Brand Guidelines

Version 07.2018

gamescom

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Introduction

The gamescom Brand Guidelines represent a tool that draws on several specific examples showing how to use the gamescom design elements thoughtfully in order to communicate a vivid, unmistakable and unique corporate image. The guideline is not intended as a design handbook that rigidly and schematically establishes the placement of text, images and trademarks.

It is a work in progress, a compendium that follows the development of the event, the brand, and their setting in a timely way. The design concept is open to development and allows for solutions specific to products and target groups, while also ensuring that the gamescom brand is shown clearly and recognisably. If you have questions about the corporate design, please contact:

game – Verband der deutschen Games-Branche e.V.
Charlottenstraße 62
10117 Berlin
www.game.de

Since 2009, the German Games Industry Association (abbreviated in German as game) has been, together with Koelnmesse, the conceptual sponsor and organizer of gamescom, the trade fair for interactive entertainment.

gamescom was designed as a trade fair for consumers as well as trade visitors and industry partucipants.

The brand

1.0 – Logo and wordmark

The gamescom logo comprises the brand name "gamescom" and the "speech bubble", which acts as a pictographic link between the name and the content of the event. The central placement of the logo stands for gamescom's status **as the centre of the games industry and of interactive entertainment in central Europe**. Colour sets the two elements - the logo and the brand name - clearly apart from each other.

The "gamescom" brand name is written in lower case, borrowing from its corporate font, Avant Garde. The format (lower case and narrowly spaced) is outgoing, straightforward, dynamic, youthful and friendly. The monotone colouring positions the brand clearly.

The "speech bubble" figurative mark combines a meeting point symbol and a speech bubble, symbolising a meeting place and a communication platform. It can also be used as a graphic element. (see Section 1.3 – Logo elements and sub-logos)

The brand

1.1 – Colours

The logo colours also reflect the corporate colours of gamescom.

C 85 / M 100 / Y 0 / K 0
R 70 / G 0 / B 150
Pantone 267
HKS 36
#450095

C 85 / M 0 / Y 0 / K 0
R 0 / G 185 / B 255
Pantone 2995
HKS 47 (80%)
#00B9FF

Additional colours for sub-logos

gamescom camp

C 85 / M 0 / Y 100 / K 50
R 0 / G 100 / B 33

gamescom cosplay village

C 0 / M 100 / Y 80 / K 30
R 175 / G 5 / B 39

gamescomwear

C 0 / M 0 / Y 0 / K 100
R 0 / G 0 / B 0

gamescom jobs & career

C 45 / M 100 / Y 0 / K 0
R 155 / G 10 / B 125

gamescom congress

C 0 / M 0 / Y 0 / K 65
R 123 / G 124 / B 126

gamescom family & friends

C 50 / M 0 / Y 100 / K 0
R 151 / G 191 / B 18

C 0 / M 100 / Y 0 / K 0
R 226 / G 0 / B 122

C 0 / M 12 / Y 100 / K 0
R 255 / G 218 / B 0

C 0 / M 50 / Y 100 / K 0
R 242 / G 148 / B 0

gamescom festival

C 0 / M 85 / Y 100 / K 0
R 229 / G 68 / B 21

The brand

1.2 – Brand image

Brand image for gamescom 2017

gamescom represents the joy of playing, entertainment, inspiration and innovation, as well as an international gaming hub for both the gaming-industry and the community.

Here's why:

- It is the global 360 degree event for **digital gaming culture**.
- It is the entertainment world's largest and most international meeting point for the industry, the gaming community and any other interested parties.
- It is the **best-in-class show for games**.
- It takes a lead on such important issues as **media literacy and responsible** use of media.
- gamescom links people – it is a must-see event.
- It is a source for innovation and a window to the future.

gamescom is the leading **European trade fair** for the **gaming business** and **gaming culture**. It is a unique **experience** and represents the **best-in-class -show, the latest in games, innovative technologies, industry, gamers & community & UGC** as well as **credibility**. It is the **largest entertainment event** in the world.

Mission & Vision

Mission gamescom allows visitors to experience games and entertainment with all five senses. gamescom provides the global gaming community with inspiration, a place for varied interests to meet and unprecedented opportunities that just don't exist anywhere else. gamescom brings together industry, gamers and community in a way that no other global event can do.

