

# Branding Guidelines 2024

Our Brand

Brand Mark

Color

Type

Application



# Voice & Personality



**Our Brand**

**Brand Mark**

**Color**

**Type**

**Application**

Creative

Inclusive

Growth

Our brand serves as the foundation for a unified vision of Gen Con, ensuring a consistent and harmonious representation across all communication materials.

Creative, Inclusive, and Growth—these values encapsulate our organization and form the cornerstone of our brand guidelines.

# Brand Mark

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## The Gen Con Logo



The Gen Con identity embodies our brand's unique personality, serving as a strong and distinctive symbol that captures the essence of our core activities.

Positioned against a rounded card with bold typography, our name takes center stage, becoming the focal point that defines the core of our system.



In order to ensure the Gen Con logo's distinctiveness and maintain visual consistency across various applications, we have integrated the width of the letter 'N' from our logo as an invisible margin.

This design element not only creates a sense of spaciousness but also guarantees a cohesive and uniform appearance across different contexts and platforms.

## Backgrounds, Primary



GEN  
CON<sup>®</sup>



GEN  
CON<sup>®</sup>



GEN  
CON<sup>®</sup>



GEN  
CON<sup>®</sup>

Our primary black-and-white (B&W) logo is best used over our four core colors. This differentiation helps establish a visual hierarchy in specific applications.

## Backgrounds, Imagery



The brand mark can also be used over imagery and patterns to ensure optimal readability at all times.



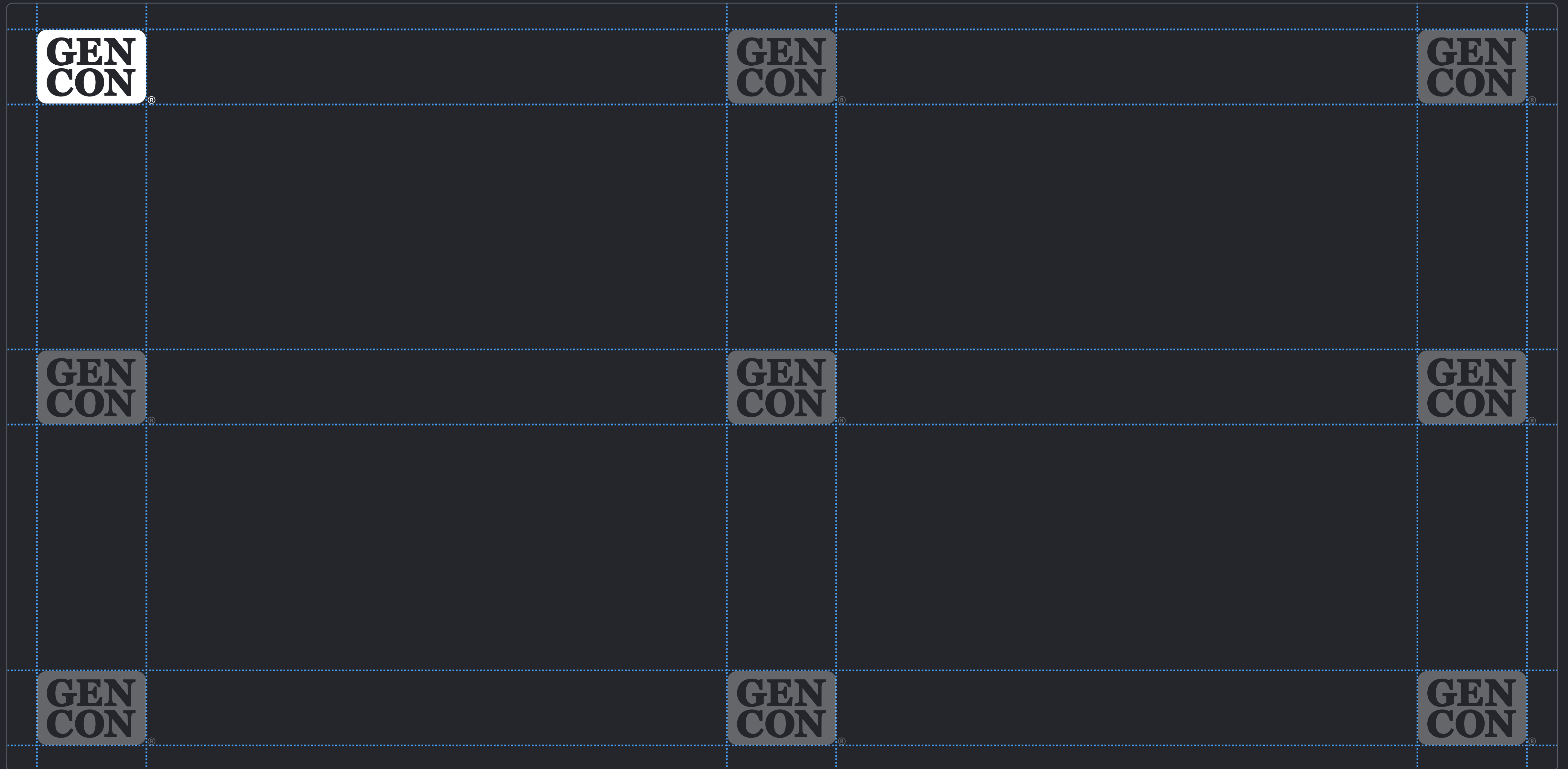
## Backgrounds, Secondary

In marketing applications, when using the logo over secondary colors, it should be in either black or white.



# Placement

The brand mark can be positioned to the left, center, or right, both vertically and horizontally, as anchors to the layout.



# Placement, Examples



UPPER LEFT



CENTER MIDDLE



TOP RIGHT



BOTTOM CENTER



BOTTOM RIGHT

## Logo Alternates



Default



Frame



Frameless

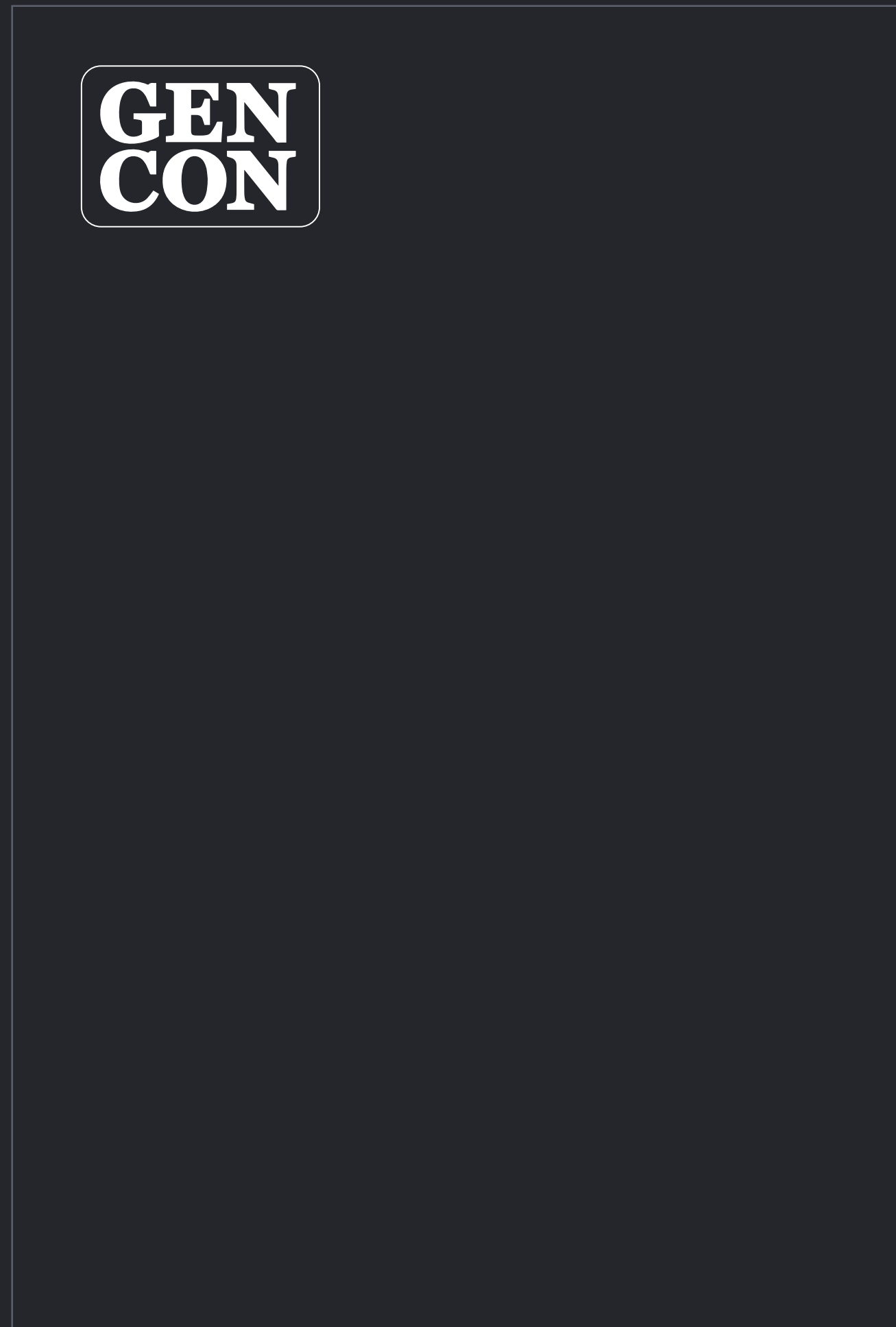
The Gen Con Logo has two alternatives: 'Frame' and 'Frameless.'

The 'Frame' option is better suited to highlight key messages or to seamlessly integrate the logo with imagery.

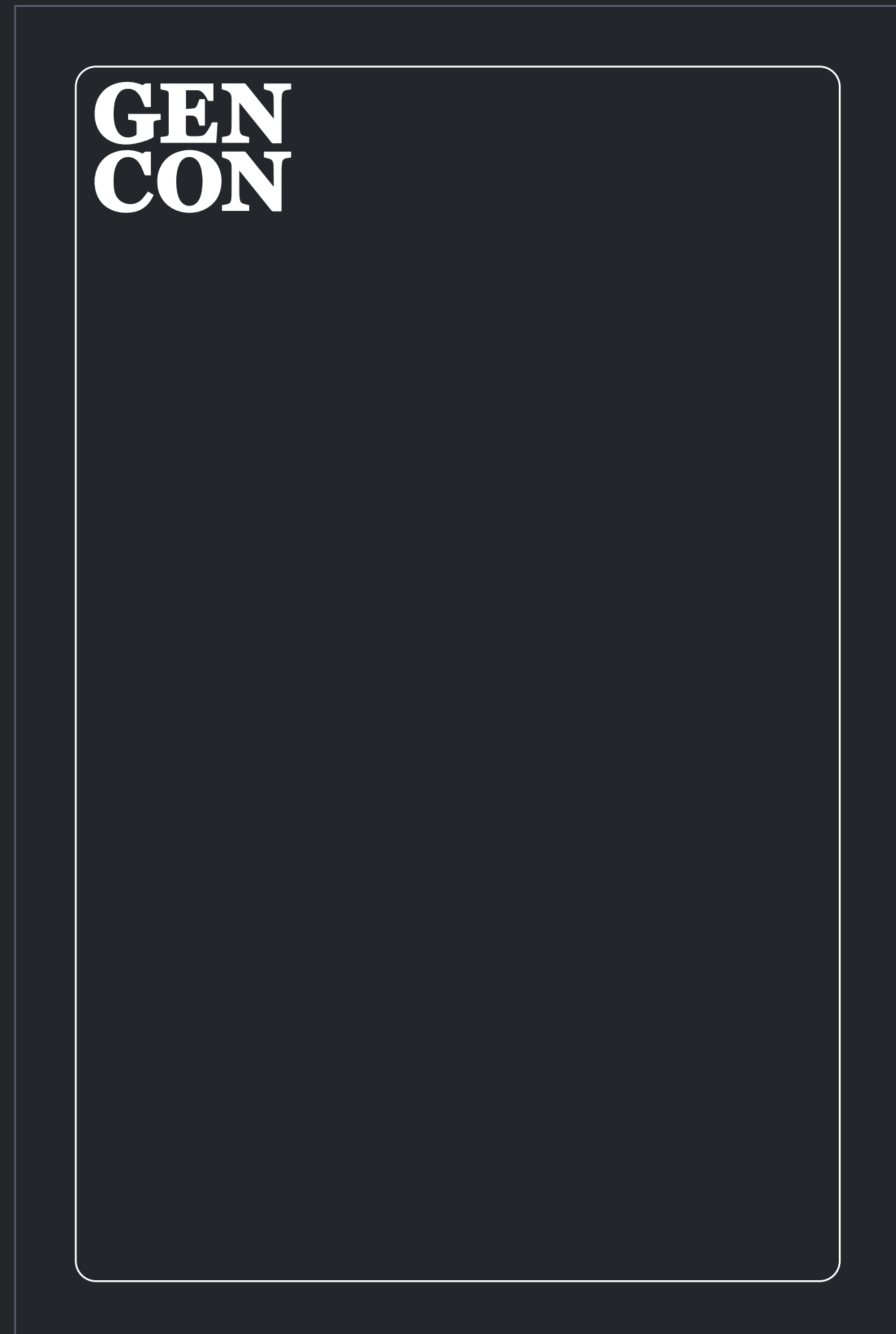
The 'Frameless' version is specifically designed for use as social avatars and for use at smaller sizes.

## Frame Uses

The Frame Logo Variation can be employed as a Badge, a Canvas, or a Highlight. Its purpose is to draw focus to the imagery, creating an immersive experience while wrapping the brand mark around the frame.



Frame as a Badge



Frame as a Canvas



Frame as a Highlight

## Frame, as Badge

When used as a Badge, the Frame Logo Variation shares similarities with our Default Logo. Its transparency adds a layer of integration and depth, seamlessly blending in to provide a unique visual element within our system.



## Frame, as Canvas

When used as a Canvas, the Frame extends to each corner of our layout, following the Clear Space guidelines. This approach creates a dynamic layout that effectively highlights key messages and imagery, while providing a visual reference to the UI module system used for the Gen Con website.



## Frame, as Highlight

When utilizing the Frame as a Highlight, we have the flexibility to adjust the outline's height, crafting a unique frame to emphasize crucial moments or messages within the imagery. Through the creation of masks in Photoshop, the Highlight frame seamlessly integrates with elements of the image, producing a profound sense of depth and making the frame an integral part of the image itself. This approach is recommended for special cases where we have complete control over the image and its intended uses.





## Frame Placement

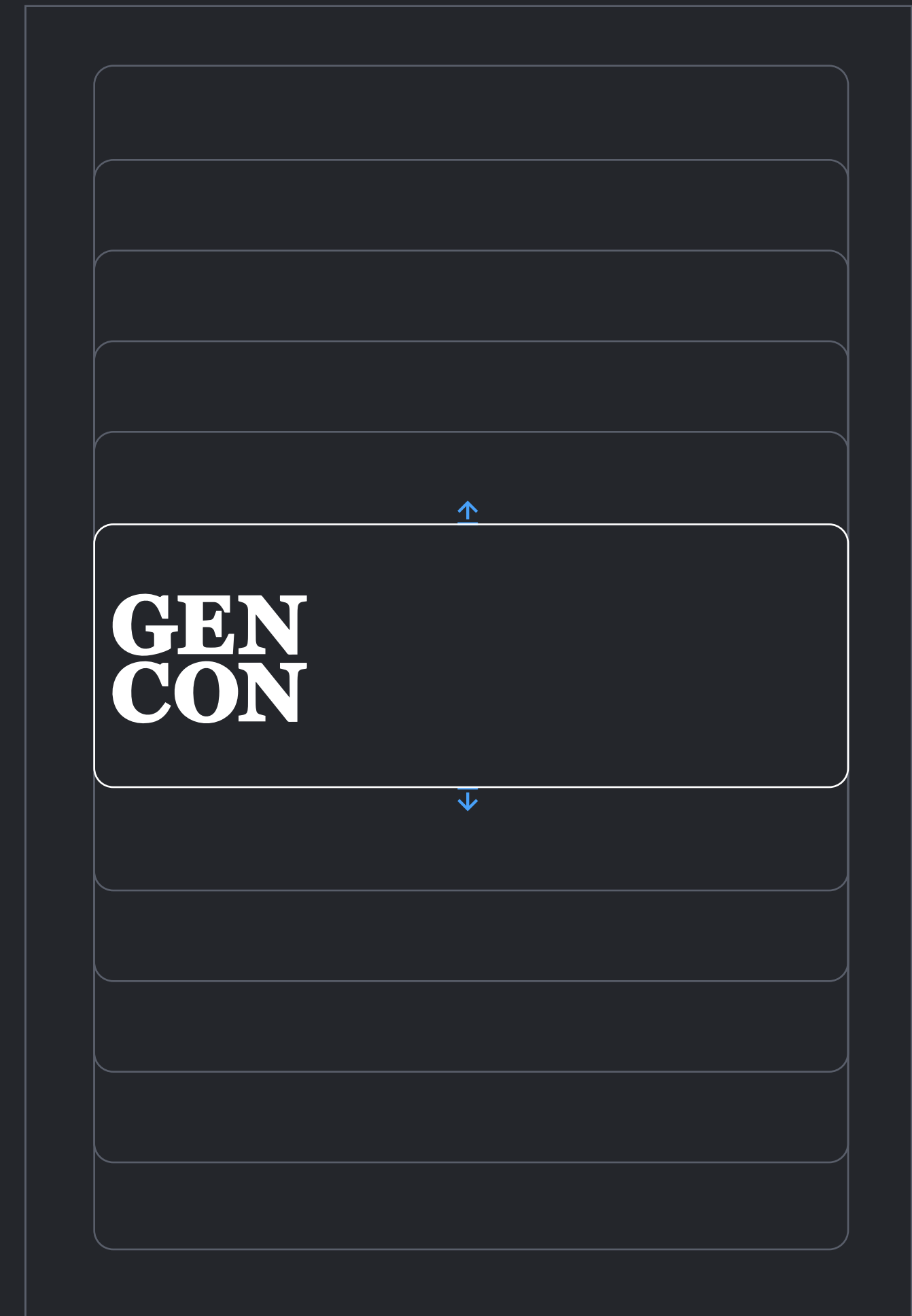
It is recommended to anchor the Frame Placement to the left or right, allowing the imagery to take center stage within the composition



Frame as a Badge



Frame as a Canvas



Frame as a Highlight

## Frameless, Social Avatars



For social avatars, it is recommended to use the Frameless Logo Variation to ensure that the logo maintains full visibility regardless of the image's aspect ratio.

# Genevieve

Genevieve is the official Gen Con mascot. She personifies the brand, forging an emotional connection with our audience through her personality and characteristics.

## DO

Use Genevieve when you need a featured image, such as on a sign, apparel, or a cover of a presentation or book. Use Genevieve over gradient backgrounds to create a wider sense of depth.

## DO NOT

Use Genevieve multiple times on one piece of content or collateral.

