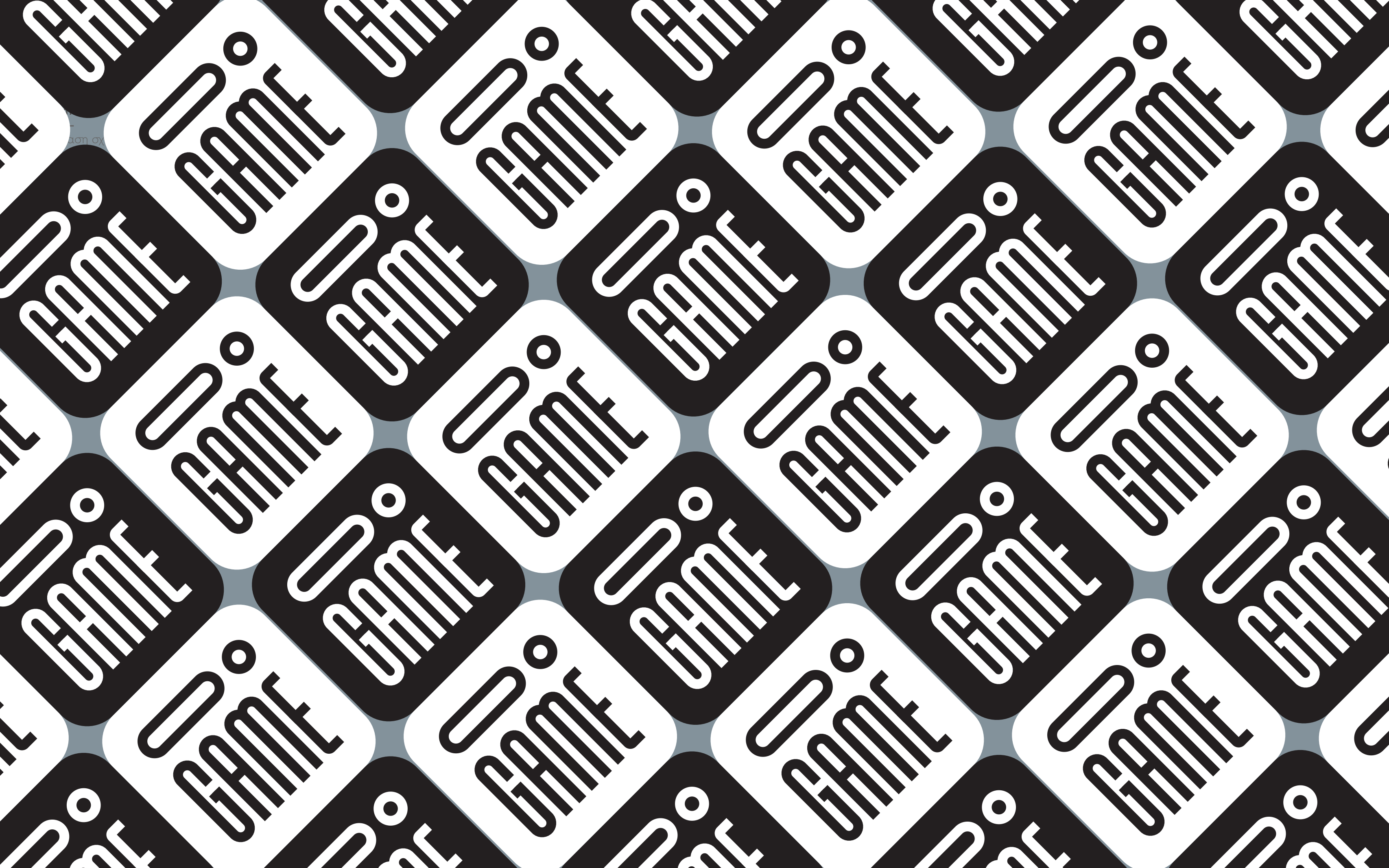
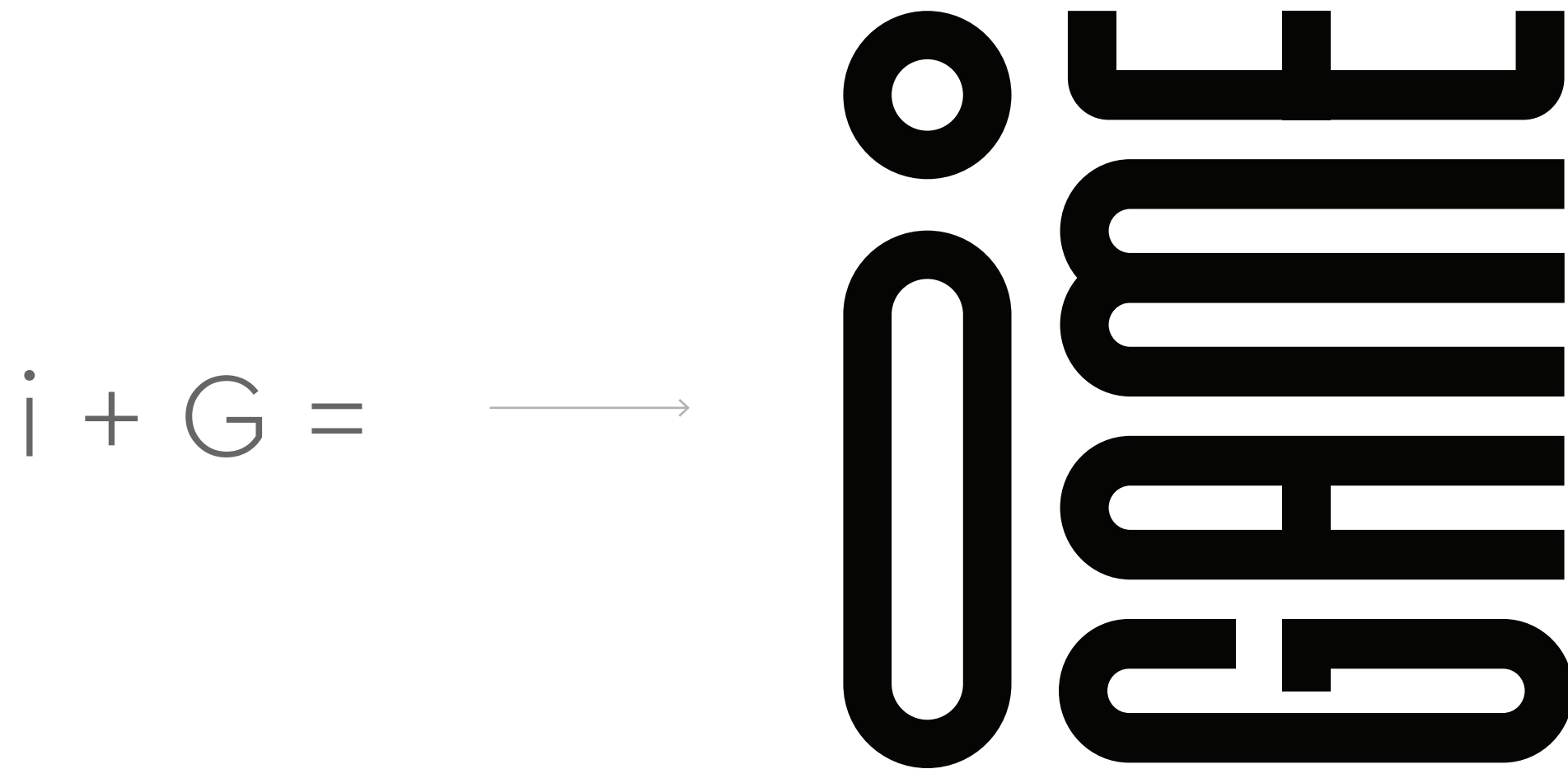


