So-Cal Retro Gaming Expo 2024 Identity Guidelines

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Context

"SoCal Gaming Expo is known for its massive vendor **marketplace**, esports **competitions**, free play **arcade and gaming** area, **cosplay**, museum **exhibits** and **Special Guests** including Voice Actors, industry guests and Youtubers. Our marketplace has hundreds of vendors selling video games, collectibles, anime and more!

SoCal Gaming Expo is a **convention for everyone** who loves gaming to attend. We open our doors to people from all ages, races, nationalities to come together and **share their passion for gaming**. We want your experience at the show to be an amazing one!"

Approach & Concept

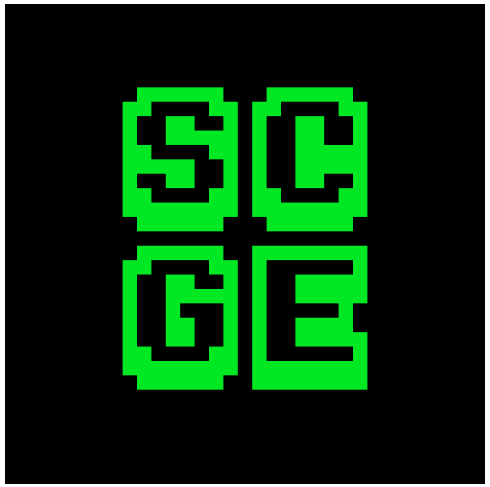
Approach:
With this year's branding, we explored pixel type and high contrast colors as a way to connect with the earliest era of video games.

Concept:
This theme centers around bringing the spirit of early retro gaming into the modern era with pixelated 3D type and patterns.

Logo

SO-CAL
RETRO
GAMING
EXPO

SO-CAL
RETRO
GAMING
EXPO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2024

SO-CAL
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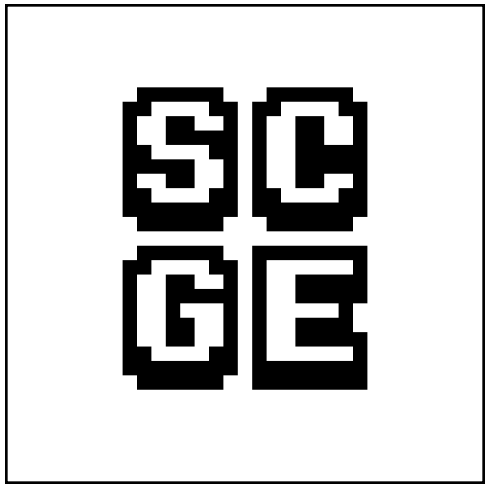
GAMING
EXPO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SO-CAL RETRO GAMING EXPO