## BE CAUTIOUS WITH

Combining Genevieve with dice – it can look very busy!



## Genevieve Suggested Backgrounds (Black Gradient)



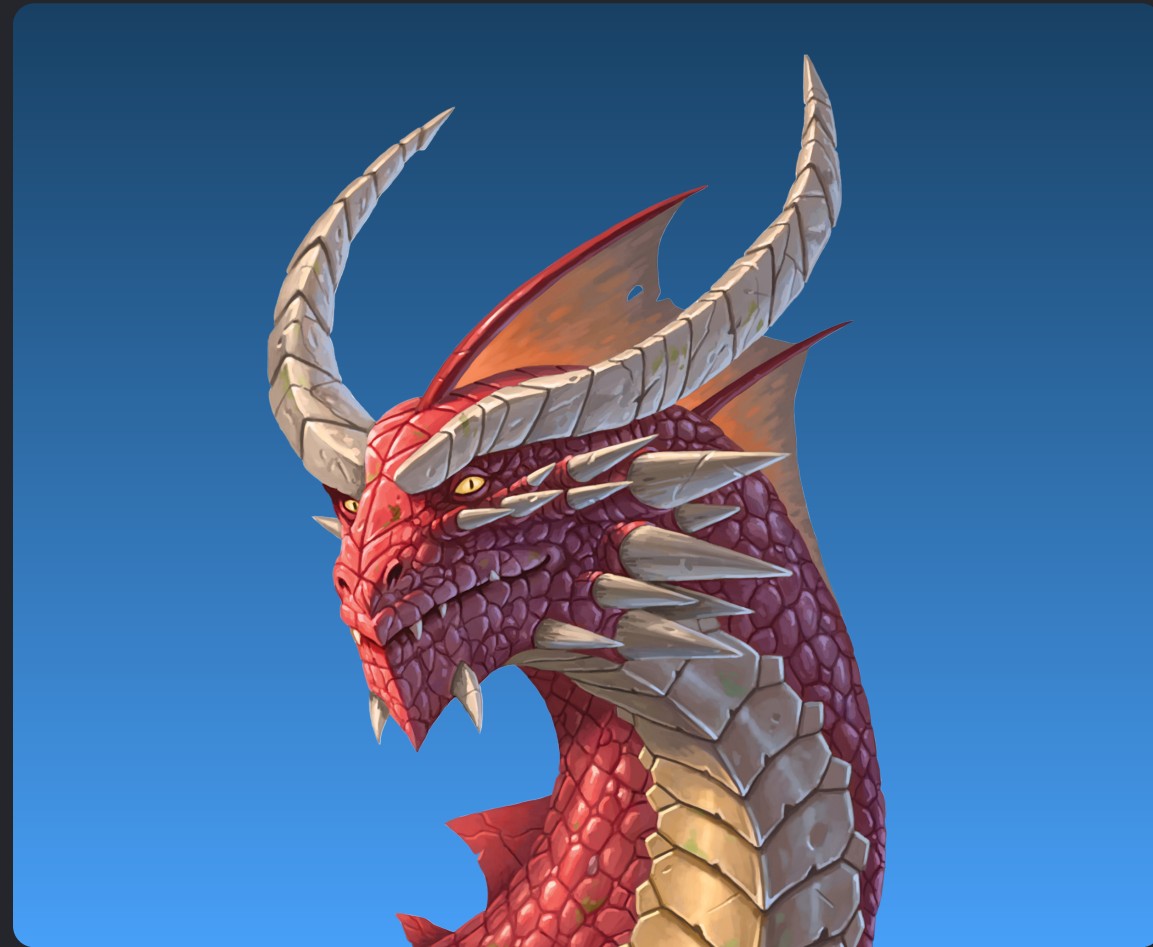
# Genevieve Suggested Backgrounds (Gray Gradient)



## Genevieve Suggested Backgrounds (Red Gradient)



Genevieve Suggested Backgrounds (Blue Gradient)



# Color

Our Brand

Brand Mark

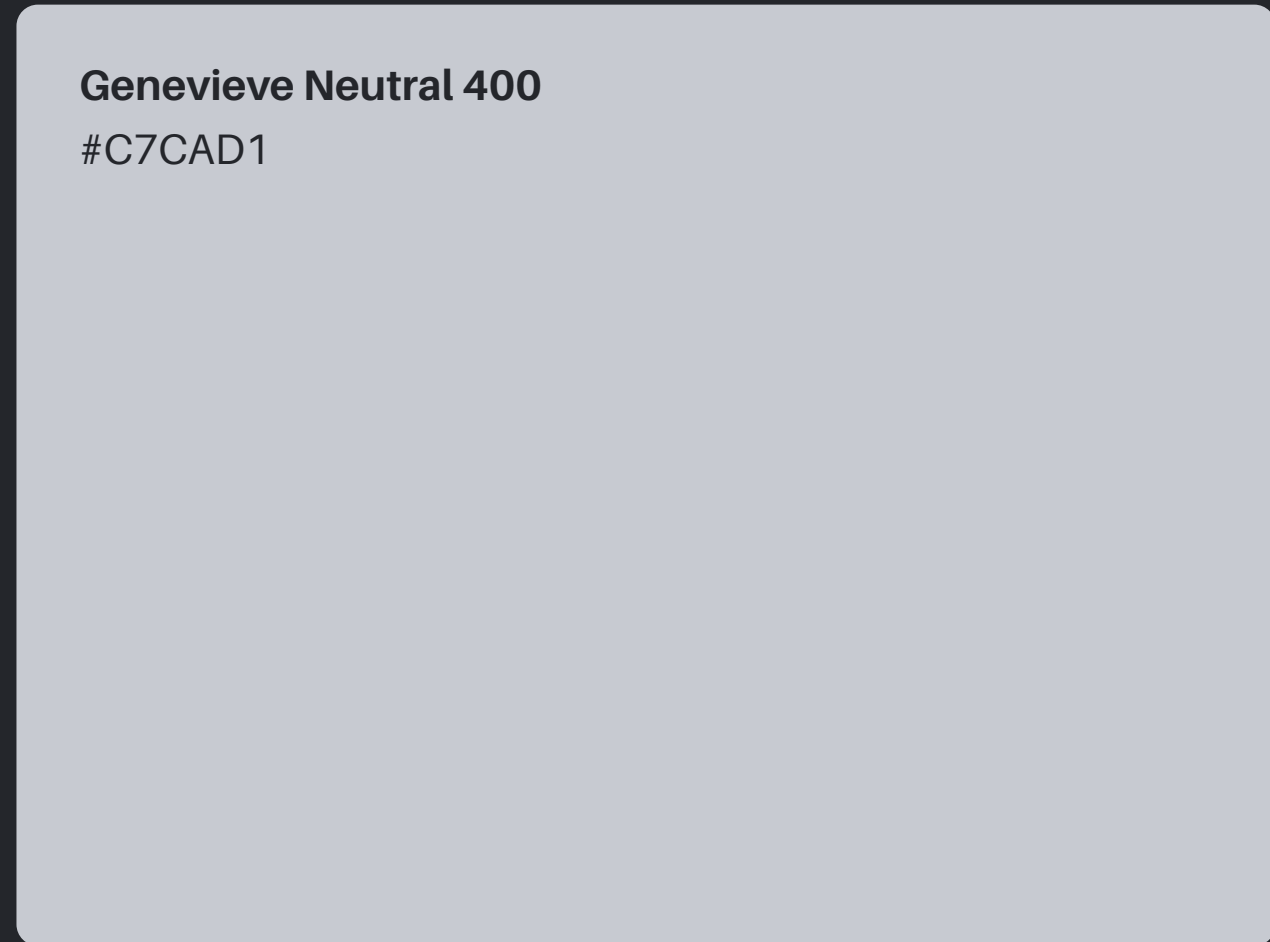
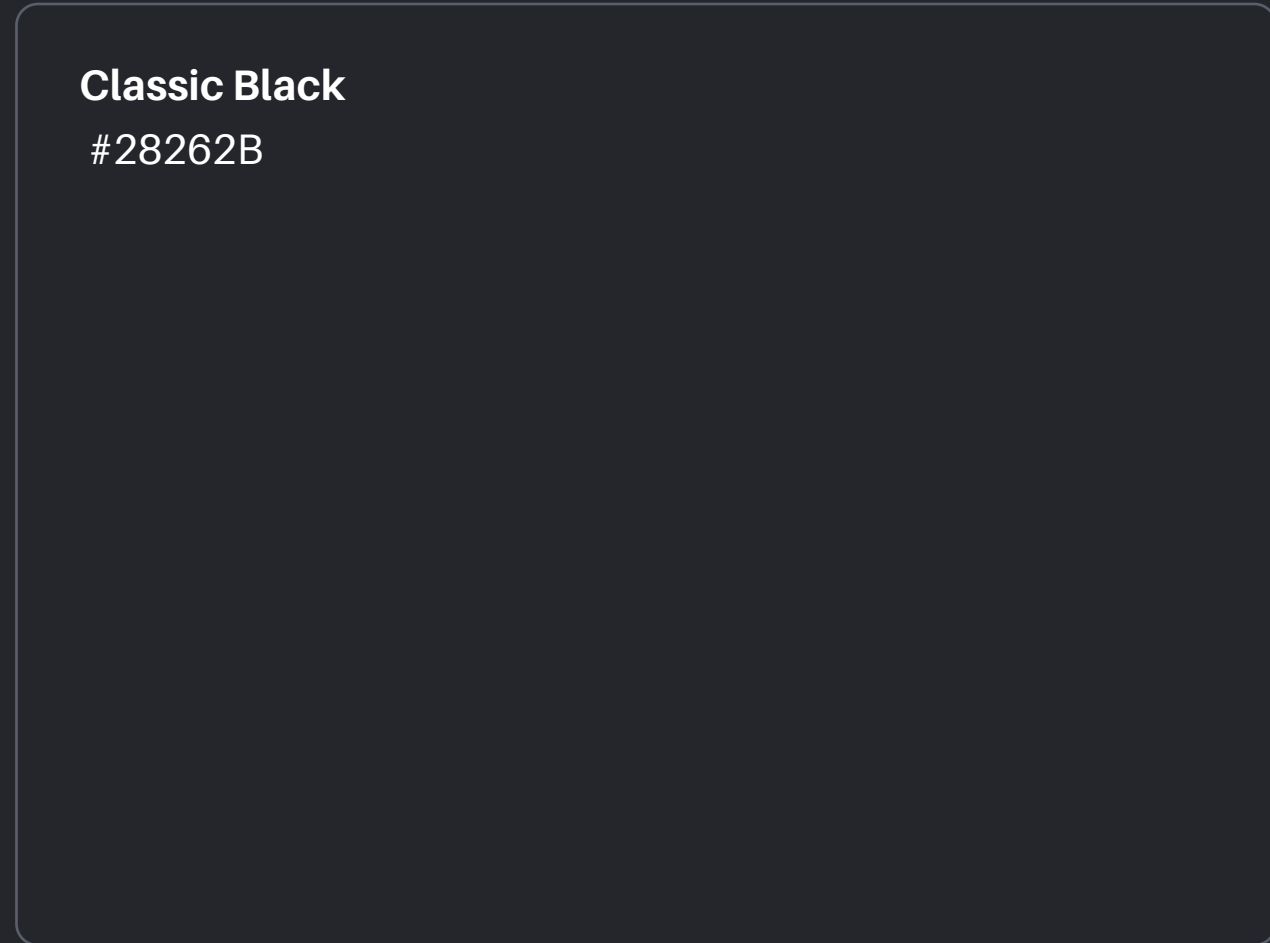
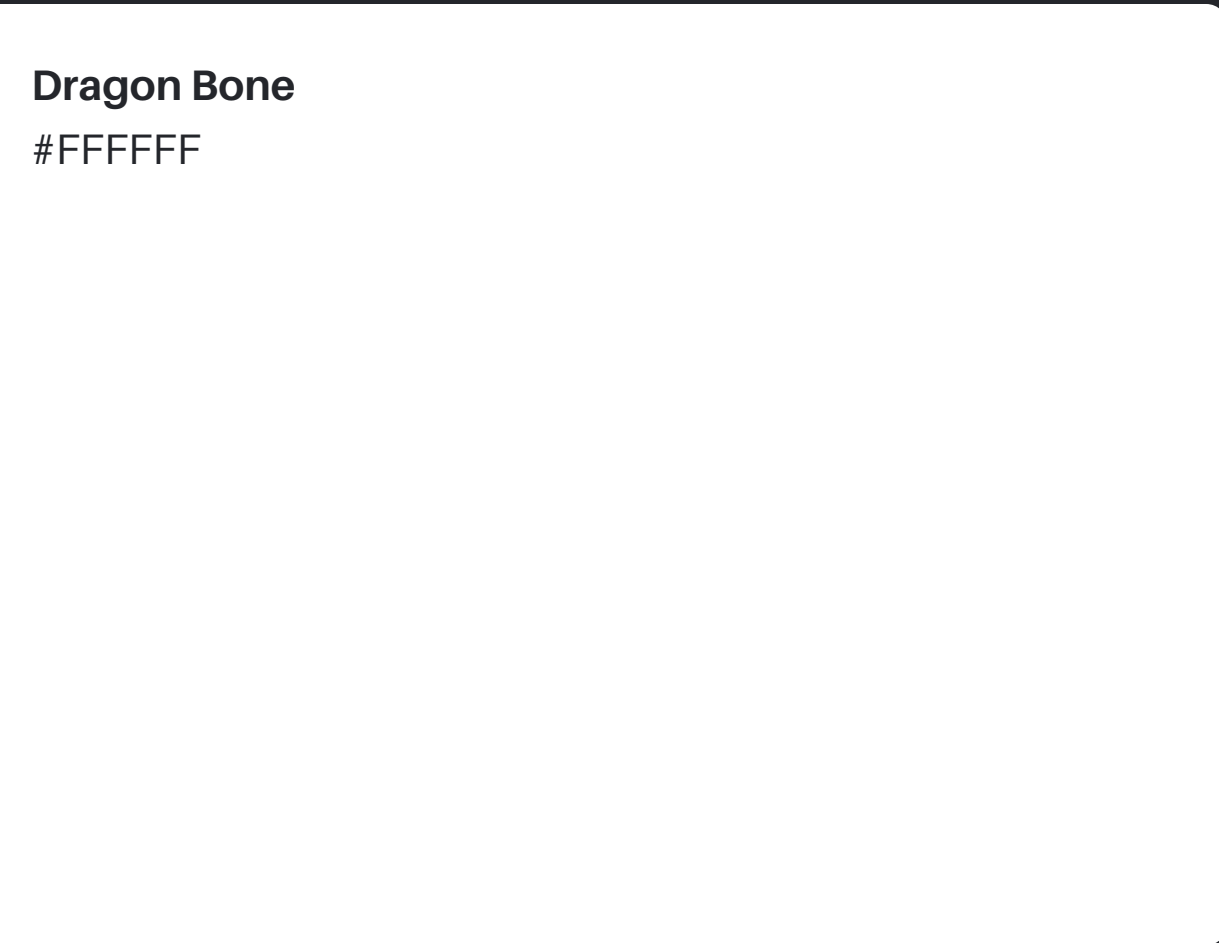
Color

Type

Application



# Core Colors



Our primary color palette is simple: dark gray and white with lively lemon as a highlight color, and gray as a neutral color. This simple palette helps improve clarity without overwhelming the eyes.

We can use color in photography, illustrations, graphics, and maps to provide vibrancy and variation. Selected use of color can also be used to make things stand out. It can function in a variety of applications to highlight key items, calls to action, or serve as way-finding.

## Secondary Colors

**Celestial Breeze**  
#48A0F8

**Fire Spell**  
#EA4732

**Adventure Green**  
#64A9A1

**Midnight Rider**  
#7B72A8

**Pixie Blush**  
#EF8B9F

**Goblin Gold**  
#B38869

**Arcane Ember**  
#FFA52C

Our secondary palette, includes a system of colors that allow for a flexible application of tints and shades, saturation and hues.

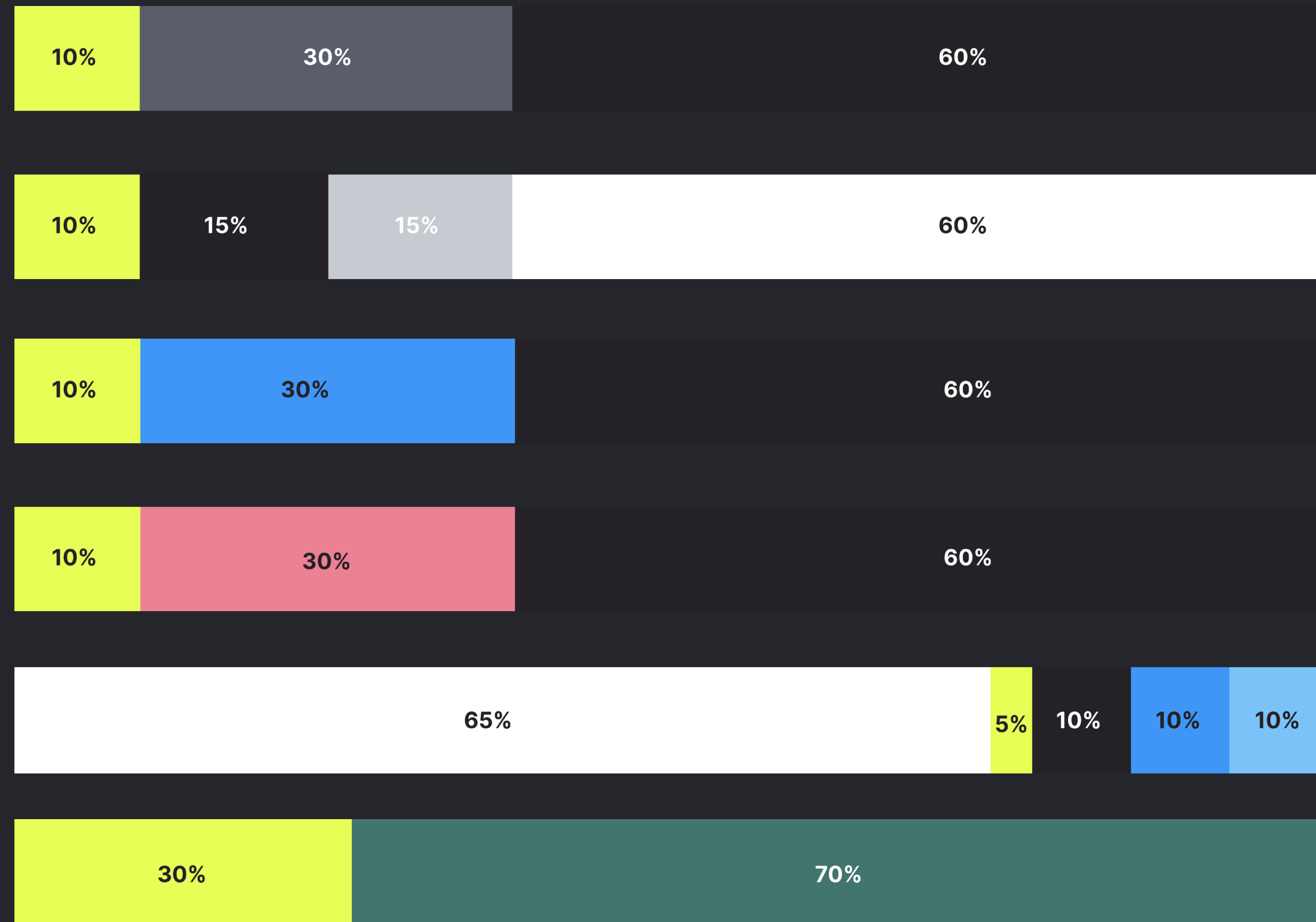
This system gives us a variety of applications for using dark backgrounds with light text or light backgrounds with dark text.

