

GRAND

GIN RUMMY



STYLE GUIDE

Autumn 2015



GameDuell

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A stylized illustration of a man in a purple and gold uniform, possibly a hotel or casino employee. He is wearing a purple cap with gold stripes, a purple jacket with gold buttons and epaulettes, and dark blue trousers. He has a friendly expression and his hands are clasped in front of him. The background is a dark purple gradient with a subtle geometric pattern.

WELCOME.

Use these identity guidelines to accurately communicate the Grand Gin Rummy brand. Official assets are available within the Grand Gin Rummy Marketing folder on the GameDuell file server.

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LOGO

Set in New York during the roaring 20's, the art of Grand Gin Rummy is heavily influenced by the architecture, fashion, night life and Art Deco movement of that romanticized, stylized and extravagant era.

Flappers, pinstripe suits, furs and monacles, analog machines, polished wood, oiled leather, smoke and gold are all prominent inspiration for the GGR visual style.

The Grand Gin Rummy Logo is a reflection of these and other elements, combining a stylized version of this fictional hotel with cards, typography and rank achievement.

The Grand Gin Rummy logo has five registered variants, each with respective palettes and design considerations.

Always use .png logo files to preserve transparency values.





FULL LABEL

Considered the complete or **master logo**, this version resembles a badge and/or bottle label, intended to reflect prestige* and fun while recognizing the importance of cards as stylized representations of spotlights.

Three colourized versions exist as polished, marketable and default versions that should be used in **large format or promotional instances**, when possible.

*This concept is further explored in the more literal FTUE game introduction.

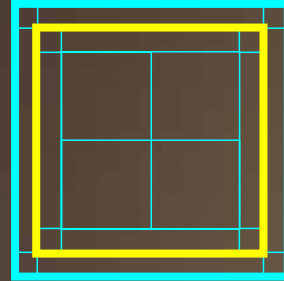
VARIANTS



FULL LABEL LOGO ANATOMY



Minimum print padding: 5 cm²



Minimum print: 3 cm²

PADDING & MINIMUMS

The Full Label logo has no maximum size, but must not be reduced to less than 150² pixels on screen or 3 cm² when printed.

Instances that require a smaller logo must use one of the alternate logo variations.

When possible, one of the colour logos should be utilized for promotional purposes.

The simplified, black and white version is primarily used for legal citation or concept art (as shown here).



HALF LABEL

The Half Label, Quarter Label and Minimal logo variants are simplified versions of the original, designed to fit more easily into horizontal areas or at smaller sizes.

This variant is to be one or two colours* to provide necessary contrast between the logo and background.

*See complete colour palette on page 29.

VARIANTS



Original Background colour swatch:



#ffffff

R: 255 C: 0
G: 255 M: 0
B: 255 Y: 0
K: 0

Alternate Background colour swatch:



#fefddf

R: 254 C: 1
G: 253 M: 0
B: 223 Y: 14
K: 0



Minimum digital padding: 120 px



Minimum digital: 85 px

Minimum print padding: 4,25 cm



Minimum print: 3 cm

PADDING & MINIMUMS

The Half Label logo has no maximum size, but must not be reduced to less than 85 x 50 pixels on screen or 3 cm x 1,8 cm when printed.

Instances that require a smaller logo must use one of the simplified logo variations.

When possible, one of the colour logos should be utilized for promotional purposes.

The simplified, black and white version is primarily used for legal citation or concept artwork (as shown here).



QUARTER LABEL

The Half Label, Quarter Label and Simplified logo variants are **designed to fit more easily into horizontal areas or at smaller sizes.**

This variant is to be one or two colours* to provide necessary contrast between the logo and background.

*See complete colour palette on page 29.

VARIANTS



Original colour swatches:



#ffffff

R: 255 C: 0
G: 255 M: 0
B: 255 Y: 0
K: 0



#000000

R: 0 C: 75
G: 0 M: 68
B: 0 Y: 67
K: 90

Alternate colour swatch:



#fefddf

R: 254 C: 1
G: 253 M: 0
B: 223 Y: 14
K: 0

Minimum digital padding: 120 px



Minimum digital: 85 px

Minimum print padding: 4,25 cm

3,1 cm
1,8cm

Minimum print: 3 cm

PADDING & MINIMUMS

The Quarter Label logo has no maximum size, but must not be reduced to less than 85 x 50 pixels on screen or 3 cm x 1,8 cm when printed.

Instances that require a smaller logo must use one of the simplified logo variations.



SIMPLIFIED

The Simplified logo variant is the most minimal version of the original, **designed to fit more easily into horizontal areas or at very small sizes.**

This variant is to be one or two colours* to provide necessary contrast between the logo and background.

*See complete colour palette on page 29.

VARIANTS



Original colour swatch:



#ffffff

R: 255 C: 0
G: 255 M: 0
B: 255 Y: 0
K: 0

Alternate colour swatches:



