

GAMESENSE BRAND IDENTITY AT A GLANCE

1. Logo

The GameSense logo consists of a custom-designed wordmark, combined with the BCLC logo, as shown below.



POSITIVE VERSION



REVERSE VERSION (on light green)



REVERSE VERSION (on dark green)

Licensee logo lock-up

The licensee's logo appears with the GameSense logo.



2. Colours

The GameSense brand uses a two tones of green for all of its communications. Grey is only for the positive version of the BCLC logo. Black is used for body copy in print literature.

GameSense Light Green

PMS Coated 376C
PMS Uncoated 2292U

C54 M0 Y 100K 0
R128 G189 B0
HEX#80bd00

GameSense Dark Green

PMS Coated 3435C
PMS Uncoated 3435U

C93 M24 Y85 K68
R21 G71 B51
HEX#154733

BCLC Light Grey

PMS Coated 430C
PMS Uncoated 430U

C54 M40 Y38 K4
R125 G134 B140
HEX#7a868c

PRIMARY COLOURS

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3. Typography

A key component of the GameSense identity is its tone of voice, which is communicated using a custom-made hand script font named GameSense Hand. This font is used in the context of “speech-bubble” statements or conversations. It can also be used for headlines. The typeface Graphik has been chosen to compliment it. Use Graphik to set subtitles and body copy, both online and in print.

GAMESENSE HAND

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$&@'*(,.;:#!?)

GRAPHIK REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$&@'*(,.;:#!?)

IN PROGRESS

4. Speech Bubbles

The GameSense platform uses a speech-bubble graphic device, to represent one of two things:

1. A conversation between a player and GameSense (“the voice of reason”) - two speech bubbles
2. A gaming-related statement made by GameSense (“the voice of reason”) - speech bubble and icon

The colours used for bubble and type should always be consistent.



How to use the GameSense Hand font within speech bubbles: Set the complete sentence or paragraph in caps, except for a word or phrase that emphasizes the key idea being communicated. Colour this word or phrase, the opposite green than the one being used for the rest of the sentence or paragraph. See above examples.

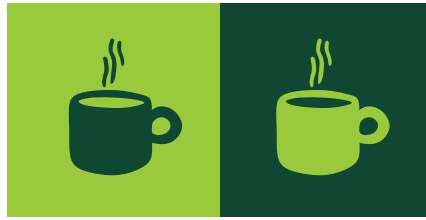
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5. Icons

A family of icons have been created to illustrate key GameSense themes.



SETTING A TIME LIMIT



TAKING BREAKS



BRING CASH ONLY



BUDGETING TOOLS



GAMBLING HANGOVER



CASINO OBJECTS - CARD SUITS



CASINO OBJECTS - CARDS



CASINO OBJECTS - POKER CHIP

As seen below, these icons can be used in two ways:

- a) to “embody” the voice of GameSense when making a statement about gaming or,
- b) as part of a layout, as a graphic element, supporting the idea being communicated