# Color Ramps

#EEFF85 RGB. 238—255—133 CMYK. 10—0—60—0	#86C9FA RGB. 134—201—250 CMYK. 42—9—0—0	#ED7263 RGB. 237—114—99 CMYK. 2—69—59—0	#9BCCC7 RGB. 155—204—199 CMYK. 39—5—23—0	#AAA5C7 RGB. 170—165—199 CMYK. 33—32—6—0	#F6C4CF RGB. 246—196—207 CMYK. 1—27—6—0	#CDB49F RGB. 205—180—159 CMYK. 20—27—36—0	#FFC980 RGB. 255—201—128 CMYK. 0—22—55—0
#E9FE60 RGB. 233—254—96 CMYK. 13—0—76—0	#48A0F8 RGB. 72—160—248 CMYK. 62—29—0—0	#EA4732 RGB. 234—71—50 CMYK. 2—88—89—0	#64A9A1 RGB. 100—169—161 CMYK. 62—17—40—0	#64A9A1 RGB. 123—114—168 CMYK. 58—58—9—0	#EF8B9F RGB. 239—139—158 CMYK. 1—56—18—0	#B38869 RGB. 179—136—105 CMYK. 28—46—61—5	#FFA52C RGB. 255—165—44 CMYK. 0—41—92—0
#D4EE32 RGB. 212—238—50 CMYK. 22—0—92—0	#3172B3 RGB. 49—114—179 CMYK. 83—53—4—0	#BB2D1B RGB. 187—45—27 CMYK. 19—95—100—9	#4B8079 RGB. 75—128—121 CMYK. 73—34—52—10	#544C7E RGB. 84—76—126 CMYK. 74—75—31—15	#EB5671 RGB. 235—86—113 CMYK. 2—82—40—0	#876043 RGB. 135—96—167 CMYK. 38—58—76—24	#D48320 RGB. 212—131—32 CMYK. 15—55—100—2
#5B651C RGB. 91—101—28 CMYK. 62—42—100—29	#184063 RGB. 24—64—99 CMYK. 97—76—37—25	#5D1408 RGB. 93—20—8 CMYK. 36—92—94—56	#26413E RGB. 38—65—62 CMYK. 81—55—64—49	#373151 RGB. 55—49—81 CMYK. 83—83—41—37	#811A39 RGB. 129—26—57 CMYK. 33—98—64—32	#433021 RGB. 67—48—33 CMYK. 53—65—78—62	#78400E RGB. 120—64—14 CMYK. 35—73—100—38

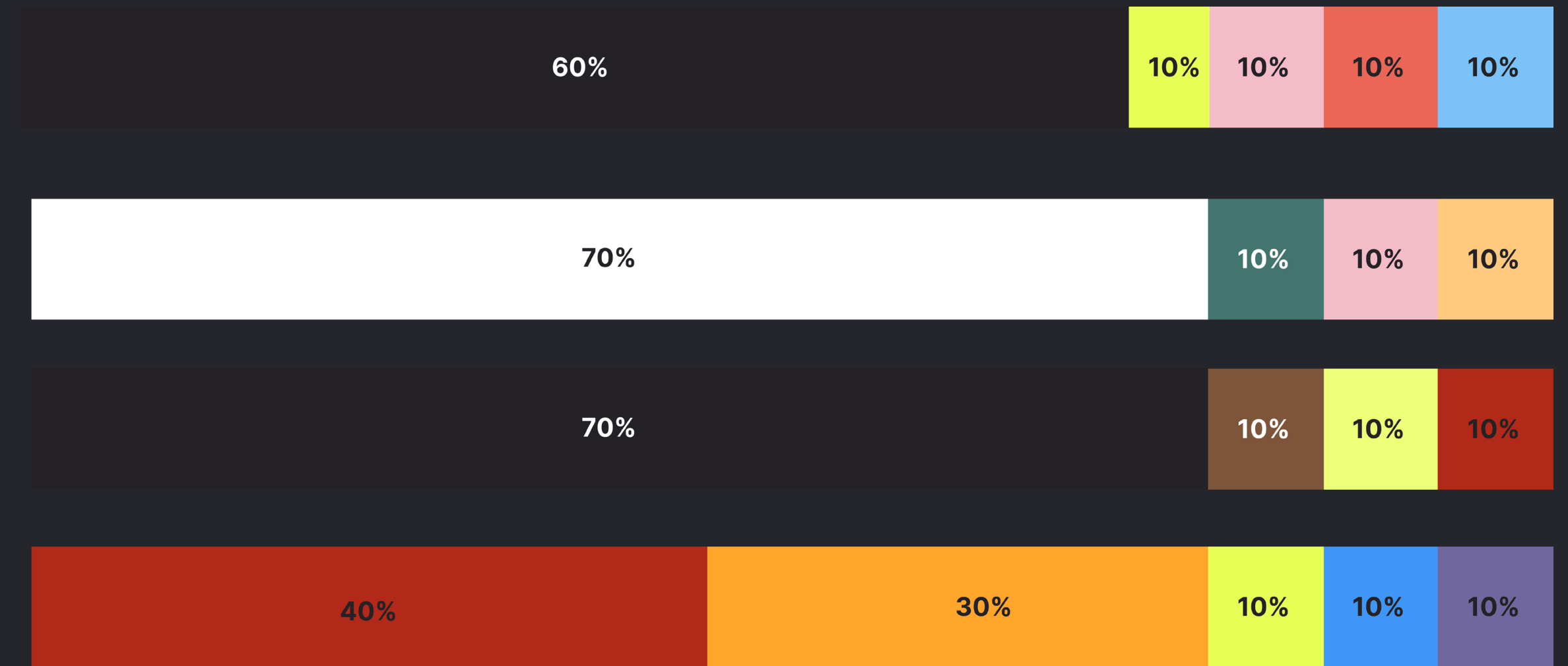
#FAFBFC RGB. 250—251—252 CMYK. 1—0—0—0	#EFF0F2 RGB. 239—240—242 CMYK. 5—3—2—0	#DCDEE3 RGB. 220—222—227 CMYK. 12—9—6—0	#C7CAD1 RGB. 199—202—209 CMYK. 22—16—12—0	#AEB2BC RGB. 174—178—188 CMYK. 33—24—19—0	#9499A5 RGB. 148—153—165 CMYK. 45—35—37—0	#7F8493 RGB. 127—132—147 CMYK. 54—43—32—3	#6B7180 RGB. 107—113—128 CMYK. 62—51—38—10	#595E6A RGB. 89—94—106 CMYK. 67—57—44—20	#474B55 RGB. 71—75—85 CMYK. 71—62—50—33	#363840 RGB. 54—56—64 CMYK. 74—66—55—49	#24262B RGB. 36—38—43 CMYK. 75—67—60—67	#121315 RGB. 18—19—21 CMYK. 75—68—64—81
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# Color Ratios For Collateral



## Do:

- Maintain the Primary Color (a little goes a long way)
- Use Monochromatic Palettes
- Use up to 2 secondary colors for 1 asset
- Prioritize Readability
- Use a neutral background
- Mix of light and dark shades



## Do Not:

- Exclude the Primary Color
- Use More than 3 Colors for 1 Asset
- Use all colors of the same saturation
- Overpower with Lemon
- Create a rainbow effect

## Color and Type Combinations

August 1-4 2024

The Best  
Four Days  
in Gaming

August 1-4 2024

The Best  
Four Days  
in Gaming

August 1-4 2024

The Best  
Four Days  
in Gaming

August 1-4 2024

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in Gaming

August 1-4 2024

The Best  
Four Days  
in Gaming

Examples of cards and typography using the core brand colors. Simple applications of type weight and scale can delineate and prioritize the information.

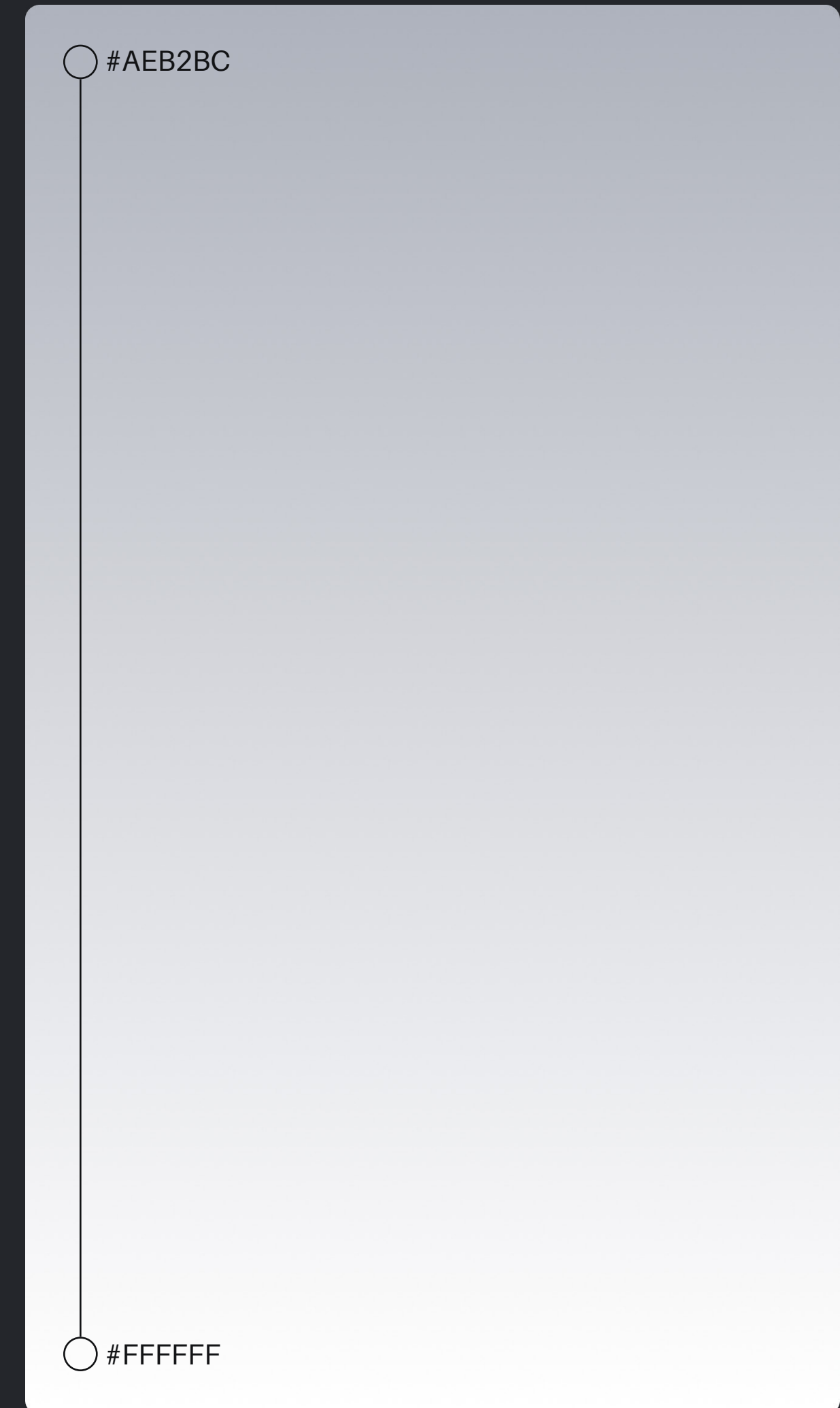
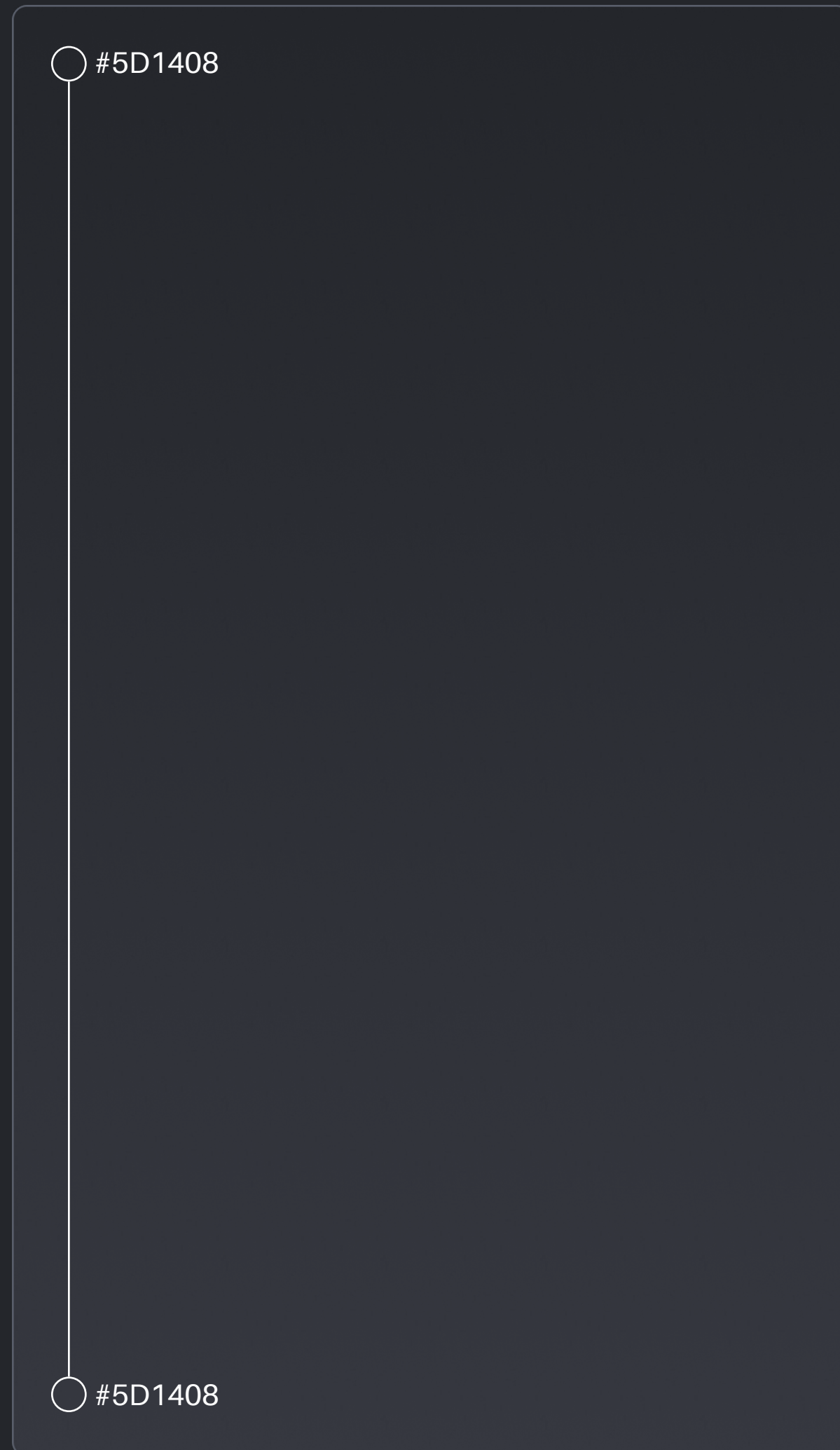
## Suggested Color and Type Combinations



