



BRAND BOOK

WELCOME TO CONCEPT BOOTH BRAND GUIDELINES.

Kindly ensure your hands remain within the document throughout, as we lead you through the fundamental components of our identity system, explaining how they contribute to shaping our brand. Comprehending and sticking to these guidelines is key for upholding a uniform, memorable, and significant experience with Concept Booth.

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01

INTRODUCTION

GAMIFY YOUR BRAND STRATEGY

Kindly ensure your hands remain within the document throughout,
as we lead you through the fundamental components of our identity
system, elucidating how they contribute to shaping our brand.
Comprehending and sticking to these guidelines is pivotal for upholding
a uniform, memorable, and significant experience with Concept Booth.

DESIGN

BRANDING

MARKETING

GAME CHANGING ATTITUDE

Concept Booth champions the game-changers and explorers of uncharted domains. We salute those who not only play the game, but constantly rewrite the rules. We celebrate those who walk a path carved by innovation, persistence and bold dreams. Here's to the leaders of the game and to the architects of tomorrow.

INNOVATION UNLEASHED

We are fearless in our pursuit of the unexplored. We understand that exceptional results are not born from ordinary efforts. We don't chase trends in our industry, we set them. Innovation, for us, is not just a buzzword, it's an unwavering commitment to crafting unique solutions and to leading with a pioneering approach.

A TRUSTED PARTNER

At Concept Booth, we redefine the client-agency relationship. With us, it's not a transaction, it's a transformation. We're not satisfied with just delivering exceptional results, we're dedicated to being your trusted, long-term partner on your journey to unparalleled success.

THE VOICE OF GAME CHANGERS

At Concept Booth, our voice mirrors the dynamic and exhilarating world of gaming. It's designed to resonate with an audience that thrives on competition and innovation.

We take a stand against mediocrity. In a landscape saturated with mundane and monotonous communication, we see standard practices as the antagonists in our narrative.

We refuse to bow to the clichés of the industry and instead, craft compelling narratives that grab and hold people's attention. By doing so, we ensure that our clients' brands emerge as the true heroes in this fiercely competitive industry.

In this narrative, we take center stage as the protagonists, crafting winning brands and storylines. We're not just a marketing agency; we're the architects of brand epics.

PROTAGONIST
BRAND EPICS

ANTAGONIST
MONOTONOUS

BRAND VALUES & TONE OF VOICE

Precise

We craft clear and concise messages uniquely suited to our audience, with meticulous attention to detail.

Bold

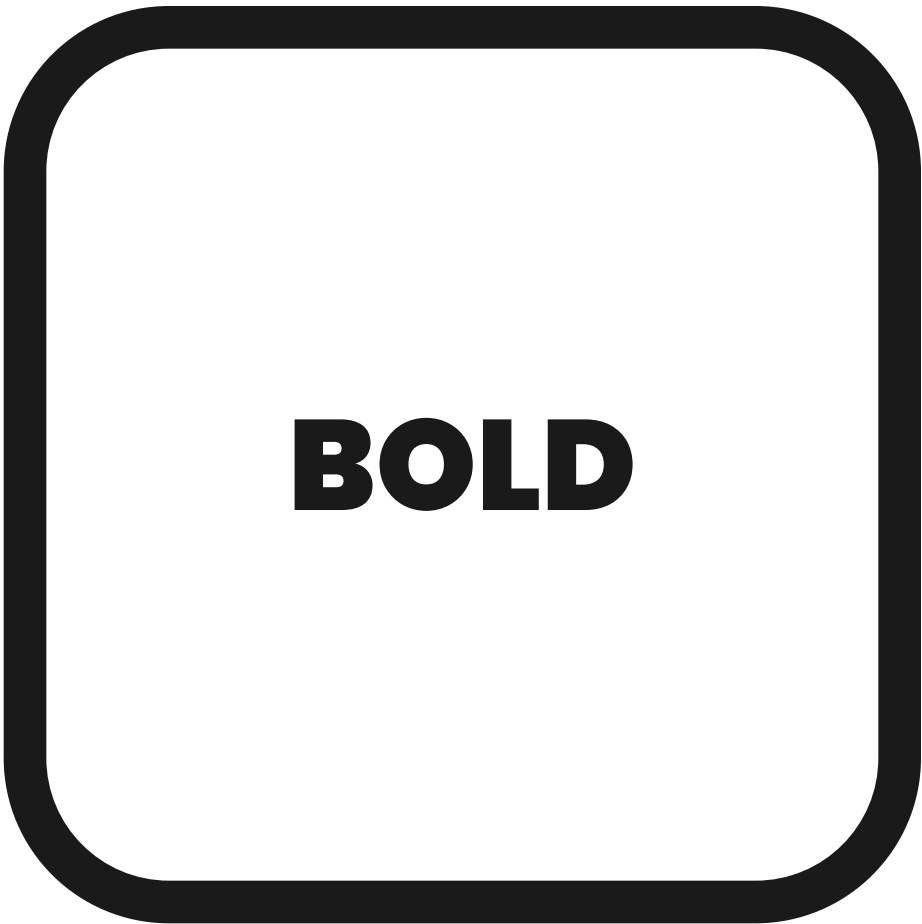
Mirroring the fearless spirit of game-changers, we take calculated risks in our messaging, ensuring our clients' brands stand out boldly in the crowd.

Playful

In the world of gaming, we like to add a playful twist to communications. Our messages surprise and delight, bringing an element of fun to our customer experience.

Rebellious

You can't change the game without a streak of rebelliousness. We love to break free from tradition and challenge conformity through disruptive approaches.



02

LOGO SYMBOL

WORDMARK

TAGLINE

THE LOGO

The Concept Booth logo:

The Concept Booth logo comprises two components: the Mini-Booth and the wordmark. It serves as a highly identifiable brand element and must be consistently featured across our products and marketing initiatives. The logo should always be presented with both the symbol and wordmark together. Under no circumstances should the logo be altered, distorted, or redrawn.

The Small Concept Booth Logo:

For reduced dimensions, we've fine-tuned the kerning to enhance readability. This adjustment is applicable for placements below 78px x 24px (58.5 x 18pt). The Small Concept Booth logo is available in the logopack for your convenience.



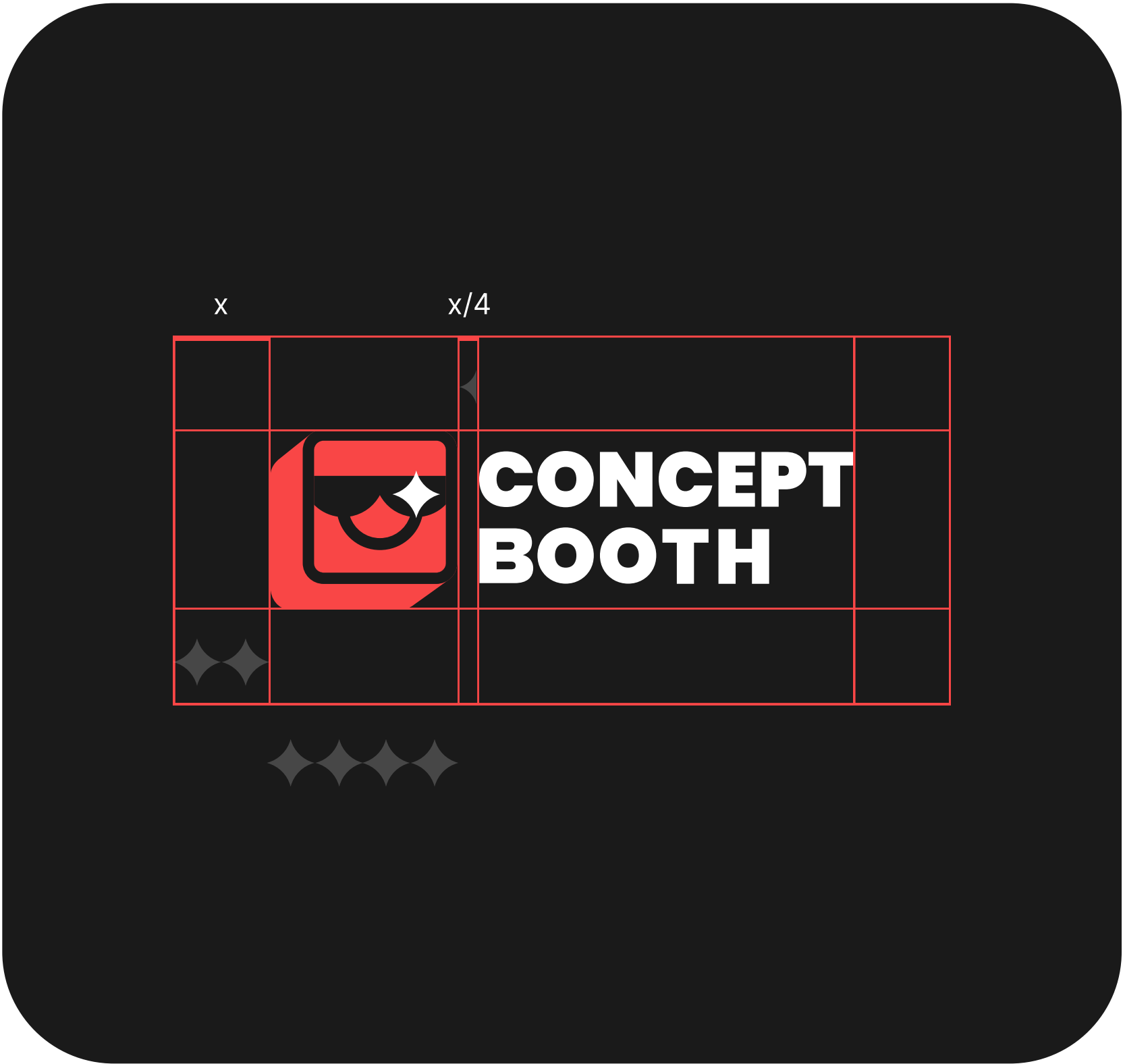
LOGO CLEAR SPACE

To maintain the appropriate spacing around the Concept Booth logo, follow the outlined process:

