



BRAND GUIDELINES

logo variants

The logo with the strapline should be used in all video game contexts.

The logo without the strapline should be used in all other circumstances, eg when illustrating/promoting the charity's non-gaming aspects such as their StarGaze project and it's related fundraising.

Vertical alignment

The ident may also be used in vertical alignment above the charity name.

The font used is a modified version of Dear Joe 1.



.eps and .png versions of all logo variants are available on request from info@specialeffect.org.uk

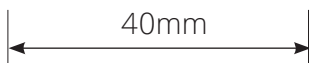
Logo

spacing & size

It's a busy logo, so give it some room to breathe. Where possible, the empty space around it should be at least 130% of the width of the logo.

Minimum Printed Size

The length of the logo on printed materials should be no shorter than 40mm if used as a standalone. This does not apply if used in conjunction with other logos, for example in a linear list of supported charities.



logo colours



Pantone 165C
CMYK: 0 60 100 0
RGB: 254 130 32



Preferred colours for dark
backgrounds:

Blue:
CMYK: 100 35 0 10
RGB: 0 114 182

Black



For reproduction
in solid colour (eg
t-shirts) convert
the radial fill in the
ident to Pantone
165C



typography fonts

The three primary fonts used in SpecialEffect's printed and online communications are:

FatFrank

Adobe font

Available through Adobe licenced software.

Use: For titles and key headings

Open Sans

Adobe font

Available through Adobe licenced software.

Use: For body text throughout, and lesser headings.

Dear Joe 1

www.dafont.com/dear-joe.font

Use: For the SpecialEffect logo, plus occasional use as a heading or feature font when a more personal message is required, eg 'Thank You!'

Note that many punctuation marks are missing from the font and may have to be designed manually. The font also requires manual negative kerning, and conversion to outline is required before exporting to pdf etc.

small print

guidelines

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from info@specialeffect.org.uk

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