

BREAKOUT

QUEST

Visual Identity Design

LOGO

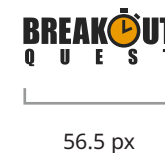
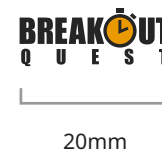
The logo contains BreakOut Quest typography. A stopwatch is replaced with the O letter.

LOGO SIZE

The BreakOut Quest logo can be used in different sizes, but one point must be noted. The minimum size of the logo for print is determined by the width of the BreakOut Quest. Since the clarity and legibility are essential in small sizes, It shouldn't be less than 20mm in print and 56.5 pixels in digital format.

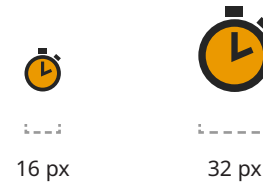
LOGO CLEAR SPACE

There should be a certain amount of clear space around the logo to make it more effective and recognizable.



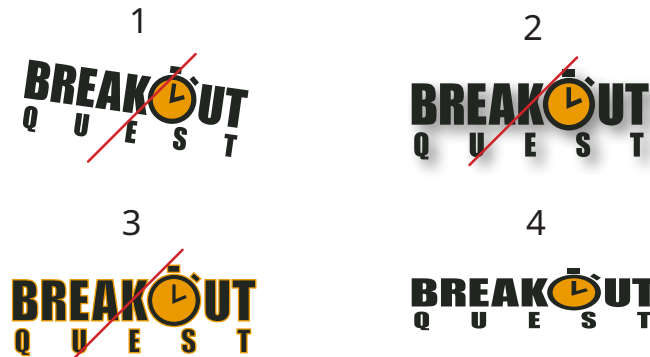
FAVICON

The stopwatch can be used as the favicon which appears in the browser tab next to the website's title. This is an essential element that helps to reinforce the brand's image and makes it easier for users to identify and remember the website.



THINGS TO AVOID

1. Don't rotate the logo.
2. Don't apply any effects.
3. Don't add strokes.
4. Don't change the original proportions.



LOGO COLOUR VARIATIONS

The following version of the logos are usable on light and dark backgrounds.

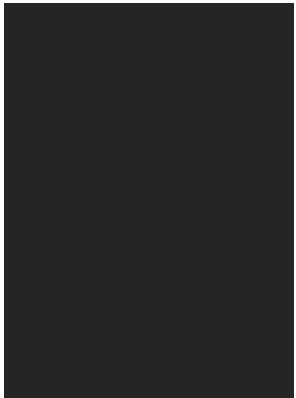
BREAKOUT

Q U E S T

BREAKOUT
QUEST

COLOUR PALETTE

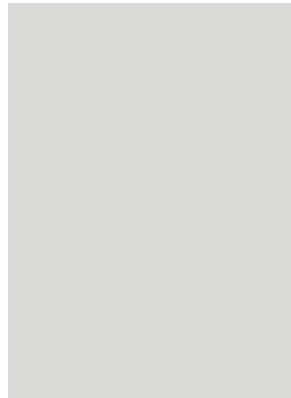
These colours can evoke emotions and convey the personality of the brand.



#212721
C:73 M:61 Y:70 K:71
R:33 G:39 B:33



#ea9a00
C:0 M:36 Y:100 K:0
R:234 G:154 B:0



#D9D9D6
C:14 M:10 Y:13 K:0
R:217 G:217 B:214

TYPEFACE

“Impact” typeface can be used for the headline and where there is a need to play with words as visual elements.

“Noto Sans” typeface can be used for the headline, subtitle, and body. There are no restrictions on use on the web or in printed materials.

PATTERN

The following patterns are inspired from different parts of the stopwatch shape in the logo and can work across all mediums.

