

PROJECT



CANCEL

Cancel

a guide to maintaining the integrity and
identity of the YARD brand

2027

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— GAME
PERSONALITY 01

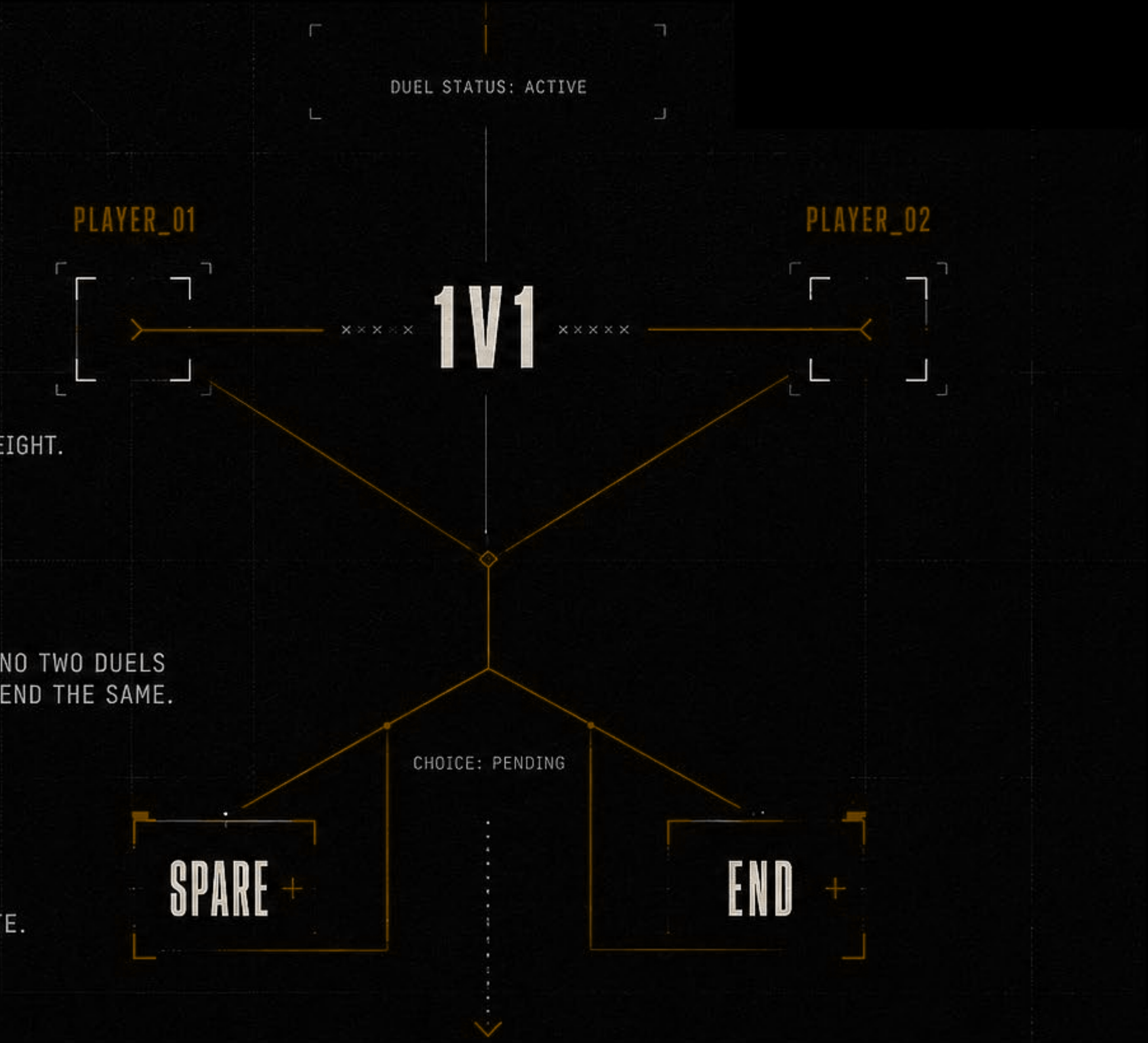
RAW
TACTICAL
UNPREDICTABLE
DECISIVE

NO ARMIES. NO BACKUP.

EVERY MOVE HAS WEIGHT.

