



The above is our “rough draft” logo with ideas that I hacked together. Either looking to have this professionally redone and polished up to perfection—Or, something completely different if you have an awesome idea that you think is better. The main thing is, I want to make sure we use our primary store colors and that the logo is fun and represents retro gaming.

Logo Sizes:

- According to the developer of the website template we are using, there is roughly 680px of width available and it can be any height. For reference, the current “rough draft” that is displayed in the store is 232x90px. Feel free to provide different sizes you think may work best.
- Need a super high quality file that can be used for other things like printing on t-shirts, etc.
- For our eBay Store, we will need one sized at 310 x 90 pixels.
- Would also like a Favicon.png (16 x 16px) that compliments the main logo in some way and uses store colors.

Our Store Colors:

View all our store colors in the “RGF Store Colors.xlsx” spreadsheet. The 4 primary store colors are in bold on the spreadsheet and are also listed below:

HEX	RGB Decimal	Color Sample
#444444	68, 68, 68	
#316ac5	49, 106, 197	
#cd0a0a	205, 10, 10	
#f1c40f	241, 196, 15	

Our Store Fonts: (you don’t have to use these but put here for reference)

Site heading fonts are: “PT Sans Narrow” (Google Webfont <http://www.google.com/fonts/>)

Site regular text fonts are: “Lato” (Google Webfont)

Fonts used in the above “rough draft” logo:

“retro” is “Bitwise” font found at <http://www.fontspace.com/digital-graphics-labs/bitwise>

“GAMEFAN” is “PP Handwriting” font found at <http://www.fontspace.com/pelle-piano/pp-handwriting>

Accessing Our Store:

Our store is being re-built since we had to change ecommerce companies and is not currently open to the public. The URL is www.RetroGameFan.com

In order to gain access to view the store, use password: LogoBuilder#1

A lot of the links are not working yet, many products are not listed yet, and there is some place-holder stuff. But what is there should be enough to give you an idea of the look and feel of what the store will be. This should help in your designing of a good matching logo.

If you have any questions, or need to clarify anything at all, feel free to email Scott at Sales@RetroGameFan.com