ten square games

BRANDBOOK

March 2022

Introduction

This document describes the basic rules of using Ten Square Games brand assets and presents guidelines for basic company materials. This Brand Book also contains pointers on developing your design system while maintaining consistency in your campaign. The Brand book is useful for building communication whenever the brand is involved, as well as help for external companies executing creative and marketing campaigns where the brand is used.

Except for the basic rules of using our trademarks and visual identification, the Brand Book also includes information about using employee branding campaign elements and how to connect them with our brand's visual identification.

Introduction

Ten Square Games

The Studio was created in 2011 and specializes in free-to-play hobby apps. Our flagship title is Fishing Clash – one of the world's most popular 3D simulators. Our other products let you enjoy realistic animal tracking and lofty endeavors in the sky. We strive to give gamers the best possible outdoor experience on their mobiles, so we are continuously improving our products and expanding our portfolio.

This is possible thanks to our 500+ experts employed in four studios located in Poland, Germany, Romania, and Italy.

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1.0

BASIC ELEMENTS

Basic Elements

1.1 Logotype

The Ten Square Games logotypes are constructed from two elements: a square signet (that can also be used by itself) and a graphic representation of the company name.

Since our multitude of materials may have different dimensions, we're allowing two logotype formats, standard and horizontal. Both are correct and can be used in materials.

Logotype - standard format

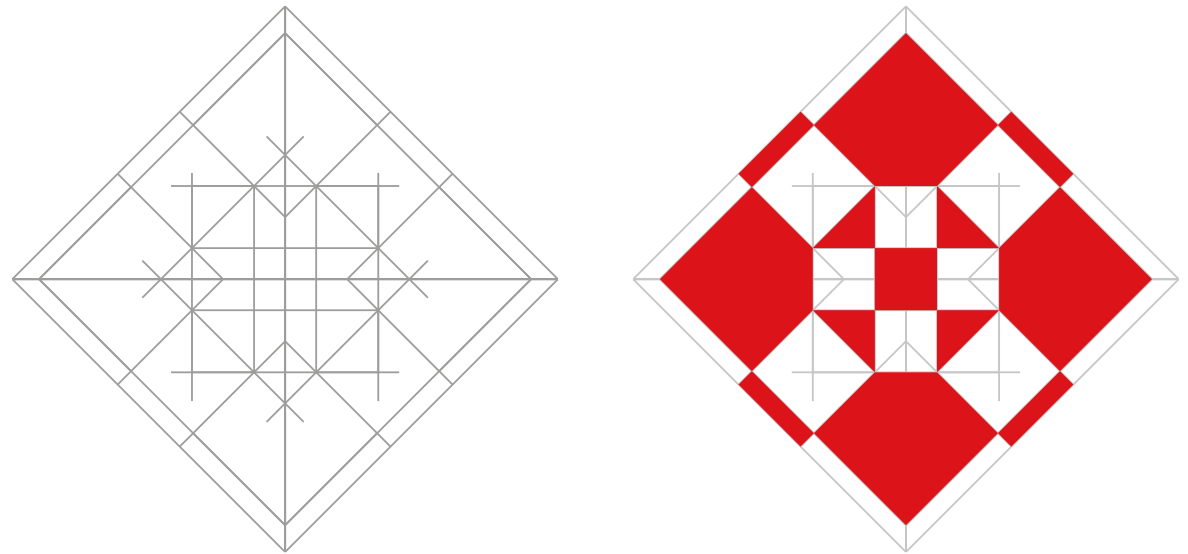ten square games

Logotype - horizontal format

ten square games

Basic Elements

1.2 Signet construction

The Ten Square Games signet is made up of ten squares and symbolizes the first company studio, a 10 square meter room. The elements overlap with each other, creating a square signet. The simple shape is meant to make the logotype easier to remember.
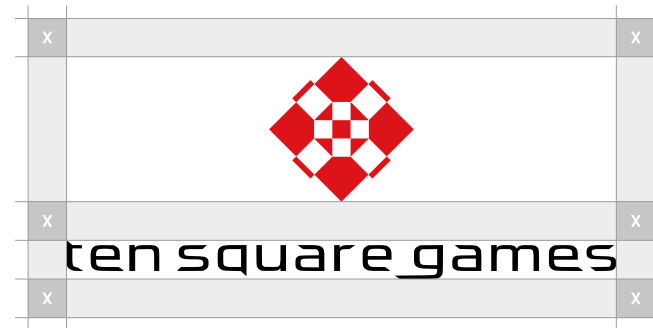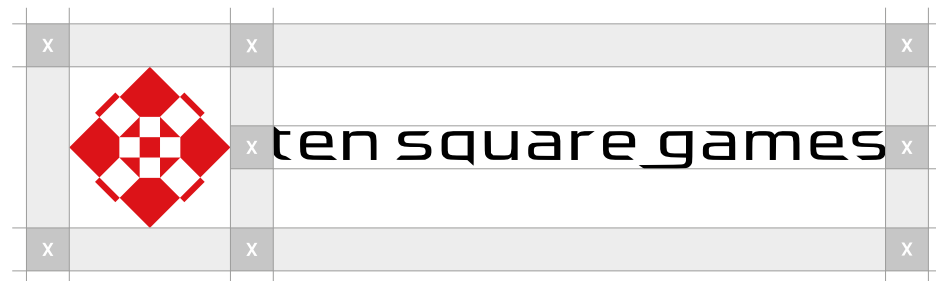
Design grid