IMPACT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567890

=~!@#\$%^&*0+[]\{|:;'"<>?,./

NOTO SANS

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567890

=~!@#\$%^&*() +[]\{|:;'"<>?,./

Noto Sans Light

Noto Sans Regular

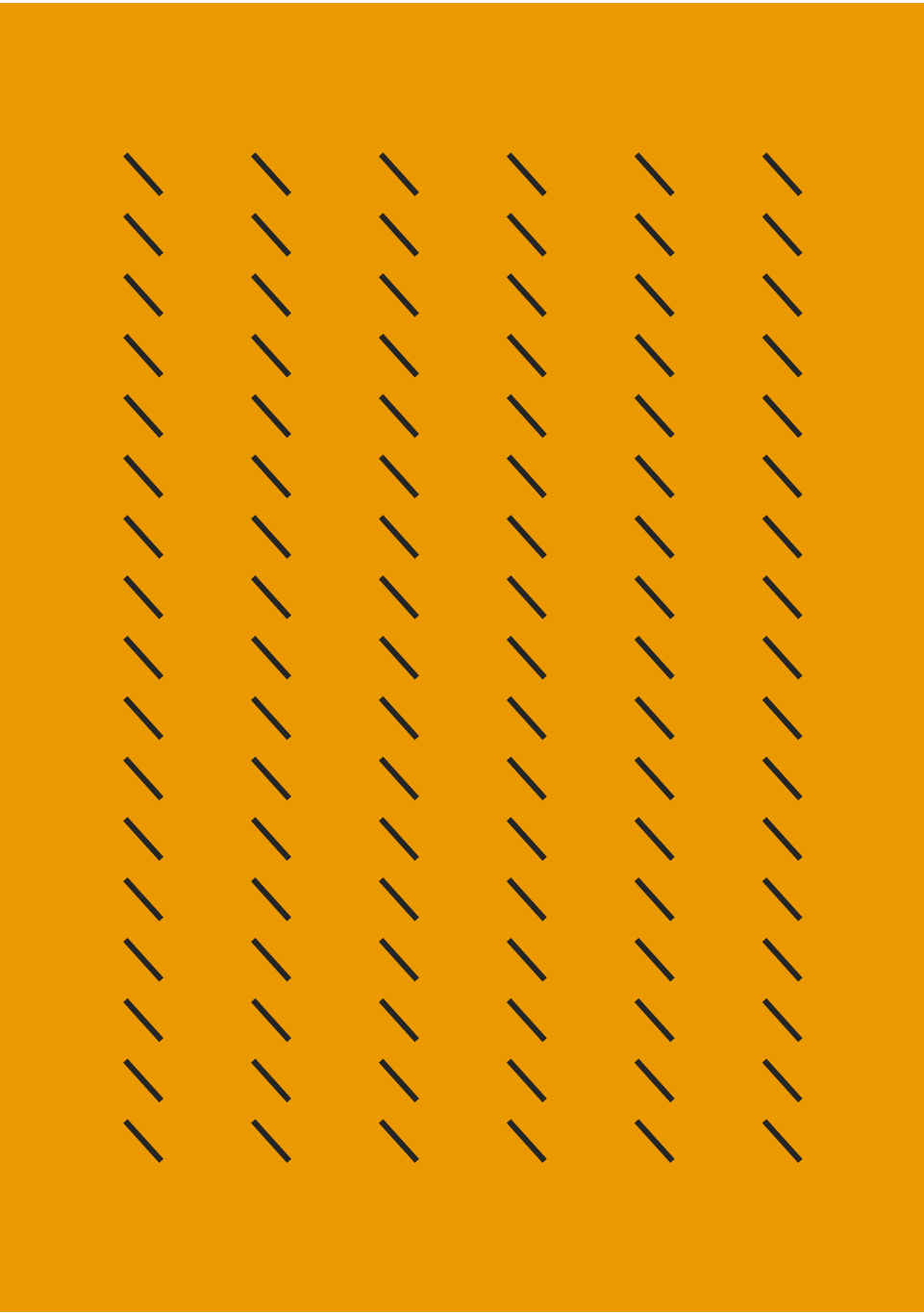
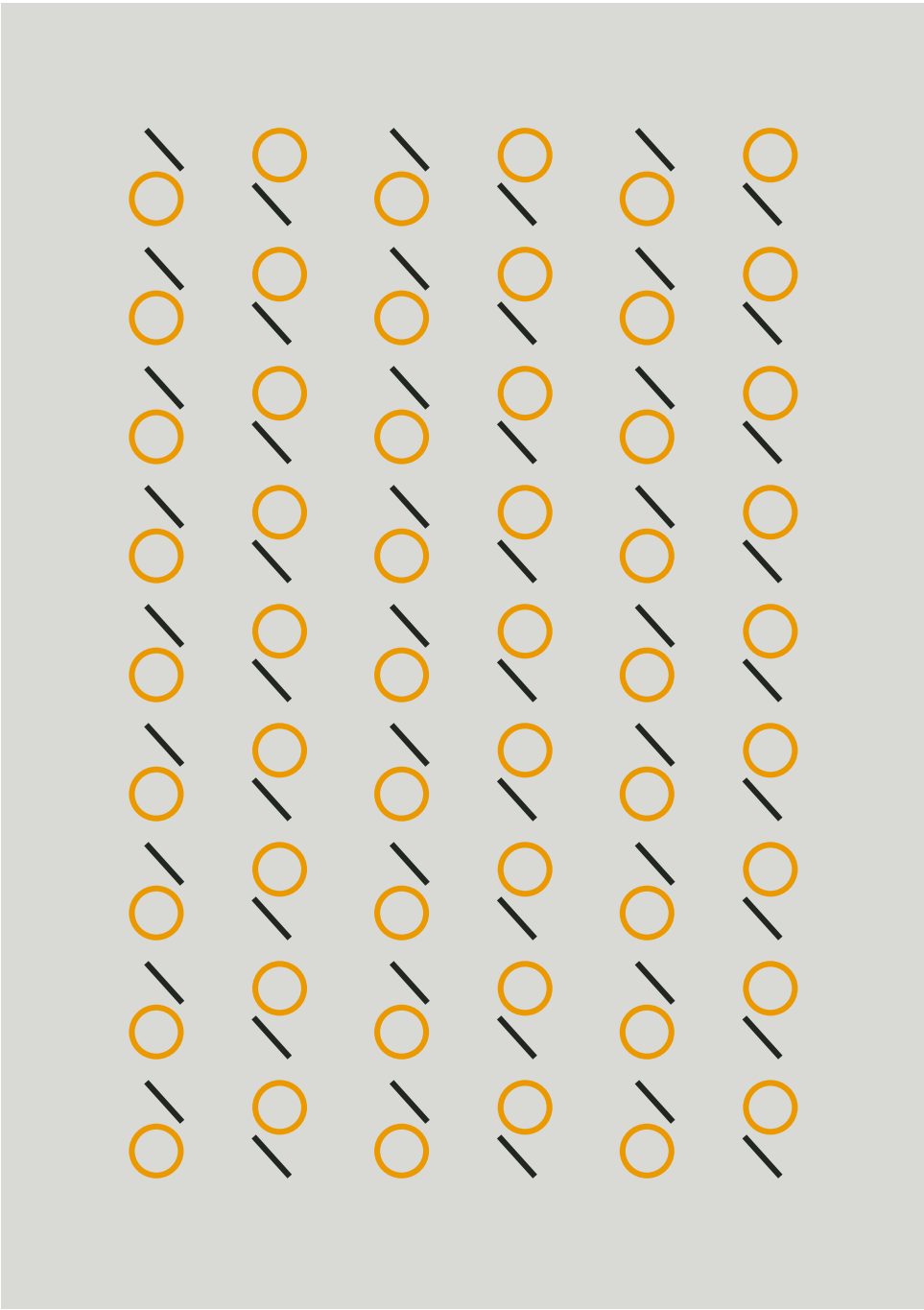
Noto Sans Medium

