

BRAND GUIDELINES



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BRANDING

1

4. The Pedalboard brand

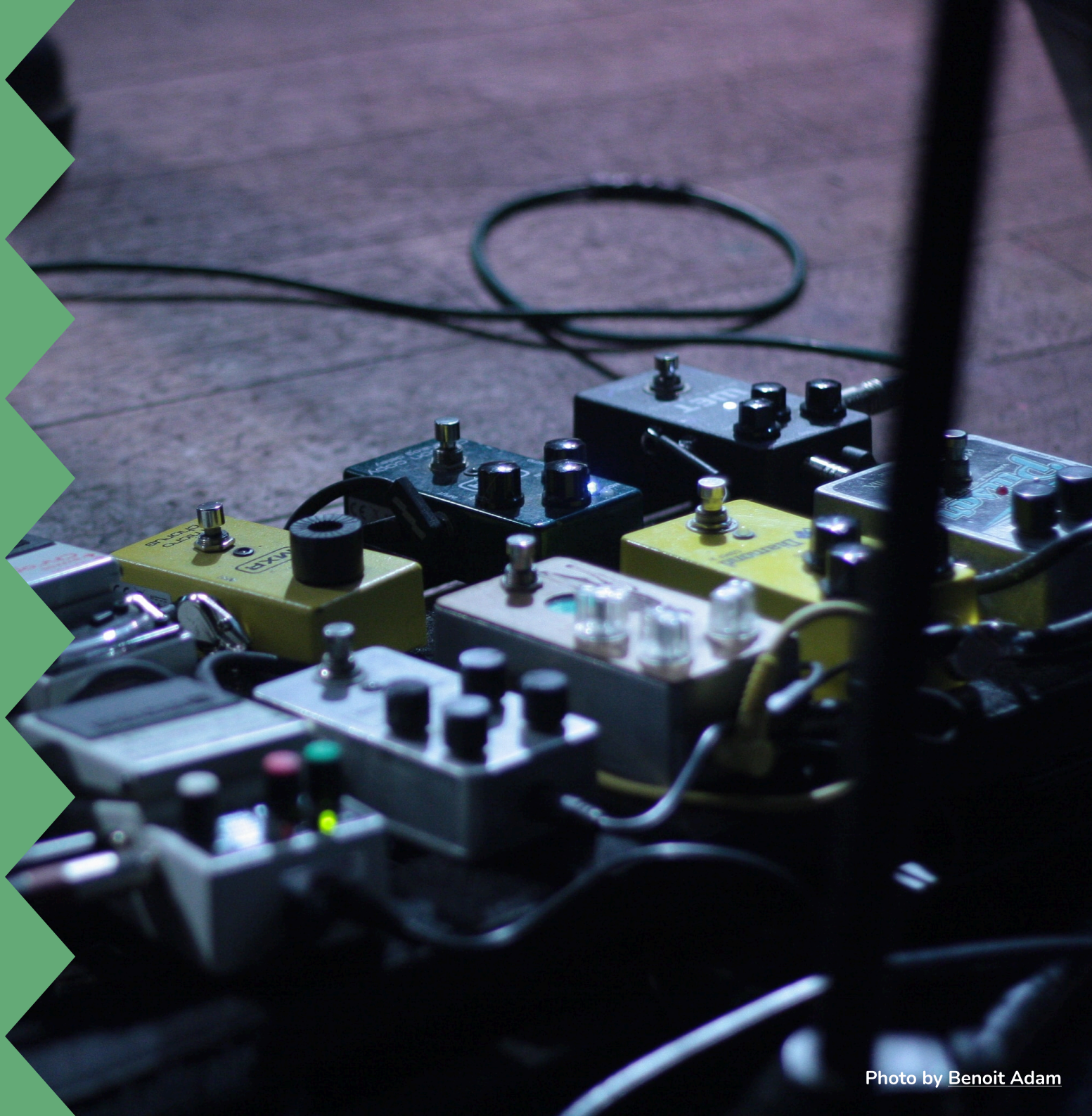
5. Brand Characteristics

THE PEDAL BOARD BRAND

On one fateful day, Colin would decide to really commit to the WHEEL bit and make a Game jam out of it.