#000000

R: 0 C: 75
G: 0 M: 68
B: 0 Y: 67
K: 90



#fefddf

R: 254 C: 1
G: 253 M: 0
B: 223 Y: 14
K: 0

Minimum digital padding: 120 px



Minimum digital: 85 px

50 px
88 px

Minimum print padding: 4,25 cm

Minimum print: 3 cm

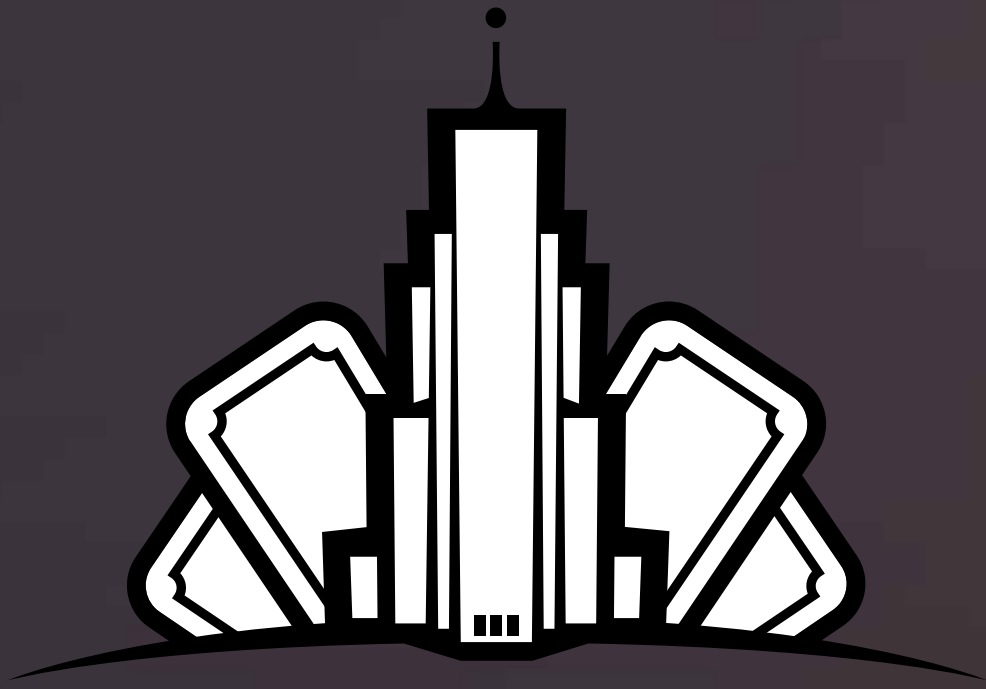
3,1 cm
1,8 cm

PADDING & MINIMUMS

The Simplified logo has no maximum size, but must not be reduced to less than 85 x 50 pixels on screen or 3 cm x 1,8 cm when printed.

Instances that require a smaller logo must use one of the Monogram variations*.

*See Monogram section on page 22.



TOWER

The Tower element is the most indicative portion of the original GGR Full Label logo, and can be effective when isolated.

Care must be taken when using variants without cards and horizon to avoid making the Tower itself too phallic.

The Tower does not work at very small scales, and should not be reduced to less than 100 pixels or 1.5 cm².

VARIANTS



Colour swatches:



#ffffff

R: 255 C: 0

G: 255 M: 0

B: 255 Y: 0

K: 0



#000000

R: 0 C: 75

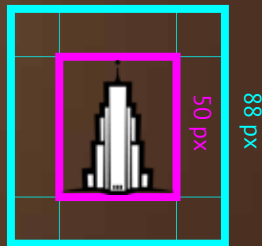
G: 0 M: 78

B: 0 Y: 67

K: 90



Minimum digital padding: 80 px



Minimum digital: 42 px

Minimum print padding: 4,1 cm



Minimum print: 2,6 cm

PADDING & MINIMUMS

The Tower has no maximum size, but must not be reduced to less than 42 x 50 pixels on screen or 2,6 cm x 1,8 cm when printed.

The radio antenna on the top of the building is to be used as the top edge of the minimum logo dimensions.



MONOGRAM

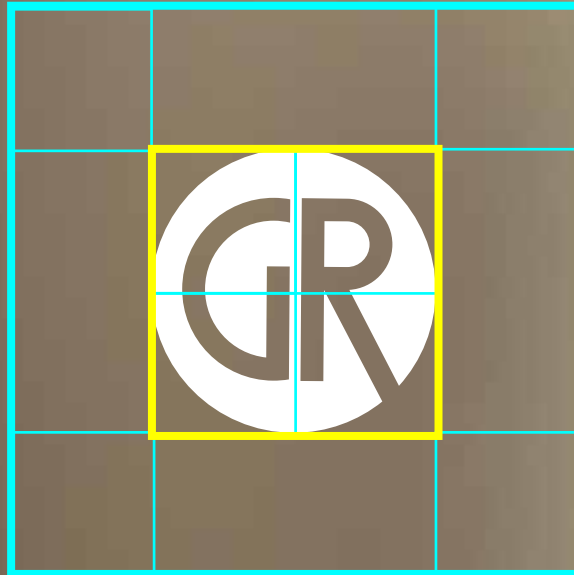
The GGR Monogram is essentially the most minimal visual representations of the game.

The Monogram is designed to be utilized in very small areas where the other logo variations may be too large or awkward to accommodate.

VARIANTS



Swatches for these Monogram logo variants can be found in the Palette section on page 29.



Minimum digital padding: 15 px²



Minimum digital: 8 px²

Minimum print padding: 1 cm²



Minimum print: 0,5 cm²

PADDING & MINIMUMS

The Monogram has no maximum size, but must not be reduced to less than 8² pixels on screen or 0,5 cm² when printed.

The Monogram was not designed for promotional marketing purposes, and should only be used in extreme cases where branding is

required, such as favicons or very small social media avatar images.

Simplified black or white versions are primarily used for legal citation or concept artwork.



CHIPS

The GGR Chip is another minimal representation of the logo. **It is never to be utilized in place of a logo,** but as an accent, game element or icon instead.

Variants of the Chip include flat vector versions, rotated skeumorphic 3D variations and highlighted, stylized versions.

