



SUPER CODE STRIKE BY CREATUBBLES

MARKETING & BRAND GUIDELINES

Concepts and Resources



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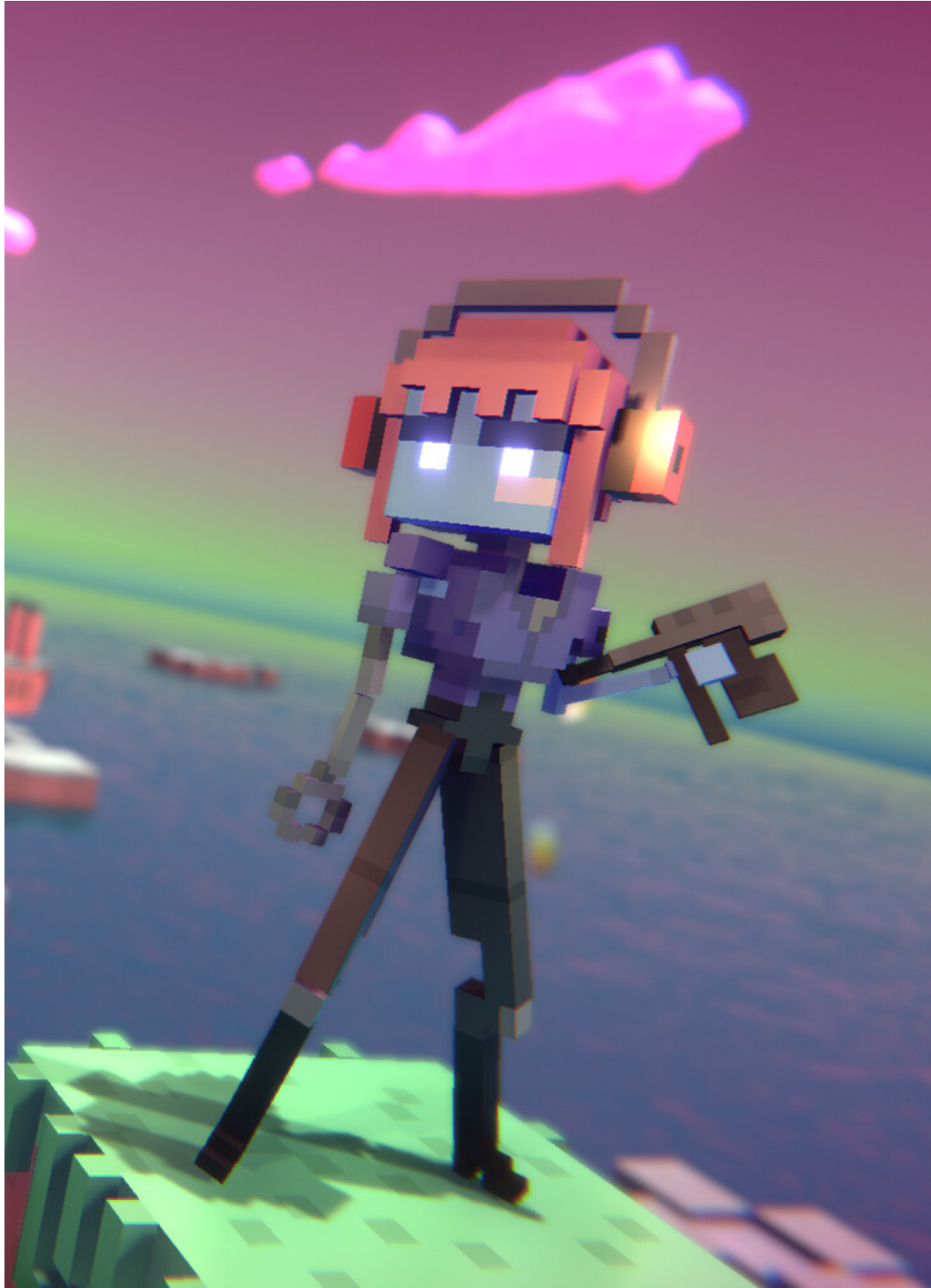
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ABOUT SUPER CODE STRIKE

Our Mission

Inspire children to learn simple block based coding methods through game play.