Unbeknownst to him he would gather a rag-tag team of different studios and creatives who would come together and create Pedalboard Games.

We want to leave an imprint on the industry and bring studios together to make *cool games*.



Brand Characteristics

The qualities of the Pedalboard brand are shaped by the qualities of the people involved. These characteristics inform every element and expression of our brand.

Playful

We make games. Of course our brand should reflect a playful nature.

Vibrant

We're full of energy and enthusiasm. Dynamic, Active and exciting. Igniting passion in all of us.

Hopeful

We are overwhelmingly optimistic about the future. We don't just aim to inspire ourselves, but other up and coming game devs as well.

Inclusive

We lift each other up. United in our common goal of just making cool stuff.

LOGO

2

8. Main Logo

9. Other Versions

10. Minimum Size

11. Clear space

12. Backgrounds

13. Logos on Photos

14. Misusage

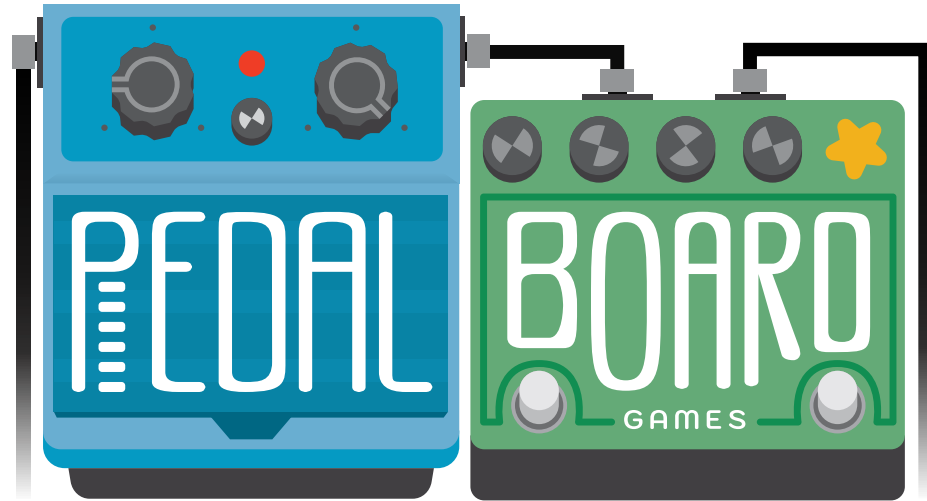
LOGO

The pedal boards represent the core concept of the studio.

It represents how we are essentially a group of different studios collaborating together to make a unique experiences and really cool games.

MAIN BRANDING

Horizontal Logo



Color



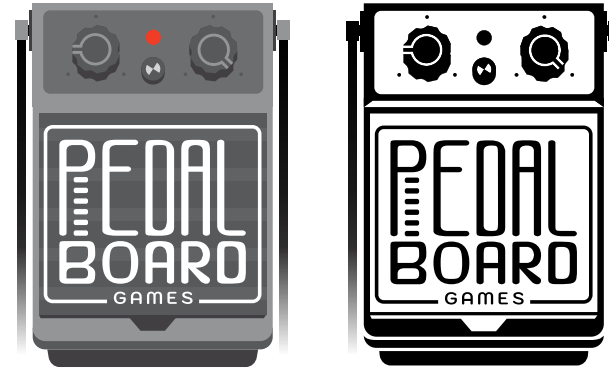
Monochrome

OTHER VERSIONS

Sometimes you will find that the horizontal logo may be too much, too big, or too busy.

If that is the case, we have other versions of the logo to implement in whatever the use case may be.

