

VERSION 0.1

TRAGOS

BRANDING GUIDELINES

The complete branding guidelines for Tragos,
the party game para Latinos.

Tragos © 2019

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01 EL LOGO

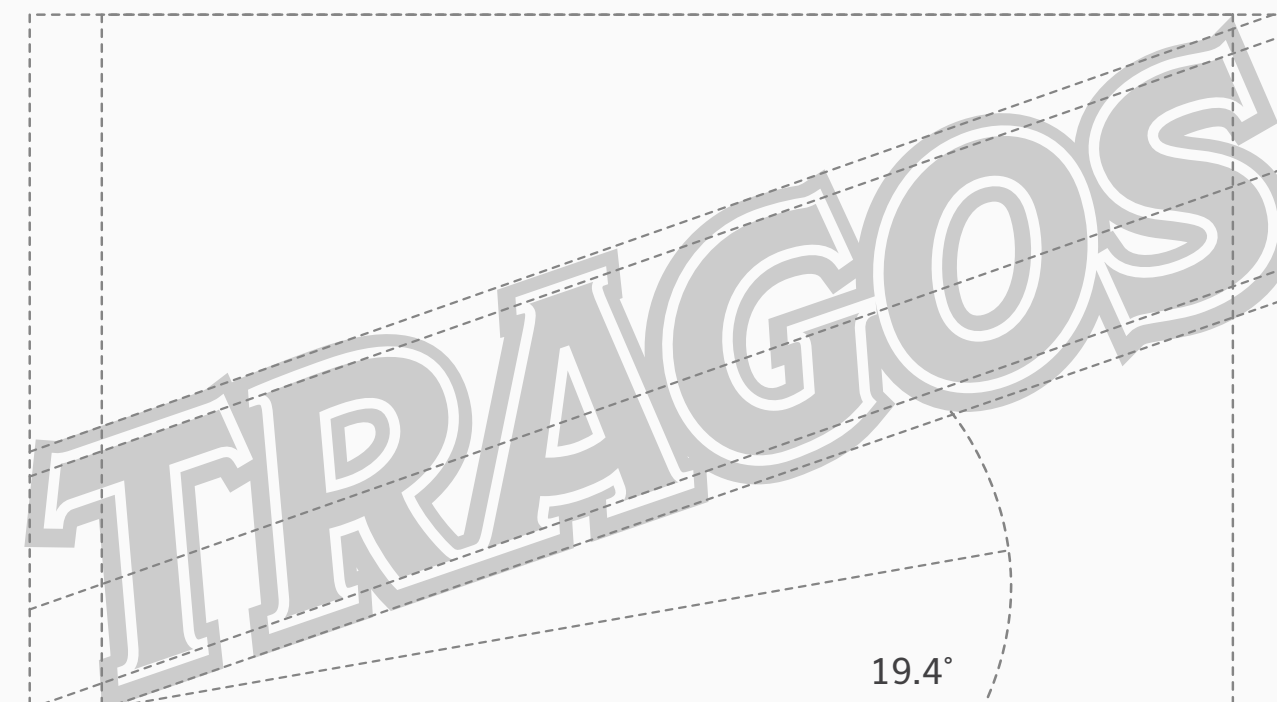
Main Logo

Main Logo

The Tragos logo is funky and dynamic. It pops of red and orange to represent the passionate Latinx culture. The logo is always at a diagonal to stay exciting and always ready to take it to the next level. Color variations allow it to exist on different background colors.



Lock up



Logo Variations & Tagline

The logo and tagline should always be present together wherever possible. To use up more vertical space, use the logo with the tagline on 2 lines. To take up more horizontal space, use the logo with the tagline on 1 line. The logo without the tagline may be used internally or if the composition it's in is too busy.



Logo Exceptions & Don'ts

Always use the logo directly from the logo files so there is no distortion or wrongful rotation. Modifications around the main logo are allowed depending on the use case and are usually only reserved for new game pack designs.

Exceptions



YOU CAN add to the main logo a new game title



Make sure that the new game title is smaller than the main logo & left-aligned



YOU CAN vary the placement of the tagline if it is coherent with the design of the box.

Don'ts



DO NOT rotate the logo from its original angle



DO NOT apply dropshadows



DO NOT skew or stretch



DO NOT remove the strokes



DO NOT adjust the size of the tagline



DO NOT contain in a shape

02 LA TYPOGRAPHY

Display Typeface

The main display typeface is the Modesto family. There are many, many variations of Modesto. Tragos mainly uses Modesto Poster, Modesto Text, and Modesto Open.