VARIANTS



Colour swatches:



#fbffc0

R: 250 C: 3
G: 255 M: 0
B: 192 Y: 30
K: 0



#cfd186

R: 207 C: 20
G: 209 M: 9
B: 134 Y: 58
K: 0



#adc11f

R: 173 C: 38
G: 193 M: 9
B: 31 Y: 100
K: 0

Alternative colour swatch:



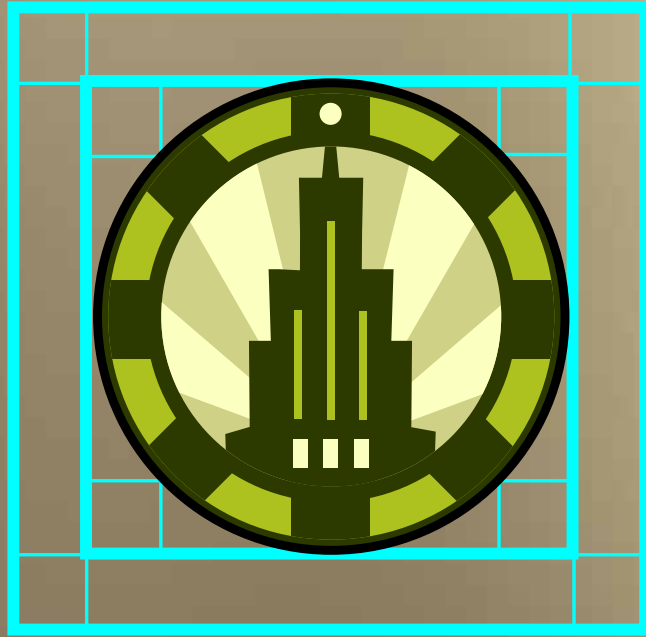
#2c3a00

R: 44 C: 70
G: 58 M: 51
B: 0 Y: 95
K: 60



#000000

R: 0 C: 75
G: 0 M: 68
B: 0 Y: 67
K: 90



Minimum digital padding: 1,4 px²



Minimum digital: 1 cm²

PADDING & MINIMUMS

The Chip has no maximum size, but must not be reduced to less than 15² pixels on screen or 1 cm² when printed.

3D versions are primarily used in-game as currency icons, or as part of animations.

LOOK & FEEL

PALETTE

Logo and typography colour variations include:



#000000

R: 0 C: 75
G: 0 M: 68
B: 0 Y: 67
K: 90



#FFFFFF

R: 255 C: 0
G: 255 M: 0
B: 255 Y: 0
K: 0



#F5EABE

R: 245 C: 4
G: 234 M: 5
B: 190 Y: 30
K: 0



#FEFDDF

R: 254 C: 1
G: 253 M: 0
B: 223 Y: 14
K: 0



#66333A

R: 102 C: 43
G: 52 M: 80
B: 58 Y: 61
K: 43



#A0505A

R: 160 C: 31
G: 80 M: 78
B: 90 Y: 53
K: 14



#B05A65

R: 175 C: 27
G: 90 M: 75
B: 100 Y: 50
K: 7



#2C4B4A

R: 44 C: 80
G: 75 M: 52
B: 74 Y: 60
K: 41



#338077

R: 50 C: 80
G: 127 M: 32
B: 118 Y: 55
K: 10



#6D4A21

R: 109 C: 42
G: 74 M: 63
B: 33 Y: 95
K: 39



#AA7433

R: 170 C: 29
G: 116 M: 54
B: 31 Y: 94
K: 11



#C8953C

R: 200 C: 21
G: 150 M: 41
B: 60 Y: 90
K: 2



#F7C34A

R: 247 C: 3
G: 195 M: 24
B: 74 Y: 82
K: 0

TYPOGRAPHY

Grand Gin Rummy utilizes only *two* primary typefaces:
DK Carambola and **Perspective Sans**.

Both typefaces are available within the Universal Type Kit on GameDuell machines.

Their usage rules and specs are defined within this section.

They are the only typefaces to be used with Grand Gin Rummy content.

Never substitute any other typeface for either of these.

Helpful usage examples for both typefaces can be found on page 51 within the Do's and Don't's section of this style guide.

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0
! @ \$ % & ' () * + , - . / : ;

DK CARAMBOLA

FONTS

- **Always capitalized**
- 'DK Regular' font.

SIZING

- Minimum: 10 pt
- Maximum: Artist's discretion

USAGE

- **Logo**
- **Titles**
- Stylized display font
- Does not read well at small sizes or in sentences.

SPECS

- **Tracking:** 0
- **Kerning:** Some characters require aesthetic adjustment, at the discretion of the artist.
- **Leading:** 1.5 x font size.

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0
§ ± ! @ # \$ @ € ™ ; £ ¤ ^ • € %
& * () - = + [{ }] ; : ' " , . ?

Perspective Sans

FONTS

- Regular
- Bold

USAGE

- Secondary text
- Body copy

SIZING

- Minimum: 6 pt
- Maximum: 24 pt

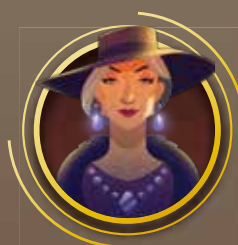
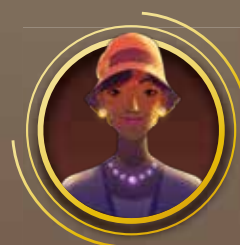
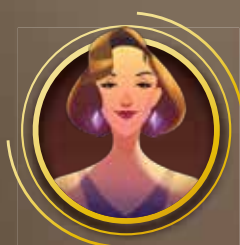
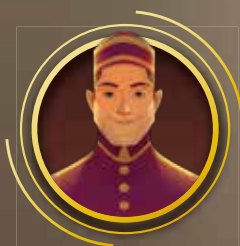
SPECS

- **Tracking:** 0
- **Kerning:** Some characters require aesthetic adjustment, at the discretion of the artist.
- **Leading:** 1.5 x font size.

CHARACTERS

NPC'S

AVATARS



THE BELLHOP

The Bellhop is the first character users meet, the FTUE guide, and the de facto Grand Gin Rummy Hotel representative.

The Bellhop has three standard poses, as indicated below, each corresponding to their respective filenames.

