



Brand Communications Guidelines

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1.0 Introduction

A Sense of Purpose

This brand communications guideline serves as a reference for ensuring uniformity in how RacerX presents itself as a company. This guide outlines the standards for messaging, visual identity, tone and personality to maintain brand integrity and consistency across all print and digital mediums, this helps keep recognition and trust among our awesome audience of gamers.





Passionate Beginnings

RacerX started off in the 1900s by a group of teenagers who were passionate gamers with a dream to redefine the gaming experience for everyone. They wanted to bring it to the homes of many families not just the arcade. Through innovation within the gaming world and cutting edge technology the journey of humbled beginnings became a shared vision for many. Through dedication, hard work, persistence and creativity RacerX became a reality and evolved into a small startup that sparked into a renowned video game company that many know today. They helped shape the future of video gaming experiences from one memory to the next.

BRAND OVERVIEW

Logo



Color

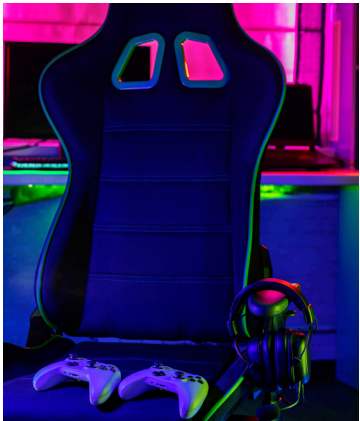


Type

Kallisto

- Thin
- Light
- Medium
- Bold**
- Italic*

Imagery





Our Gaming Community

RacerX's gaming community are all from the same generation which consists of generation Y often referred to as Millennials. Their age ranges are from 26-41. This target audience has mixed racial and cultural backgrounds. The first generation to grow up with the ever changing technology we have today. They are very confident and motivated to use technology. Some are either single or married with young children and are college educated. They trust social media over anything.

Their Needs and Expectations

They prefer sans-serif typefaces because it speaks volume to them and they seem to trust this type face versus a serif typeface. They prefer colors that evoke optimistic and mindful vibes. They want to feel inspired through color just as long as they can build upon trust with the company. They prefer the logo to be simple above everything else.



Mutual Traits:

All three companies use vibrant tech driven colors that are tech-driven and seek to inspire gamers.
All three companies use a custom sans-serif type face.
All three companies are of a combination mark.

Nintendo's Logo Elements

Logo is of a red or white oval shape that represents their innovative spirit and approach to game development. Their primary color is red or white often referred to as "Super Mario Red".

SIE's Logo Elements

The logo has interconnected letters "SIE" surrounded by a square shaped object that symbolizes Sony's ecosystem of technology. They use bright colors such as blue, orange and yellow that influences the gaming community.

Xbox's Logo Elements

Logo comprises of a stylized big "X" surrounded by a green sphere. They use a bright green that is associated with their growth, energy and commitment to create an inclusive gaming community of all ages.

2.0 Brand Voice & Tone

STONE



The overall tone for RacerX is often described as *informal, humorous, lighthearted*, and *casual*. We give a sense of fun and approachability and playfulness because gaming is all about having fun with friends and family and creating meaningful memories. Within our digital and print communications we interact with our customers and stakeholders along with our team members within RacerX. We have adopted an informal and relaxed approach to things while using lightheartedness and humor to engage with our audience.

RacerX's messaging is sometimes characterized by witty remarks, playfulness and casual tone that reflects the company's commitment to creating these memorable and enjoyable video gaming experiences. Here at RacerX we strive to foster an inclusive and welcoming atmosphere where everyone can feel comfortable and be themselves. This makes gaming a more fun and accessible activity to do for everyone.

MISSION STATEMENT

At RacerX, we are committed to bringing fun and enjoyable video gaming experiences that are suitable for any age and skill levels. If you don't know how to play a video game, we can always show you how. We have a strong emphasis on what we call *family-friendly* content and accessibility. Our inclusive company culture cultivates creativity, and this shared passion for video gaming that is among a diverse demographic. We prioritize respect, innovation, values, and community engagement.



