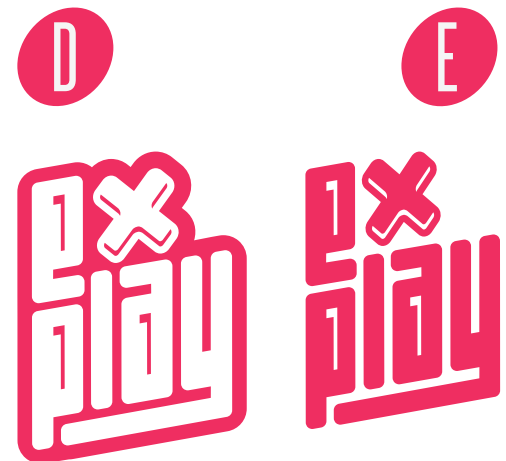


Extended Play

Branding Guidelines

Logo:



The Extended play logo consists of many different acceptable versions depending on its surroundings or required level of detail. The main full colour logo has both 'extended' and abbreviated versions. The 'interactive festival' copy can be used in any iteration of the logo using the padding and alignment shown in fig A and B.

In the event in which a one-tone logo is required, (i.e. a white background) fig C, D and E are all applicable in any of the 5 main Explay colours (See below).



The Explay logo should not appear with any less padding (space between objects) than the width of the E or A.

Colour Scheme:



#EF2E61

pantone
1925c



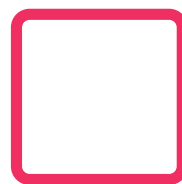
#1E1E1E

pantone
process black c



#383838

pantone
Black 7c



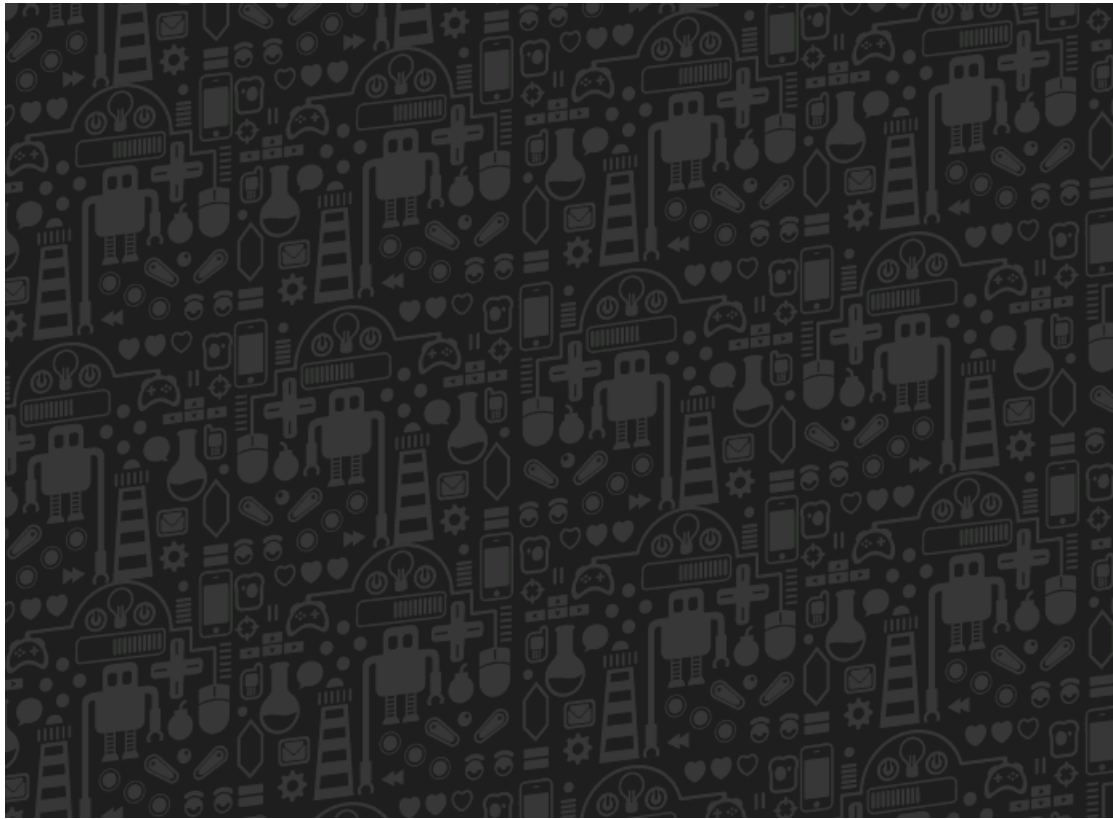
#FFFFFF



#EBEBEB

pantone
7541c

Explay Background Pattern:



The Explay pattern is a repeatable reusable pattern that can be applied easily as a background to any Explay branded material. The colour scheme must be grey on dark grey, but can be used with varying levels of opacity, and even with vignettes.