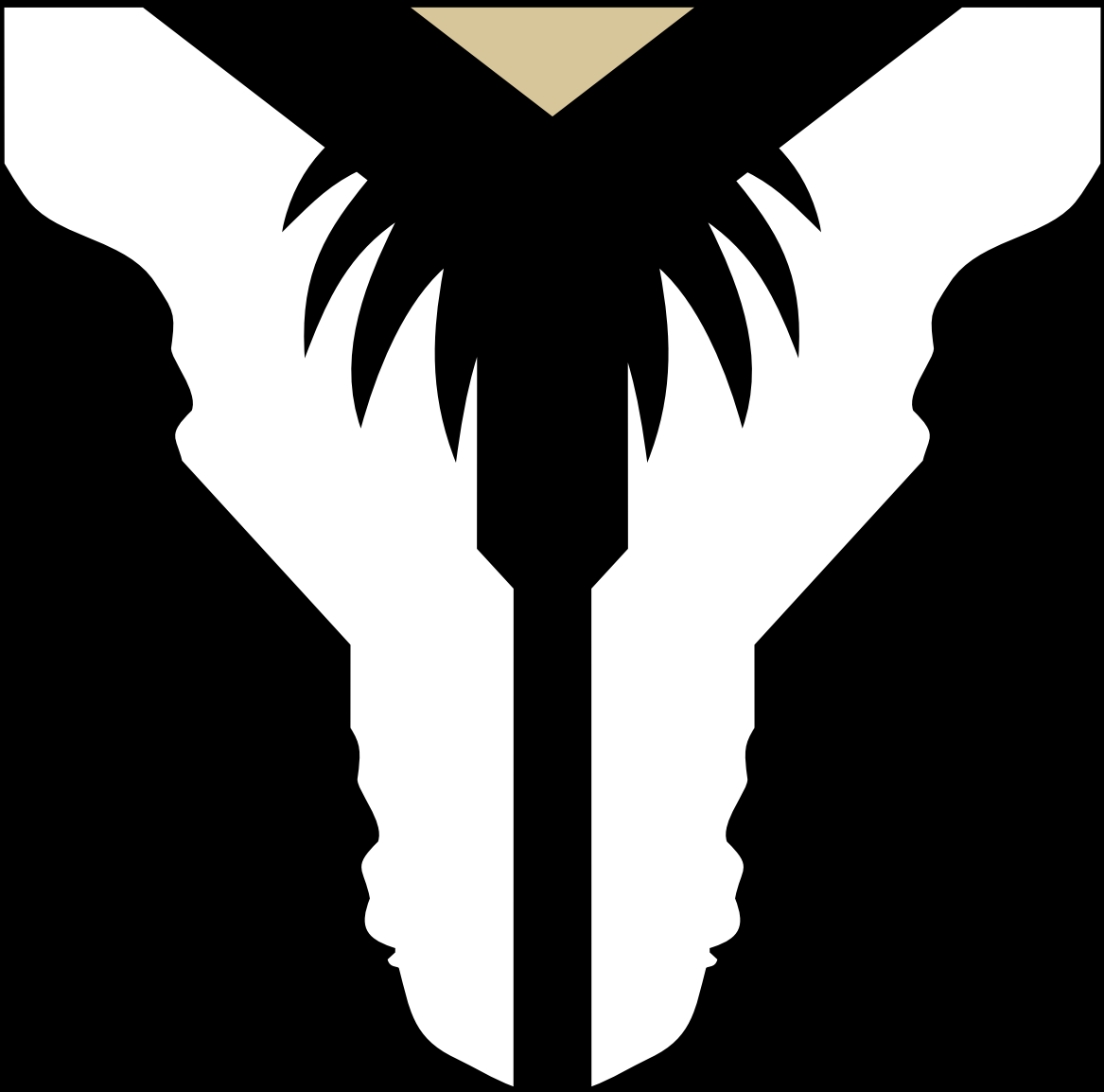
NO TWO DUELS
END THE SAME.

