

YUNEEKO

Stories as unique as you!



Brand Bible

1.1 Brand Identity

The Brand Identity describes the personality of the brand. It communicates how we want Yuneeko to be perceived. We aim for a unique and distinguishable brand experience for our players.

The Brand Identity is composed by multiple areas including:

- Brand Design
- Brand Communications
- Brand Behaviour
- Etc.

Brand Design

A major part of the brand design is the visual appearance, how the brand is displayed both internally and externally. This includes a uniform design of advertising materials, logos, websites, and much more. The brand design manual provides a clear visual direction and guidelines for implementation. The aim is to have a comprehensive, consistent appearance that solidifies the brand identity even when combined with other design guidelines.

The complete style package will underline the uniqueness of Yuneeko for its initial launch campaign. If there is any questions or concerns regarding the use of the design and brand please contact us.

Targets of the Yuneeko VI and conceptual approach

Through our Visual Identity, we show that Yuneeko is an immersive story universe. Through the composition of the real model with the painted background, we illustrate and re-inforce the tagline "Stories, as unique as you"

In addition, Yuneeko will offer a huge choice of different books, each offering a new world to explore and changing based on the players' decisions. We want to emphasize the escapism through the story cloud that stands out with its colour palette. The backgrounds are painted every day scenes from the lives of the players that fade out.



2.1 General

Significance

The logo is the central element of brand design. It represents the brand “Yuneeeko” in all forms of media. The logo is used for identification and recognition. For a brand acting in the public, the logo is an identifying mark of highest importance and an anchor for our players to remember. The logo should uniquely identify Yuneeeko within its operating market and is recognisable at a glance. The elements of the logo are fixed and must not be changed.

Logo-

YUNEEKO

YUNEEKO

Logo with Tagline-

YUNEEKO

Stories as unique as you!

Identity Marks (Iconography)-

YU
NEE
KO

YU
NEE
KO

Y

Y

YU
NEE
KO

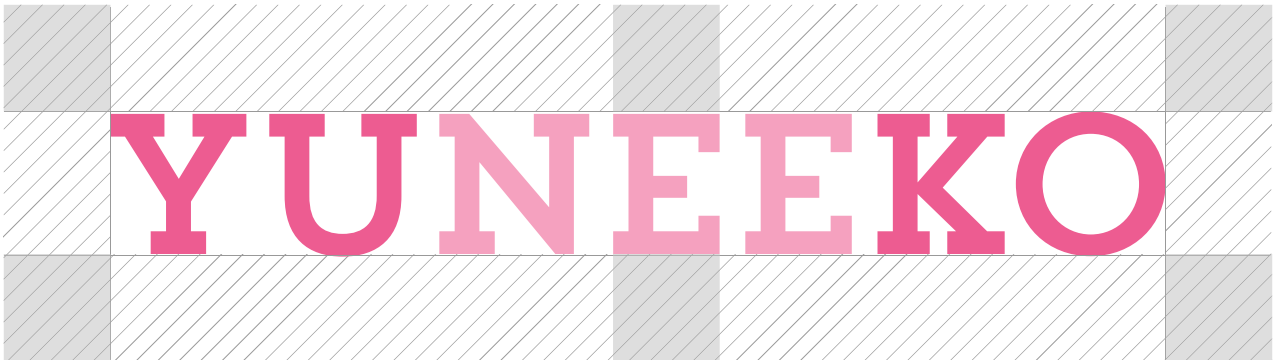
YU
NEE
KO

Y

Y

2.2 Logo Safe Space

The safe space of the logo must not be violated. This safe spacing must not be cut by text, other logos or any other elements. The safe space is based on the width of the E



2.3 Logos on different background

The logo must be visible on a plain background. Positioning can be used to achieve this. Do not choose backgrounds with too many details.

The positioning of the logo is highly important. Ensure that the logo contrasts with, and is sufficiently visible on the background.



On light backgrounds the standard color logo is preferred



When necessary a tight dropshadow is acceptable.
Find logo source with variations in our marketing download pack.



