



SUPER CODE STRIKE BY CREATUBBLES

MARKETING & BRAND GUIDELINES

Concepts and Resources



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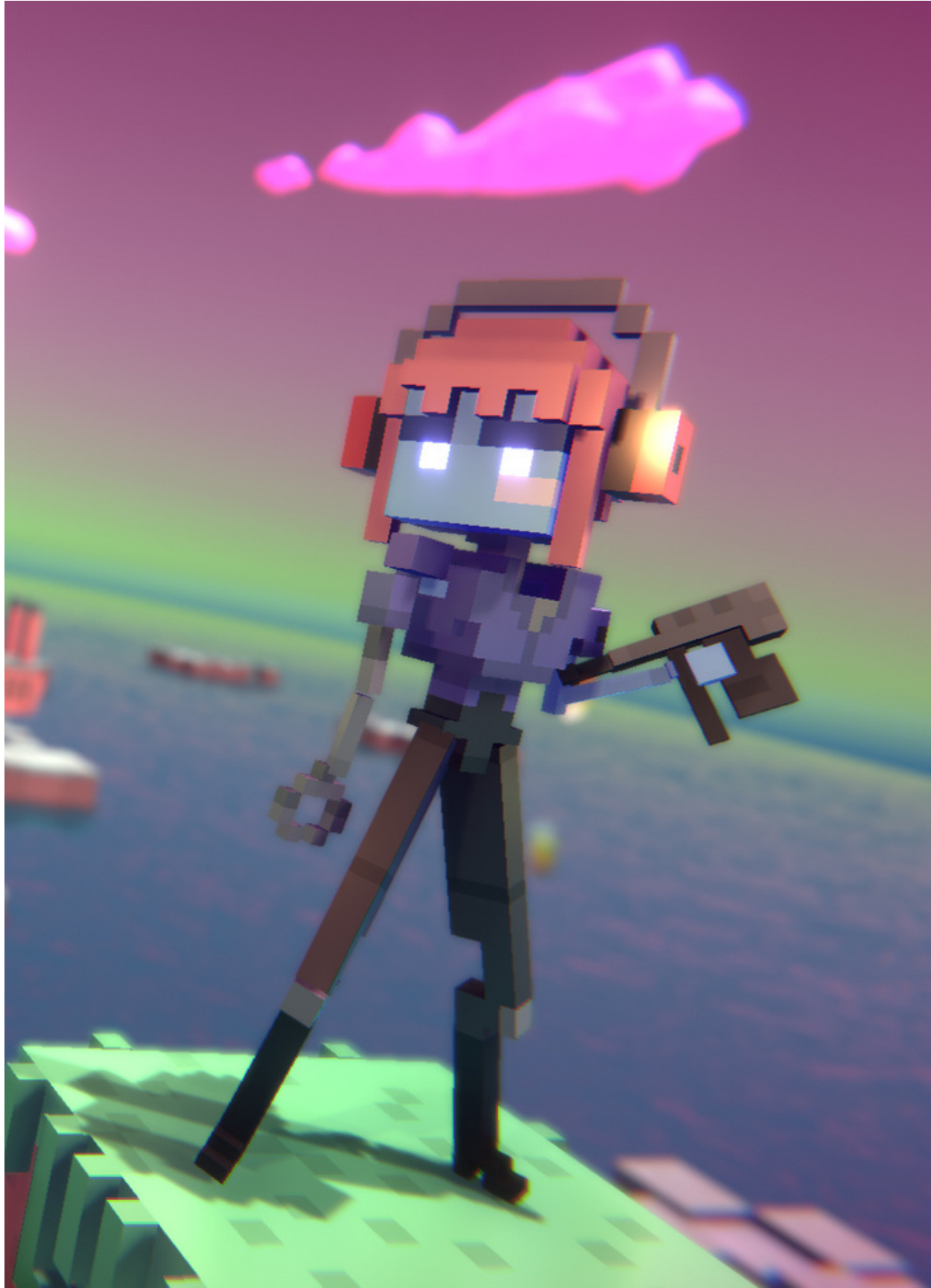
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ABOUT SUPER CODE STRIKE

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 app where users can design, build, and play their own games, alone or with friends.

The principles of block based coding have been incorporated into gameplay in an engaging way. Super Code Strike is designed to inspire an interest in coding, problem solving, and spatial understanding while also offering endless opportunities for creative expression and team work.