Step 1
Pick the Star icon

Step 2
Duplicate it

x = 

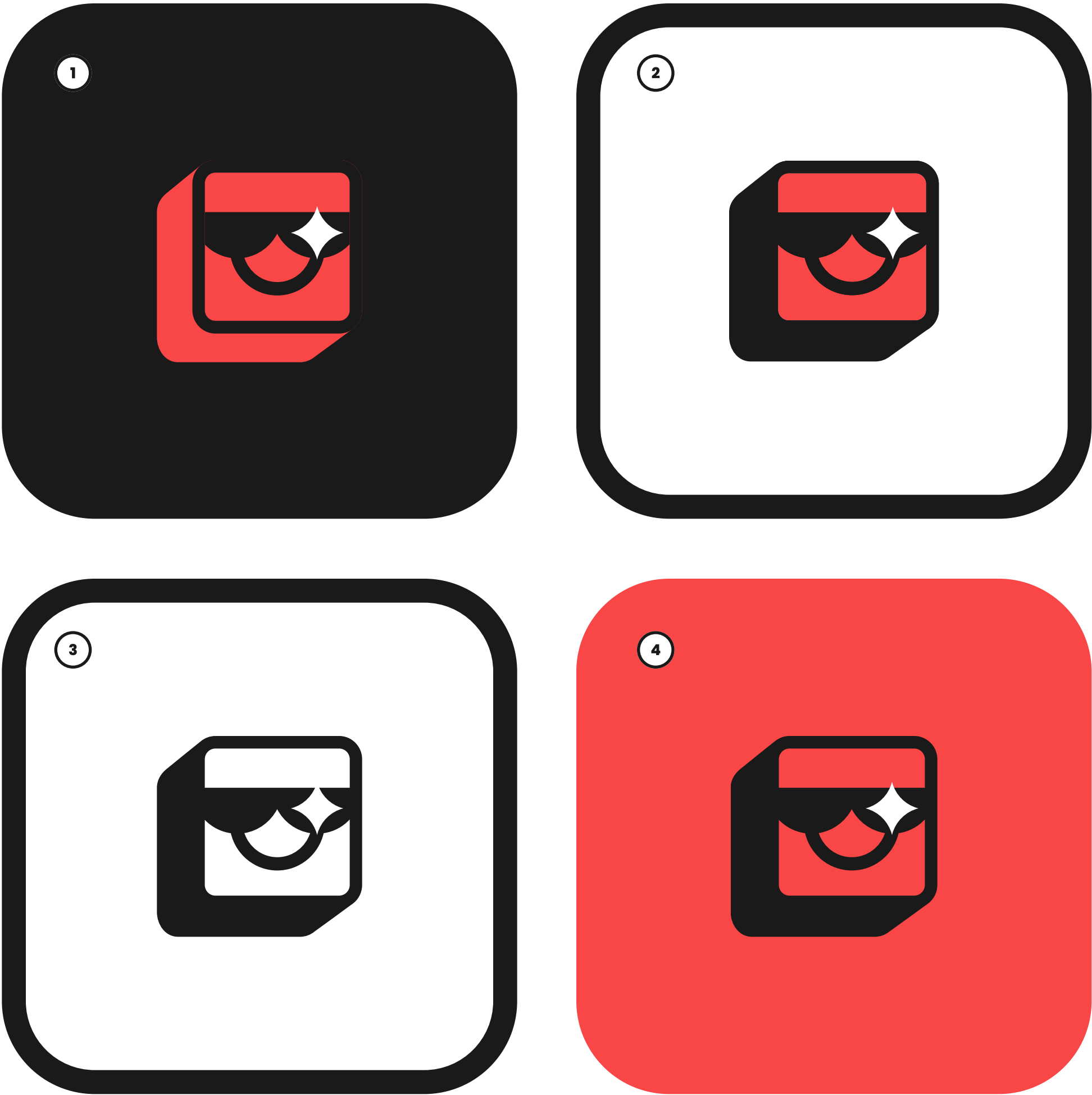


THE ICON: MINI-BOOTH

Mini-Booth functions independently as a brand element and is an integral part of our logo, forming a robust and distinctive brand symbol.

In confined spaces, Mini-Booth is employed as the condensed version of our logo. It is most effectively paired with imperial red, our primary brand color. However, a monochrome version is permissible for other use cases.

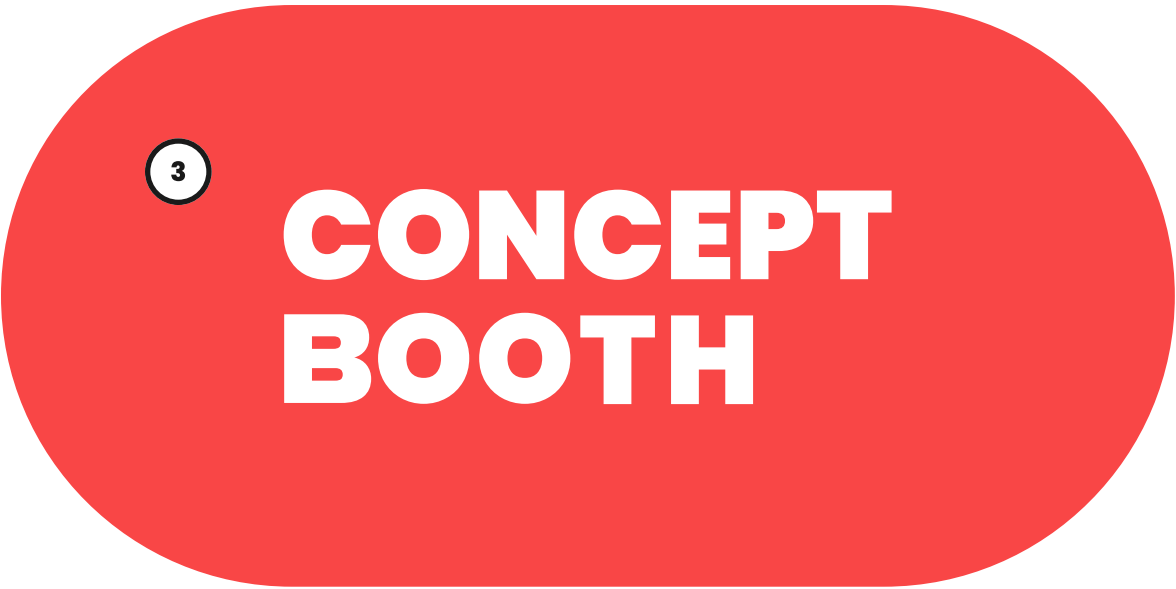
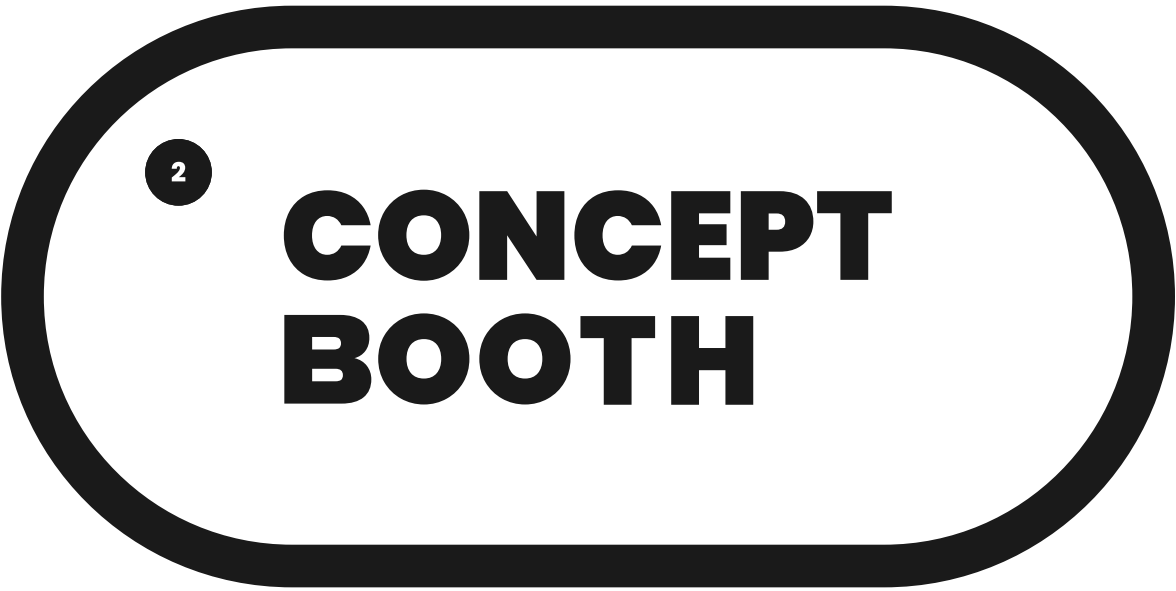
- 1. **Logomark on a black background:**
Preferred option.
- 2. **Logomark on a white background:**
Preferred option for web layouts and documents.
- 3. **Black & White Logomark on a white background:**
Preferred option for merch with limited print possibilities.
- 4. **Logo mark on a red background:**
Preferred option



WORDMARK

We typically favor incorporating Mini-Booth in our logo. However, there are situations where the wordmark alone may be preferred. For example, when Mini-Booth is used elsewhere in the layout, the wordmark becomes the exclusive choice. Here are three instances where our wordmark takes center stage:

- 1. **White wordmark on a black background:**
Preferred option.
- 2. **Black wordmark on a white background:**
To be used when option one is not working out.
- 3. **White wordmark on a red background (small version)**
Preferred option.

