Penguin King Games

Branding Brief

Final Logo

The design evokes the smooth cuves and limited colors of a penguin in profile while also mimicking the arch of a chess piece and the base of a component from any variety of tabletop games. It is meant to be nonspecific, so as to represent the variety of types of games published by the company and not bias too much to one or the other, while still maintaining that it is a company specializing in physical gaming at first glance.

The silhouette logo is simplified for smaller print or when in black and white or single color. It is contained within an elongated hexagon, subtly referring to both a multi-sided die, for gaming, and an icicle shape, for the penguin.

The colors are taken from the coloring of the Emperor Penguin, a dark burnt orange, a lighter citrus orange, and a golden yellow, to be used as context requires.

3 inches

1 inch

CMYK 0/79/95/0
RGB 240/92/41
Hex #f15b2b

CMYK 0/46/99/0
RGB 248/155/29
Hex #f89b1d

CMYK 0/11/97/0
RGB 255/220/9
Hex #ffdc09

Variants

For instances when the logo needs to be displayed without context or large, a version with the full company name is available. The logo and name are contained within the same hexagonal shape in a soft cyan, to contrast the pop of orange from the penguin and also to imitate ice or water. The white text has a darker cyan drop shadow for visibility, and a crown icon framing it vertically. The crown represents the "King" in the name but is also meant to be visually similar to a webbed foot, a small flourish than can be used elsewhere in the company branding.

Penguin King Games

3 inches

CMYK 55/0/11/0
RGB 202/201/223
Hex #65c9df

CMYK 62/12/13/0
RGB 87/178/206
Hex #57b2ce

Typography

The company name in the variant logo is written in Reklame Script (©HvD Fonts) in white with a darker cyan drop shadow to make it more legible.

When not in black and white or sihouetted, the darker cyan from the variant logo is recommended as a color for most texts in print adjacent to the logo, or in white with a cyan outline and drop shadow when larger.

For body copy or text smaller than 12 pt, Gill Sans or Gill Sans Condensed is recommended.

Reklame Script
http://www.hvdfonts.com/

30pt **Penguin King Games**

12pt *Penguin King Games*

12pt Gill Sans

Regular
Italic
Bold
Bold Italic

12pt Gill Sans Condensed

Regular
Bold