Vision gamescom sets the global benchmark for the entire gaming world.It is the most important hub for announcing new products, innovations and styles, for adventure and business – and for providing a grand stage. This is where world premières take place. Anyone who is anyone in digital games and entertainment is here.

Key message

B2B Tap into the dynamics of the most important European event for interactive gaming and entertainment. Media, sales, business development – all in one place!

B2C Be part of the future of gaming – at the biggest event and amongst the world's most dynamic interactive entertainment community. gamescom – you're part of it!

Claim

The Heart of Gaming

Manifestation

- gamescom Logo
- CI colours: purple & blue

The brand

1.3 – Use of logo and sample uses

How to use next to another brand

It is possible to place the logo within a geometric shape, as long as the proportions (visual centre) and minimum spacing (cf. Section 2 – Sample uses) are maintained.

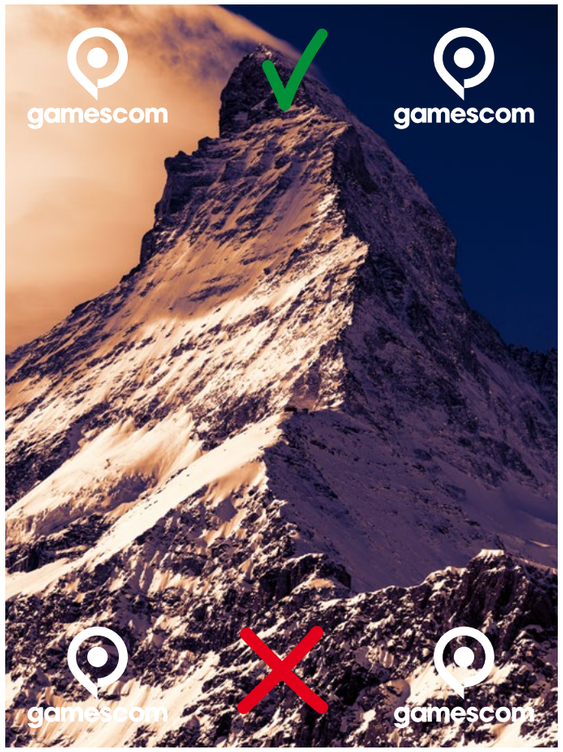
The logo can appear on different – monotone – backgrounds. However, an adequate contrast between the logo colours and the background is absolutely crucial!

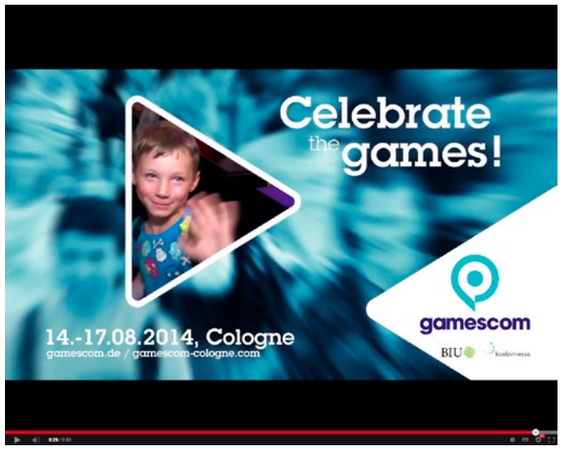
Logo colour combinations other than those shown below are expressly forbidden!

0 to 20% black (K) = Logo in colour

from 21 to 100% black (K) = Logo in white

The logo can also be placed on (animated) images. Here too, a sufficient contrast between logo and background is crucial, which is why the logo should always be used in white here.





The brand

1.4 – Logo elements and sub logos

"Speech Bubble" figurative mark
The figurative mark can also be used on its own in designing materials. In that case, it can be placed so that it is seen partially or in its entirety.

However, this figurative mark is not a substitute for the gamescom logo!
This figurative mark must always be used in conjunction with the regular gamescom logo only (cf. Section 2 – Sample uses).