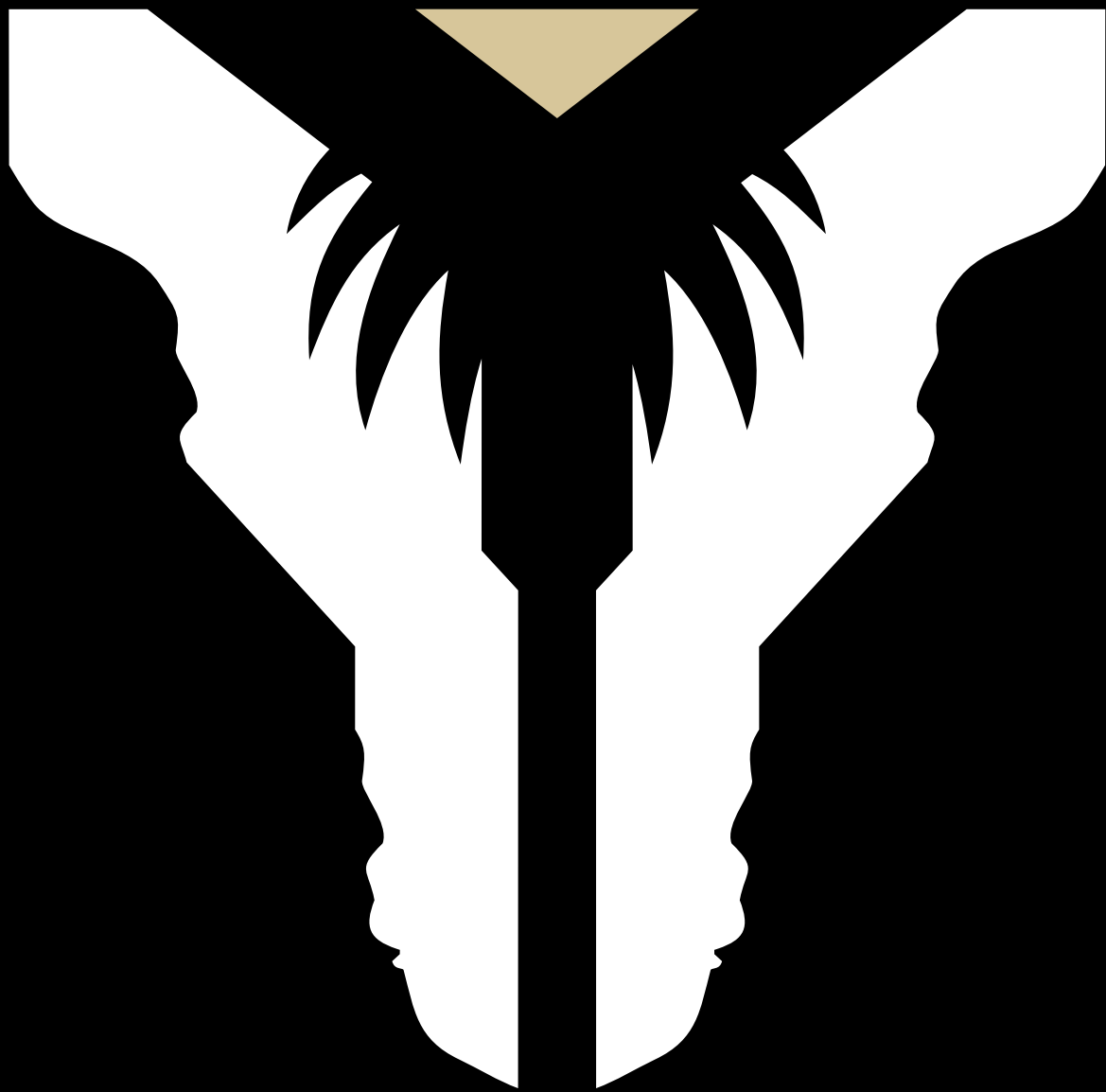
WIN THE DUEL.
CHOOSE THEIR FATE.