Our Vision

Integrate game-play and STEM-based learning in a safe and inclusive online environment.

WHO ARE WE?

Super Code Strike is a mobile game, designed for children ages 7-15, launched by Creatubbles in 2020.

The principles of block based coding have been incorporated into gameplay in an engaging way. The goal is to inspire players to focus on bettering those skills to move forward within the game.

Design an island adventure, defend treasure and outsmart other players with Super Code Strike.



LOGO GUIDELINES



Favicon



Logo



Icon



LOGO SPACING

The Super Code Strike logo should always be surrounded by a minimum amount of space (56px).



MINIMUM SIZE



FOR SIZES ABOVE 256PX USE
THE OUTLINED LOGO'S INSTEAD.



FOR SIZES ABOVE 256PX USE
THE OUTLINED LOGO'S INSTEAD.



100PX



32 PX



16 PX



100PX



100PX

LOGO DO'S



Feel free to use the logo in colour or black and white. Please refer to the previous page for all acceptable versions of the Super Code Strike Logo.



If the knock out logo is larger than 256px we ask that you use the version that includes an outline.



Keep in mind the minimum size for our logo is 100 pixels, the minimum for the icon (cross bones) is 32 pixels and for the favicon (the balloon), the minimum is 16 pixels.



Allow for sufficient clear space around the logo to prevent it from being visually obstructed.

LOGO DON'TS



REFRAIN FROM ADDING OUTLINES, OVERLAYERS, BEVELS, AND OTHER EFFECTS.



DON'T SQUISH SQUASH, STRETCH, ROTATE, OR WARP IT IN ANY WAY.



DON'T CHANGE THE COLOUR OF THE KNOCKOUT, OR PLACE IT ON A GROUND THAT MAKES IT ILLEGIBLE.



DON'T DESATURATE OR CHANGE THE COLOUR IN ANY WAY.



DON'T MOVE PARTS OF IT AROUND, OR BE CREATIVE AT ALL.



BRAND PALETTE



PRIMARY



Midnight
Blue

141C3C

Medium
Violet Red

DC347C

SECONDARY



Yellow

FCFC04

Dark Slate
Blue

584CA4

Light Sky
Blue

A8B4FC

BRAND PALETTE

LIMITED USE



Sienna

Red

Dark Grey

Salmon

Skeletor

945424

DC0414

242424

FC847C

E918FF

TYPOGRAPHY

Heading

Roboto Condensed Bold

Subheading

Roboto Condensed Medium

Body Text

Roboto Condensed Light

Roboto is a sans-serif font that has a dual nature. It has a mechanical skeleton and the forms are largely geometric. At the same time, the font features friendly and open curves, which makes for a natural reading rhythm.

If Roboto is not available please default to using Verdana.



IMAGERY

When possible, we will always use graphics from the game.

