BROWN GIRL GAMER CODE

Brand Guidelines

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Contents

1 ABOUT BROWN GIRL GAMER CODE

2 LOGO AND CLEAR SPACE

3 LOGO VARIATIONS

4 USAGE

5 TYPOGRAPHY

6 COLORS

7 APPLICATIONS

8 CONTACT US

About BGGC

BROWN GIRL GAMER CODE is a leading digital community for Women and Femmes of Color in Gaming and Tech! It was created out of the need to have a space to not only connect with others like us, but to also build a platform where our stories and contributions in these industries' are centered and amplified.

Mission Statement

Our **mission** at BGGC is to advocate for **Representation**, **Equity**, and **Opportunity** for marginalized identities in the Gaming and Tech industries. In the face of rampant toxicity, exclusion, and being undervalued, **WE. RESIST.**

Our Vision

Our organization's vision is for BGGC to be a premier platform for high quality content, community building, and access to opportunity, while thriving in an industry that not only values us, but also where we are safe to be our authentic selves.

The Code

The "Code" in Brown Girl Gamer Code is not just any word. You may know it as a common technical term, a way to program software etc. But to us, the Code has a deeper meaning. As Women and Femmes of Color, our experience navigating the gaming and tech industries are often times challenging, but community is what helps us push through! The Code represents just that.
It embodies all of the ways that we connect, support, and show up for each other. It's about climbing the ladder and bringing our people with us. It's about sharing resources and making spaces safe for us to show up authentically. It's about being able laugh until your stomach hurts when playing games with friends, or offering a shoulder for someone to lean on when life gets tough.

We define the Code, and it is our responsibility to always respect and uphold it.

The Code can be seen as the veins in the heart of BGGC. It reveals the pipeline of information we share with each other in terms of safety and security. It's the moments where refer another BGGC member for an opportunity that may not be right for us individually. The wall of emojis from the community when reacting to a discord post where someone is having difficult time.

The Logo

Brown Girl Gamer Code has two primary logos. The sleek and modern combination mark represents the organization's focal point: technology and gaming. The mascot logo is a representation of the diversity that BGGC strives to bring to these spheres.

The combination mark consists of three elements: the BGGC lettermark, the controller outline, and the "Brown Girl Gamer Code" wordmark. The mascot logo consists of the BGGC lettermark, two of the brand's five proprietary characters, and the "Brown Girl Gamer Code" wordmark.

COMBINATION MARK

The combination mark can be used in all settings.

MASCOT LOGO

The mascot logo can only be used in full with no isolation of elements.

BROWN GIRL GAMER CODE

WORDMARK

The wordmark can be used if one of the full logos is used elsewhere in the document.

Both logos equally represent the BGGC brand.

The combination mark benefits from versatility and usability across mediums due to its simplicity and readability while the mascot logo is better suited for larger documents and materials where the level of detail in the illustrations can be read more easily.

Clear Space

The logo requires a minimum of space between it and other elements in any design or document. This space is equivalent to the height of the controller on all sides.

The smallest height authorized for the logo is 1.25" (print) or 120px (web).

Collaboration and community are at the center of Brown Girl Gamer Code's activities. This is why we have developed logo variations for harmonious use with the branding of the diverse people and organizations we work with. The standard logos are preferred whenever it is possible, but the variations on this page can and should be used to prioritize legibility and harmony in different contexts.

Circular Logo

MASCOT LOGO

The standard BGGC mascot logo.

STANDARD LOGO

The standard BGGC combination mark.

DARK MODE LOGO

For use on dark back-grounds.

WHITE-ON-BLACK LOGO

For designs that call for simplicity.

BLACK-ON-WHITE LOGO

For designs that call for simplicity.

Horizontal Logo

STANDARD HORIZONTAL LOGO

The standard BGGC combination mark in a horizontal layout.

DARK MODE HORIZONTAL LOGO

For use on dark backgrounds.

WHITE HORIZONTAL LOGO

Monochrome logo for designs that call for simplicity (dark backgrounds).

BLACK HORIZONTAL LOGO

Monochrome logo for designs that call for simplicity (light backgrounds).