SO-CAL RETRO GAMING EXPO

SO-CAL
RETRO
GAMING
EXPO

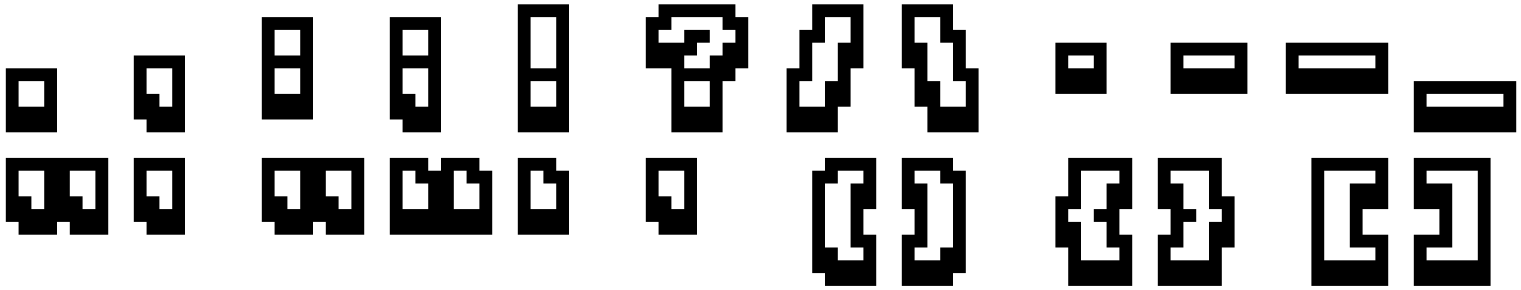
Logo Typeface: So-Cal Retro 3D

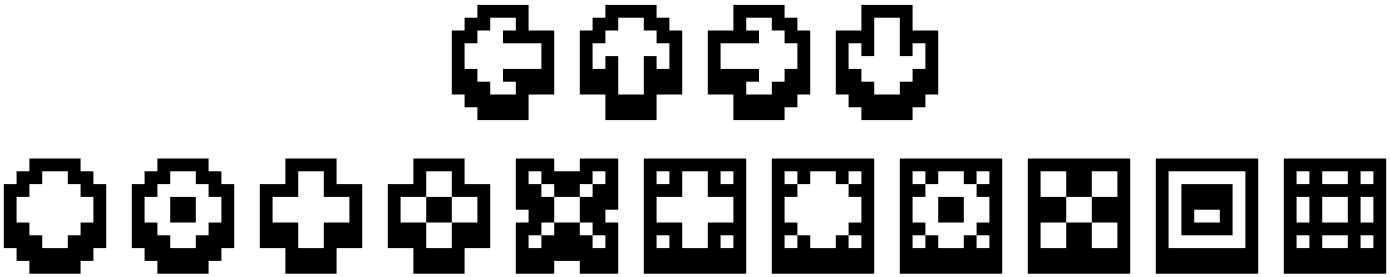
So-Cal Retro 3D - Basic Characters

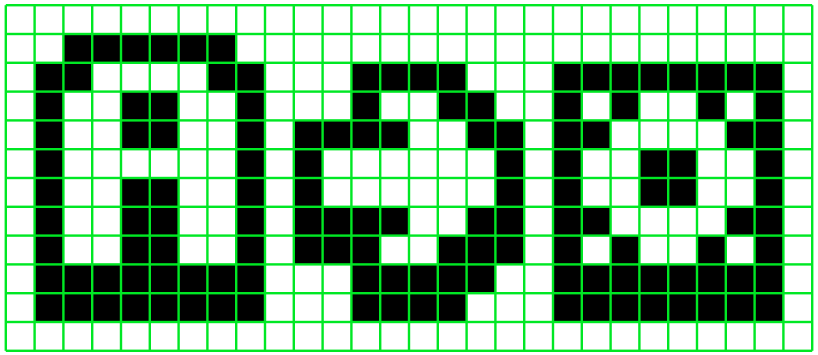
ABCDEFGHIJKLM
NOPQRSTUVWXYZ

0123456789

So-Cal Retro 3D - Additional Characters







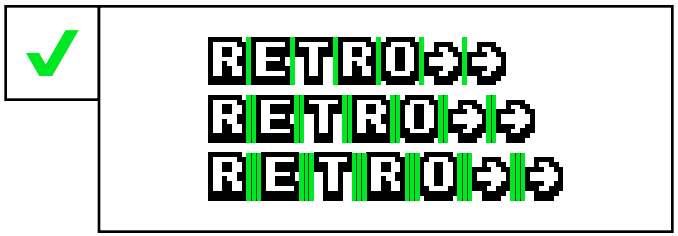
So-Cal Retro 3D - Character Construction

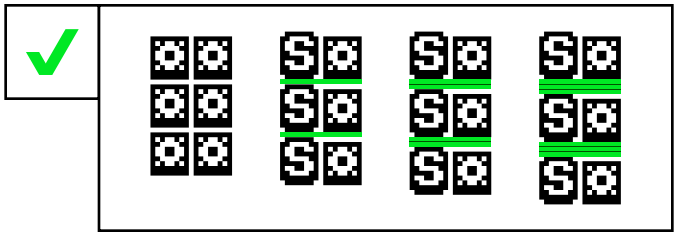
This is a monowidth custom typeface.