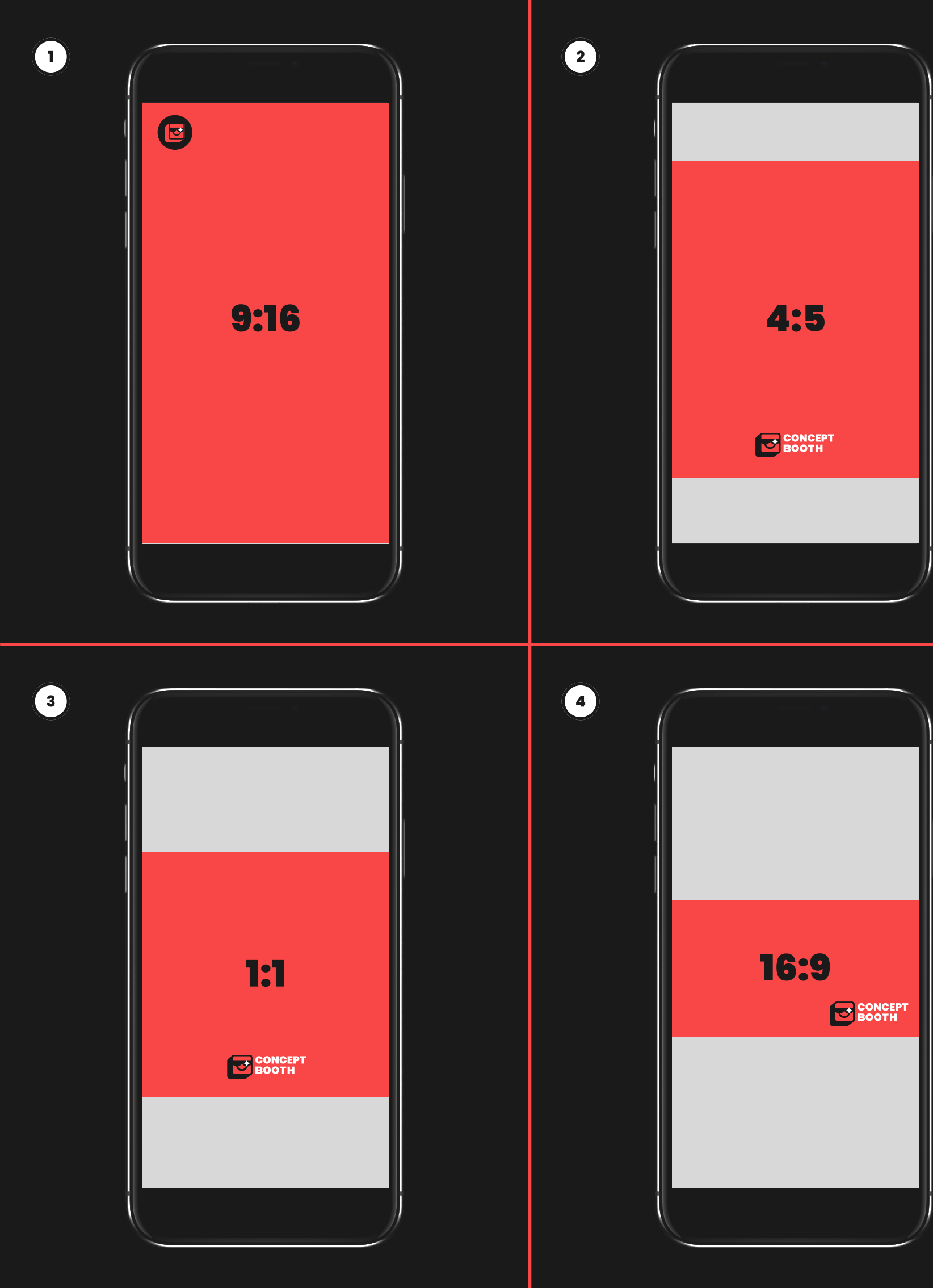


02 LOGO & TAGLINE

PLACEMENT
LOGO

Mini-Booth functions independently as a brand element and is an integral part of our logo, forming a robust and distinctive brand symbol.

1. **Story**
The inclusion of our logo as an avatar provides a distinct and recognizable marker of our identity. As such, the explicit placement of the logo in story format is deemed unnecessary.
2. **Portrait**
Our default choice is to position our logo in the center-bottom of the layout.
3. **Square**
For square formats, the center-bottom position is preferred, with the top as an optional alternative.
4. **Landscape**
In landscape layouts, our preferred placement for the logo is in the bottom-right corner or top-left.



PLACEMENT LOGO & TAGLINE

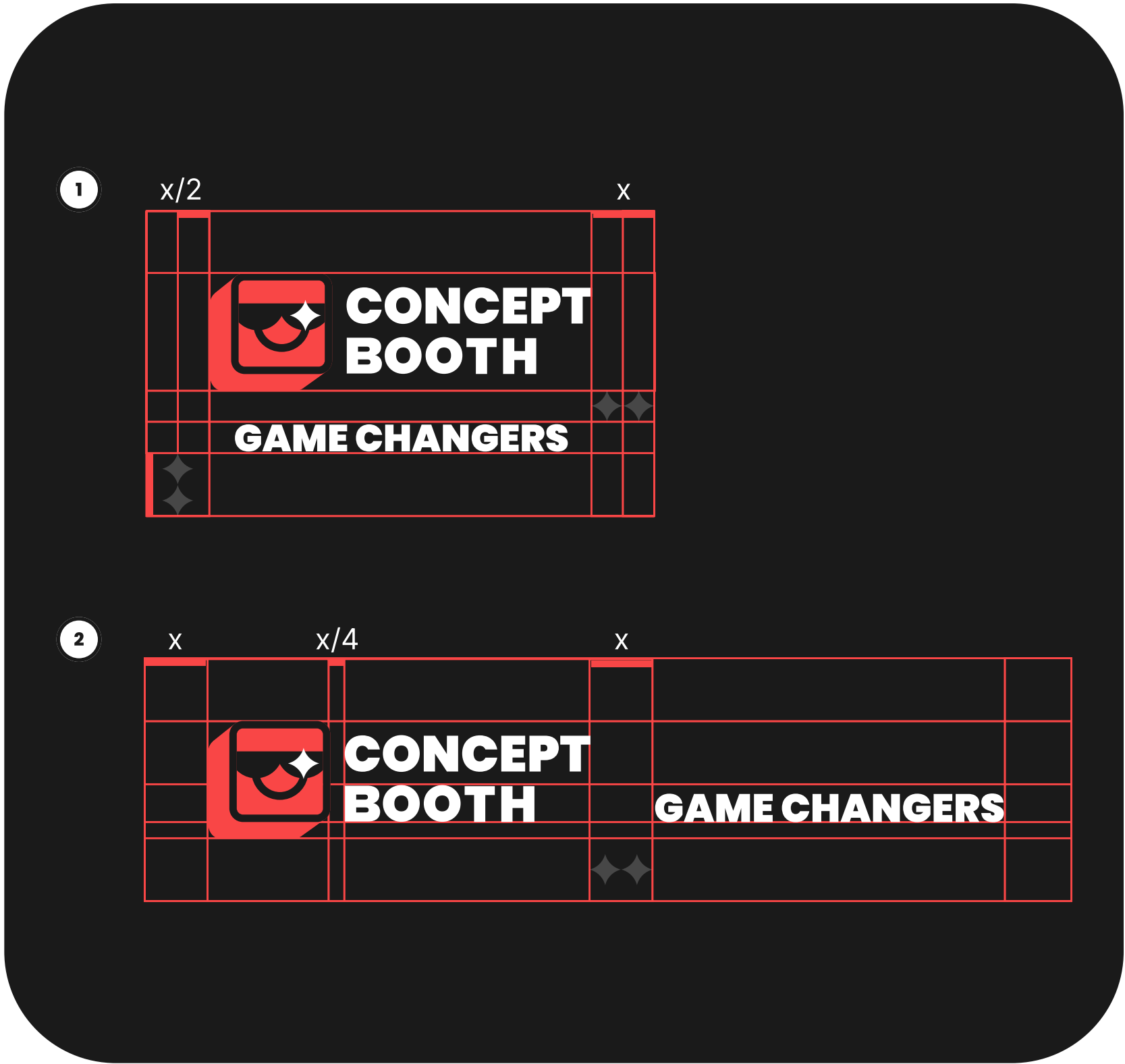
Ensure that the logo and tagline align with the same grid as the clear space lockup whenever used together.

Additionally, adjust the text size of 'Game Changers' based on the x-height of the wordmark.

- 1. Vertical logo & tagline Lockup
- 2. Horizontal logo & tagline lockup

The default preference is the vertical logo and tagline lockup. However, in cases with limited height, consider the horizontal alternative.

x = 

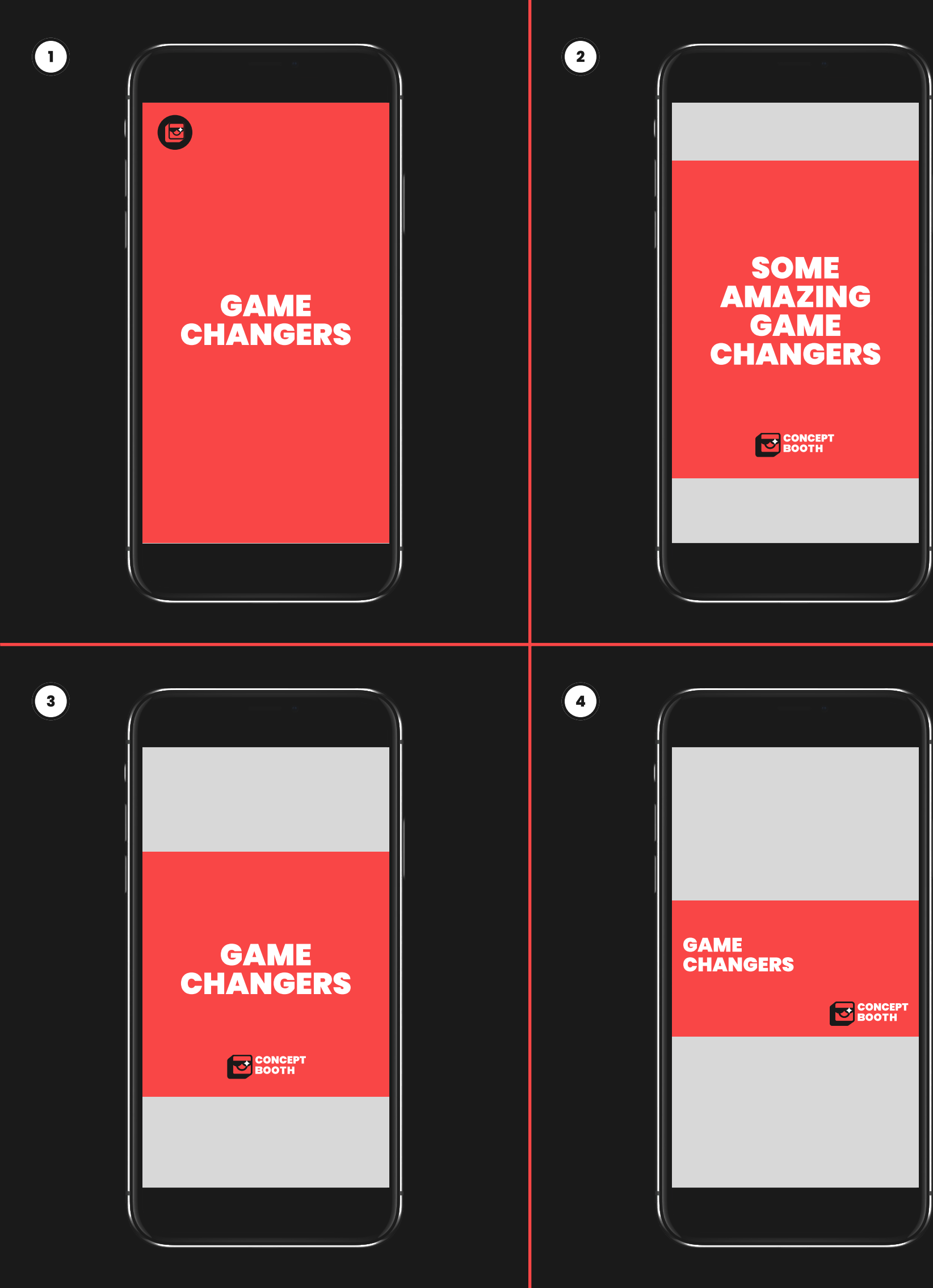


02 LOGO & TAGLINE

PLACEMENT
TAGLINE

We favor splitting our tagline 'Game Changers' into two lines, creating a robust and visually compact element. Here are some scenarios for effectively incorporating our tagline:

- 1. **Story**
Place the tagline at the center of the layout.
- 2. **Portrait**
Sometimes, integrate the tagline into the headline, avoiding repetition.
- 3. **Square**
Place the tagline at the center of the layout.
- 4. **Landscape**
In landscape layouts, present the tagline in two lines at the centered left side.