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

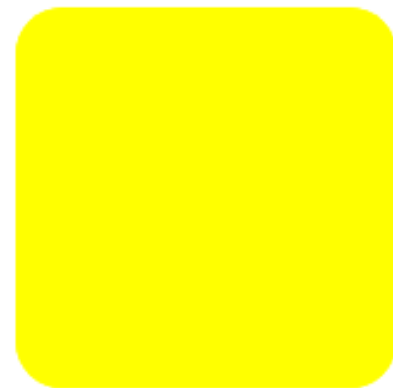
Primary



Melrose Blue
#A6B1FE



Cerise Pink
#DF337B



Yellow
#FFFF00

Secondary



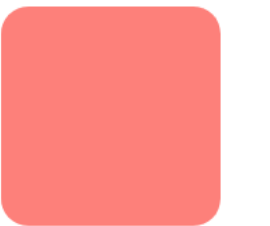
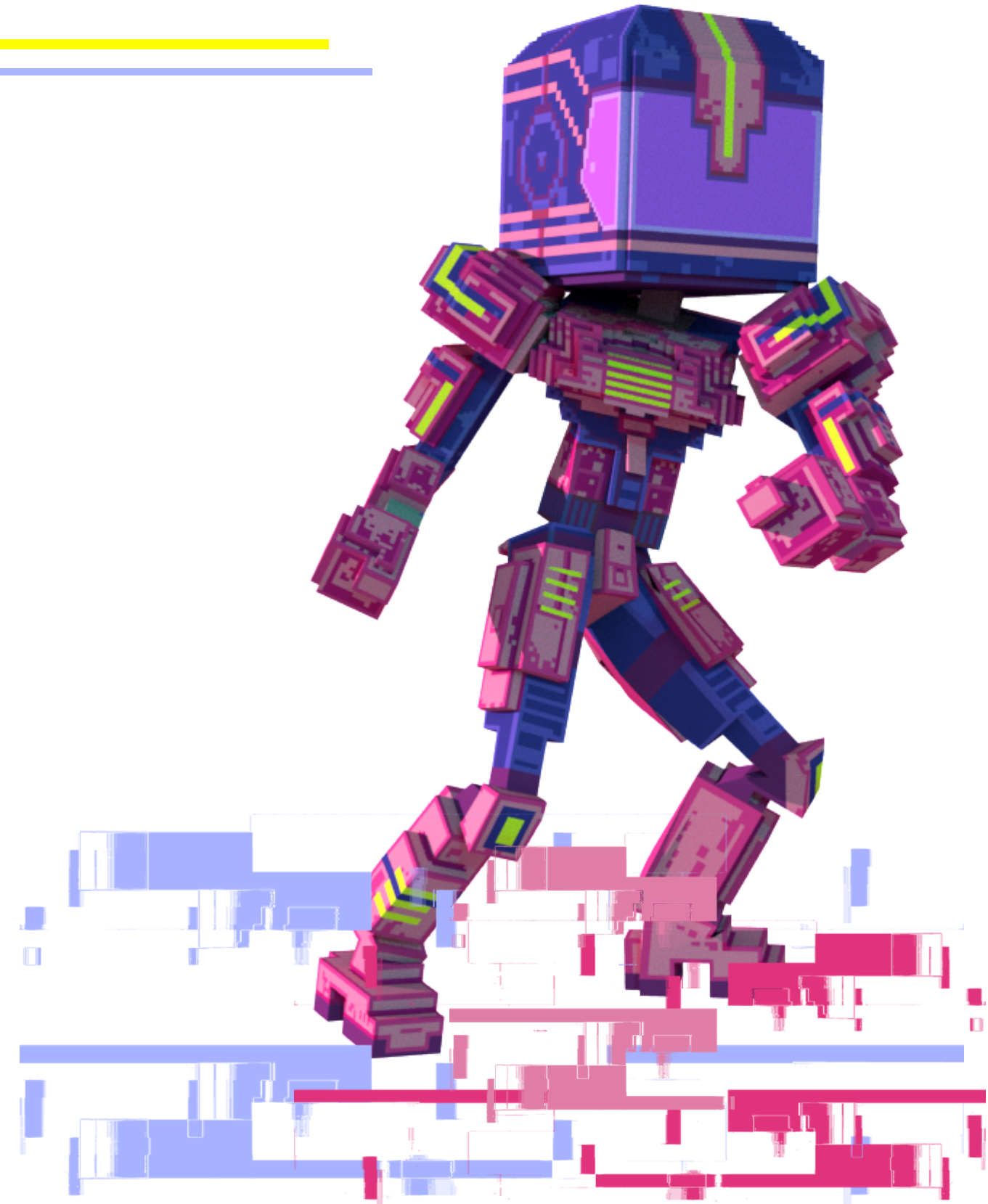
Butterfly Bush
#514DA2



