RacerX

Branding Guide

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Overview

RacerX is the newest player in the gaming industry, and we're determined to speed-run to the top of the leader board. Your mission, should you accept, is to level-up our influence and recognition among our target customers.

Every pixel contributes to the graphics of RacerX as a company.

Think of this style guide as the cheat codes to our brand. Make the right choices in color, typography, image, and logo usage, and you'll make it out of the dungeon of branding - without making us like total noobs.

Ready to press start?

Brand Vision

About

The leader of our party, Justin Racer, founded RacerX in 2020. Headquartered in San Francisco, RacerX has grown to one of the top US gaming companies with a market value of $17 billion.

Mission Statement

The mission of RacerX is to create accessible games for gamers of all ages and abilities.

Providing the best games for both serious and casual gamers is our priority. However, our main objective is to reach serious gamers through our accessible, high-tech games and consoles.

While achievement is our goal, we aren't afraid to have fun along the way.

Brand Vision

Personality

A few words to describe us:

- Fun
- Bright
- Humorous
- Positive
- Modern
- Competitive
- Friendly
- Fast-pace

Tone of Voice

We're not a bunch of serious suits talking stocks and 401k's (*wait, what's a 401k, again?*) around the water cooler. We don't even have a water cooler, but there's some soda on tap in the break room if you're feeling thirsty.

RacerX is a company made by gamers for gamers, and our approach is casual, friendly, and here for a good time. We like to laugh and encourage friendly competition, and we aren't afraid to drop a meme, typical slang, or some gamer-lingo in the chat. Our tone of voice flows like a meet-up with one of your gaming buds (but keep it PG: we are a *family-friendly* company).

Target Audience

While RacerX is "Rated E: For Everyone," one group we really want to join our party are serious Millennial gamers.

STATS

- Ages 26-41
- Diverse, but American-lifestyle
- Lower-Middle to Upper-Middle Class
- Varying Professions
- College Educated
- Single or Married with Young Kids
- Adventurous and Daring
- Progressive
- Nostalgic
- Confident and Motivated
- Social and Team-Oriented
- Suburban and Urban Locations
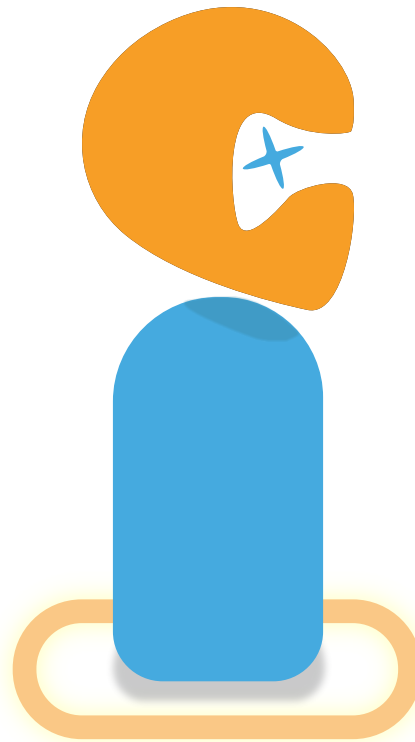
PREFERENCES

- Pros with Technology
- Trusts Digital Media
- Active on Social Media
- Appreciates Simplicity
- Sans Serif Fonts
- Mindful, Optimistic Colors
- Saturated, Tech-Driven Hues
- Authenticity and Honesty

SERIOUS MILLENNIAL GAMER

Competitor Visual Research

The Bosses that RacerX battles in the gaming industry have similar target audiences informing their graphics: bright colors, sans serif fonts, simple rounded shapes, and friendly tones.

Challenger Stats

Nintendo

- Stand-alone, early innovator of the gaming industry with a big nostalgia draw from popular gaming IPs.
- Clean, modern aesthetic with subtle ties to 8-bit pixel art beginnings.
- Bright, simple colors of red, white, black, and gray.
- Sans serif fonts.
- Rounded, friendly shapes.
- Light, friendly, casual tone.

PlayStation

- Owned by Sony.
- Hyper-modern, technologically innovative.
- Bright colors of blue, white, black, and gray.
- Bright lights and metallic or sleek plastic finishes.
- Rounded shapes, and highly detailed graphics.
- Sans serif fonts.
- Friendly, casual tone.

