

**GAME ON 2022
STYLE GUIDE**

STACKED

LOGO



GAME ON 2022 STACKED
CLEAR SPACE



GAME ON 2022 STACKED WITH DATES
CLEAR SPACE



GAME ON 2022 STACKED
45MM MINIMUM HEIGHT

HORIZONTAL

LOGO



GAME ON 2022 HORIZONTAL

CLEAR SPACE



GAME ON 2022 HORIZONTAL WITH DATES

CLEAR SPACE



GAME ON 2022 HORIZONTAL WITH DATES- CENTERED

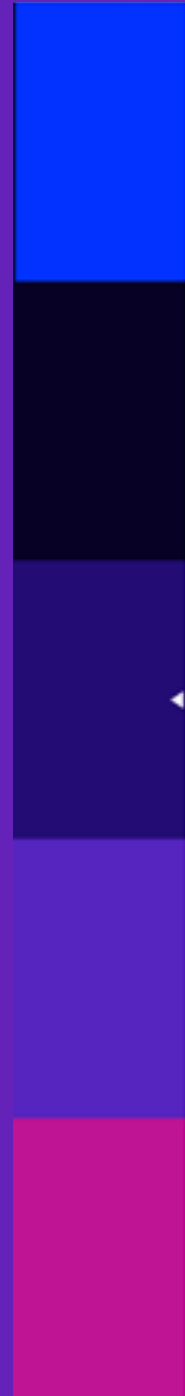
CLEAR SPACE



GAME ON 2022 HORIZONTAL

MINIMUM WIDTH 90MM

NEON COLOURS



C:100 M:80 Y:0 K:0
R:1 G:51 B:255
HEX:0133FF

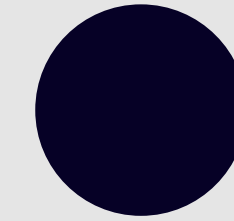
C:85 M:98 Y:0 K:85
R:1 G:51 B:255
HEX:060126

C:70 M:89 Y:0 K:55
R:35 G:13 B:115
HEX:230D73

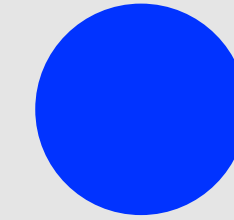
C:55 M:81 Y:0 K:25
R:85 G:36 B:191
HEX:5524BF

C:0 M:89 Y:24 K:25
R:191 G:21 B:146
HEX:BF1592

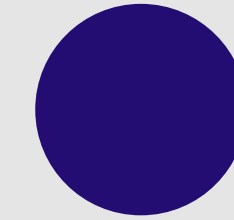
DEPARTMENT COLOURS



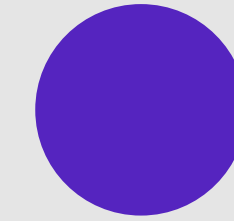
DAVID CHRISTIE
ELISE GILLESPIE



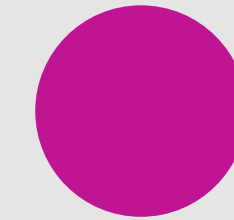
OPERATIONS



FINANCE



IS



MARKETING

TYPE

**HEADLINES:
BEBAS BOLD 52PT/ AUTO
LEADING**

**INTRO PARAGRAPH:
BEBAS REGULAR 9PT / 11PT
LEADING**

**BODY COPY:
BEBAS REGULAR 9PT /
AUTO LEADING**

**HIGHLIGHTED TEXT:
BEBAS BOLD 19PT /
AUTO LEADING/UNDERLINE ON,
COLOUR MATCH HEADLINE COLOUR**

HEADLINE HEADLINE

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT. FUSCE UT ULTRICIES MAGNA. PELLENTESQUE HABITANT MORBI TRISTIQUE SENECTUS ET NETUS ET MALESUADA FAMES AC TURPIS EGESTAS. NUNC ULTRICES ENIM DIAM, ET AUCTOR ARCU EGESTAS QUIS. NULLA TELLUS LIBERO, CONSEQUAT VITAE LACINIA A, VEHICULA AT AUGUE. UT IMPERDIET AUGUE NEC SEM CONVALLIS, VEL PELLENTESQUE PURUS FACILISIS. ALIQUAM LACUS TELLUS, VOLUTPAT SED TINCIDUNT AT, MOLLIS NON ODDIO. VIVAMUS LEO DOLOR, SAGITTIS IN ORCI VEL, CONDIMENTUM SCELERISQUE TELLUS. DONEC SAPIEN LIBERO, FEUGIAT AT EST EU, CONDIMENTUM FAUCIBUS ERAT. UT LIGULA MASSA, SEMPER UT ELEMENTUM NEC, EFFICITUR ET METUS. IN MASSA NISL, BIBENDUM QUIS VENENATIS EU, FINIBUS SIT AMET ORCI. AENEAN ANTE DUI,

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DISPLAY



MOBILE

LOGO STACKED WHITE / GOLDCOAST OCTOBER XX- XX CENTERED



EMAIL FOOTER

LOGO HORIZONTAL WHITE / GOLDCOAST OCTOBER XX- XX BOTTOM RIGHT ALIGNED CORNER

T SHIRTS AND LANYARDS

MERCH



CORPORATE T SHIRT
WHITE T-SHIRT WITH NEON BLUE STACKED BLUE LOGO



FRANCHISEE T SHIRT
NEON BLUE T-SHIRT WITH WHITE STACKED LOGO



CORPORATE T LANYARD
NEON BACKGROUND WITH WHITE STACKED LOGO



FRANCHISEE T LANYARD
WHITE WITH COLOURED STACKED LOGO

GIFTS



TOTE BAG
WHITE WITH COLOURED STACKED LOGO



TOTE BAG
NEON BLUE WITH BLACK STACKED LOGO



WATER BOTTLE
BLUE WITH BLACK STACKED LOGO



WATER BOTTLE
CLEAR WITH COLOURED STACKED LOGO