



BRAND GUIDELINES

Black

Headers use Brandon Grotesque Black to draw attention and make a statement. Only the most critical content should be written with this style when designing for Tell Another Tail.

Medium

Cards and subtitles use Brandon Grotesque Medium. The size of this style needs to be the larger than typical body content to improve legibility.

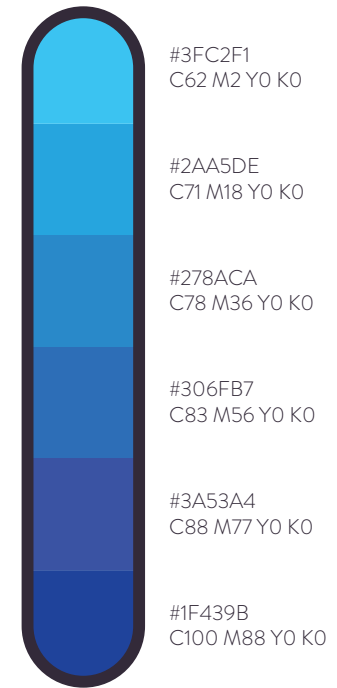
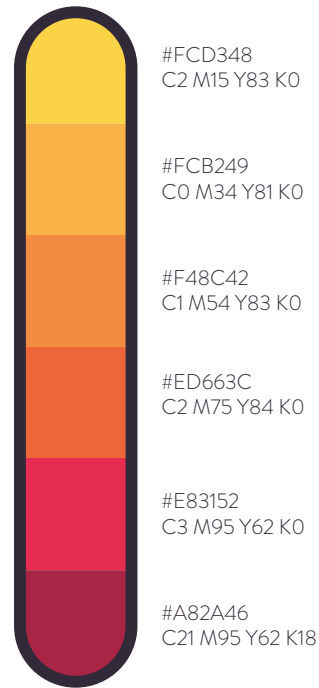
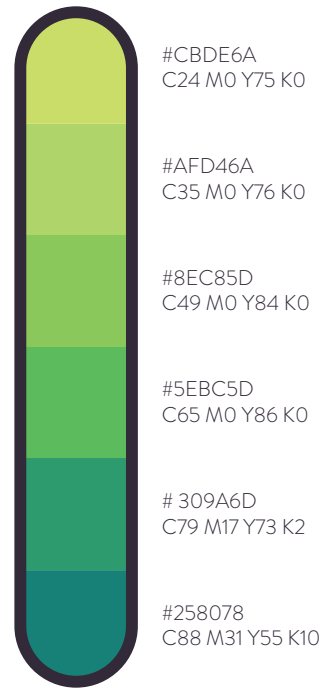
Light

Body copy is written in Brandon Grotesque Light to maximize legibility. However, Tell Another Tail is intuitive in its design so reducing as much body copy as possible is a primary goal.

Use the card template design for creating decks. These rules apply for other design collateral.

COLORS

TELL ANOTHER TAIL BRAND GUIDELINES



These are three color schemes chosen for the presentation of this brand. New color schemes can be added into these brand guidelines.

Color scheme must be warm and fresh. Stray away from faded colors and pastels.



The primary logo is used for the back of cards. The interior colors of the chameleon are changed to differentiate each deck. The secondary logo is used for promotional materials and packaging.





THREE EDITIONS

TELL ANOTHER TAIL BRAND GUIDELINES





Example of the Scenario Edition box that includes sixty play cards and one instruction card. Slightly larger than a normal card box.



The back of the card deck provides key information for customers to make an educated purchasing decision.