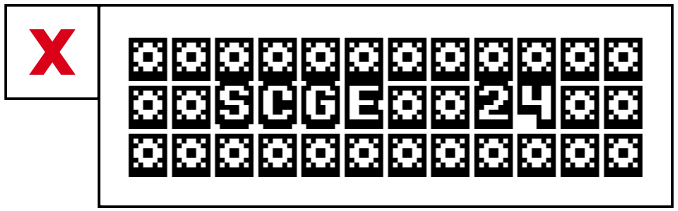
The internal character size is 6 by 7, with a 1 pixel border on each side and an additional shadow pixel on the bottom.

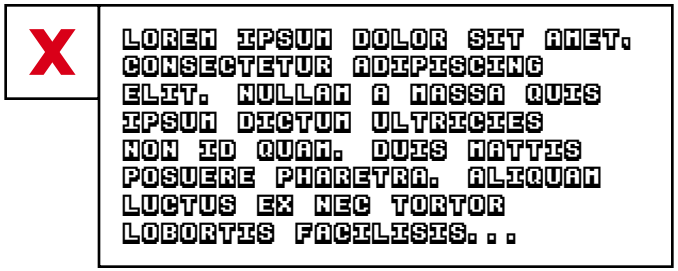
The total character size is 8 by 10, with one unit of spacing inbetween characters. Pattern and symbol characters lie on the same grid, but are one unit shorter (on the top).

No leading is built into the font by default.









So-Cal Retro 3D - Rules & Guidelines

Tracking can be added in increments of 100, which is one pixel unit.

Leading can be added in increments of 10% (110%, 120%, etc.) which is one pixel unit.

Leading must be a minimum of 110% when working with alphanumeric characters. Leading can be omitted in a pattern-only context if desired.

The typeface should only be used with the logo text, convention name, patterning (any scale), or large scale text (> 48pt).

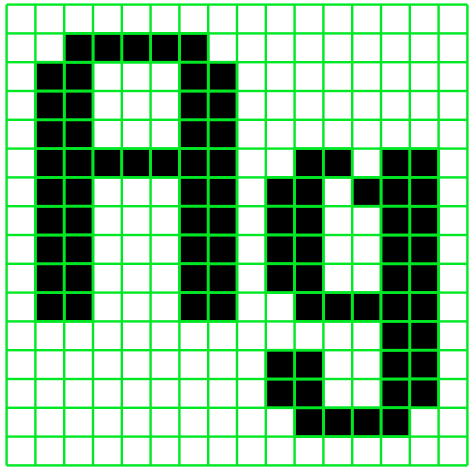
Secondary Typeface: So-Cal Retro 2D

So-Cal Retro 2D - Character Set

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

0123456789

.,:;!?/\---_"“”‘’()[]

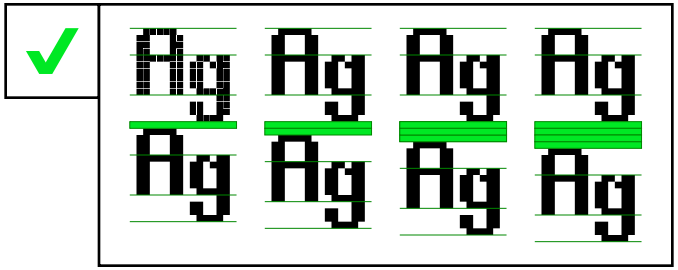


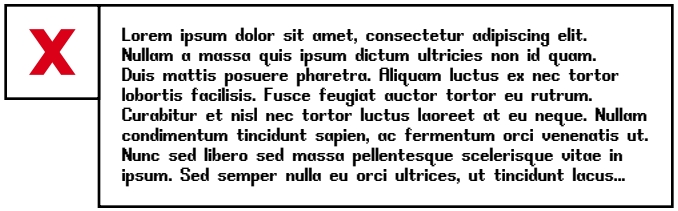
So-Cal Retro 2D - Character Construction

This is a variable width custom typeface.

The x-height is 6 units, the cap and ascender heights are at 10 units, and the decenders are 4 units, with a total height of 14 units.

No leading is built into the font by default.





So-Cal Retro 2D - Rules & Guidelines

Tracking and kerning should not be used.

A standard leading ratio of 14/15 should be used. Additional leading can be added in pixel units (14/16, 14/17, etc) if necessary.

The typeface can be used at any scale, but should not be used with long form text.

