



Corporate Identity

Guidelines

Implementing the Gametize brand in communications
Last updated July 2018

Overview

At Gametize, we like to have fun! That being said, we take our branding very seriously. That's why we came up with this guide: to ensure that the Gametize brand is represented clearly and consistently across all communications, and, most importantly, is true to our essence.

Treat this guide as your go-to whenever you are representing the Gametize brand in any way. If there is anything you are not sure of in this guide, you're welcome to reach out to our team.

Here are the essential elements that make up the Gametize brand:

Logo & tagline



Typography

Aa Bb Cc Dd

Aa Bb Cc Dd

Aa Bb Dc Dd

Color

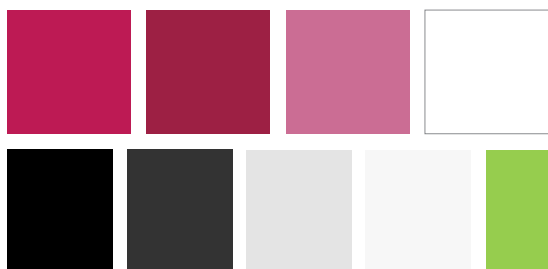


Illustration & Iconography



Tone of voice

Write as you speak.



Professional

Informative

Conversational



Photography



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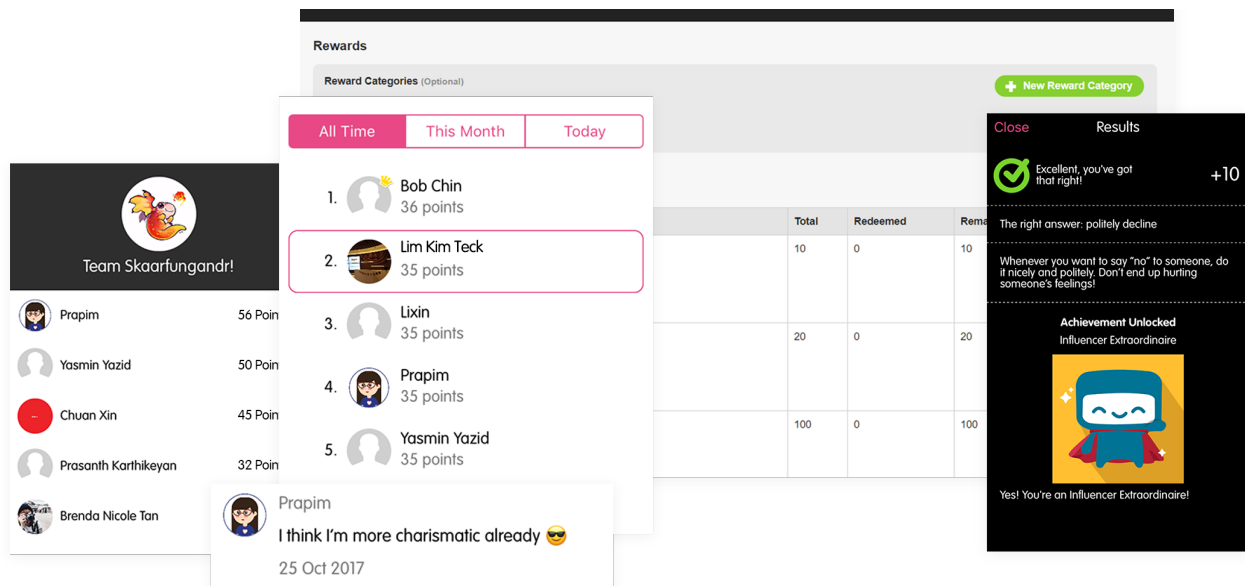
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About Gametize



Here is a short description of Gametize. Give this a read to understand more about us and what we aim to achieve in every one of our communications.

Gametize is the world's simplest enterprise-grade gamification platform for community engagement and advocacy. Clients use Gametize to motivate target behaviours for various purposes, such as in employees training/performance management, or consumer marketing/sales advocacy. The highly customizable and versatile solution is available on both cloud and on-premises.

Anyone can create a white-label web/mobile campaign in just 5 minutes, leveraging Gametize's key gamification mechanics (interactive challenges, automated feedbacks, competition and socializing, and rewards redemption), coupled with their own narratives and theme. Users can complete these fun, social challenges such as answering a trivia, post a photo, and later receive feedbacks such as points, badges, before redeeming prizes such as "lunch with a celebrity" in the rewards store.