There is room for experimentation with Modesto in general but these three header options should be used as much as possible to keep consistency throughout the brand.

HEADER 1

MODESTO POSTER

MODESTO POSTER ITALICS

Modesto Poster is used for large display fonts primarily in marketing, website, and social media visuals. It is always in All Caps.

HEADER 2

Modesto Text Medium

Modesto Text Medium-Italics

Modesto Text is used for smaller headers and never for body text. It can be used All caps or not.

HEADER 3

MODESTO OPEN INLINE FILL

Modesto Open Inline Fill is used for variation in typographic design. It should be used sparingly and never alongside or as paragraph text.

Secondary Typeface

Oswald could be considered a display typeface but is used more sparingly than the other 3 headers. It can be combined as a header with paragraph text.

Muli is the main paragraph text typeface. It is used on the website, as secondary text on visuals, and on the game cards.

HEADER 4

OSWALD BOLD

Oswald Bold is used for marketing or print material that requires a more condensed typeface. It is used on occasion.

PARAGRAPH TEXT

Muli

Aa Aa Aa Aa Aa Aa

Character Tracking - 0px

Muli Regular is used in most paragraph text cases. On color print backgrounds, it increases weight as Semi-bold. Muli *Italics* and **bold** can be used for text emphasis.

CAPTIONS

MULI ALL CAPS BOLD

Muli All Caps is used for quote names, labels, or captions. It will usually be 1.25x smaller than the paragraph text.

— EXAMPLE CAPTION

Character Tracking - 200px

03 COLOR, TEXTURE, Y PHOTOGRAPHY

Color Palette

The Tragos color palette is a base for all illustrative or typographic assets created. In most cases, the primary and secondary colors will be used. For smaller details that require more color variation, refer to the tertiary colors.

There is room for experimentation with color, especially with illustration and typography design projects.

