a background of Equity Red 1. Horizontal lines above the 'E' and 'R' in 'BENDER' and below the 'E' and 'D' in 'BENDER' indicate the clear space requirements.The logo 'GAMEBENDER' is shown in a smaller size. A horizontal dimension line below the logo indicates its width.

Width: 1.5”

## LOGOS:

### SECONDARY + TERTIARY MARKS

#### USAGE

These assets are to be utilized when the primary mark is unachievable. Specifically from a limitation in print production (i.e. 1- or 2-color applications).

The secondary mark should be used in favor over the tertiary mark whenever possible because of the usage of the Equity Red brand color.

The tertiary mark is only used in very limited color applications such as 1-color instruction sheets or non-consumer facing documentation.



Primary Mark:  
Full Color



Secondary Mark:  
Equity Red Reversed



Tertiary Mark  
Black Reversed (restricted use)

# LOGOS:

## ABBREVIATED MARKS

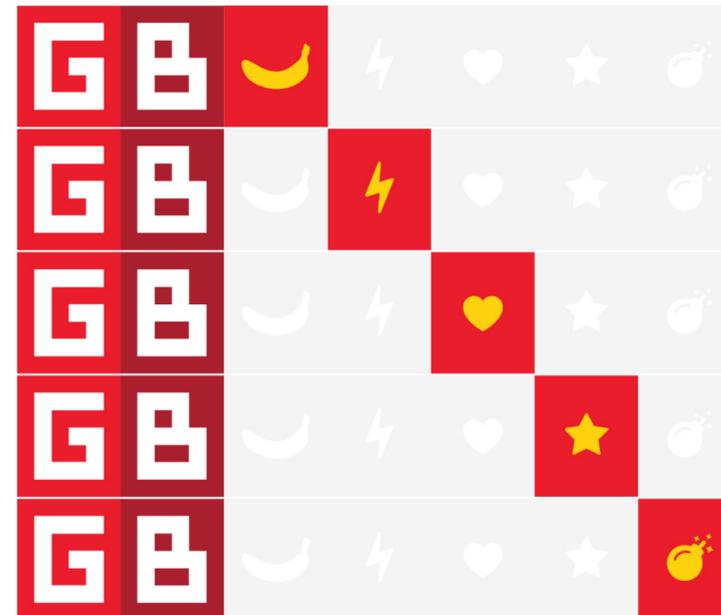
### USAGE

The static mark can be utilized in applications with limited horizontal space and rarely used when the primary mark is not in the most prominent position on branded materials (e.g. product packaging). It is used as a complement to the primary mark and requires stakeholder approval for placement.

The animated mark is a looping 5-frame, digital-only asset that also requires stakeholder approval for placement. Editing the branded icons within the animated mark is prohibited.



Static Mark:  
Full Color



Animated Mark:  
Full Color

SECTION 2

# COLORS+ FONTS

# COLORS:

## BRAND COLORS

### MAIN COLOR USAGE

*Red 1* is used for fields of color. This is mainly used as a flood fill behind the logo.

*Red 2* is an offset contrast red to be used against *Red 1*.

*Accent Yellow* is the main accent color for icons and other small secondary elements.

### GLITCH COLOR USAGE

These are the colors related to the different glitch categories. Each category has three shades of a main hue. The *A* color for each category is the main fill color with the *B* and *C* colors used as secondary shading. Refer to *GlitchScreen\_Assets.ai* for a more comprehensive explanation.

## MAIN COLORS



Red 1	Red 2	Accent Yellow
Pantone 185C	Pantone 187C	Pantone 109C
RGB 234,0,41	RGB 170,31,46	RGB 254,209,10
CMYK 2,100,93,0	CMYK 23,100,87,15	CMYK 1,16,99,0

## GLITCH COLORS

	INTERFACE	EDIT	MAGIC	BLOCKS	POWERS	CANONS	REALITY	CUSTOM	FILTERS
A									
	42425a	ff002f	f31ef7	8c12ff	1054e6	0eebef	10a332	6aff1a	ff5e0d
B									
	262638	b20027	b31ef7	680fd4	0a44bb	00b0e8	107c3d	10a332	bd3d00
C									
	19192b	970047	8b18b3	370798	2d14b2	1d90ef	105432	108232	98210d

# TYPOGRAPHY:

## BRAND FONTS

### USAGE

Bungee is used for display headlines and CTAs.

Liberator is used for sub-headings.

Pixel is used for headings.

OCR A Extended is used for paragraph text.

Montserrat or a Helvetica variation is used for paragraph text.

### BUNGEE

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

### LIBERATOR MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

### PIXEL

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

### OCR A Extended

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

### Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

**CONTACT:**  
INFORMATION

For more information about Gamebender please visit the website at [www.gamebender.com](http://www.gamebender.com).

GAMEBENDER