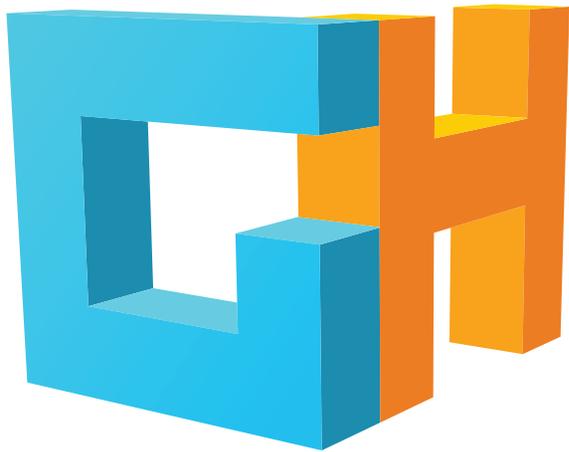


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## Style Guide

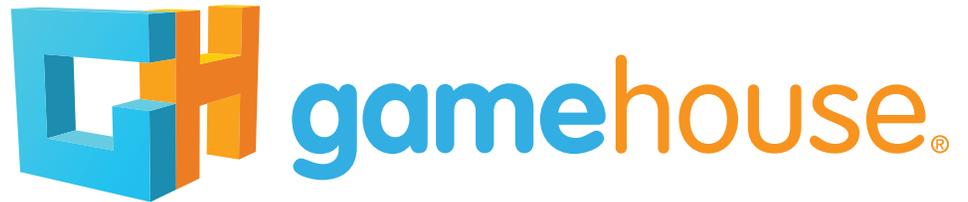
## Logo - Full Color



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### Stacked Logo

This is the preferred usage. The logo is comprised of two elements: the three-dimensional "GH" symbol, and the wordmark.



### Horizontal Logo

This format is used when space or size constraints do not allow for the stacked logo.



### Symbol

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### Wordmark

It is preferable to use both the symbol and wordmark together, but when space or size does not allow for this, the symbol or workmark may be used by itself. Make sure it always has the trademark symbol in its lower-right corner.

## Logo - Single Color

Use the solid-color version of the logo when placing on a complex texture or when the wordmark of the full-color version of the logo becomes too small to be legible. Black, white, and colors from the color palette are acceptable.



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One-color Stacked Logo



One-color Horizontal Logo



One-color Symbol

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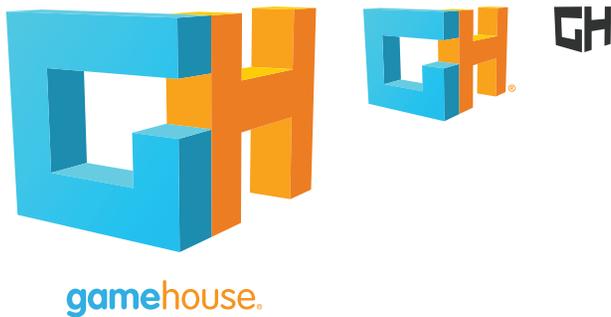
One-color Wordmark

## Logo - Sizing & Spacing

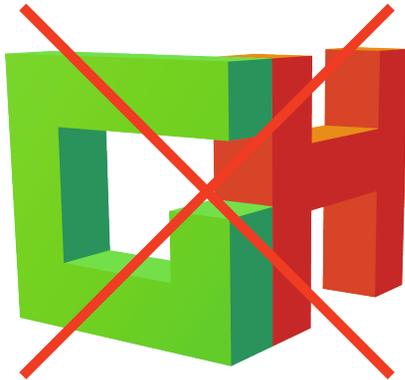
When used as the sole element of a layout (i.e: splash screens), the GameHouse logo should be centered and have a minimum 100px margin on all sides.

In all other cases, leave an appropriate amount of visual “cushion” between the logo and its surrounding elements. A good rule of thumb is to place content and design elements at least one thickness of one of the arms of the H symbol in the logo.