In exceptional cases (for example, with merchandise on which no other logo placement is possible), the Speech Bubble figurative mark may also stand alone, i.e. without the regular logo. **However, such cases are absolutely exceptional and should be agreed individually!**

"gamescom" wordmark
In special cases, the gamescom wordmark can also be used on its own, i.e. without the speech bubble (for example, in giveaways, cf. Section 2.0 – Merchandise & advertising material). **However, such cases are absolutely exceptional and should be agreed individually!**

gamescom

Partner Country 2017

gamescom
PARTNER COUNTRY 2017
CANADA

gamescom camp

gamescom
camp

gamescom cosplay village

gamescom
cosplay village

gamescomwear

gamescom
wear

gamescom jobs & career

gamescom
jobs & career

gamescom developer conference

devcom
developer conference

gamescom congress

gamescom
congress

gamescom family & friends

gamescom festival

gamescom
festival

The brand

1.5 – Typography

Which font should be used, and when?

Claim: ITC Lubalin Graph,
font weight Book;
every word of the claim begins with an upper case letter, except for the word "of"

Headlines: ITC Lubalin Graph,
font weight Demi

Subheadlines: ITC Lubalin Graph,
font weight Book

Bodycopy: ITC Avant Garde Gothic,
font weight Book and Demi,
left-justified ragged-right composition

Highlighting: ITC Avant Garde Gothic,
font weight Demi

If corporate fonts cannot be used for technical reasons, the following substitute fonts are allowed:

Substitute font 1 (eg. Office applications): Arial,
font weights regular and bold

Substitute font 2 (eg. website): Verdana,
font weights regular and bold

The Heart of Gaming

Headline

Subheadline

Git aut pore, quis mincto ex eosantio. Itis solorpo rrovitet aut acerupti in nis dellecto iuntint voluptat plis magnis ipsam aut doluptaque nis non cum re non periber iosande **Ilaborectiis nossunt qui officat la doluptas nis eribus excepudae** consed evenihit, toriam non rehenis utae con cus et mo toreperia que vit et aut landit auteceris sumquam, cone elent magnisit fugitiis ventisc ipsam, qui ut volorrorum ipsa simus, sum auditibus id maiore necaborescid etur sectatem aut volendes id ut omnihitis ellam, unt qui in cuptatu rehendam laut videstio qui cullit acime-ture voloruntis dem si berum etur.

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Possible colours for headlines

C 85 / M 100 / Y 0 / K 0

Headline

C 85 / M 0 / Y 0 / K 0

Headline

C 0 / M 0 / Y 0 / K 100

Headline

C 0 / M 0 / Y 0 / K 0

If background is more than 20% black = headline in white

Headline

Possible colours for bodycopy

C 0 / M 0 / Y 0 / K 100

Git aut pore, quis mincto ex eosantio. Itis solorpo rovitet aut acerupti in nis dellecto iuntint voluptat.

C 0 / M 0 / Y 0 / K 0

If background is more than 20% black = headline in white

Git aut pore, quis mincto ex eosantio. Itis solorpo rovitet aut acerupti in nis dellecto iuntint voluptat.

Possible colours for highlighting

C 85 / M 100 / Y 0 / K 0

Highlighting

C 85 / M 0 / Y 0 / K 0

Highlighting

The brand

1.6 – Other design elements

To emphasize headlines or use them as taglines, you can use Lubalin font with coloured outlines.

The colour (see Section 1.1 – Colours) and thickness of the outer outline can vary, but the fill should always be set in purple with a white outline (at least 1 point thick).

The Heart of Gaming

The Heart of Gaming

The Heart of Gaming

The "Speech Bubble" logo element can also act as the medium for other graphic elements, as shown here in the sample admission ticket for the gamescom party.

Sample uses

2.0 – Trade shows & out-of-home

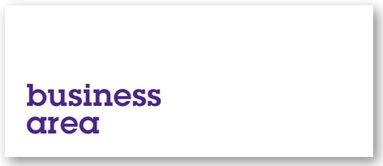
The colours of gamescom should be used on a large scale as a background colour to make the individual areas clearly visible, even from a distance.

Headlines are typeset in the largest possible size of Lubalin Demi/ Book, with normal capitalisation. Sub-brands can be typeset in lower case.

Whenever a logo is used, it is placed on the coloured background.