Supplemental Typeface: Sofia Pro

Sofia Pro – Type Styles

Regular	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789
Black	**ABCDEFGHIJKLMNOPQRSTUVWXYZ** **abcdefghijklmnopqrstuvwxyz** **0123456789**
Regular Italic	*ABCDEFGHIJKLMNOPQRSTUVWXYZ* *abcdefghijklmnopqrstuvwxyz* *0123456789*
Black Italic	***ABCDEFGHIJKLMNOPQRSTUVWXYZ*** ***abcdefghijklmnopqrstuvwxyz*** ***0123456789***

✓

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✗

Ultra Light	*Ultra Light Italic*
Extra Light	*Extra Light Italic*
Light	*Light Italic*
Medium	***Medium Italic***
Semi-Bold	***Semi-Bold Italic***
Bold	***Bold Italic***

Sofia Pro - Rules & Guidelines

This typeface should be used with long form/body copy, or when very small text is necessary.

Only the afformentioned styles should be used.

Color

Primary

Retro Green
Hex: #00E824
Pantone: 802C

Vivid Green
Hex: #008800
Pantone: 355C

Deep Green
Hex: #005200
Pantone: 357C

Grayscale

Bright White
Hex: #FFFFFF

Steel Gray
Hex: #999999
Pantone: Cool Gray 7 C

Charcoal Gray
Hex: #333333
Pantone: 447C

Rich Black
Hex: #000000
Pantone: Black 6 C

Supplemental

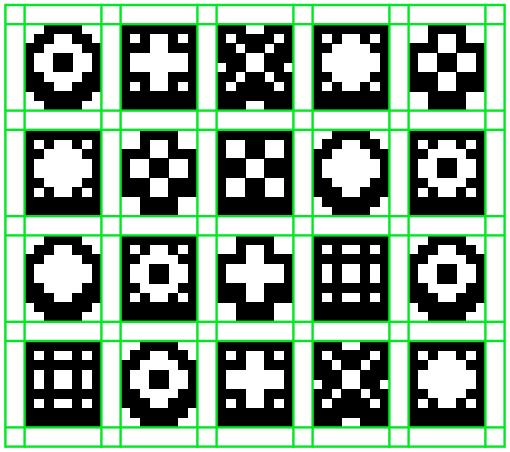
Retro Red
Hex: #D90018
Pantone: 185C

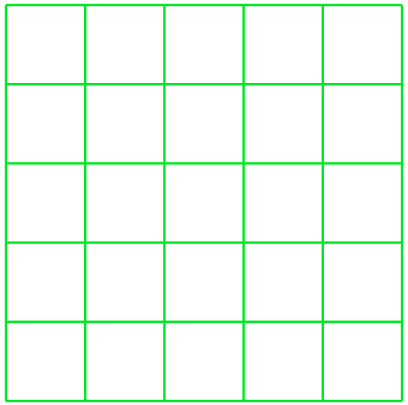
Deep Red
Hex: #530B0C
Pantone: 7421C

Retro Blue
Hex: #2343FF
Pantone: 2728C

Deep Blue
Hex: #008800
Pantone: 2756C

Grids & Layout





All grids and layouts should be created with the size ratio of the logo typeface in mind when it is being used.

Natural grids can be created through the use of the patterning elements, and other elements can be arranged around this.

When the logo typeface is not being used, grids may be built upon square boxes like pixels.

Application Examples

WELCOME TO THE 2024
SO-CAL RETRO GAMING EXPO

SO-CAL
RETRO
GAMING
EXPO
Pasadena
Convention Center
June 8th-9th, 2024

SO-CAL
RETRO
GAMING
EXPO
Combo
Breaker Pass

So-Cal Retro
Gaming Expo 2024
Saturday: 10 AM - 8 PM
Sunday: 10 AM - 5 PM
Pasadena Convention Center
300 East Green Street
Pasadena, CA 91101
John Doe

So-Cal Retro
Gaming Expo 2024
Saturday: 10 AM - 8 PM
Sunday: 10 AM - 5 PM
Pasadena Convention Center
300 East Green Street
Pasadena, CA 91101
John Doe

