

Peter & Sons



**CREATE
THE
NEXT**

OUR BRAND TOOLKIT



Peter & Sons
Kit of parts

OUR BRAND TOOLKIT

LOGOTYPE

Peter & Sons

SYMBOL



MONOGRAM



TYPOGRAPHY

Brand typeface

**ROBOTO
BLACK**

System font

Roboto Light & Normal

COLOUR



Peter & Sons

Our logotype is a simple but characterful signifier of the Peter & Sons brand – clean, smart and professional with a bit of personality.

Only use the artwork provided and don't edit, recreate or stretch our logo in any way.

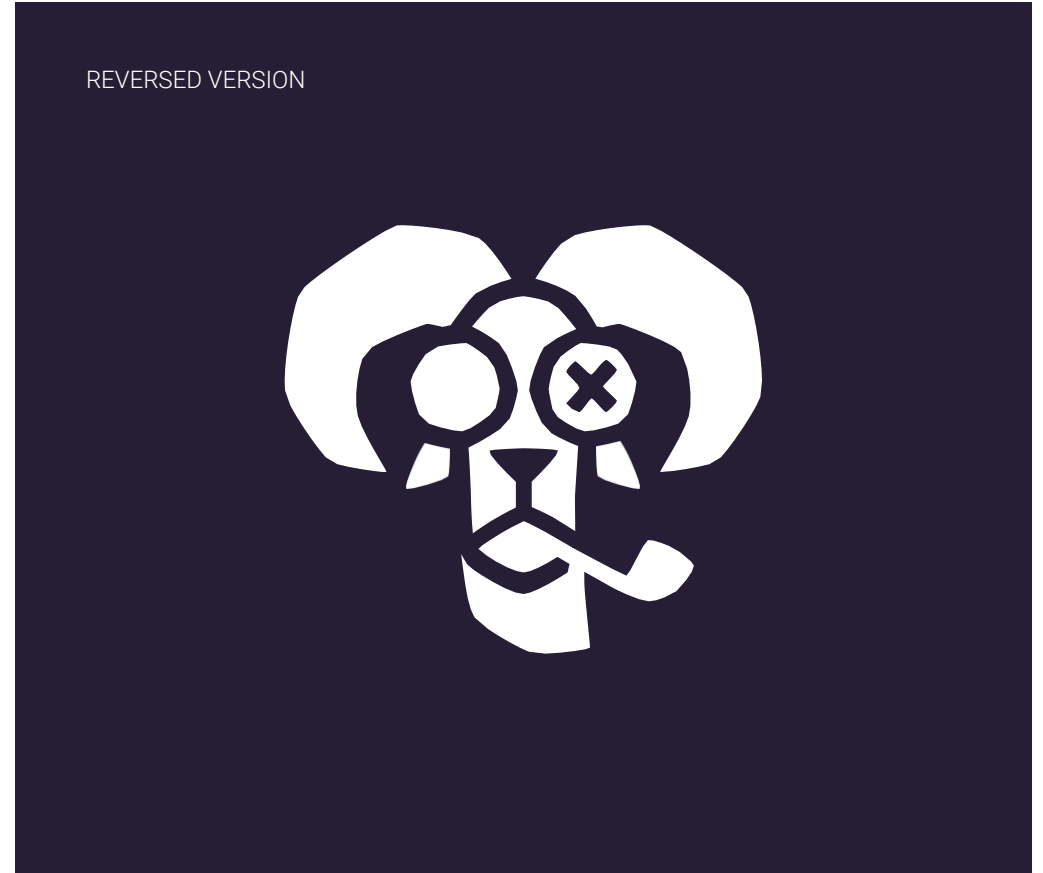
Peter & Sons

Our symbol

STANDARD VERSION



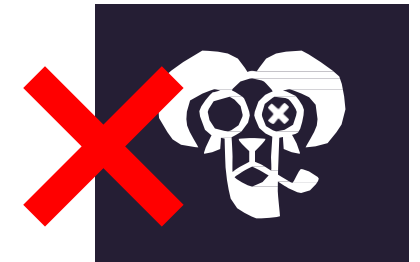
REVERSED VERSION

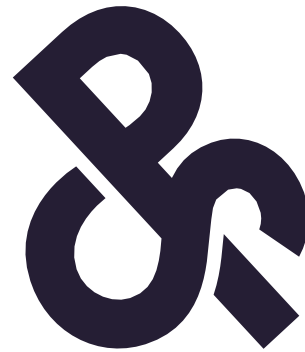


Our pipe-smoking goat has long been a part of the Peter & Sons brand, our new version carries on that legacy with a refined aesthetic and lots of character.