Noto Sans SemiBold

Noto Sans Bold

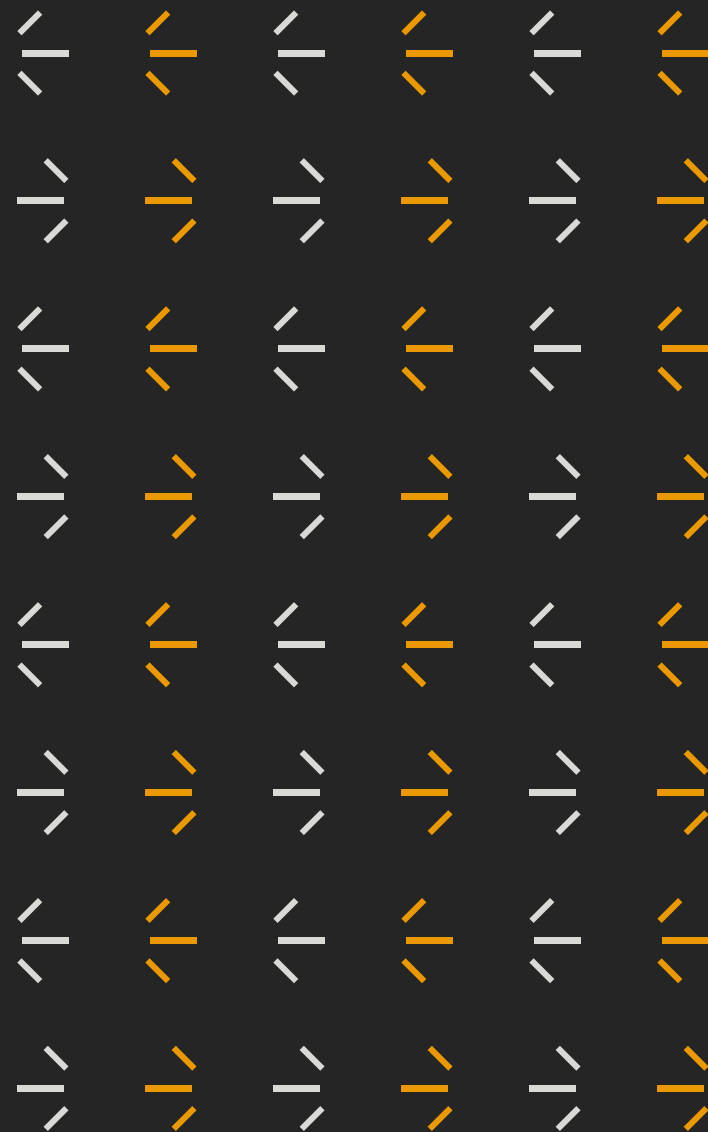
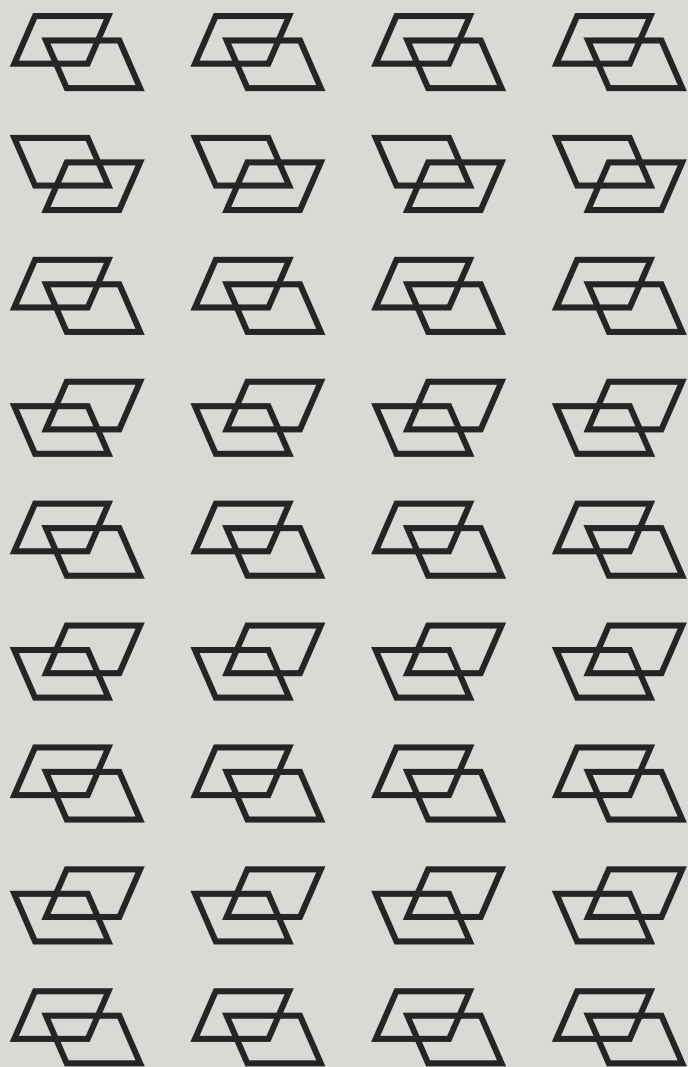
Noto Sans Extra Bold