Gametize is trusted by brands such as Shell, Samsung, P&G, DBS, Singtel, and Accenture, with 10 million challenge completions and more than 200,000 registered users. Gametize has been endorsed by academics and research companies in reports or case studies, such as Bond University, San Jose State University, Forrester.

Gametize was also selected as Singapore's 20 hottest startups in 2015 by Singapore Business Review magazine, and IBM SmartCamp (ASEAN) People's Choice Winner in 2013.

Gametize is designed with a strong focus on gamification, because it is a proven strategy for motivating behaviors and learning backed by case studies (e.g. Delta Airlines, Microsoft). A pilot case study in Singapore Management University shows that 80% of the students want to see more games powered by Gametize after undergoing a gametized experience for learning Leadership and Teambuilding.

Verbal Identity



**What we say and
how we say it
greatly impacts the
Gametize brand.**

**Words are powerful tools that
are not to be underestimated.**

Here are some practical
guidelines to follow when you write
for and about us.



Tone of Voice

First rule: Write as you speak.

This is the first and most important rule of Gametize. We need to grab people's attention and convey our messages clearly and quickly; any communication with us should feel like a face-to-face conversation. Be personable, and make sure you convey your message using language everyone understands.

Our platform is fun and engaging, and our tone of voice should reflect that.

Gametize has a **conversational** tone of voice that is slightly tongue-in-cheek, while remaining **professional** and **informative**. Thus, our goal is to make everything we write:

Conversational

- Avoid jargon and explain any technical terms in simple, plain language whenever possible.
- Don't be afraid to use contractions such as can't and don't, and simplified descriptive words – use rather than utilize, and get rather than obtain.
- Use personal pronouns like you, we, our and us, rather than always referring to us as Gametize or talking about colleagues or staff in the third person. (Do note that if the tone of voice warrants some formality, we'll still need to use terms such as "Gametize", "Client", and "Subscriber" for clarity.)
- Convey emotion sincerely in your writing, such as "I enjoyed, it was great to, I'd love to meet up..."
- At your discretion, use smileys or emojis if the communication is informal and appropriate for the situation. (Just be careful to not overuse them!)

Professional

Professional doesn't have to mean formal and stiff; it simply means understanding and tailoring your message to the person you're writing to while remaining courteous and true to our brand essence.

- Put yourself in the shoes of the receiver of your communication. You should be polite and courteous; being understanding and empathetic of their situation will help ensure your message is conveyed properly.
- In the same vein, you should be considerate in your communications: spell out acronyms in full the first time they appear with the acronym afterwards in brackets – such as "scope of work (SOW)" – and use the acronym on its own after that. This will minimize any confusion and save time for future correspondences.

Informative

- Keep things to the point – get to the point of your message clearly and simply without losing accuracy. While we want to be informative, we don't want to overload and confuse people with too much information, so it's best to summarize key points and to leave the details for those who need it.
- Every communication should have a purpose – write with clarity and precision.
- Your message should be complete. Don't leave out key bits of information.

Keep in mind...

While we want our verbal system to be simple and easy to understand, we never want to talk down to our stakeholders or diminish the quality of our communication. Don't oversimplify; it should never sound like we're trying too hard to sound casual or friendly.

Remember: **write as you would speak naturally** – keep in mind that **conversational** and **professional** aren't mutually exclusive.

Language Guide

Here are a few more nitty-gritty details about our verbal system. These are not hard and fast rules; however, we recommend to follow these guidelines closely whenever possible.

UK or US English?

We use US English for marketing and informal communications such as general correspondence, and UK English for formal communications such as legal documents and publications.

(P.S. There are some situations where this may not be applicable – in which case, we say: go with your gut!)

Big numbers

Write large numbers with a comma. For example, 100,000 rather than 100000 or 100 000.

Currency

As a default, we calculate in USD which for example would be written as \$1,000 USD. When writing any currency, specify which currency and the symbol for that currency.

Date

Dates should be formatted this way:
Date / Month / Year.
For example, 30 October 2018.

Time

Use 12 hour time such as 7AM, 7:30PM – don't using 24-hour time.