STATE 1



STATE 2




STATE 3

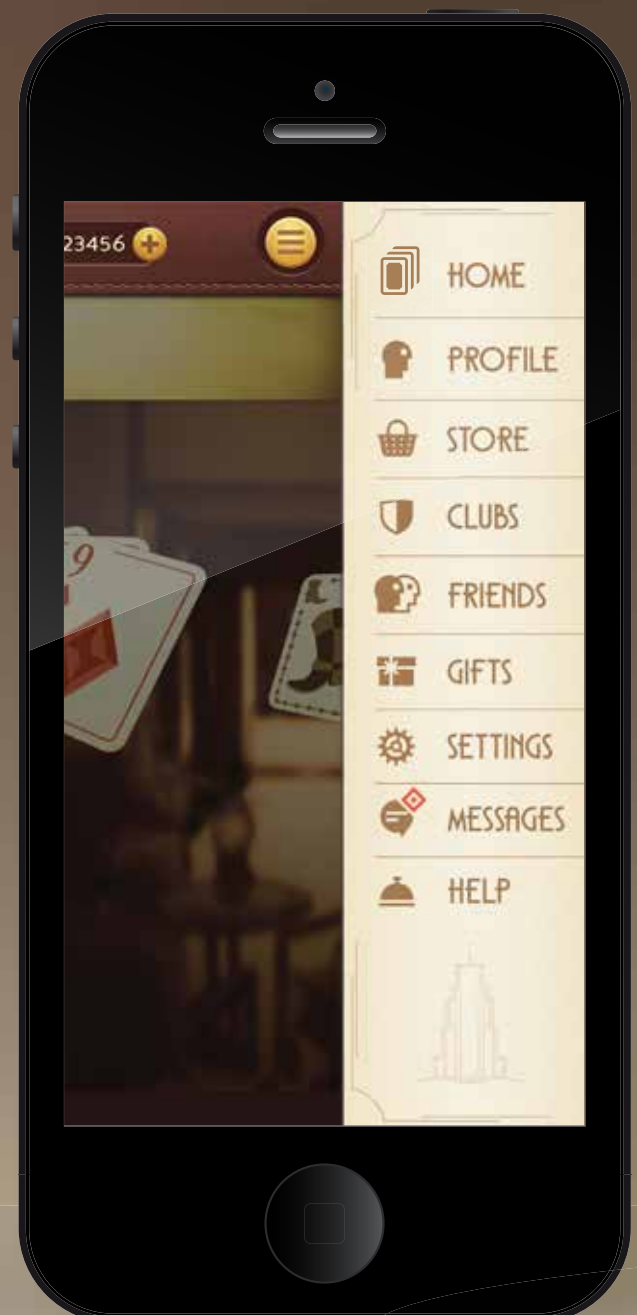


ICONS



Reflecting the Art Deco theme, the simplified iconography is stylized to fit into the game era while providing UI functionality.

The Notification Alert symbology features a fuchsia variation of the double diamond motif (). This recurring symbol is also used subtly in other areas of the game (such as line breaks, card backs and settings sliders).



MATERIALS & TEXTURES

Brown, medium-grain skeumorphic leather is reserved specifically for the navigation bar and player information bar textures.

It conveys value, refinement and importance.

As such, all additional elements (typography and buttons) are designed to look embossed or debossed into the texture, to establish a 2.5D look and feel.



PAPER

Pulpy, smooth, off-white card stock is **used for pop-up notifications**, as well as the **Settings screen side-bar navigation** (also featuring a Tower logo watermark).

This texture is accented with flat golden-brown lines, as both stylized borders* and separators. These follow the inverted round corners of while maintaining padding distance. The following page further explains these design specifics.

These and other fine accents reinforce the 1920's atmosphere and attention to detail within the game.

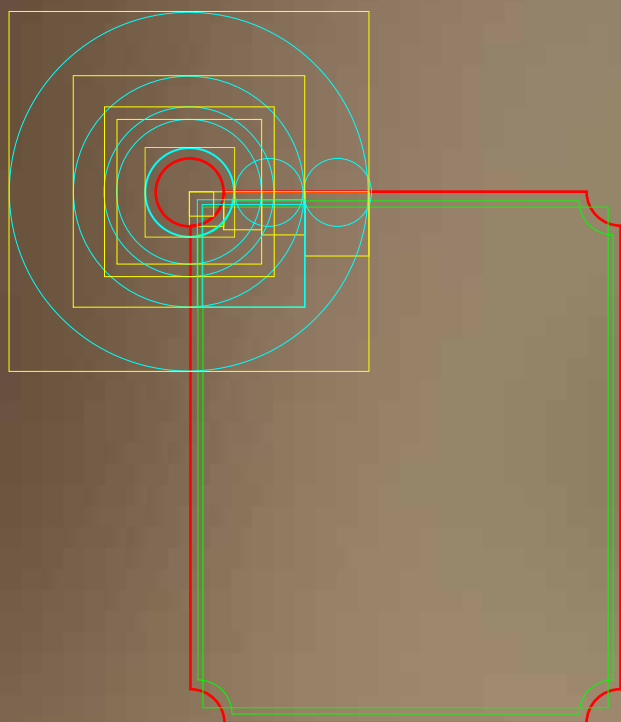
Note that cards maintain a simple rounded edge instead (see pages 42 - 44).

*The double diamond motif is often utilized within the latter (as shown within the title above).



The inverted round corner cut is circular, centered on the corners of the paper edges themselves. The screen-resolution corner cut radius is exactly 1.25 cm, regardless of paper dimensions. A slight embellished overlap of border lines occurs

approximately 3x the radius of the corner cut origin, as seen within the pop-up screen below.