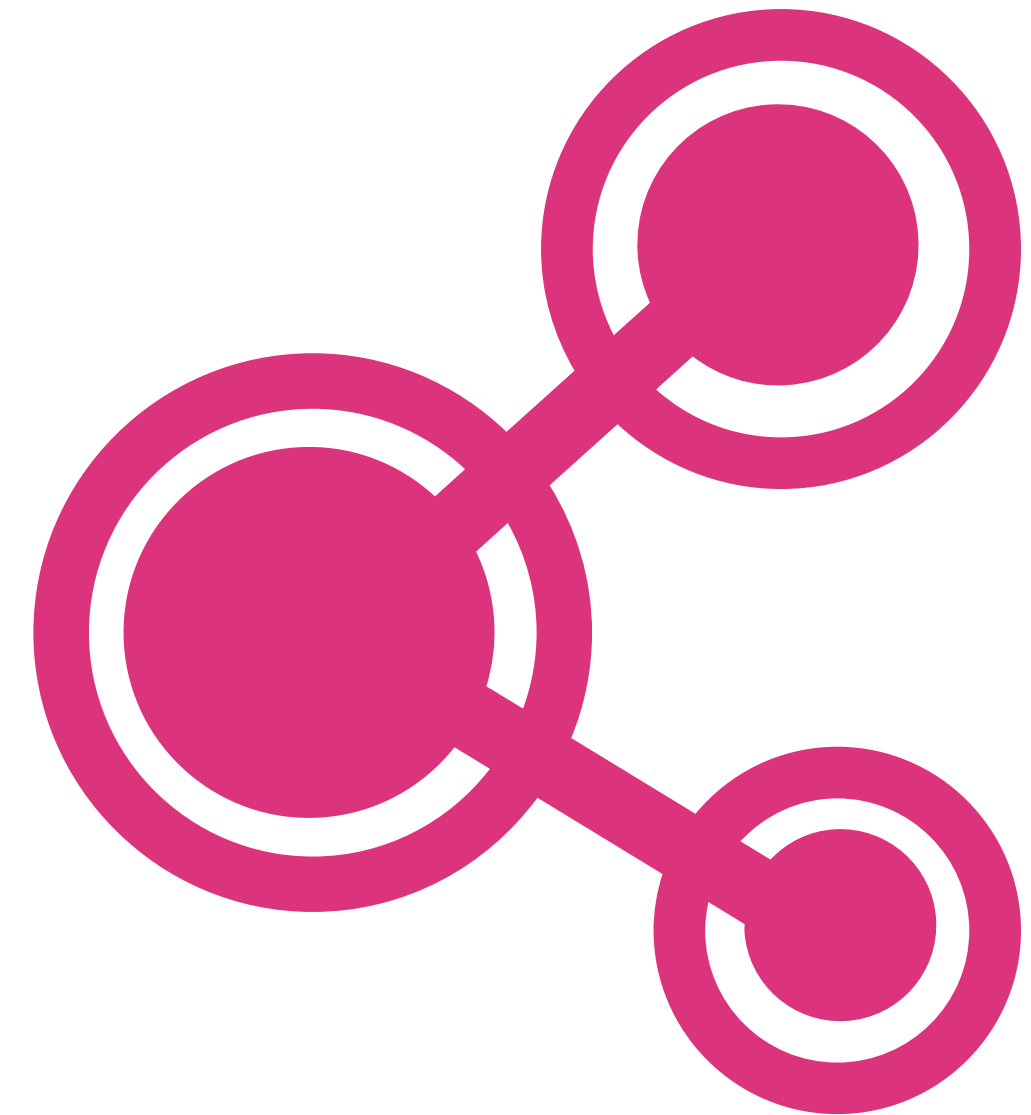
If photography is required it should be warm, vibrant, friendly and diverse. It should rely on natural colour - no filter or cast light effects, no black-and-white.

People: Enthusiastic, Engaged, Joyful, and REAL

SOCIAL MEDIA

Where are we present and why?

Super Code Strike is active on 6 social media platforms. We prioritize building community and fostering connections between players. We are where our players are, we communicate in chats on Discord, we live stream our own content on Twitch and we share original content 3 times a week on Instagram, Facebook and Twitter.



ONLINE SOCIAL CHANNELS



FACEBOOK



INSTAGRAM



TWITTER



YOUTUBE



TWITCH



DISCORD





VOICE AND TONE

Voice

We are plain-spoken, honest, transparent but most importantly we are FUN.

Tone

Super Code Strike's tone is informal and approachable. We are family-friendly, have a good sense of humour and support creativity and self-expression. Our players are our equals, and we are not authority figures.