Telephone numbers

For easy legibility, add the country code and a space, such as +65 1234 5678.



Visual Identity

Yes, looks are important.

Our visual system is indicative of our brand, and should be unified with our verbal identity.



Logotype

Our logo is the most immediate visual representation of our brand – when customers see our logo, they will associate it with our brand’s reputation.

We take pride in how it is portrayed, so treat it carefully and be good to it – we guarantee it’ll be good to you back!

The logo features the word "gametize" in a bold, rounded, pink sans-serif font. Below it, the tagline "experience through play" is written in a smaller, black, spaced-out sans-serif font. Vertical dashed lines extend from the top and bottom of the text to the descriptive text below.

Logotype
Typeface: Mouser
■ #BC1954

Tagline
Typeface: Futura
■ #050505

Beginning and end of tagline
aligns with the "a" and "e" of logotype

Variations

Our logo consists of several variations. Do take note of when to use which variation:

With tagline

The logo features the word "gametize" in a bold, rounded, pink sans-serif font. Below it, the tagline "experience through play" is written in a smaller, black, spaced-out sans-serif font.

Our tagline is “experience through play”. Whenever possible, use the logo together with the tagline, as it encompasses the full spirit of the Gametize brand.

Without tagline

The logo features the word "gametize" in a bold, rounded, pink sans-serif font.

If the tagline’s legibility is compromised, use the version of the logo with just the logotype.

Variations (continued)

Our logo consists of several variations. Do take note of when to use which variation:



Full color

Whenever full color reproduction is available, use the full color of the logo.

Black



■ #000000

When full color reproduction is not available or if the full color logo provides a poor contrast, and the background is a light color, use the **black** version of the logo.

Reverse white



□ #FFFFFF

When full color reproduction is not available or if the full color logo provides a poor contrast, and the background is a dark color, use the **white** version of the logo.

The Gametize Emblem

We also have an emblem that uses the “g” of our logo. While this can be used independently, all major communications must include the main logo.

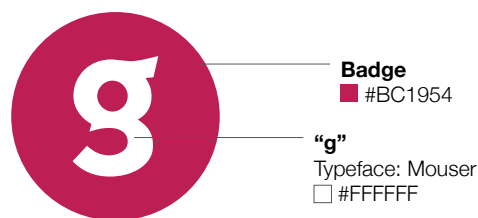
Do use this for when the Gametize brand must still be represented but the logo cannot be used legibly, such as in favicons or stickers for merchants.

Full colour emblem



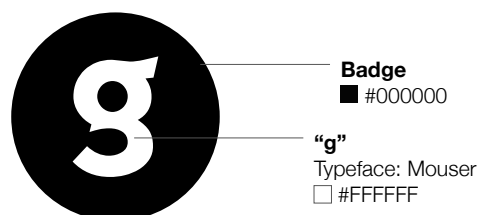
Use this variation whenever possible.

Pink & white



Use this variation on dark-colored backgrounds.

Black & white



Use this when full color reproduction is not available.

Minimum size

We don't have a fixed rule for the minimum size, as long as the logo is still legible.



If the tagline of the logo is compromised, use the logo without the tagline.



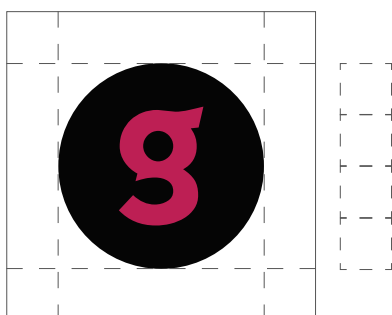
If the legibility of the logo even without the tagline is compromised, use the “g” emblem.

Clear space

Keeping a clear space between any other elements and the logo is very important; give the logo some breathing room so it can do its magic.



For the logo, keep at least a clear space that's the equivalent of the dot for the logotype “i”.



For the emblem, keep a clear space that's the equivalent of a quarter of the emblem's overall dimensions.

Dos & Don'ts

Always be mindful when applying the Gametize logo to ensure it is presented in a clear and visually prominent manner.

Incorrect usage of our logo – no matter how minor the infraction – will diminish our branding, so do take note of some basic dos and don'ts:



DON'T change the color of the logo or tagline.
DO use the approved logos only.



