

Visual Design 2007

Style guide:

EGE - European Game Expo

Design Document

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Introduction

This document serves to document the decisions taken in the process of making our final Visual Design project. It contains the design issues concerning the creation of a style guide. A style guide is a document in which rules are set to which the visual representation should conform. A style guide contains rules describing the intended look of printed publications, as well as web sites, and material like photos and logos that should or should not be used to convey the atmosphere of the product or company.

For our final assignment we have developed a style guide for a fictional convention about games. A game convention is a place where critics, developers, distributors, and sometimes the players of games meet to see the latest developments in the area of games and hardware. Real-life examples of such conventions are the *E3*, the *Tokyo Game Show*, and the *Leipzig Games Convention*. Such a convention often consists of a large number of stands/booths by game developers and/or distributors. Some conventions are open to the public to play the newest games themselves, while others are invitation-only to maintain a more business-to-business atmosphere.

For our assignment we envision a game exposition that brings game players and developers closer together. In one way as two different parties, but in another to blur the lines between the two a bit. More attention can be paid to small, independent game developers. The main focuses are **accessibility**, **community** and **unity**. The full name will be '*European Game Exposition*', abbreviated *EGE*.

The target audience will be game developers, distributors and game players. Advertisements aimed at gamers range from aggressive to alluring.

Style

The style chosen for our design is based around the use of shades of gray, along with pastel-coloured accents. With this style we hope to maintain the attention of our audience and make these colours represent the EGE. The contrast between dark grey and pastel is high, which we hope gives a clear, stylized look to the material. The color palette with pastels and grey shades can be found in the style guide.

Dark grey colours represent **style**, **technology** and perhaps **mystery**. Bright pastel colours represent **fun** and **playfulness**, two things that express what makes videogames attractive.

Logo designs

For the EGE logo, we both made a set of designs using the colors. Tom chose styles that express a mixture of technology and elitism added with elements of raw expression. Bauke's designs on the other hand adopted a more friendly look. Round shapes and a more playful font were chosen.

It was coincidental that the two themes we described along with our style colors were contrasting each other so much in the logo designs. The final choice for the logo was Bauke's design, as we thought it would give the EGE a more friendly look.



Figure 1: Tom's logo designs against dark and light backgrounds. The upper left-part can be used in a dark-grey pattern for an image background. The upper right-part is too chaotic/raw for a logo. The lower part has a techy feel to it.

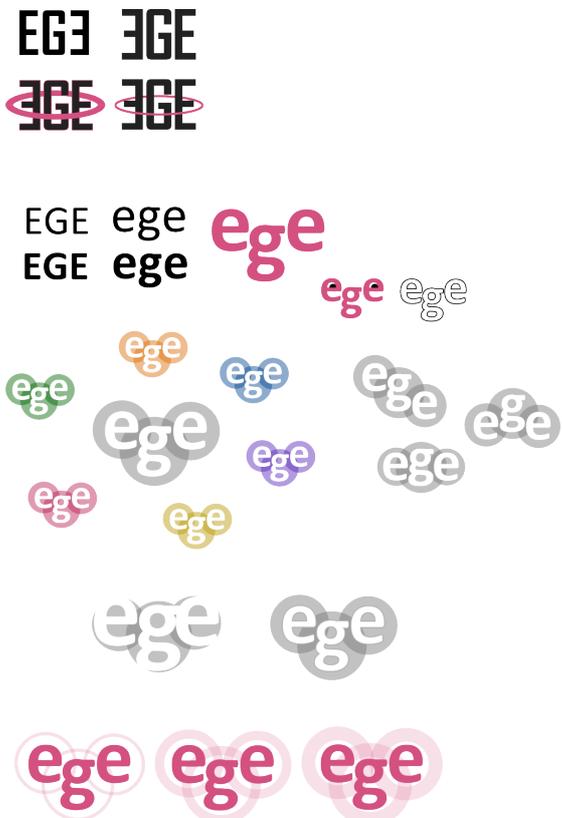


Figure 2: Bauke's designs are more focused on color and have a friendlier feel to them. As seen in the style guide, they work against the light and dark grey backgrounds as well.

Photo impressions

The photo impressions are used to convey a general idea of the mood that surrounds the EGE. Because a picture says more than whatever how many words it is a great way to bring across the ideas of what EGE should be about and what it should not be about. Reasons for choosing and not choosing photos are given in the EGE style guide.

An important note here is that for the Visual Design course we selected photos from the internet and this causes the look of the set of photos to be less professional than in an actual style guide for such an event. There is a less uniform theme and feel to them, but in general they should convey our ideas for the EGE atmosphere.

The photos were mainly collected using Google image search.

Publications

We have created a number of sample publications surrounding EGE. These publications make use of the style elements defined for EGE. These style elements are the colors used and in what combination(s), the way text is represented, general layout and the way headers are placed. Sample publications include examples of A4 publications that can be used in booklets and magazines, an example magazine ad, a billboard poster and a convention banner. We distinguish two major categories of publications:

Informative

These publications focus on a quiet easy-to-read layout that is used for articles and other large texts. Publications and websites about EGE should be informative.

Promotional

These are to be used for posters and flyers. They should attract more attention, but in such a way that the EGE message/atmosphere of relaxed communication in an informal setting is maintained. Magazine ads, posters, and banners are promotional.

Conclusions

Our main inspiration for this project was the guest lecture by Mark Veldhuijzen van Zanten, who showed us a style guide that is used by Vodafone to create a uniform style for the representation of information about the company.

We think that our style guide displays a unified style and that other designers can use it to make publications etc in the style we envisioned. It's not a complete style guide yet though, making that would require much more information and feedback, something that was not available to us because of our fictional event and employer. We think we succeeded in this experiment of making a basic style guide.