Primary 1

Tragos Red

R227 G54 B26 C6 M92 Y100 K1
HEX #E3361A

Primary 2

Rojo Black

R9 G6 B6 C73 M68 Y66 K87
HEX #040000

Secondary

Cielo Blue

#309CD5
R48 G156 B213
C72 M24 Y1 K0

Noche Indigo

#309CD5
R48 G156 B213
C72 M24 Y1 K0

Sabana Purple

#A65FA3
R166 G95 B163
C1 M1 Y1 K0

Maiz Yellow

#FFE593
R250 G187 B13
C1 M8 Y50 K0

Tomate Tomato

HEX #E64929
R230 G73 B41
C44 M33 Y32 K11

Lime Green

#7FB940
R127 G185 B64
C17 M13 Y13 K0

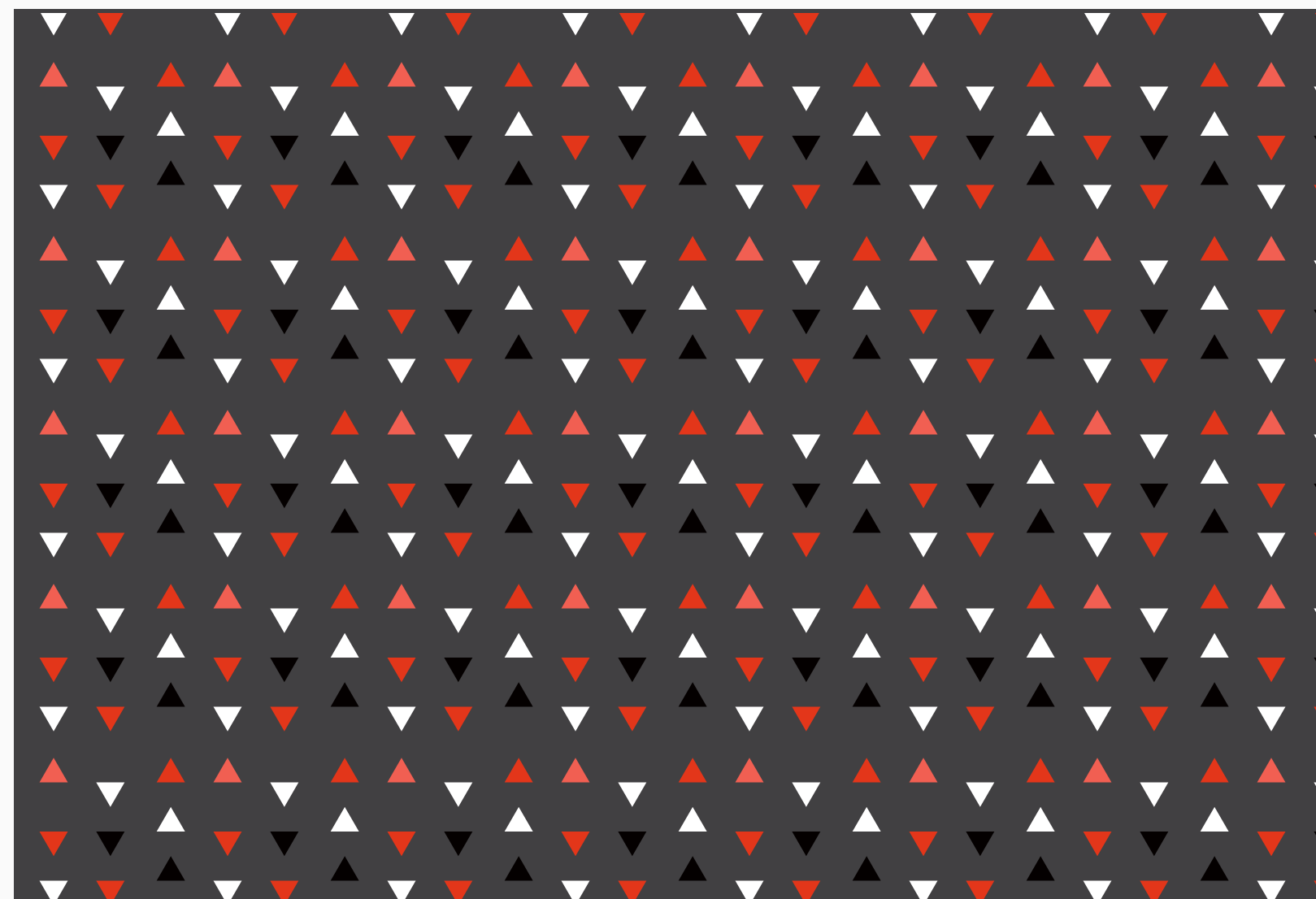
Fiesta Orange

R235 G134 B30 C0 M80 Y97 K0
HEX #EB861E

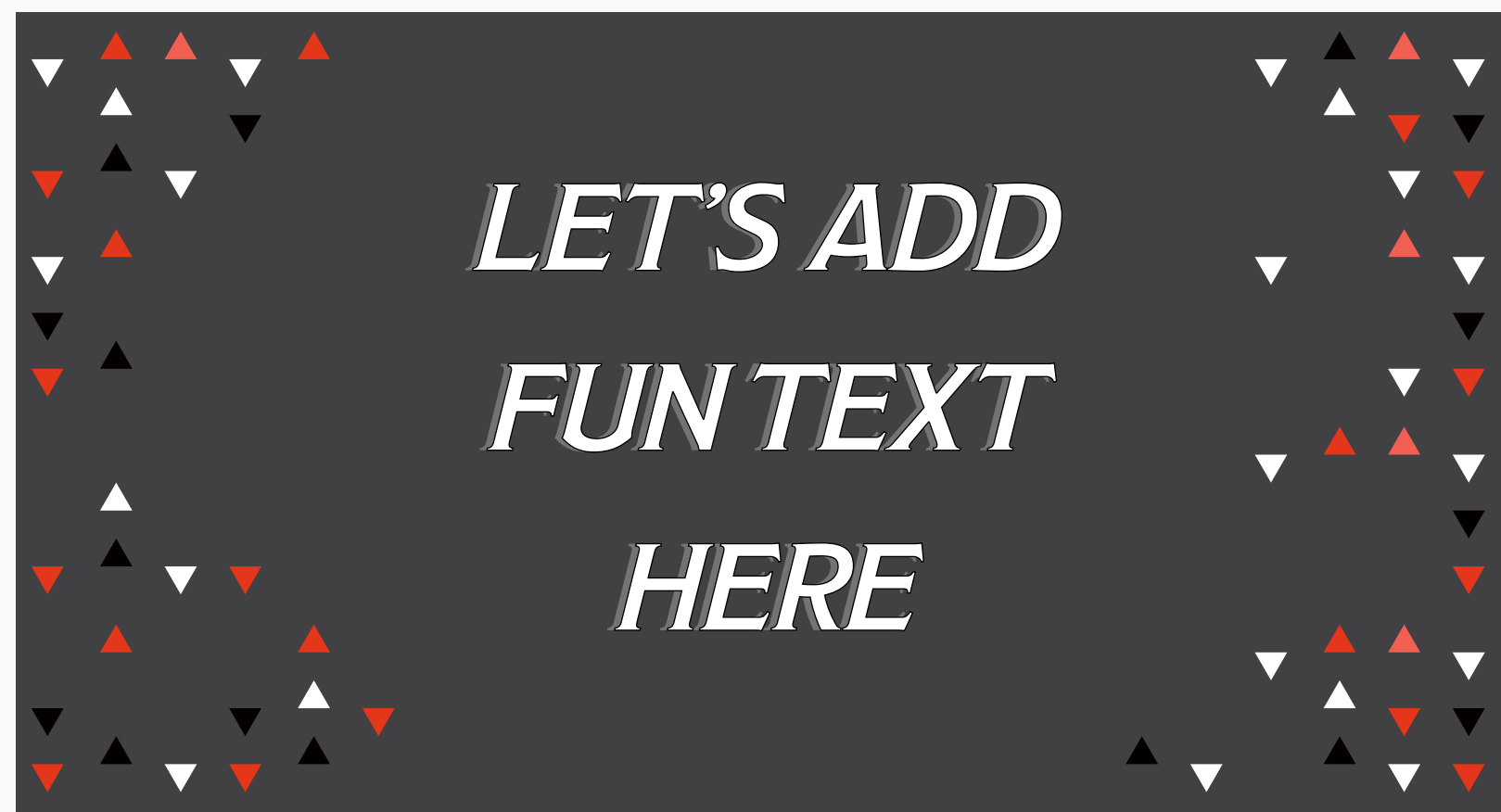
Textures & Illustrations

Triangles are the main texture of the Tragos brand, with other variants depending on the compositions in each use case.

Illustrations are simple and very graphic. Stroke outlines and solid shapes and colors give them a modern cartoon feel. Small details like subtle shadows and highlights add depth to the otherwise simple style.



The triangle off-grid can be modified per composition. You can change color balance around or delete certain triangles to make room for the layout.



