

Game Wizard Style Guide



Introduction

Game Wizard is a tabletop game selection assistant and game library application.

Intent

Game Wizard was designed to evoke feelings of fun, play, simplicity and adventure. The word “wizard” invokes the idea of the guidance of a traditional software wizard and reinforces the purpose of the application.

The clean and straightforward user experience design allows users to interact with interface in familiar and commonly understood ways while maintaining a playfulness to reinforce the purpose of the application.

This style guide will evolve throughout development, benefiting from research, answering market demands and stakeholder requirements.

1. Logo
2. Colors
3. Typography
4. UI Elements

1.0

Logo

About

The Game Wizard logo has two main components, the symbol and the wordmark, and two complimentary components, the full character and isolated character head. This character is a reoccurring image throughout the application as a iconic guide. It was developed from classic wizard imagery and tabletop gaming imagery. The dice head of the character represents the gaming aspect of the application as does the overall pawn shape of the character. The pointy hat and wand represents the wizard archetype. The pointy hat was carried over to the logo symbol to tie all this iconography together. The composition of the logo, with its simple soft edged design, conveys playfulness.

Logo Usage

The brand symbol may be used on its own or paired with the brand workmark. The wordmark the typeface Nunito with the wordmark and symbol having the same line weight.

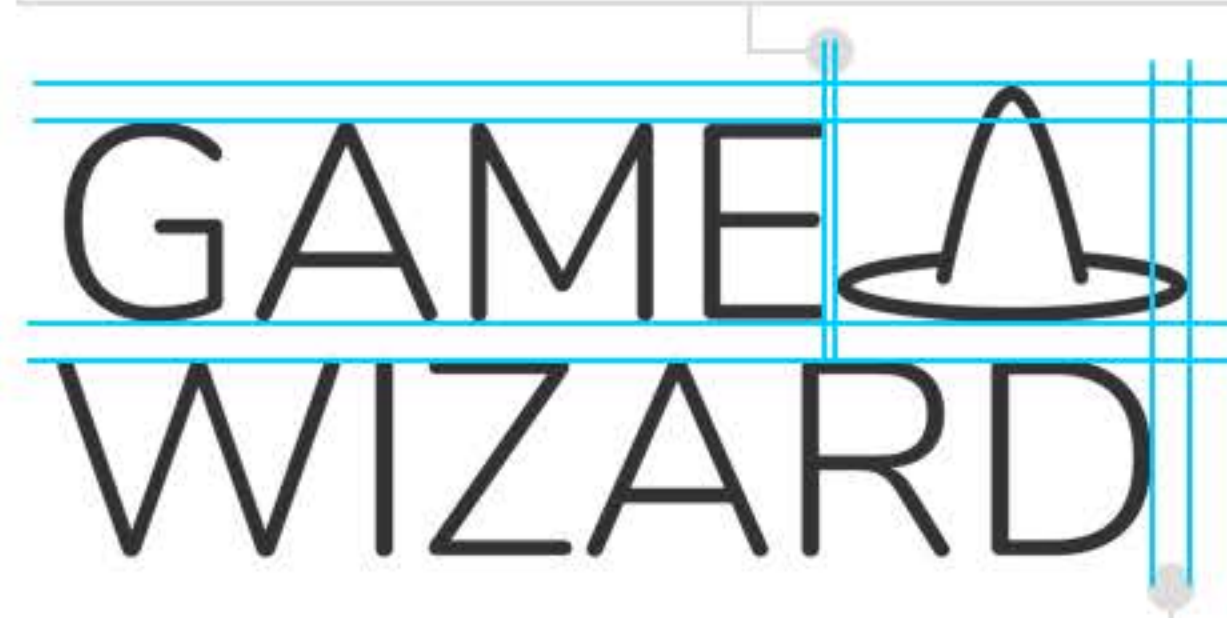
The symbol and wordmark may be aligned either vertically or horizontally as needed. Place the wordmark centered to the symbol with the spacing between the symbol and the wordmark is the same as the space between the gap in the symbol.