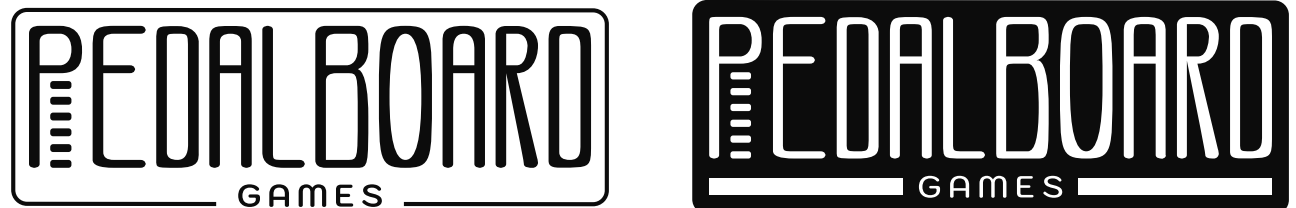
Stacked Logo



Stacked Wordmark



Horizontal Wordmark

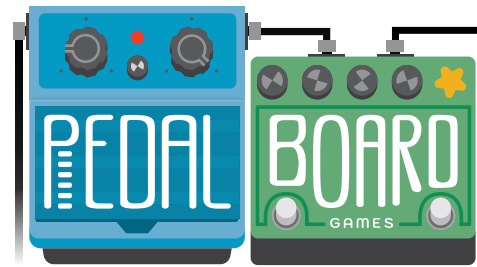


minimum SIZE

Establishing a minimum size ensures that the impact and legibility of the logo aren't compromised

