Child's Play

Play Games. Feel Better.™

BRAND GUIDELINES

Gamers Give Back®

TABLE OF CONTENTS

Within this document, you'll find best practices on how to bring the Child's Play brand to life across any medium.

1. LOGO **3**

Logo 4

Logo: Clear Space 5

Logo: Don'ts 6

2. BRAND PALETTE **7**

Brand Palette 8

Sanctuary: Color Breakdown 9

Sanctuary: Color Usage 10

3. TYPOGRAPHY **11**

Primary Brand Font 12

Secondary Brand Font 13

Child's Play

LOGO

Child's Play

LOGO

Our full-color logo is our primary logo. This logo should be used in all executions unless legibility is compromised. Tagline can be used by discretion.

The primary logo can be used on white backgrounds up to #FOF1F1 gray. A color's gray equivalent must be equal to #FOF1F1 gray or lighter.

On dark or brand color backgrounds, it is ideal to use the knockout/light color version.

PRIMARY LOGO (NO TAGLINE)

PRIMARY LOGO

WORDMARK LOGO

ICONS

KNOCKOUT LOGO

LIGHT COLOR LOGO

LOGO: CLEAR SPACE

To ensure proper clarity and consistency with the logo, there should always be clear space around it equal to 1x the size of the “cross” in the controller.

No elements should enter into this space.

LOGO: DON’TS

Use the Child’s Play logo as it is designed. It’s important that it remains consistent across all pieces. Colors, composition, and orientation should not be altered.

DON’T CHANGE THE COLORS

DON’T STRETCH OR COMPRESS THE LOGO

DON’T ROTATE THE LOGO

DON’T USE ANY FORM OF A RED CROSS

DON’T CREATE OUTLINES OF THE LOGO

DON’T USE ON A BACKGROUND WITHOUT ENOUGH CONTRAST

DON’T USE A BUSY BACKGROUND THAT OBSCURES THE LOGO

BRAND PALETTE

Child's Play

BRAND PALETTE: SANCTUARY

SANCTUARY

Our brand color palette is called Sanctuary. Inspired by the hopefulness and purity of being a child. Green represents growth and vitality of the Maverick while complementary colors evoke the boldness and passion of the Lover.

This sophisticated, yet playful palette stands out as a leader in a crowded category.

Child's Play

SANCTUARY

PRIMARY BRAND COLOR:
BREATH OF LIFE

R: 0 **G:** 166 **B:** 105

C: 82 **M:** 8 **Y:** 79 **K:** 0

HEX CODE: 00A669

SECONDARY BRAND COLOR:
DEEP OCEAN

R: 44 **G:** 64 **B:** 70

C: 81 **M:** 61 **Y:** 55 **K:** 45

HEX CODE: 2C4046

ALT PRIMARY BRAND COLOR:
TEAL

R: 25 **G:** 124 **B:** 108

C: 85 **M:** 31 **Y:** 62 **K:** 13

HEX CODE: 197C6C

TERTIARY BRAND COLOR:
STABILITY

R: 192 **G:** 191 **B:** 191

C: 25 **M:** 20 **Y:** 20 **K:** 0

HEX CODE: C0BFBF

ACCENT COLORS:

CORE MEMORIES

R: 240 **G:** 100 **B:** 149

C: 0 **M:** 76 **Y:** 12 **K:** 0

HEX CODE: F06495

R: 240 **G:** 134 **B:** 81

C: 2 **M:** 58 **Y:** 74 **K:** 0

HEX CODE: F08651

R: 246 **G:** 192 **B:** 74

C: 3 **M:** 25 **Y:** 82 **K:** 0

HEX CODE: F6C04A

R: 59 **G:** 188 **B:** 224

C: 65 **M:** 4 **Y:** 7 **K:** 0

HEX CODE: 3BBCE0

R: 148 **G:** 161 **B:** 209

C: 42 **M:** 32 **Y:** 0 **K:** 0

HEX CODE: 94A1D1

R: 250 **G:** 204 **B:** 209

C: 0 **M:** 24 **Y:** 8 **K:** 0

HEX CODE: FACCD1

R: 253 **G:** 216 **B:** 189

C: 0 **M:** 17 **Y:** 24 **K:** 0

HEX CODE: FDD8BD

R: 255 **G:** 239 **B:** 200

C: 0 **M:** 5 **Y:** 24 **K:** 0

HEX CODE: FFEFC8

R: 209 **G:** 238 **B:** 252

C: 16 **M:** 0 **Y:** 0 **K:** 0

HEX CODE: D1EEFC

R: 219 **G:** 221 **B:** 239

C: 12 **M:** 10 **Y:** 0 **K:** 0

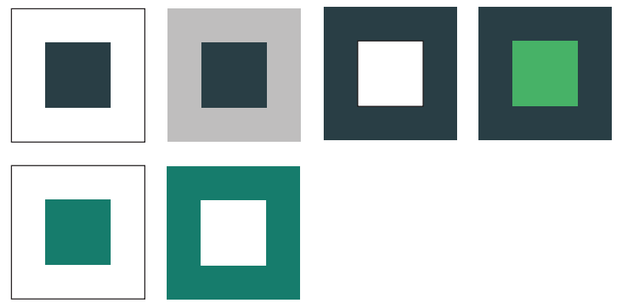
HEX CODE: DBDDEF

Child's Play

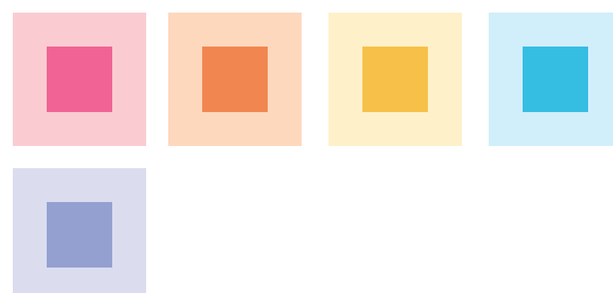
SANCTUARY: COLOR USAGE

HIERARCHY OF USE:
Use the brand palette in the hierarchical ratio shown below. Breath of Life should always be primary and Deep Ocean should always be secondary. Stability and Core Memories should be used strategically to highlight important information and accent a layout.

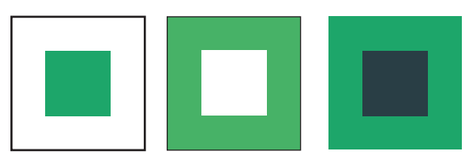
CONTRAST:
To ensure appropriate level of contrast, use colors in the combinations below for text and information.
The inverse of each of these combinations works as well.



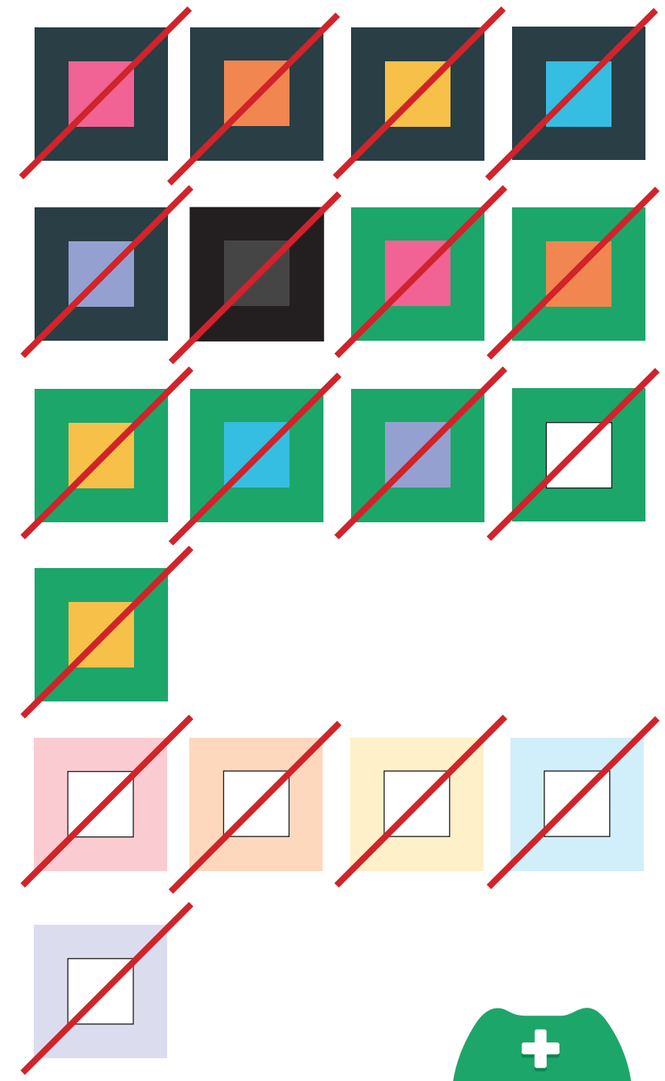
The following color combinations should be used only for **Iconography**:



The following color combinations **should be used ONLY for LARGE text and graphics.**



COLOR COMBINATION DON'TS:
Stay away from the color combinations below for important informational graphics and text. **These do NOT meet accessibility standards and best practices.**



Child's Play

TYPOGRAPHY

Child's Play

PRIMARY BRAND FONT: PT SANS

PRIMARY BRAND FONT USAGE

PT Sans should be used as all informational and body copy. It can also be used in Bold as an H2 in web or print hierarchy, but never as an H1.

PT Sans Regular	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
PT Sans Bold	**ABCDEFGHIJKLMNOPQRSTUVWXYZ** **abcdefghijklmnopqrstuvwxyz**

HIERARCHY EXAMPLE:

Headline PT Sans Bold

SUBHEADLINE PT SANS REGULAR ALL CAPS

Body copy callout should be PT Sans Regular. The main section of body copy should be set as PT Sans regular. Normal body copy on webpages should be 14 pixel, 8px minimum for footnotes. For print pieces, normal body copy should be 12 point (8 point minimum for footnotes). There should always be enough contrast between the color of the typography and the background color.

*Footnote copy is always PT Sans regular and can be 8pt or larger.

Child's Play

SECONDARY BRAND FONT: FILSON SOFT

SECONDARY BRAND FONT USAGE

Filson Soft should be used as headline, button, and callout copy only. Because Filson Soft is the secondary font, it should be used as an accent or companion to the primary brand font.

Filson Soft Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Filson Soft Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Filson Soft Black Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

HIERARCHY EXAMPLE:

Headline Filson Soft Black Italic

Subheadline Filson Soft Regular

Callout copy Filson Soft Bold Italic

*Footnote copy is always Filson Soft Book.

There should always be enough contrast between the color of the typography and the background color.

Child's Play