DON'T distort the logo.
DO scale the logo proportionally.



DON'T constrain the logo.
DO give the logo some breathing room.



DON'T place the logo at an angle.



DON'T skew or shear the logo.



DON'T add a drop shadow to the logo.

Dos & Don'ts (continued)



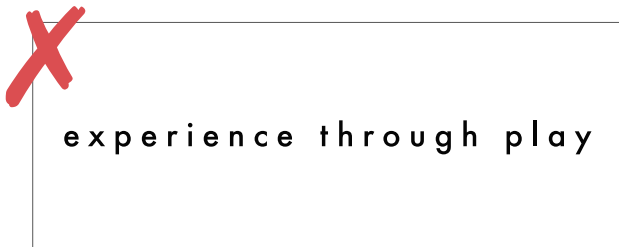
DON'T alter the logo or tagline typeface.



DON'T alter the tagline.



DON'T alter the relationship of the elements.
DO ensure the tagline is always placed underneath the logo as approved.



DON'T use the tagline by itself.



DON'T place the logo on a background that is busy or is of poor contrast.
DO ensure the logo is clearly legible on the background being used.



DON'T place the logo on a color that provides poor legibility or contrast.
DO use other variations of the logo to ensure the logo is clearly legible.

Typeface

Our main typeface is **Helvetica Neue**, which comes in a variety of weights and styles. Helvetica Neue is a well-balanced and versatile sans serif font that reads easily.

We chose this typeface because we want every interaction with Gametize to be as simple as possible – starting with the right typeface.

Helvetica Neue Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!"()*&%

Light is the preferred typeface for body copy as it creates a lighter feeling to large volumes of text.

Body copy

Helvetica Neue Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!"()*&%

Bold can be used for titles when Bold Condensed is unavailable. Otherwise, this typeface should be used to highlight body copy.

Pull-out text

Helvetica Neue Bold Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!"()*&%

Bold Condensed should be used sparingly for titles as it is quite a narrow font. When Bold Condensed is not available, Bold may be used.

**Special usage
Headlines**

Helvetica Neue Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!"()*&%

When Light is unavailable or too thin to provide easy legibility, Regular can be used for body copy.

Body copy

Helvetica Regular AaBbCcDdEe12345
Helvetica Bold AaBbCcDdEe12345

When Helvetica Neue is unavailable, Helvetica Regular and Bold can be used.

Arial Regular AaBbCcDdEe12345
Arial Bold AaBbCcDdEe12345

When neither Helvetica Neue or Helvetica are available, Arial can be used as a substitute typeface.

Color

True to our brand, our color palette is fun, exciting and fresh.

Primary palette

Gametize pink Our logo's pink. Use this prominently in branding materials. #BC1954	Dark pink A darker shade for backgrounds and some emphasis text. #9D2044	Black For text and body copy. #000000	Dark grey For dark back-grounds and some emphasis text. #222222	White For back-grounds, text, and body copy. #FFFFFF	Light grey For backgrounds. #F7F7F7
	Light pink A lighter shade for backgrounds and some highlights. #CB6D94				Medium grey For backgrounds. #E4E4E4
					Gametize green For buttons that require a strong call to action for emphasis. #85D02F

Secondary palette (accents)

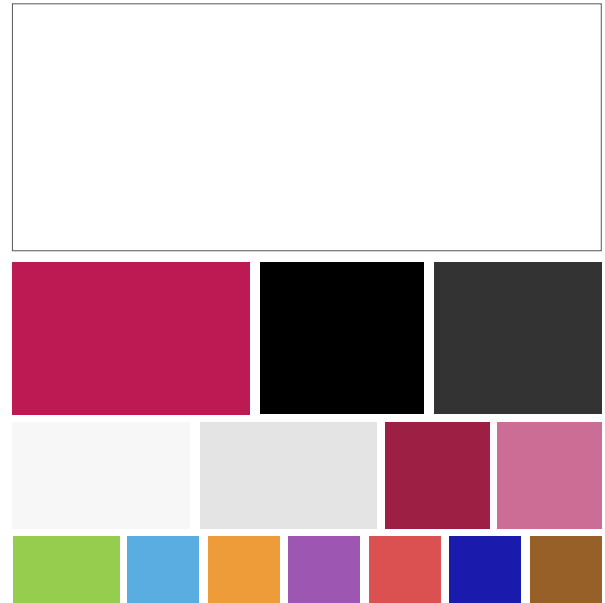
The secondary palette should be used very sparingly. These are not considered true brand colors; this palette is used for Gametize's Challenge icons, but otherwise appears very minimally on all other our branding materials.