Minimum Size

Logos



200px or 52mm



100px or 26mm

Wordmarks



150px or 39mm



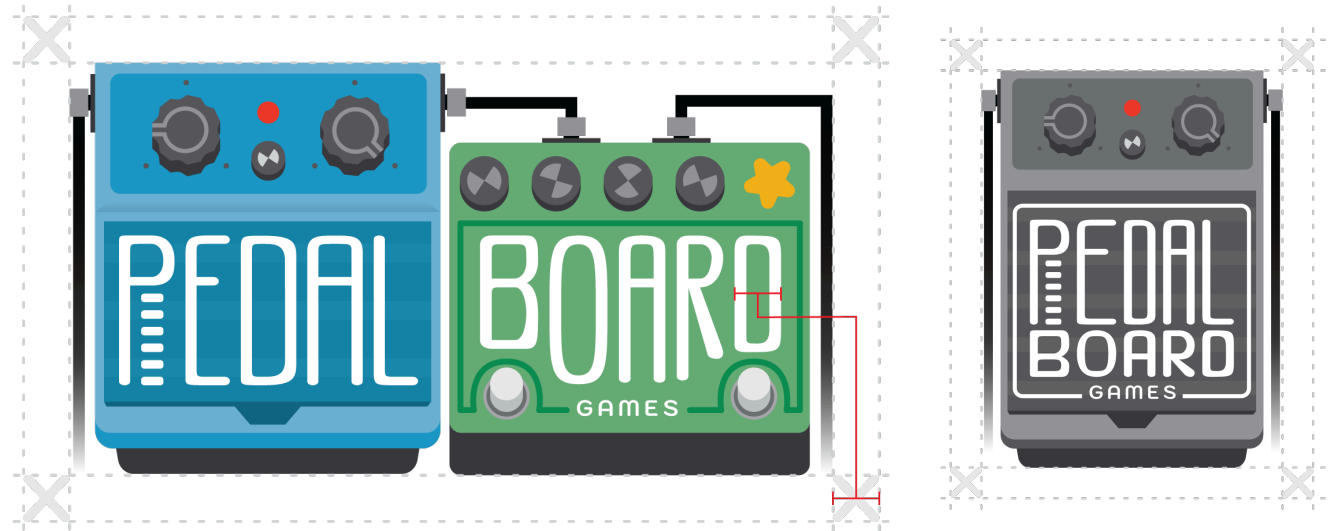
100px or 26mm

CLEAR SPACE

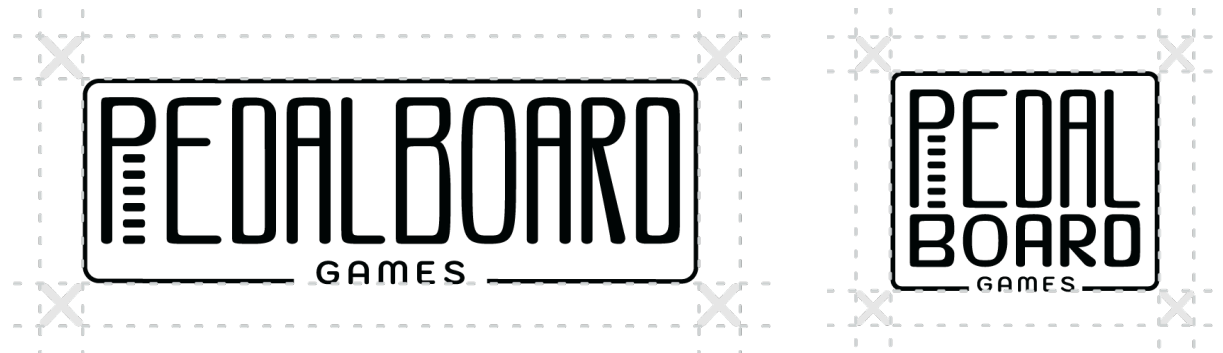
Clear space allows our logo to breathe. The clear space is defined by the width of the “D” Character.

No other typography, text, graphic and/or photo should overlap the logo

Logo



Wordmarks



BACKGROUNDS

When using either the Logos or Wordmarks, Monochrome or inverted variants may be applied to solid colored backgrounds as long as the visual integrity and legibility are maintained

White

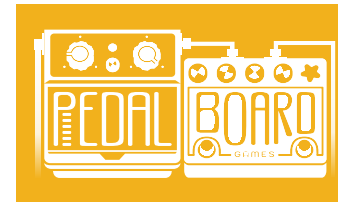
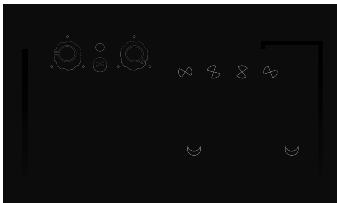
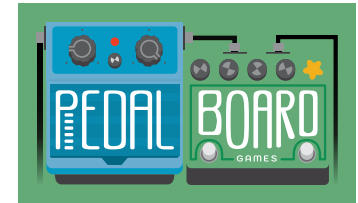
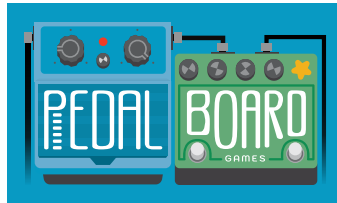
Black

Blue

Red

Yellow

Green



LOGO ON PHOTOS

When placing the logo on a photo ensure that legibility and visual integrity are maintained. You may modify original logo colors using our color scheme to create more contrast.

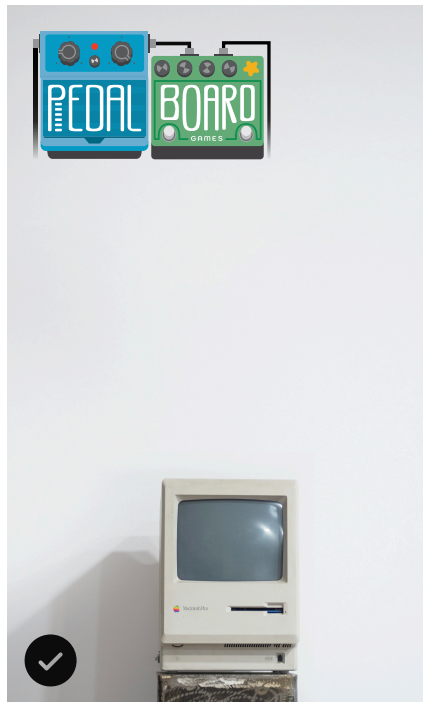


Photo by [Federica Galli](#)