Examplary exhibition booth wall design without visual

Examplary exhibition booth wall design with visual (B2C area)



Exihibition booth wall design of the business (B2B-) area

Facade design of the entrance area at Entrance Süd

Sample uses

2.1 – Merchandise & promotion materials

The creative use of the various (logo) elements must ensure a visually balanced proportion, so that the sender is clearly and unequivocally recognisable and the design promotes the **gamescom** brand.

For other sample uses, go to **www.gamescomwear.de**

gamescomwear T-shirt

gamescomwear canvas bag

For many giveaways, using the logo can be problematic because of the format (pens, etc.). If so, the backup logo (monotone or multicolour) may be used.

Use of this type of logo must always be approved by game before type is set!

koelsch glass

lanyards

pens/pencils

armbands

The 2017 campaign

3.0 – Logo, headline and typography

Business to Business (B2B) / Business to Consumer (B2C)
For the new 2017 campaign, the **claim "The Heart of Gaming,"** is used only in combination with the gamescom logo when the visual is not used at the same time. Reason: The visual consists of the claim. In such cases, the logo is presented without the claim and is set in white against the coloured background of the visual.

If it is used separately, the logo and the claim are combined as follows:

gamescom
The Heart of Gaming

Claim: ITC Lubalin Graph,
Book type style, every word of the claim begins with an upper case letter, except for the word "of"

The 2017 campaign

3.1 – Visual / design elements

B2C/B2B
The visual of the new campaign comprises a background with a blue gradation, 2-D elements and the 3-D logo. The logotype is also the claim and the key message of the new campaign, and thus the headline. The logo comprises a variety of gaming motifs. Each letter can be viewed as an individual work of art. The playful approach to the new visual perfectly reflects the character of the trade fair: versatile, dynamic, happy with plenty of mental agility.

All three content elements are defined in their positioning.

Neither the claim nor the two other content elements may be moved from their designated position.

This ensures that the "pull" effect is not lost. The letters and surrounding elements cannot be used separately from one another. In a figurative sense, this shows that the entire gaming world meets in one place (the Cologne trade fairgrounds), that it takes centre stage during these days and that it captures visitors' imaginations. Globally, it is the entertainment world's largest and most international meeting point for industry, the gaming community and anyone else who is interested.

B2C
The visual comprises:
• Background with gradation
• 2-D illustration
• 3-D claim presented in a playful way

B2B
see B2C

This gives you the option of putting certain messages in a blue, circular tagline. The contact also changes.