Remove the wordmark when displaying the logo at smaller sizes.

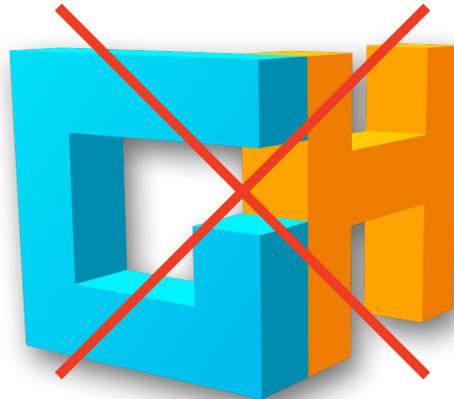


## Logo - Best Practices



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Do not change the logo colors.



Do not apply effects that contradict the 3D perspective of the "GH" symbol (i.e. drop shadows, bevels).



Do not change the proportions of the logo elements.

## Typography

VAG Rounded Std is the font of GameHouse.  
Use for all designs except live text.

**VAG Rounded Std Black**

**VAG Rounded Std Bold**

VAG Rounded Std Light

VAG Rounded Std Thin

Use Arial for live text in web and application interfaces.

**Arial Bold**

***Arial Bold Italic***

Arial Regular

*Arial Italic*

## Headline Example

### Subhead

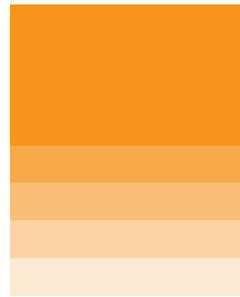
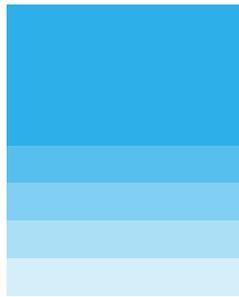
Lorem ipsum propriae facilisi complectitur at has, ei dico magna sadipscing duo, est cu exerci graeci globule. Has probo integre laoreet an, eum in homero mollis reformidans. Renheog kcaz saepe legere vidisse per eu, id eos [text link](#) fugit ceteros.

**Callout text te usu sonet pericula  
wingardium leviosa, eum dicat insolens  
percipitur in.**

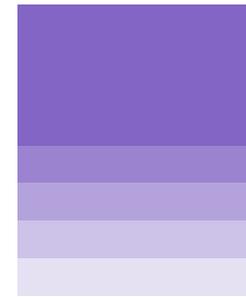
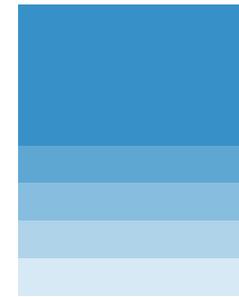
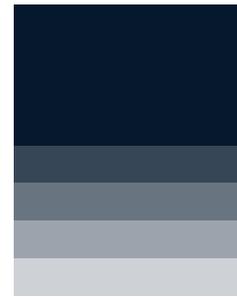
Small text ad suscipit apeirian probatus rictusempra, usu in autem porro labore, ex eam altera audire perfecto. Ergo nonumy nominavi pro ut, ipsum aperiam utroque ad mei.

## Colors

### Primary Colors



### Secondary Colors



	Blue	Orange	Gray	Dark Blue	Light Blue	Purple
<b>RGB</b>	R45 G176 B234	R247 G148 B28	R50 G50 B50	R15 G40 B70	R55 G145 B200	R131 G101 B197
<b>HEX</b>	2DB0EA	F7941C	323232	06182E	3791C8	8365C5
<b>CMYK</b>	66C 8M 3Y 0K	0C 44M 90Y 0K	67C 63M 63Y 57K	92C 75M 54Y 66K	61C 27M 8Y 0K	53C 64M 0Y 0K
<b>Pantone</b>	298 C	1375 C	Black 7 C	296 C	542 C	265 C

### Gradients



3791C8 → 06182E



A7C565 → 142310



8365C5 → 211023