Basic Elements

1.3 Safe Zone

The safe zone is defined by a square as high as the "Ten Square Games" name in the logo. The safe zone works for the standard and horizontal formats, as well as the signet itself.

Logotype - standard format
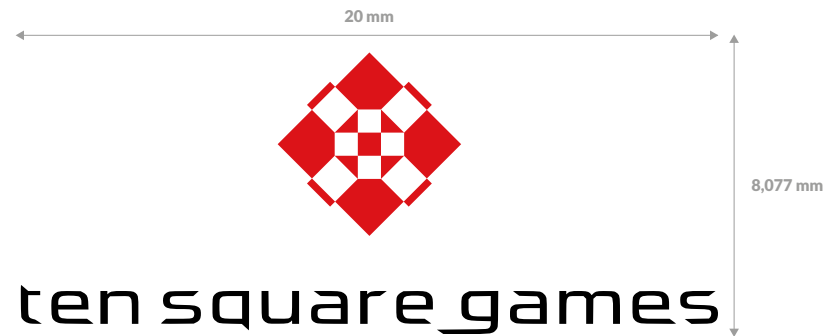
Logotype - horizontal format

Basic Elements

1.4 Minimum size

The minimum size is 20mm width for the standard format and 25mm width for the horizontal format. If the logo is smaller, the elements lose readability.

Logotype - standard format

20 mm

8,077 mm

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Logotype - horizontal format

25 mm

4,935 mm

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Basic Elements

1.5 Color variants

The TSG logo has four color variants. The black version is also the monochrome version.

It's allowable to place the logo on a different background than the ones listed, however, you have to follow the rules discussed in the next section.
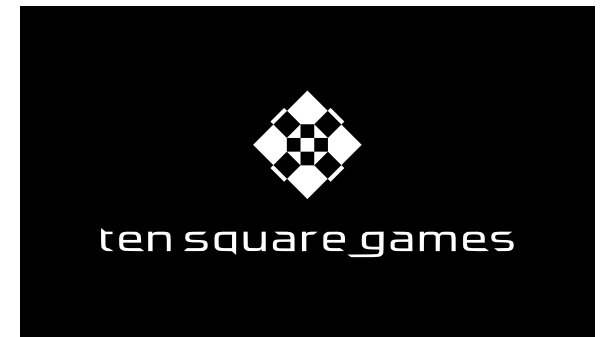
Logotype - standard format

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Logotype - standard format - countercolor

ten square games

Logotype - horizontal format

ten square games

Logotype - standard format
- monochromatic countercolor

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Basic Elements

1.6 Logotype use rules

The logotype is a basic element of visual identifica-tion. To maintain logic and consistency, you have to follow all the guidelines herein.

Any modifications to the logo not permitted by this document are strictly forbidden. In particular, you shouldn't change the logotype's color, or use effects or gradients on it. It's also unacceptable to remove or add new elements to the logotype.

The presentation of the logotype has to be legible and clear, which is why you should always use the right background for it.
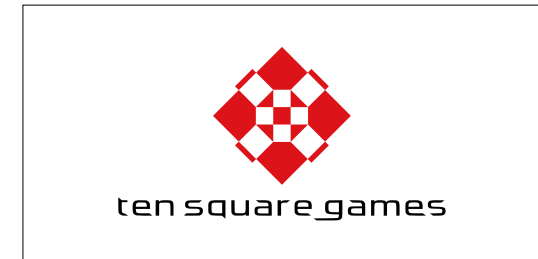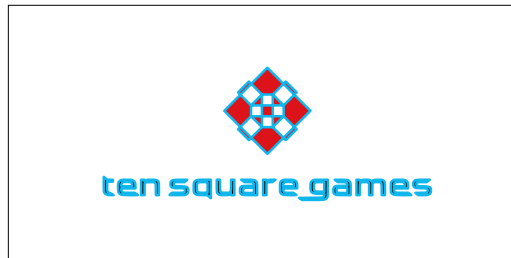
✗ Distorting the logotype