This is an example of modifying the grid above. You can modify triangle colors as long as there are no more than 3 colors.



Use large geometric shapes, particularly circles sparingly. They may be used if the design calls more dramatic use of space.



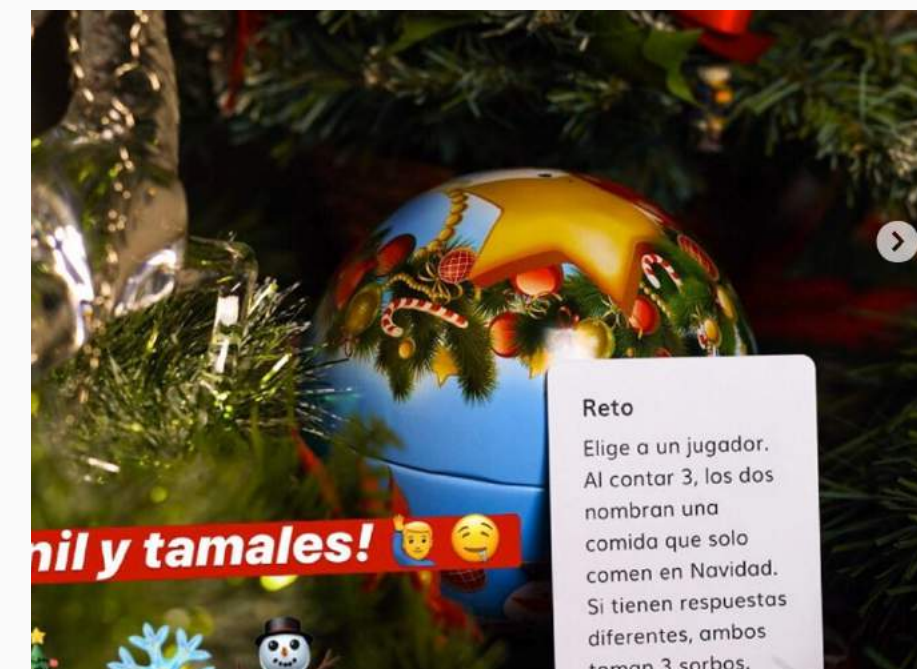
Illustrations usually have a black or white outline and are usually solid or with subtle gradients. There is room for experimentation.

Photography

Photography and graphics are strongly curated, always ensuring that the product looks crystal clear, the colors always vibrant, and composition balanced.

The photography treatment aims for professional, using depth and light balance to get a crisp effect.

Graphics are also used either as stand-alone assets or in combination with photography as overlay elements (like Latinx Heritage Month). There is room for experimentation.



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THANK YOU

If you have any questions or comments about our style
guide, please contact our designer at
carolina@tragosgame.com.