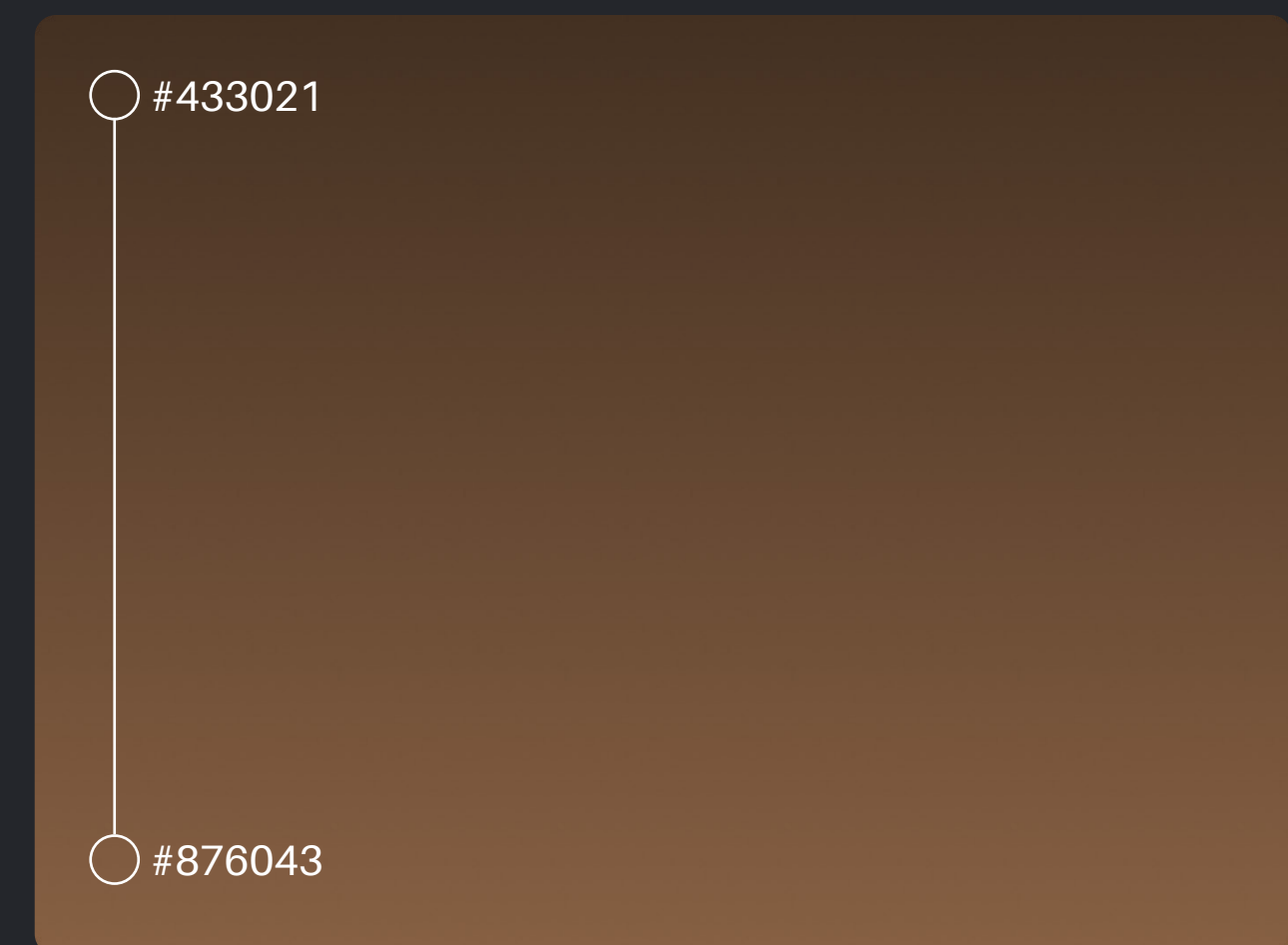
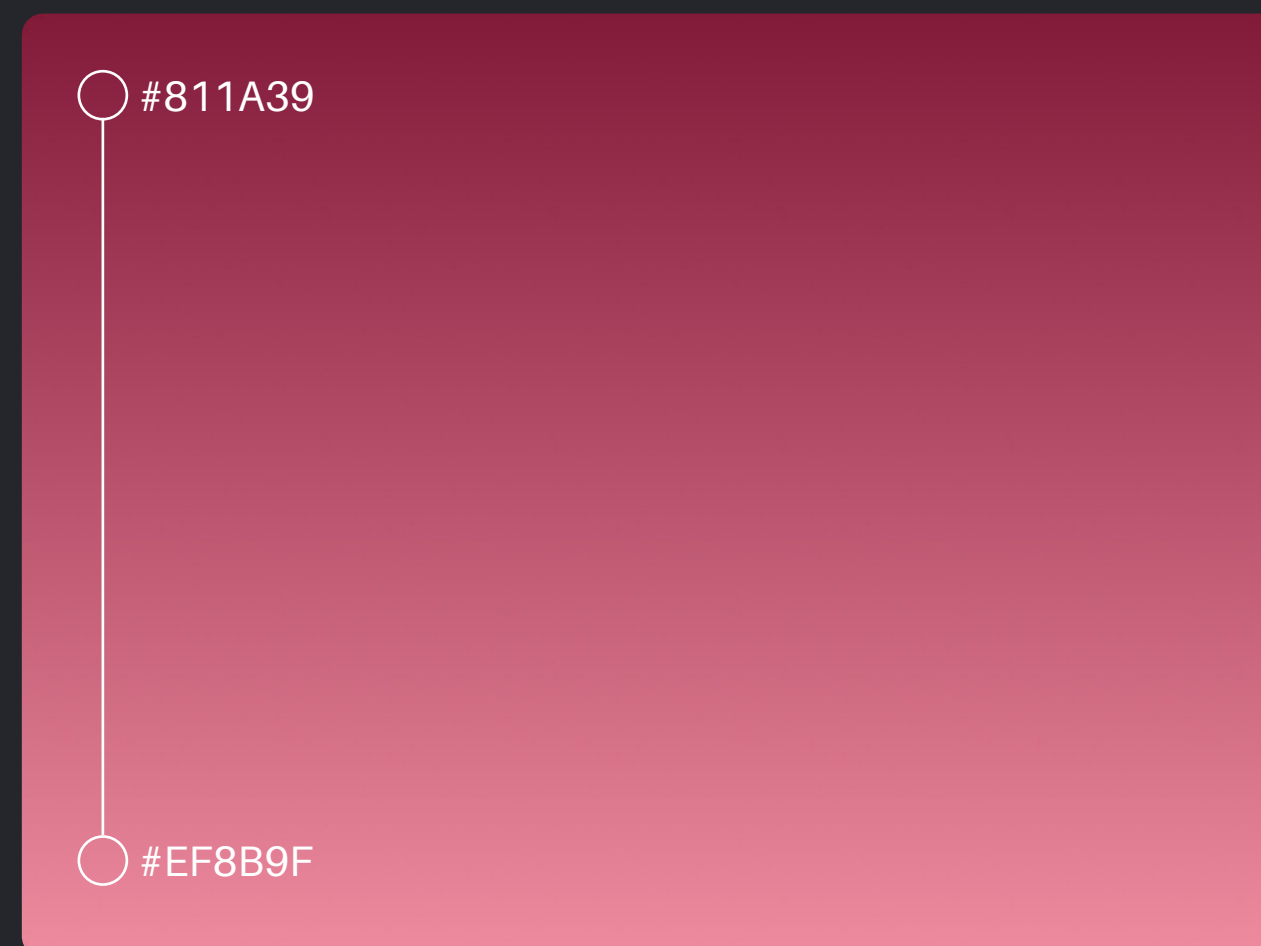
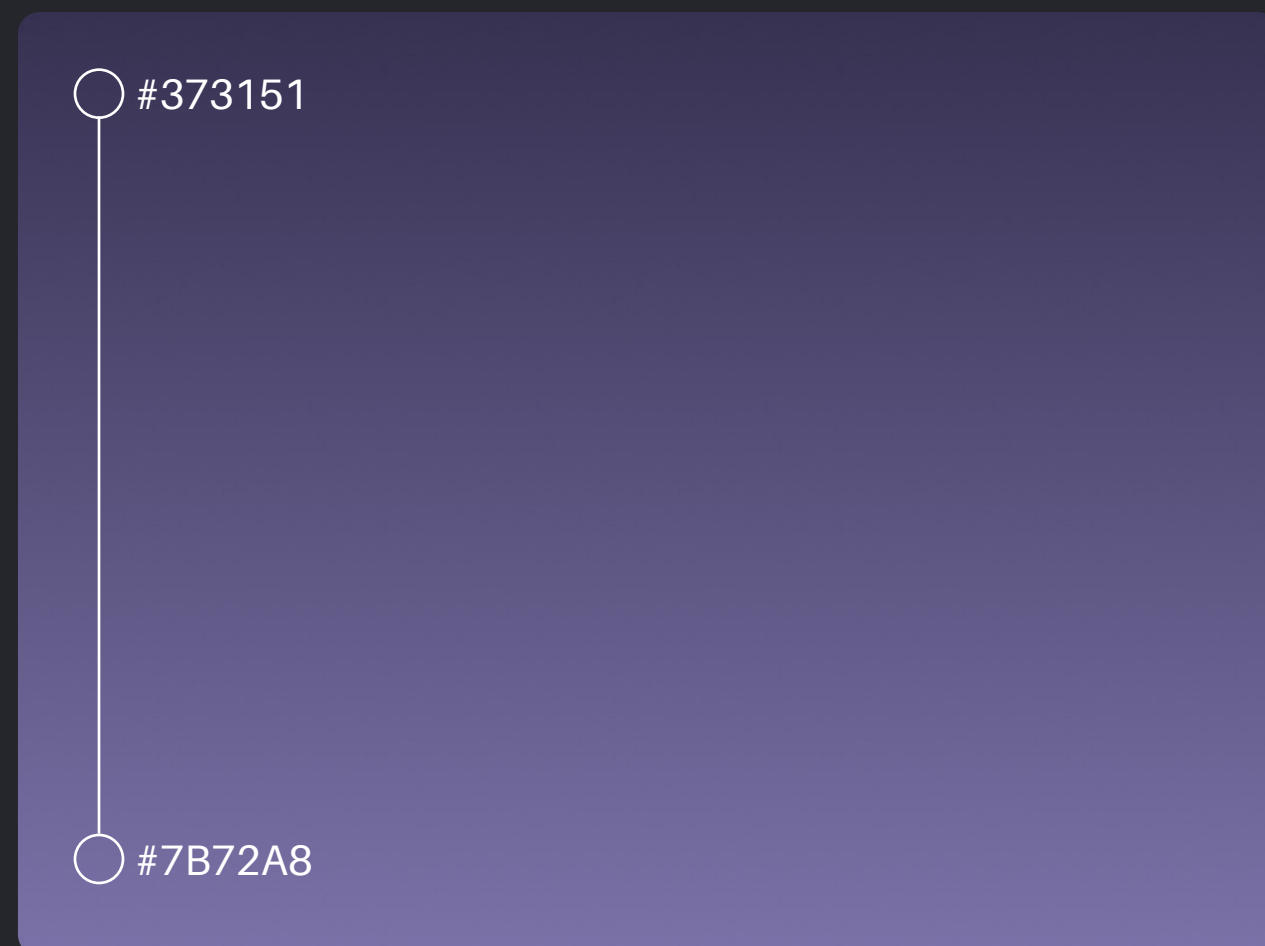
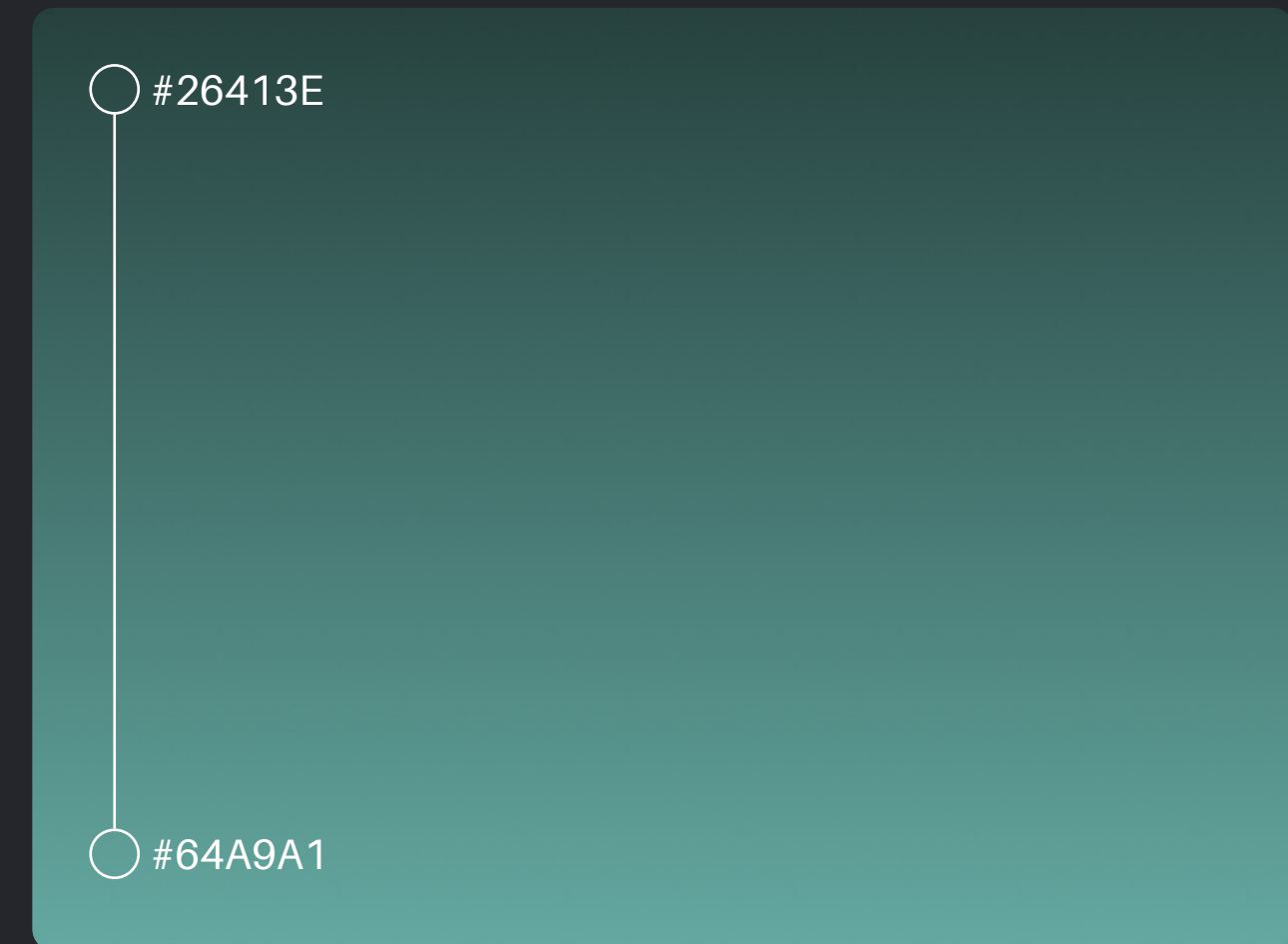
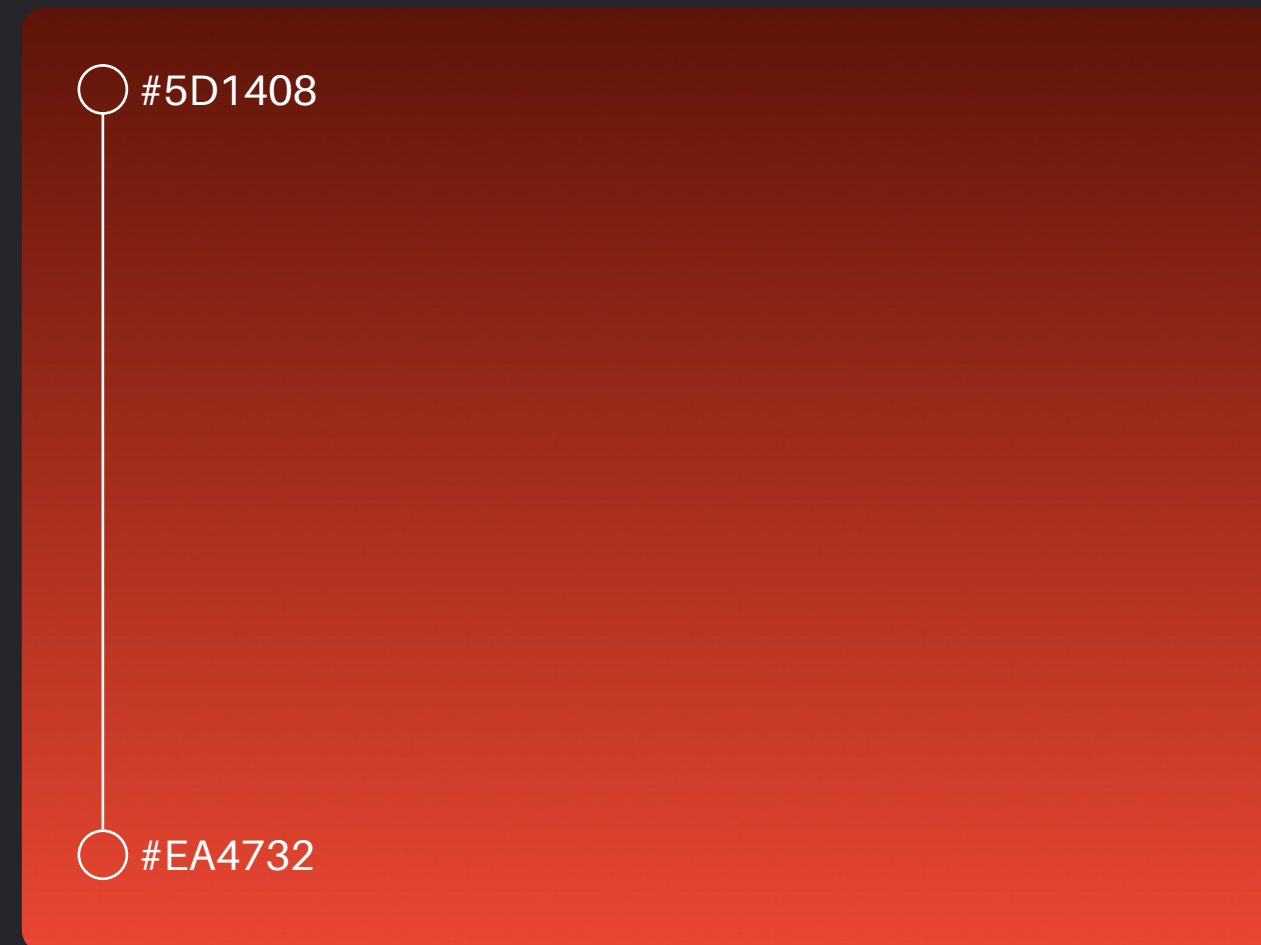
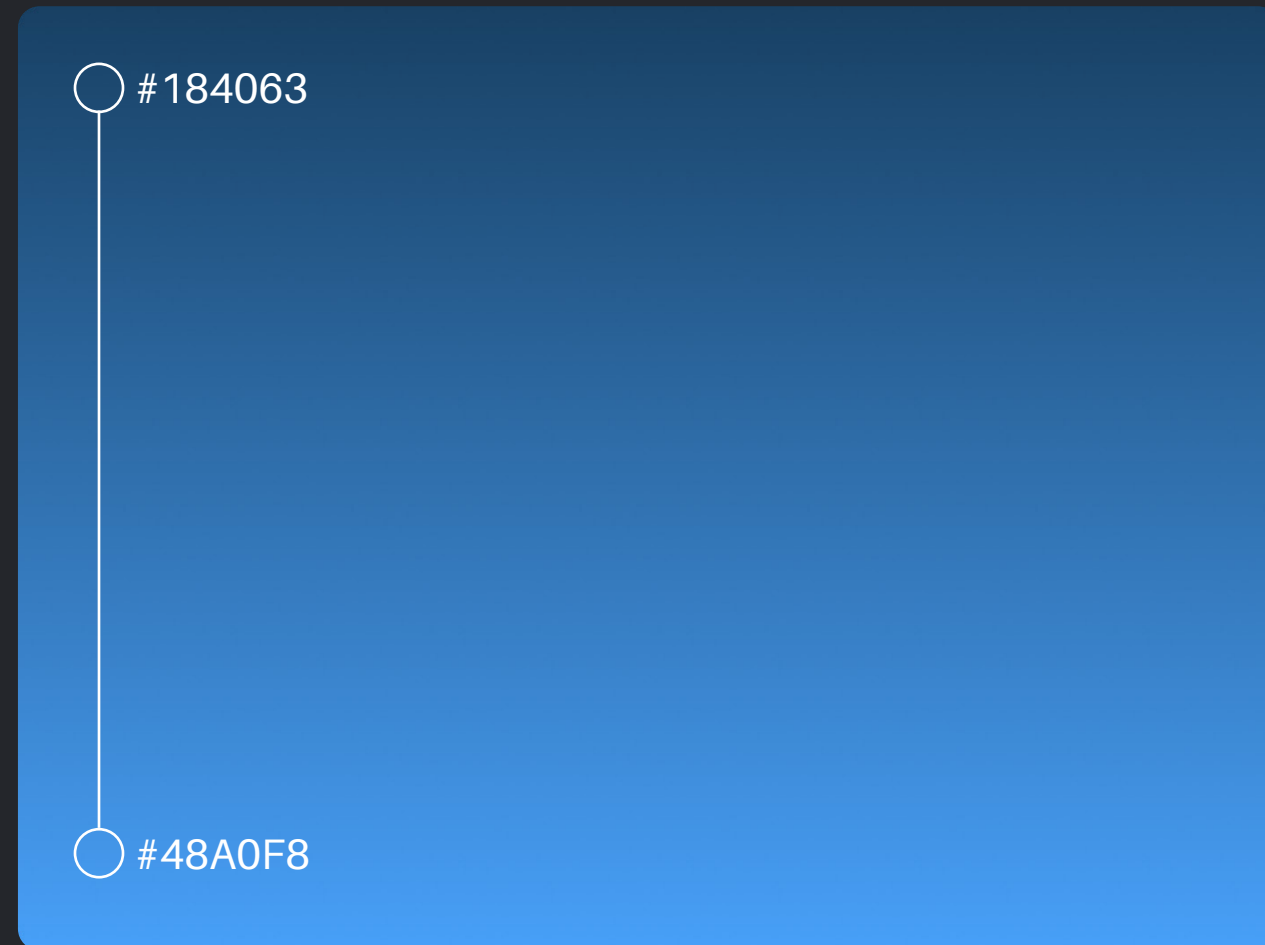
# Gradient Approach

Gradients can be incredibly useful for adding depth to our compositions. We recommend utilizing vertical, linear, monochromatic gradients within the same color range.

