



BRAND STYLE GUIDE

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OVERVIEW

This brand style guide defines the core elements of RacerX's brand identity and ensures that all internal teams and external partners represent the brand consistently across all applications, whether digital, physical, or print.

These guidelines help maintain consistency, providing the brand with a unified professional look. Consistency in messaging and visuals strengthens recognition and builds trust with consumers.





MISSION STATEMENT

Justin Racer founded RacerX in 2020 with the goal of providing consumers with accessible games. Since then, the company has grown to be one of the biggest gaming brands in the industry. RacerX has remained dedicated to providing family-friendly, accessible games for all ages and abilities.

In contrast with many of RacerX's competitors that focus more on competitive or specific gaming markets, RacerX focuses on appealing to everyone from casual players to serious gamers.

BRAND PERSONALITY

RacerX embodies light-hearted fun and adventure. The brand combines the tech-forward feel of gaming with a light-hearted informality that appeals to millennials who value entertainment and technology. Technology underpins RacerX's playful, fun, and informal nature.

TONE OF VOICE

The tone of voice for RacerX is humorous, casual, and friendly. Written communication should resemble speaking with a gaming buddy, not formal and rigid. Messages should be energetic, humorous, and light. RacerX's voice should feel authentic, fun, and most of all, welcoming.





TARGET AUDIENCE

Millennials (26-41)

Diverse Backgrounds - American

Lower-Middle to Upper-Middle Class

A Range of Jobs/Industries

Single/Married with Children

College Educated

Suburban

Comfortable in Major Cities

Very Social and Tech Savvy

Community and Team Focused

Adventurous and Daring

Skeptical of Traditional Advertising

TARGET AUDIENCE

Prefers

Digital Media

Simplicity

Sans Serif Fonts

Mindful/Optimistic Color Palettes

Saturated, Tech-Driven Hues

Authentic/Honest Colors



VISUAL COMPETITOR RESEARCH



Competitor research shows a preference for dark color palettes, complex logos, and decorative typography tied to specific game genres. While this combination can create a strong brand identity, it can also limit versatility and accessibility.

RacerX can differentiate itself through a bright, saturated color palette, clean sans-serif typography, and simple, scalable design that reflects the brand's fun, inclusive, and family-friendly personality.

LOGO USAGE

The RacerX logo should not be rotated, skewed, or distorted. The original orientation allows for brand recognition and consistency.

Rotation



Transparency



Do not use special effects or drop shadows with the RacerX logo. Do not adjust the transparency of the logo. Do not adjust the colors of the logo. This includes adding or deleting colors.

Clear Space



RACERX

✓
Lorem ipsum dolor sit amet,
consectetur adipiscing elit,
sed diam nonummy nibh



✗
Lorem ipsum dolor sit amet,
consectetur adipiscing elit, sed
diam nonummy nibh euismod



Generous clear space makes the logo easily distinguishable from the body copy. Present the logo with a clear space around all sides of one “RACERX” width.

Color Variations and Contrast



The full color logo will generally look best on light or dark backgrounds, but will lose contrast on backgrounds too close to the logos hues. Always opt for the full color logo when possible but choose one of the black and white options when contrast will be sacrificed.

Document Placement



Avoid placing the logo on an overly cluttered, textured, or busy background because it will reduce the contrast, visibility, and legibility. Use the “Color Variations and Contrast” section of this document for guidance.



Avoid inconsistent sizing and scaling. Never rotate, stretch or skew the logo. Use the “Scaling” section of this document for guidance.



Avoid placing other elements too close to the logo. One “RACERX” width should be maintained on all sides of the logo. Use the “Clear Space” section of this document for guidance.



When possible, place the logo on the upper left side of the document to reinforce branding when the viewer enters the document.

TYPOGRAPHY

HEADLINE

Subhead

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.



Captions will be the smallest font size, and the lightest in weight.

Logo & Headlines

Gugi Regular
All Caps

ABC
DEF



Subhead

Montserrat Alternates
SemiBold

Title Case

Major words are
capitalized but minor
words are not.