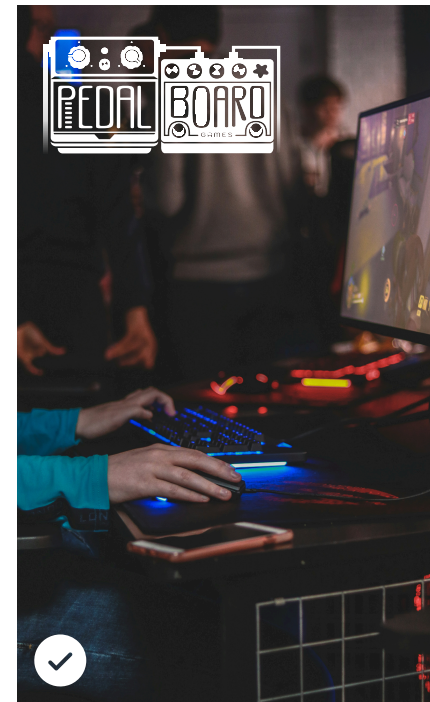


Photo by [Axville](#)



Photo by [Kyoshi Reyes](#)



Photo by [Ivan Rudoy](#)

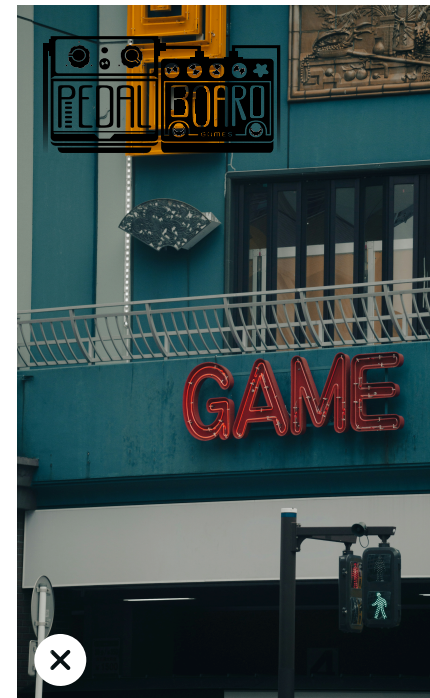


Photo by [Taiki Ishikawa](#)



Photo by [Lucas Ortiz](#)

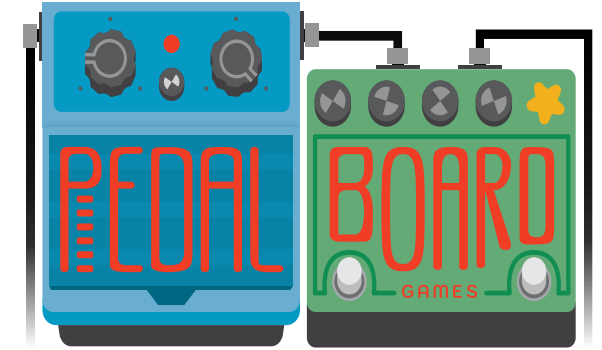
MISUAGE

It's important that the appearance of our logo stays consistent.

Here are some general rules to follow while using it.