SO-CAL
RETRO
GAMING
EXPO
Combo
Breaker Pass

SO-CAL
RETRO
GAMING
EXPO
Ultra
Combo Pass

So-Cal Retro
Gaming Expo 2024
Saturday: 10 AM - 8 PM
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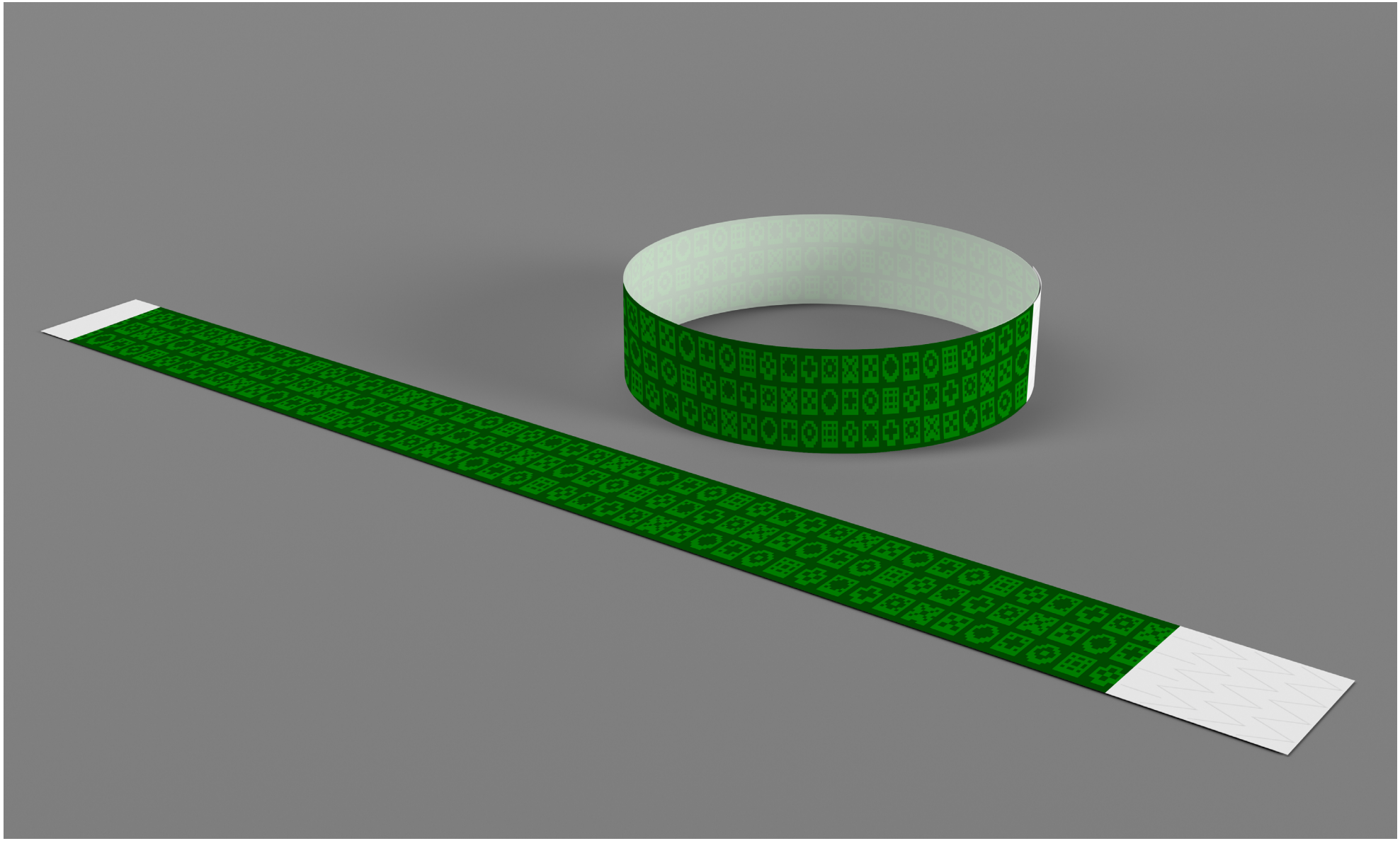
SO-CAL
RETRO
GAMING
EXPO
Event Staff

