

european gaming expo

style guide

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An introduction to the european gaming expo and this style guide

This style guide was created for graphical designers, publishers and otherwise licensed parties that will produce real-world or electronic publications for the EGE. It will help you to apply the house style especially designed and produced for the EGE in a consistent manner.

The EGE is a world famous annual gaming expo held in a different city in Europe each year. It attracts many visitors from different background: both the actual gamers as professionals in the gaming industry gather and take part in many of the workshops and exposition booths of developers and publishers. For gamers this is the ideal opportunity to get a sneak preview to future titles and play on the newest of gaming consoles, and for professionals it's a great way to make new connections within the gaming world.

Previous similar events like the Electronic Entertainment Expo have become closed for business only or otherwise lost popularity. The EGE is ambitious and young and takes place in an area with one of the highest density fanatic gamers in the world, making it an ideal location for marketing purposes.

The mix of different types of audience was a challenge in creating the house style of the EGE. It has to be both hip and cool for the gaming audience, as well as keep a certain professional look for the more formal information gatherer. Because the EGE is all about gaming and other types of electronic entertainment, the style has to display a certain feeling of technology, future, electronic kind of feeling.

Understanding the audience and the goals of the EGE is perhaps the most basic as well as vital step in exploring its house style. Moving on, we have several chapters concerning basic elements such as the logo, colours, style elements, fonts and photos to be used, as well as practical examples of basic publications.



Logo

- White text: 'ege', the "e"s are tilted slightly. Characters are surrounded by translucent circles, can be used in various colours (see: colours).
- Translucent circles in the background work fine with white background and medium-dark background.
- Does NOT work with very dark or black backgrounds: needs its own lighter background in those cases. Example:





Colours

- Black background.
- Several shades of grey can be used where necessary. Preference for darker shades of grey where functional.
- White text.
- Pastel colours for logo and highlights. Can be used randomly, however, it's preferred to stick to one highlight colour in each page or other unit of a publication.
- For publications on white backgrounds (on paper), use black text with headlines in darker shades of grey.

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ege

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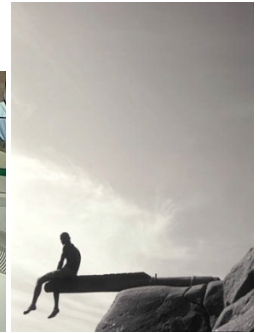
Fonts

- Font 'Calibri' to be used for both large and small text.
- When writing 'EGE' or 'European Gaming Expo' in a large font and not using it within a sentence, use all lower case (like the logo).
- When Calibri is not available, for example in websites on specific systems, following is a selection of preferred secondary fonts: Arial, Helvetica, Verdana, sans-serif.
- Normal text size: 11pt.



Photos – good examples

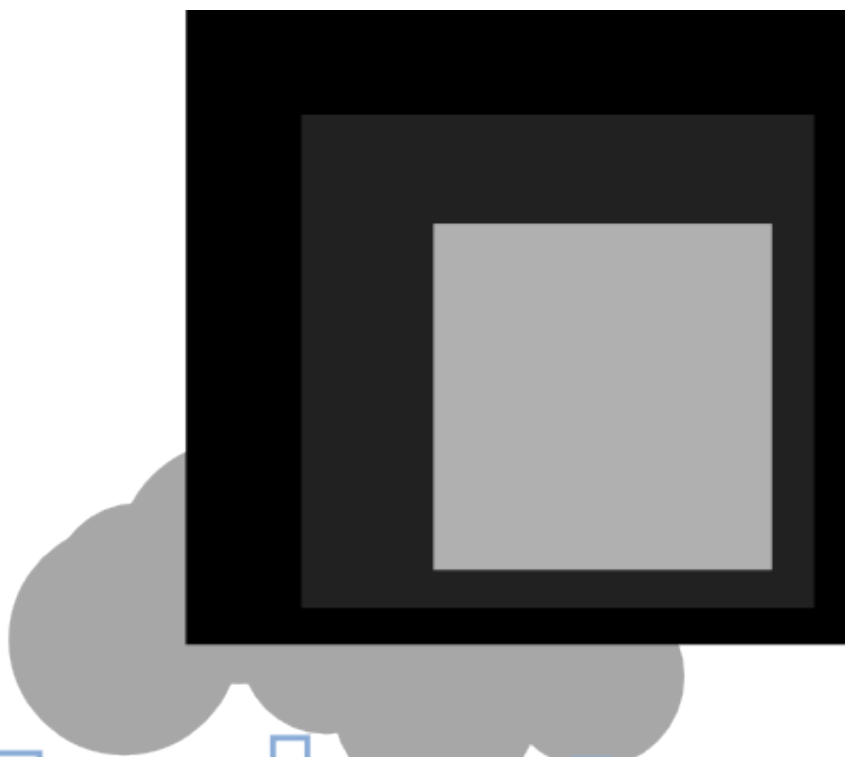
- Natural, spontaneous and non-staged photographs.
- Normal people
- Preferred to be taken at EGE.
- Subjects can be: people in groups, isolated individuals, details of products, exposition booths overviews, exposition scenery.