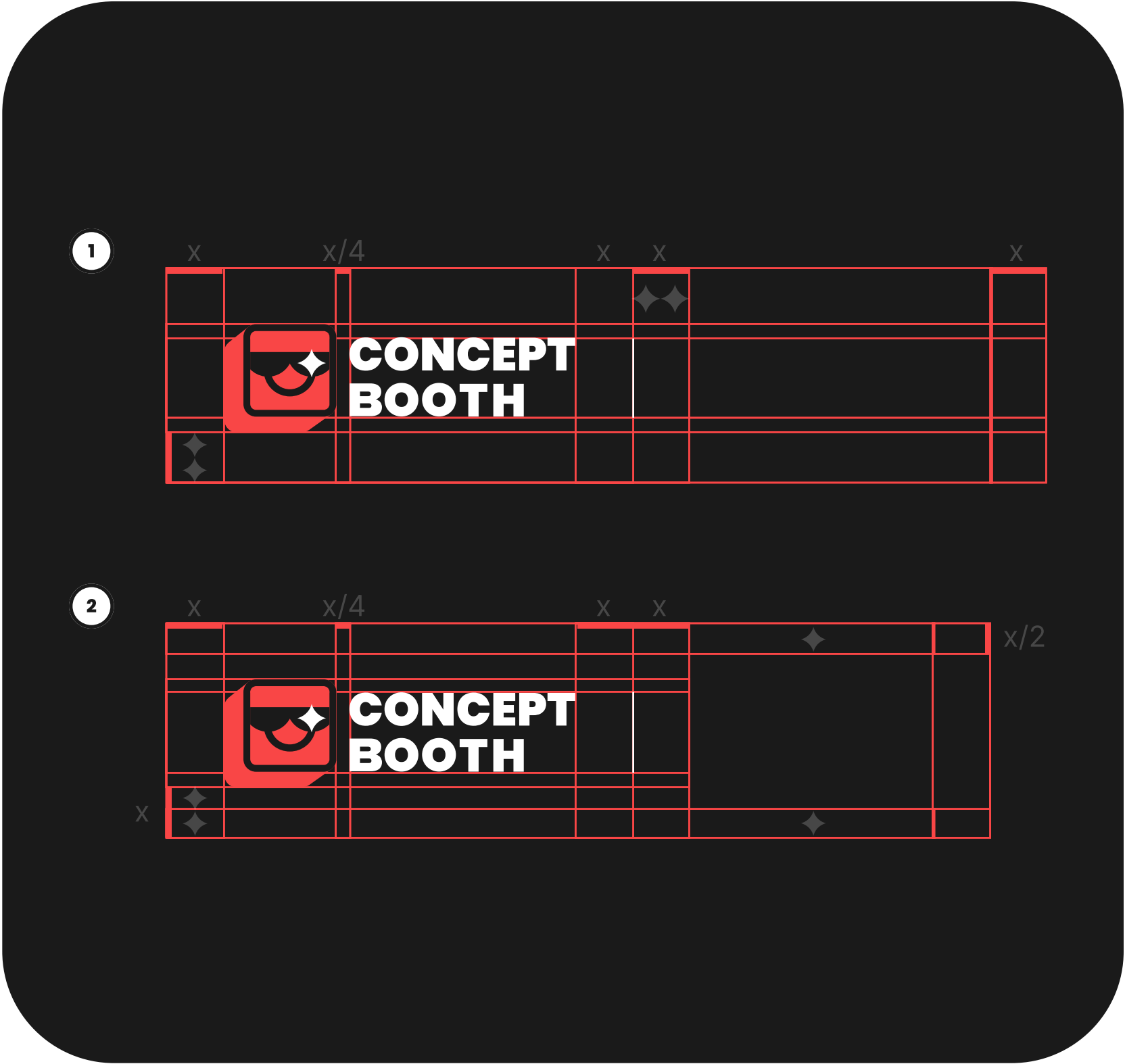
PLACEMENT

PARTNER & SPONSORS

When combining the Concept Booth logo with other logos, it's crucial to ensure there is sufficient spacing between them. The logos should be separated by a 1px white stroke.

- 1. Horizontal partnership lockup
- 2. Square Partnership Lockup

x = 

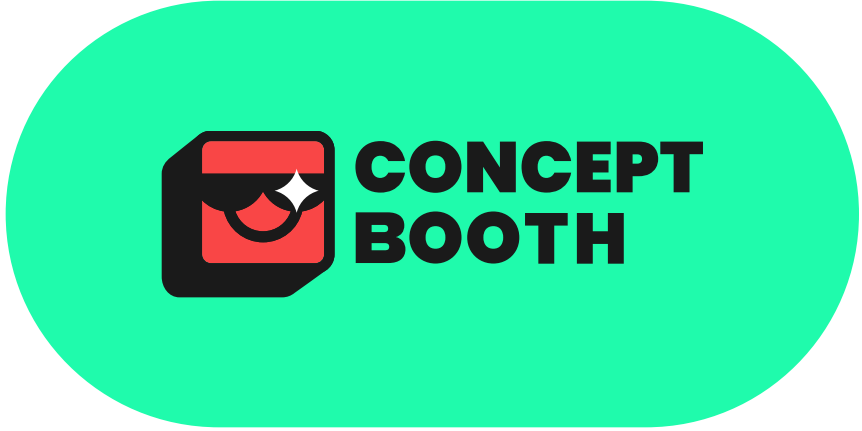
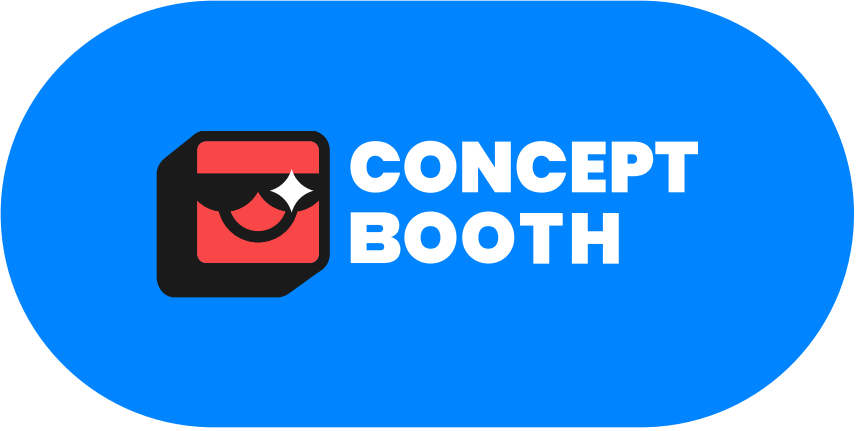
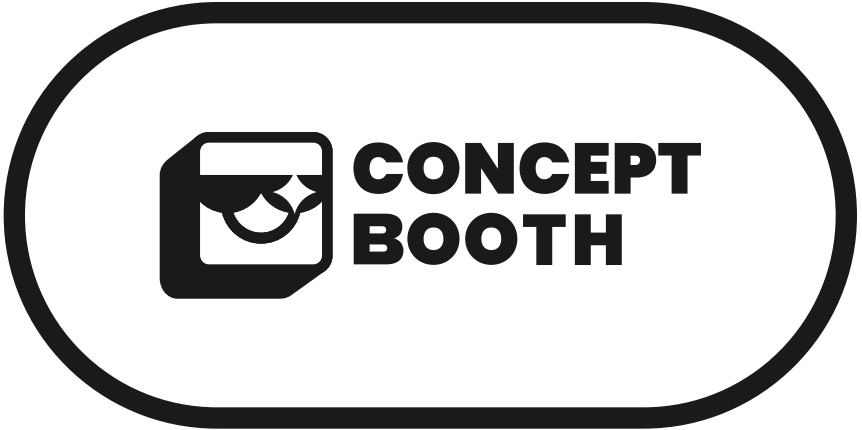
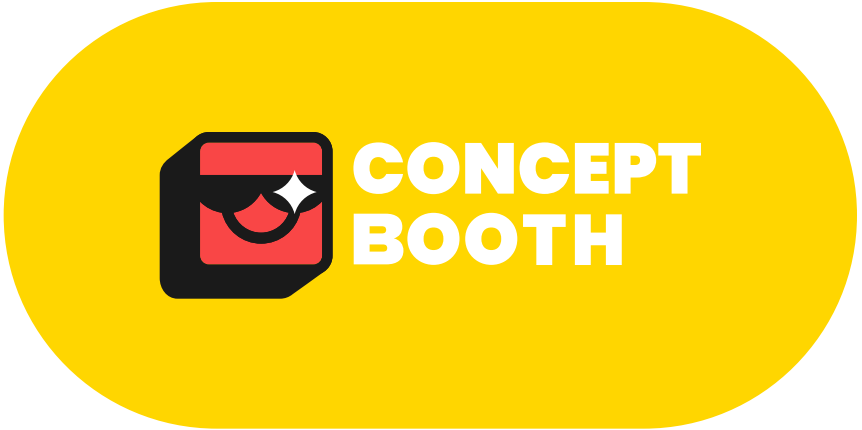
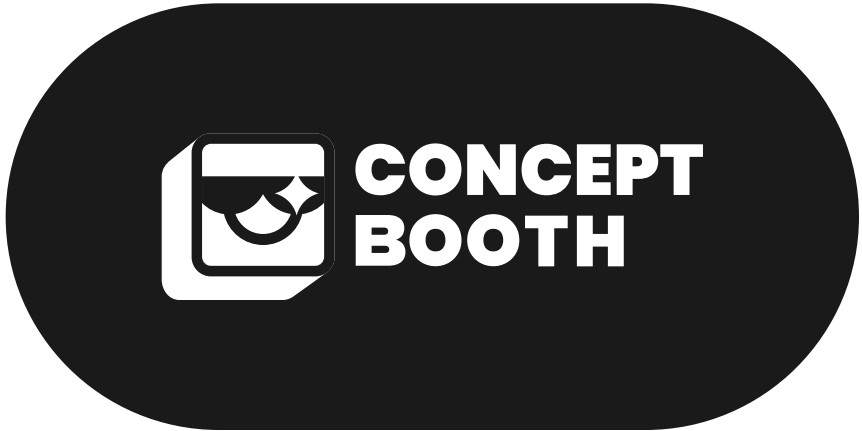
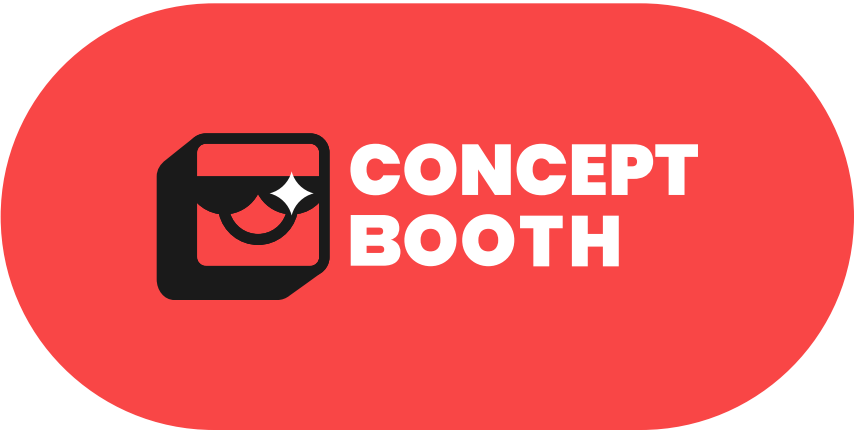
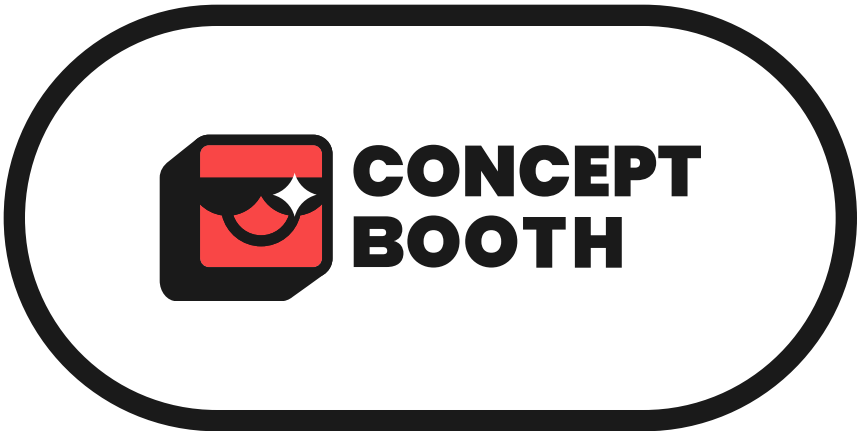