On a busy colorful background (ingame) use the logo that has a white stroke.
Find logo source with variations in our marketing download pack.

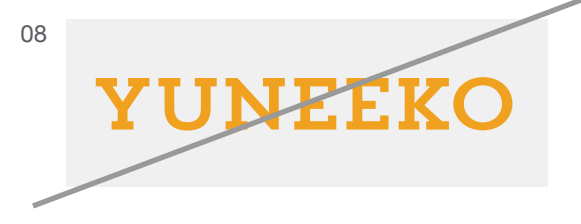
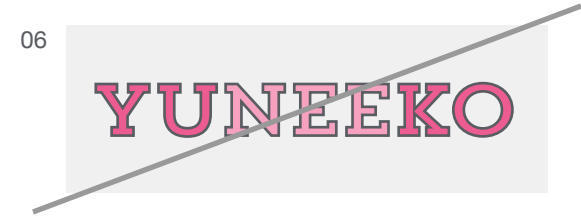
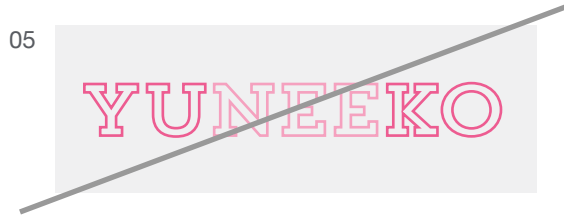
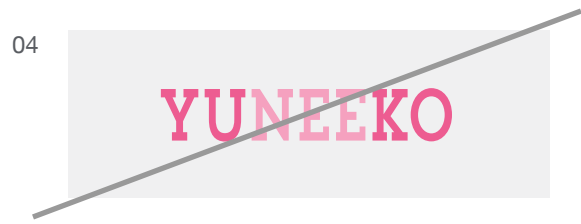


Example on a dark background. Standard logo is preferred.

2.4 Logo Don'ts

DO NOT:

- 01 Invert the logo
- 02 Slice the logo
- 03 Rotate or tilt the logo
- 04 Compress the logo
- 05 Use the logo with an outline
- 06 Use the logo with an additional outline
- 07 Use the logo with excessive shading
- 08 Change Colors



2.5 Cooperate Logos and Legal Notes

Smilegate Europe in addition to the “Yuneekeo” logo are the company logos. The colour of the logo should be chosen with respect to the background colour.

The logos should not be distorted, recoloured or set with additional elements.

Legal Notes - Copyrights

Legal notes and copyrights have a fixed spacing (30) and grey shade based on background color. The wording must not be changed or rearranged.

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Smilegate Logos



Smilegate
Europe



Gamebook Logos



gamebook.io



3.1 Fonts and Usage

Currently we use 2 fonts in the Yuneeko Brand.

HELVETICA CONDENSED BOLD

The First is Helvetica Condensed Bold. For Titles, Sub-Titles and bold typography.

HELVETICA NEUE REGULAR

The Second is Helvetica Neue Regular for all body copy and large portions of text for readability.

Helvetica Condensed Bold-










**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890**

Helvetica Neue Regular

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

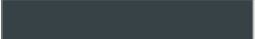


4.1 Colors

Listed below are the Yuneeko Brand Colors that are used across all branding.

Colors			
SWATCH	LABEL	HEX	RBG
	Red	#E9324C	233 50 76
	Pink	#ED5D92	237 93 146
	LT Pink	#F4A0BE	244 160 190
	Orange	#F0A01F	240 160 31
	Yellow	#F5D00E	245 208 14
	Green	#009F80	0 159 128
	DK Blue	#00849F	0 132 159
	Blue	#00AFCB	0 175 203
	LT Blue	#CBDCE4	203 220 228

4.2 Blacks

We don't use 100% black for any branding or key art. Since we use so many pinks and warm colors through out the branding, please use the cool blacks / greys that are provided here for marketing materials.

Blacks			
SWATCH	LABEL	HEX	RBG
	Cool Black	#364244	
	Slate Grey	#5A5B60	
	MED Grey	#81838A	

For true greyscale images use 70% black and under.