Light blue #59ADE1	Orange #EE9B3A	Purple #9E56B3	Red #DB5051	Dark blue #1A1BAC	Brown #966028
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Color balance

When applying color, be mindful to get the balance and proportions right.

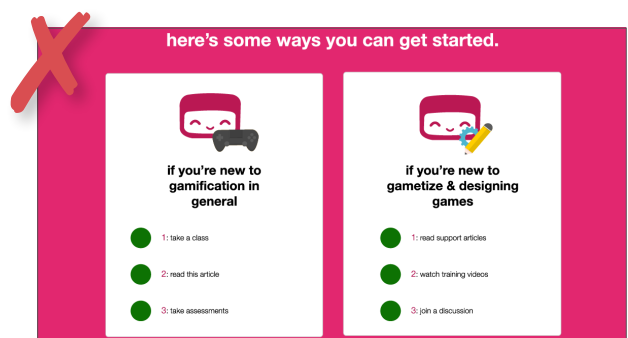
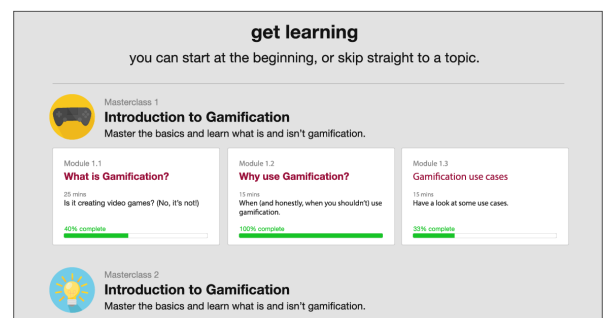
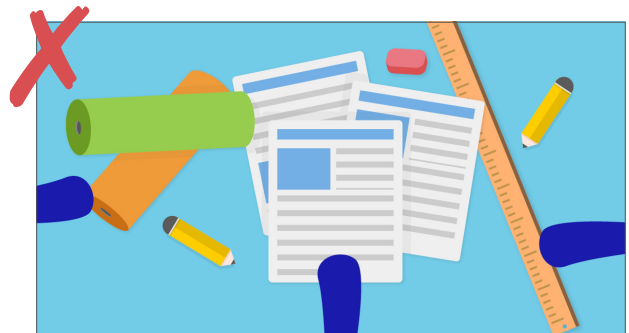
1. The **pinks** should be used prominently throughout all communications; however, don't overuse the pink shades as when used excessively, these pinks can become distracting.
2. The **neutrals (black, white, and shades of grey)** work well in combination with the pinks and as backgrounds. Use liberally to balance blocks of other colors.
3. The **Gametize green** should be used minimally to complement the neutrals and pinks. Use these for pull-out elements, such as buttons.
4. The **secondary palette** colors are considered accents and should be used minimally to highlight miscellaneous elements, such as charts, icons and illustrations.



Incorrect use

The correct use of colors is important in creating a strong association and recognition of our brand. Here are some things to avoid when using our brand colors:

- Do not use secondary colors as a primary illustration palette.
- The primary palette should be present in all branding, even as an accent.
- Do not use tints of colors except in illustrations or infographics. For example, the pink background used in this example is not one of the three shades of pink in the Gametize palette, and is considered an incorrect usage.



Photography

We consider ourselves innovative and fresh, and see the value of enjoying what we do; thus, our photography should evoke the same energy and enthusiasm.

The quality of photography we use plays an important role in portraying the “human factor” behind Gametize, and is representative of our platform and people.

General guidelines

- Avoid the use of stock photography. We want to be authentic and to let our customers know there are real people behind Gametize.
- Provide a bright contrast and inject color into your photos whenever you can.
- Ensure the composition of your photo is clean – this means a lot of “clear space” and avoiding clutter.

Products & technology

Whenever possible, photos of the Gametize product in use – whether as an Admin or Player, and regardless of device – should be real, rather than mockups.

People

We love when people smile and are candid, so capture this in your photos!