USAGE
COLOR COMBINATIONS

The default version of the Concept Booth logo features our primary brand color, imperial red.

The logo can be used not only with primary colors but also with other color schemes that could be employed for different campaigns or collaborations with other brands.

Keep in mind that it has the correct contrast with logo itself and a readable wordmark.

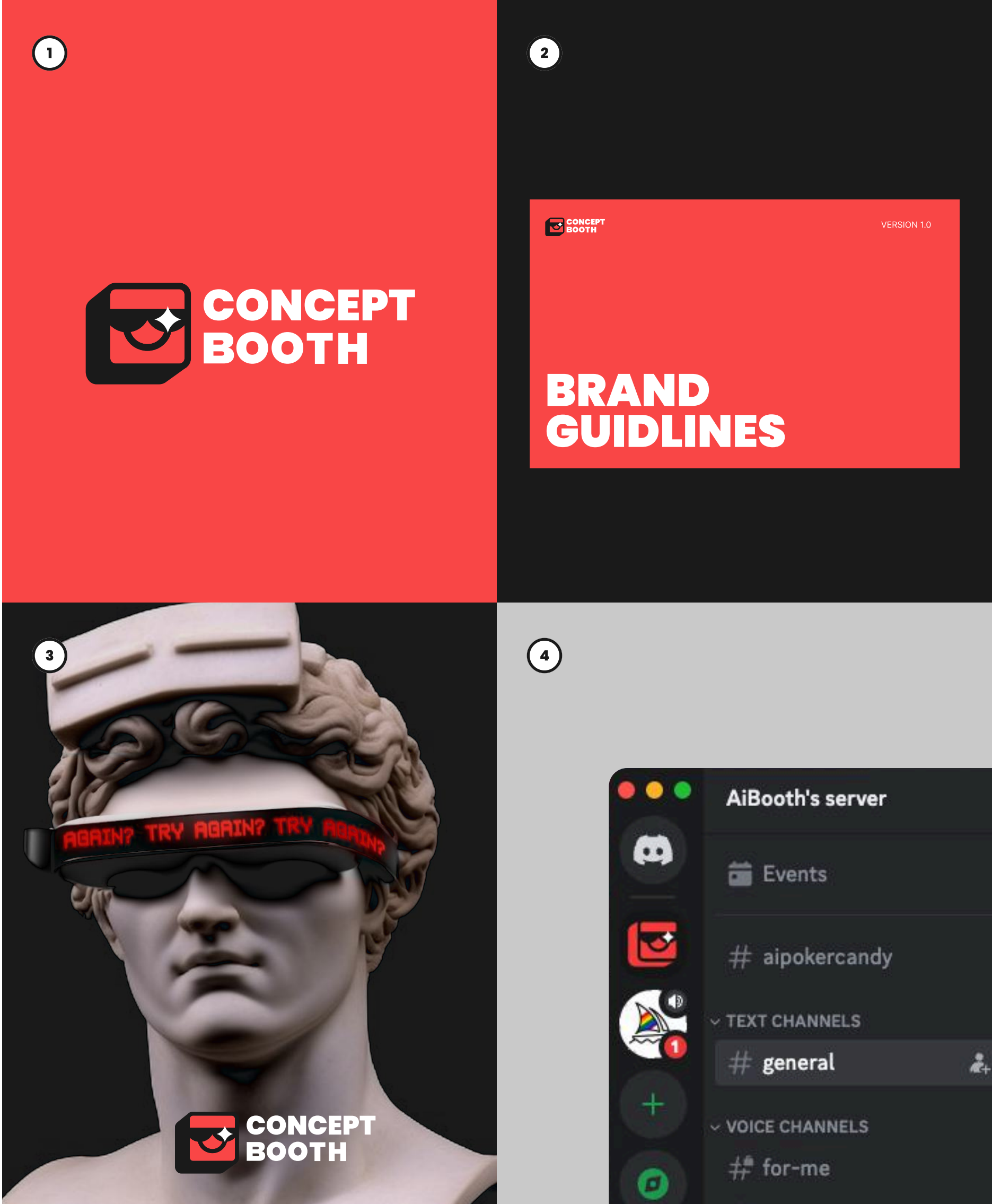


USAGE

SUCCESSFUL LOGO EXAMPLES

We favor splitting our tagline 'Game Changers' into two lines, creating a robust and visually compact element. Here are some scenarios for effectively incorporating our tagline:

- 1. Use the preferred logo:**
Our preferred logo consists of our symbol and wordmark associated with imperial red, the core brand color, and with the right amount of whitespace.
- 2. Use the Concept Booth logo when first introducing the brand:**
For example, on covers.
- 3. Use the Concept Booth logo below of key visuals:**
Only place the logo on top or bottom of key visuals when the space allows it and when it's legible.
- 4. Use the logomark in tight places:**
In formats with limited space, use the smaller version of our logo (<80x15) to improve legibility. For favicons and avatars, we prefer to use our symbol only.



USAGE UNSUCCESSFUL LOGO EXAMPLES

Feeling creative today? Express it in your discussions on Concept Booth, but let's keep our logo intact. Please avoid the following examples at all times:

- 1. Don't scale and distort the Concept Booth logo**
Use it within the provided ratios.
- 2. Don't experiment with your color mix**
Refer to page for guidance on allowed colors.
- 3. Don't stack the elements of the Concept Booth logo**
Stick to the approved logomark and wordmark combinations outlined in these guidelines.
- 4. Don't apply effects**
Glowing edges, drop shadows, and gradients are not allowed

1



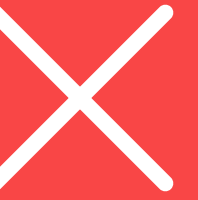
2



3



4



03

BRAND COLORS

03 BRAND COLORS

CONCEPT BOOTH
IMPERIAL RED

Imperial Red is the core color of Concept Booth, it's the one color that holds most brand equity and which current users associate with the brand.



Imperial Red

HEX **F94646**
RGB **249, 70, 70**
CMYK **0, 72, 72, 2**
PMS **1787 C**

BRAND COLOR PALETTE

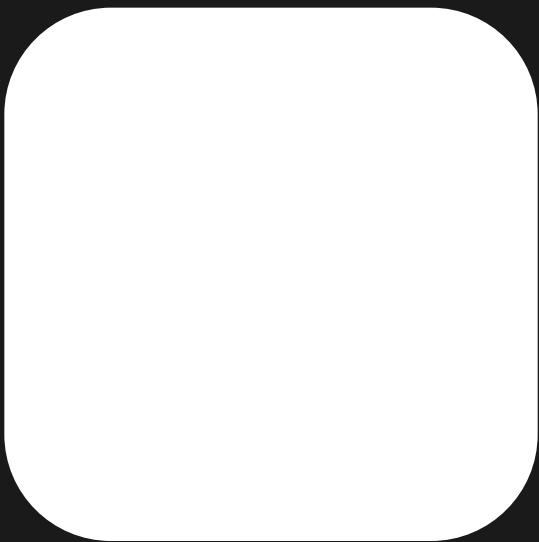
The brand color palette is meant to bridge marketing communications in order to enhance familiarity and visual recognition.

The Imperial Red, Default White and just Dark Charcoal are closely tied to the colors you see in product.