Body Copy

Montserrat Alternates
Medium

Captions

Montserrat Alternates
Regular

COLOR PALETTE



HEX #39B88C
RGB 57/184/140
CMYK 71/0/61/0

HEX #62469B
RGB 98/70/155
CMYK 75/86/0/0



LOGO PLACEMENT ON IMAGES



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APPLICATIONS



APPLICATIONS



THANK
YOU!

Your game purchase
has been added to
your library.



USE CODE
NEWYR20
TO GET 20%
OFF YOUR
PURCHASE!



APPENDIX

Pic: Cover and Placement on Images

Name: Florian Olivo

Src: Unsplash

Link: <https://unsplash.com/photos/person-sitting-on-gaming-chair-while-playing-video-game-Mf23RF8x-ArY>

Title: Person sitting on gaming chair while playing video game

Pic: Table of Contents

Name:

Src: Unsplash

Link:

Title:

Pic: Overview

Name: Nikita Kachanovsky

Src: Unsplash

Link: <https://unsplash.com/photos/white-sony-ps4-dualshock-controller-over-persons-palm-FJFPuE-1MAOM>

Title: White Sony PS4 Dualshock Controller over Persons Palm

Pic: Mission Statement

Name: Freepik

Src: Freepik

Link: https://www.freepik.com/free-photo/full-shot-man-using-nebulizer-home_49408273.htm#from-View=search&page=1&position=11&uuid=bb03185a-b9ec-4ac6-8fd1-8404432e1509&query=fun+accessible+gaming

Title: Full Shot Man Using Nebulizer at Home

Pic: Brand Personality

Name: Freepik

Src: Freepik

Link: https://www.freepik.com/free-photo/excited-senior-man-winning-video-game_3434393.htm#fromView=search&page=1&position=32&uuid=c61b39a1-42d2-4191-b59f-5fc2e4e498ec&query=fun+humorous+gaming

Title: Excited Senior Man Winning the Video Game

Pic: Target Audience

Name: Freepik

Src: Freepik

Link: https://www.freepik.com/free-photo/high-angle-friends-posing-together_32498798.htm#fromView=search&page=1&position=14&uuid=5383d112-66b0-4e5b-949e-c7cda08b72f1&query=millennial+gaming

Title: High Angle Friends Posing Together

Pic: Target Audience - Preferences

Name: Samsung Memory

Src: Unsplash

Link: <https://unsplash.com/photos/a-couple-of-men-wearing-headphones-and-sitting-at-a-table-u0jD0YoOwmE>

Title: A Couple of Men Wearing Headphones and Sitting at a Table

Pic: Typography

Name: Lorenzo Herrera

Src: Unsplash

Link: <https://unsplash.com/photos/vintage-gray-game-console-and-joystick-p0j-mE6mGo4>

Title: Commodore PET Mini

Pic: Color Variations and Contrast

Name: Martin Katler

Src: Unsplash

Link: <https://unsplash.com/photos/black-and-silver-electronic-device-caNzzoxls8Q>

Title:

Pic: Document Placement

Name: Martin Martz

Src: Unsplash

Link: <https://unsplash.com/photos/a-dark-background-with-a-red-and-blue-pattern-TjROipvPS5g>

Title: Untitled

Pic: Color Palette

Name: krakenimages.com

Src: FreePik

Link: https://www.freepik.com/free-photo/young-couple-playing-video-games-making-fish-face-with-mouth-squinting-eyes-crazy-comical_57537308.htm#fromView=search&page=1&position=2&uuid=657515ff-23f6-41a7-b52a-bcb5fb-77c1db&query=gaming+purple+green

Title: Young couple playing video games making fish face with mouth and squinting eyes crazy and comical

Pic: Logo Placement on Images -1

Name: Sadshah.

Src: Unsplash

Link: <https://unsplash.com/photos/red-and-black-computer-tower-cR0bLCSpGfw>

Title: black computer for case cooler master

Pic: Logo Placement on Images -3

Name: Mateo

Src: Unsplash

Link: <https://unsplash.com/photos/black-keyboard-nCU4yq5xDEQ>

Title: RGB Keyboard

Pic: Logo Placement on Images -4

Name: Javier Martinez

Src: Unsplash

Link: <https://unsplash.com/photos/red-xbox-one-game-controller-hUD0PUczwJQ>

Title: Untitled