

SMASHORCRAFT

BRAND GUIDELINES

LOGO

Standard Logo



Logo

The word “SMASHCRAFT” in bold face, 3D shadowing, with visual representation of cracking.

Placement and Treatment

The standard logo can be utilized in various needs and formats. The logo will be adjusted and implemented differently per each character or figure, but in all general created assets for the brand it will be the standard version.

Logo Usage Guidelines

DO NOT stretch the logo.

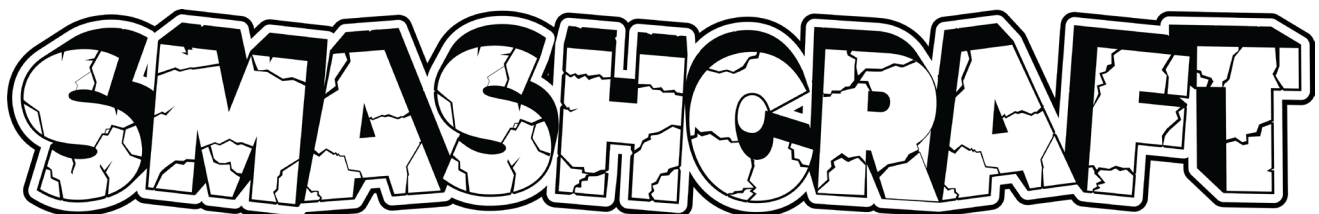
DO NOT use colors for the logo that are not approved. Approved colors for the standard logo are shown above, see the GUIDELINES folder for all files.

DO maintain proportions and appropriate white space around the logo, if clarification is needed please ask the Brand and Marketing Team.

Alternative Color Versions

Black and white version (below) approved with same implementation as the standard logo (above).

The other color versions of the logo, range according to character being promoted (see character profiles).



TYPOGRAPHY & COLORS

Primary Typography

Headline(s), Heading(s), Highlight(s) Font

BADABOOM BB
ABCDEFGHIJKLMN**O**PQRSTUVWXYZ
1234567890
!@#\$%^*()-=+

Body Copy, General, Memos Font

Proxima Nova
ABCDEFGHIJKLMN**O**PQRSTUVWXYZ
abcdefghijklmnopqr**st**uvwxyz
1234567890
!@#\$%^*()-=+

Color Usage Guidelines

SMASHCRAFT Red

Hex Code: c34427

R: 195 G: 68 B: 39

SMASHCRAFT Orange

Hex Code: f58020

R: 245 G: 128 B: 32

White

Hex Code: ffffff

Black

Hex Code: 000000

Branded colors are to be used with discretion and to maintain balance with the primary supportive visual asset(s).

In certain instances, colors may be used as the primary supportive visual asset when approved.

See GUIDELINES folder for the Logo gradient.



IMAGERY • VISUAL ASSETS

Brand Imagery

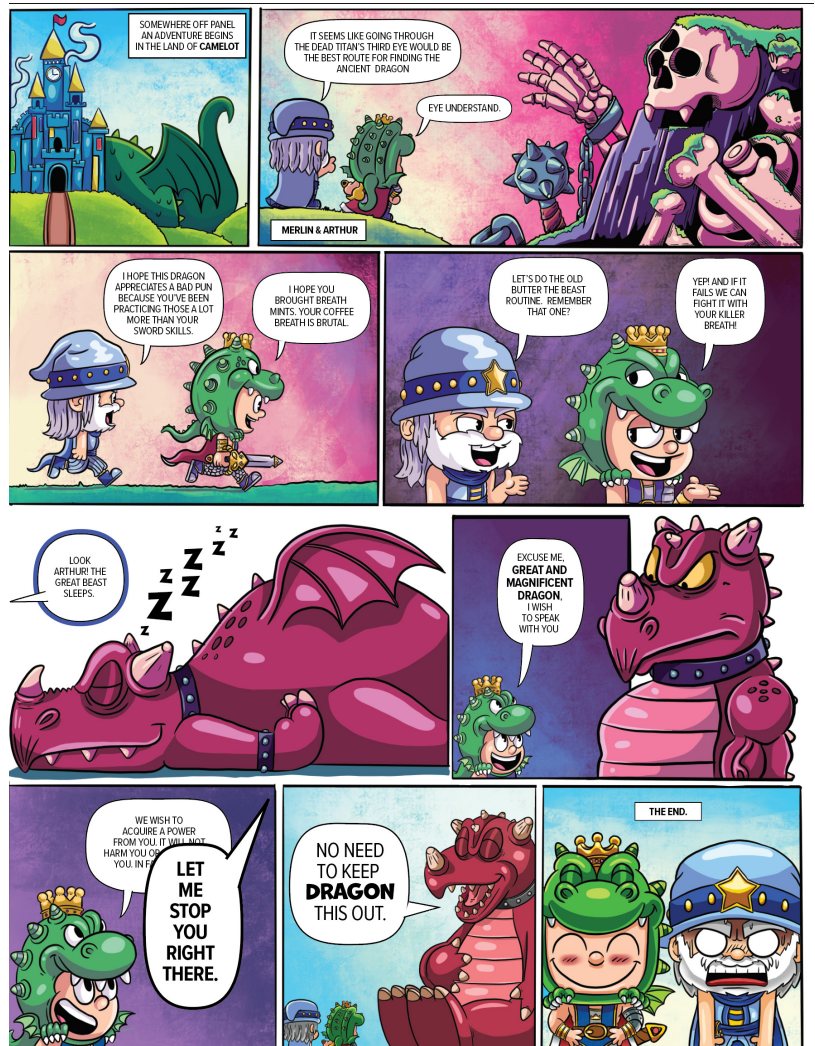
SMASHCRAFT imagery is a secondary support to the primary visual asset. The primary visual assets are comic based artwork, created by Kyle Martin.

Photography consists of figures on white, and set in diorama scenes. All figures for additional imagery are mocked up into scenes that are photoshopped with their representative environments.



Primary Visual Assets

Comic concepts must follow the character profiles outlined in the following pages. Each character has been given clear development, and any changes, additions or alterations to a characters storyline must be approved by Kyle Martin and the Marketing & Brand teams.



See (right) example of EBC (enhanced brand content) for a sample of the comic storylines, and the materials to use and consider as the primary visual assets are created.

All comics and storyboards can be viewed here: [BP_PHOTOS > SMASHCRAFT > GUIDELINES > Comics](#)