GEN CON®

ONLINE

Asset Kit + Style Guide

Hello! We're so excited that you're participating in Gen Con Online with us! We know it's a tough time for a lot of folks, and promotion isn't always at the top of the "to do" list. We've put together this handy kit so you can easily share with your fans that you'll be a part of Gen Con Online!

If you have any questions or need something outside of what's provided in the kit, please feel free to reach out to us at marketing@gencon.com.

Brand Guidelines

Below, you'll find style guidelines that cover everything from the Gen Con name to our wireframe polyhedral dice pattern.

Name

Gen Con is always two words. Similarly, Gen Con Online is three words. Please don't write as "GenCon", "gencon", or abbreviate to "GC" or "GCO". The only exception is when writing URLs or hashtags.

Logo Use

We have two versions of the standard Gen Con logo.

 One for dark backgrounds…

 and one for light backgrounds.

The same is true for the Gen Con Online logo.

GEN CON® ONLINE

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Use the version of the logo that suits the background you are working with. If your background is multicolored, use your best judgement.

Please do not alter the logos in any way. This includes recoloring, adding a drop shadow or glow, changing the proportions, or adding any elements to the logo.

Logo placement: If the logo is placed on an image, there should be "breathing room" between it and the edges or other elements in the image. For the standard logo, this distance is equal to one of the n's in the logo.

The Gen Con Online logo should have space equal to the e in the "online" on the sides, half of the e on the bottom, and the top is the same as the standard logo – the size of one of the n's.

Hashtags

The hashtags we'll be using to promote Gen Con Online are:
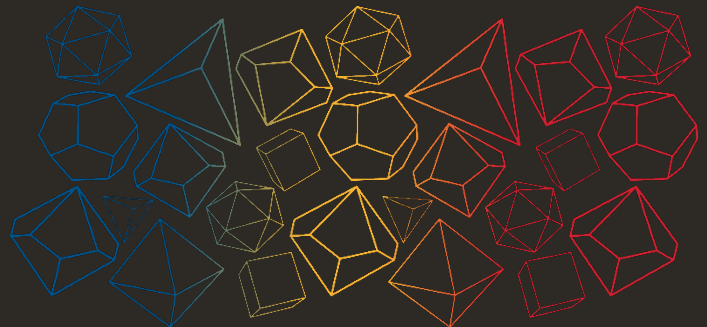#gencon #genconline & #gencontogether

16-bit Genevieve

Genevieve the Dragon is our official mascot! For Gen Con Online, we're using a fun pixel version of her. Feel free to include her on any promotional materials, along with the Gen Con Online logo, so folks have context.

Dice

Our wireframe polyhedral dice are a core brand element, and we're using them for Gen Con Online as well. They are a fun way to spice up an image but be careful of it becoming too busy! The way we avoid this is to include the pattern on only part of the image, as in the example image above.

Colors

We're utilizing a limited color palette for Gen Con Online to differentiate it from our core Gen Con branding. When creating elements or assets using this color palette, please use the following exact colors:

Ocean Blue
R=0, G=74,B=152
#004A98

Treasure Gold
R=245, G=179,B=53
#F5B335

Dragon's Breath Red
R=206, G=14,B=45
#CE0E2D

That wraps it up! Again, we're so happy to have you as part of the fun, and please let us know if you have any questions. Game on!