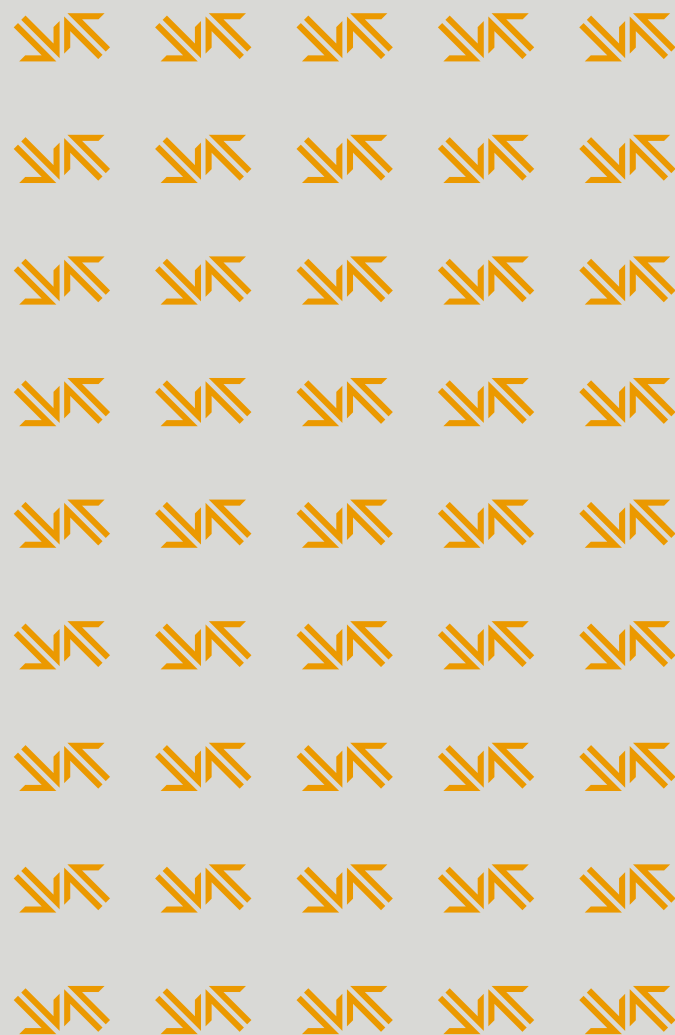
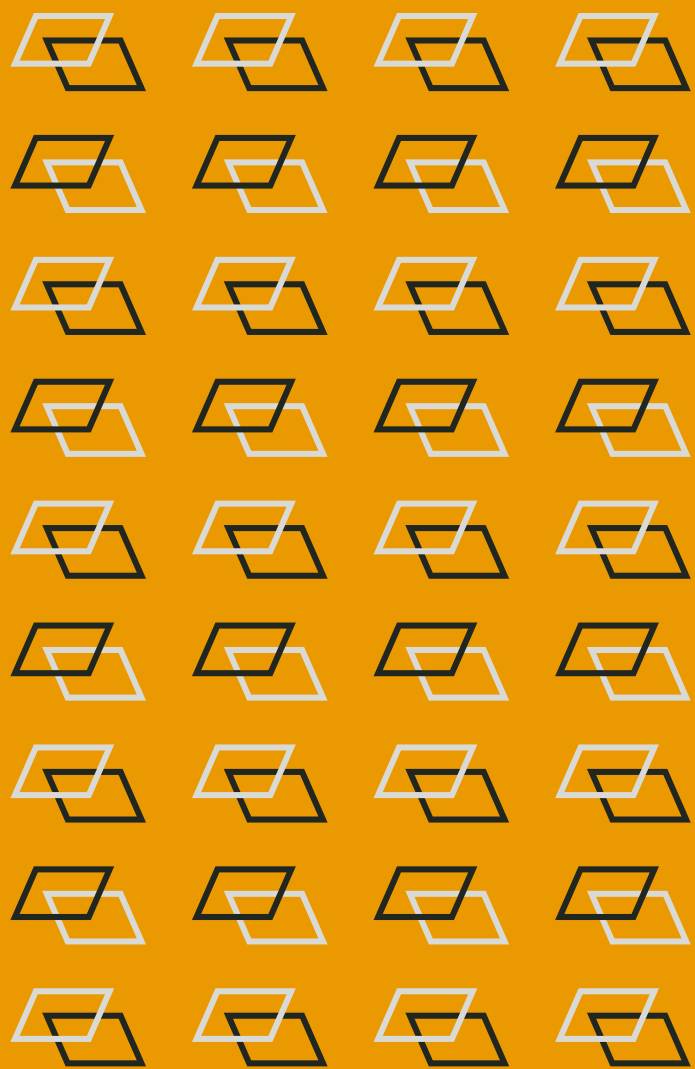
Noto Sans Black