PERSONALITY



Here at RacerX our brand personality is all about *lightness, fun* and *informality*. We envision the company aesthetic as cheerful, relaxed, playful, and approachable.

RacerX embodies a carefree and enjoyable vibe. We offer gaming experiences that will prioritize accessibility when it comes to top notch entertainment. Our brand's identity is characterized by a laid-back but friendly demeanor. We seek to foster connections with our wide range of audiences through easygoing and relatable interactions. Our primary goal is to create an environment where fun is the forefront and engagement is seamless. This reflects our commitment to provide everyone with an enjoyable gaming experience where we can all create newfound friends and memories.

3.0 Brand Identity

LOGO VARIATIONS



Black



White on Dark



Two-Color



One-Color

Primary Typeface:

Kallisto

abc123

Kallisto (Light)

Used for Captions & Subheads - 10pt - 12pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()

Kallisto (Medium)

Used for Body Copy - 12pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()

Kallisto (Bold)

Used for Headings - 24pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()

Kallisto (Medium Italic)

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()*

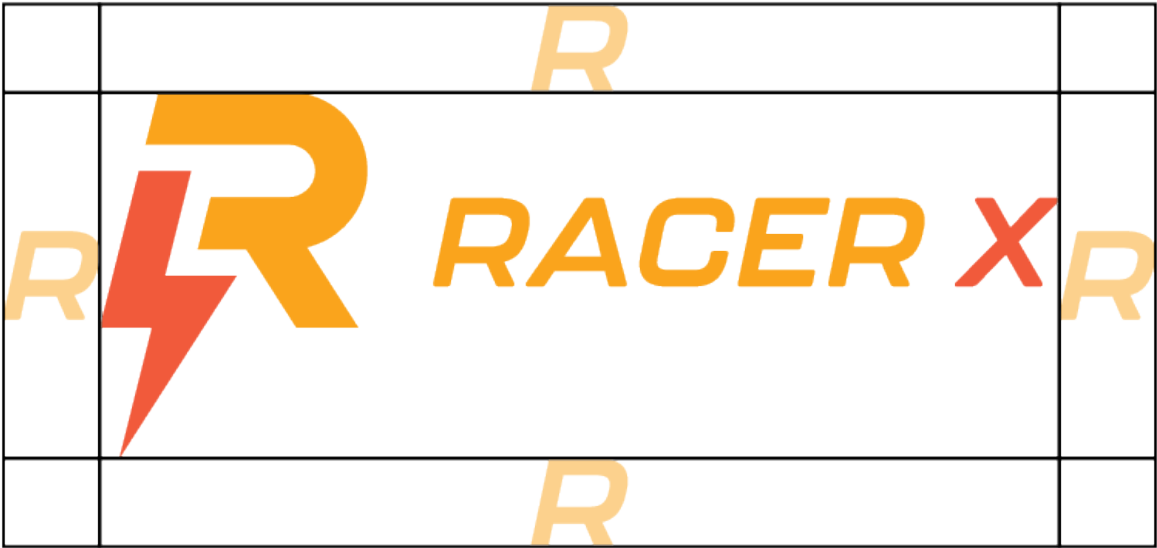
Kallisto (Bold Italic)

