THREAT LEVEL

BRANDING GUIDE

Guidelines to help you create in the Threat Level style

August 2021

THE THREAT LEVEL BRAND

THREAT LEVEL has built it's brand with an immense passion for it's community and it's players. In doing so, we have developed a strong and positive reputation in the gaming community.

An important aspect of protecting our reputation is ensuring that our brand is represented in the clearest manner possible.

In this guide, we will help you determine how to represent our brand by using the logo correctly, spacing, text, our branded color scheme, and what is acceptable and not acceptable when making community created and fan driven art and media.

Take your game to the #NextLevel

@ThreatLevelGG

PRINT AND ONLINE STANDARDS

Maintaining a clean and uncluttered space around the **THREAT LEVEL** logo maximizes the visual impact of this key brand element. Setting a minimum size helps ensure the logo is always legible and has maximum impact.

DOs

- Always maintain a minimum clear space between the logo and the edge of the page, package or color field.

- Use the specifications as shown on this page to define the appropriate amount of clear space, where the skull indicates the amount of clear space is defined by the height of the title case letters in the **THREAT LEVEL** logotype.

- Always position the logo away from other text, graphic and other design elements, especially other trademarks and logos.

DON'Ts

- Do not use less that the minimum clear space.

- Do not "lock up" the logo with other words, images or logos, except in the rare instances approved by the Brand team.

- To ensure legibility, do not reproduc the logo smaller than .5 inch wide for printer materials or, ideally, 75 pixels for online versions.

THE THREAT LEVEL LOGO

Print Reproduction

Digital Reproduction

.5 inch

75 pixels

THE THREAT LEVEL LOGO

Decomissioned Logos

In May of 2021 **THREAT LEVEL** commissioned a new logo to be developed to showcase our development into a professional organization while retaining our core identity.

As this has became the staple of our new brand strategy, all other previous logos have been decomissioned and should not be used for any reason without express permission from the Brand team.

The only logo that should be used is our primary logo and alternate logo.

To be clear: Do not use any logos other than our full color, primary logo and our secondary, alternate logo without express permission from the Brand team.

COLOR VARIATIONS OF LOGO

The **THREAT LEVEL** logo was originally created in Adobe Illustrator. These vector-based EPS files can be reproduced at any size without compromising quality.

DOs

• Always reproduce the logo in full color on white background whenerver possible (this is the preferred version of the logo).

• When production constraints do not allow the use of the full color version, use the single color version alternatively.

DON'Ts

• Do not reproduce the logo in colors other than those specified in this document.

• Do not place the full color logo on a patterened background which impairs readibility

• Do not skew, stretch, pick apart or change the aspect ratio.

DIGITAL ON WHITE

DIGITAL ON COLOR

PRINT ON WHITE

PRINT ON COLOR

THREAT
LEVEL
GAMING

ALTERNATIVE LOGO USAGE

- SQUARE FULL COLOR

- HORIZONTAL FULL COLOR

- HORIZONTAL WHITE

- HORIZONTAL BLACK

CLEAR SPACE

ALTERNATIVE LOGOS

The **THREAT LEVEL** logo was created with branding in mind. Although not prefered, the **THREAT LEVEL** logo has alternate versions to meet any branding or advertising need.

DOs

- Whenever possible use the original logo.

- When using a solid one color version, place on opposing colors.

DON'Ts

- Do not break apart or use a partial version of the logo unless authorized by our Brand team.

- Do not change the color of the original logos provided here.

- Do not combine the logo with any other element - such as logos, words, graphics, photos, slogans or symbols - that might seem to create a hybrid mark.

LOGO GUIDELINES

- Do not attempt to re-create any portion of the logo.

- Do not seperate the wordmark from the logo.

- Do not rotate, skew, redraw, reproportion, or otherwise alter or distort the logo or its elements in any way.

- Do reproduce the logo in colors other than those suggested in this document.

- Do not place the logo on a busy background that makes it difficult to read.

- Do not use bitmap versions of the logo and pixelate the image.

There is no reason a designer or other entitity should consider altering the design for any reason. If it is not stated here, simply do not do it.

IMPROPER USE OF LOGO

Do not skew

Do not rotate
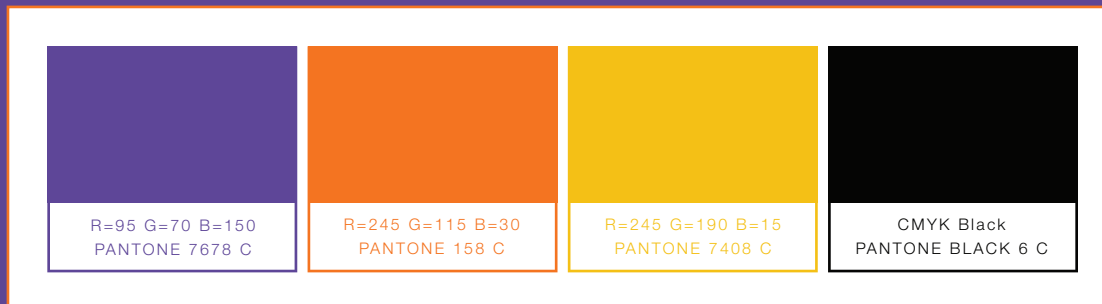
Do not add effects

Do not alter

Do not crop

Do not clip edges

THREAT LEVEL COLOR PALETTE

R=95 G=70 B=150 PANTONE 7678 C	R=245 G=115 B=30 PANTONE 158 C	R=245 G=190 B=15 PANTONE 7408 C	CMYK Black PANTONE BLACK 6 C

THREAT LEVEL COLORS

For the best print quality reproduction and worldwide consistency, **THREAT LEVEL** colors should be printed as solid PANTONE® colors. If a PANTONE color is not available, a four-color process match may be appropriate. (Check with the Brand team if you have questions.)

DOs
• Always use the approved color palette shown here.

• An even gradient of +40% may be added to provide texture and visual interest. The gradient must be approved by the Brand team and follow these specifications:
    o Gradient is evenly distributed
    o No use of secondary or non-approved colors
    o Properly weighted

• Adjustments may be made for packaging, POP and collateral to compensate for paper stock and other treatments; the goal is always to maintain the visual integrity of our Brand colors.

DON'Ts
• Do not use colors other than approved colors shown here.

• Do not apply uneven gradients.

• Do not add texture or background visual elements.

THREAT LEVEL FONTS

FONT OPTIONS

Decimal Semibold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,;:&!?$%

Helvetica Neue
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,;:&!?$%

• To help establish a consistent and credible brand style, two type style 'families' have been chosen to allow for flexibility and individuality, while also ensuring universality across software programs and online applications.

• Decimal Semibold is our primary font.

• The Helvetica Neue family has been chosen for collateral development because of its universal acceptance, legibility and range of font weights.

   If you do not have access to Decimal Semibold you should use Helvetica Neue.