Imperial Red

HEX **F94646**
RGB **249, 70, 70**
CMYK **0, 72, 72, 2**
PMS **1787 C**



Default White

HEX **FFFFFF**
RGB **255, 255, 255**
CMYK **0, 0, 0, 0**
PMS **0**



Dark Charcoal

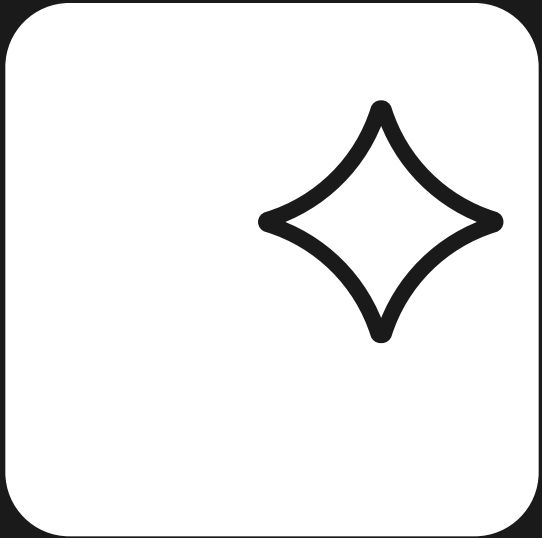
HEX **1A1A1A**
RGB **26, 26, 26**
CMYK **0, 0, 0, 90**
PMS **426 C**

03 BRAND COLORS

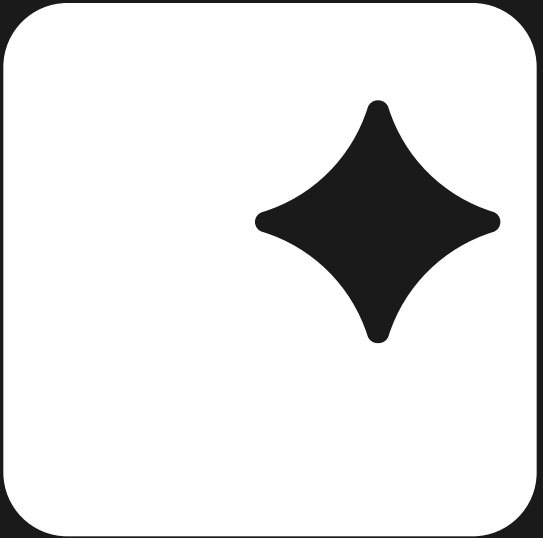
USAGE
SUGGESTED COLOR
PAIRINGS

This guide provides a collection of suggested color pairings that work well on top of each other, ensuring enough contrast.

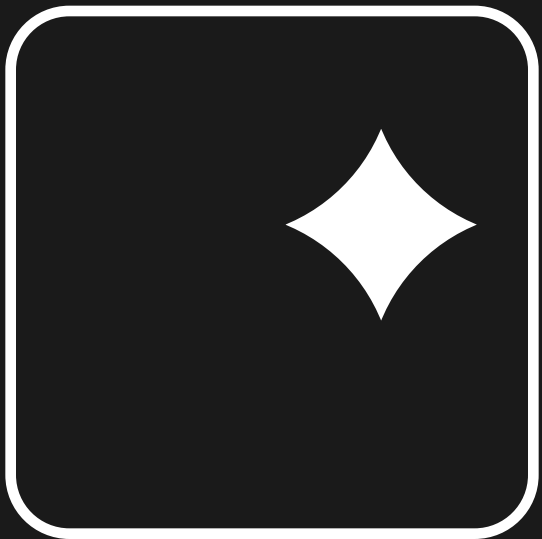
It serves as a valuable resource for achieving a balanced use of colors in new creatives.



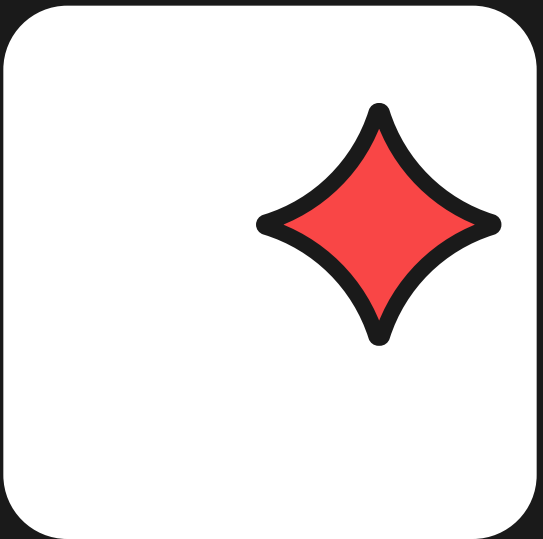
White + White with Black stroke



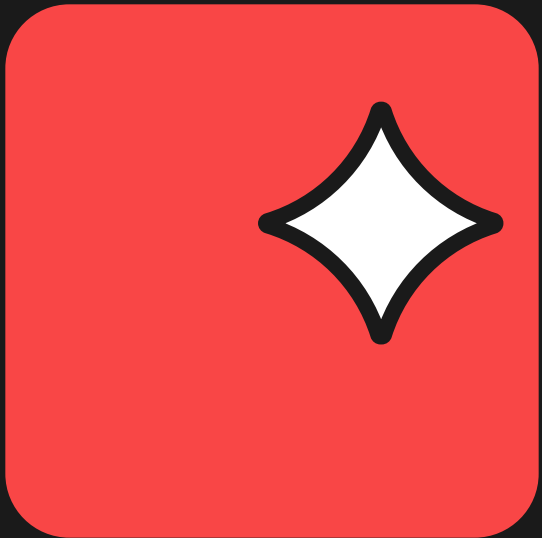
White + Black with Black stroke



Black + White



White + Black with Black stroke



Red + White with Black stroke



Black + Red

04

TYPOGRAPHY

TYPEFACES

Our typography consists one family – Poppins.

Primary and Secodary Typeface: Poppins

Our primary typeface is Poppins, a versatile and modern sans-serif font that seamlessly combines simplicity with a touch of personality. Poppins is known for its clean lines and rounded shapes, providing a friendly and approachable aesthetic. Derived from the word "pop," the font embodies a sense of liveliness and pop culture influence. It is an excellent choice for conveying clarity and a contemporary vibe in our design elements.

POPPINS

Primary Typeface: Poppins

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed et vehicula est. In eget erat quis ex vestibulum pretium in eu augue. Proin fringilla ullamcorper ligula, vitae vehicula lacus vulputate eget. Nunc mauris dui, tristique sed dignissim vitae, dignissim sed orci. Praesent pellentesque, felis sed convallis pellentesque, odio erat vestibulum magna, in pharetra justo metus quis lorem. Morbi nec magna a mi venenatis finibus id ut nulla. Nulla quis lobortis quam, at rutrum diam. Nullam accumsan, tellus in volutpat commodo, dolor sem fringilla ante, in elementum libero est ut odio. Etiam tincidunt metus at diam dictum scelerisque.

TYPESTYLES

Our typestyles consists of headlines styles & a paragraph style.

Headlines

Our primary headline typeface is Poppins, known for its clean and modern aesthetic. It is utilized in uppercase for Main, Secondary, or Subtitle titles, providing a versatile and impactful design.

Main Headline

Typeface: Poppins
Font-weight: bold
To be used for short and large headlines as for instance tagline.

Secondary Headline

Typeface: Poppins
Font-weight: Extra Bold
To be used for all headlines.

Subtitle Headline

Typeface: Poppins
Font-weight: Semibold, Semibold Italic To be used in combination with the primary headline.

Paragraphs

For our paragraph style we use Poppins as well.
Font-weight: regular

POPPINS

Main Headline

poppins bold
!@#\$%^&*
0123456789

Secondary Headline

POPPINS BLACK
!@#\$%^&* 0123456789

Subtitle Headline

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed et vehicula est. In eget erat quis ex vestibulum pretium in eu augue. Proin fringilla ullamcorper ligula, vitae vehicula lacus vulputate eget. Nunc mauris dui, tristique sed dignissim vitae, dignissim sed orci. Praesent pellentesque, felis sed convallis pellentesque, odio erat vestibulum magna, in pharetra justo metus quis lorem. Morbi nec magna a mi venenatis finibus id ut nulla. Nulla quis lobortis quam, at rutrum diam. Nullam accumsan, tellus in volutpat commodo, dolor sem fringilla ante, in elementum libero est ut odio. Etiam tincidunt metus at diam dictum scelerisque.

Paragraph Text

USAGE
**LINE HEIGHTS &
RULES FOR HEADLINES**

Our headline fonts work best with less than 100% line height because it is important to give them a compact feeling. However, sometimes we need a bit more line height to increase legibility. To do so, the following rules should be applied:

- 1. **Main Headline – Short copy**
95% line height
- 2. **Main Headline – Long copy**
100% line height
- 3. **Secondary Headline – Short copy**
105% line height
- 4. **Secondary Headline – Long copy**
110% line height



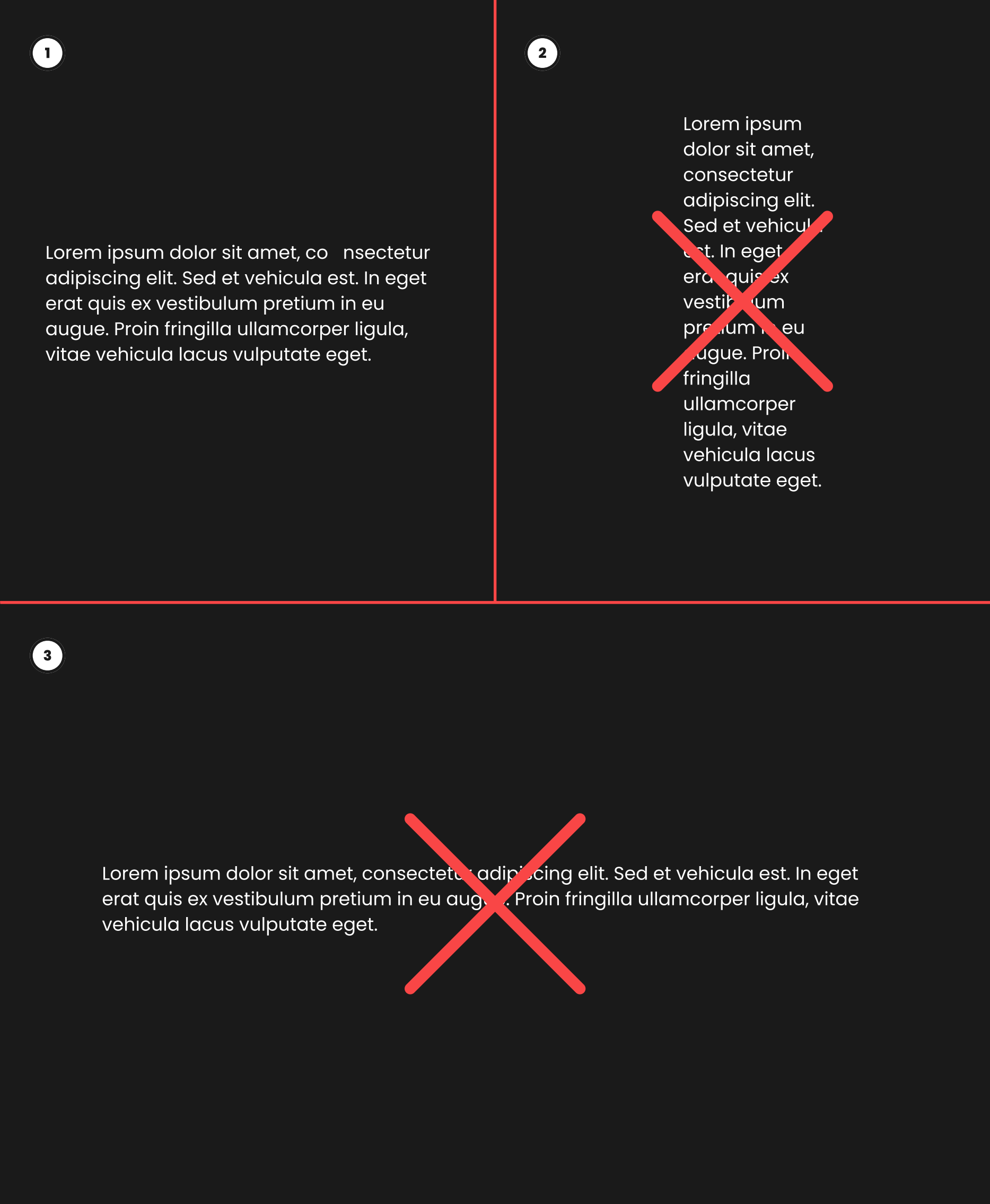
USAGE

LINE HEIGHTS & RULES FOR PARAGRAPHS

Ensuring a line-height of 135% is a fundamental aspect of our paragraph style. This practice plays a vital role in optimizing readability and visual appeal.