Brand Book





Methodology



The methodology behind the “i-Game” logo is based on a human centered approach. As a multi-dimensional consortium of actors from technology, entrepreneurship, and cultural world, the diverse personalities of its members and their professionalism reflect the multi-dimensional target audience of the project.

Keywords: Games, Gamers, Social, Inclusion, Culture, Museums, Fashion, Innovation, Trends

Methodology



i -> Me -> Person / Human
i -> Eye
Game -> Play

“I play and I can see the game through my point of view (eyes) for a social cause, for a better world with access to all.”

Three main aspects: *recognition, memorability, and loyalty.*

All partners were involved and contributed with their preferences to the creation of the project logo by highlighting issues, such as the “Color Accessibility Pallet”, while special editions of the logo for the targeted groups that the pilots will take place.

The main Logo of the project is based on two colors: *black and white.*

It will appear on all communication and dissemination channels, e.g., the website, the social media pages, the web banner, the rollup banner, the brochures, etc.

Two additional editions will also be available:

- a) *yellow, black and white* -> to be used by the partners implementing pilots and represent Museums and Cultural sector
- b) *magenta, black and white* -> to be used by the partners implementing pilots and represent Fashion and Textile sector

All three editions of the logo will be used alternating when it comes to the gaming community.

Variations



FASHION / TEXTILE

CULTURE / MUSEUMS

Colors



□ #FFFFFF
C0M0Y0B0

■ #000000
C0M0Y0B100



□ #FFFFFF
C0M0Y0B0

■ #000000
C0M0Y0B100

■ #ffc845
C0M22Y83B0



□ #FFFFFF
C0M0Y0B0

■ #000000
C0M0Y0B100

■ #e56db1
C7M71Y0B0

Typeface

Nunito

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz

font variants

Aa Aa Aa Aa Aa Aa Aa Aa
Aa Aa Aa Aa Aa Aa Aa Aa



