

BRAND GUIDELINES

Identity
Systems
Version 1.0



About Brand Guidelines

Used properly, the guidelines found within it will help maintain graphic and message continuity, protect our logo assets, and help us build powerful, relevant messaging across a broad array of media.

Proprietary logos, approved typefaces, the visuals we choose and the words we use — every part of our brand is an important part of our whole brand. That's why it's extremely important that we use each very carefully. Following the guidelines and rules in this style guide will help us speak with a single, influential voice to generate bold, engaging communications, build strong bonds with our audiences, and protect our brand for years to come.

1.0 The Logo

- 1.1 The logo
- 1.2 Tone of voice

1.1

Logo lock-up

These are the go-to logos for all brand communications. It’s a trademark to help viewers easily identify the brand.

It is essential that the logo is always applied with care and respect.

The horizontal logo is the primary logo and should be used in most instances. The stacked logo is for large-scale use. Avoid using at small sizes, as it can become illegible.

Always use the logo files provided. Do not re-create.



1.2

Logo lock-up reverse

The white mono version of the logo should only ever be used on a red background.



1.3

Logo lock-up on dark

This version of logo should be used on dark backgrounds



1.4

Logo lock-up over images

The full-color logos should be used only on white backgrounds. Whenever the logo needs to sit over busy imagery or multi-coloured textures, please use the version here with the white background.

Avoid using full-color logos on photographs unless the logo sits on a black or white area of the image.



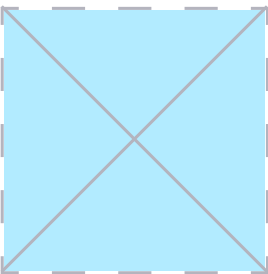
1.5

Logo safezone

To ensure the prominence and legibility of the logo, always surround it with a field of clear space. Clear space isolates the logo from competing graphic elements such as text or photography that may divert attention from the logo.

This area is measured using 50% of the height of the the logo, as shown.

No other graphic elements, typography, rules, or images should appear inside this clear space.

