

game on | DON'T LET CLIMATE
CHANGE END THE GAME!

visual guidelines

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INTRODUCTION

This brand guideline exists to ensure visual and brand consistency across various print and web materials regarding 'Game On - Don't let climate end change the game!' project. The goal of the communication activities is not merely sharing information, but also triggering participation in the campaign by activating other young people and decision-makers and by the change in attitude and daily practices that lead to a more sustainable lifestyle.

Please stick to these guidelines to create a brand image and perception that are consistent no matter where they're seen. The information in this guide is crucial for anyone involved in creating communications materials!



THE LOGO



The “Game On” logo is a unique, key, prime and critical component of our visual identity. We want to protect our logo, so follow the guidelines outlined in our brand policies.

THE LOGO

With the EU flag



Regardless of the scale, scope or objective of an action, the EU emblem must be visibly and prominently displayed - at least as prominently as that of the implementing partner concerned - on all communication and visibility materials associated with the action.

THE LOGO

Spacing and size



To make sure our logo is legible, and to maintain its integrity, keep the area surrounding it free of other elements. The amount of distance is half time bigger than the x-height.

Minimum size



The minimum height of the logo is **3 mm** or **18 px**

THE LOGO

Spacing and size with the EU flag



The amount of distance with the EU flag is no different from the regular logo, it is still half time bigger than the x-height.

Minimum size



The minimum height of the logo is **10 mm** or **54 px**

THE LOGO

Examples of unapproved usage

No alterations to the logo are allowed, including rotations, downsizing and colours differing from these guidelines.



Do not change the color in any part of the logo.



Do not rearrange the parts of the logo.



Do not use the logo on backgrounds with inadequate contrast.



Do not stretch or squash the logo out of proportion.



Do not remove or add new elements to the logo.

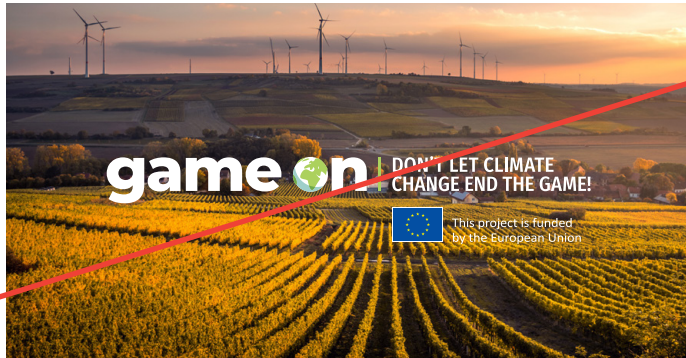


Do not add shadows or other effects to the logo.

THE LOGO

Placement on images

Do not



Do not use the logo on background images with inadequate contrast. Even the smallest inscription must be readable. Adding image blur or a colored rectangle under the logo is allowed.

Do



BRAND COLORS

Base colors



#10877A

R-16 G-135 B-22
C=84 M=27 Y=57 K=7
Pantone: **7717 C**



#15AB9B

R-21 G-171 B-155
C=77 M=8 Y=48 K=0
Pantone: **326 C**



#ACD15D

R-172 G-209 B-93
C=37 M=0 Y=82 K=0
Pantone: **367 C**

Additional colors



#414141

R-65 G-65 B-65
C=0 M=0 Y=0 K=90
Pantone: **426 C**



#EF4136

R-239 G-65 B-54
C=0 M=90 Y=85 K=0
Pantone: **Bright Red C**



#FBB040

R-251 G-167 B-64
C=0 M=35 Y=84 K=0
Pantone: **136 C**



#92278F

R-157 G-61 B-154
C=50 M=99 Y=0 K=0
Pantone: **513 C**



#00AEEF

R-0 G-174 B-239
C=69 M=14 Y=0 K=0
Pantone: **299 C**

It is essential that all Game On communications have a consistent look and appearance, including colors. No other colour can be used than the brand colors listed above.

BRAND TYPEFACES

Subheadline

ADDITIONAL INFO

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.

Headlines:

Montserrat ExtraBold

Subheadlines:

Fira Sans Condensed Medium

Tags:

MONTERRAT EXTRABOLD
(all caps - tracking: 100)

Paragraphs:

Montserrat Regular
(leading = 1.4 × font size)

Montserrat and Fira Sans Condensed are preferred brand typefaces. These are free Google fonts, and can be downloaded from fonts.google.com. Calibri is allowed when these fonts are not available e.g. email signatures..

SOCIAL MEDIA TEMPLATES

Facebook image ads



2020 Facebook ad dimensions are 1200x628px.

The two templates attached are supporting vertical and square images.

Good to remember that using pictures with less words makes your content engaging.

If your Facebook ad has more text than 20% of ad image, reaching may be slightly lower.

Use this tool to check www.facebook.com/ads/tools/text_overlay

SOCIAL MEDIA TEMPLATES

Instagram image ads

SQUARE IMAGE AD



2020 Instagram square image ad dimension is 1080x1080px. Adobe Photoshop "psd" template is attached.

VERTICAL IMAGE AD



2020 Instagram vertical image ad dimension is 1080 x 1350 px. Adobe Photoshop "psd" template is attached.

COMMUNICATION GUIDELINES

Brand presence

ALWAYS DELIVERING MESSAGES ALIGNED WITH THE CORE VALUES

- in the same tone
- presenting the brand logo in a similar way
- repeating the same colors throughout your visual brand elements

Tone of voice

- Loose, informal
- Youthful
- Highlights
- Simple sentence structures
- Many visual explanation
- Positive
- Avoid changing social media voice and tone for the sake of 'clickbaiting'

- ### ADVICES
- Be Human-centred and Thought-provoking
 - Be Concise and Clear
 - Be Compelling and Jargon-free
 - Be Informative and Culturally Sensitive

COMMUNICATION GUIDELINES

Hashtags

Consistency and measuring are critical; please use the following hashtags as a **MUST** during all social media communication:

#gameon

#climategame

#climatechange

#globalgoals

Use hashtag marketing power to increase the follower's number, get into users recommendations, and get more likes. More hashtags could help increase engagement, but they must be relevant to the content!

EU DISCLAIMERS

For publications in print or electronic format:

'This publication was produced with the financial support of the European Union. Its contents are the sole responsibility of **<name of author/partner>** and do not necessarily reflect the views of the European Union'

For websites and social media accounts:

'This <website/account> was created and maintained with the financial support of the European Union. Its contents are the sole responsibility of **<name of author/partner>** and do not necessarily reflect the views of the European Union'

For videos and other audio-visual material:

'This <video/film/recording> was produced with the financial support of the European Union. Its contents are the sole responsibility of **<name of author/partner>** and do not necessarily reflect the views of the European Union'