Crafting paragraphs with an optimal length is equally essential.

- 1. Right length
- 2. too narrow
- 3. Too wide

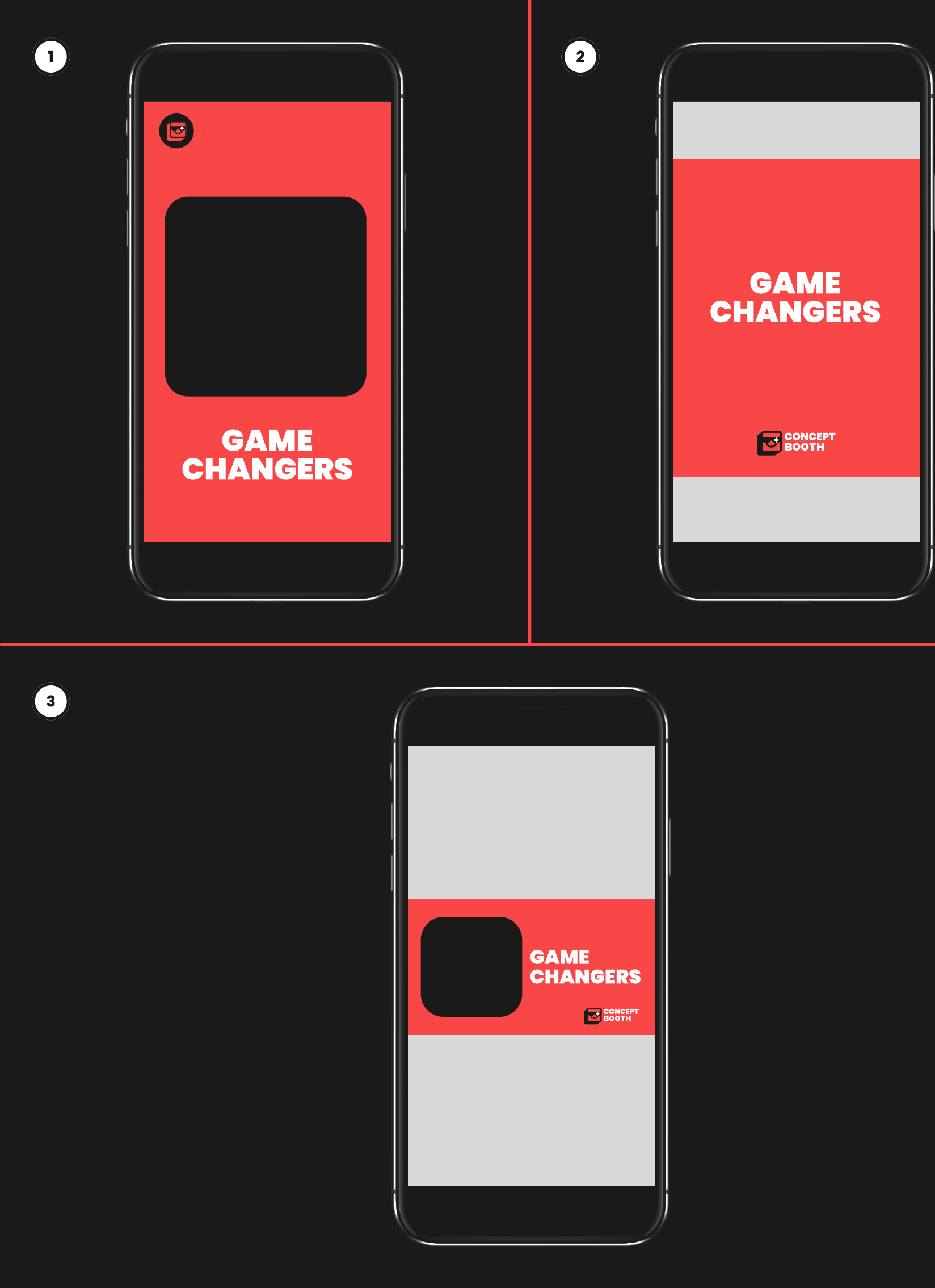


USAGE

TEXT PLACEMENT

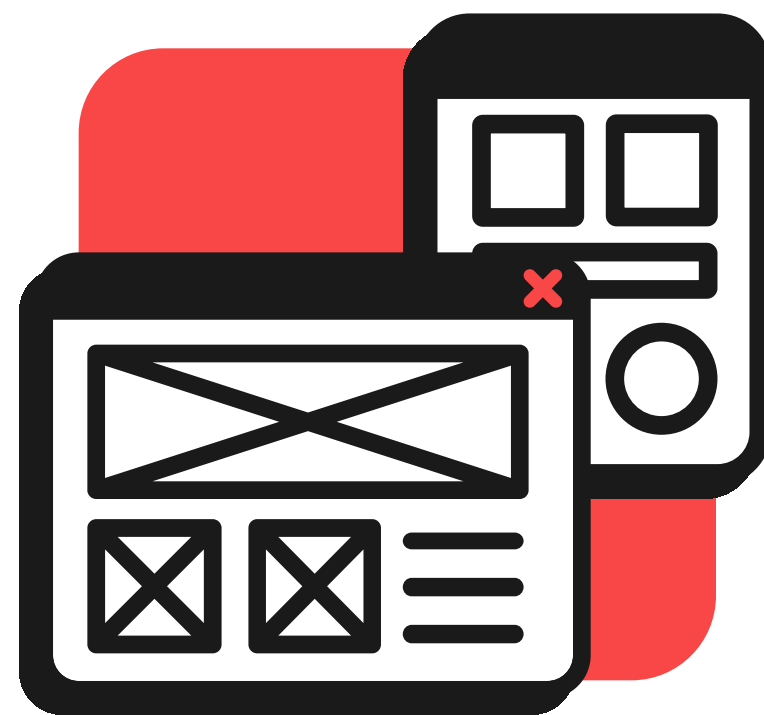
When designing layouts, it's essential to adhere to a few simple rules. Our primary goal is to maintain a clean and straightforward text-layout, ensuring that the content remains the main focus.

- 1. Portrait-ratio Layout - Below the creative canvas**
On portrait ratios, text will be placed below the visual, aligned in the center.
- 2. Text-only Layout - Center aligned**
Our text should be placed in the center when used in a text only layout.
- 3. Landscape-ratio Layout - Next to the Creative Canvas**
In landscape ratios text will be placed right next to the visual, aligned to the left.