1.1

Logo

Gap between wordmark and symbol equals line weight of logo



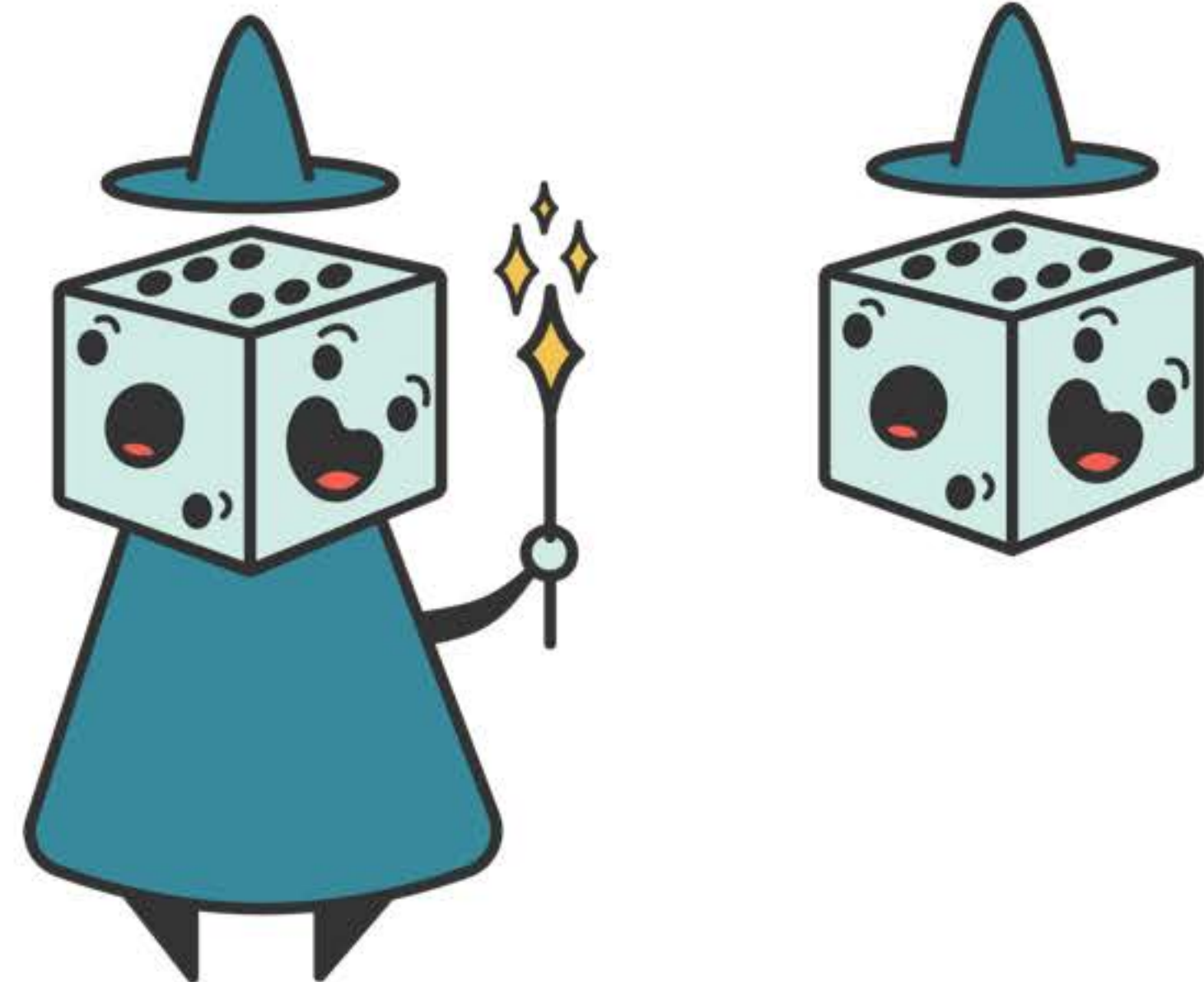
Symbol overlap equals gap between wordmark words

All gaps are equal for square logo version



Logo Character

The character icon is used as a guiding image throughout the application. The character is used both in full form and head only depending upon the use and area size constraints. The head version is used in areas requiring square proportions.



1.2

Logo

Logo Color

The Brainspace logo has three variations: dark gray, white, and light gray.

The dark gray logo may be used on backgrounds of different colors or images. When contrast is limited, the logo should be reversed to white. The light gray variation may be used in watermarking or where minimal contrast is needed.

GAME 
WIZARD

GAME 
WIZARD

GAME 
WIZARD

GAME 
WIZARD

GAME 
WIZARD

GAME 
WIZARD

2.0

Colors

Brand Color Palette

These represent the primary branding colors for brand symbol and wordmark as well as headings and texts.