Here's a photo of our team that we absolutely love (and we hope to capture the same sense of fun in every one of our photos)!

Sample photography

Here are some more photographs that capture the spirit of the Gametize brand.

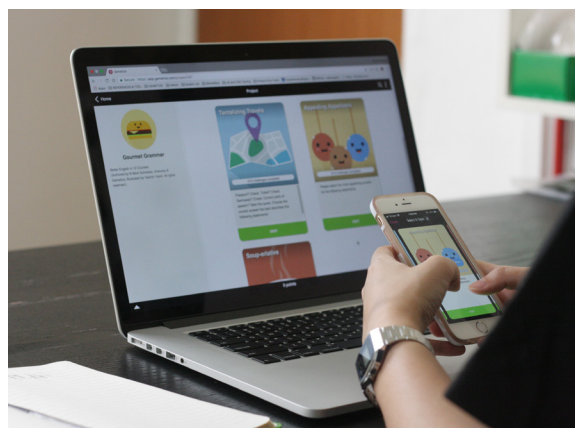


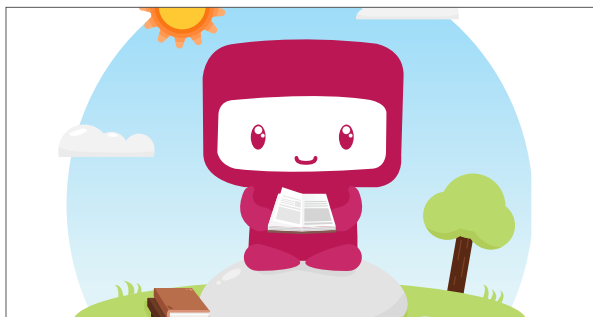
Illustration & Iconography

Whereas our photography depicts the people and the products of Gametize, our illustrations and iconography are used to communicate more abstract concepts, and to add personality to our communications as a whole.



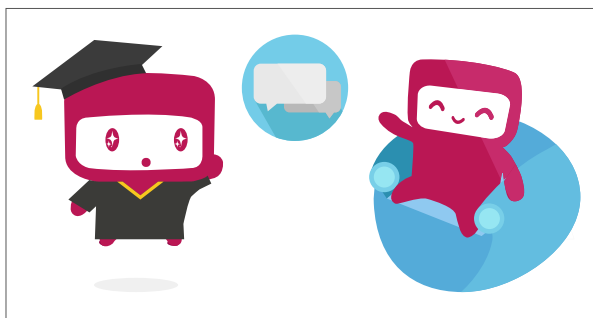
General guidelines

Our illustrations are mostly flat-color, vector-based graphics, and should follow a few key principles:



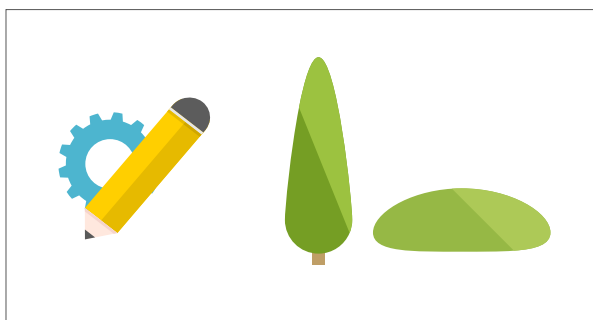
Use of flat block colors is preferable. Keep textures and gradients to a minimum.

The overall look should be clean, bold, and simple.



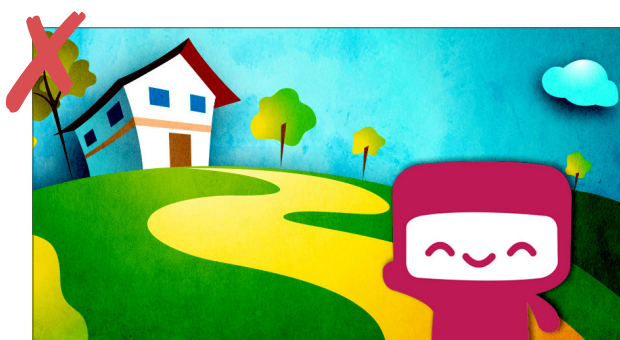
Illustrations should look 2D.