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()***

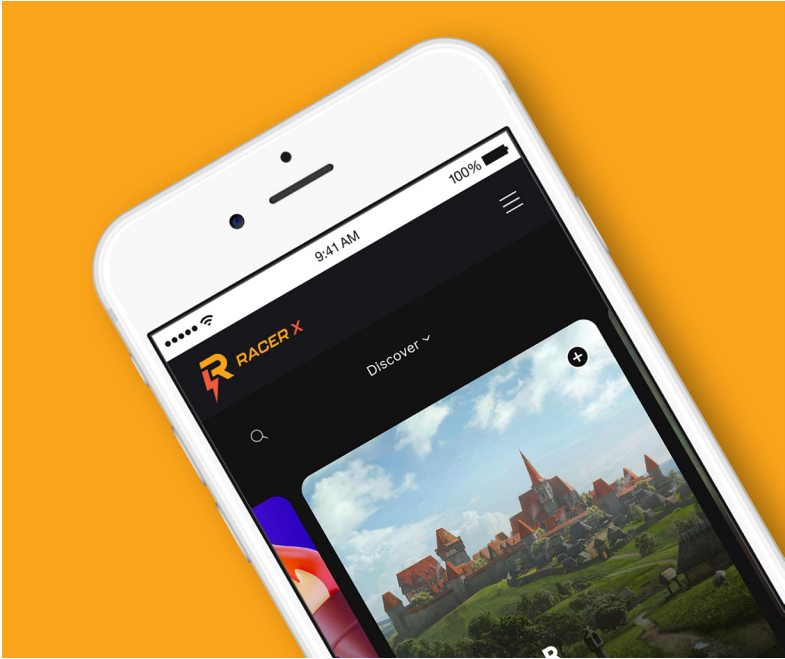
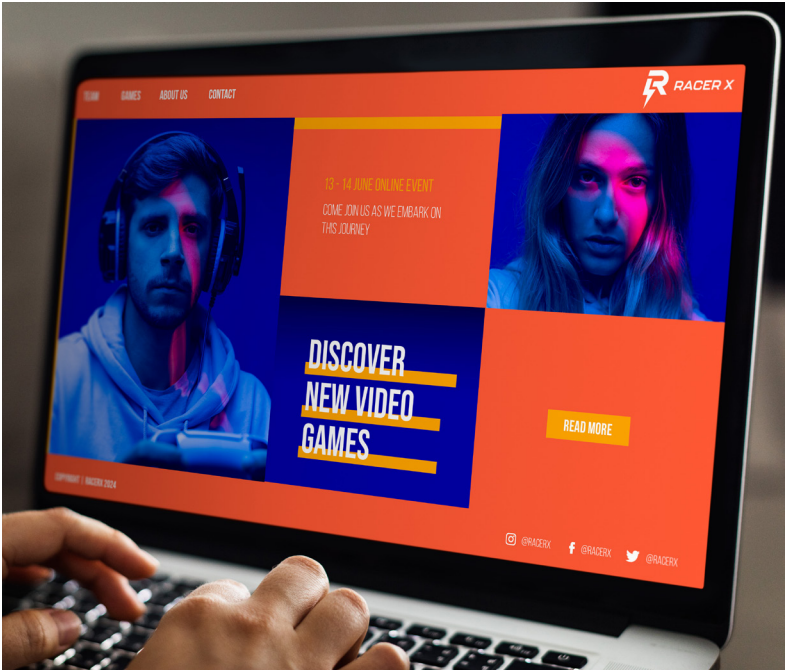
For our typography, our primary typeface is Kallisto which offers a versatile font family that has a harmonious balance of style and readability. We use Kallisto (light) for captions and subheadings, Kallisto (Medium) for body copy and Kallisto (Bold) for headings. This gives off the sense of balance and elegant layout we aim for.

CLEAR SPACE

In the design of the RacerX logo, we paid close attention to the concept of clear space when used on print and digital media to increase the visibility and impact for these various contexts. Using the letter "R" it serves a dual purpose. It is a prominent design element of our brands identity. Using the width of the letter is acts a minimum distance that the logo can be placed by a surrounding elements when placed on marketing materials and finishes with a clean and uncluttered appearance that would stand out effectively anywhere.