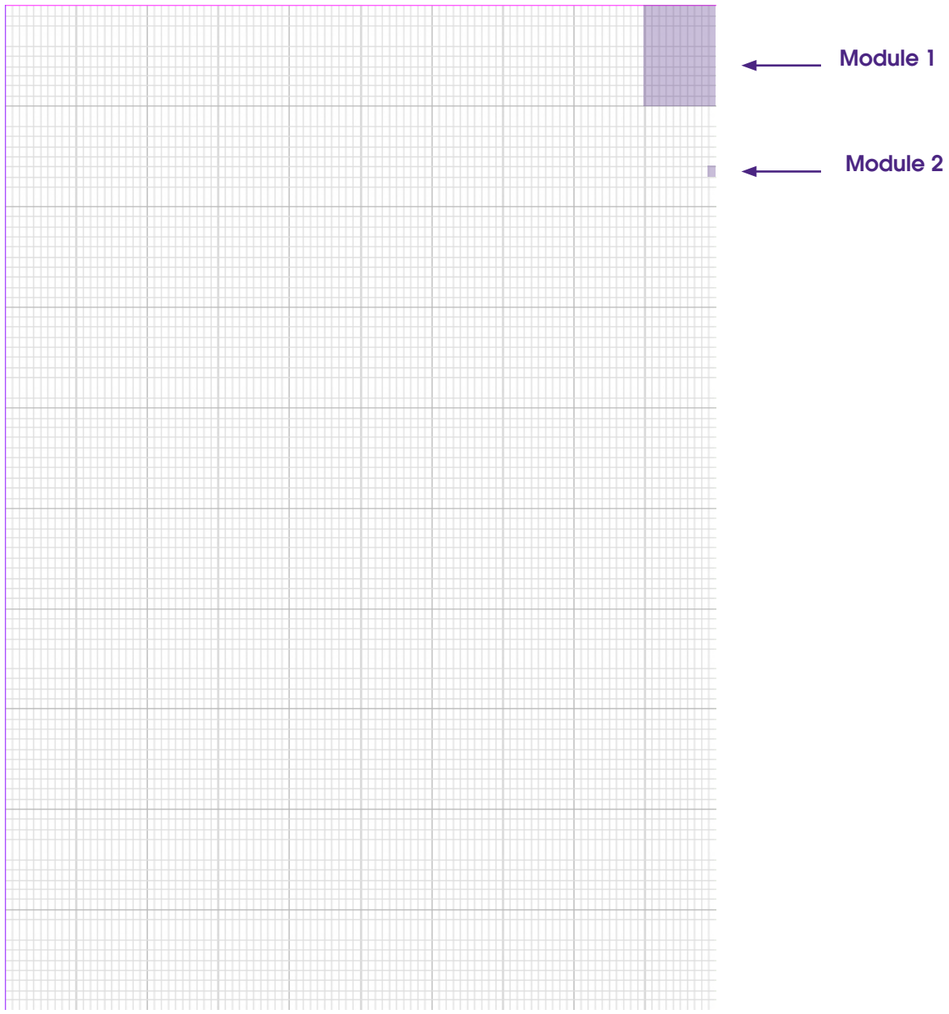
The 2017 campaign

3.2 – Design elements

Basic structure using DIN A4 as an example

Layout/modules

Every format is divided by height and width into 10 modules (module 1). Each module then breaks down further into 10 horizontal and 10 vertical areas (module 2). This produces the grid. Either the height of the upper case or lower case letters must be in the grid.



Placement of elements

The baselines of headlines etc. are placed on the grid. The gamescom logo, the date and the visual must be centred and have portrait orientation. Exceptions apply to landscape orientation only. All other elements must be placed within the grid in a balanced configuration.

Rule for placement of date/place

A3, A2 and A1, A0 and larger:
Date and place on 2 lines

The 2017 campaign

3.3 – Application examples

Ads DIN A4 portrait

B2C

B2B

Ads DIN A4 portrait (1/2 page)