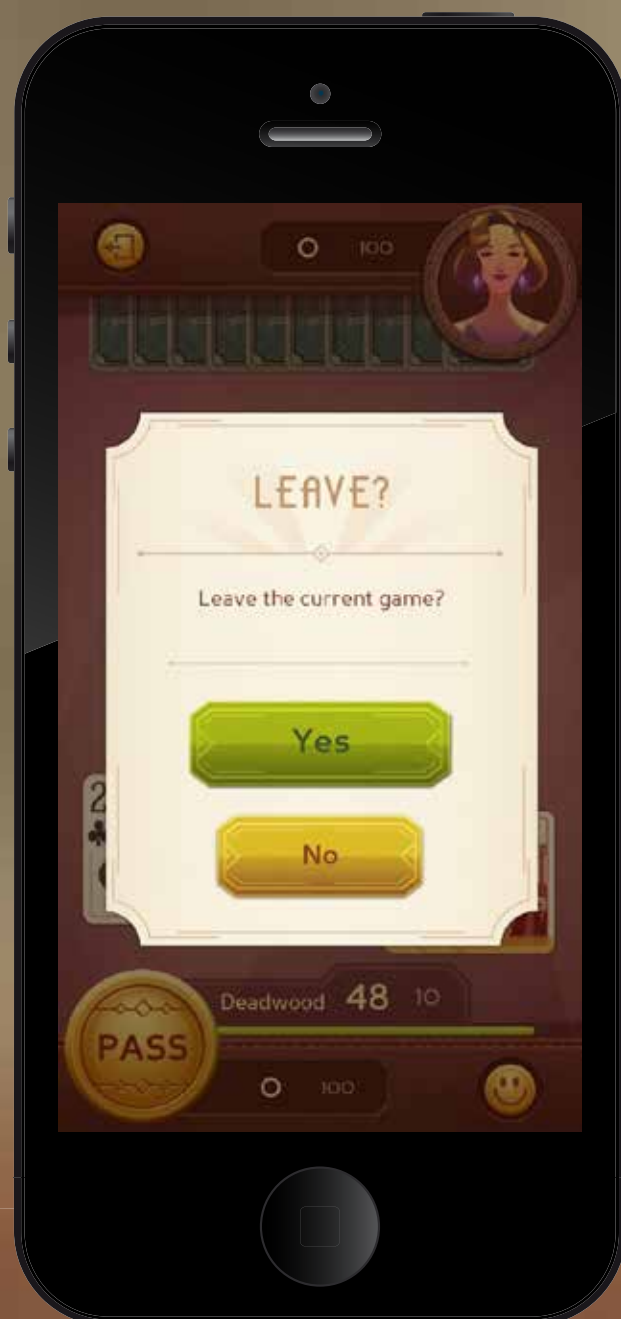


Line colour swatch:



#c39164

R: 195 C: 23
G: 145 M: 43
B: 100 Y: 68
K: 2



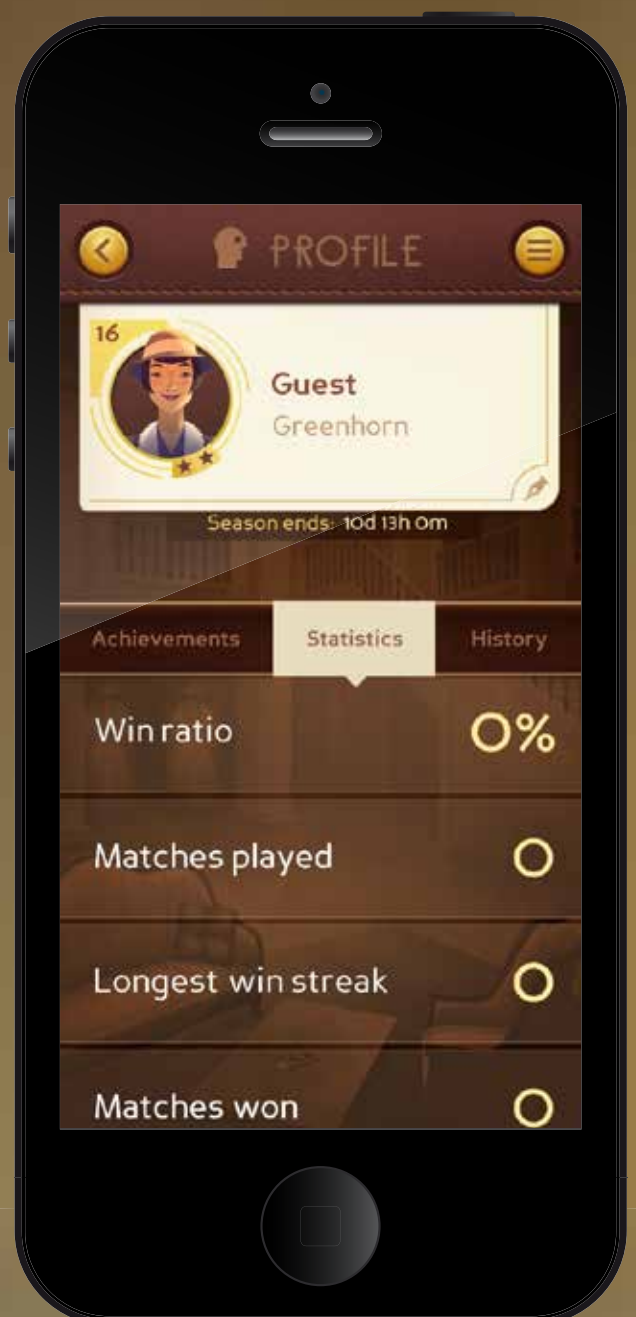
TINTED GLASS

Tinted glass textures are utilized within the game as specialized secondary backgrounds to display and separate important packets of information, such as titles, metrics, and special offers. They always span the full width of the screen, and include a gap between panes.

There are two types of tinted glass: Dark and Light. Each of these types also has two subsets: opaque and transparent.

When used overtop of regular or blurred backgrounds, these combinations yield different results. In general, **Light Tinted glass is used more often within the game.**

Legibility is paramount: care must be taken when using tinted glass and background effects.