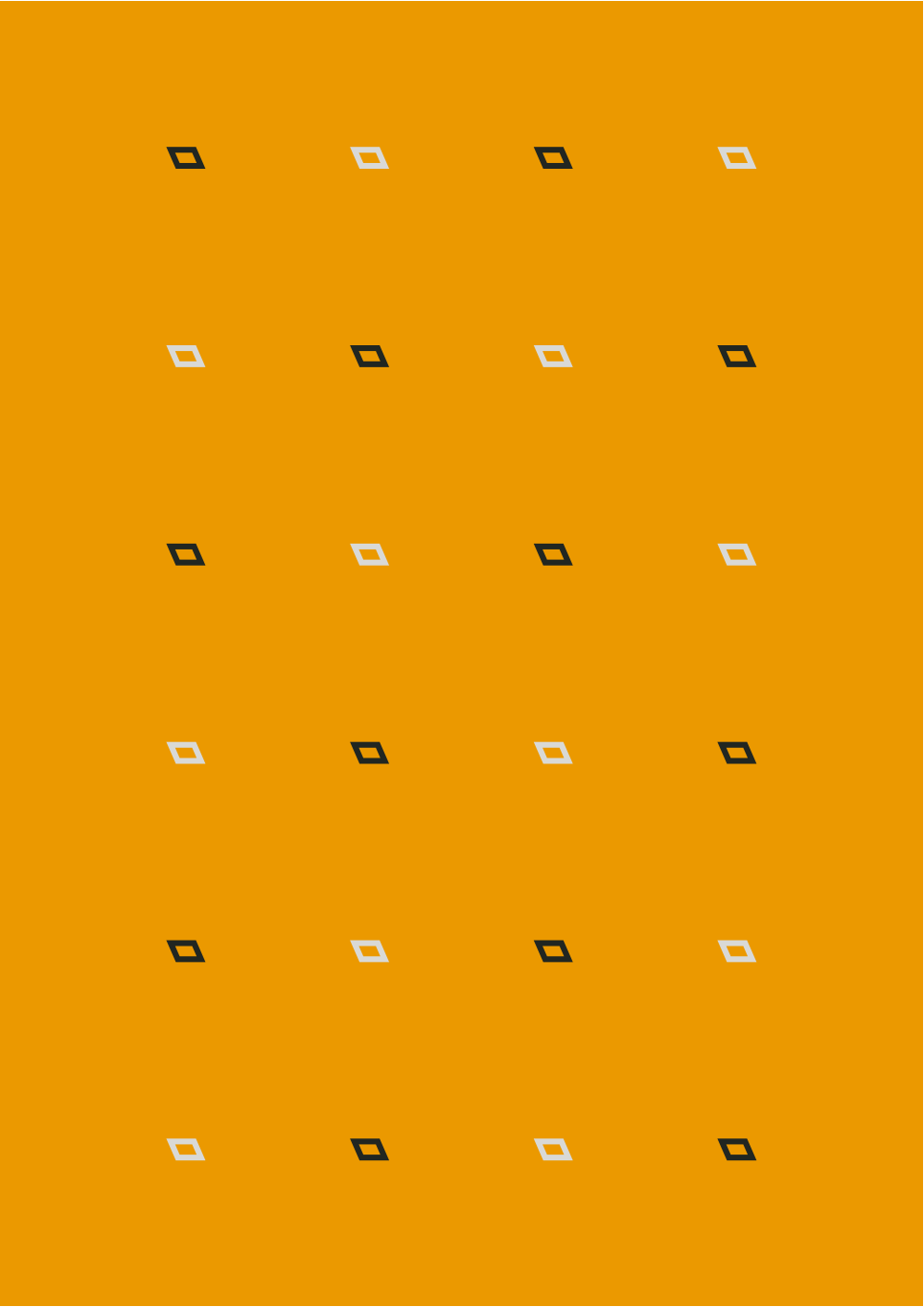
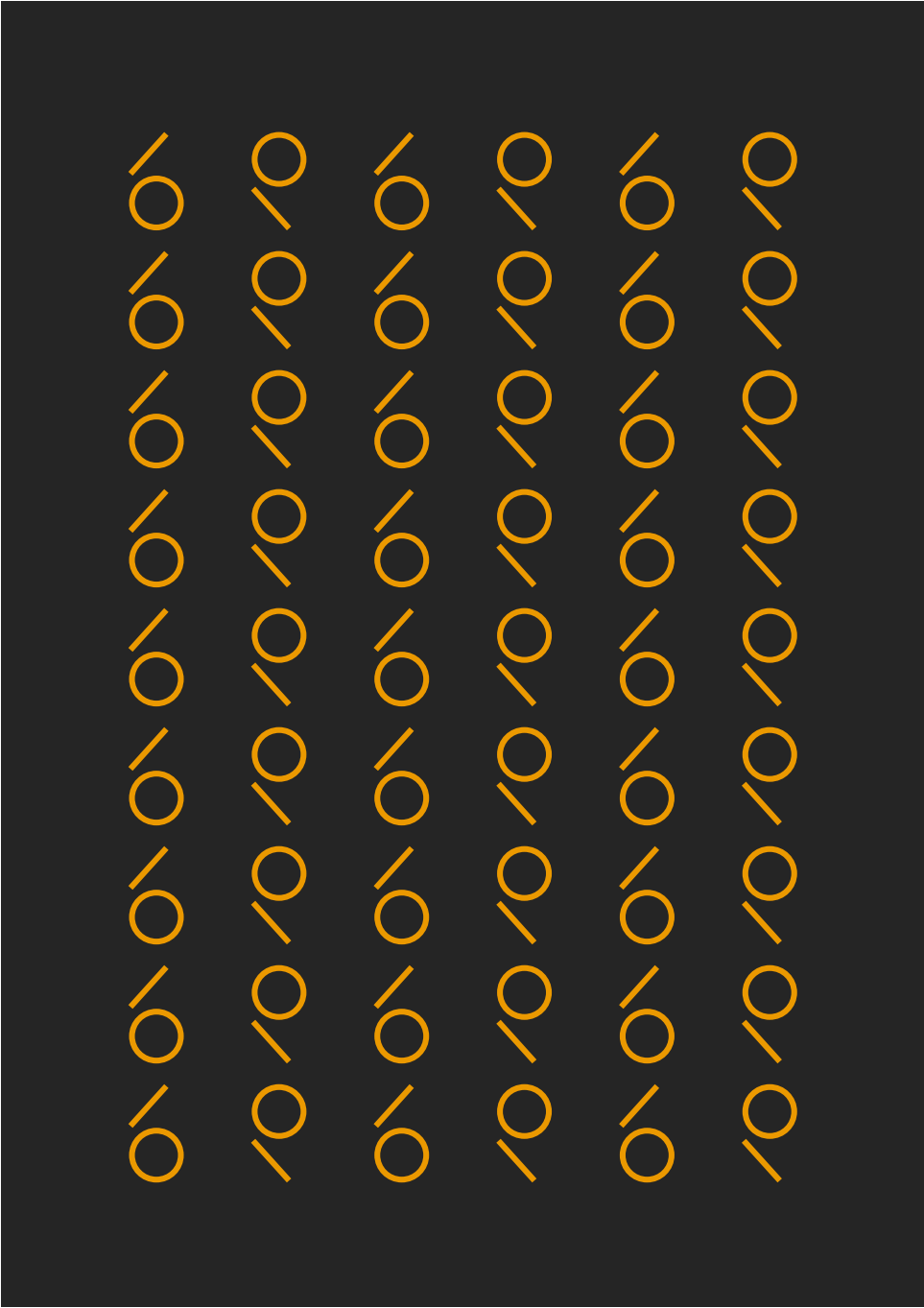


