Garrigue Games

Brand Identity Guidelines

Version 1.1 | Summer 2026

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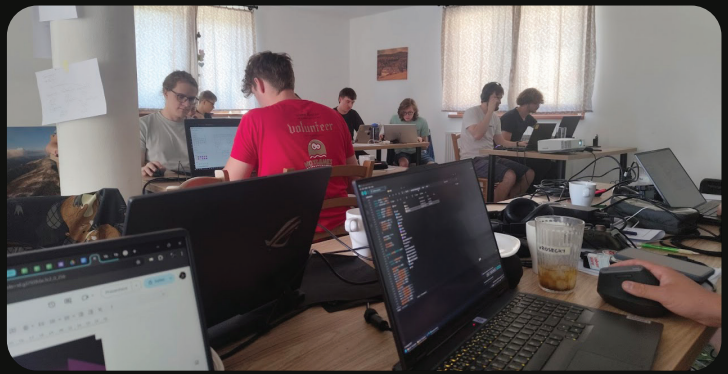
01 About Us

About Garrigue Games

Garrigue Games is an informal association of students and lecturers across Masaryk University, with its core at the Faculty of Informatics. Our main objective is to support the development of gaming education both across the university and at individual faculties, as well as within the local gaming ecosystem.

Beyond education, Garrigue Games actively fosters the local game development community by organizing and participating in events such as game jams, workshops, lectures, or meetups. We aim to inspire students from diverse disciplines to engage with game development, prototype, and turn ideas into playable games.





Tone of Voice

Our tone of voice is built upon the following four principles. Keep them in mind when creating any kind of content for Garrigue Games.

Fun & Playful

Our communication embraces the joy of making and playing games. We use light-hearted language and visual cues that reflect creativity, curiosity, and experimentation.

Interactive

Our voice promotes dialogue, collaboration, and hands-on experience. We encourage feedback, sharing, and active contribution rather than one-way communication.

Engaging

We speak in a way that invites participation and sparks interest. The tone is welcoming and accessible, encouraging students and collaborators to get involved and explore further.

Supportive & Inspiring

We aim to motivate students to create, learn, and grow through game development. The tone is encouraging and inclusive, reinforcing that experimentation and learning through failure are part of the process.

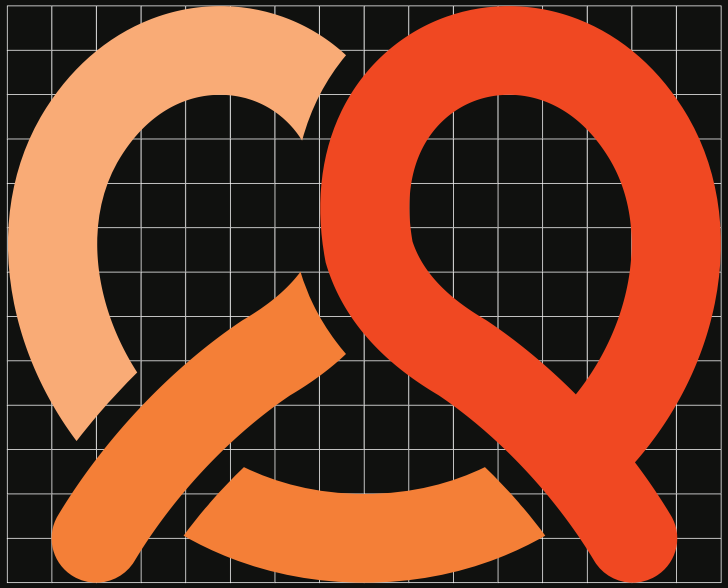
02 Logo

Pretzel Pictorial Mark

The pretzel is the core visual element of the Garrigue Games brand and serves as the foundation of our logo system.

The logo is constructed in a 16 × 13 grid. It is composed of four elements, each of which uses one of the three primary colors of our brand. Together, these elements combine to form the full pretzel shape.

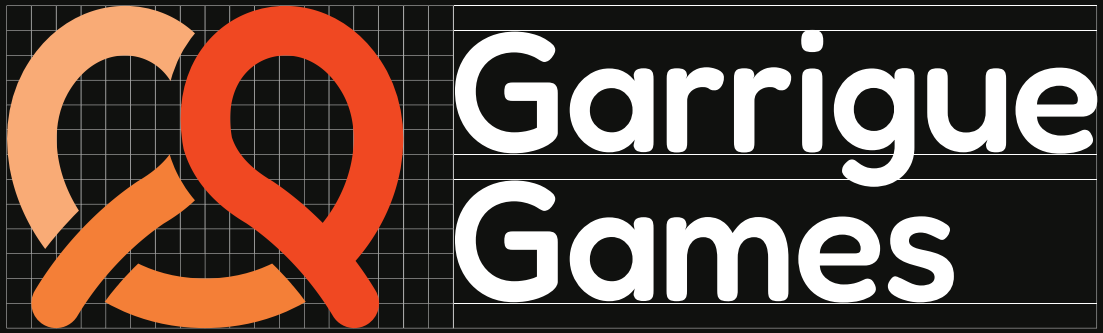
The pretzel pictorial mark can be used on its own as a graphic representation of Garrigue Games, or combined with a wordmark to form the full and “GG” logo variants.



Full Logo

The full logo combines the pictorial mark with the Garrigue Games wordmark to create the primary logo of the brand. This configuration is the preferred logo variant and should be used whenever space and context allow for it.

The full logo is also constructed using the grid system. To ensure adequate spacing, the wordmark is separated from the pretzel by two grid columns, while one row of margin is applied between and around both rows of text.



GG Logo

An alternative to the full logo, which utilizes just the “GG” initials, instead of the wordmark. It is ideal for space-constrained applications, where the full Garrigue Games logo can’t be displayed, but the pictorial mark is not appropriate.