Dark Glass swatch:

Opacity: 60% (Multiply)



#2d0b00

R: 45 C: 55
G: 11 M: 75
B: 10 Y: 75
K: 79

Light Glass swatch:

Opacity: 50% (Screen)



#3f3027

R: 63 C: 56
G: 48 M: 65
B: 39 Y: 71
K: 62

Dark opaque glass
+ transparent background

Light opaque glass
+ transparent background

Dark opaque glass
+ opaque background

Dark transparent glass
+ transparent background

Light opaque glass
+ opaque background

Light transparent glass
+ transparent background

TABLE FELT

Grand Gin Rummy is played upon a stylized table texture. This pink* table felt is carefully designed to echo silent movie title backgrounds from the 1920's, as well as classic card table colours, frosted glass and smoke. It is comprised of a variety of opaque curves, and accented by a soft, centered spotlight.



*Note that there is only one colour of table felt.





Minimum Digital = 32 px



Minimum Digital = 22 px

Minimum Print = 2 cm



Minimum Print = 1,4 cm

CARDS

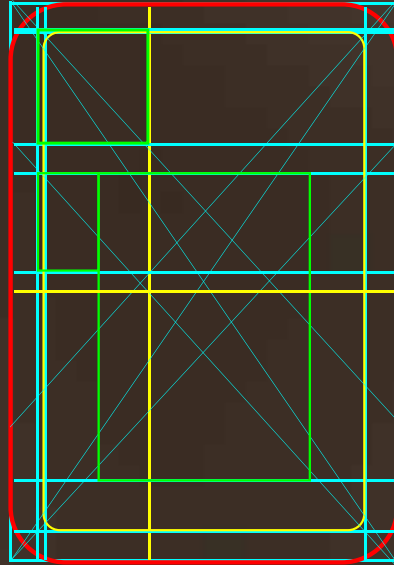
The typeface used for all numbers and letters on Grand Gin Rummy cards is Kingsbridge CD BK Regular.*

Never alter, substitute or in any way adjust this typeface.

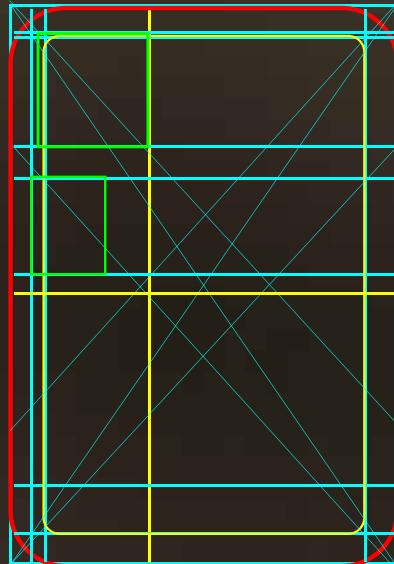
Card usage examples can be found on page 57 within the Do's and Don't's section of this style guide.

*This typeface is not listed within the Typography section of this guide because it is not to be used beyond the Cards within Grand Gin Rummy or its respective marketing / promotional material.

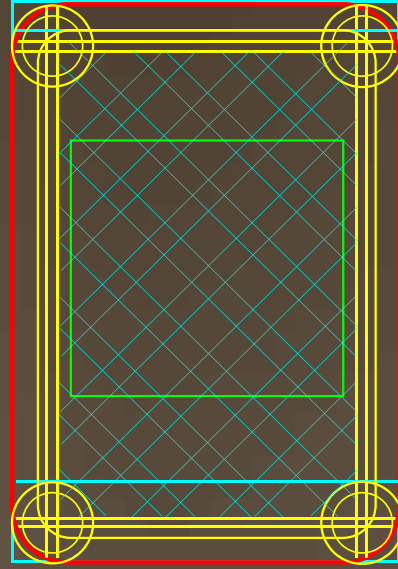
NUMBERS



FACE CARDS



CARD BACKS



MELDS



BUTTONS

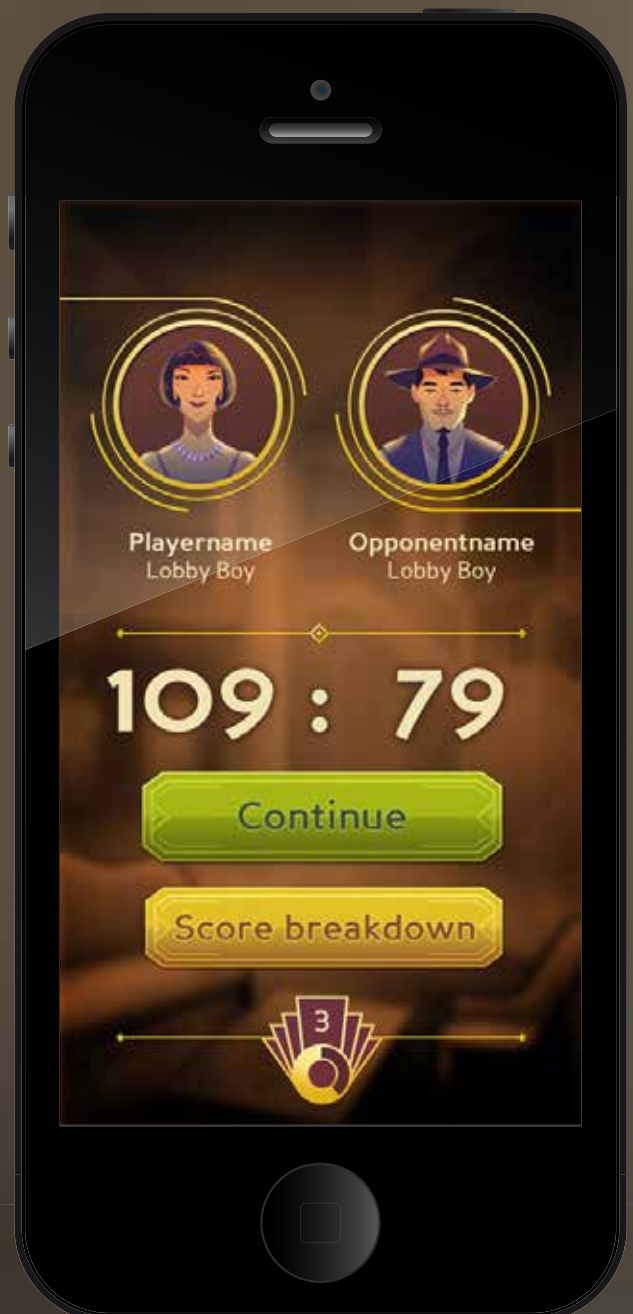


CONFIRMATION

There are two types of GUI buttons within GGR: Call To Action (green) and secondary navigation buttons (yellow).