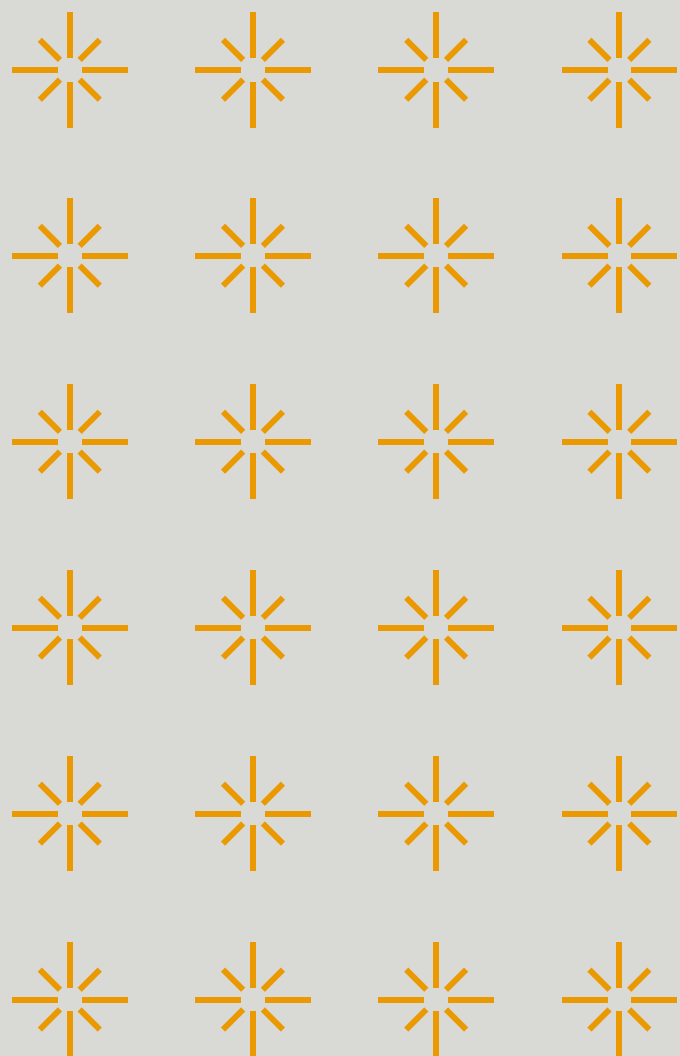
\\0\\ \\0\\ \\0\\ \\0\\
\\0\\ \\0\\ \\0\\ \\0\\
\\0\\ \\0\\ \\0\\ \\0\\
\\0\\ \\0\\ \\0\\ \\0\\
\\0\\ \\0\\ \\0\\ \\0\\
\\0\\ \\0\\ \\0\\ \\0\\
\\0\\ \\0\\ \\0\\ \\0\\
\\0\\ \\0\\ \\0\\ \\0\\
\\0\\ \\0\\ \\0\\ \\0\\
\\0\\ \\0\\ \\0\\ \\0\\

⇐ ⇐ ⇐ ⇐ ⇐ ⇐
↑ ↑ ↑ ↑ ↑ ↑
⇐ ⇐ ⇐ ⇐ ⇐ ⇐
↑ ↑ ↑ ↑ ↑ ↑
⇐ ⇐ ⇐ ⇐ ⇐ ⇐
↑ ↑ ↑ ↑ ↑ ↑
⇐ ⇐ ⇐ ⇐ ⇐ ⇐
↑ ↑ ↑ ↑ ↑ ↑
⇐ ⇐ ⇐ ⇐ ⇐ ⇐
↑ ↑ ↑ ↑ ↑ ↑