Please note: a special 'reversed' version of our symbol has been created for use on dark backgrounds, DO NOT simply recolour the standard version to be lighter than its background.

Only use the artwork provided and don't edit, recreate or stretch our symbol.





We also have a third identifying symbol: our P&S monogram. This is to be used in situations where the logotype or symbol would be too small to be legible, or in applications where we need a more subtle or sophisticated level of branding.

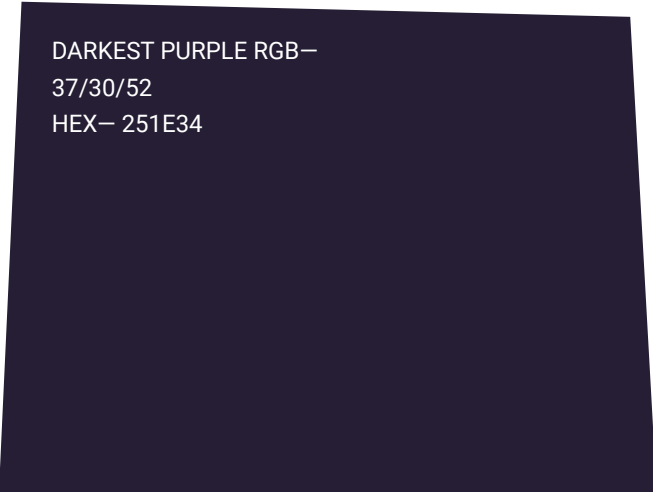
Only use the artwork provided and don't edit, recreate or stretch our monogram in any way.



Our logo and symbol have been designed to work as separate elements, to be used on their own within our brand communications. However, in some circumstances where we need to reinforce our brand with a limited use of assets – for example in sponsorship, or when partnering with another brand – we can use our logo and symbol lock-up.

Only use the artwork provided and don't edit, recreate or stretch our monogram in any way.

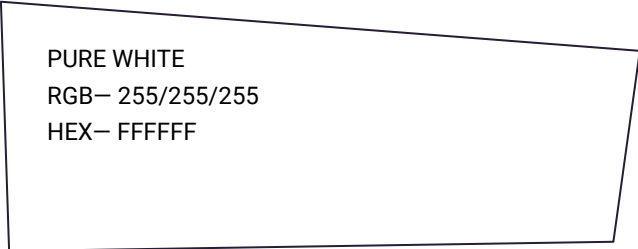
PRIMARY COLOUR PALETTE



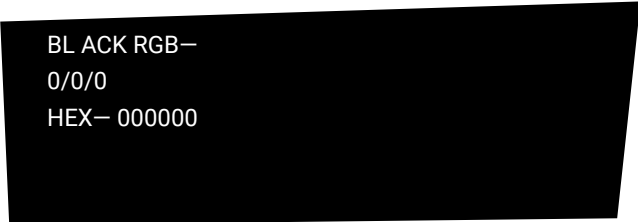
DARKEST PURPLE RGB—
37/30/52
HEX— 251E34



WINNERS GOLD RGB—
255/202/0
HEX— FFC900



PURE WHITE
RGB— 255/255/255
HEX— FFFFFFFF



BLACK RGB—
0/0/0
HEX— 000000

Our colours are inspired by our games: the primary palette is simple and bold – a dark, deep purple with a bright and vibrant accent of gold, combined with power of black and white. While a more flexible secondary palette (see next page) can be used to harmonise more seamlessly with specific products or applications.

Our primary palette represents our core brand colours, these should be used on key brand applications and in any communications that don't feature a specific game or product.

BRAND TYPEFACE

ROBOTO BLACK & NORMAL

We keep our typography simple: just one typeface in two weights. Our core brand font is ROBOTO – a clean and legible geometric font with lots of character.

As a general rule we use NORMAL for main text and BLACK to create emphasis, either in headlines or to pull out key words or phrases within text.

