

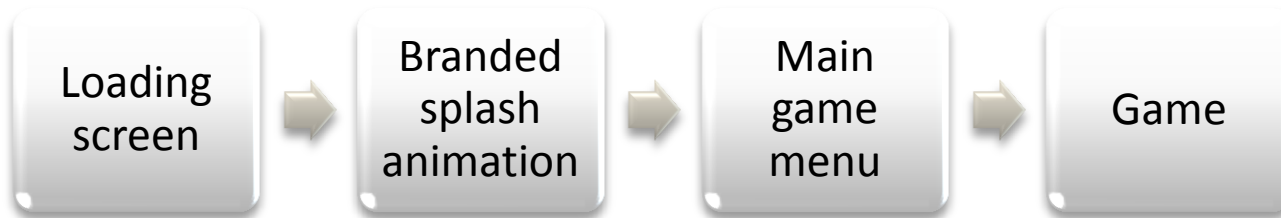


## Branding in our games

# Branding requirements for games

This document describes how to correctly integrate the GGG.com logo in a game. These guidelines apply to games developed internally, by third-party developers, and to licensed games.

Max. time elapsed from first interaction (click) to gameplay should never be longer than *30 seconds*.



1. Loading screen: displayed while the game is loading.
2. Branded splash animation
3. **More Games** button: it needs to be in the *game main menu*.
4. **More Games** button in the game: it needs to be on the *game end screen*.

# Branding: main menu and games

## Logo requirements

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- The main menu should have a **More Games** button. This button should link to the *local GirlsGoGames* web site.
- The main menu should include the *GGG.com* logo branding.
- The game should include the *GGG.com* branding on each game screen.
- Inside the game, place the *GGG.com* logo on a non-intrusive position on the screen (rule of thumb: if there are no suitable positions for the in-game logo, don't include it).
- The logo has to be visible during gameplay.
- All the *GGG.com* logos should be clickable, and they should open a new tab redirecting to the *local GirlsGoGames* web site.

## Game requirements

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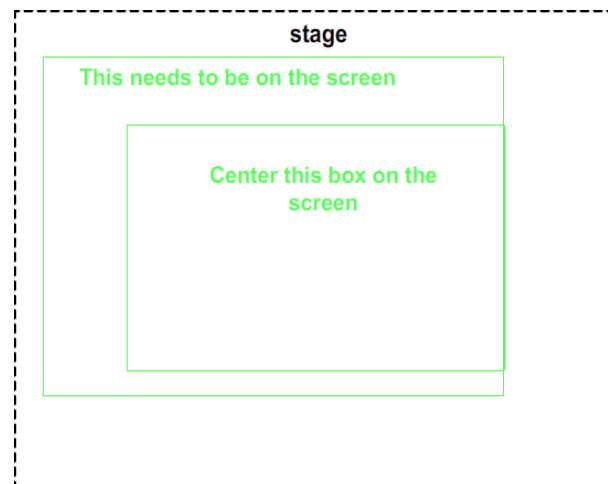
- *For Flash games* – max. file size: 12MB (initial load).
- *For Flash games* – frame rate: at least 16 FPS (recommended).
- *For Flash games* – the game should be compatible with the latest Flash/Unity versions (currently, v.10/v.11).
- The game should be scalable. When the window is resized, the game screen should resize accordingly, while keeping the correct aspect ratio.
- The game should use the latest version of the API. The game should use tracking tags when branding is clicked from an external source.
- Please deliver extra thumbnails in these sizes:
  - Small: 70x70 px
  - Small: 100x75 px
  - Medium :120 x 90 px
  - Large: 200 x 120 px
- Please deliver visuals of the game in order to create banners in *PSD* format.

# Branded splash animation

- In the developers guide package, the splash animation is available as a *FLA* file.
- Recommended frame rate: 30 FPS.

## Instructions for the developer:

- Open the FLA file, copy the audio content and the splash layer into your game, then make sure they play *after* the preloader and *before* the menu.
- In the FLA file two squares are displayed. Make sure they both fit on the screen, and that the smallest square is centered with respect to the screen. Example:



# Colors



R - 174  
G - 5  
B - 157  
hex # ae059d



R - 232  
G - 0  
B - 138  
hex # e8008a



R - 114  
G - 10  
B - 122  
hex # 720a7a

# Colors: colored backgrounds



When the background color is other than white, the included white border keeps the logo readable.



# Do's and don'ts

DO:

Leave enough space around the logo.



DON'T:

Don't rotate the logo.



DON'T:

Don't overlap the logo.



# Color





**Greyscale**



# Duotone



# Questions? Please contact

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