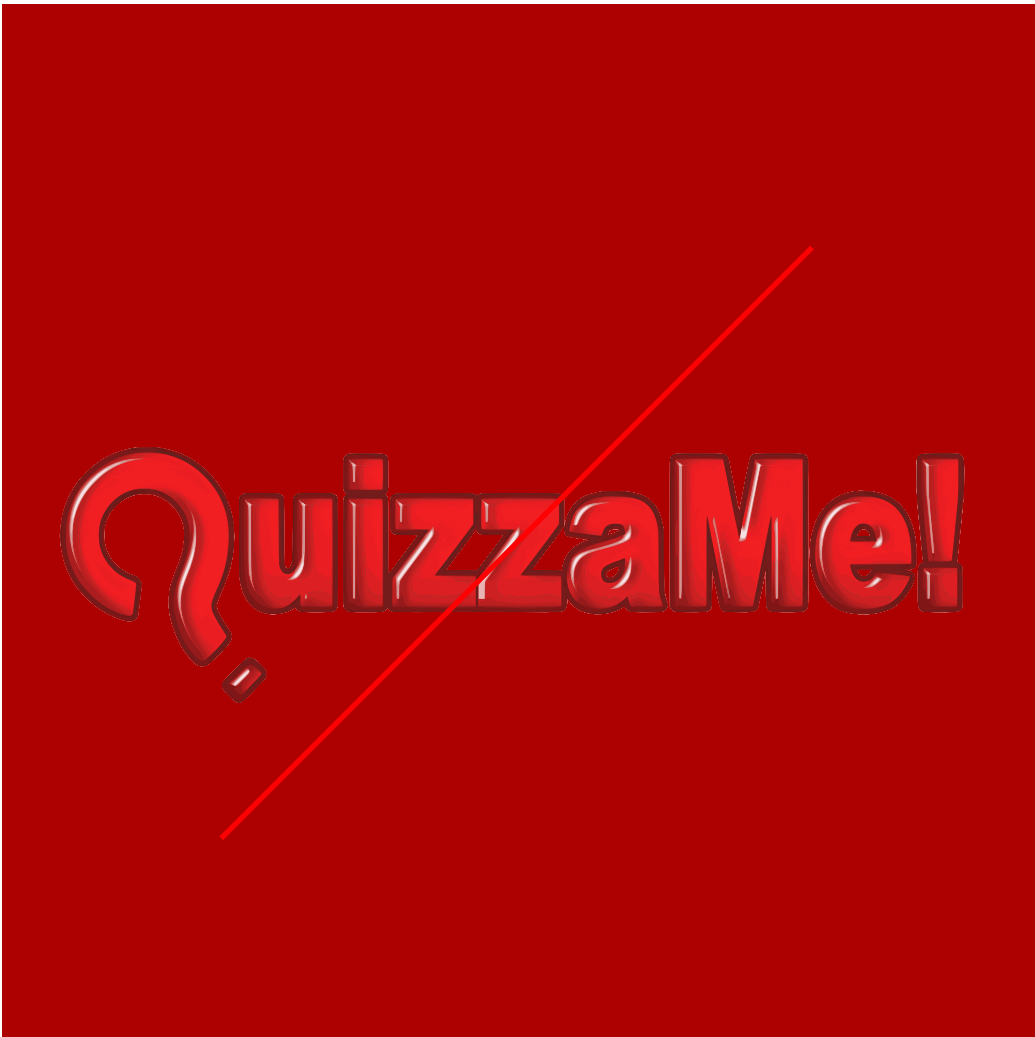
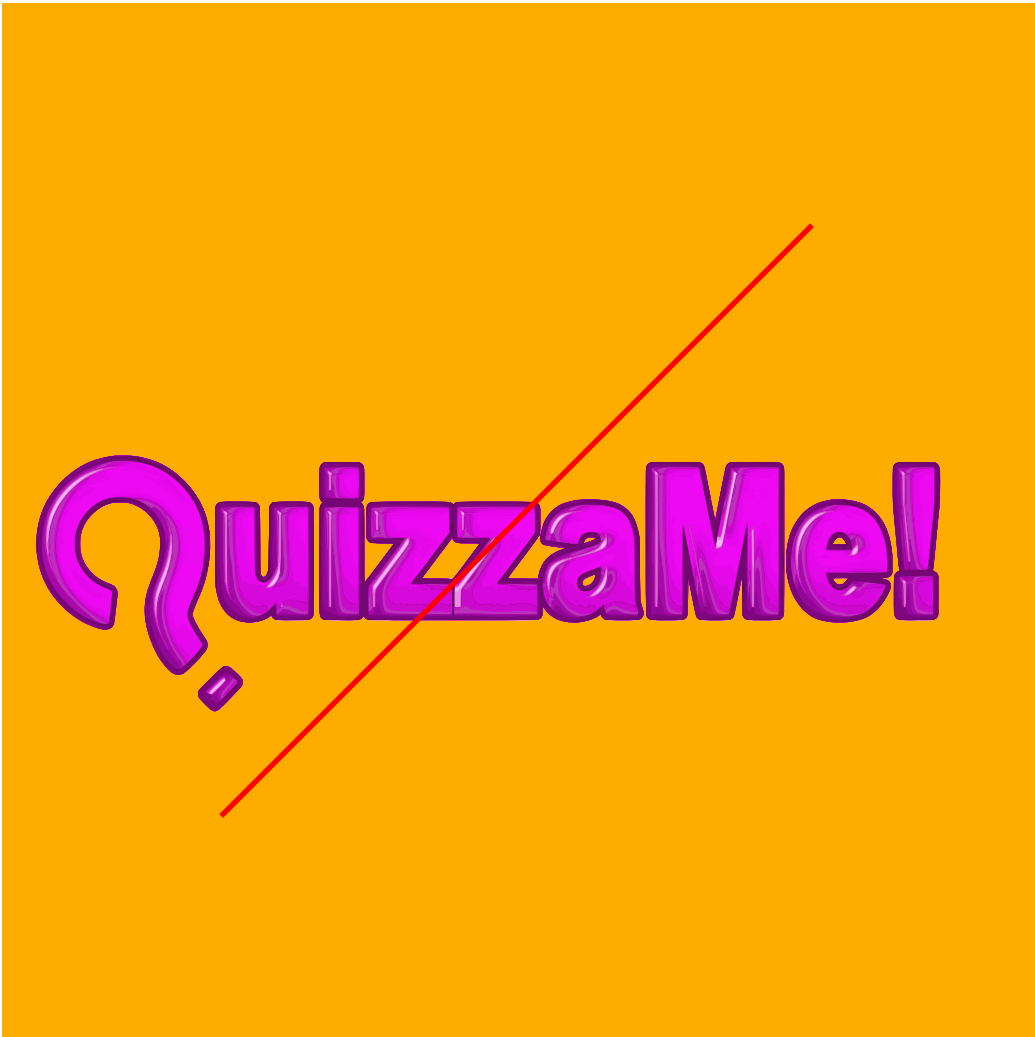