Neutral Color Palette



3.0

Typography

Primary Typeface

Roboto Slab is the primary typeface used for headlines and display copy.

Aa

Bold

Aa

Regular

Aa

Light

Heading 1

Font Size: 24px

Heading 1

Heading 2

Font Size: 20px

Heading 2

3.1

Typography

Complementary Typeface

Open Sans is the complementary typeface used for subtitles and body copy.

Aa

Semi Bold

Aa

Regular

Subtitle

Font Size: 16px

Lorem ipsum dolor sit amet.

Paragraph

Font Size: 16px

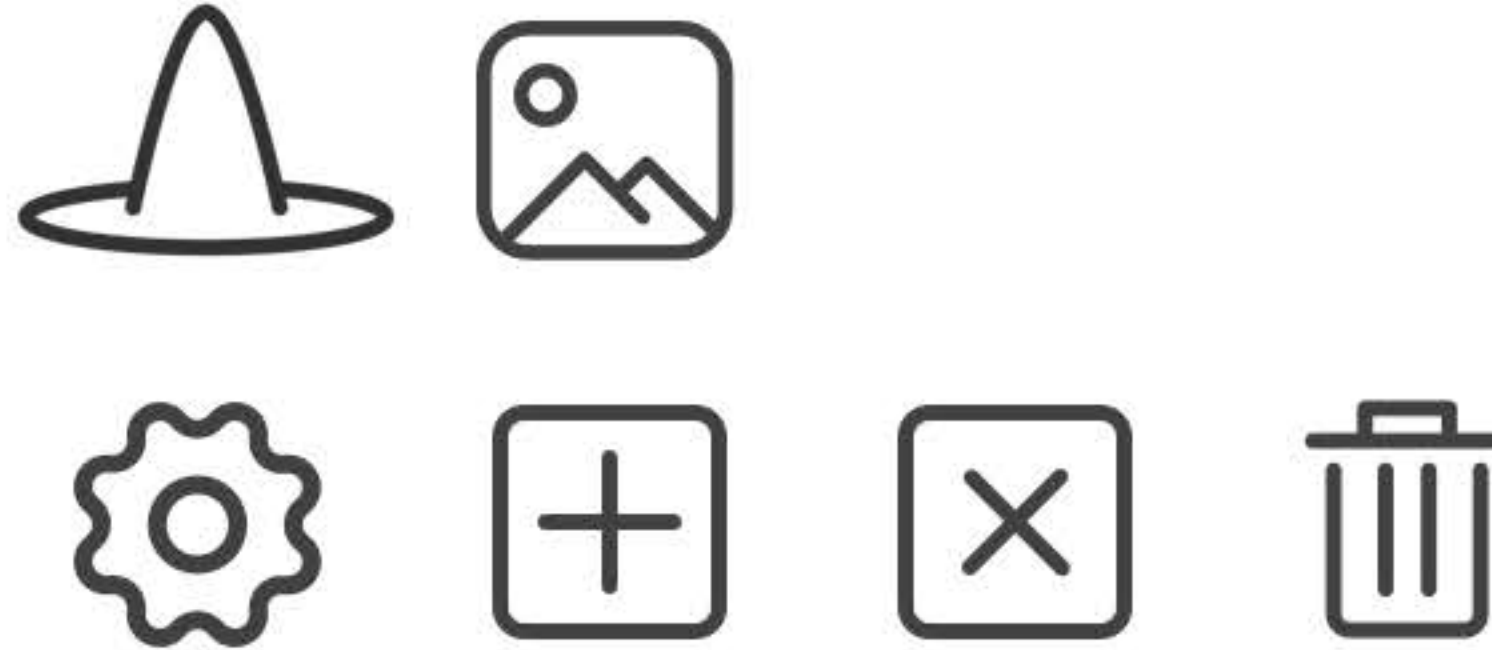
Lorem ipsum dolor sit amet, consectetur adipiscing elit. In tincidunt orci vitae tristique rhoncus. Fusce rutrum sit amet nibh id vehicula.

4.0

UI Elements

Iconography

When creating new icons, use simple matching logo weight designs with rounded corners.



Buttons

Call-to-action buttons have rounded edges with semi bold Open Sans text, medium-high contrast for legibility.

Normal

Action Button

Disabled

Action Button

Action Button