

**CLIQUE GAMES**

Brand Guidelines

# Table of Contents

<b>01</b>	About Us
<b>02</b>	Our Motto
<b>03</b>	Our Logo
<b>04</b>	Logo Variations
<b>05</b>	Clear Space, Minimum Size
<b>06</b>	Logo Lockups
<b>07</b>	Logo Misuse
<b>08</b>	Color Palette
<b>09</b>	Typography Hierarchy
<b>10</b>	Graphics
<b>11</b>	Proto

# About Us

From the inception in 2016 to stepping away in 2022, we ran a popular virtual reality arcade chain in the midwestern US. As one of the first 10 virtual reality arcades in the US, we introduced a few hundred thousand to the world of virtual reality.

As seasoned professionals with over 20 years of combined experience working in the VR industry, we know how challenging it is to successfully launch a new title while balancing VR development with marketing, community building, and everything else. With 9 games under our studio, we're more than ready to take any game to the next level.

For Virtual Reality Studios, creating a VR title is hard—and many fear that even if they create an amazing VR experience, it still might not sell. At Clique Games we remove that fear by getting VR Titles published on the right platforms, in front of the right people; so that VR Studios can gain stature in the VR industry, be exposed to new opportunities, and be recognized as a leader in the VR industry.



# VR Publishing Should Be

Easy:



## Our Motto

"VR Publishing Should Be Easy" is Clique Games central message and motto. The last word in this phrase is adaptable in accordance with our values.

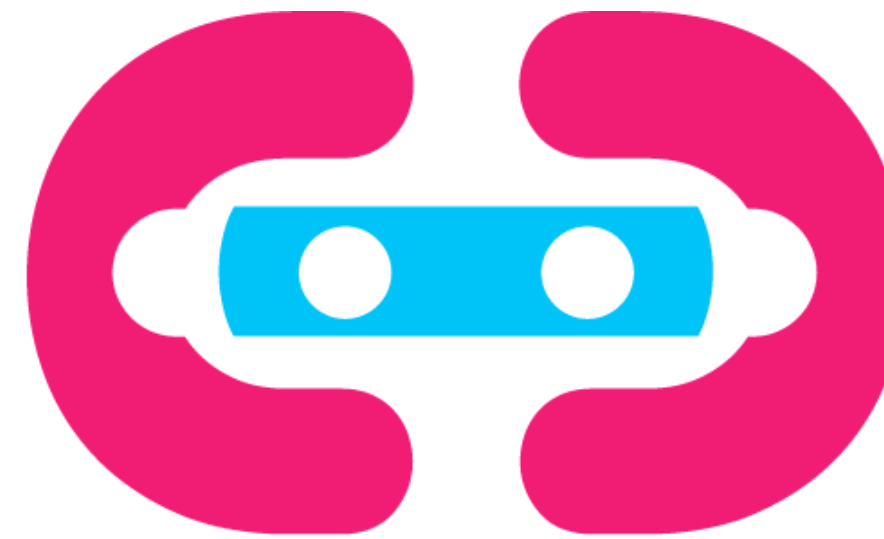
Some acceptable examples for the final word include "Exciting," "Innovative," and "Accessible." Use your best judgement, and have fun!

Note that "Easy" will always be accentuated with our primary blue color, while variations such as "Accessible" will be accentuated with pink

