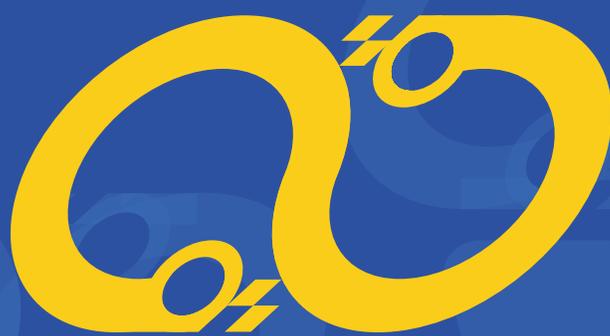


RAULER X



***Brand Style
Guide***

Mission Statement

RacerX provides a high-end, fun, casual, family-friendly accessible games for everyone.





RacerX's brand style guide provides designers with core brand components including typography, color palettes, logo usage while incorporating brand values, tone of voice, and personality.



Logo and Usage

RacerX's logo is the heart of visual identity, ensuring proper logo use will effectively promote brand personality and mission statement.



RacerX's logo variations



Logo Size

When using the RacerX logo, proper spacing is vital designers are using proper spacing to ensure clarity and keep the logo free from other elements.



Style Guidelines



Logo Usage



Do not alter logo color.



Do not substitute logo symbol.



Do not omit logo elements.



Do not distort logo.



Do not place over distracting backgrounds.

Logo Color Options

The primary color palette consists of #324Fa2 Royal Blue and #FBCB11 Yellow.



Logo Color Options

Black and white.



Color Palette

The primary color palette consists of #324Fa2 Royal Blue and #FBCB11 Yellow.

Royal Blue

Yellow

#324Fa2

#FBCB11



Typography

Basic Sans Bold

Basic Sans Bold It

Basic Sans Regular

Basic Sans Regular It

Basic Sans Light

Basic Sans Light It

Basic Sans Regular can be downloaded for free personal use on <https://fonts.adobe.com>

Image Use



Imagery should consist of family members, and diverse groups of people bonding over video games.

Images should evoke optimism, energy, and fun with PG, family friendly vibes.

