Style Guide | VBS Uncharted

TITLE LOCKUP

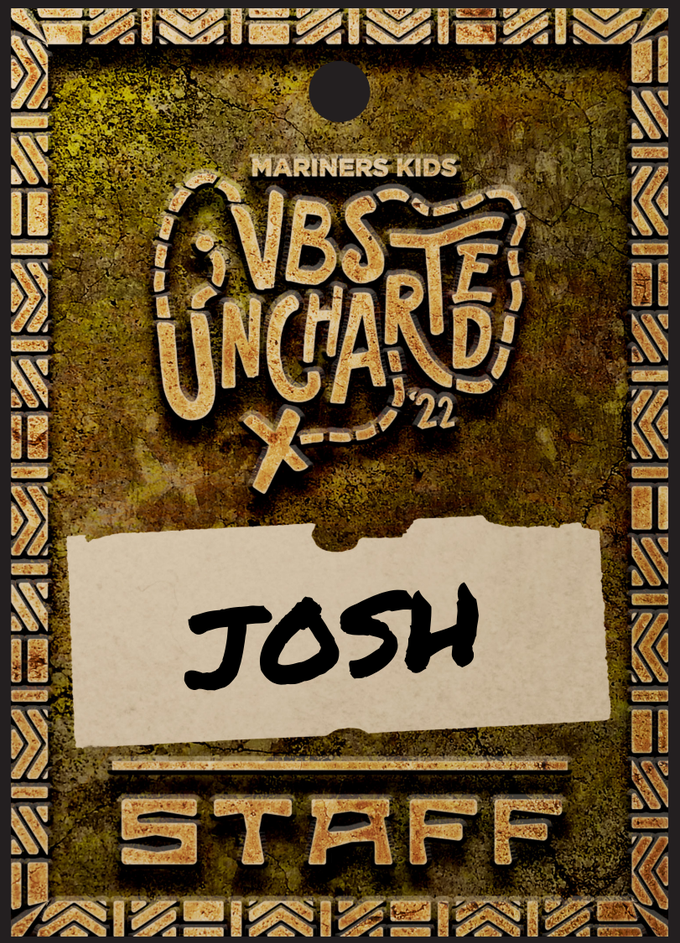
STYLED TITLE TREATMENT

16:9 KEY ART WITH STYLED TITLE TREATMENT

SOCIAL COUNTDOWN GRAPHICS

1 COLOR TITLE + PHOTO BACKGROUND TEST TREATMENTS

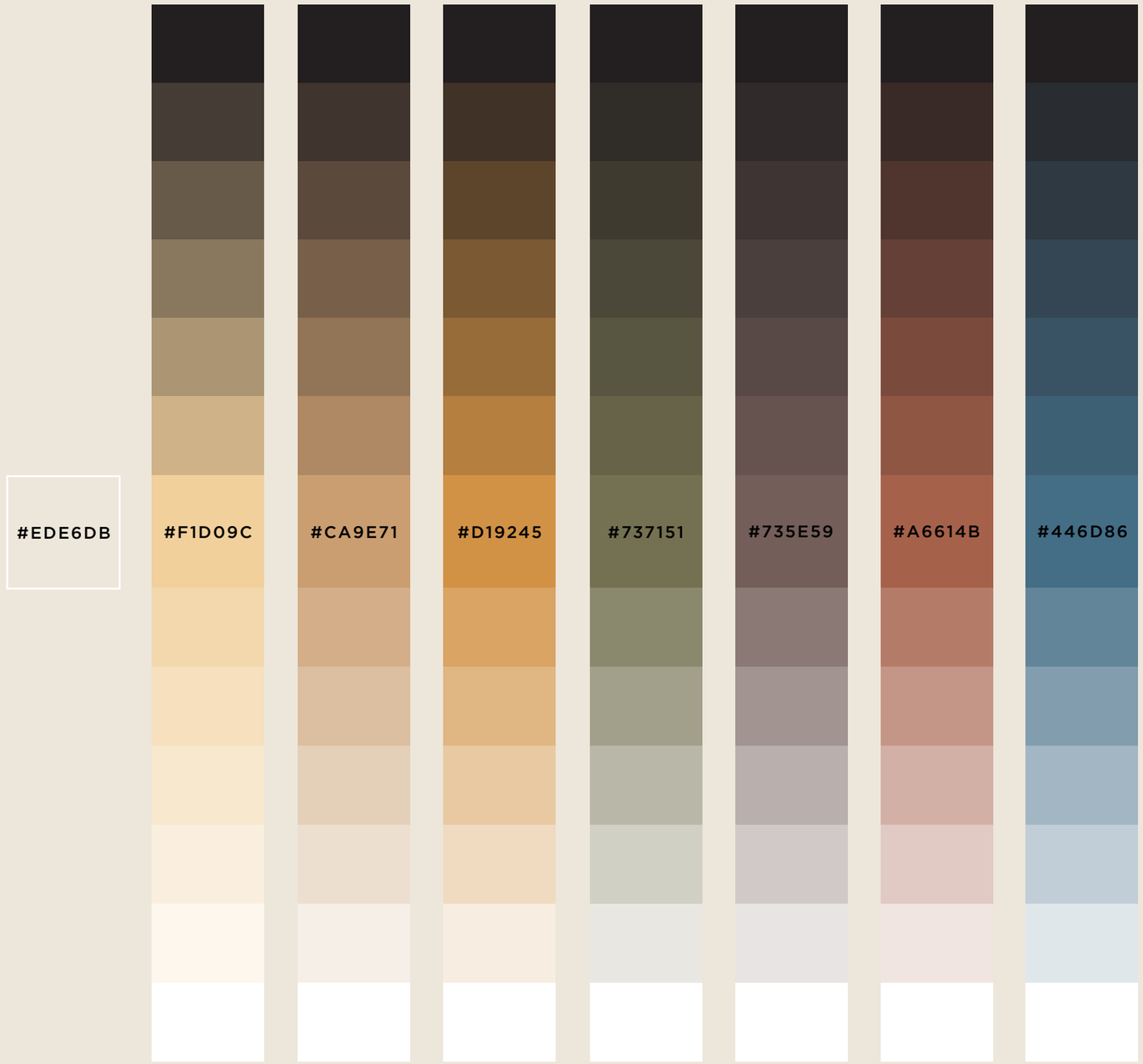
BADGE SAMPLES



TSHIRT COLORWAY SAMPLES WITH 1-COLOR TITLE

WATER BOTTLE SAMPLES

COLOR PALETTE
WITH SHADES AND TINTS



TYPOGRAPHY & FORMATTING SAMPLE

OLDVENTURE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

ABCDEFGHIJKLMNOP
QRSTUVWXYZ

LANAI BOLD

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890