If you need to give a perception of depth, use drop shadows or flat long shadows. You can also use slightly skewed perspectives to give the illusion of depth; however, the overall look should remain relatively flat.



Use geometric and uncomplex shapes.

Avoid using shapes that are too freeform.



Avoid using textures and intricate patterns.

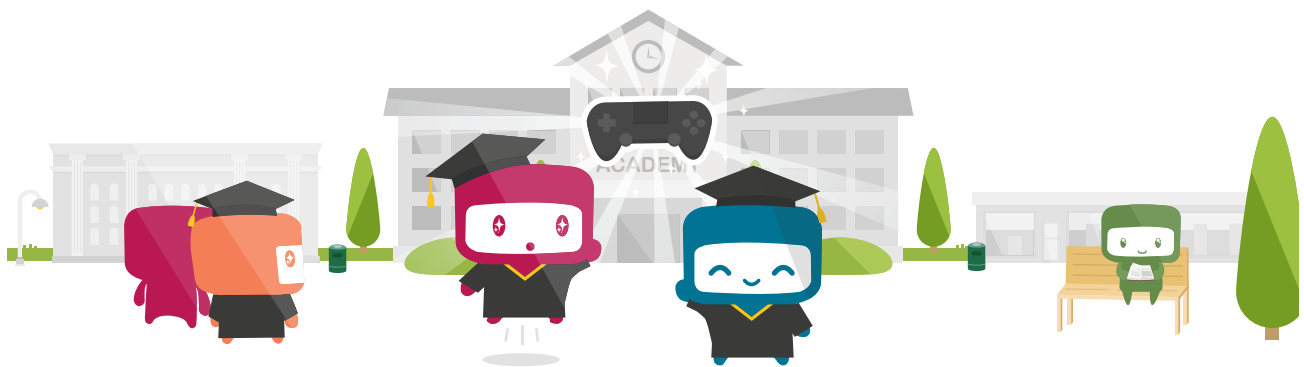
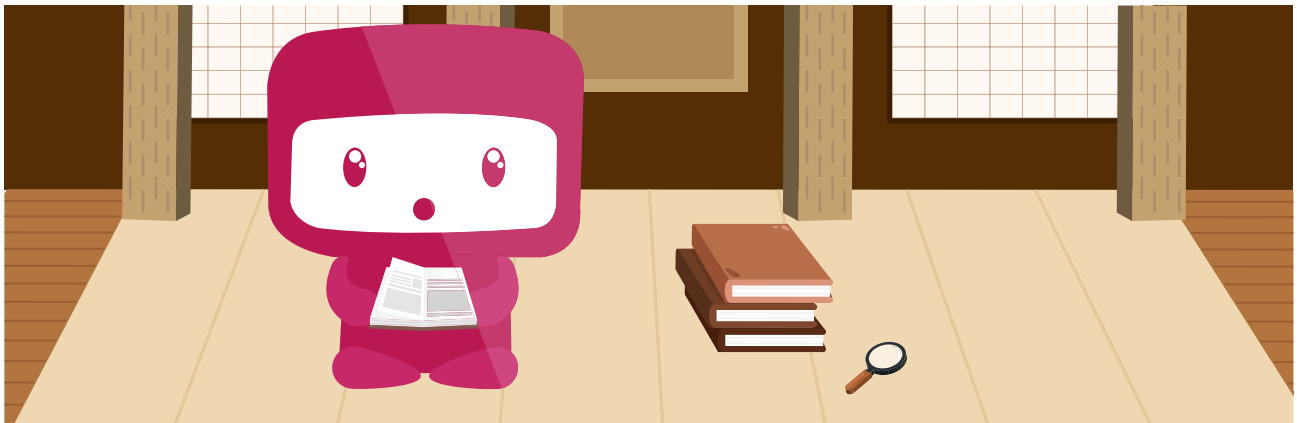
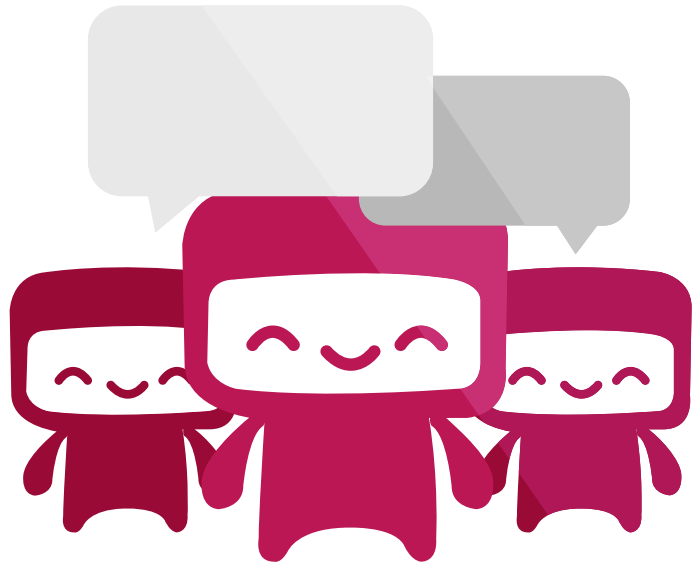
Maki, our mascot and resident Gametize ninja

