

# USAGE GUIDELINES



## **Logo and Symbol**

## GameBux™<sup>Mww</sup> Logo: Usage Guidelines

**GameBux™** and the **GameBux™** currency symbol are trademarks of Reality Gap, Inc. Maintaining a consistent brand identity across all third-party content and resources displaying the **GameBux™** logo and/or currency symbol will help protect and grow the **GameBux™** brand. Guidelines for the appearance and usage of the logo and currency symbol are outlined here.

### Logo Usage

#### The Standard (Two Color) Logo

This is the preferred version of the logo to display.



#### One Color Logo (Black Over Light Background)

When a single color version of the logo is required either through cost considerations in printing or for aesthetic reasons in developing content, there are two options. When the background is lighter the logo elements should be rendered in black as shown below.



#### One Color Logo (White Over Dark Background)

On dark or black backgrounds, the logo should be rendered in white as shown here.



## Trademark Symbol

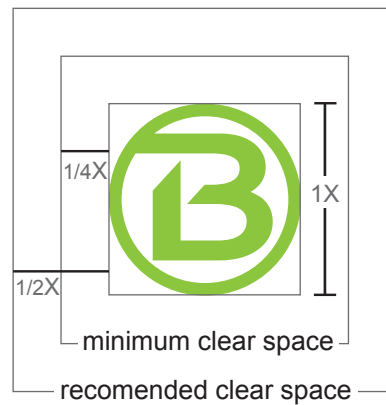
The '™' symbol must be visible and readable on the **GameBux™** logo.

## Clear Space

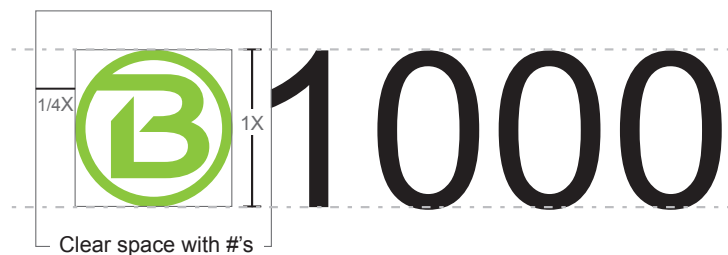
### Logo Clear Space



### Symbol Clear Space



### Symbol With Numerical Ballance



## Currency Symbol Usage

### The Standard Currency Symbol

The **GameBux™** currency symbol should be displayed in the primary logo green color (called out later in this document) while maintaining legibility. This symbol represents **GameBux™** as a currency in the way you would use “\$” to represent dollars. Typical uses would be next to numbers representing a quantity of **GameBux™** currency or as a graphic element to represent **GameBux™** as a currency.



### The Standard Currency Symbol

When using the symbol with currency amount the symbol may appear either before or after the quantity of **GameBux™**.

ⓑ 1000

1000 ⓑ

## Currency Symbol - Color Variations

### Currency Symbol - Black

As an option to using the **GameBux™** green for the currency symbol you may use solid black. This should only be used on light colored backgrounds.



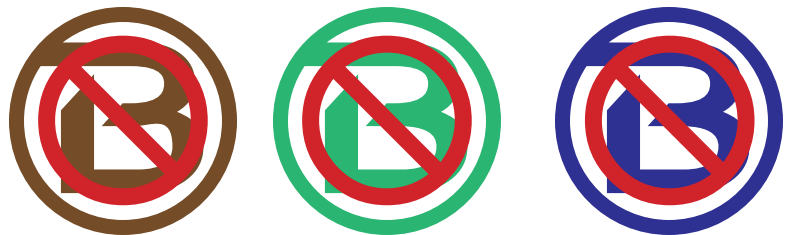
### Currency Symbol - White

When the symbol is used on dark backgrounds you should display the symbol in white.



### Currency Symbol - Unacceptable colors

No other colors are allowed when displaying the **GameBux™** currency symbol



## The 2 Color “coin” version

We have developed a decorative version of the **GameBux™** currency symbol as a coin. This version could be use as a decorative element in a layout, however it should never be used as currency symbol next to actual **GameBux™** currency quantities or as a stand in for the actual currency in a composition, or **GameBux™** Logow.



## Example of using the decorative ‘coin’

The decorative version can be used in a grouping as shown below. This is the only version of the currency symbol that can be used in a grouping and where the symbol may overlap itself. The only requirement is that at least one of the symbols appears without any other elements overlapping it.

### Correct Usage



### Incorrect Usage



## Color Guidelines - Digital

These are the approved colors for **GameBux™** when using the logo in any on-line or digital media including but not limited to web sites, games, ad banners.

### GameBux™ Green



Hex:	#a6ce39
R:	166
G:	206
B:	57

### Slight Variations on the GameBux™ Green

When using the logo baked into interactive elements such as graphical links or buttons it is acceptable to lighten or darken the **GameBux™** green to help the logo “pop” in the graphic. It is not acceptable to use a different hue such as red or blue for the **GameBux™** logo.

#### Acceptable



#### Unacceptable



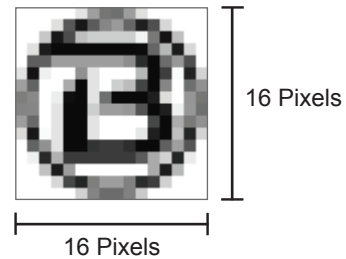
## Size Restrictions for Digital Displays

Because of the greatly reduced resolution in digital displays (72dpi vs. 300dpi or greater for print) the **GameBux™** logo should not be reduced in size below what can be rendered legibly.

### Minimum Size for the GameBux™ Logo



### Minimum Size for the Currency Symbol





## Unacceptable Logo/Symbol Usage

### Never Alter the Logo Colors



### Never Rearrange the Color Elements



### Never Stretch or Distort the Logo



### Maintain Ample Contrast with the Background



**Never Substitute “Game” With Any Other Word**

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SPACE  BUX™

KILLER  BUX™

FARMER  BUX™

**The Logo Must Always Appear in Its Full Form**

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 BUX™

## GameBux™ Non-Logo Usage

### When Using GameBux™ in Body of Text

When referring to **GameBux™** in any body of text where the logo would not typically be used it is important to always follow these rules:

1. Always capitalize the ‘G’ and the ‘B’ characters of **GameBux™**.
2. Always include a Trade Mark (™) character formatted for superscript immediately following the **GameBux™**. Do Not separate **GameBux™** from the (™) with a space character.
3. The only styles uses should be Regular or Bold. Italicized styles should not be used.
4. Non-Decorative Serif or San Serif fonts are both allowed.
5. If **GameBux™** appears a headline using a decorative or billboard font, display **GameBux™** in a non-decorative font.

### Do Not Use Decorative Font Styles on GameBux™

~~Unleash the Power With GameBux~~

Unleash the Power With GameBux™

### Referring to GameBux™ as “Bux”

The phrase “bux” can be used in text as a short-hand for the **GameBux™** currency.

Example: “The sword sold for 30 bux”

1. Do Not capitalize the “b” in bux.
2. Do not add a TradeMark (™) to bux.