SYSTEM TYPEFACE

ROBOTO

Light & Normal

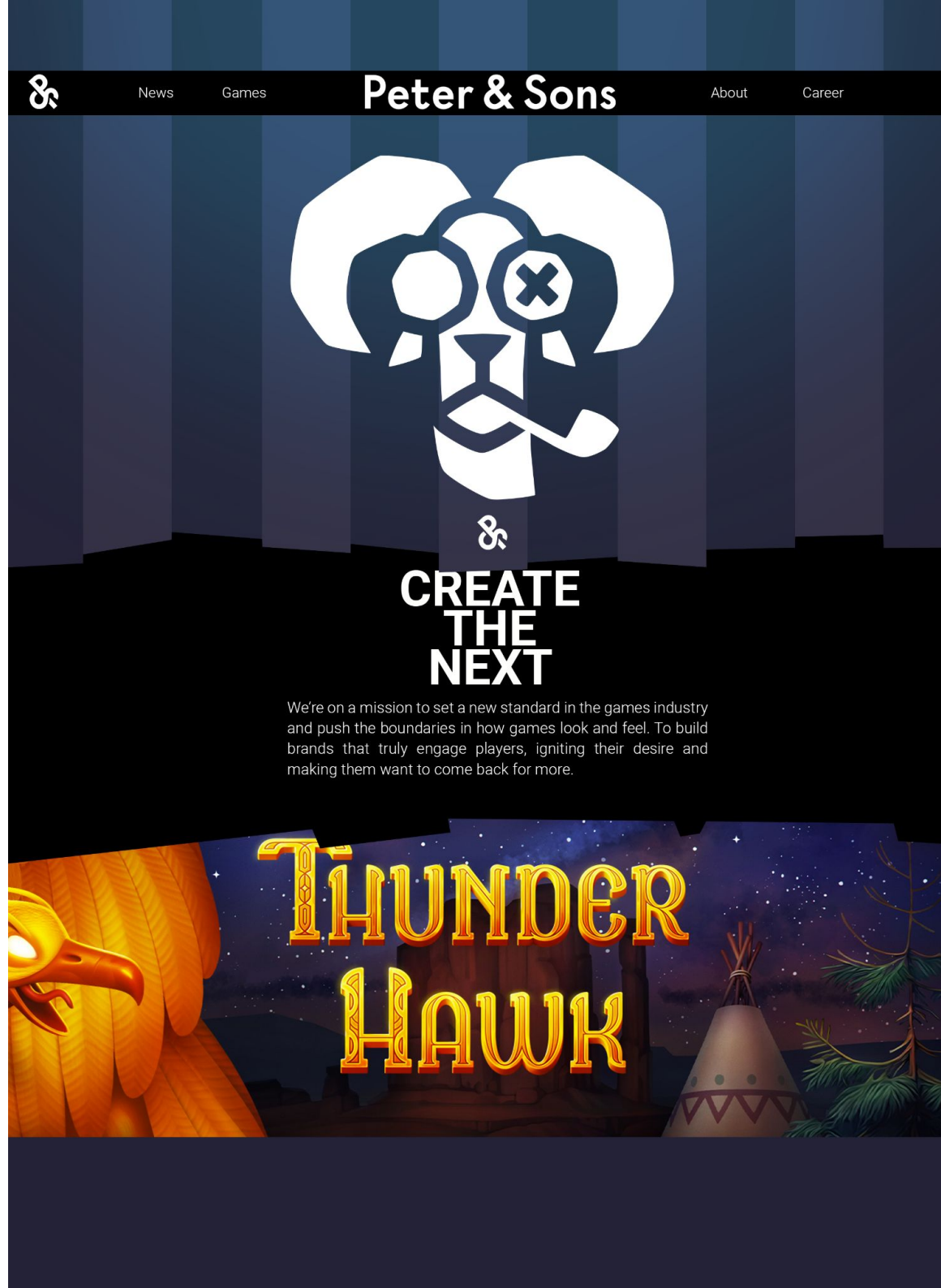
& Bold

When we need a universal system typeface (for instance in PowerPoint or email) we use the light version of ROBOTO, and **Normal** for creating accents, and **Bold** for creating even better accents.