— THE LOGOMARK 02

LOGO MARK

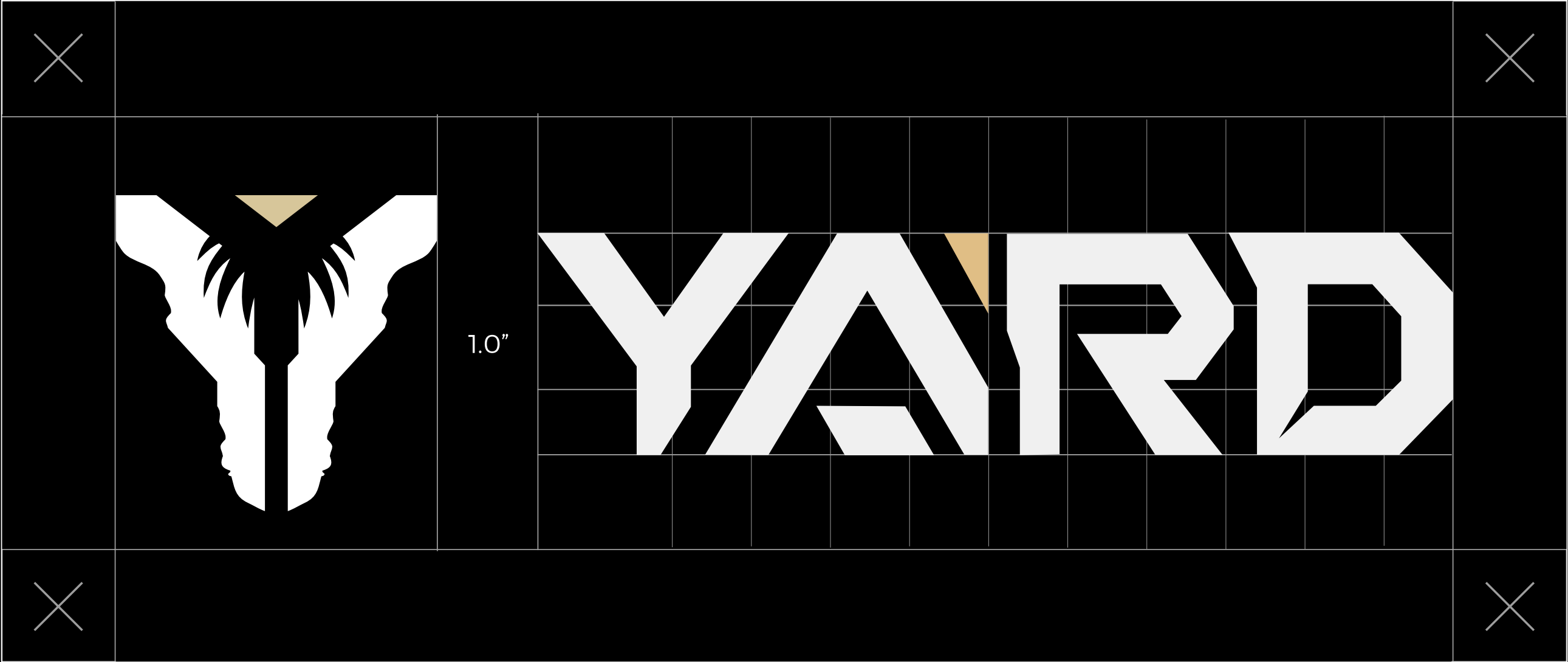




STRUCTURE



STRUCTURE



BACKGROUND



— THE
COLORS

03

COLORS

THE YARD

#DOC59A

R = 208, G = 197, B = 154

C = 20, M = 18, Y = 44, K = 0

PANTONE 4003 C

Stealth Mode

#171717

R = 23, G = 23, B = 23

C = 73, M = 67, Y = 65, K = 80

PANTONE 419 C

Gunmetal Grey

#3F3F3F

R = 63, G = 63, B = 63

C = 68, M = 61, Y = 60, K = 48

PANTONE 4287 C

Tactical GRAY

#9C9373

R = 156, G = 147, B = 115

C = 40, M = 35, Y = 59, K = 5

PANTONE 2325 C

Silver Bullet

#CFCFDO

R = 207, G = 207, B = 208

C = 18, M = 14, Y = 13, K = 0

PANTONE Cool Gray 2 C



PRIMARY

EN

Aa

abcdefghijklmnop
pqrstuvwxyz

Montserrat

Thin	Regular	Bold
ExtraLight	Medium	ExtraBold