✗ Don't rotate the logo



✗ Don't Change the color of the text



✗ Don't stretch or alter the shape of the logo



✗ Darken or brighten the logo



✗ Don't add a container to the logo



✗ Don't add drop shadow to the logo

COLOR

3

16. Color Scheme

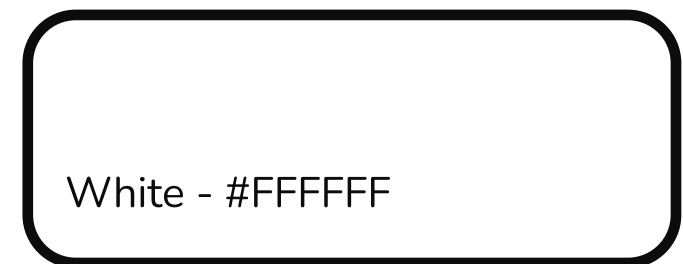
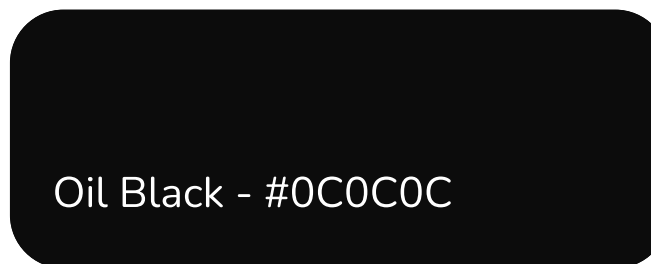
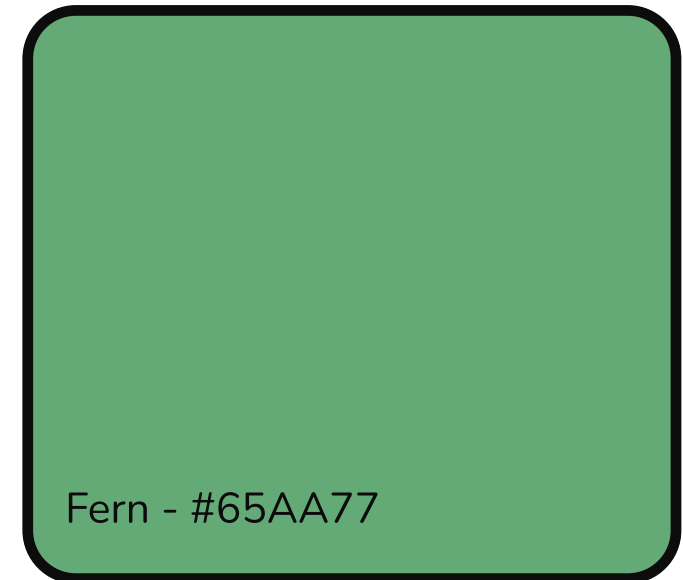
17. Colors extended

COLOR

Our color selection focuses on the “Unique Hue” color scheme.

The colors represent a playful and friendly nature.

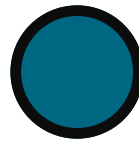
They provide simplicity, accessibility, and consistency.



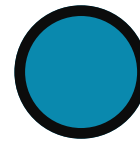
COLOR EXTENDED

Extended Colors are designed for Interfaces, infographics, Illustrations, and product designs where tone pairings improve communication and user experience.

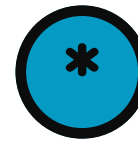
*The original color



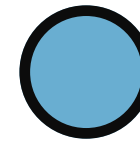
Hex: #006784
RGB: 0, 40, 52
CMYK: 100, 22, 0, 48



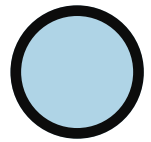
Hex: #0A89AE
RGB: 4, 54, 68
CMYK: 94, 21, 0, 32



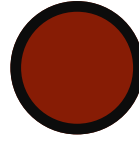
Hex: #069AC4
RGB: 2, 60, 77
CMYK: 97, 21, 0, 23



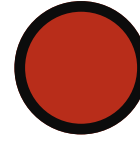
Hex: #6AAED1
RGB: 42, 68, 82
CMYK: 49, 17, 0, 18



Hex: #AFD5E7
RGB: 69, 84, 91
CMYK: 24, 8, 0, 9



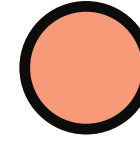
Hex: #881C05
RGB: 136, 28, 5
CMYK: 0, 79, 96, 47



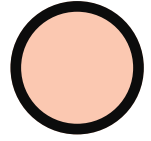
Hex: #B82E1B
RGB: 184, 46, 27
CMYK: 0, 75, 85, 28