LOGO PLACEMENT



LOGO DIMENSIONS

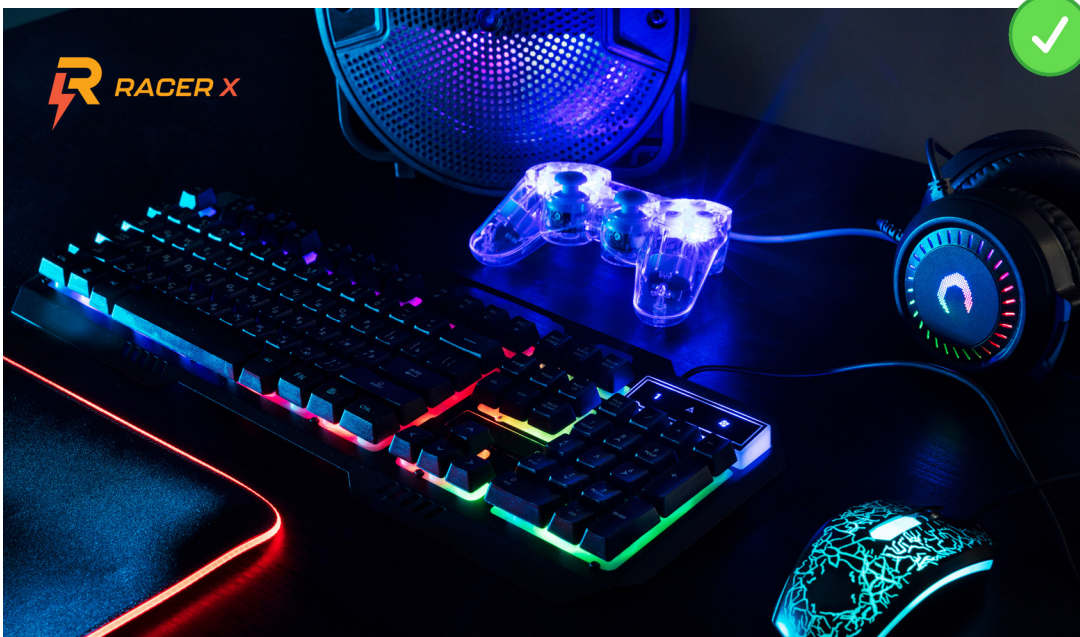
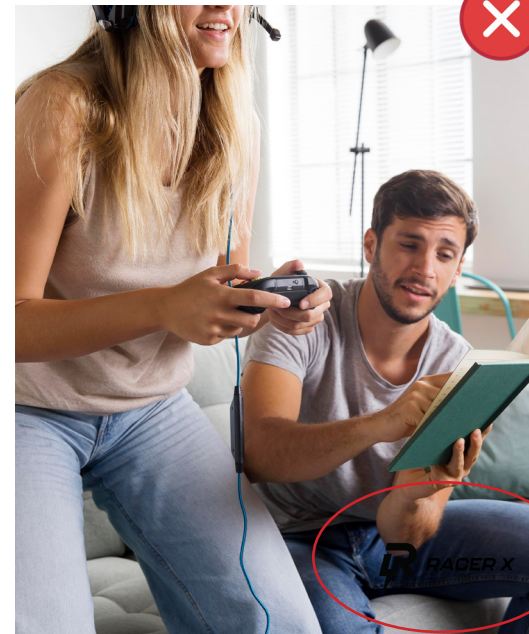
Min Usage for Web



