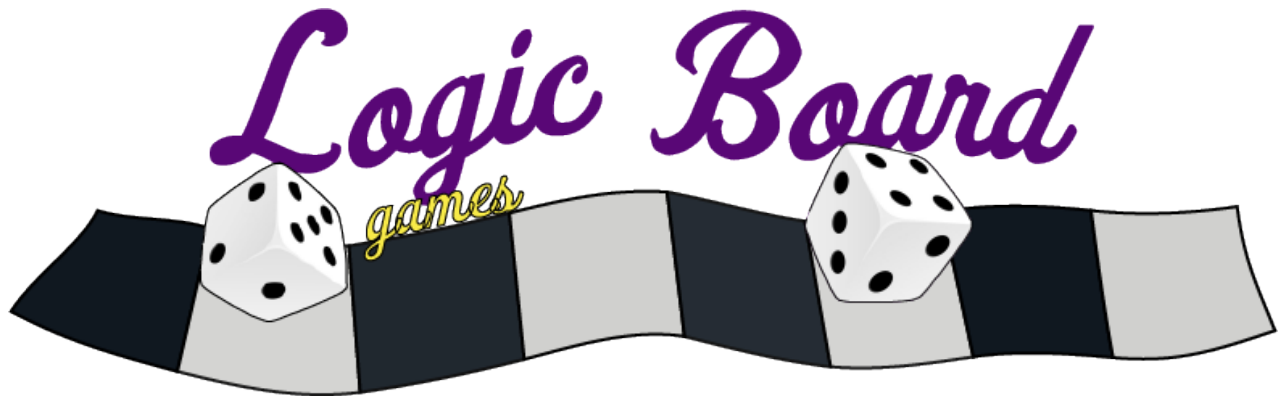

Logic Board Games

Style Guide

Michael Beausoleil



INTRODUCTION

Formed in early 2014, Logic Board Games is a small retailer specializing in the sale of novelty and independent board games. Based in Southern California, Logic Board Games began as a presence at conventions and local markets. These ventures have yielded mixed results because our products typically appeal to a niche audience. The company's goal is to encourage players to experience new games. Rather than settle for the most popular titles, Logic Board Games seeks to expand players' knowledge of board games and present them with new challenges.

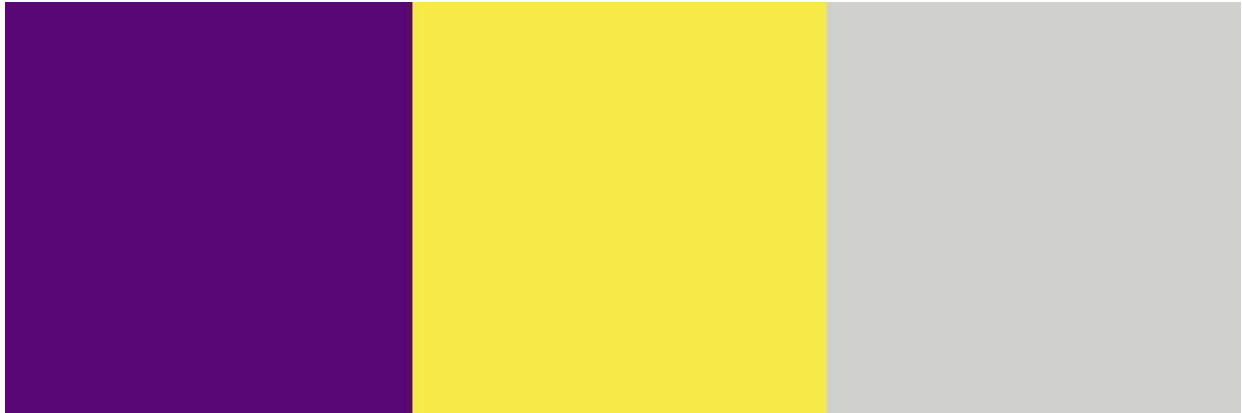
NAMING

The name "Logic Board Games" fuses the terms "logic board" and "board games." While gaming is the primary focus of the business, the term "board games" is used to differentiate the products from digital and video games. The term "logic board" comes from the computer world, where the logic board connects components of the computer with memory and processing power. These two terms come together to form a name representing our primary market and the characteristics of our customers.

When writing the name, the three words are always separate and each word is always capitalized.

PRIMARY COLOR PALETTE

The primary color palette consists of three main colors: purple, yellow, and a light gray. This palette is built around the idea of a complementary color scheme, with purple being the bigger focus. The gray is a more neutral tone and can be used to emphasize either color. The tone of the purple is intentionally more saturated while the yellow is brighter with less saturation.



Pantone 3515 C

RGB: 89 7 118
HEX: 590776
CMYK: 68 100 0 10

Pantone 101 C

RGB: 247 234 72
HEX: F7EA48
CMYK: 0 0 68 0

Pantone Cool Gray 2 C

RGB: 208 208 206
HEX: D0D0CE
CMYK: 5 3 5 11

SECONDARY COLOR PALETTE

The secondary color palette contains different hues of similar colors from the primary color palette. This includes a lighter and darker shade of purple as well as a darker gray and black. There is also a golden shade of yellow, but there is no lighter shade of yellow. A lighter shade may be too bright or difficult to read.