Similarly to the full logo, the GG logo variant is also constructed with the grid in mind and follows the same spacing rules.



Logo Usage

Depending on the background, use an appropriate version of our logo to ensure its visibility. For busy images where no variant is adequately visible, place a black or white container behind the logo.









Logo Minimum Size

To keep our logo legible and clear, ensure it is not smaller than the minimum permitted size. The minimum size is defined differently for the pretzel logo and wordmark logo variants.



100 px



32 px

minimum digital size
(not to scale)



25 mm



15 mm

minimum print size
(not to scale)

Logo Clear Space

To protect the Garrigue Games logo and ensure it displays correctly, it should always be surrounded by an exclusion zone (safe space).

The size of the safe space is derived from the height of the logo (x) and is set as half the height. This rule applies to all three variants of the logo.



Co-branding

The Garrigue Games logo can be paired with logos of partners for co-branding applications. The logos should be visually equal and surrounded by an appropriate exclusion zone.

Whenever possible, a vertical line should be used to separate the two logos, ensuring a clear distinction between the two brands.



Logo Misuse

Below are some disallowed modifications (don’ts) of the Garrigue Games logo. It is generally recommended to use one of the available variants of the logo and avoid modifying it unless absolutely necessary.



Do not crop the logo.



Do not change the typeface used in the logo.



Do not blur the logo or otherwise reduce its visibility.



Do not use just the wordmark.



Do not skew, stretch, or otherwise distort the logo.



Do not flip or rotate elements of the logo.



Do not use different colors other than the permitted variations.



Do not add drop shadows or other effects to the logo

03 Color

Primary Color Palette

Our primary color palette consists of the four colors used on our logo — namely Fawn, Copper, Ember, and Garnet. The various shades of orange convey creativity, action, and enthusiasm.

Copper is our preferred primary color for applications where only a single accent color can be utilized.

Fawn	
PMS	7410 C
HEX	#FEAD77
CMYK	0/32/53/0

Copper	
PMS	1575 C
HEX	#FF7F32
CMYK	0/50/80/0

Ember	
PMS	172 C
HEX	#FA4616
CMYK	0/72/91/2

Garnet	
PMS	1815 C
HEX	#7C2529
CMYK	0/70/67/51

Supporting Color Palette

In addition to our primary colors, we utilize the following neutral supporting colors. Abyss is the base color for our dark backgrounds, while Ash is used for light text.

Various shades of these colors can be used to provide additional depth in UI design or contrast if necessary.

Abyss	
HEX	#121212
CMYK	0/0/0/93

Slate	
HEX	#6C6C6C
CMYK	0/0/0/58

Ash	
HEX	#CCCCCC
CMYK	0/0/0/20

04 Typography

Display Typeface

We use Baloo 2 as our primary display typeface, for its modern but friendly and playful feeling. Additionally, this is the typeface used in our wordmark, as it pairs nicely with the round curves of the pretzel.

The Baloo 2 typeface was designed by Ek Type, a type design studio based in Mumbai, India.

Baloo 2 Medium

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
0123456789 .,:;!?@#&()

Body Typeface

Nunito is the primary typeface used for body text across the Garrigue Games visual brand identity. It is a well-balanced sans-serif typeface with rounded terminals, balancing readability and a friendly, welcoming tone.

Nunito was initially created by Vernon Adams and was later expanded by Jacques Le Bailly.

If you are unable to use Nunito due to platform limitations, use any font that has good readability and is similar in character. Possible alternatives include Segoe UI or Roboto.

Nunito Regular

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
0123456789 .,:;!?@#&()

Type Hierarchy

Below is an example of an ideal typographical hierarchy for Garrigue Games. While the exact sizes are not prescriptive, the overall proportions and font styles should be followed as closely as possible. This ensures our communication remains clear and consistent.

Big Heading

H1 | Baloo 2 Medium, 40/44

Medium Heading

H2 | Baloo 2 Medium, 24/28

Small Heading

H3 | Fredoka Medium, 16/20

The face of the moon was in shadow and silver mist suffused the deck of the ship.

Body Text | Nunito Regular, 12/16

I watched the storm, so beautiful yet terrific.

Emphasized Text | Nunito Italic, 12/16

Silver mist suffused the deck of the ship.

Caption | Nunito Regular, 8/12

05 Applications

Digital Applications

Our brand identity also extends to digital applications or websites created under the Garrigue Games umbrella. All interfaces and applications should reflect the visual personality and values of our brand.

A key aspect of our digital aesthetic is the use of rounded corners across images, cards, and other interactive elements. Rounded corners help us create a friendly and approachable visual language. For smaller elements, such as cards or images, we recommend setting the corner radius to 4–10% of the element's longer side.
The rounding should be applied consistently, while avoiding overuse.



Dark Mode

Garrigue Games applications utilizing a dark theme should express component elevation by using progressively lighter shades of grey.

The base layer should be the darkest in the layout and utilize our Abyss color for its background. Higher layers should have progressively lighter backgrounds to convey depth. To establish a clear hierarchy, each background step should be lighter in a consistent, regular progression.

Large colored surfaces and accents should be kept to a minimum, to avoid interrupting the theme. For maximum contrast and good readability, we strongly recommend using the Ash color for text and iconography.



Merchandise

The Garrigue Games visual identity can be applied to merchandise and propagation materials, such as stickers, pins, or mugs. These applications should follow the guidelines outlined in this manual, ensuring a consistent and faithful representation of our community.

Showcasing Garrigue Games in a fun, playful, and appealing way reinforces the brand's presence and helps us engage with the broader game development community.



Merchandise





Thank you.

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