BRAND STANDARDS

Welcome to the GameRun Brand Standards Guide.

BRAND STANDARDS EXIST FOR A REASON: to keep our message consistent, recognizable, and aligned with our values. Following these guidelines isn't optional—it's essential. When we all adhere to these standards, we protect the integrity of our brand and present a cohesive identity that our audience can trust and recognize.

Stick to the guidelines, use them as outlined, and help maintain the strength and clarity of GameRun in everything we do.

Primary Logo:
-Full color
-Works best on very light
or very dark backgrounds

"Reversed" Logo:
-Full color
-Use when the logo needs
separation from the background

Spacing around Logo:
-When using the **REVERSED** logo, the white rounded corner box containing the logo, should be line width of a letter away from the logo.

Spacing around Logo:
A logo lost on a crowded page has no impact. So, we give the logo a buffer to make sure it stands out.
- Measure from the center "G" line to the baseline square. That is the distance copy, images, other logos and edges should be from the GR logo. Think of it as breathing room.

DO NOT
change logo
arrangement

DO NOT
change logo
brand colors

DO NOT
change
logo font

DO NOT
change the logo configuration;
ie stretch, squish

DO NOT
place logo over a background that
blends in or competes

DO NOT
add elements to logo

Primary Brand Colors

Use first and often. These colors should constitute 80% of added color.

C-0	C-90
M-30	M-70
Y-100	Y-10
K-0	K-0
HEX: fcba03	HEX: 2E5C9E
R-253	R-46
G-186	G-92
B-3	B-158

Secondary (Accent) Brand Colors

Use sparingly. These colors should constitute 20% of added color.

C-0	C-0
M-0	M-75
Y-0	Y-100
K-50	K-0
HEX: 999999	HEX: F26739
R-153	R-242
G-153	G-103
B-153	B-57

Primary Typeface   **Secondary Typeface**

Arial Regular

Arial Italic

Arial Bold

Arial Bold Italic

Arial Black

(Do NOT substitute Arial Narrow)

Use the GR brand colors

Solid color

No outlines