Pantone Black 6 C

RGB: 16 24 32
HEX: 101820
CMYK: 100 79 44 93

Patone 3514 C

RGB: 241 179 0
HEX: F1B300
CMYK: 0 27 100 0

Pantone Cool Gray 6 C

RGB: 167 168 170
HEX: A7A8AA
CMYK: 16 11 11 27

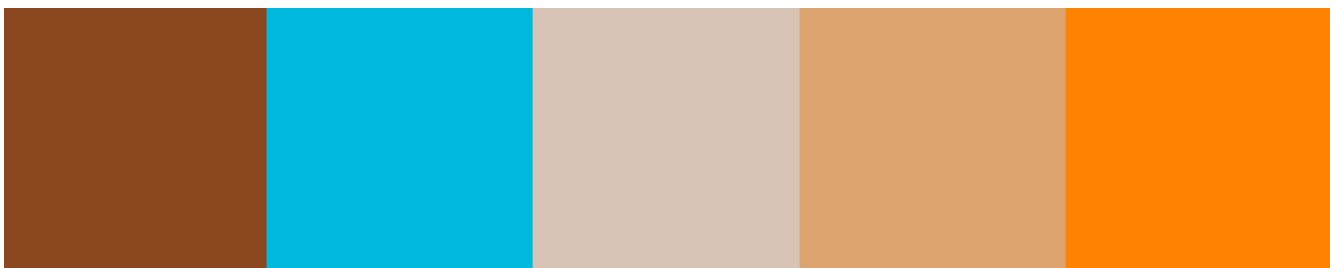
Pantone 3559 C

RGB: 133 69 159
HEX: 85459F
CMYK: 54 77 0 0

Pantone 2745 C

RGB: 40 0 113
HEX: 280071
CMYK: 97 100 0 18

Additionally, the secondary color palette contains an alternate color scheme. While purple is the dominant color in the primary color scheme, orange is the dominant color in the secondary color scheme. Blue takes the place of yellow, and the light beige replaces the gray to emphasize the other colors.



Pantone 1615 C

RGB: 139 71 32
HEX: 8B4720
CMYK: 10 72 100 46

Pantone 3545 C

RGB: 0 184 222
HEX: 00B8DE
CMYK: 72 0 10 0

Pantone 4755

RGB: 215 196 183
HEX: D7C4B7
CMYK: 3 16 20 9

Pantone 721 C

RGB: 221 164 111
HEX: DDA46F
CMYK: 0 35 52 4

Pantone 151 C

RGB: 255 130 0
HEX: FF8200
CMYK: 0 60 100 0

COLOR BRANDING & STRATEGY

The emphasis of the color purple is used to symbolize power, mystery and knowledge. Board games are able to exude these emotions, and this is conveyed through this color choice. Yellow demonstrates creativity and happiness, also emotions that can be evoked through games. These two colors are complementary colors, meaning they are opposites on a color wheel. A complementary color scheme represents the opposing forces players find in games.

Purple is a secondary color while yellow is a primary color. By emphasizing the secondary color, a traditionally alternative color becomes dominant. This is an important aspect of Logic Board Gaming's identity because the company focuses on alternative and independent games. Meanwhile, yellow is emphasized less but is still a presence.

The secondary colors reinforce this concept. Different shades of purple and yellow are used, but the palette maintains the use of complementary colors. When using the alternative color palette, orange becomes dominant while blue is used as its complementary color. These colors were chosen because they maintain a similar scheme to the primary palette. The secondary color, orange, is used more dominantly than blue, the primary color. These colors evoke different emotions that fit into the brand with excitement and enthusiasm represented through orange and creativity with a lighter blue.

The choice of purple and yellow also connect the brands to its Southern California roots. These are the colors used by the Los Angeles Laker. As the company expands with its ecommerce business, this serves as a reminder of its local beginnings.

TYPOGRAPHY

When designing the logo, the font Script MT Bold was used. This is a clean, cursive font that can be easily read. A cursive font was chosen to represent continuity while remaining legible. This is important because the logo is curved to accommodate the underlining text under the lettering.

When entering text on Logic Board Game's website, the font Gill Sans is to be used. This is a sans serif font, meaning it plain and easy to read. The text does not contain any unnecessary curvature and uses straight lines when possible. With these features, Gill Sans is a font that is friendly for individual with disabilities. Accessibility is important to the inclusive nature of Logic Board Games and its customers. Gill Sans also places an emphasis on the products and descriptors rather than the design of the font itself.

Gill San

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
1234567890?&%\$!*

LOGO



Using the colors mentioned in the primary color palette combined with Script MT Bold, the Logic Board Games logo was designed. This logo places the text above a winding path made of squares resembling one found on a traditional board game. The dice are added to emphasize the gaming theme.

This logo will primarily be used as a header on the top of the Logic Board Games website. If not centered, the logo should be skewed toward the left.

When using the logo on other forms of media, it may be scaled. However, it is not to be altered or cropped.

USE OF IMAGRY

Logic Board Games's website will require ample image, as visual representations of products are required to display the contents of games. The majority of the images displayed should focus on the product rather than the players. It is important for customers to see the content included in their purchase rather than the experience of playing the game.

For example, if the game *Apples to Apples* was being sold, the following images would be appropriate:



These images display the games and the cards included in the box. The items are placed on top of a solid, white background.



Logic Board Games would want to limit or exclude pictures showing the players engaging in the game. The following image conveys how a customer should experience *Apples to Apples*, but does not explain what is in the package:

Logic Board Games's goal is to allow the customer to understand the product and make informed purchasing decisions. This is done through consistent branding, imagery, and marketing. The intentional design choices outlined in our style guide will present customers with the opportunity to find games and be exposed to new options. Creating a consistent ecommerce environment will allow the merchandise to be the focus of the website. Combined with a simple and intuitive user experience, customers will be able to experience the full potential of Logic Board Games.