XBox

- Owned by Microsoft.
- Simple square shapes and lines.
- Bright green, white, black, and gray.
- Detailed graphics with more mature elements.
- Sans serif fonts.
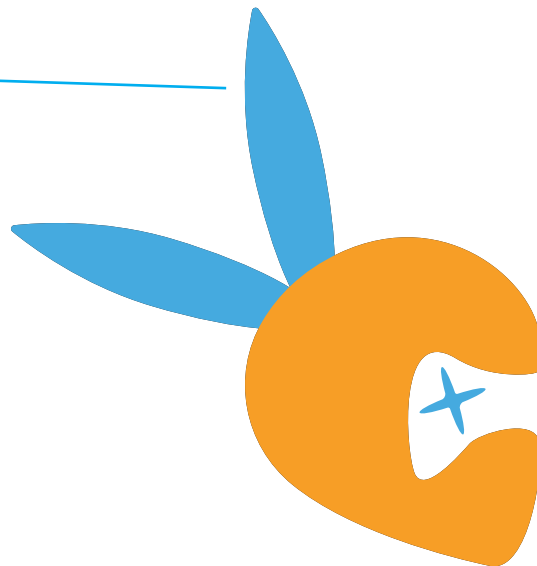- Friendly, but professional tone.

Logo Design

RacerX's logo cleverly combines elements of our industry, our namesake, and a trickster animal of legend to convey the company's energetic, forward-moving, and fun brand.

The Rabbit

While known for their speed and agility, these fuzzy creatures are often seen in legends and folktales as the chill jokesters of the animal kingdom, adding the fun and whimsy to our design. And who doesn't love bunnies?

The Game Controller

This element is a vital tool and symbol of our industry as it is what connects our players directly to our games.

The Wordmark

We're still the new kids on the block, after all.

The Race Helmet

A not-so-subtle nod to our brand's namesake, the racing helmet protects the driver and fully immerses them in their experience. The helmet leans forward engaged in the thrill of competition.
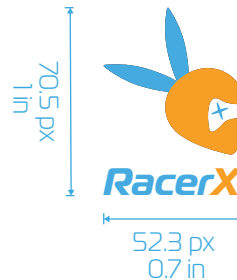
Logo Size

Clear Space

Some shy rabbits like their personal space, and we respect that! Ensure empty space of at least 12 pixels (0.2 inches) around the logo so it can breathe.

12 px 0.2 in

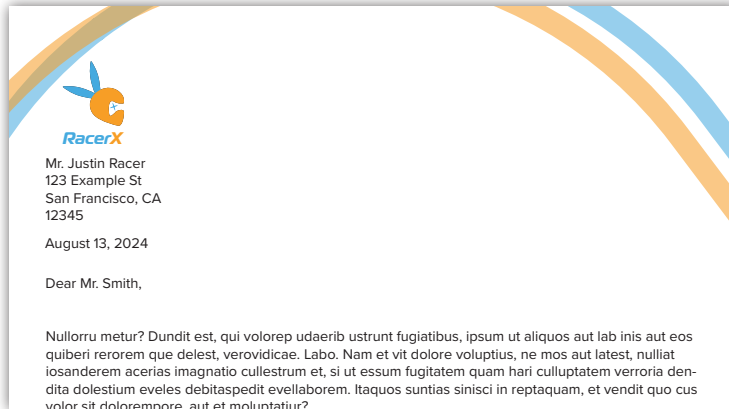12 px 0.2 in

12 px 0.2 in

12 px 0.2 in

Rotation

The wordmark should lay at 0 degrees, The brandmark tilts forward with the space between the ears sitting at 52.5 degrees.

52.5

Scale

The minimum scale of our logo is 70.5 pixels (1 inch) from top ear tip to bottom of the wordmark, and 52.3 pixels (0.7 inches) wide.

70.5 px 1 in

52.3 px 0.7 in

Logo Usage Rules

Mr. Justin Racer
123 Example St
San Francisco, CA
12345

August 13, 2024

Dear Mr. Smith,

Nullorru metur? Dundit est, qui volorep udaerib ustrunt fugiatibus, ipsum ut aliquos aut lab inis aut eos quiberi rerorem que delest, verovidicae. Labo. Nam et vit dolore voluptius, ne mos aut latest, nulliat iosanderem acerias imagnatio cullestrum et, si ut essum fugitatem quam hari culluptatem verroria dendita dolestium eveles debitaspedit evellaborem. Itaquos suntias sinisci in reptaquam, et vendit quo cus volor sit dolorempore, aut et moluptatiur?

Placement

The logo should be placed strategically on documents, promotional items, and other brand-related materials following the previously referenced scale and clear spacing rules in a location that catches the viewer's attention without compromising the overall composition of the item. For example, place the logo in the top-left corner of documents as it follows the top-down, left-to-right reading patterns of our customer base.
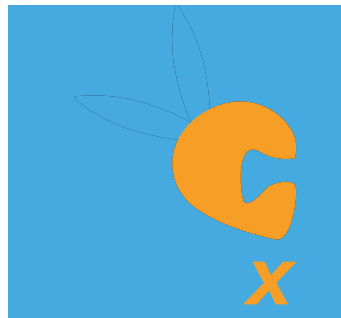
No: Yes:

Transparency

Just like our graphics, we like to keep our logo bright and colorful. Do not apply transparency or lower the opacity of our logo on any documents or branding materials.

