

# 1. Logo Alternatives



**A.** *LIGHTERSABER*



**B.** *PLAY CONTROL*



**C.** *ARCADE BOOMBOX*



A.1 Main variation



A.2 Small variation



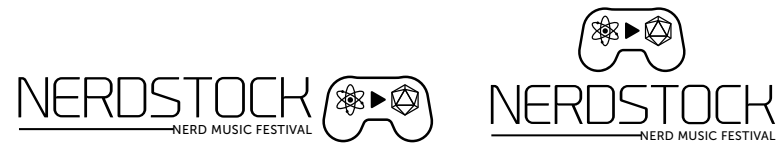
A.2 Extra-small/ Stacked variation



B.1 Main variation



B.2 Vertical variation



B.3 Positive/Negative versions



C.1 Option 1



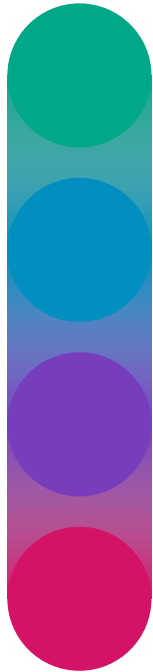
C.2 Option 2



C.3 Option 3

# 2. Colors

## STUDY 1



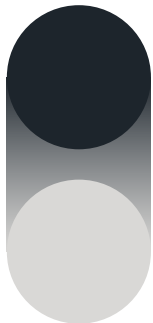
**Pantone** Green C  
**CMYK** 100.0.65.0  
**RGB** #00A887

**Pantone** 313 C  
**CMYK** 100.23.19.0  
**RGB** #008FBE

**Pantone** 266 C  
**CMYK** 67.83.0.0  
**RGB** #773DBD

**Pantone** 214 C  
**CMYK** 13.100.36.0  
**RGB** #D41367

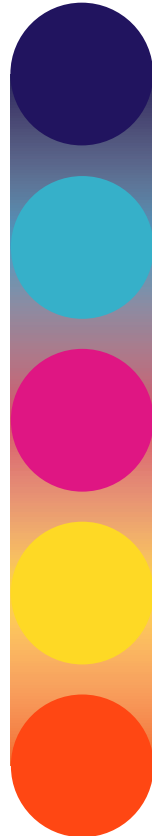
## NEUTRALS



**Pantone** 433 C  
**CMYK** 80.69.58.67  
**RGB** #1D252C

**Pantone** Cool Gray 1 C  
**CMYK** 14.11.12.0  
**RGB** #D9D8D6

## STUDY 2



**Pantone** 273 C  
**CMYK** 100.100.28.27  
**RGB** #21145F

**Pantone** 631 C  
**CMYK** 70.10.18.0  
**RGB** #36BOC9

**Pantone** 219 C  
**CMYK** 223.22.131  
**RGB** #DF1683

**Pantone** 115 C  
**CMYK** 2.12.94.0  
**RGB** #FED925

**Pantone** 172 C  
**CMYK** 0.86.99.0  
**RGB** #FF4713

## STUDY 3



**Pantone** 803 C  
**CMYK** 3.3.98.0  
**RGB** #FFE800

**Pantone** 388 C  
**CMYK** 172.96.0  
**RGB** #E0E622

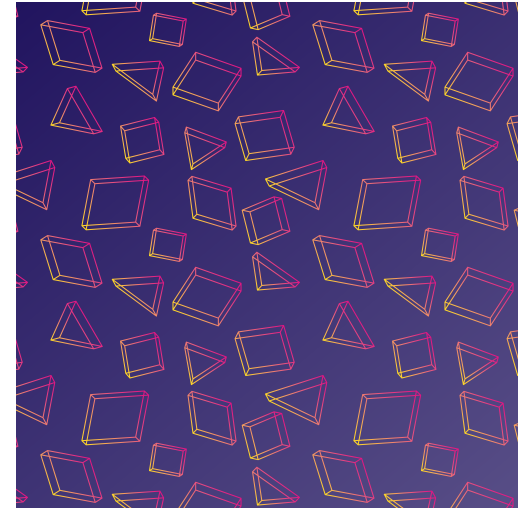
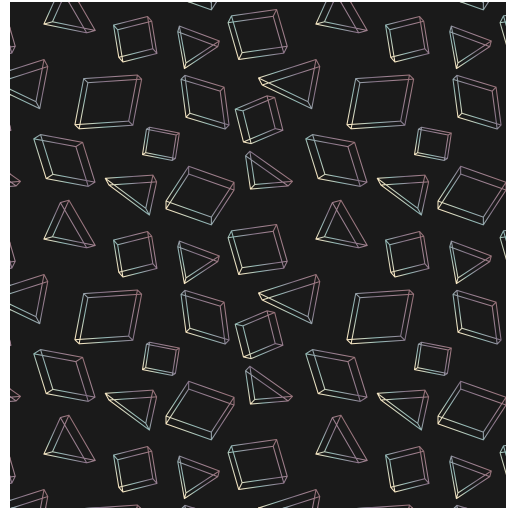
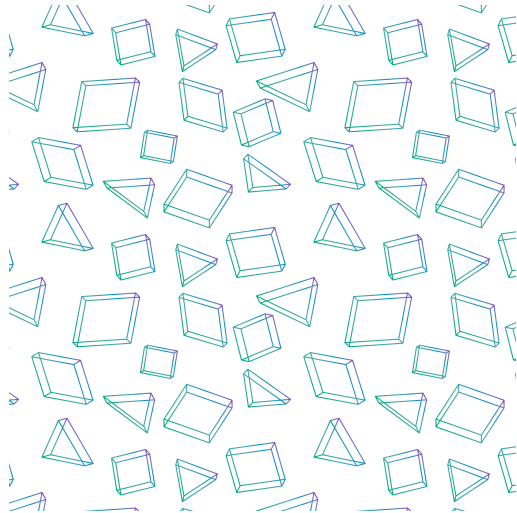
**Pantone** 3255 C  
**CMYK** 65.0.32.0  
**RGB** #19D3C5

**Pantone** 2582 C  
**CMYK** 42.78.0.0  
**RGB** #FED925

**Pantone** 172 C  
**CMYK** 0.86.99.0  
**RGB** #B14FC5

# 3. Textures & Patterns

## PATTERN



## INTERLACE VIDEO TEXTURE



# 4. Typography

Furore, 30pt

## TITLE EXAMPLE

Montserrat light italic, 14pt

SUBTITLE EXAMPLE

Montserrat semibold, 16pt

## SECTION HEADING

Rajdhani medium, 11.5pt

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Rajdhani bold, 14pt

## PARAGRAPH HEADING

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Montserrat thin italic, 26pt

*“Invention, my dear friends, is 93% perspiration, 6% electricity, 4% evaporation, and 2% butterscotch ripple.”*

Rajdhani semibold, 10.5pt

– Willy Wonka