GAME CRIT

Style Guidelines

GameCRIT.

Play smart,

think sharp.
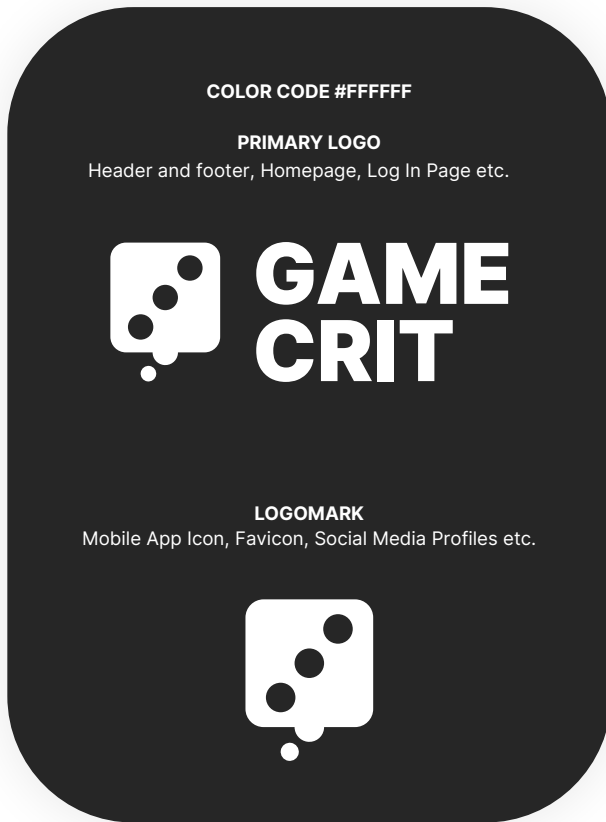
Logo

GAME CRIT

LOGOMARK
Mobile App Icon, Favicon, Social Media Profiles etc.

GAME CRIT

Don't...

Use the color different than
#FFFFFF or #262626

Resize unproportionally

Resize only one part of the logo

Use just the "GameCRIT" part
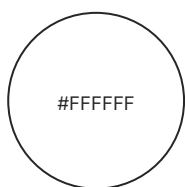
Add special effects

Change font

Colors

#FFFFFF

#262626

BACKGROUNDS

TEXTS

#F6F162

#00DAAC

SHAPE BIGGER BACKGROUNDS

COLOR ACCENTS

#8447EB

#FF7F51

SHAPE SMALLER BACKGROUNDS

COLOR ACCENTS

Typography

Titles
Poppins Bold
Aa, Bb, Cc

Running Text
Inter Regular
Aa, Bb, Cc

This is demo title 🚀

This is an example text. **Highlighted parts of text** is are written using Inter Bold. Texts' color palette is **limited to #262626 or white** for simplicity and clarity - please, don't use colors!

Use one line extra to separate paragraphs, just like I did to separate this one from the previous one.

For titles, use Sentence case, not UPPER CASE.

Remain significant size contrast between title and running text.
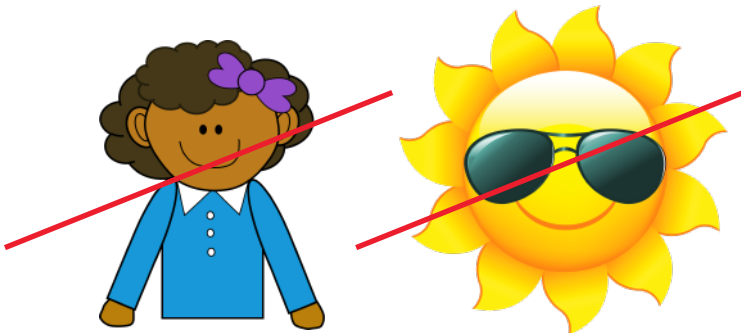
Don't hesitate to use emojis!🌟

Photographs & Illustrations

Use **real, simple and clean photographs** of happy people, games, technology and education related topics, preferably with colors from GameCRIT's color palette. Use provided GameCRIT's shapes. Don't hesitate to use emojis.

Avoid photos with busy background or too many elements, added text and graphic elements.
Avoid ClipArts, 3D illustrations, unrelated photos, overly edited photos.

Don't...

Photographs & Illustrations

Do