X = 50% logo height

1.9

Usage Rules

Our logo should not be adjusted or edited in any way. Here are some examples of what not to do:



2.0 Color palette

2.0

Color palette

Use these color proportions in any layout or colla - teral design. Text should always be set in grey, whi - te or red.

RULE OF THUMB
Thoughtful consideration and restraint must be exercised to make sure we don’t lose our visual identity.

QuizzaMe! Red

CMYK
0, 95, 91, 0

RGB
255, 0, 3

HEX
ff0003

White

CMYK
33, 26, 19, 3

RGB
250, 250, 250

HEX
ffffff

Orange

CMYK
0, 39, 100, 0

RGB
255, 168 , 0

HEX
ffa800

Navy

CMYK
93, 76, 53, 56

RGB
14, 26, 57

HEX
0e2439

3.0 Typography

3.0 Typography

Consistent use of typography helps to make the brand identity strong and cohesive across all applications.

The typeface Menca is an Adobe Typekit font family.

This typeface is a websafe font with flexibility built in – there are a range of styles within the font family.

The 3 shown here are the 3 main fonts used on most POS & brand collateral.

Aa

Body Copy

Barlow Condensed Bold Italic, Tracking -24
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Aa

Sub titles

MENCA – Bold , Tracking –24
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Aa

Headlines

MENCA: BLACK ITALIC,TRACKING -24
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

3.1

Typography in use

With the exception of the logo, fonts should be flat

Main message to be slanted plus one secondary message can be slanted. Any other messaging should be straight.

Barlow should be used for sentences containing numbers things like bonus points, cash prizes.

***BRING A
KIWI MATE!***

***Two's just company
THREE'S A TRIVIA TEAM***

3,000 BONUS POINTS

4.0 Artwork

4.0

Artwork

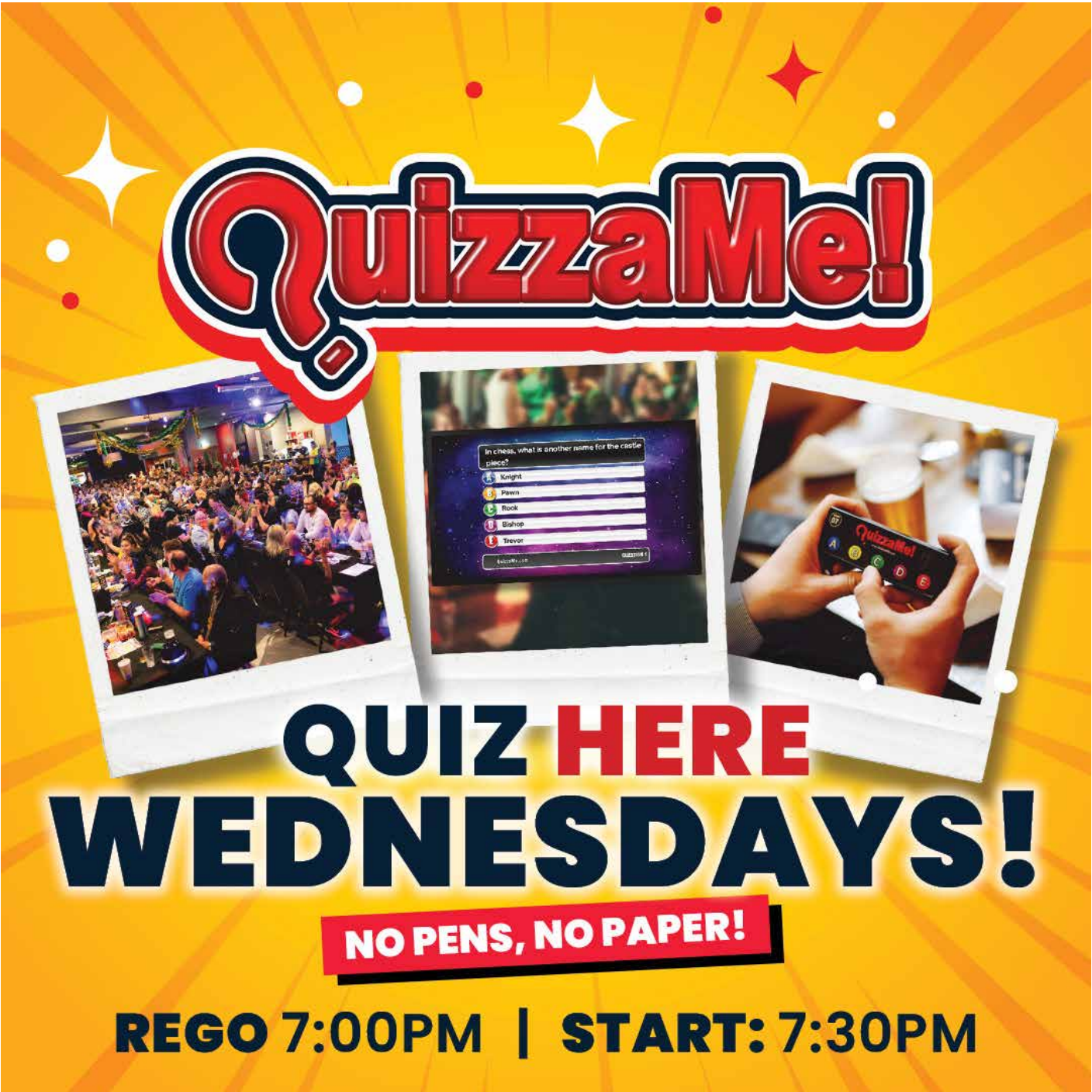
Using the existing QuizzaMe! remote in the Entain Library