# Our Logo

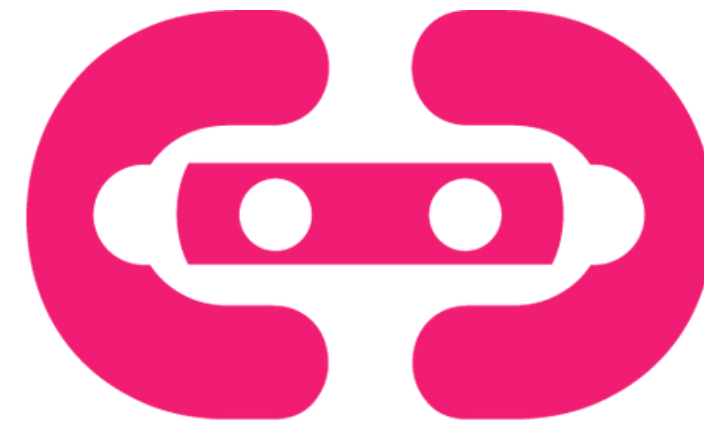
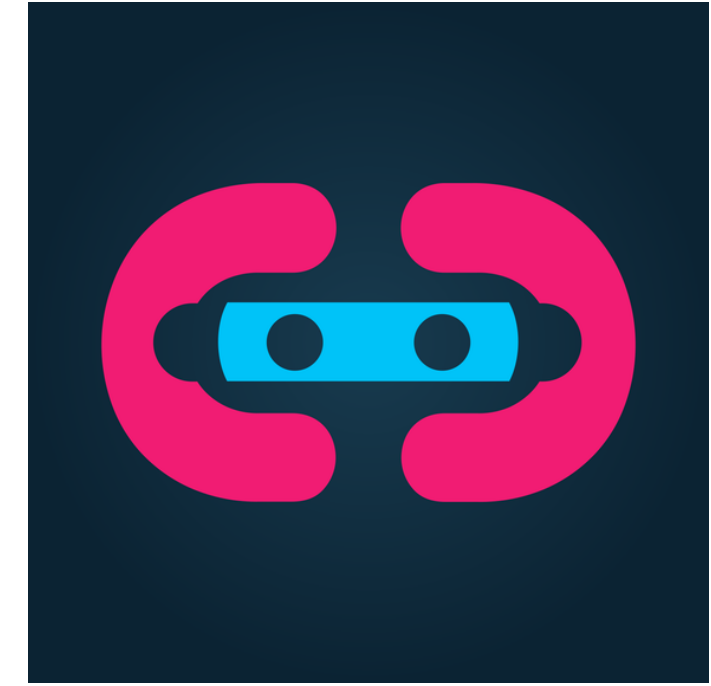
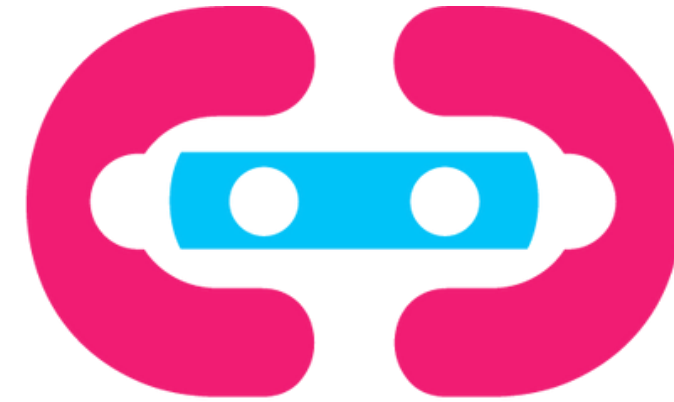


Original



Icon

# Logo Variations



# Clear Space - Minimum Size

Whenever you use the Logo it should be surrounded by clear space to ensure its visibility and impact no graphic elements of any kind should invade this zone.

The Logo should never be smaller than 70-55px approx. in digital or 7.5x 5mm approx. in print.

This minimum space should be maintained as the logo is proportionally enlarged or reduced in size.



# Logo Lockups

sometimes we team up with other logos. Here are some general guidelines for these instances.