Position darker colors at the top and lighter ones at the bottom.



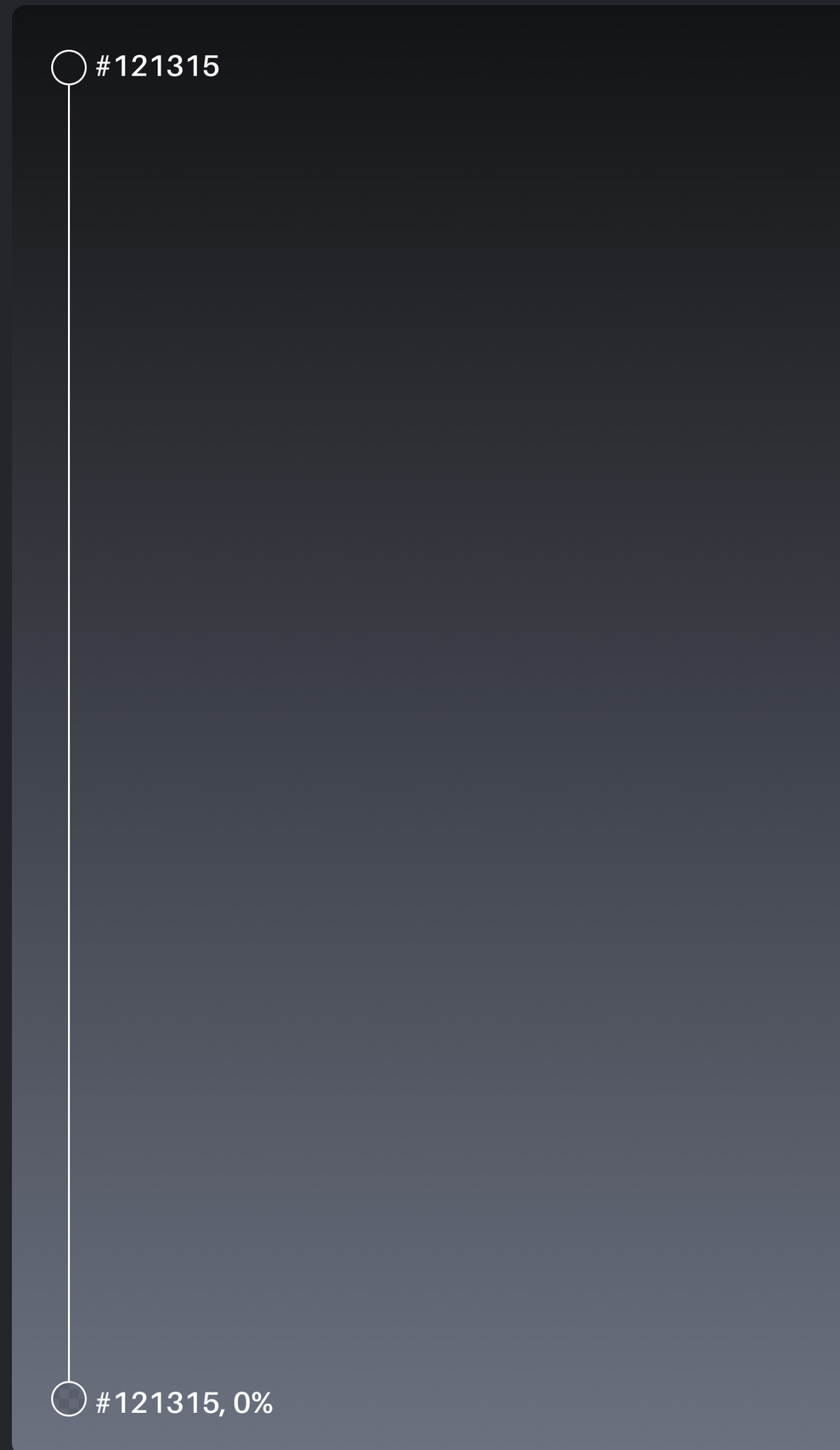
## Secondary Gradients



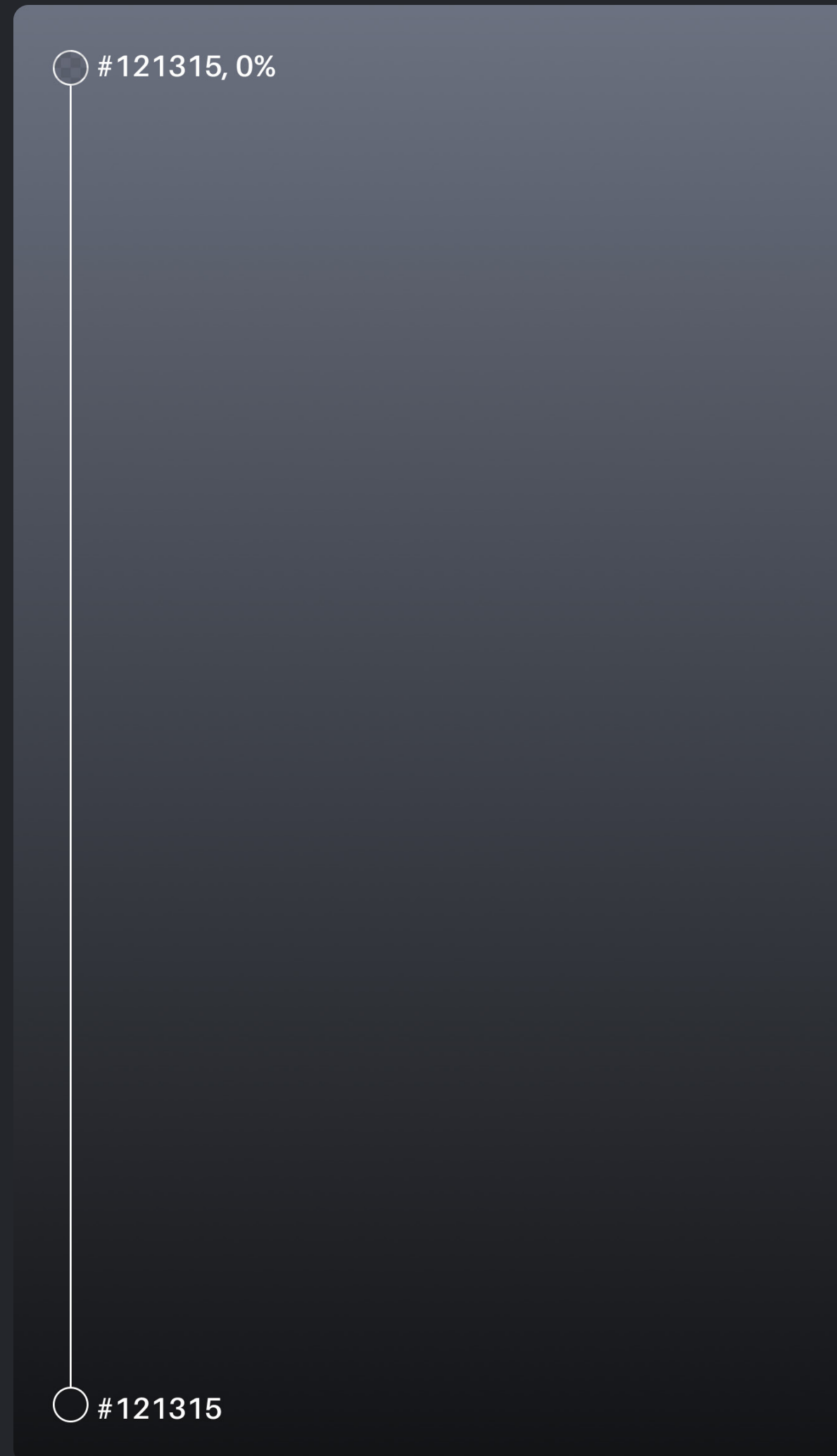


# Gradients over Images

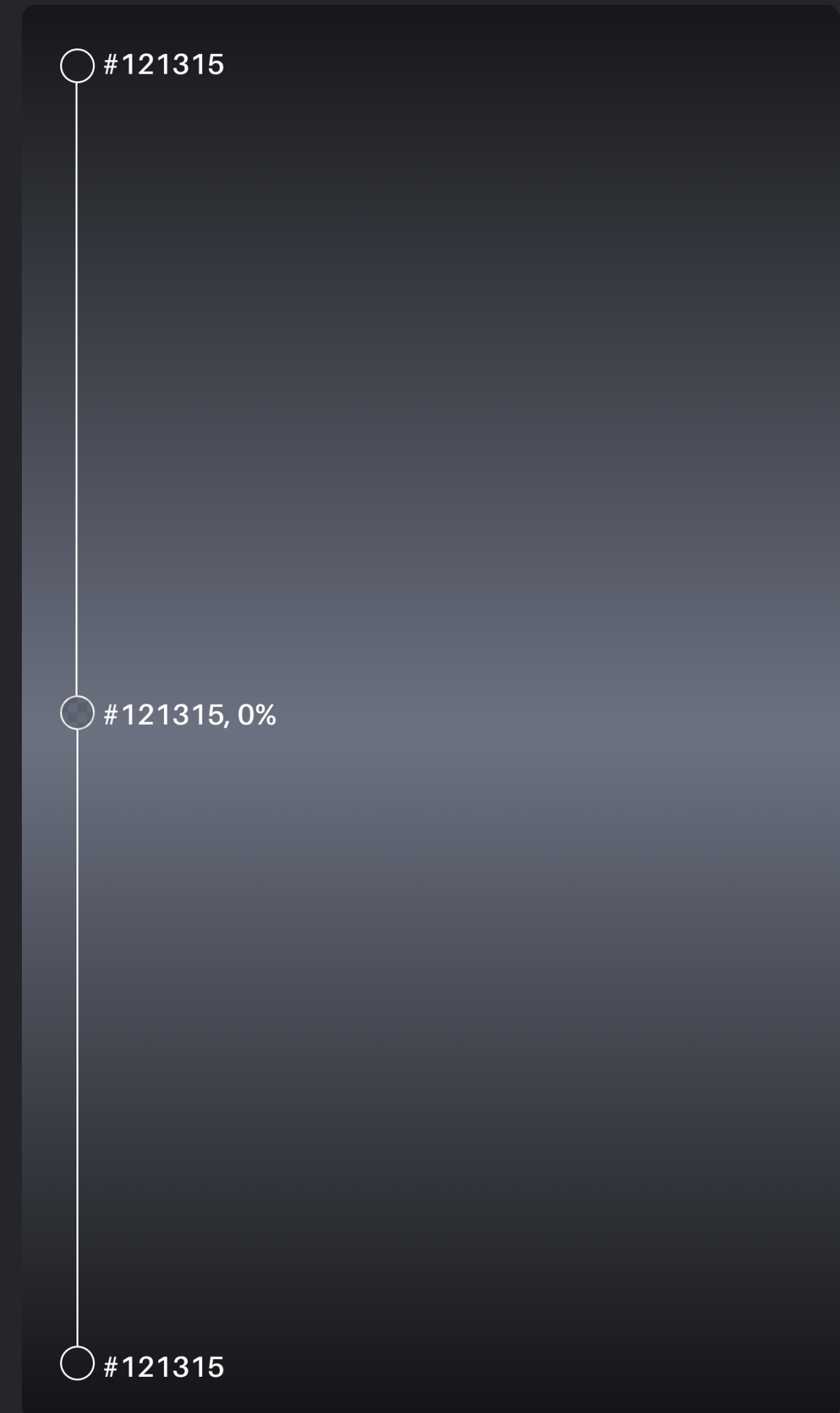
Top Gradient Backdrop



Bottom Gradient Backdrop



Focus Gradient Backdrop

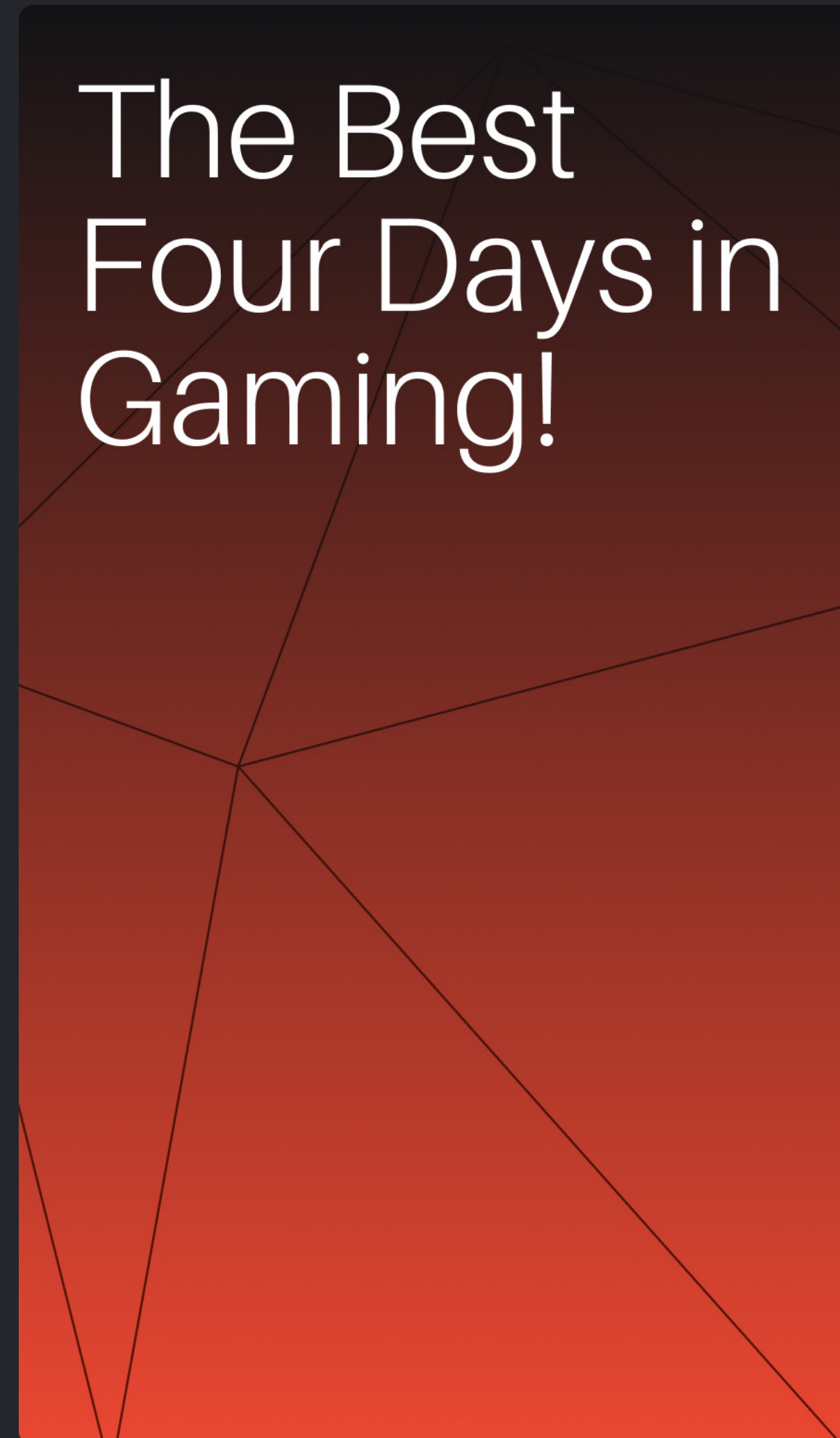


Gradients can also be used as backdrops to ensure maximum readability at all times.

By adding a dark gradient at the top, bottom, or a specific focus of the image, transitioning from 100% opacity to 0% opacity, or adjusting as needed, we can create safe text areas that are always readable without compromising the background image and the text message.

## Gradients over Images

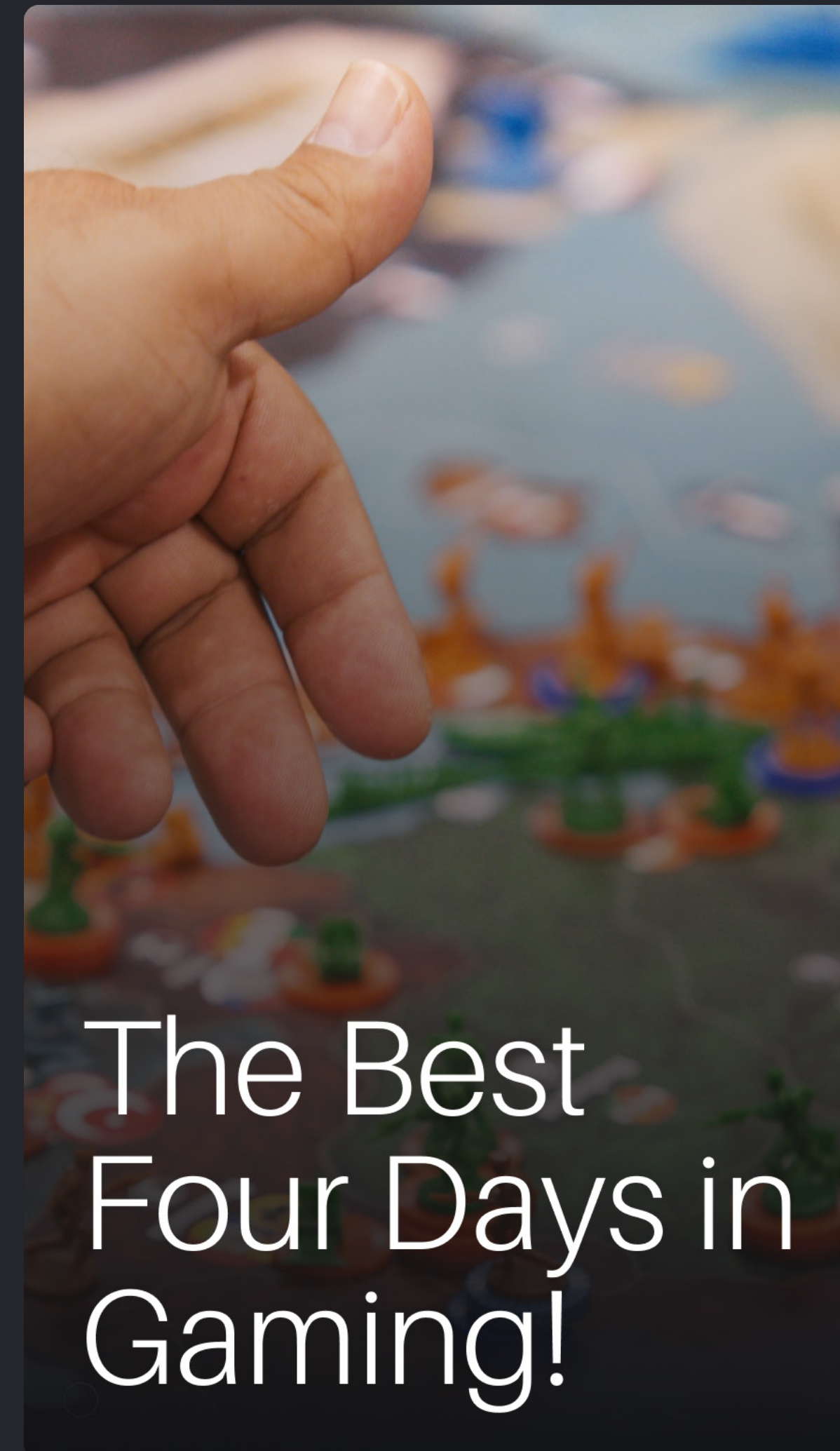
Top Gradient Backdrop



Gradients can also be used as backdrops to create maximum readability at all times.

