



**GOATS
GRUFF
GAMES**

**BRAND
GUIDELINES**

MAY 28, 2019

VERSION 2.1

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LOGO

OUR LOGO is a cornerstone of our brand.
Treat it well, and it will serve you well.

D-1 MAIN LOGO

The default logo to use in most circumstances. Will work on most backgrounds and situations, on web, print and package products.

D-2 MAIN LOGO ALTERNATE

A design only logo for situations where our core brand image is needed, but not the company name. Often used as a supplementary element of a design, and not the primary logo focus.

D-3 WHITE LOGO

An alternative to the main logo. Used mostly on backgrounds and situations where green and color cannot be used.

D-4 WHITE LOGO ALTERNATE

As with the main white logo, for use on backgrounds where color can't be used, but as a supplementary piece rather than design focus. Rarely used.

D-1



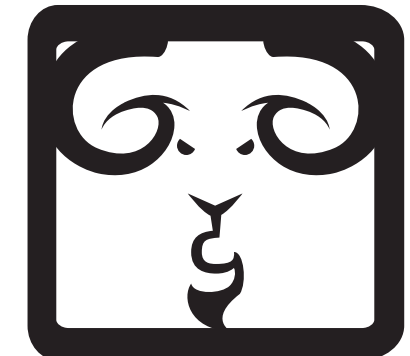
D-2



D-3



D-4



LOGO

GOOD GOATS AND BAD GOATS - know which one you are! Make sure you use the logo correctly, whatever the situation. Here's some examples.

D-1 BREATHING ROOM

Make sure there's enough space around the logo, don't squish it in with other elements.

D-2 DARK BACKGROUNDS

Don't be afraid to use the logo on black backgrounds, it still flows well!

D-3 GREEN BACKGROUNDS

Similarly, the logo works on the GGG green background as well.

D-4 CLASHING!

Avoid really bright, flashy background colors that clash with the logo, or make it almost invisible for the colorblind.

D-5 MIX-UP

Don't put the company name to the left of the goat design. Only use the logo as it is, scaled to size with no other distortions.

D-6 THIS ISN'T PHOTOSHOP 101

While a slight gradient and shadow effects are utilized in the main logo, let's not overdo it. Avoid cheesy filter effects like drop shadows, or beveling.

✓
D-1



✗
D-4



✓
D-2



✗
D-5



✓
D-3



✗
D-6



TYPEFACES

ROBOTO CONDENSED

Roboto Condensed is one of our corporate fonts. Use it primarily for headers, section titles, and where-ever you need to define sections or bring attention to an element. Sometimes you might need to tweak the kerning a tad, or the leading to about -10 to -30 to close excessive negative space.

Styling: Must be stylized in UPPERCASE, Bold font face. If on a white background, must be either in Dark Green or Light Green (see **Colors** section). If on a green background, must be Dark Charcoal. If on a Dark Charcoal or Black background, must either be Light Green or White.

The image shows the letters 'A' and 'a' in a bold, condensed font style. The 'A' is tall and narrow, while the 'a' is also tall and narrow, with a small loop at the bottom. Both are rendered in a dark green color.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,;:?!\$%&@#') 0123456789

ROBOTO

Roboto is our other corporate font. Use it in body text, subtitles and other large blocks of content.

Styling: When used as **body** text, must be stylized in normal case, Regular font face. If on a white or green background, must be Dark Charcoal (see **Colors** section). If on a Dark Charcoal background, must either be Light Green or White. It is okay to emphasis certain words or phrases using bold, italic, or bold italic font faces, and the emphasized text may be changed to Light or Dark Green if desired and readable on the background.

When used as **subtitle** text, keep it in UPPERCASE, Italic font face. Subtitle text can be Dark Charcoal or Green on a white or green background, or white on a Dark Charcoal or Black background.

The image shows the letters 'A' and 'a' in a regular, non-condensed font style. The 'A' is tall and narrow, while the 'a' is shorter and wider. Both are rendered in a dark green color.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,;:?!\$%&@#') 0123456789

TYPEFACES

ALTERNATIVES

Sometimes you'll need less decorative fonts, especially for body text on websites and documentation. Here are a few options. In general, stick to sans serif fonts and avoid serifs.

OPEN SANS

Open Sans is a clean, easy to read font. Use Dark Charcoal or black, and only change the color for emphasis and links using Greens (see [Colors](#) section). Use UPPERCASE, bold font face for headers.

A a

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!\$%&@#') 0123456789

VERDANA

Use as an alternative when Open Sans isn't available. Body text in black or Dark Charcoal, headers in Bold, UPPERCASE Greens. Pick either this or Tahoma. Don't alternate within the same document.

TAHOMA

Used as an alternative when Open Sans isn't available. Body text in black or Dark Charcoal, headers in Bold, UPPERCASE Greens. Pick either this or Tahoma. Don't alternate within the same document.