B2C

Posters DIN A1

B2C

B2B

CityLight

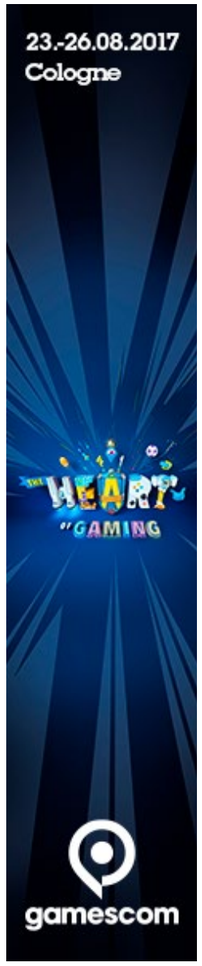
18/1

Header newsletter B2C

600x200 Pixel

Banner B2C

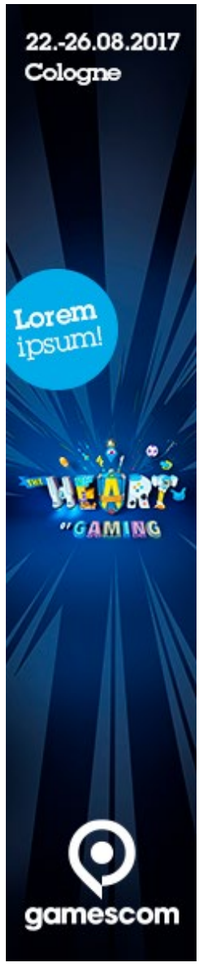
468x60 Pixel



120x600 Pixel

Banner B2B animated

468x60 Pixel

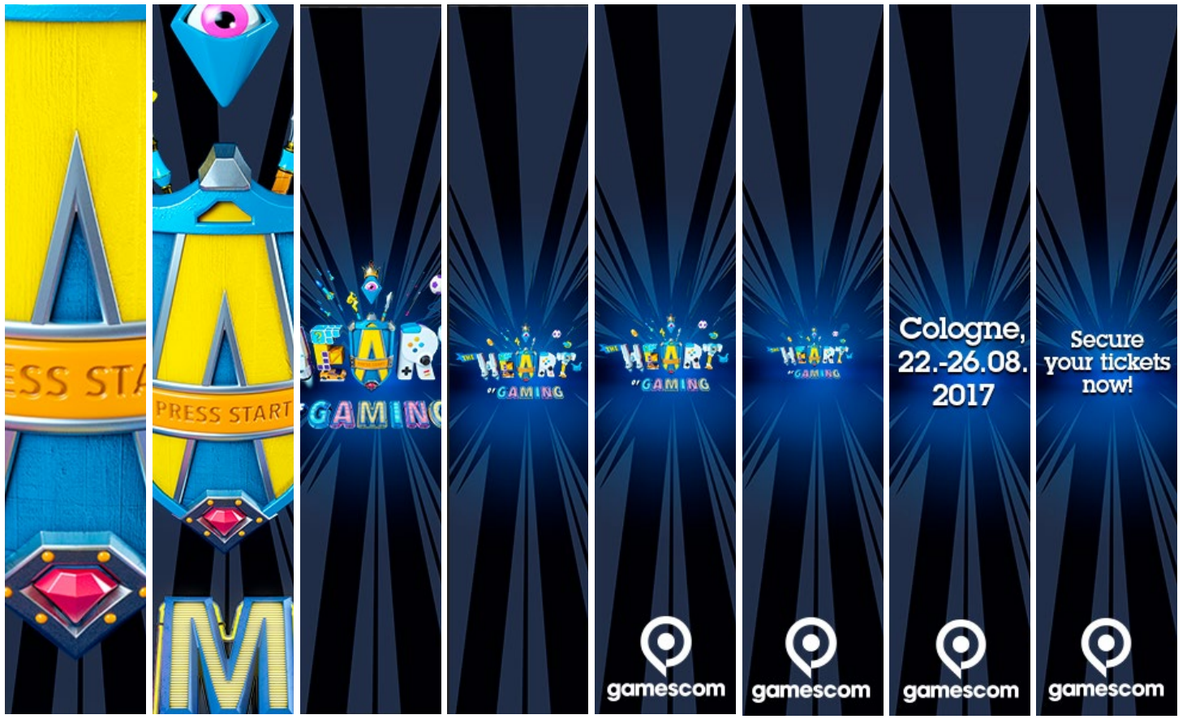


120x600 Pixel

Banner B2C animated example

The visual is animated. It zooms out from a zoomed-in detail (here a sign) to the whole visual.
If the whole area of the visual is visible, the visual will pulsate like a heartbeat. The date and the CTA "Get tickets now!" fade in as boilerplate.