Min Usage for Print



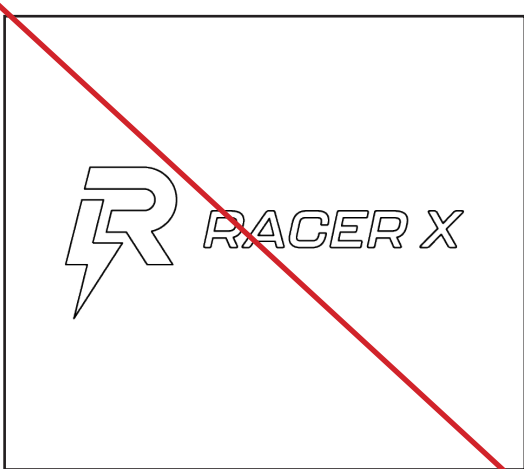
BRANDMARK ON VISUALS



LOGO MISUSAGE



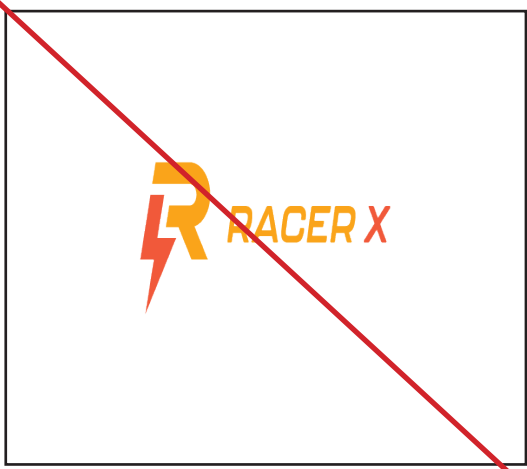
Do not reverse colors



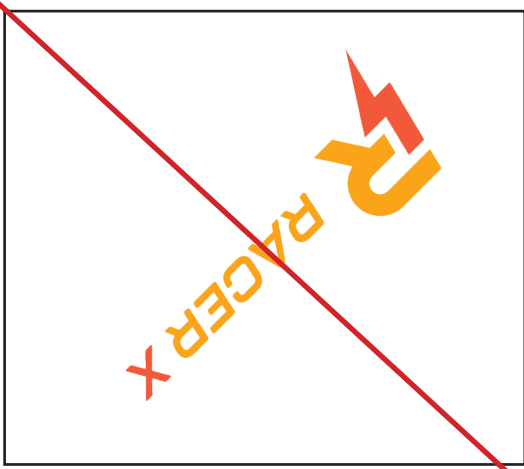
Do not outline logo



Do not use different colors



Do not distort



Do not rotate

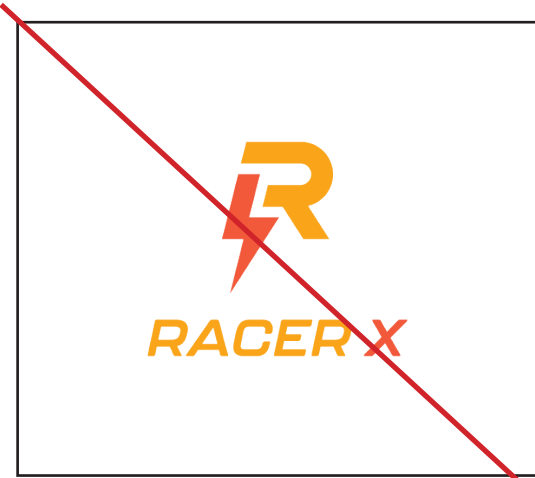


Do not crop logo

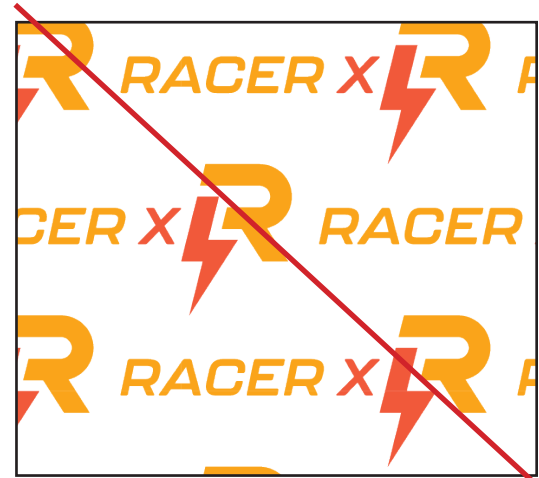
LOGO MISUSAGE



Do not change typeface



Do not change orientation



Do not use as a pattern



Do not overlap



Do not use a gradient



Do not space apart

COLOR PALETTE

Sunset Overdrive Orange

RGB: 250, 164, 26

CMYK: 0%, 41%, 100%, 0%

HEX: FAA41A



Red Orchestra

RGB: 241, 89, 58

CMYK: 0%, 80%, 84%, 0%

HEX: F1593A



The RacerX logo has two colors which are Sunset Overdrive orange and Red Orchestra that infuse the design with a mindful and optimistic vibe. These vibrant colors evoke a sense of energy and innovation that mirror the fast-paced excitement of the gaming world. Grounded by its authenticity it seeks to inspire and captivate gamers into thrilling adventures.

4.0 Visual Elements

IMAGERY



Here at RacerX our imagery embodies excitement and joy that video gaming can bring. From worlds of fantasy to fast paced races. We love to showcase players of all ages and ethnicities Whether it's at an event or you want to show off your gaming setup. We celebrate the magic of video gaming in every form. Our visual reflect what we call "casual charm" we invite you to com join the fun and embark on an epic journey!