Brown Girl Gamer Code is a registered trademark. The registered trademark (®) symbol should always be included in the full logo.

Only the logos depicted on this page and the wordmark can be used.

The Brown Girl Gamer Code identity was carefully created and continues to grow through branding which aims to reflect the diversity of the members we have gathered over the years. The guidelines within this document ensure the integrity and consistency of the Brown Girl Gamer Code logo, brand and identity as we appear across different platforms and contexts.

Do...

- Use logo variations appropriately.
- Give the logo breathing room.

Don't...

- Recolor, distort, or otherwise modify the logo.
- Use the logo on busy backgrounds.

Logo Fonts

RIGHTEOUS
AVENIR NEXT CONDENSED

The typeface **Righteous**, with its heavy, wide and round shapes, boldly announces the brand's widely-used acronym while contrasting with the thin, narrow and clean typeface **Avenir Next Condensed** in the wordmark.

Brand Fonts

RIGHTEOUS

The typeface **Righteous** is reprised for titles in BGGC branding. It should be used exclusively for titles as to not feel overused.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

ZILLA SLAB

The typeface **Zilla Slab** is used for subtitles in BGGC branding. It is also used for bold messaging and calls to action.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

POPPINS

The typeface **Poppins** is used for body text in BGGC branding.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Brand Colors

The BGGC brand colors are the following five gradient stops from the logo's "GG" letters. These greens should be used on all BGGC designs.

#7FA41D R 127 G 164 B 29 C 56 M 18 Y 100 K 2 Tea Green	#6A9B20 R 106 G 155 B 32 C 64 M 20 Y 100 K 3 Spring Green	#498B27 R 73 G 139 B 39 C 75 M 24 Y 100 K 8 Evergreen	#1E7530 R 30 G 117 B 48 C 86 M 30 Y 100 K 19 Forest Green	#006837 R 0 G 104 B 55 C 90 M 33 Y 99 K 26 Winter Green

Secondary Colors

These secondary colors can be used as background colors, and accent colors in BGGC designs. Refrain from using too many secondary colors in one design, and avoid using colors that are too harsh, bright, or saturated as background colors.

#773F2D R 119 G 63 B 45 C 35 M 75 Y 81 K 37 Spice	#F15A24 R 241 G 90 B 36 C=0 M=80 Y=97 K=0 Fire	#DEB343 R 222 G 179 B 67 C 14 M 28 Y 87 K 0 Gold	#C69C6D R 198 G 156 B 109 C 23 M 38 Y 64 K 1 Sand
#FEEE9D R 254 G 238 B 157 C 1 M 3 Y 47 K 0 Banana	#FFEFCC R 255 G 239 B 204 C 0 M 4 Y 21 K 0 Parchment	#D9E021 R 217 G 224 B 33 C 19 M 0 Y 98 K 0 Lime	#73BFE6 R 115 G 191 B 230 C 51 M 9 Y 2 K 0 Arctic
#217BA3 R 33 G 123 B 163 C 84 M 43 Y 21 K 1 Denim	#2B4398 R 43 G 67 B 152 C 96 M 87 Y 4 K 0 Lapis	#544184 R 84 G 65 B 132 C 81 M 87 Y 16 K 4 Aubergine	#FEB5DA R 254 G 181 B 218 C 0 M 37 Y 0 K 0 Blush

The BGGC brand must remain consistent across applications. Below are some examples of digital and print applications which include merchandise, business cards, and a multipurpose social media header.

Merch

A collection of Brown Girl Gamer Code merchandise featuring both logos is available for purchase in the BGGC online store. The logos are printed on a variety of supports, with logo variations used depending on the object's color.

Business Card

Though BGGC is primarily active and marketed online, a personalized business card is available to the organization's community managers and administrators for use at networking events.

Social Media Header

The multipurpose illustrated social media header features the five BGGC characters and a stylized version of the BGGC logo. This header can be used as a banner on most social media platforms and internal or public-facing Google Docs and Forms.

Contact Us

If you have any questions about the BGGC brand or these brand guidelines, or if you'd just like to be in touch, click below to contact us!

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