Photos – bad examples

- No studio photos (products in a sterile, white environment).
- No stock photos. These are way too artificial and staged.
- No stereotypical 'nerds': while these are natural and normally acceptable, we do want to keep a positive image and don't want to make the impression our audience is made up of only really nerdy people.
- No over-styled or 'deep', symbolic photos.

ege



Style elements

These are some of the frequently used style elements that can be used in EGE publications.

They include:

- The EGE logo
- Background colour and boxes of darker to lighter shades of grey
- A 'bullet' that consists of two squares
- Cloud-like shapes made from round objects
- A 'stream' of squares



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Example – A4 publication 1

This is an example of a publication to be printed on paper.

Example uses are: leaflets, booklets, etc.

Remarkable are:

- The white bar at the top including EGE and full event name
- The headline with bullet in front of it
- The text in a box with a lighter shade of grey.



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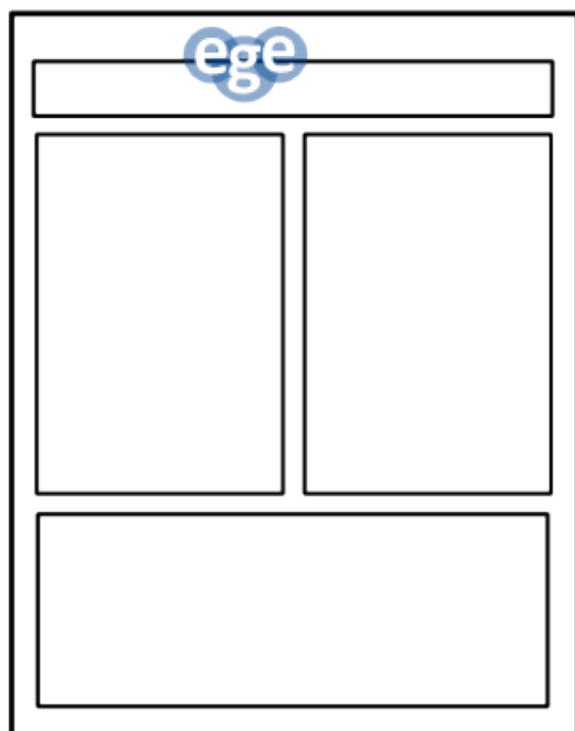
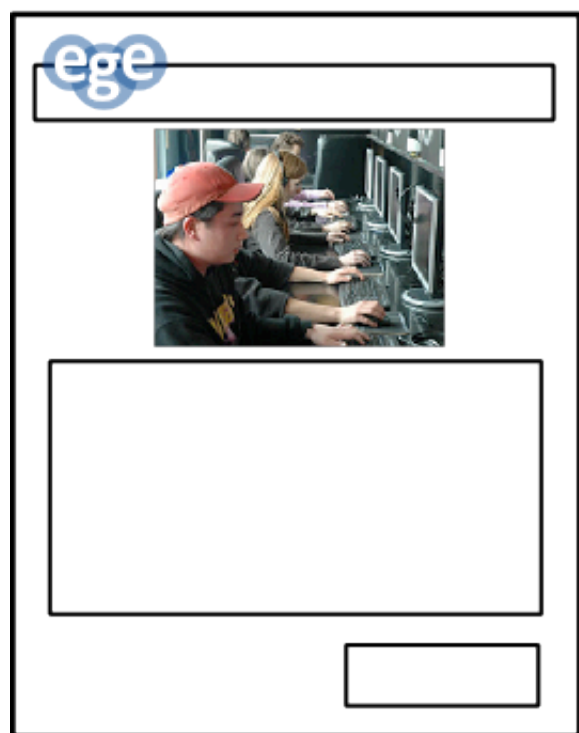
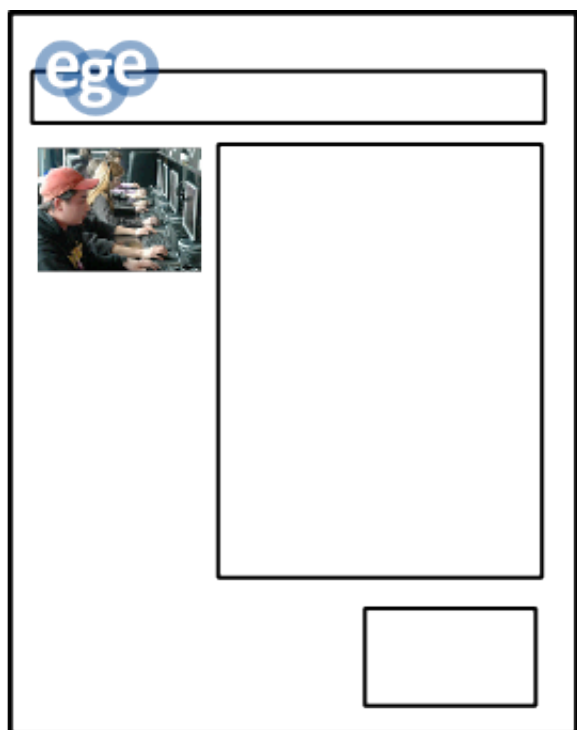
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Example – A4 publication 2