CREATE THE NEXT

Brand in use
Examples

Brand in use:
Examples
Web homepage



Brand in use:
Examples
Press ad

OUR BRAND TOOLKIT



Brand in use:
Examples
Business Cards

OUR BRAND TOOLKIT



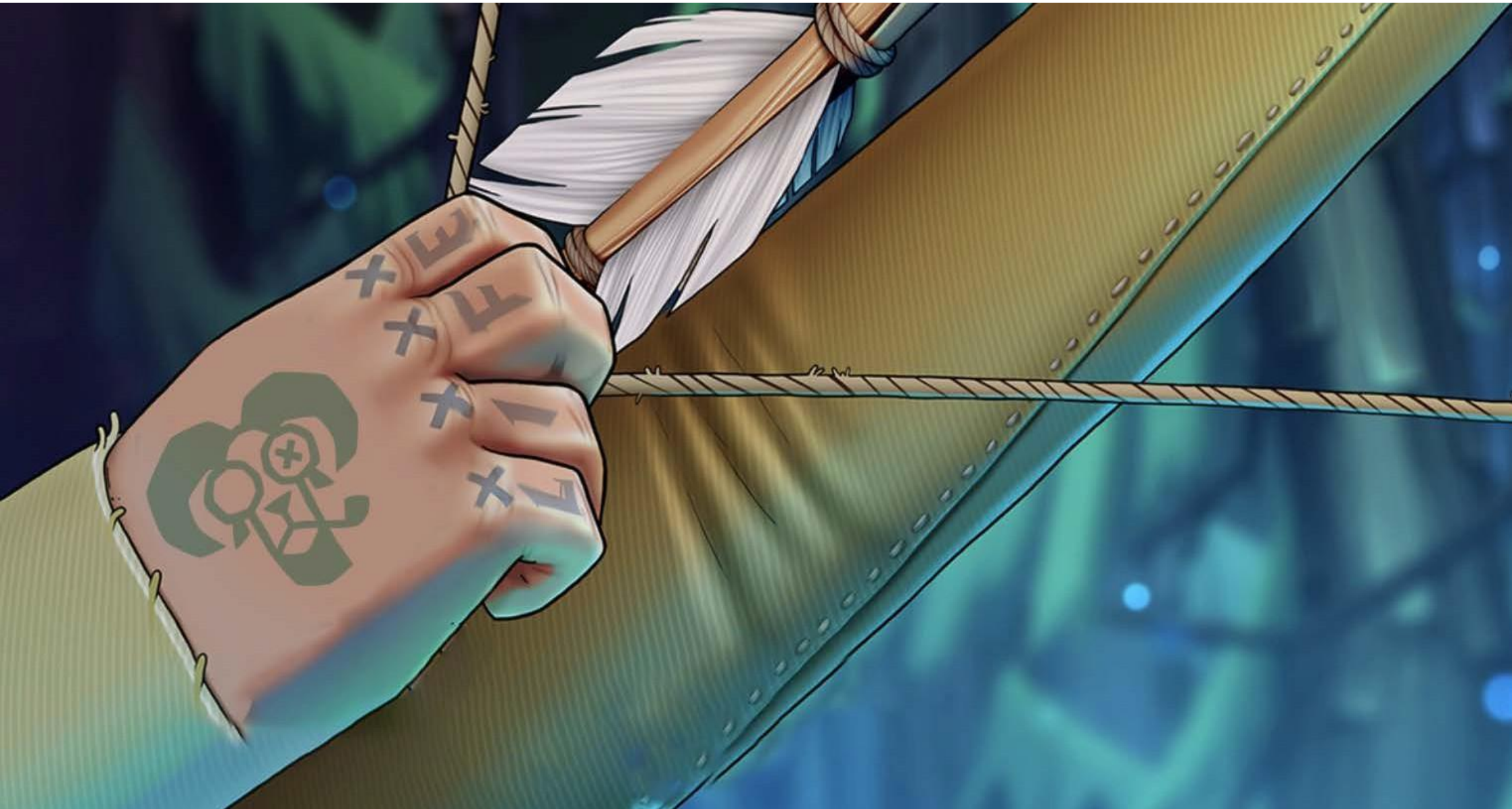
Brand in use:
Examples
Social media posts

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Brand in use:
Examples
In-Game

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Brand in use:
Examples
Merchandise

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