see below: Detail from the animated banner



Banner B2B animated example

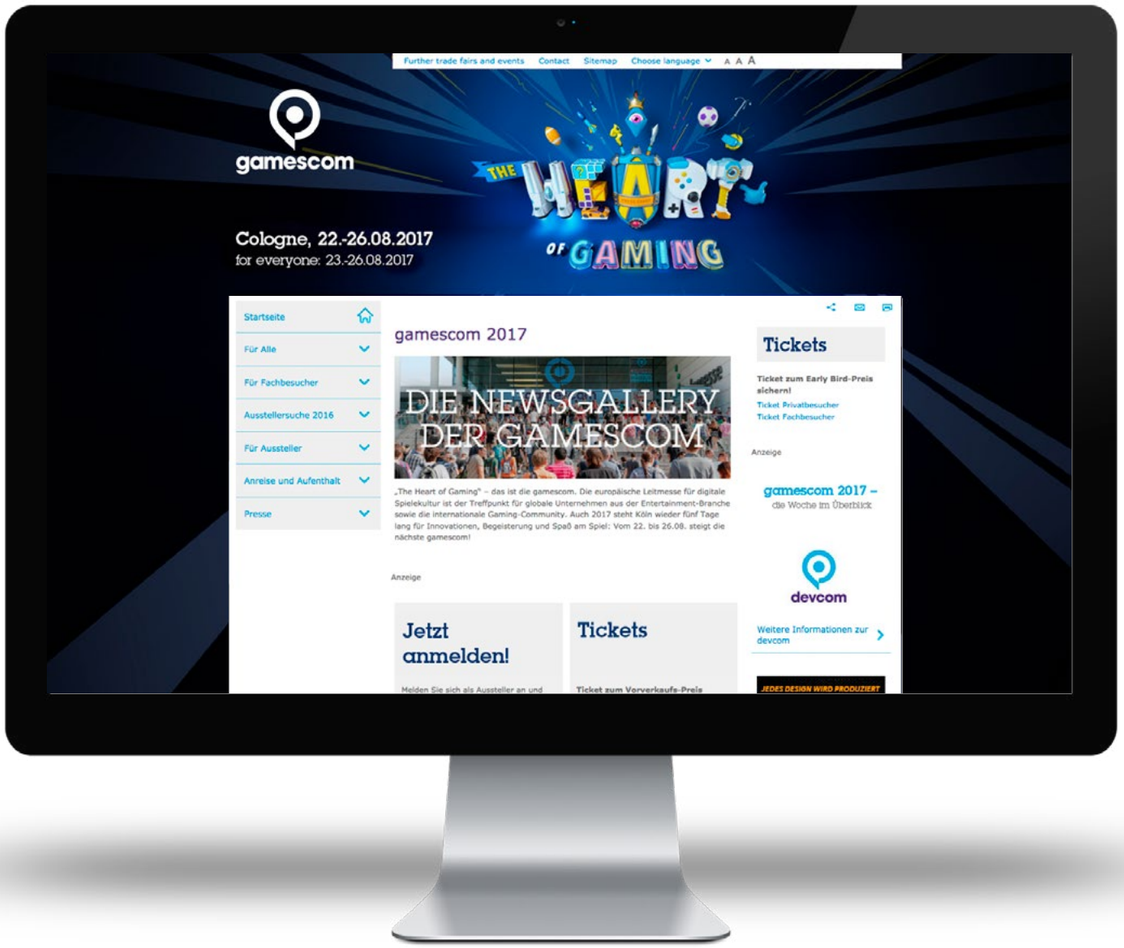
The visual is animated. It zooms out from a zoomed-in detail (here an eye) to the whole visual.
If the whole area of the visual is visible, a tagline might be added, and the visual will pulsate like a heartbeat. The date and the CTA "Get tickets now!" fade in as boilerplate.

see below: Detail from the animated banner

The 2017 campaign

3.4 – Website & Social Media

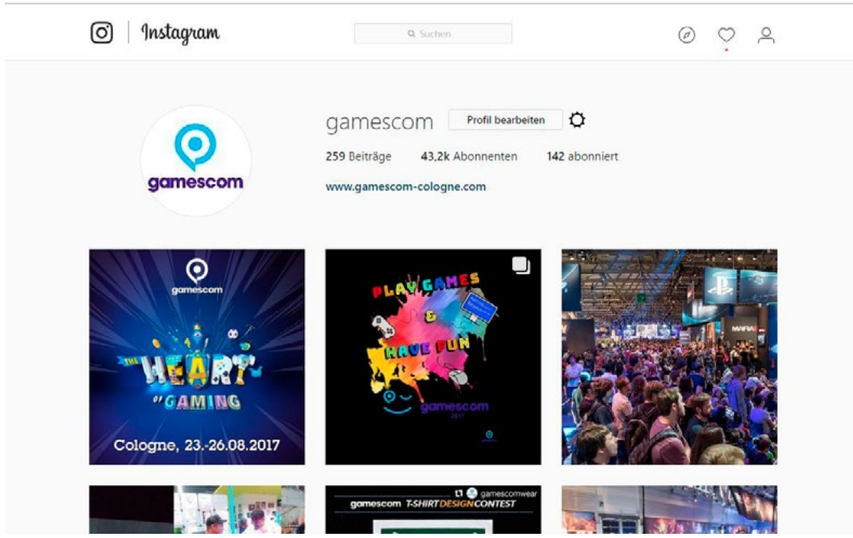
Website (www.gamescom.de)