Light	SemiBold	Black

AaBbcdefghijklno
pqrstuvwxyz

1234567890

SECONDARY

EN

Aa

abcdefghijklmno
pqrstuvwxyz

Tusker Grotesk

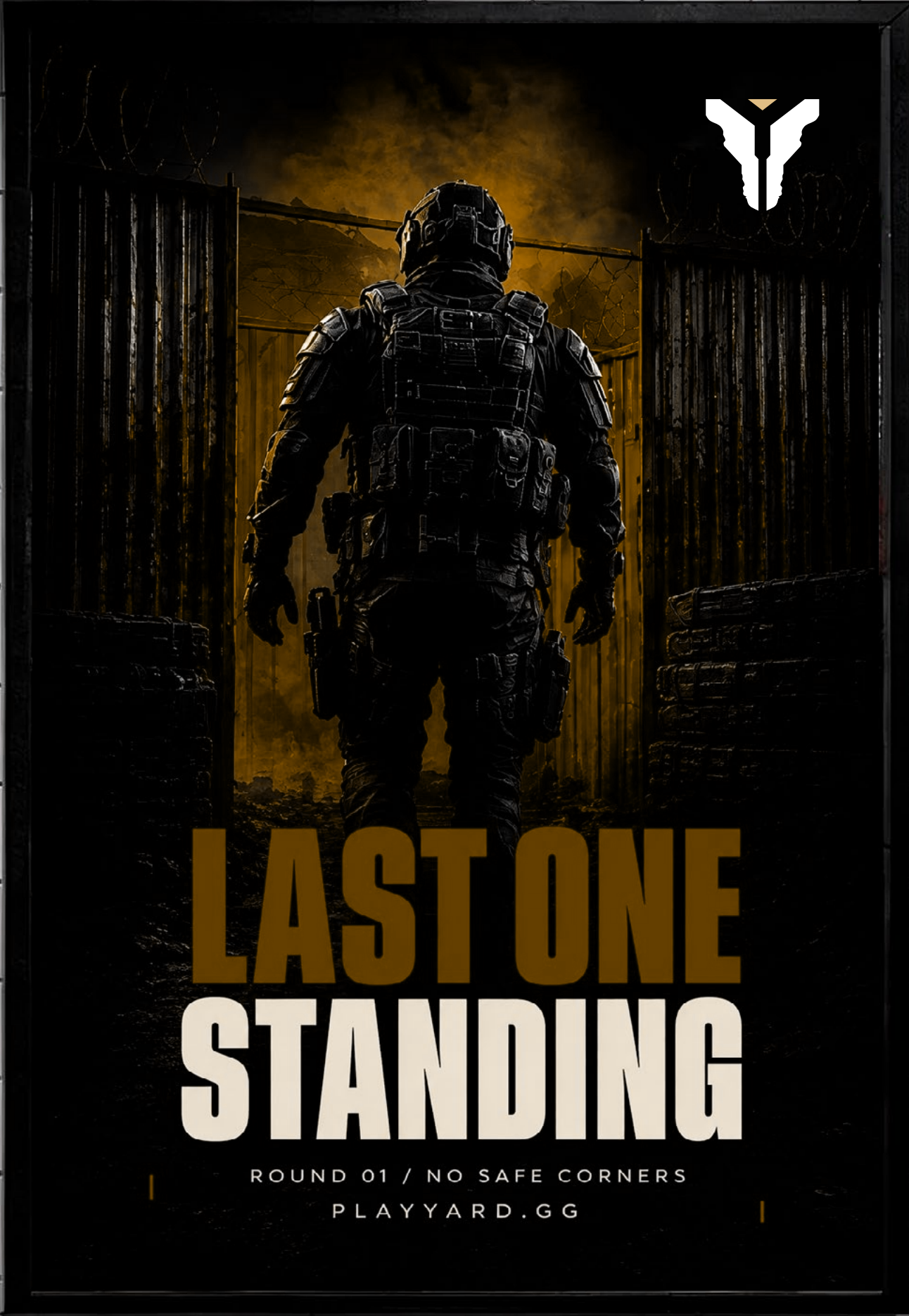
1500 Medium	2600 Semibold	3700 Bold
1600 Semibold	2700 Bold	3800 Super
1700 Bold	2800 Super	4500 Medium
1800 Super	3500 Medium	4600 Semibold
2500 Medium	3600 Semibold	4700 Bold

AaBb c d e f g h i j k l n o
p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

— BRAND APPLICATIONS

GAME ADS



— GAME
UI ELEMENTS

06



— SOCIAL
MEDIA 07

X

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Every battle begins in the yard.

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BRAND PORPOSAL

21



THANK YOU



CANCEL

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