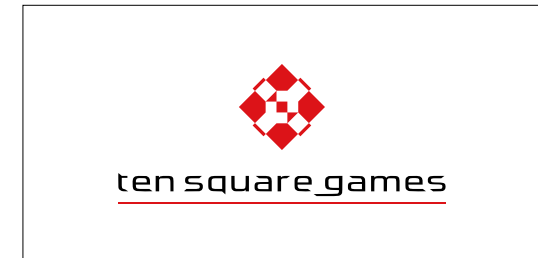

✗ Changing logotype colors

✗ Changing logo font

✗ Changing logo proportions

✗ Adding an outline to the logotype

✗ Adding, removing, or moving logotype elements.

Basic Elements

1.6 Logotype usage rules

The logotype is a basic element of visual identification. To maintain logic and consistency, you have to follow all the guidelines herein.
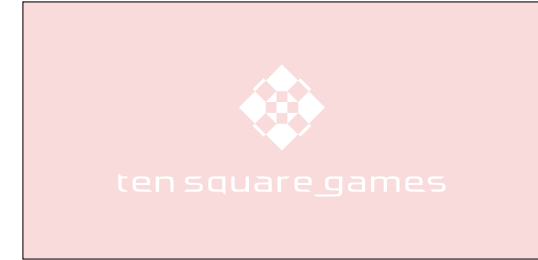
Any modifications to the logo not permitted by this document are strictly forbidden. In particular, you shouldn't change the logotype's color, or use effects or gradients on it. It's also unacceptable to remove or add new elements to the logotype.

The presentation of the logotype has to be legible and clear, which is why you should always use the right background for it.

✕ Placing distracting elements under the logotype

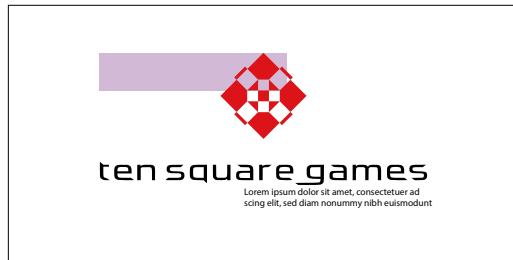✕ Placing the logotype on a too bright background

✕ placing the logotype on a too dark background

✕ Applying opacity effects to the logo

✕ Violating the safe zone

✕ Using a shadow or other effects on the logotype

Basic Elements

1.7 Typography

Communication at Ten Square Games is based on three fonts: Bungee, Exo Black, and Exo Regular.

The Bungee font is our primary font used for titles, headers, slogans, and highlighted content. The texts should be large and eye-catching.

The recommended kerning is -50 pts for this font.

Exo Regular is a font often supplementing Bungee in less-important content, under the main slogan. Exo Black is another supplementary font, used as a highlight in the text.

All three fonts can be used on the same graphic.

It is forbidden to use other fonts than the ones listed. The only exceptions are text-heavy materials (e.g. an internal newsletter) in that case, the use of a different font is permitted, as long as one of the listed fonts is used.

Main font - Bungee

BUNGEE
AABBCCDDEEFFGGHHIIJJKKLLMMNNOOPPQQR RSSTTUUVVWWXXYYZZ1234567890*?&#@!£¥$

Supplementary font - Exo Black

EXO BLACK
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqR rSsTtUuVvWwXxYyZz1234567890*?&#@!£¥$

Supplementary font - Exo Regular

EXO REGULAR
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqR rSsTtUuVvWwXxYyZz1234567890*?&#@!£¥$

Basic Elements

1.8 Colors

Ten Square Games communication is based on four colors, red, white, grey and black. Black is used only for text and additional elemens. We avoid using the color for big fills, or as a background. The entire visual communication weight is shifted to white, grey, and red, which are the axis and main theme of our projects. Our communication should be bright, light, and positive.

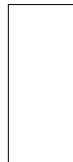Later sections will show various variants for color use.

Color 1

PANTONE 186 C
CMYK 5, 99, 98, 1
RGB 219, 15, 23
WEB #db0f17

Color 2

PANTONE Process Black C
CMYK 0, 0, 0, 100
RGB 20, 10, 0
WEB #000000

Color 3

PANTONE White
CMYK 0, 0, 0, 0
RGB 255, 255, 255
WEB #ffffff

Color 4

PANTONE Cool Gray 2 C
CMYK 22, 16, 17, 1
RGB 208, 207, 207
WEB #d0d0d0

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