These may appear at various sizes, but the green Call To Action button must be above any others.

All text written on these respective buttons must be **Perspective Sans**, sized according to the width of the button itself.



GUI NAVIGATION

Navigation buttons are circular skeumorphic gold buttons displaying icons indicative to their function.

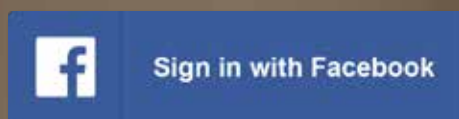
When placed on textures, these buttons appear embossed into the material.



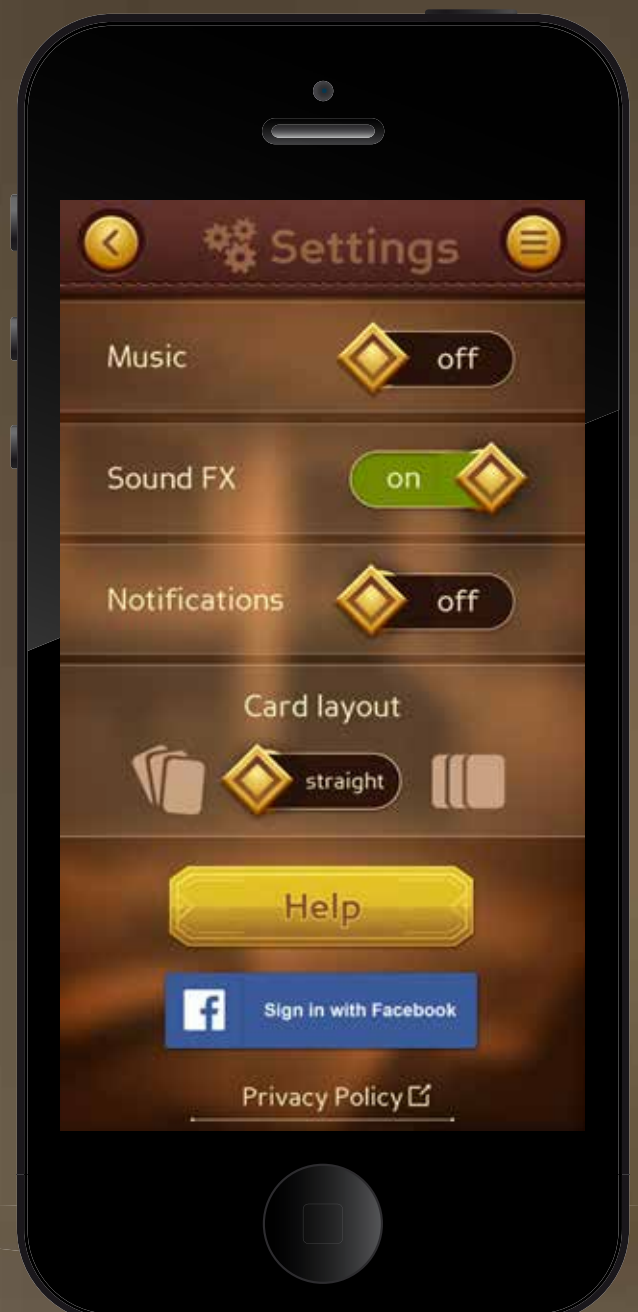
SETTINGS & FACEBOOK



Settings slider buttons are stylized to be a skeumorphic gold variation of the recurring double diamond motif.



Facebook buttons adhere to the Facebook Brand Guide specifications. As such, they remain blue and white, and are not to be altered as per legal usage terms.