05

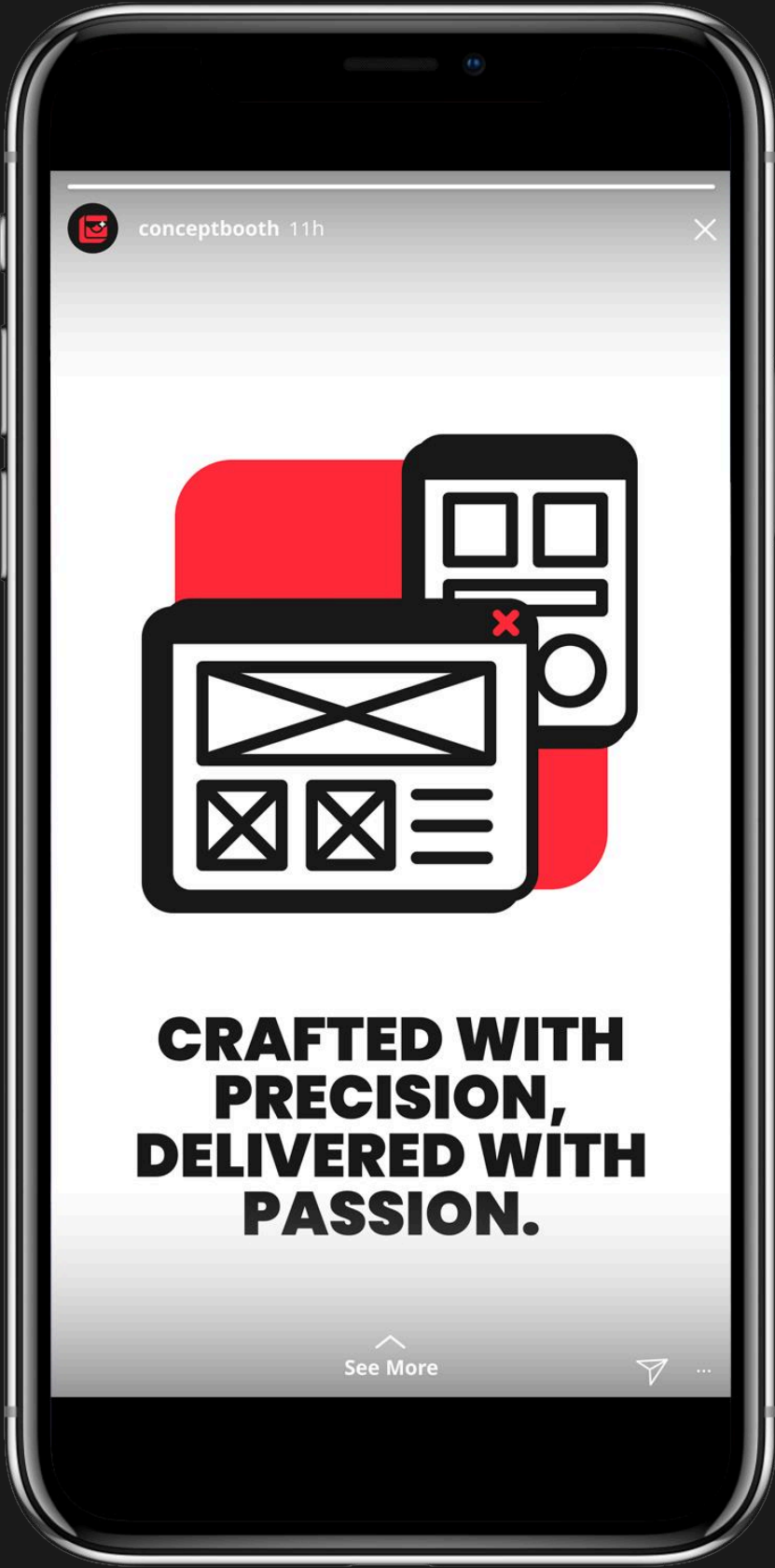
BRAND IN USE



**CRAFTED WITH
PRECISION,
DELIVERED WITH
PASSION.**

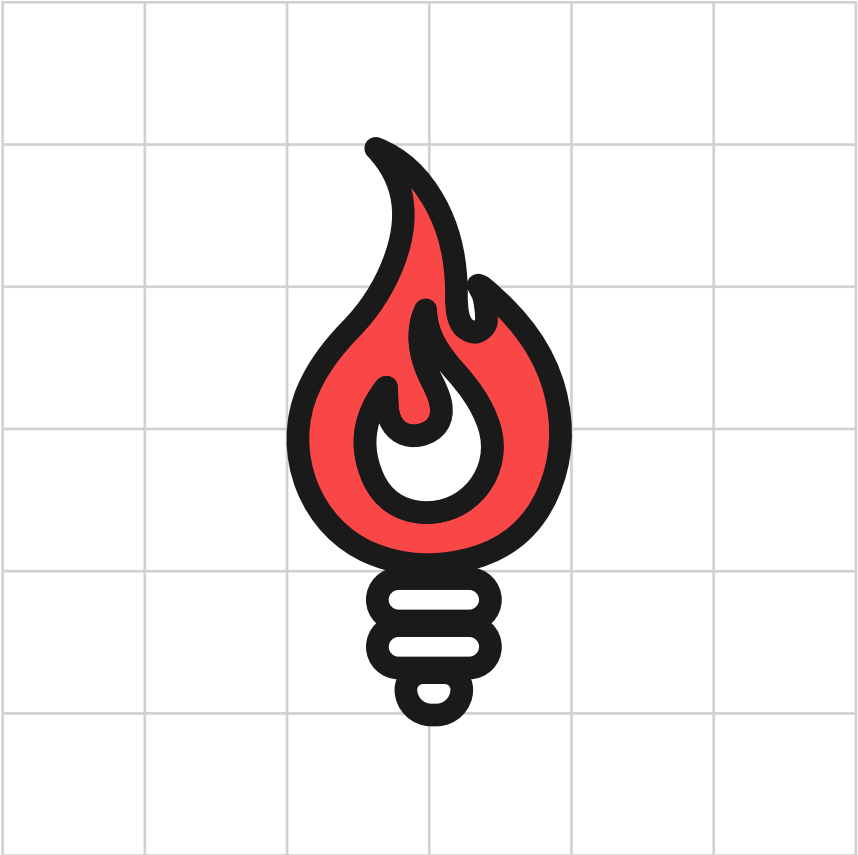
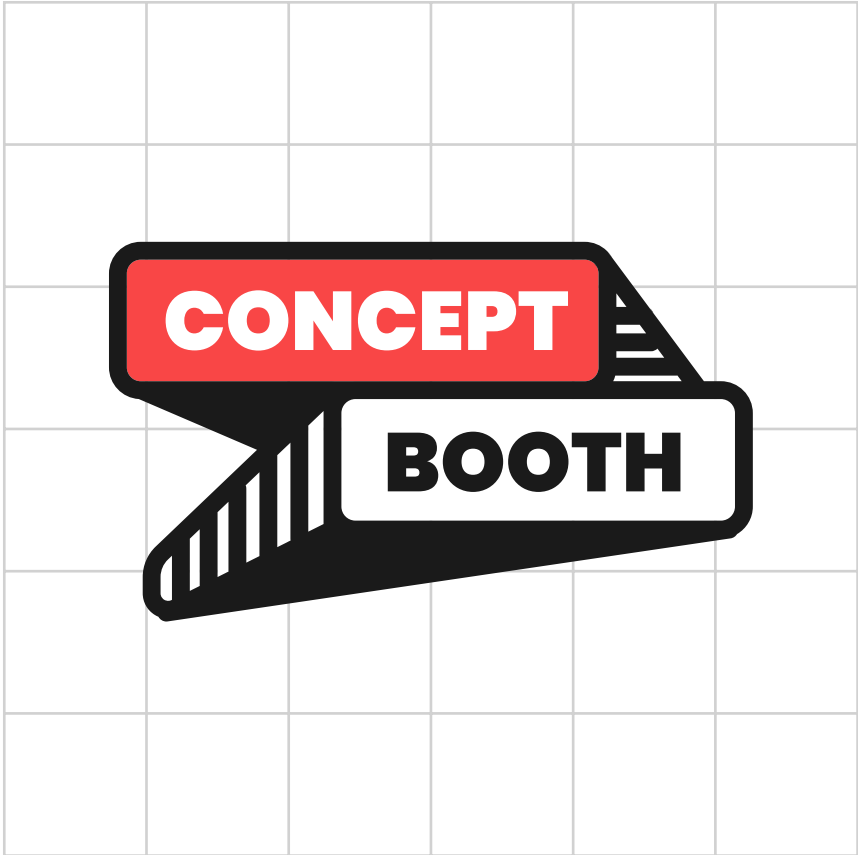
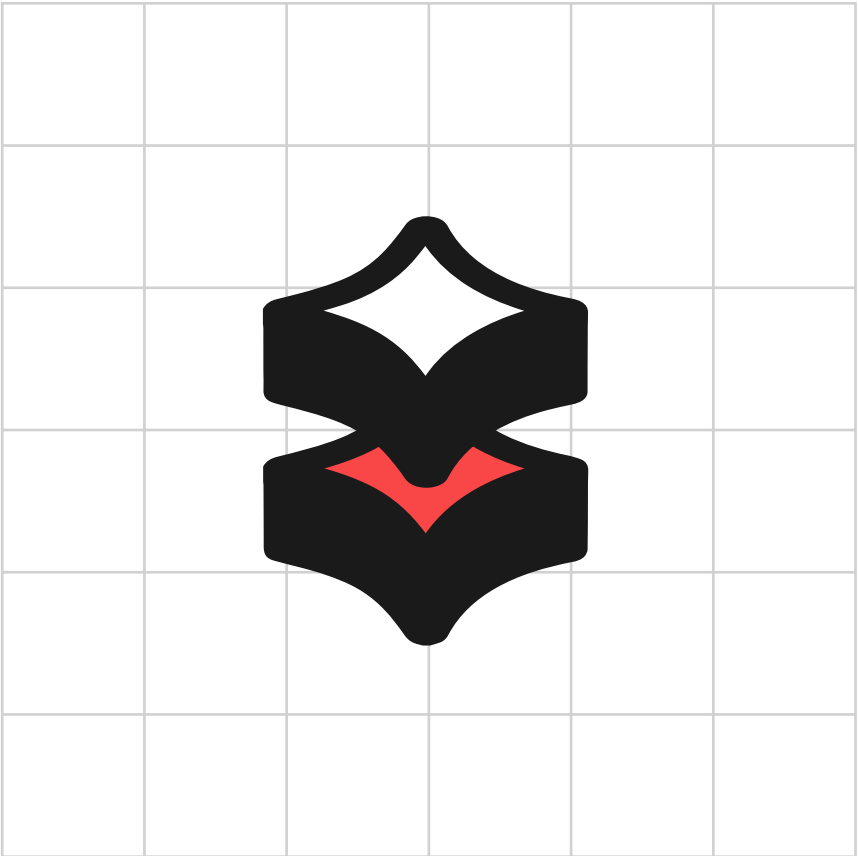
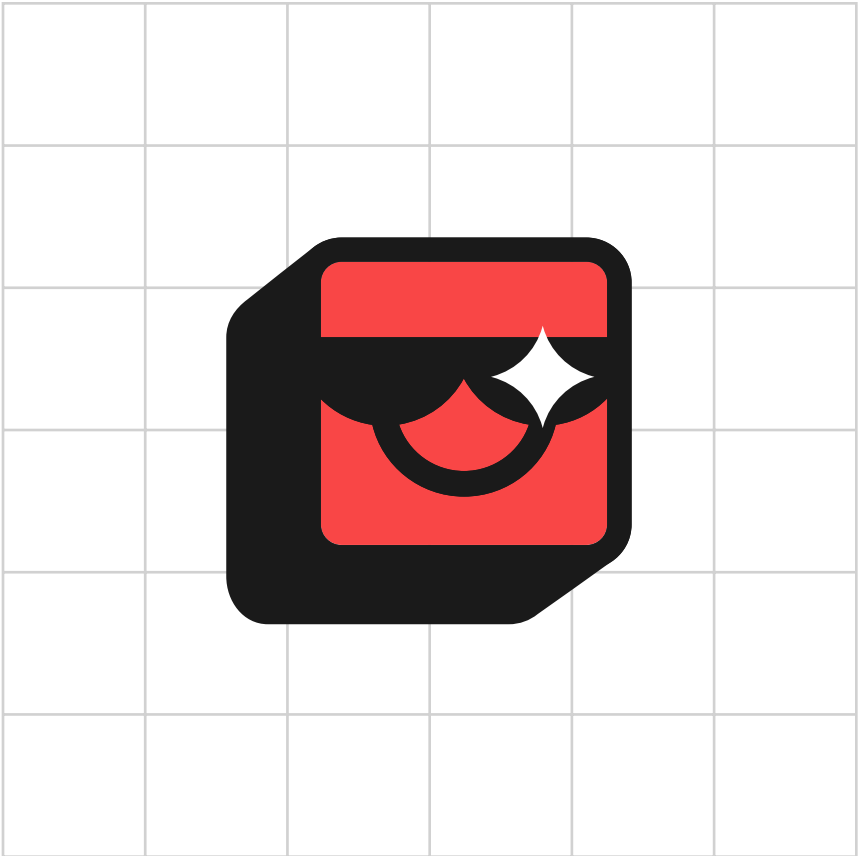


05 BRAND IN USE / BRAND LINES





05 BRAND IN USE / BRAND LINES



05 BRAND IN USE / STATIONARY



CONCEPT BOOTH GUIDELINES

QUESTIONS?

For any questions regarding the brand guidelines,
please contact one of the Concept Booth design
teams.



ELENA

Brand & Graphic Designer



ANTHONY

Motion & Graphic Designer



MATHIAS

Web & Graphic Designer





**CONCEPT
BOOTH**