Like the previous example, this is another example of a to be printed publication.

Notice how this publication has a full white background for the ‘content’ area.



Example – four A4 publications

These are layout ideas for A4-sized printed publications.



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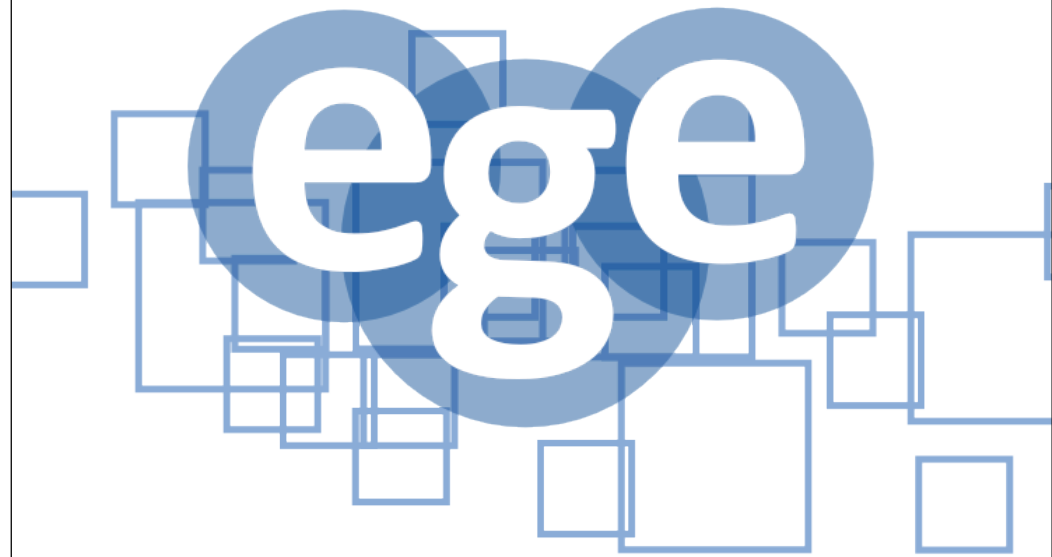
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Example – magazine ad

This is an example of an advertisement to be used in for example magazines.

Remarkable are:

- Placement of photo first, then text, finally logo and event name.
- Big photo that takes up at least half of the page.
- Text in lighter grey area.
- Logo and event name in white bar.



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20 oct - 25 oct
location name here

Example – billboard

This is an example of a billboard of poster (large prints) advertising the event.

Needs to have only basic information: billboards need to be able to be read in an instance.

Event name gives out enough information.



2008



Example – convention banner

These are examples of large (1x4 of 4x1 meters) real-life banners that can be used at the convention.

People need to be able to find and recognize the convention easily, especially if there are also other conventions simultaneously.

It's safe to assume people there know what 'EGE' is and what it's about. No further information required.