By adding a dark gradient at the top, bottom, or both sides of the image from 100% opacity to 0% or as needed, we can create safe text areas that are always readable without compromising the background image and the text message.

Bottom Gradient Backdrop



Focus Gradient Backdrop



# Type

Our Brand

Brand Mark

Color

Type

Application

## AILERON

Our typography utilizes the Aileron font family in a range of different weights. It has been chosen for its legibility and ability to show a clear sense of hierarchy.



## THE BEST FOUR DAYS IN GAMING

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

# THE HOME OF TABLETOP GAMING

## MEET OUR 2023 FEATURED ARTISTS

**Every year the Gen Con Art Show showcases some of the most talented and influential artists in fantasy, sci-fi, comics, gaming, and so much more.**

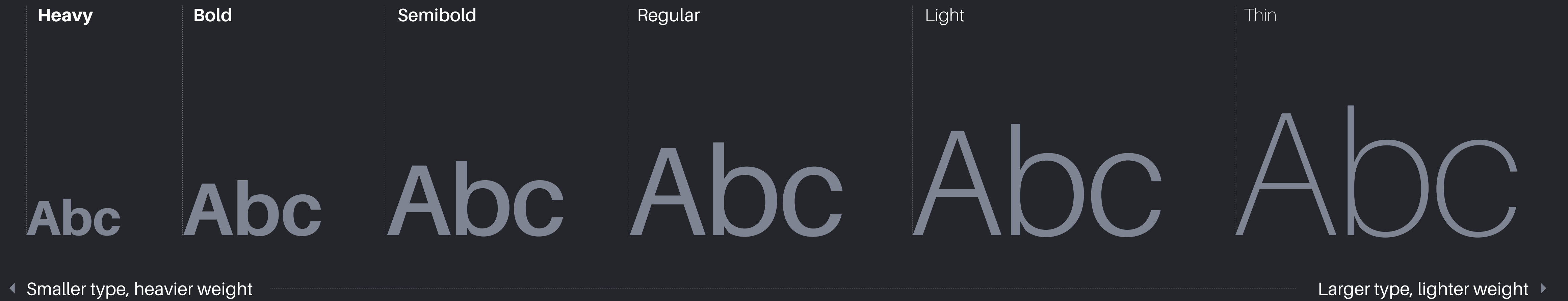
April 22, 2022

This year, our three featured artists are Sean Murray, Jon Sideriadis, and Andrew Thompson. Read on to get to know a little bit more about these incredibly talented artists, admire some of their fantastic pieces below, and be sure to check out their booths at Gen Con Indy August 3-6.

### Sean Murray

Sean Andrew Murray is a freelance illustrator, concept artist, and teacher whose work has appeared in numerous games and publications including Dungeons and Dragons, Magic: The Gathering, Heavy Metal Magazine, Court of the Dead, and Sandman: The House of Whispers. As a concept artist he has worked on several fantasy video game titles including Dungeons and Dragons Online, Kingdoms of Amalur: Reckoning, and Source of Madness, and in film and television on titles such as Carnival Row, Trollhunters, Slenderman, Minions 2, and several upcoming projects for Netflix. Sean also self-publishes books and games related to his personal world-building project called "Gateway."

## Type Approach



Simplicity and legibility are the key attributes for the application of typography. Enough variation provides a pleasant contrast. Too much becomes a distraction.

# Suggested Scale

---

10 px

Regular	REGULAR	Text size: 10px / 0.625rem
Semibold	SEMIBOLD	Line height: 12px / 0.75rem
Bold	BOLD	Spacing: 0%
Heavy	HEAVY	

---

12 px

Regular	REGULAR	Text size: 12px / 0.75rem
Semibold	SEMIBOLD	Line height: 18px / 1.125rem
Bold	BOLD	Spacing: -0.22 px
Heavy	HEAVY	

---

14 px

Regular	REGULAR	Text size: 14px / 0.875rem
Semibold	SEMIBOLD	Line height: 22px / 1.375rem
Bold	BOLD	Spacing: -2%
Heavy	HEAVY	

---

16 px

Regular	REGULAR	Text size: 16px / 1.0rem
Semibold	SEMIBOLD	Line height: 26px / 1.625rem
Bold	BOLD	Spacing: -2%
Heavy	HEAVY	

---

18 px

Regular	Text size: 18px / 1.125rem
Semibold	Line height: 28px / 1.75rem
Bold	Spacing: -2%
Heavy	

---

20 px

Regular	Text size: 20px / 1.25rem
Semibold	Line height: 28px / 1.75rem
Bold	Spacing: -2%
Heavy	

---

24 px

Regular	Text size: 24px / 1.5rem
Semibold	Line height: 32px / 2rem
Bold	Spacing: -3%
Heavy	

---

32 px

Regular	Text size: 32px / 2rem
Semibold	Line height: 40px / 2.5rem
Bold	Spacing: -3%
Heavy	

---

36 px

Regular	Text size: 36px / 2.25rem
Semibold	Line height: 44px / 2.75rem
Bold	Spacing: -3%
Heavy	

## Suggested Scale

48 px

Light  
Regular  
Semibold  
Bold  
Heavy

Text size: 48px / 3rem  
Line height: 72px / 4.5rem  
Spacing: -3%

60 px

Light  
Regular  
Semibold  
Bold  
Heavy

Text size: 60px / 3.75rem  
Line height: 90px / 5.625rem  
Spacing: -3%

72 px

Light  
Regular  
Semibold  
Bold  
Heavy

Text size: 72px / 4.375rem  
Line height: 100px / 6.25rem  
Spacing: -3%

96 px

Thin  
Light  
Regular  
Semibold  
Bold  
Heavy

Text size: 96px / 6rem  
Line height: 108px / 6.75rem  
Spacing: -3%

## Alignment

Simple typographic rules are recommended to create visual clarity. It's better to keep typographic elements consistently left aligned, centered, or in some cases, right aligned. Avoid mixing alignments since it makes things more difficult to read and comprehend.

Left  
Aligned

Centered

Right  
Aligned



Left  
Aligned

The Best Four Days  
in Gaming

Join us in Indianapolis, IN August 1-4  
for Gen Con Indy 2024!

Centered

The Best Four Days  
in Gaming

Join us in Indianapolis, IN August 1-4  
for Gen Con Indy 2024!

Right  
Aligned

The Best Four Days  
in Gaming

Join us in Indianapolis, IN August 1-4  
for Gen Con Indy 2024!

# Example Applications



**Our Brand**

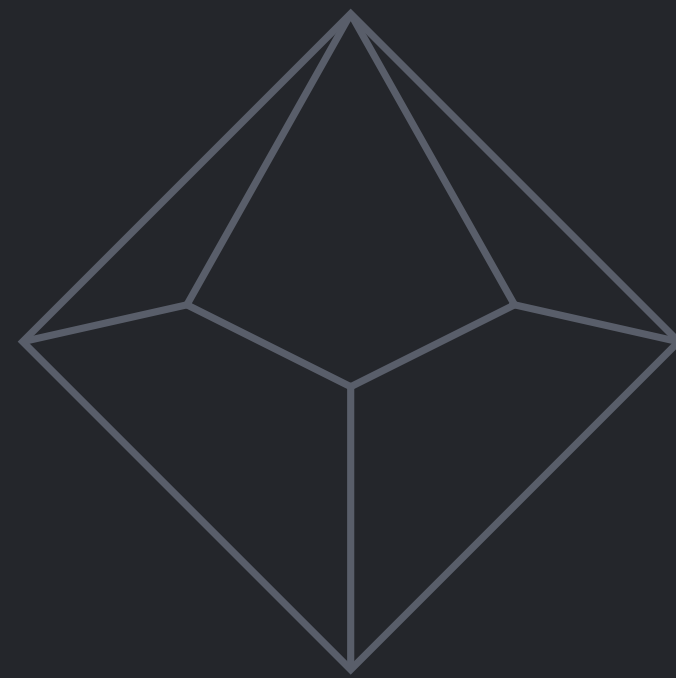
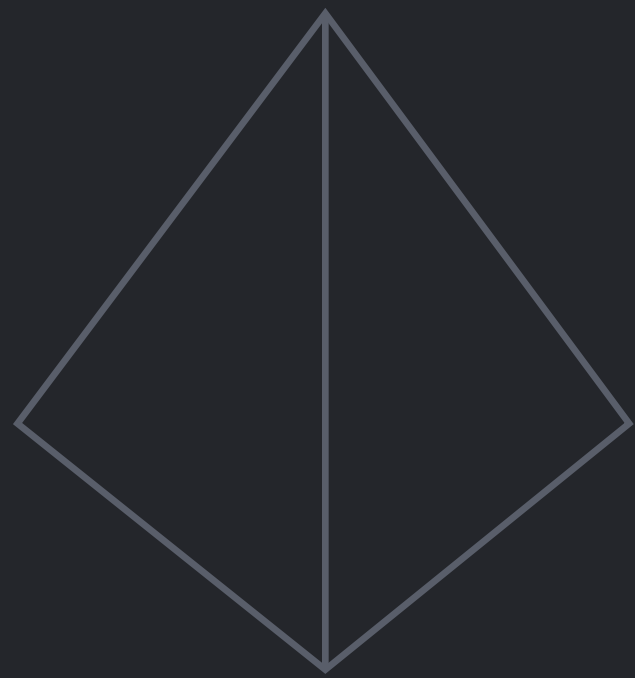
**Brand Mark**