Use images from QuizzaMe! Events as polaroids
Deep Etch stock photography for a clean,
minimalistic focus on messaging.

Figure A.



(Figure A) Bordered Logo to be used on generic assets
and only over images where the contrast
is needed to stand out.



4.1

Artwork

Using the existing QuizzaMe! remote in the Entain Library

Use images from QuizzaMe! Events as polaroids
Deep Etch stock photography for a clean,
minimalistic focus on messaging.

The yellow background is to be used
for generic messaging and messaging where
the campaign calls for minmal imagery usage
i.e 1-2 person with remotes



4.2 Artwork

Use QuizzaMe! outlined logo for any themed events or events that require busy backgrounds.

Headline text should stay in the Red and outlined White on an angle. (figure A)

Subtitles should stay white and be secondary messaging. This can be straight or be used on an angle when there is more than 2 subtitles.

Barlow to be used for any dates and cash bonuses. (Figure C)

Figure: A

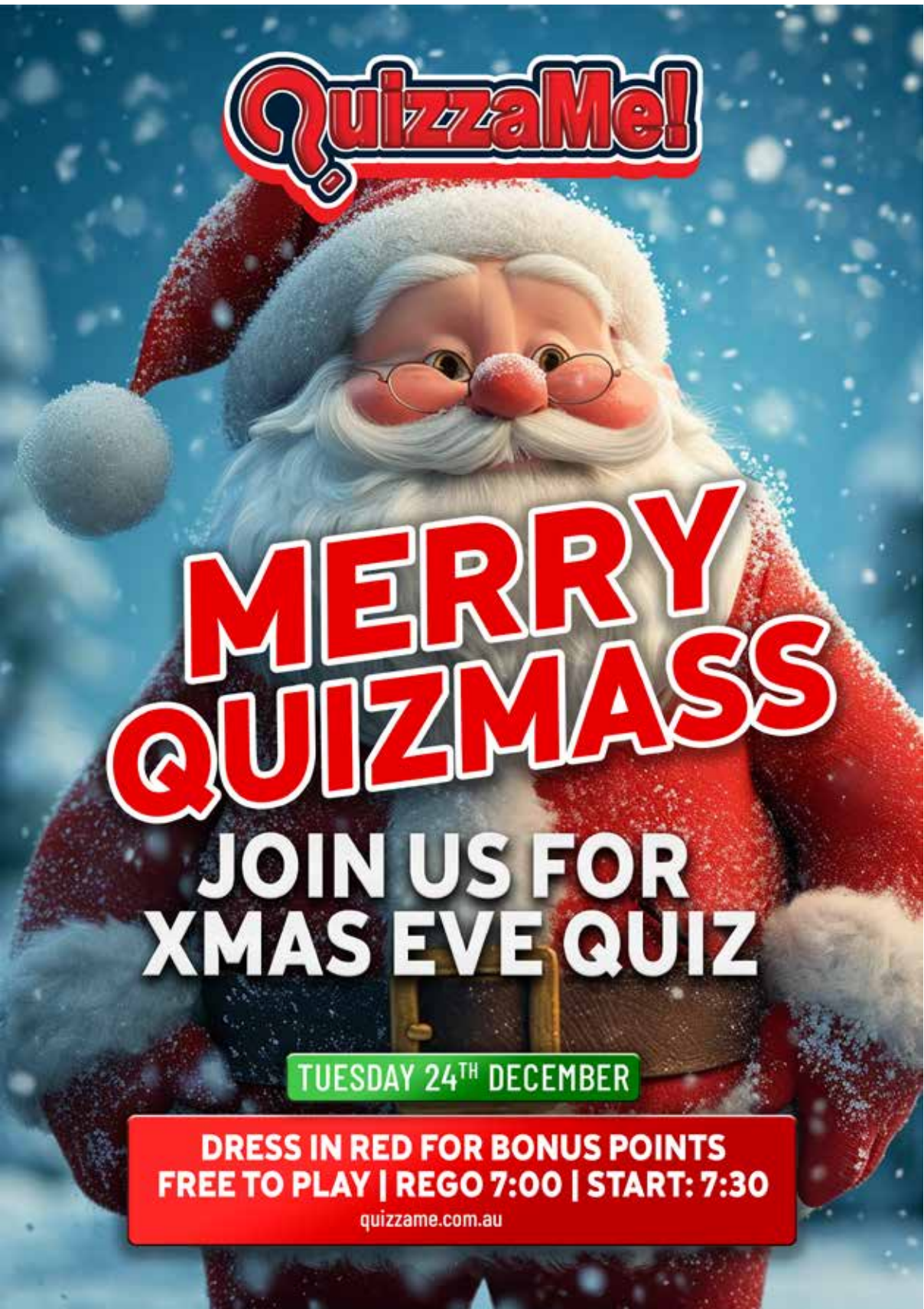
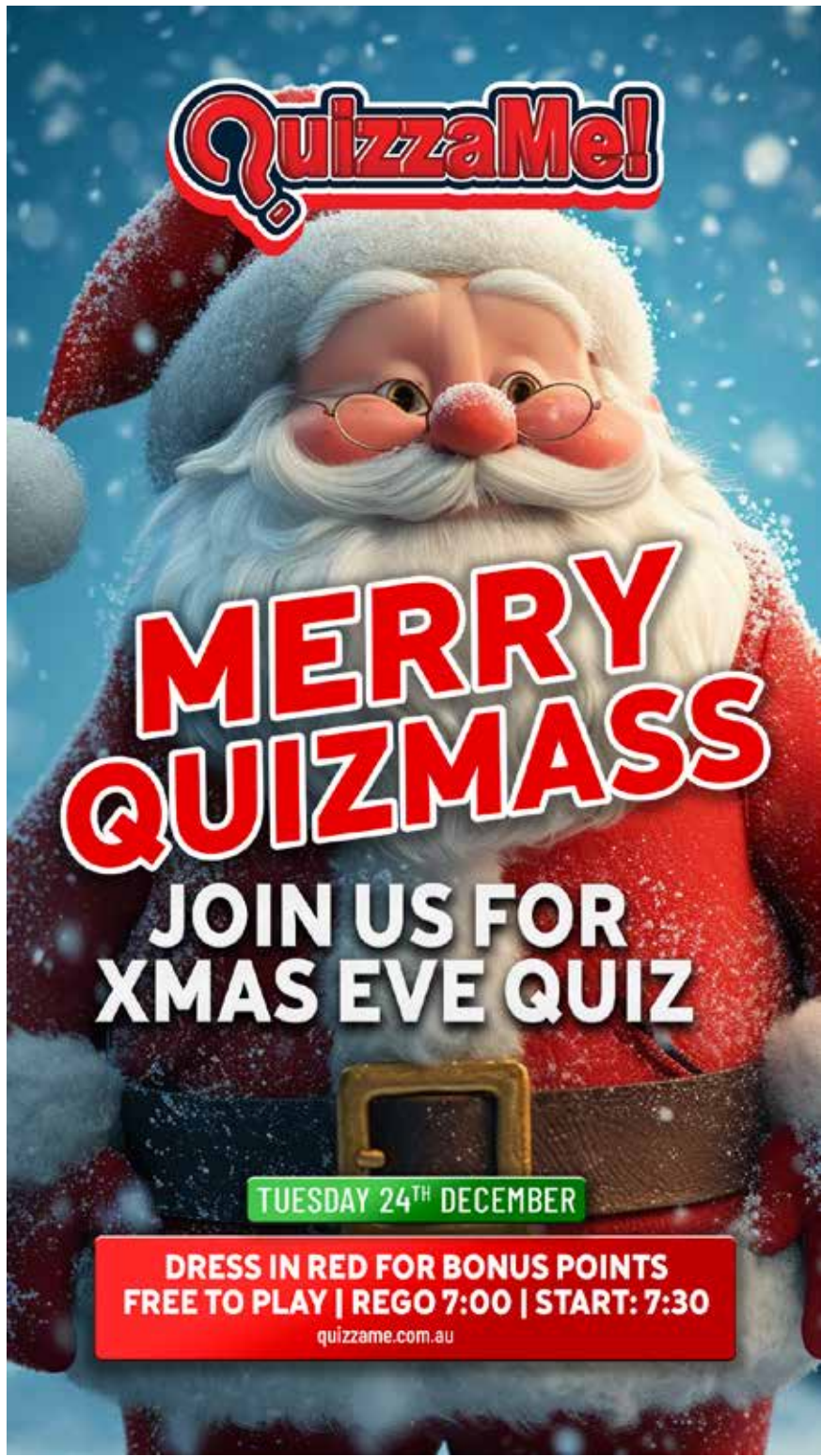
MERRY
QUIZMASS