A a

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!\$%&@#') 0123456789

A a

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!\$%&@#') 0123456789

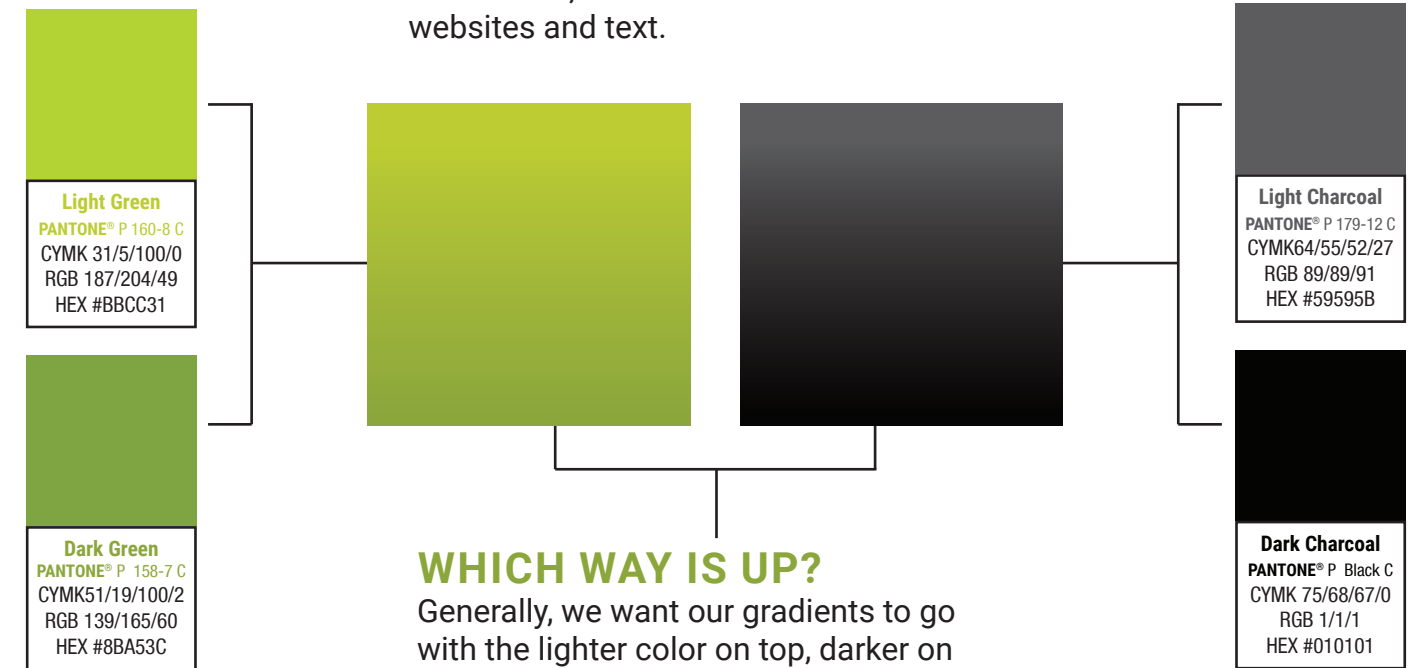
COLORS

ANY GOOD BRAND NEEDS COLORS

Ours are modern and eye catching. It sets us apart from other tabletop companies and invokes a cool, high tech feel. Since our goal is to better integrate old school with tech, it suits our style.

PRIMARY BRAND COLORS

The green and charcoal are the core colors of the GGG brand. Use subtle but effective gradients for backgrounds and effects, but stick to solid colors for websites and text.



STRAPLINE

“GREAT GAMES FOR EVERYONE”

This is our main strapline. As a general rule, keep the text lowercase and leading tight, but not claustrophobic.

D-1 STRAPLINE - ALIGN RIGHT

House font - Roboto Condensed.
Font size - 1/2 height of logo
Use Greens.

D-2 STRAPLINE - ALIGN BELOW

House font - Roboto Condensed.
Font size - 1/2 height of logo
Use charcoal or black to avoid confusion with company name.

D-3 STRAPLINE - ALIGN LEFT

House font - Roboto Condensed.
Font size - 1/2 height of logo
Use Greens.

STRAPLINE SPACING

Breathing room is good! Keep a space equal to the width of Roboto “X” at the same font size as the strapline. For bottom alignment, use X’s height.

D-1



D-2



D-3



FINAL NOTES

PARTNERS - please note that our guidelines are intended for Goats Gruff design teams only. Please consult Briana Higgins (briana@goatsgruffgames.com) for details on guidelines specific to the work you are producing.

Thanks for working with us!

ALWAYS REMEMBER you can refer back to this document when you're ever in doubt. Our rules aren't super strict, but we are striving for overall consistency.

Revisions and additions to this document may be added in the future as they are needed. The current guide and version number can be found and verified here:

www.goatsgruffgames.com/press/