Gotham (all weights)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gotham Medium is used in the paragraph block sample to the right.

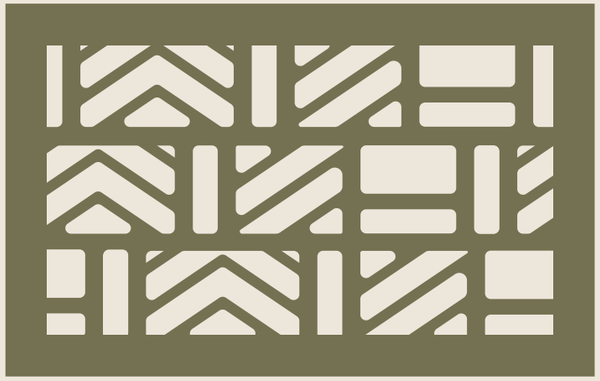
H1 OLDVENTURE

H2 LANAI BOLD

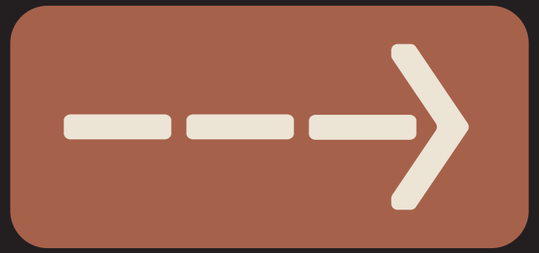
BODY GOTHAM

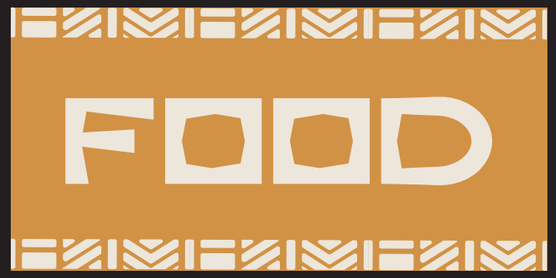
URL GOTHAM

DESIGN ELEMENTS (FLAT/VECTOR)



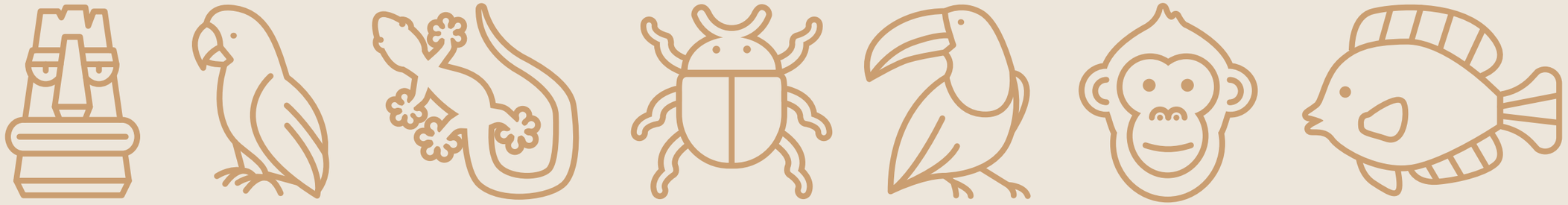
SIGNAGE / WAYFINDING SAMPLES





VECTOR ILLUSTRATION SAMPLES

VECTOR ILLUSTRATION SAMPLES



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