**Color**

**Type**

**Application**

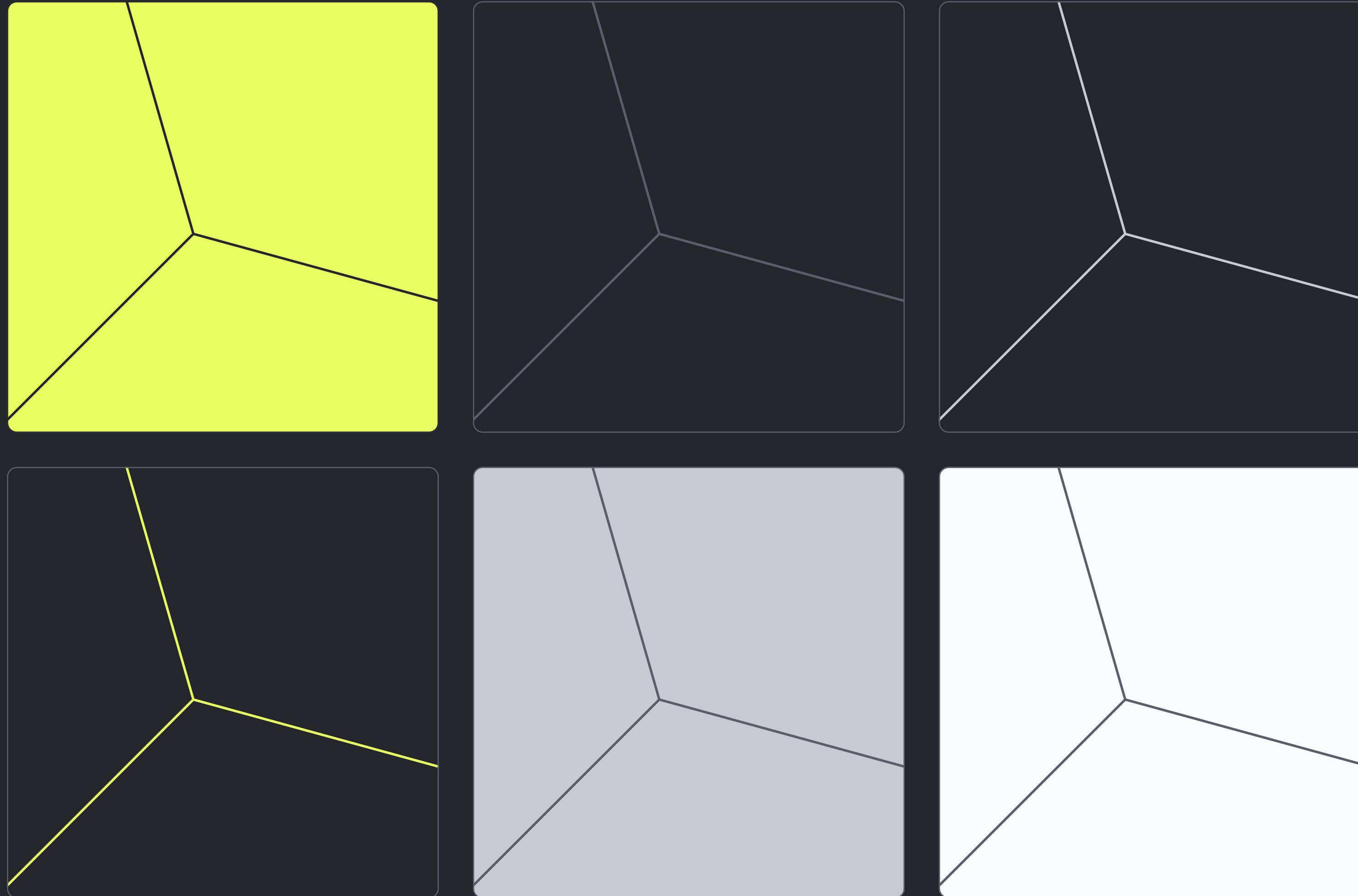
## Dice Patterns



## Placement, Examples

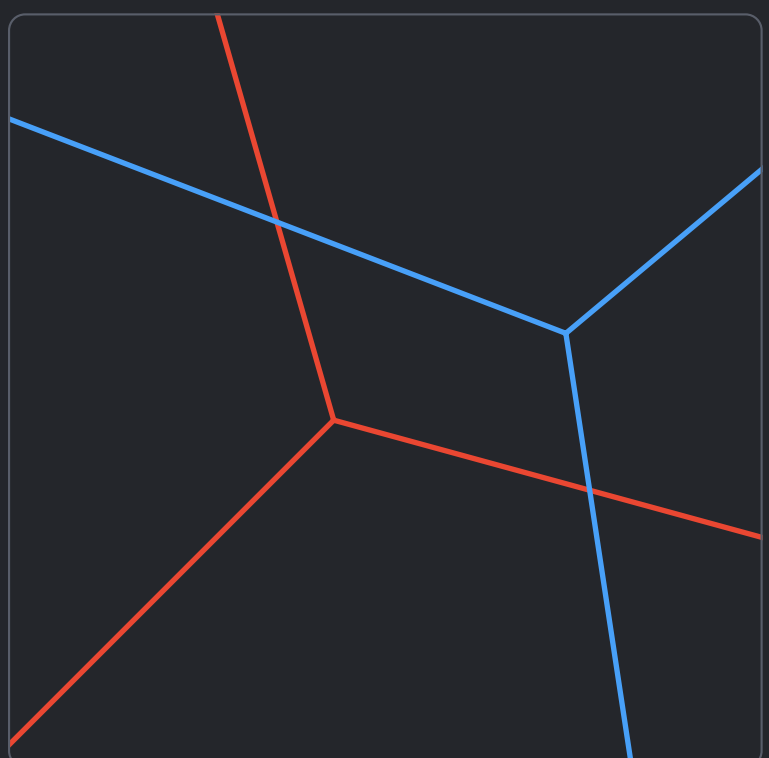
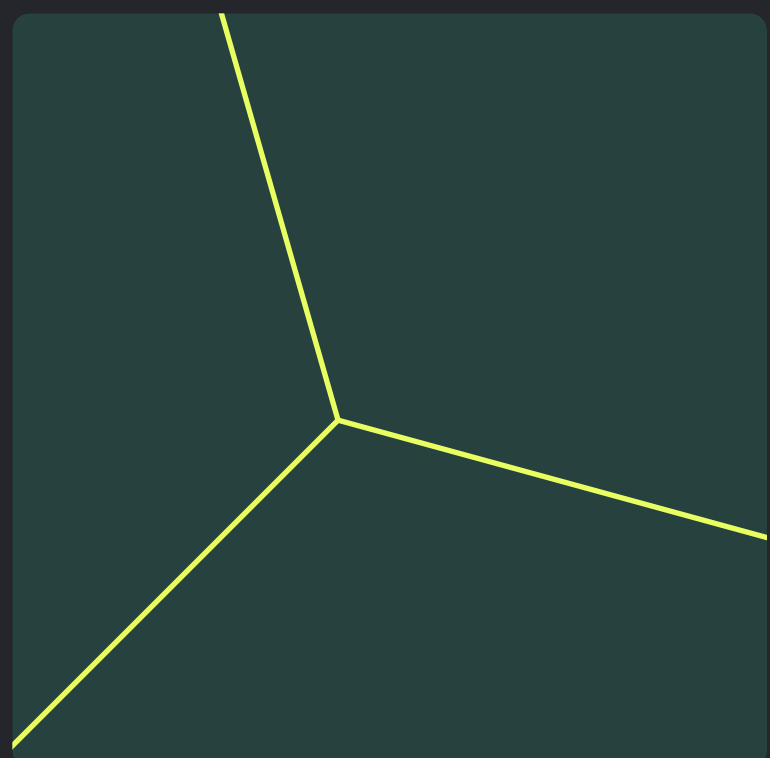
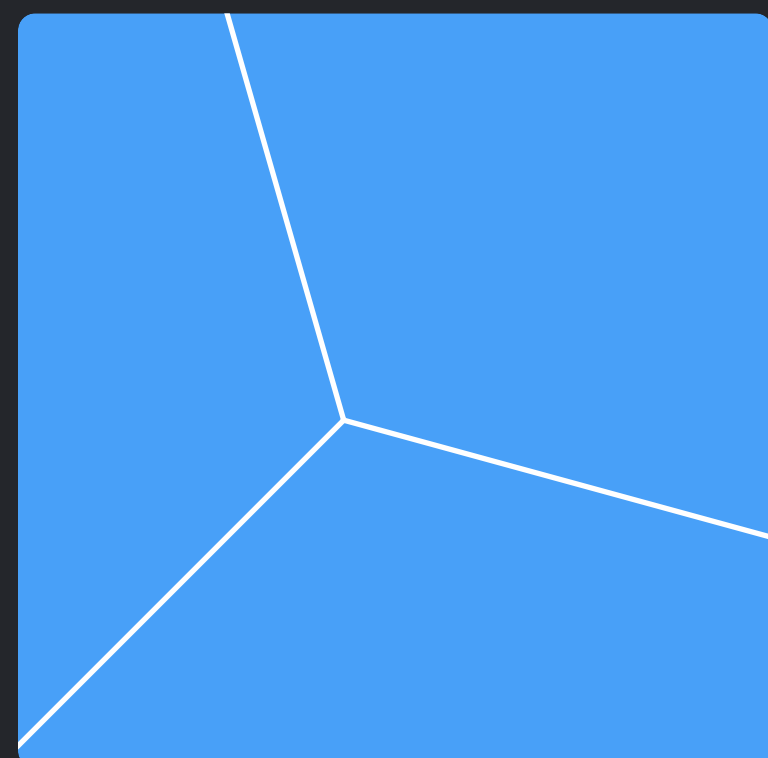
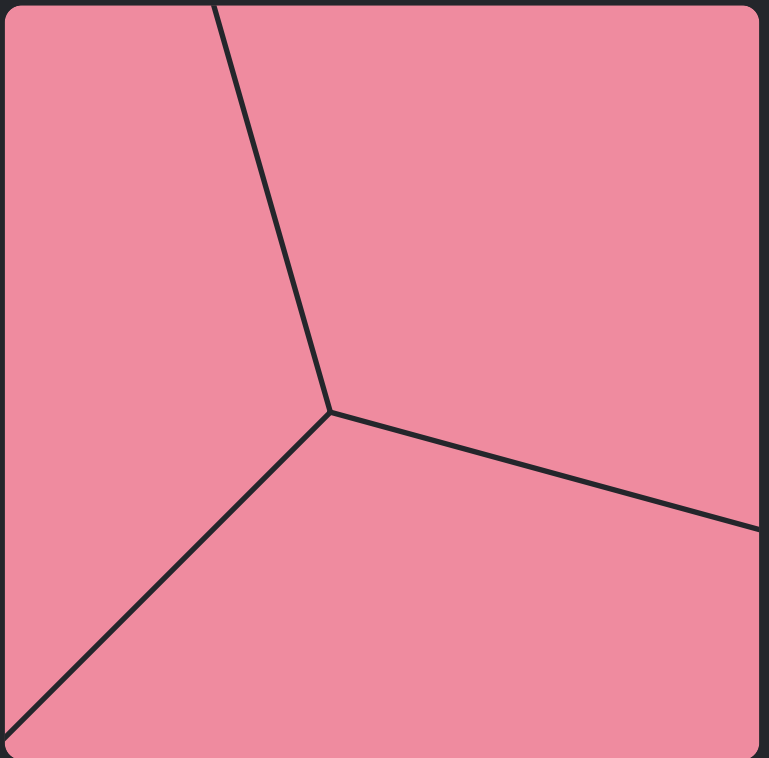
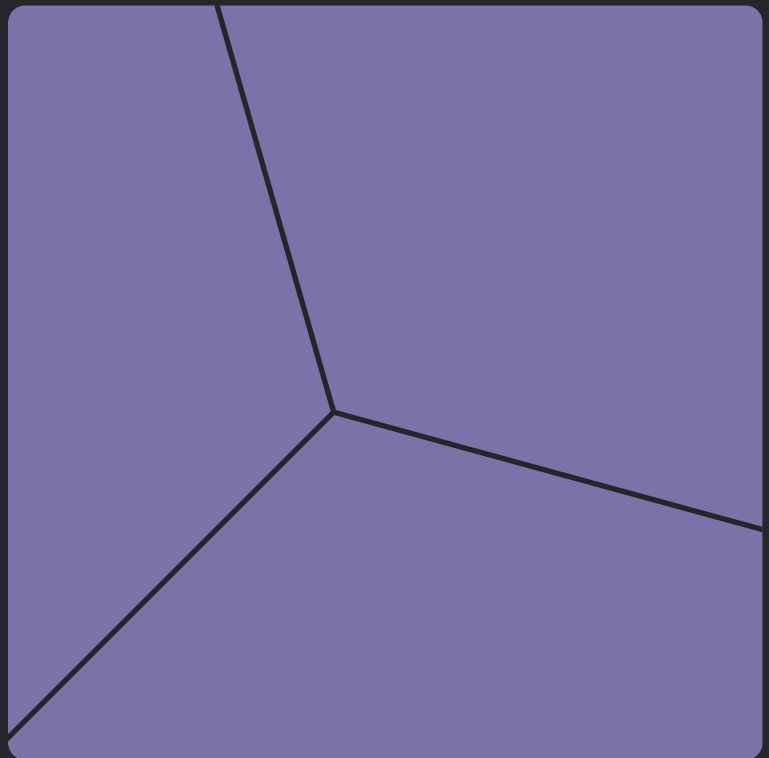
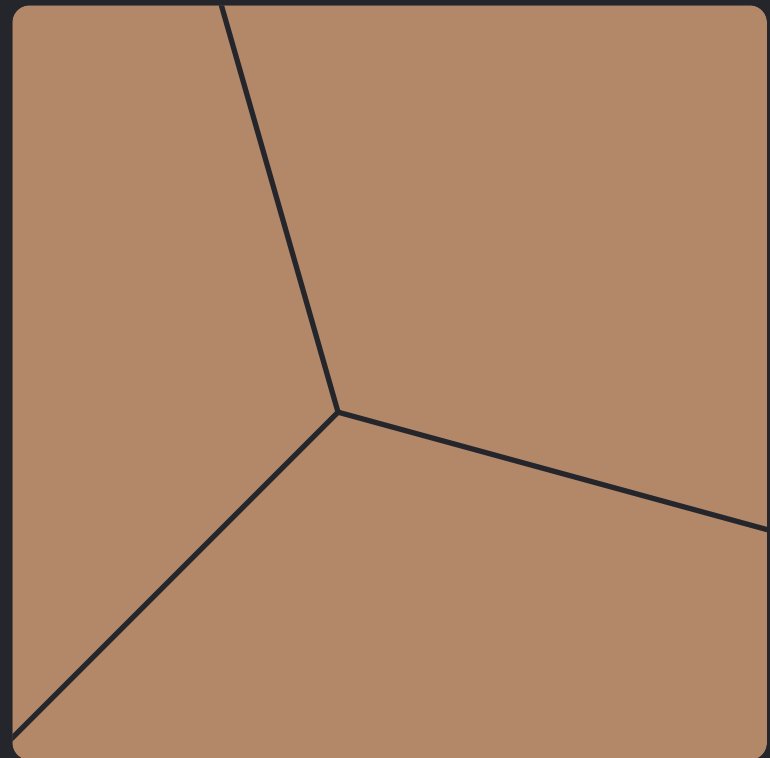
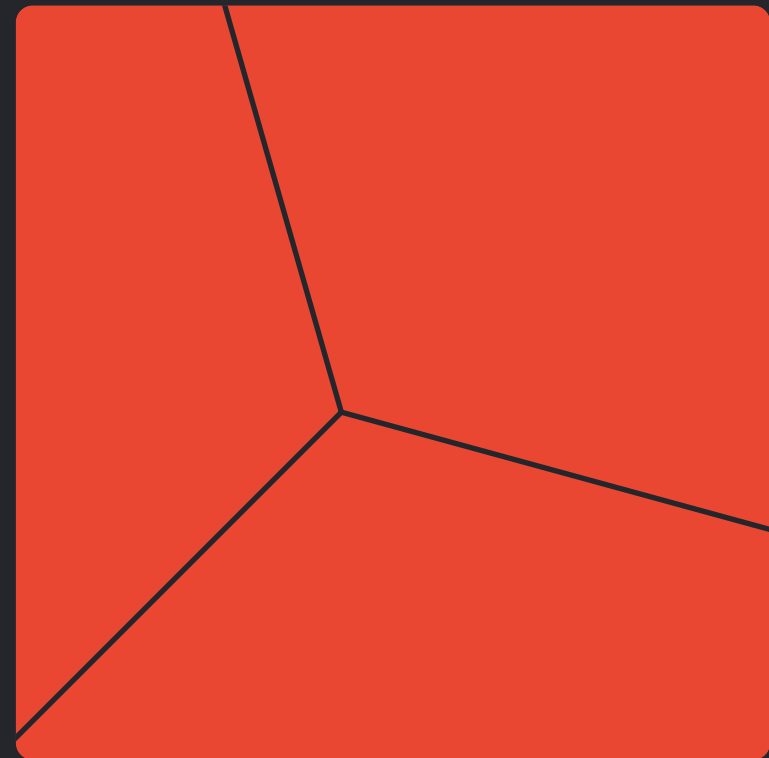
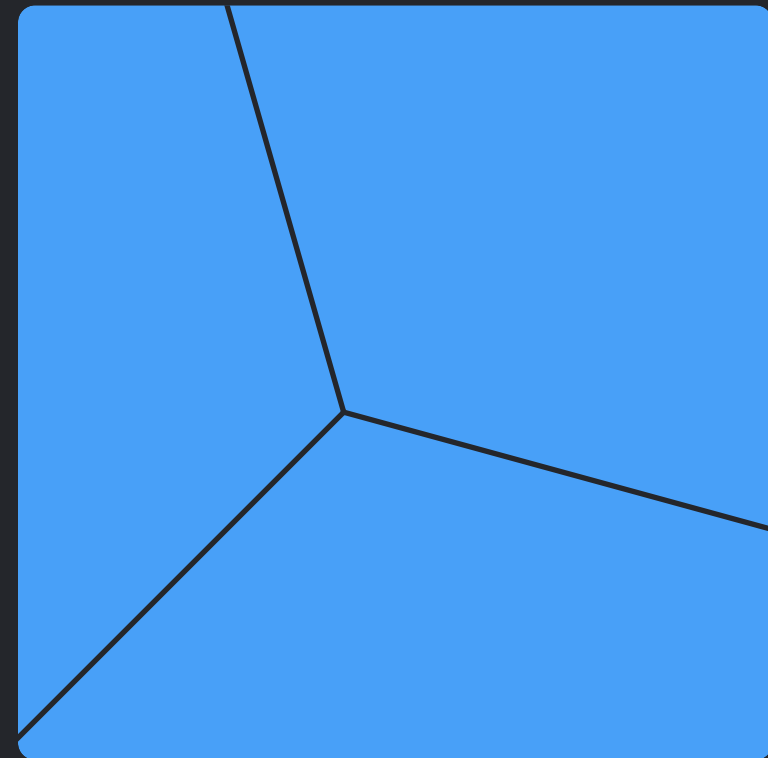
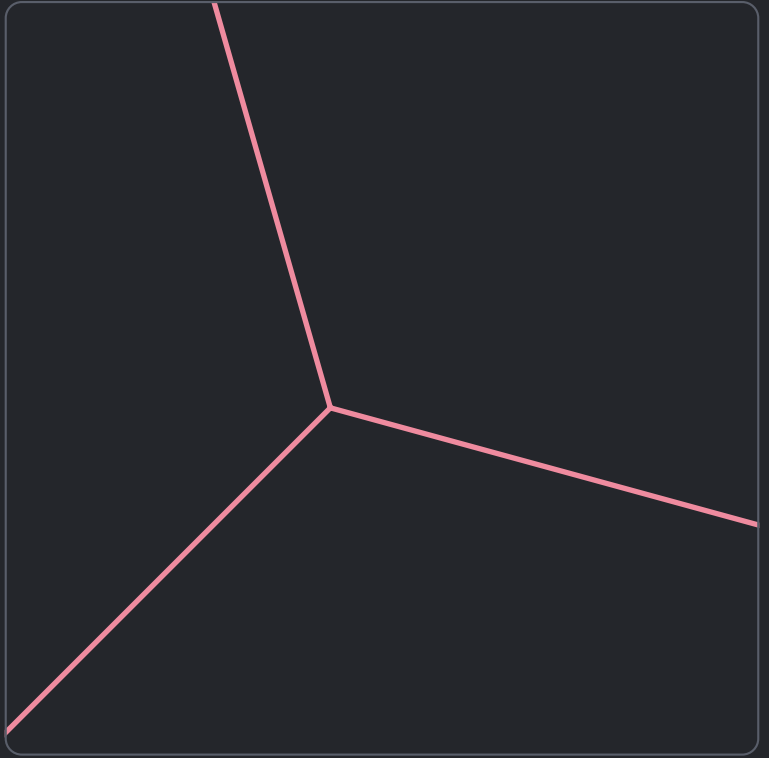
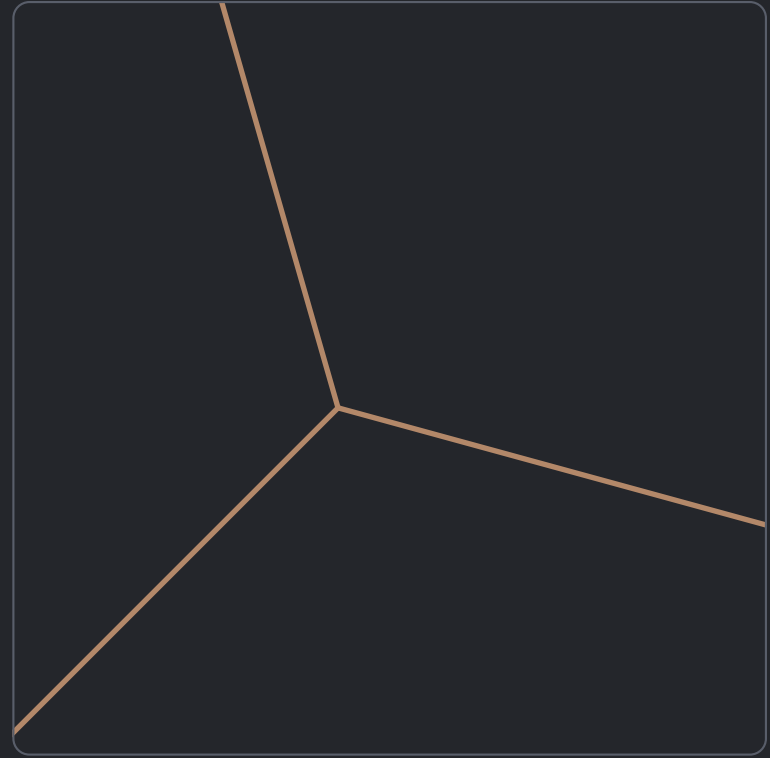
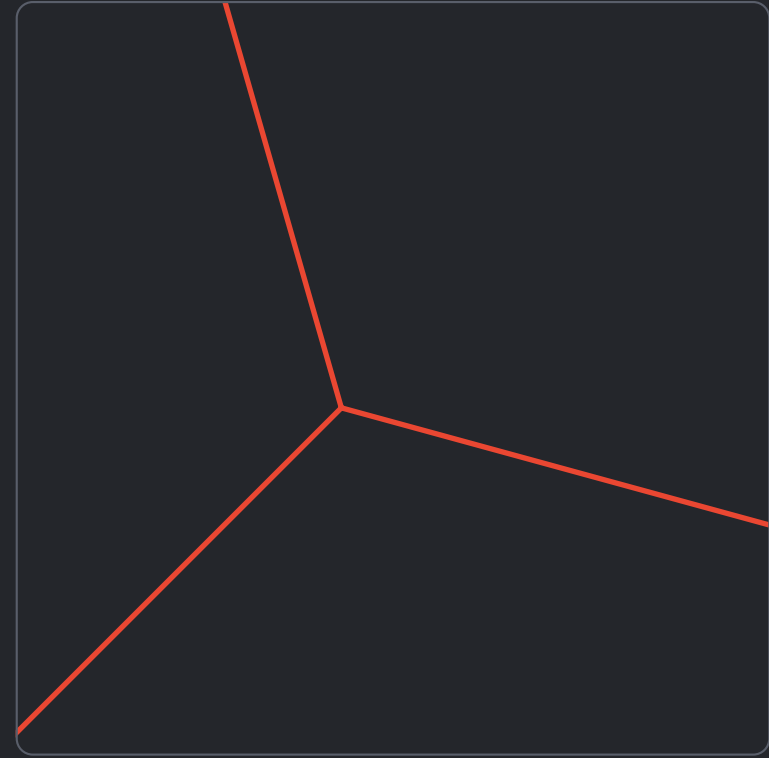
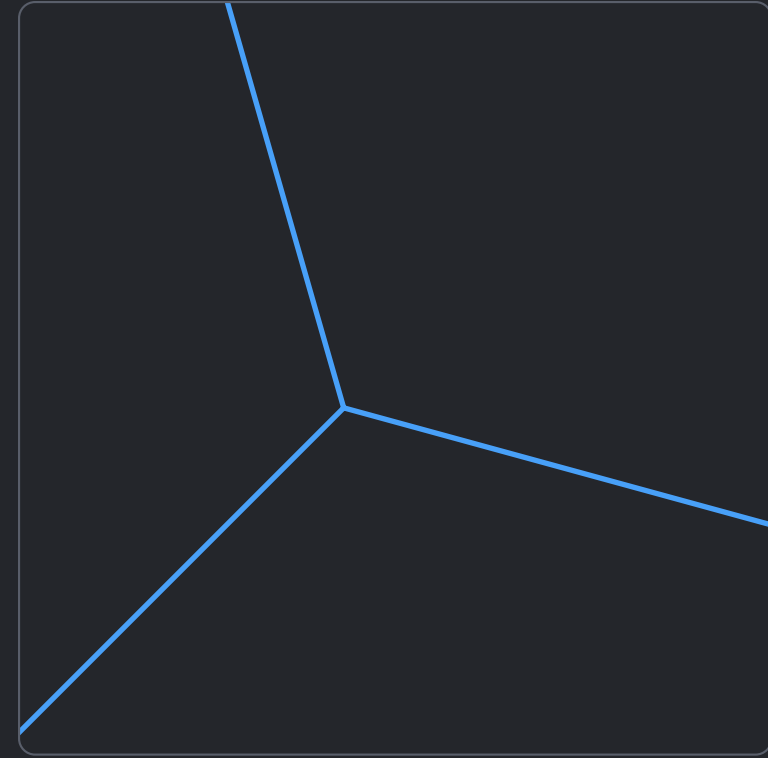


## Pattern Background Combinations



Examples of cards and typography using the core brand colors.