Electric Violet
#EA18FF



Big Stone
#161C3C



BRAND PALETTE

Limited Use



Pink Flamingo
#FF5EEF



Geraldine
#FD807A



Chateau Green
#33A55F



Buttered Rum
#A4940C



Tickle Me Pink
#FA6DA7



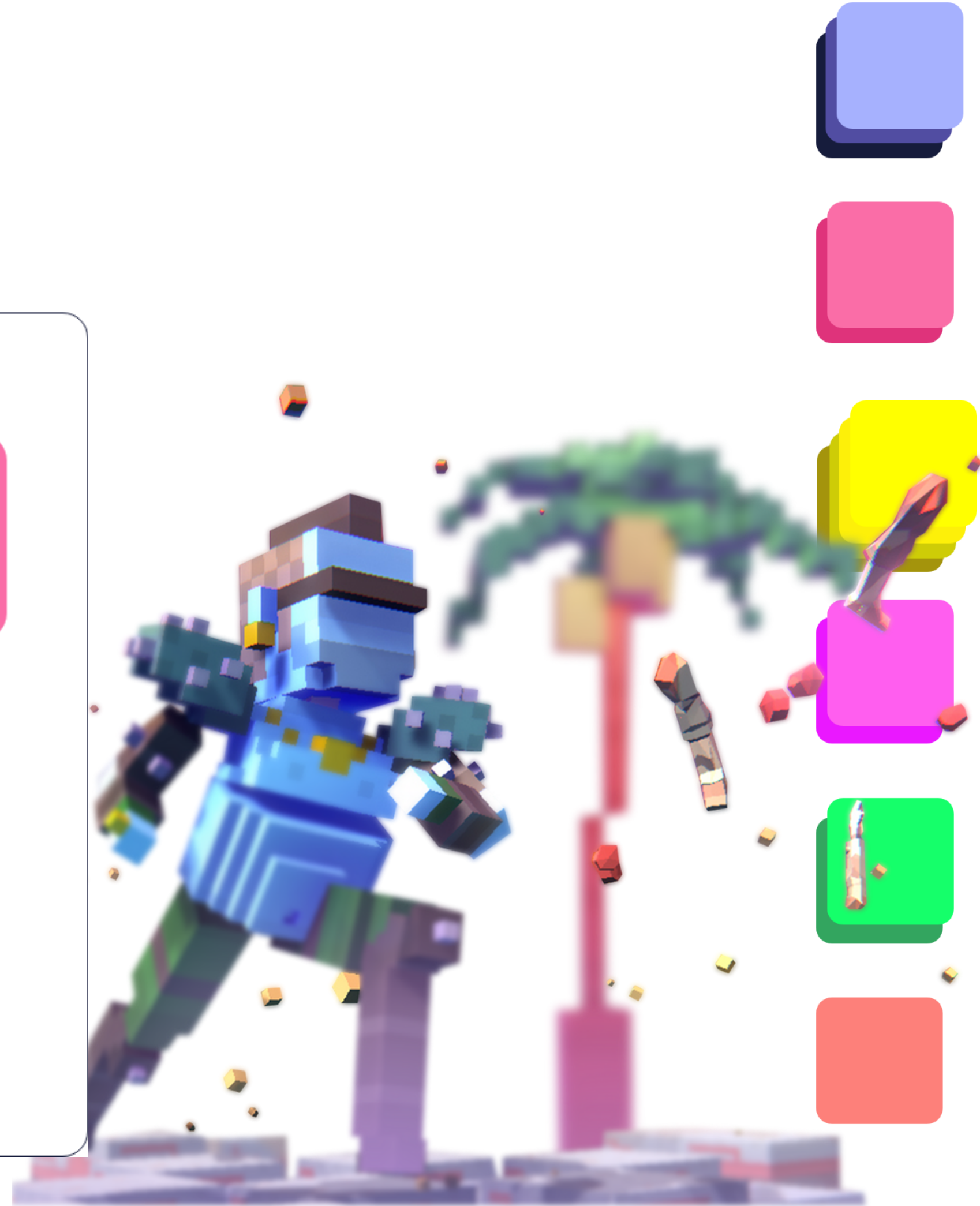
Spring Green
#15FF6A



Rio Grand
#CECC07



Lemon
#FDF009



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.