Light grey: #383838
Dark grey: #1E1E1E

Fonts:

Headings:

Steelfish regular minimum size- 30px

Steelfish bold minimum size- 30px

Colours -light background: #ef2e61 or #1e1e1e -dark background: #ffffff

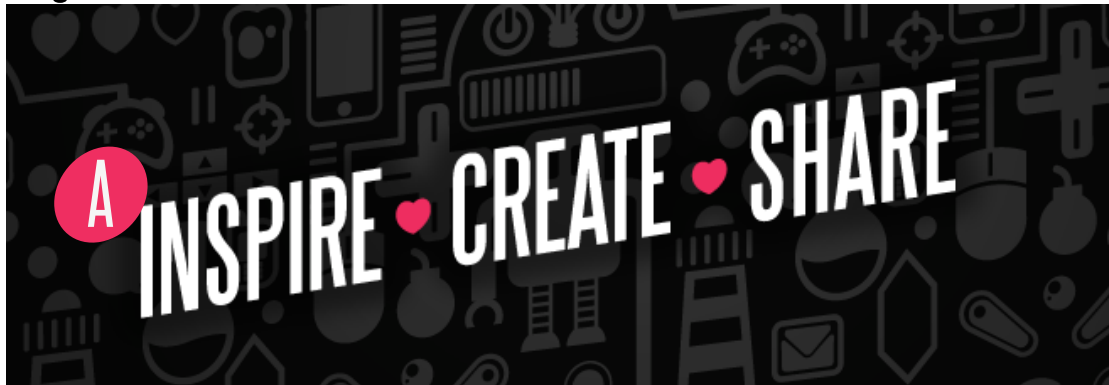
Sub Headings:

Helvetica Bold minimum size- 15px Colour: #555555

Content:

Helvetica minimum size- 12px Colour: #555555

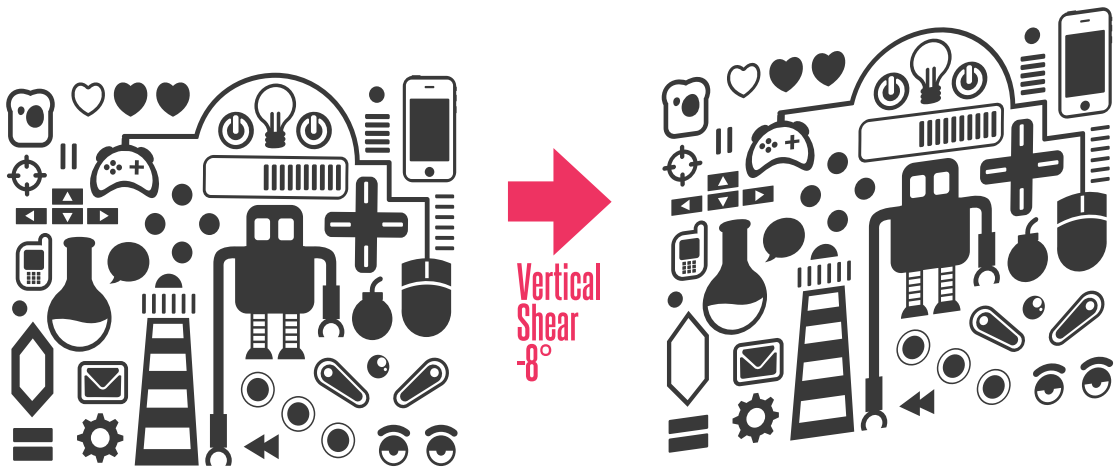
Taglines:



B • A CELEBRATION OF INDEPENDENT GAMING AND INTERACTIVE TALENT •

Colour schemes for these taglines are not particularly strict; any combinations of the 5 Explay main colours are acceptable. Tagline A is a set graphic; the form (not colour) should not be altered. Tagline B is more flexible, it can be used as copy in whatever forms the designer requires.

The Explay angle:



A lot of the extended play graphics, mainly in print, are sheared to a specific angle, aligned to the logotype. It is not required that all graphics are sheared to this angle, but if a designer wishes to do so, it is sheared to a vertical angle of -8 degrees.

Branding Contact

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