You'll notice our ninja mascot, Maki, in several of our branding materials. We usually like to have Maki drop in whenever we want to add a bit of flair and individuality to our illustrations.

When to use Maki

Maki is a very special ninja that should only be deployed in certain situations. The general rule of thumb is to use Maki only in informal branding, when a fun, fresh voice is key – such as marketing collaterals, infographics, and game content.

Refrain from using Maki in more corporate and serious materials, such as content we are presenting in an academic setting, legal documents, and client-facing materials.




Third Party Guidelines


Here are some additional guidelines for third parties to follow when using the Gametize branding materials in any way.


General Guidelines


Here are some general guidelines for you to follow when using showcasing Gametize as a third party. Consistent use of these assets will help to protect Gametize's brand.

General Dos & Don'ts

 **DO** follow the guidelines in this guide for Gametize's brand assets (such as logo, emblem, etc.)

 **DO** request brand permissions from us when you are not sure how to use our brand assets. You can start a request by getting in touch with your Gametize representative.

 **DON'T** assert rights over the Gametize brand whether by trademark registration, domain name registration or anything else.

 **DON'T** modify Gametize brand assets in any way, such as changing the design or color.

 **DON'T** represent the Gametize brand in a way that:

- Implies partnership, sponsorship, endorsement or certification unless permission from Gametize is expressly permitted
- Make it the most distinctive or prominent feature of what you're creating

 **DON'T** feature Gametize on materials that violate our Community Guidelines (<https://gametize.com/communityguidelines>)

Gametize branding

Branding is needed in sales, but we take brand misrepresentation very seriously. We greatly value our brand, and that extends to how Gametize is associated in your third party materials.

Here are a few more specific pointers to guide you.

Educational and Informational Purposes

The Gametize word, logo, and emblem (but not other brand assets) may be used in an informational context of an educational or informational program, such as training presentations, workshops, and “how-to” videos, provided that such use complies with the branding guidelines and the following requirements:



ABC Consulting presents: An Introduction to Gamification, powered by Gametize

The Gametize word and/or logo appears less prominently than the rest of the program title, and is used only in a referential context; in other words, don’t make it the most distinctive or prominent feature of what you’re creating.



**Gametize Certification Program
Gametize 101**

Unless expressly permitted by Gametize, the usage of the Gametize word and/or logo should not falsely imply a sponsorship, certification, or endorsement by, or a partnership or affiliation with Gametize.



abc | consulting

gametize

Do make sure the usage of the logo adheres to guidelines and that the Gametize logo does not precede your own organization’s logo.



gametize
experience through play

abc | consulting

For clarity, any printed or online materials relating to the program must include a disclaimer statement similar to the following example:



“This [publication/program/material] does not constitute an endorsement, certification, or sponsorship from Gametize. Gametize makes no representations to the completeness, accuracy, reliability, or suitability of the content contained in this [publication/program/material].”

“This [publication/program/material] does not constitute an endorsement, certification, or sponsorship from Gametize. Gametize makes no representations to the completeness, accuracy, reliability, or suitability of the content contained in this [publication/program/material].”

Merchandising

We don't permit any third-party usage of our brand assets or other intellectual property on merchandise or other products such as clothing, hats, or mugs. If you are interested in using Gametize's brand assets for merchandising, please get in touch with your friendly Gametize representative.