



LET

BRANDING GUIDE

*Press on images in the book
for a closer look at them.*

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BRAND STORY

Let is a company that is aiming to be the best gaming website out there. This company was founded by me, and it will have all the things you need for gaming.

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VOICE

This website will have a great store, a communication system that will include text and voice chat, and videos all about your favorite video games for you to enjoy.

2

LOGO DESIGN COLOR SYSTEM

This logo design portays a gamer in 8bit style, which depending on what holiday or occassion, will be a different gender or race.

For the color pallete of this company, I chose a grey that is kind of bluish but not exactly. Dark colors are usually the best for gaming.



#C1CDDDB	#3D5A61	#5C6D85
80%	80%	80%
60%	60%	60%
40%	40%	40%
20%	20%	20%

R61 G90 B97
C78 M53 Y50 K26

R193 G205 B219
C23 M13 Y7 K0

R193 G 205 B 219
C23 M13 Y7 K0

TYPOGRAPHY

The let wordmark logo is a font called gogoposterpunch, I chose it because I needed a thicker slanted font. The font for description related to this company is the Source Sans Variable Font, it was recommended that i use a sans serif font.

LET

Source Sans Variable

ABCDEFGHIJKLMNOPQRSTUVWXYZ/

STATIONARY

(Click Images to get a closer look.)

For the stationary of anything you do, you should follow a three by three grid so that it will be very pleasing to any consumers eyes. We would like for anyone interested in this particular buisness to get a job here.

Standard US size should be 8.5x11 for letter, 8.5x14 for legal, and 11x17 for tabloid.

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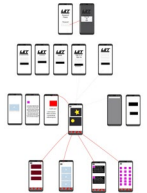
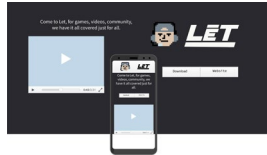


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THE IMPORTANCE OF WIREFRAMES

Wireframes are basically the guidelines made by a website builder. You make the wireframe look as close to what the final product is as possible, we want to look very simple, not too many things on the screen for consumers, otherwise they will lose interest. (Click Images to get a closer look.)

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PERSONAS FOR BUSINESS

User Persona are basically the basis of your design on the buisness side of things. They represent possible customers you can have, so remember to reference them.

TIMOTHY LITTLE JR.
Trend Follower

"When im looking for games, I usually look at what's popular with my friends, I don't have time to find one myself. That's why I find Let to be such a good fit for me."

Timothy found this app when he heard his friends talking about games they were playing at the moment. Timothy enjoys playing video games, but he likes it so more of a casual hobby. He works a part time job at the local grocery store, so he doesn't have that much time on his hands. He does have his favorite games from when he was younger, usually he plays those. He likes playing games with his friends, and when he goes online, he enjoys the distance chatroom, Tim doesn't watch many videos on games, but he has his favorites.

Make the website easy to filter popularity so Timothy can find his favorite games.

Make private chatrooms easier to see on the page so Timothy can communicate with friends.

Timothy doesn't get into complex layouts so make sure all the important options are easy to find.

Even though Tim doesn't play many games, he will buy one if it's on sale, so putting the sales front and center would be great.

MARK SMITH
Content Creator

"My favorite past time is gaming, it isn't just a hobby for me, its a lifestyle. I like sharing my thoughts on games and how they play, so my dream is to become a popular figure for games commentary."

Mark likes most game genres, but he would like it so that whoever he feels like playing, he could find it easily.

Mark doesn't like running into a probalistic person in a chatroom, so he would like to be able to filter them out so he can have a fun time talking about games to a community.

Not only does Mark want to make videos, he also loves watching them, so he would love to find those who have a similar style to him.

BRITANY CALVIN
Aspiring Pro

"I would like to be the best at games, so I need to be studying strategies so I can make a living. I need a platform where I can do that without jumping to different sites."

Britany is a pro-gamer. She is very qualified for it, because she plays video games quite a lot, she likes to study the way the game plays so that she can be the very best at it. She usually studies other players strategies on various videos on the Let site so she can hone her craft. She also discusses with others to get advice to improve. Britany streams her practice sessions on the website as well. She likes that she can play games and discuss with others in the comments.

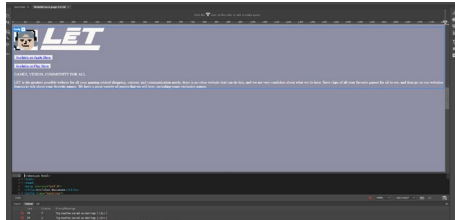
Britany wants to find clips of games she competes in so she can get better, it would be better for her if she can filter by genre and game.

Her goal is to be able to make a good living by playing games competitively while still learning more through the videos.

LANDING PAGE

A landing page is what you get taken to when you click a web banner ad for a product. Like I said in the wireframe section, there should not be too much visuals, on a brief description, a slogan, and logos, as well as download links to the app stores. (Click image to see website)

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WEBSITE DESIGN

There are all sorts of aspects of designing a website, a loading screen, the web banner, etc. These also need to be consistent with the message of the company.(Click images to see more.)



PRESENT YOUR VISION

This is something we call an Investor Presentation, you have to show how your product will make us money, don't make it too wordy though.



INFOGRAPHIC

An infographic is a poster with a clear message having to do with data, sometimes used to market, and sometimes its just a conversation topic, make sure its understandable even without text.