No:

Contrast

When placing the logo, ensure high contrast between the background and logo that allows all elements of the logo to stand out. Simple backgrounds that provide a contrast ratio with the foreground logo of at least 3:1, the standard for graphic components from WCAG 2.1, is the best combo.

Logo Alternatives

While we love our bold, bright colors, sometimes the occasion calls for something a little more demure and classic. When all else fails, use these black and white variants where appropriate.
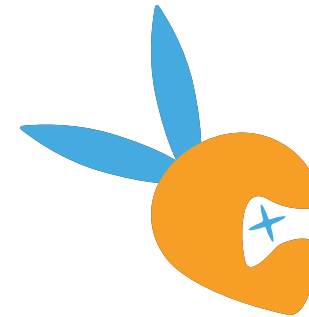
Black on White

White on Black/Dark

Logo: What Not to Do

Do Not Change Colors

Do Not Separate Elements

Do Not Warp or Rotate

Do Not Overlap Safety Space

12 px
0.2 in

12 px
0.2 in

12 px
0.2 in

12 px
0.2 in

Emquis esto Aximusda inveli-
tis ea sinihicat re, il ellam qui
omnihil icipsundebit aliamus
aut et dolecatin num acepere
ea dollabo. Ceati volupta idus
erferuptatur ma sum dolut
quis as quistiori doloreptatem
iusam,

Typography

Logo: *Magistral Bold Italic*

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

Headers: Magistral Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

Subheaders: Magistral Book

AaBbCcDdEeFfGgHhIiJjKkLlMmNn

OoPpQqRrSsTtUuVvWwXxYyZz

Body Copy: Proxima Nova Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
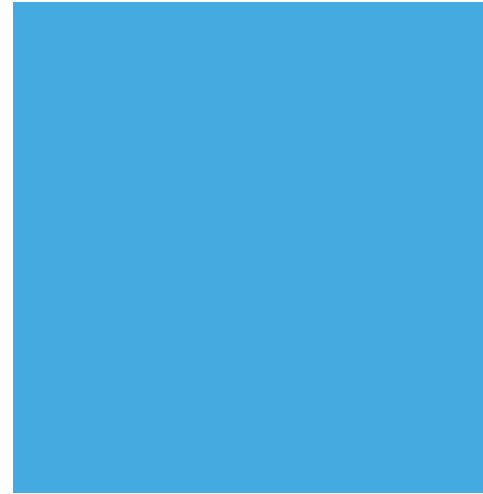OoPpQqRrSsTtUuVvWwXxYyZz

Captions: Avenir Next Ultra Light

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

Colors

#F79E27
247 158 39
0 44 95 0

#48ABE0
72 171 224
65 17 0 0

Imagery Guide

Ensure High Contrast with Background

Too Dark

Better

Imagery Guide (Continued)
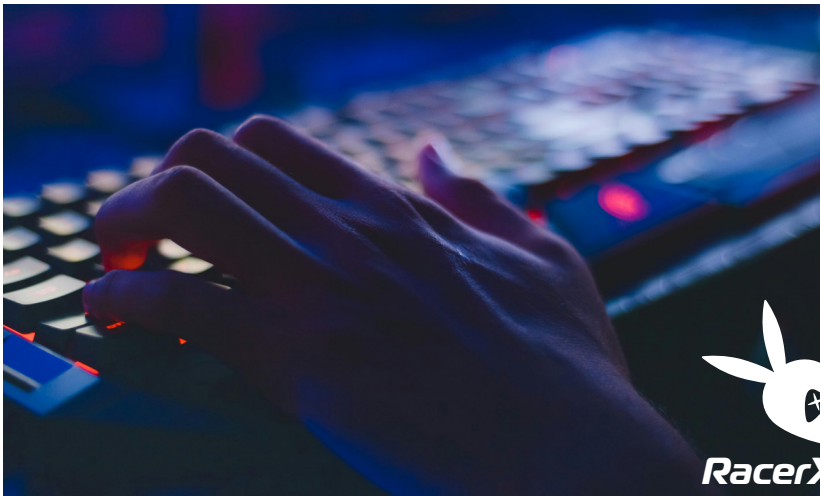
Do Not Apply a Drop Shadow to the Logo

No

Ok

Imagery Guide (Continued)

Ensure All Elements of the Logo are in Frame

No

Ok

"Photo of Person Typing on Computer Keyboard" by Soumil Kumar is available under Pexel's Free to Use License.

Imagery Guide (Continued)

Do Not Apply Image Filters Over the Logo

No   Ok