Partnership lockup



Internal lockup

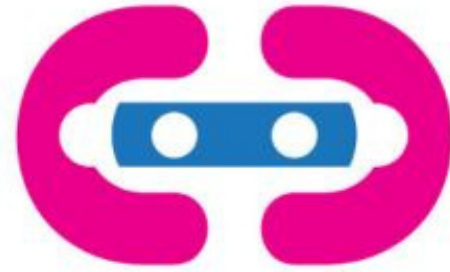


# Logo Misuse



**CLIQUE GAMES**

Don't Reverse the colors



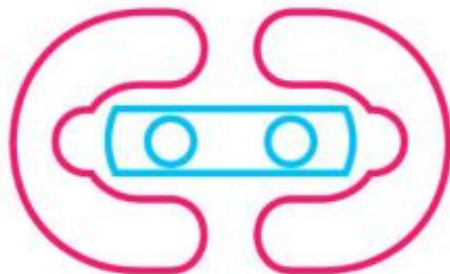
**CLIQUE GAMES**

Don't use any colors other than those specified in this document



**CLIQUE GAMES**

Don't add or remove any elements to the Original logo



**CLIQUE GAMES**

Don't use Outline style



**CLIQUE GAMES**

Don't stretch, skew or bend the logo in any way



**CLIQUE GAMES**

Don't change our original logo Fonts



**CLIQUE GAMES**

Don't use the blurred logo



**CLIQUE GAMES**

Don't use drop shadows or other visual effects

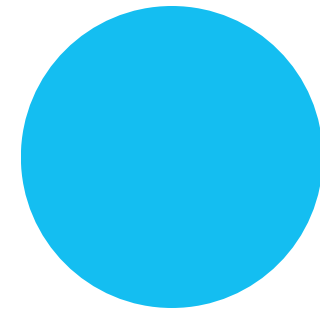
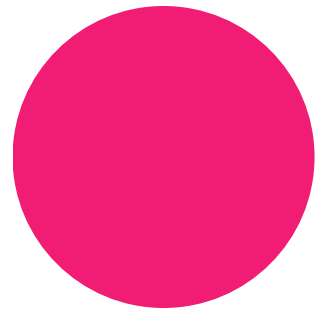


**CLIQUE GAMES**

Don't place on a busy Photo/Pattern

# Color Palette

## Primary



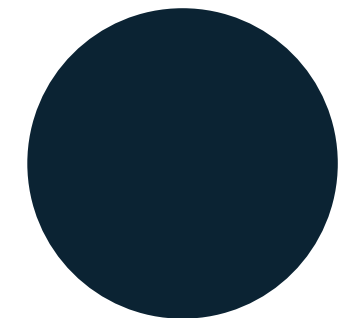
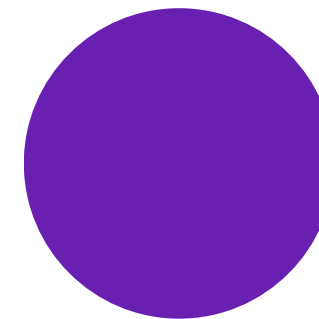
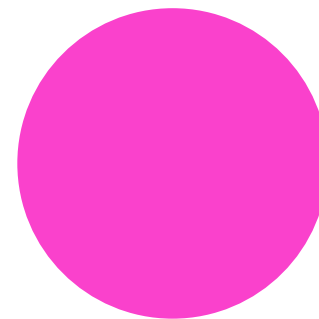
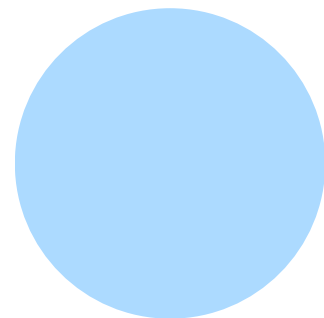
Clique games is recognizable by its distinct pink and blue. These colours are to be used across marketing and design.

We use a range of vibrant secondary colors to accent our UI and designs.

HEX F11C73  
CMYK 0 | 97 | 27 | 0  
RGB 241 | 28 | 115

HEX 00C3F8  
CMYK 65 | 1 | 00 | 00  
RGB 0 | 195 | 248

## Secondary



HEX FFFFFFFF  
CMYK 0 | 0 | 0 | 0  
RGB 255 | 255 | 255

HEX ACDAFE  
CMYK 32 | 14 | 0 | 0  
RGB 172 | 218 | 254

HEX FA41CB  
CMYK 0 | 74 | 19 | 2  
RGB 250 | 65 | 203

HEX 691FB0  
CMYK 40 | 82 | 0 | 31  
RGB 105 | 31 | 176

HEX 0b2333  
CMYK 1178 31 | 0 | 80  
RGB 11 | 35 | 51

# Typography Hierarchy

**FUSION**

**Aa**

**Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**123456789!@#\$%^&\*()\_+="':?<>**

Title-1

**Hello We are CLIQUE**

Title-2

**Hello We are CLIQUE**

Lead

Lorem ipsum dolor sit amet, consectetur adipiscing elit ad minim veniam.