# Color and Type Combinations

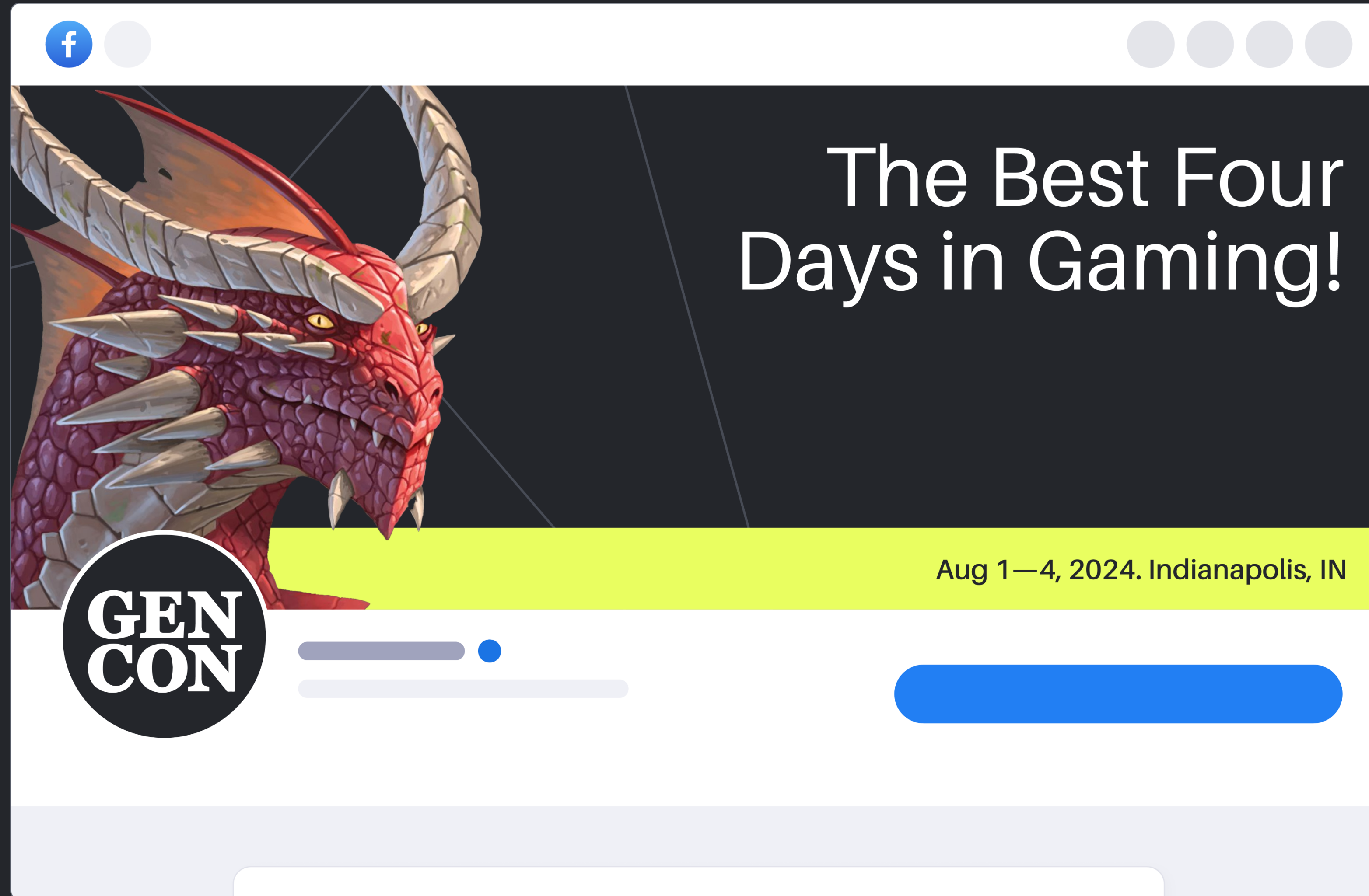


# Approach

The main intent is to increase clarity and legibility while simplifying the overall design. There is always room for interpretation so consider these more as recommendations than rules.

In this new cover page example (right), we use a single, larger image. The solitary image helps draw the audience into the experience and focus on the relevant information. We use the logo mark to brand the page.





The image shows a Facebook post for GEN CON. The post features a large illustration of a red dragon with white horns and wings. The text "The Best Four Days in Gaming!" is displayed in white on a dark background. Below the illustration, the event details "Aug 1—4, 2024. Indianapolis, IN" are shown in a yellow bar. The GEN CON logo is visible in the bottom left corner of the post. The post includes a blue button and a grey button, both of which are currently disabled.

f

# The Best Four Days in Gaming!

Aug 1—4, 2024. Indianapolis, IN

**GEN CON**

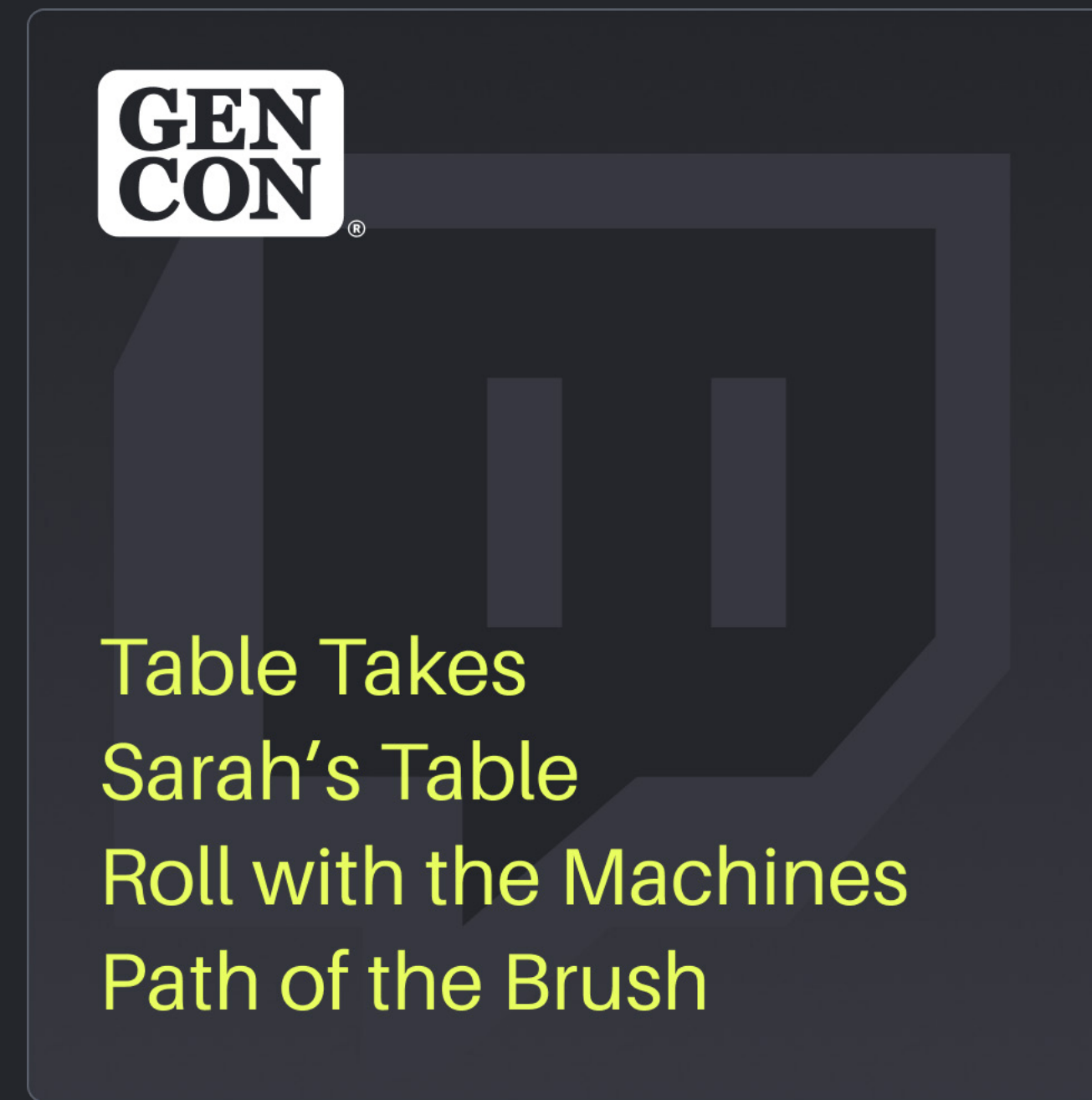
Blue button: [Disabled]

Grey button: [Disabled]



Design Examples, Social





## Trade Day

August 3  
Badges Available for a  
Limited Time!

Last Day to Register  
is July 10

[REGISTER NOW](#)



#GENCONBLOCKPARTY

Design Examples, Social


GEN CON gencon 18h

132

DAYS TO

**GEN CON**®

GEN CON gencon 18h



The  
Legendary  
Quest of  
Gen Con

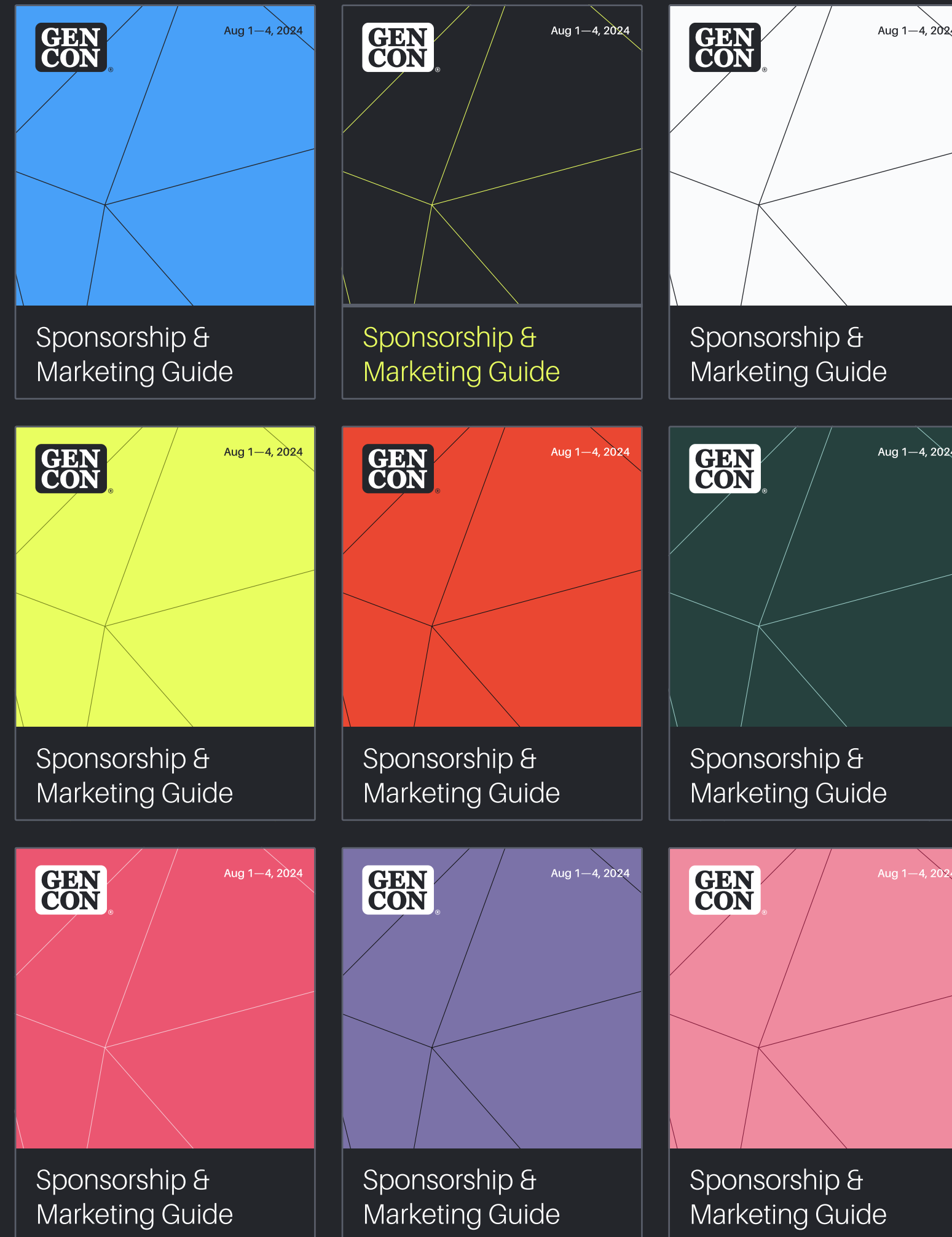
GEN CON gencon 18h

Are you  
ready for

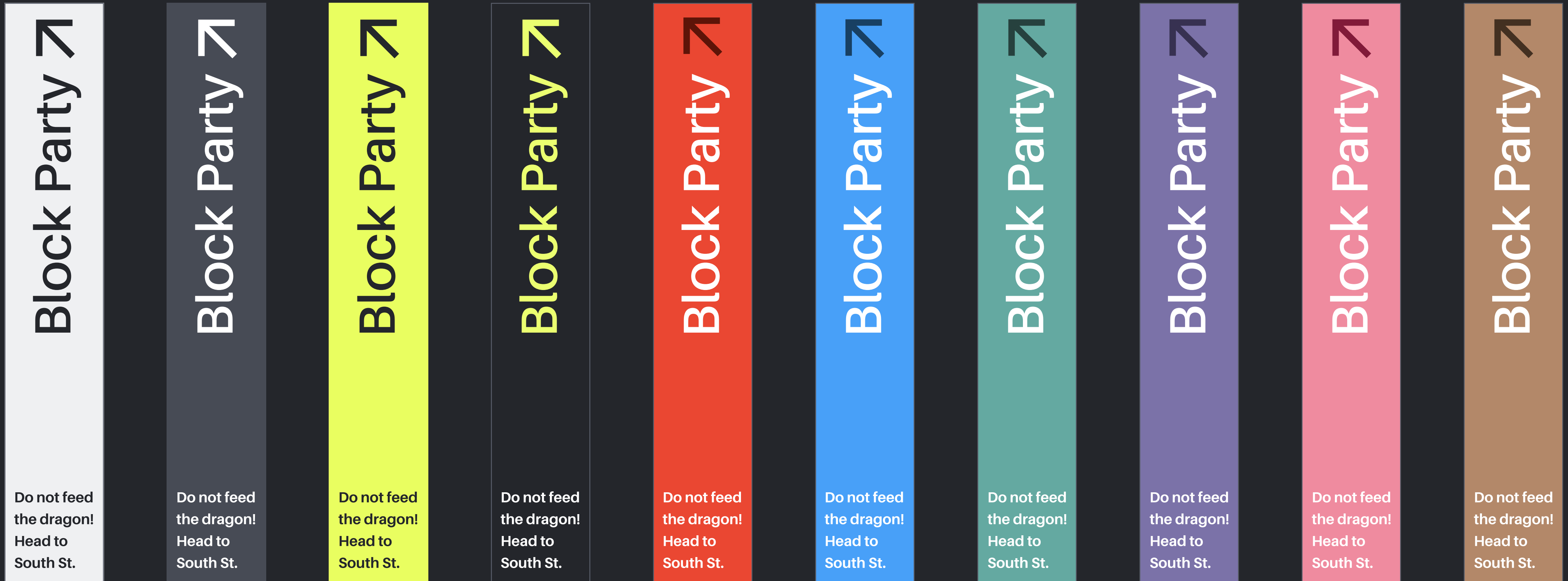
The Best  
Four Days in  
Gaming!

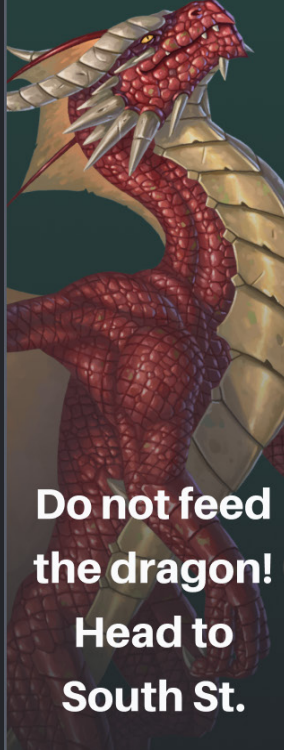
**GEN CON**®

# Design Examples, Sponsorship Guides




Alternative Color Covers






**Genevieve**

Do not feed the dragon!  
Head to South St.



**Genevieve**

Tell her I said "Hi"




**Wild/Bull**

Cold craft sodas waiting just for you!



**Block Party**

Can you smell the queen's hambit yet?



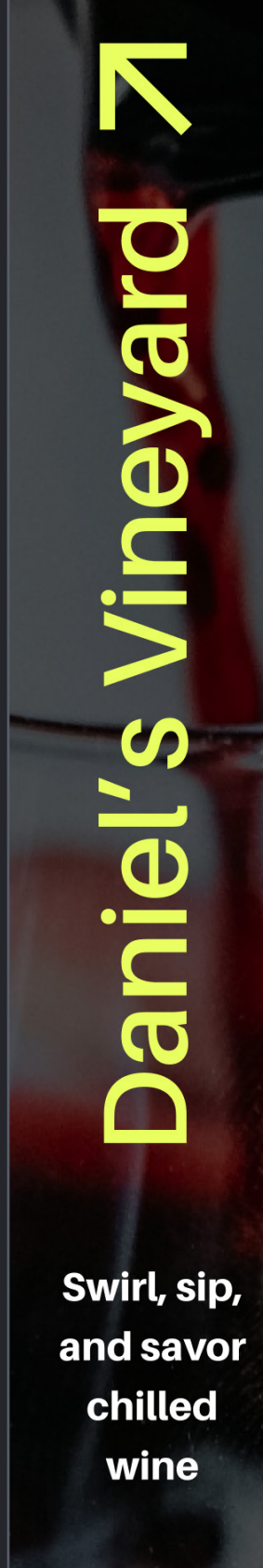
**Hop Haven**

Tap into Flavor!  
Explore our craft brews.



**Maker's Market**

Your next gift idea is down this way!



**Daniel's Vineyard**

Swirl, sip, and savor chilled wine



**Hotbox Pizza**



**Artist Alley**



**Island Noodles**

Looking  
for something  
to do?



Looking  
for something  
to do?



Looking for something to do?



Looking  
for something  
to do?



Looking  
for something  
to do?



Looking for something to do?





Design Examples, Digital Signage

Welcome  
to The Best  
Four Days  
in Gaming!



Welcome to  
The Best Four Days  
in Gaming!



# Exhibitor HQ

**TUESDAY**

10am-8pm

**WEDNESDAY**

8am-8pm

**THURSDAY—FRIDAY—SATURDAY**

8am-8pm

**SUNDAY**

8am-5pm



# Exhibitor HQ

TUESDAY

10am-8pm

WEDNESDAY

8am-8pm

THURSDAY—FRIDAY—SATURDAY

8am-8pm

SUNDAY

8am-5pm



Blue Highlight

# 2023 Artist Reception and Awards Ceremony!

You and one guest are invited to mingle with your fellow artists and maybe even win an award!

**FRIDAY, AUGUST 4**

6pm-8pm

JW MARRIOTT : BALLROOM 9

Light snacks will be provided. A cash bar will be available and each artist will receive one drink ticket

**Join us**



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Join us



Blue Highlight

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(206) 385-1967