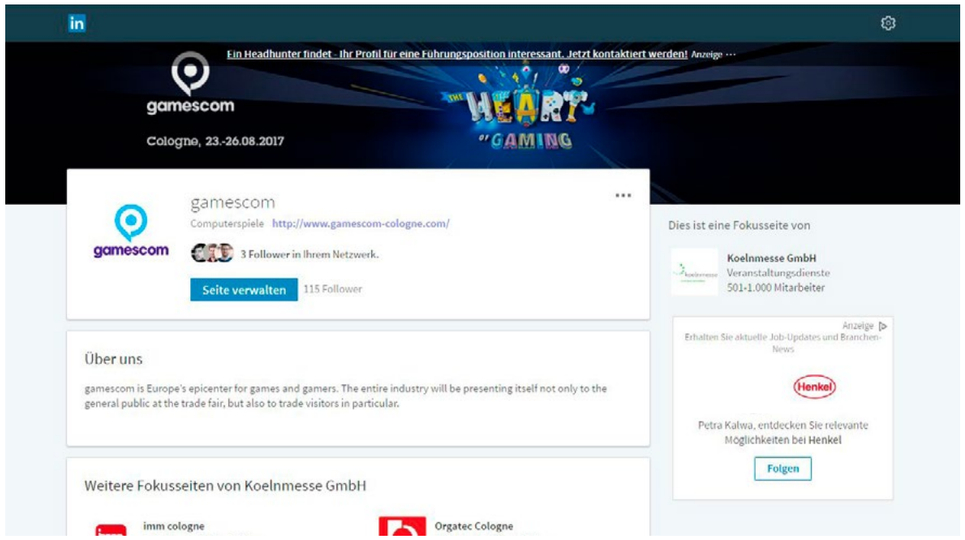
Facebook Fanpage (www.facebook.com/gamescom.cologne)

Twitter (www.twitter.com/gamescom)

Instagram (https://www.instagram.com/gamescom/)

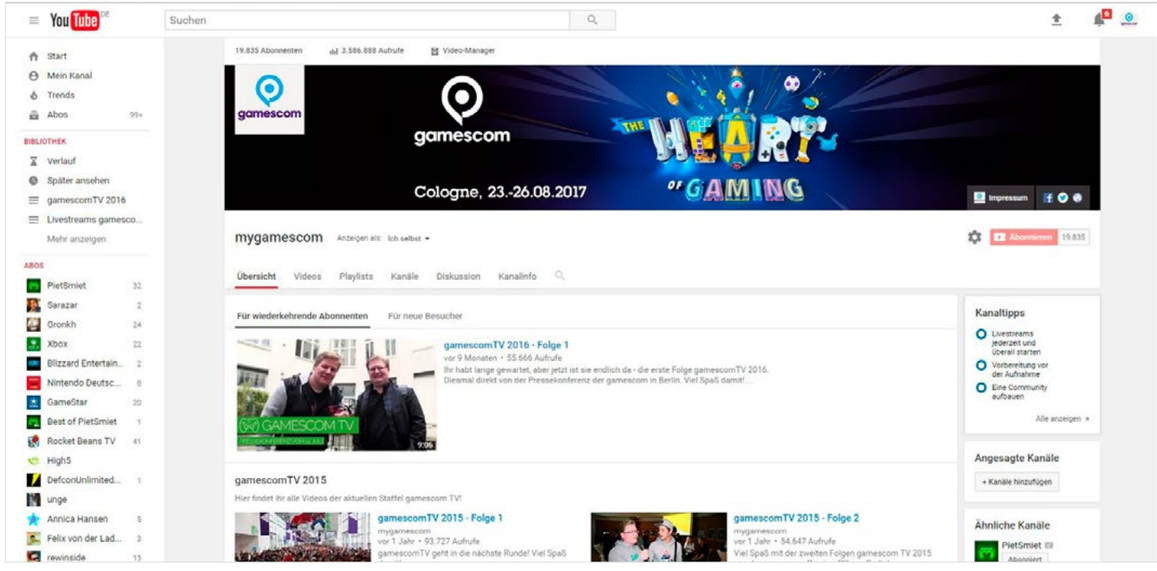


LinkedIn (https://de.linkedin.com/company/gamescom)



Google+ (https://plus.google.com/+GamescomDe)

YouTube (https://www.youtube.com/user/mygamescom)



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