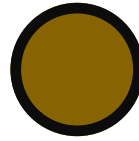
Hex: #EF3E27
RGB: 239, 62, 39
CMYK: 0, 74, 84, 6



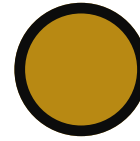
Hex: #F79A78
RGB: 247, 154, 120
CMYK: 0, 38, 51, 3



Hex: #FCC9B2
RGB: 252, 201, 178
CMYK: 0, 20, 29, 1



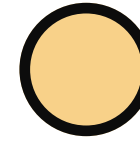
Hex: #876401
RGB: 135, 100, 1
CMYK: 0, 26, 99, 47



Hex: #B88913
RGB: 184, 137, 19
CMYK: 0, 26, 90, 28



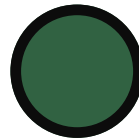
Hex: #F1B11D
RGB: 241, 177, 29
CMYK: 0, 27, 88, 5



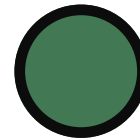
Hex: #F8D289
RGB: 248, 210, 137
CMYK: 0, 15, 45, 3



Hex: #FBE6BF
RGB: 251, 230, 191
CMYK: 0, 8, 24, 2



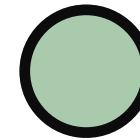
Hex: #326343
RGB: 50, 99, 67
CMYK: 49, 0, 32, 61



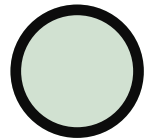
Hex: #437A54
RGB: 67, 122, 84
CMYK: 45, 0, 31, 52



Hex: #64AA77
RGB: 100, 170, 119
CMYK: 41, 0, 30, 33



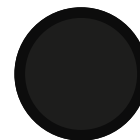
Hex: #ABCBAE
RGB: 171, 203, 174
CMYK: 16, 0, 14, 20



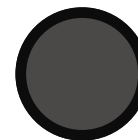
Hex: #D2E1D1
RGB: 210, 225, 209
CMYK: 7, 0, 7, 12



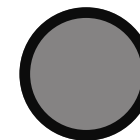
Hex: #0C0C0C
RGB: 12, 12, 12
CMYK: 0, 0, 0, 95



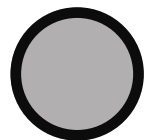
Hex: #1E1E1D
RGB: 30, 30, 29
CMYK: 0, 0, 3, 88



Hex: #4B4848
RGB: 75, 72, 72
CMYK: 0, 4, 4, 71



Hex: #006784
RGB: 134, 131, 131
CMYK: 0, 2, 2, 47



Hex: #B2B0B0
RGB: 178, 176, 176
CMYK: 0, 1, 1, 30

EXTRAS

4

19. Fonts

20. Icons

21. Patterns

Fonts

We recommend using the original font (Kodchasan) the logo is based off as a header.

And Nunito for body text.

Primary

Aa Kodchasan

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Secondary

Aa Nunito

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

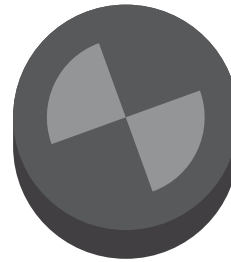
Icons

Color

Star



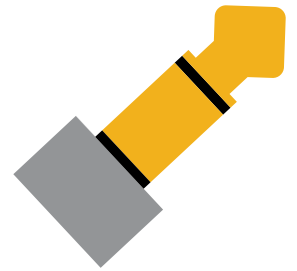
Dial



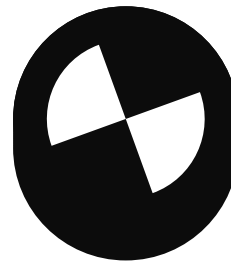
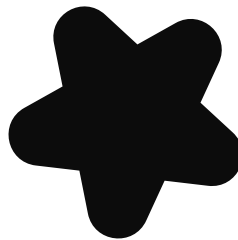
Knob



Jack



Monochrome



PATTERNS



Diamond



ZigZag



Grid



Icon