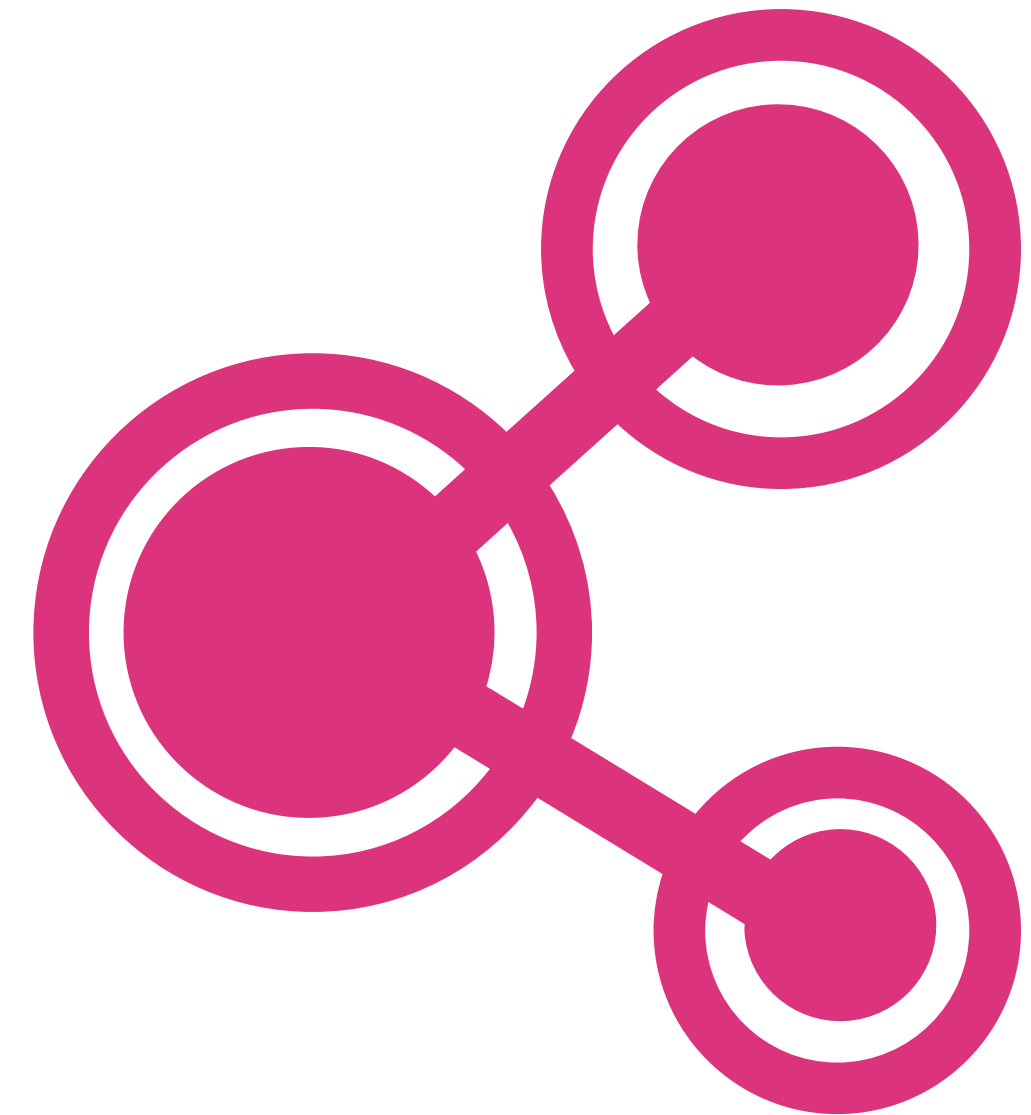
If photography is required it should be warm, vibrant, friendly and diverse. It should rely on natural colour - no filter or cast light effects, no black-and-white.

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.