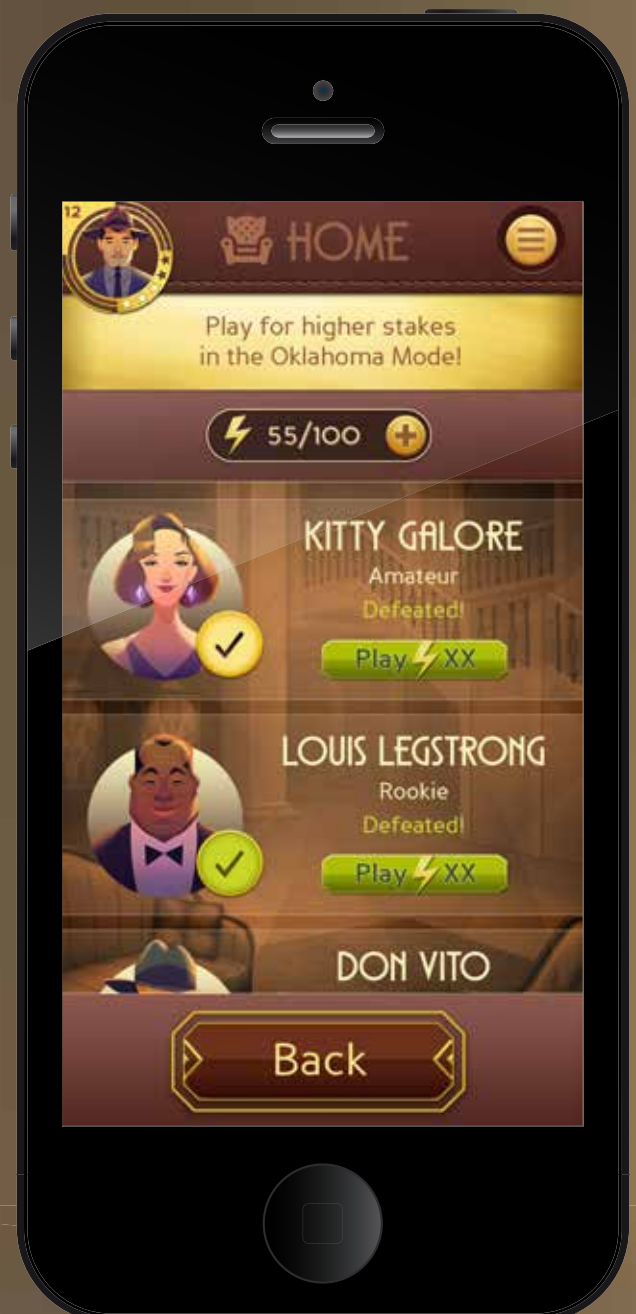


CHECKMARKS

Checkmarks indicate selected elements, characters or options within the game.

They can also be used to indicate positive reinforcement, and generally behave similar to the Confirmation Buttons.

Green buttons indicate suggested selection, and yellow buttons indicate passive selection.



DO'S & DON'TS

APPEARANCE

DO

DON'T

Be careful to use PNG's (not JPEGs) to avoid weird instances of whitespace and pixel artifacts.

The GGR Logos are designed to stand alone, given the proper use and padding.



DO

DON'T

Be careful not to use pixelated art.

Use high-resolution files when necessary.



DO

DON'T

Never stretch, skew, warp or reflect game art.



DO

DON'T

Don't rotate or otherwise alter the logo.



TEXT

DO

DON'T

Be careful to **keep tracking, leading and paragraph styles consistent**, and kern when necessary.

Welcome to the
Grand Gin
Rummy Hotel!

Welcome to the
Grand Gin
Rummy Hotel!

DO

DON'T

DK Carambola simply was not designed as a body font, and doesn't read nicely when utilized within sentences or paragraphs.

Use it only for titles, headers and aesthetic decoration!



COLOURS

DO

DON'T

Logos must not be recoloured or desaturated.

Use only the examples indicated within this guide.



DO

DON'T

Don't alter materials and/or textures by changing their colours, tint, darkness or values. Extra gradients, rainbows, lens flares or other special effects are not part of the established art style.



COLOURS

DO

DON'T

Don't change or otherwise substitute the established logo colours.



DO

DON'T

Don't add fills, colour effects or filters to the logo.



DO

DON'T

Do not invert the logo colours or values.



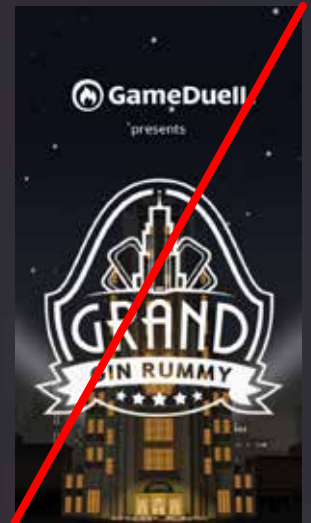
CONTRAST

Use contrast when using the appropriate logo amongst background elements and colours.

DO



DON'T



Don't minimize the logo by removing elements.

DO



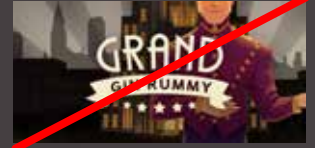
DON'T



DO

DON'T

Keep things simple: when placing on top of additional layers and elements, **be careful to maintain contrast and emphasis on the logo.**

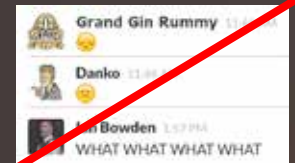


CROPPING

DO

DON'T

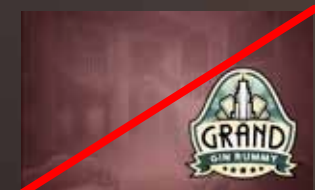
Don't squeeze the full GGR logo into a tiny, weird space. Consider proportions and readability.



DO

DON'T

Center the logo on all media when possible.



ALTERATIONS

DO

DON'T

Don't alter the logo itself.



DO

DON'T

Don't add additional elements or text to the logo.



DO

DON'T

Be careful using drop shadows and outer glows. **Avoid adding outlines to logos.**



CARDS

DO

DON'T

The card typeface and text characters have been carefully placed, and must not be altered.



DO

DON'T

The cards have been specifically designed and stylized for the game, and do not require alterations to art, colours or texture.



DO

DON'T

Cards should always be displayed neatly in a row or spread that clearly shows each card value and suite without awkward cropping.



BELLHOP

Pay attention to focal points and expressions when placing and cropping the Bellhop. It's possible to make him creepy or suggestive via awkward aesthetics.

DO



DON'T



Don't manipulate, mirror, alter or otherwise reposition the Bellhop's features, limbs, expression, etc.

DO



DON'T



Aesthetic spacing and/or padding must be carefully considered when placing the Bellhop. Use discretion and good judgement to ensure clarity and consistency.

DO



DON'T



PLATFORMS

iPHONE



iPAD



ANDROID



FACEBOOK



LEGAL

CONTACT

legalteam@gameduell.de

TRADEMARK

Word/figurative trademark „Grand Gin Gummy“ Status: applied for registration in Germany

FONTS

DK Carambola, Perspective Sans

COPYRIGHT NOTICE

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PUBLISHER

GameDuell GmbH

Thinking of altering the logo? Taking matters into your own hands? Challenging the system? Playing God?

DON'T.

**It'll devalue the GGR brand, and make things look inconsistent (and thus unprofessional).
Ask an Artist instead!**

THANK YOU!

Still have questions?

Find answers by contacting matthew.danko@gameduell.de.