Figure: B

JOIN US FOR
XMAS EVE QUIZ

Figure: C

TUESDAY 24TH DECEMBER



4.3 Artwork

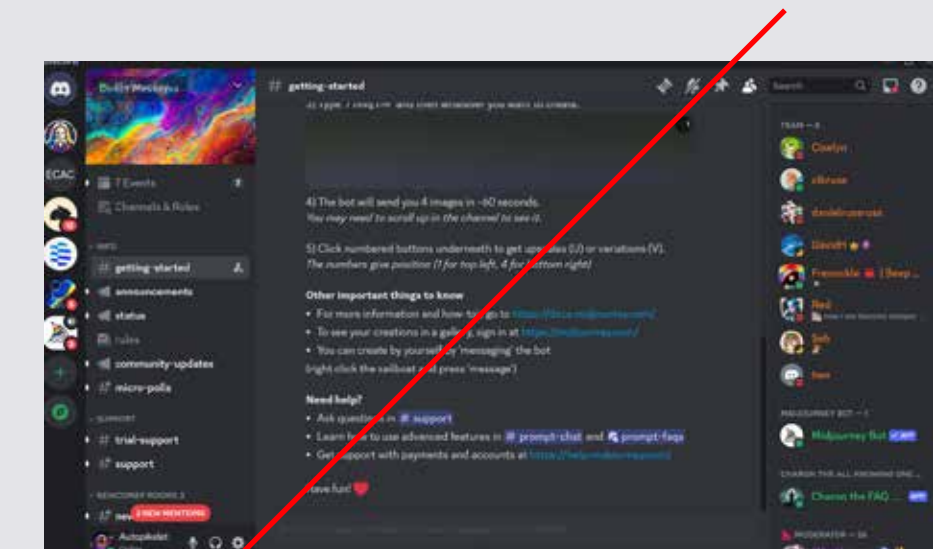
Circles can be used for background elements in the colours of the QuizzaMe! Remote buttons.

These can be hollow



4.4

Photography



DO NOT USE AI PHOTOS



No empty seats / tables

Clear visuals of the buzzer OR the QM screens.
Pen and paper to be avoided.

Positive emotions – laughter, smiles etc