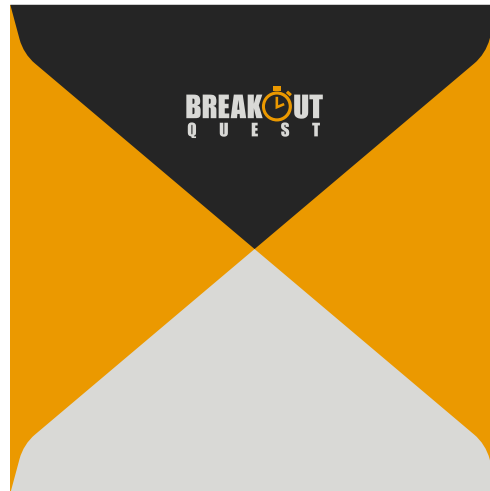


An exmaple of combination of different elements



APPLICATION

This consistent visual identity across all stationary materials, such as business cards, letterheads, and envelopes, helps to create a cohesive and professional image for the brand. The use of typography, colour palette, and graphics in stationary design can help to reinforce the brand's messaging and establish a strong brand identity that resonates with the target audience.



APPLICATION

Seamless integration of brand guidelines on stationery items.



APPLICATION

Utilise each letter of the business name to display a visually appealing image cutout. Different sizes and compositions are possible. Below are some examples.

Team Name

Three friends together

Level

Mid-level



Maze Game

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum.



Team Name

Three friends together

Level

Mid-level



Maze Game

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum.

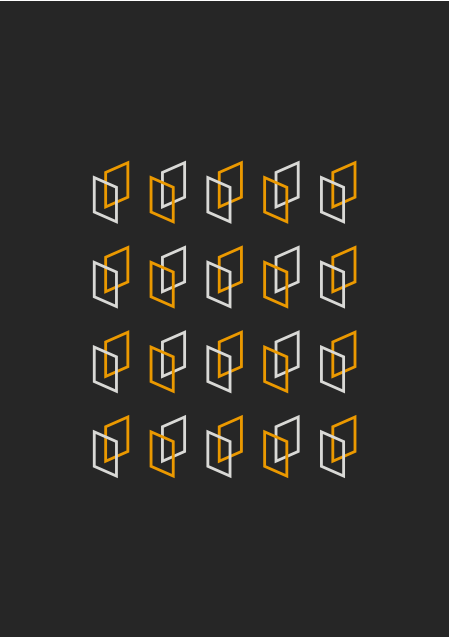


Escape Game

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

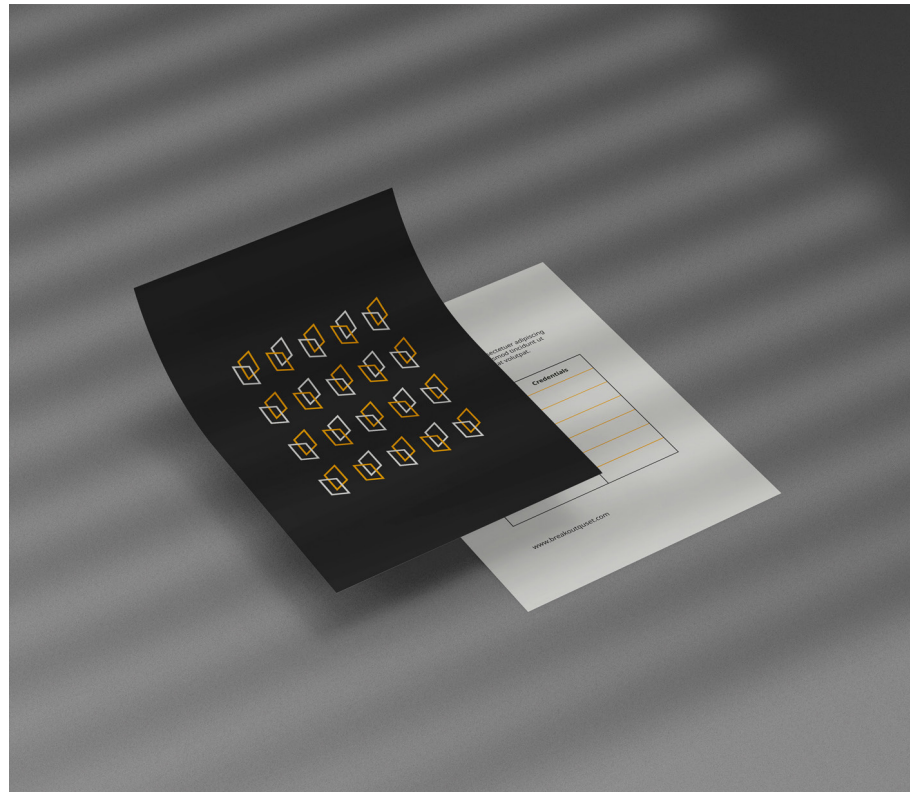
Team Name	Credentials

www.breakoutquest.com



APPLICATION

Here are prime illustrations of accurately implementing brand guidelines.



APPLICATION

Here are prime illustrations of accurately implementing brand guidelines.