**POPPINS**

**Aa**

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789!@#\$%^&\*()\_+="':?<>

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789!@#\$%^&\*()\_+="':?<>

**Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**123456789!@#\$%^&\*()\_+="':?<>**

Paragraph

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

# Graphics

Clique Games puts play at the forefront of our identity, and we use playful and colorful graphics to showcase that. All of our graphics are organic in nature, but can include any of these elements to enhance dimensionality and texture:



Halftone Shading



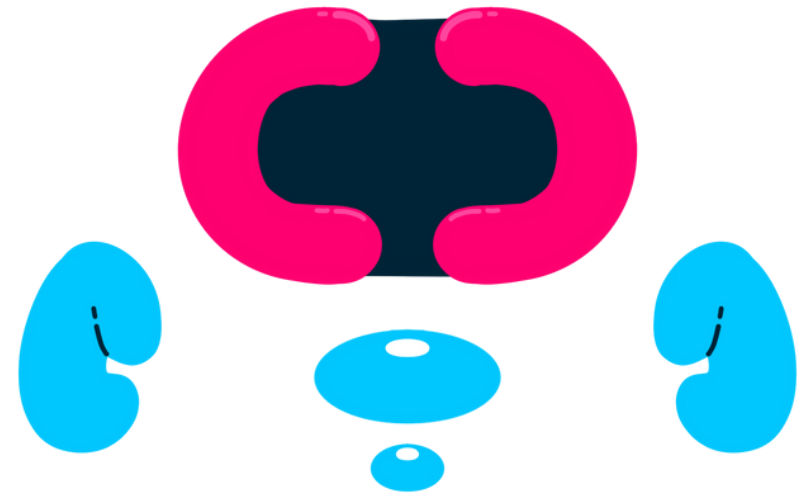
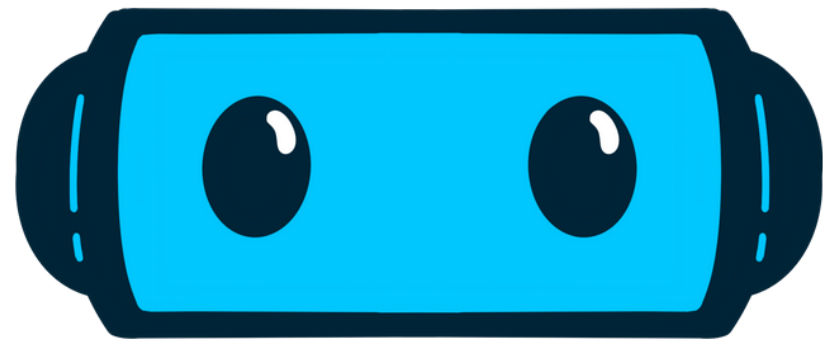
Curved Lines



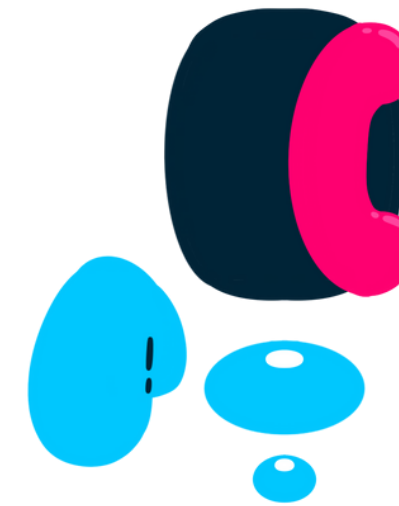
Gradients

# Proto

Proto is our mascot and is one of the most recognizable elements of Clique Games. Proto's fun and spirited personality represents the core values of Clique Games.



Front View



Side View



Thank You!