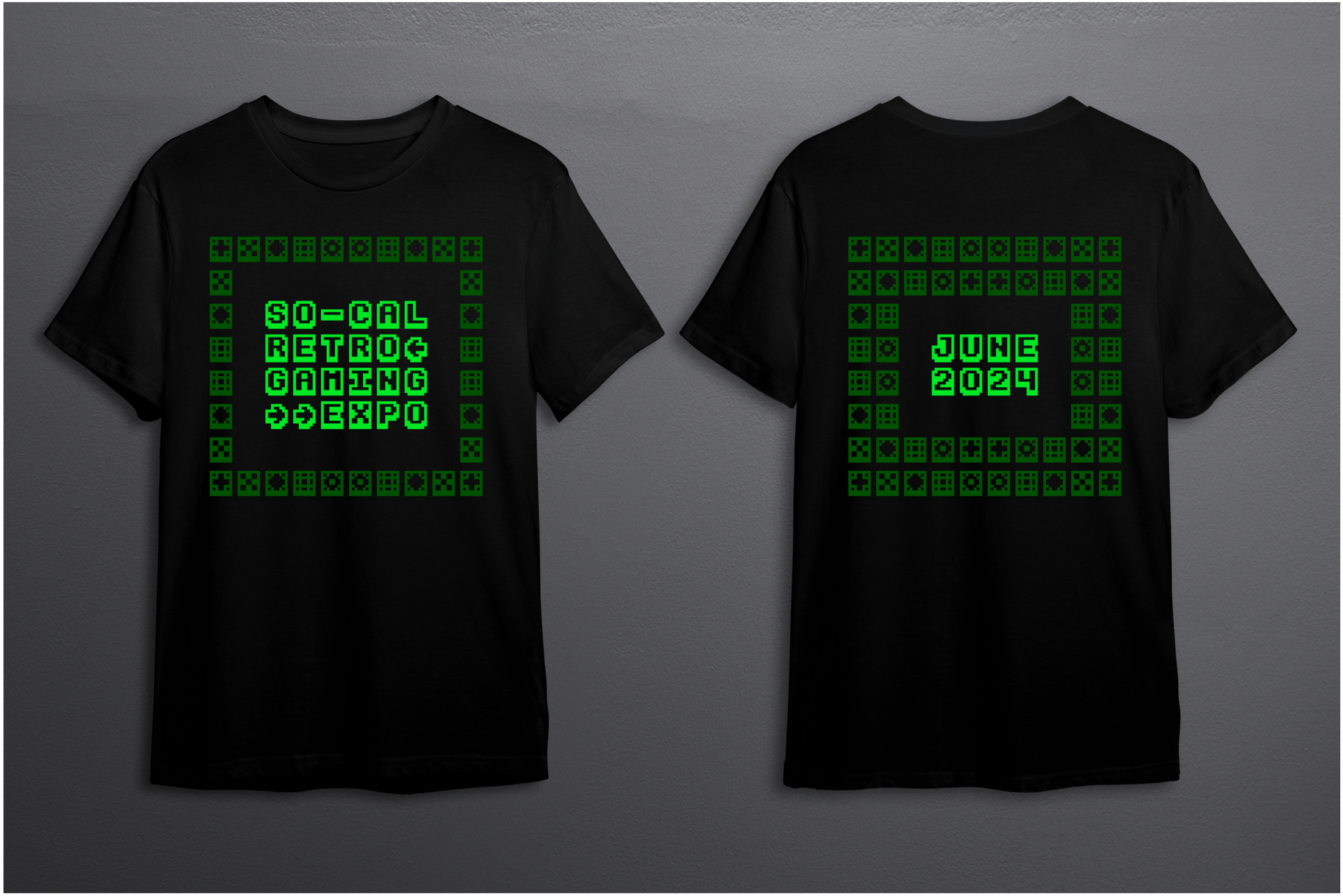
So-Cal Retro
Gaming Expo 2024
Saturday: 10 AM - 8 PM
Sunday: 10 AM - 5 PM
Pasadena Convention Center
300 East Green Street
Pasadena, CA 91101
John Doe

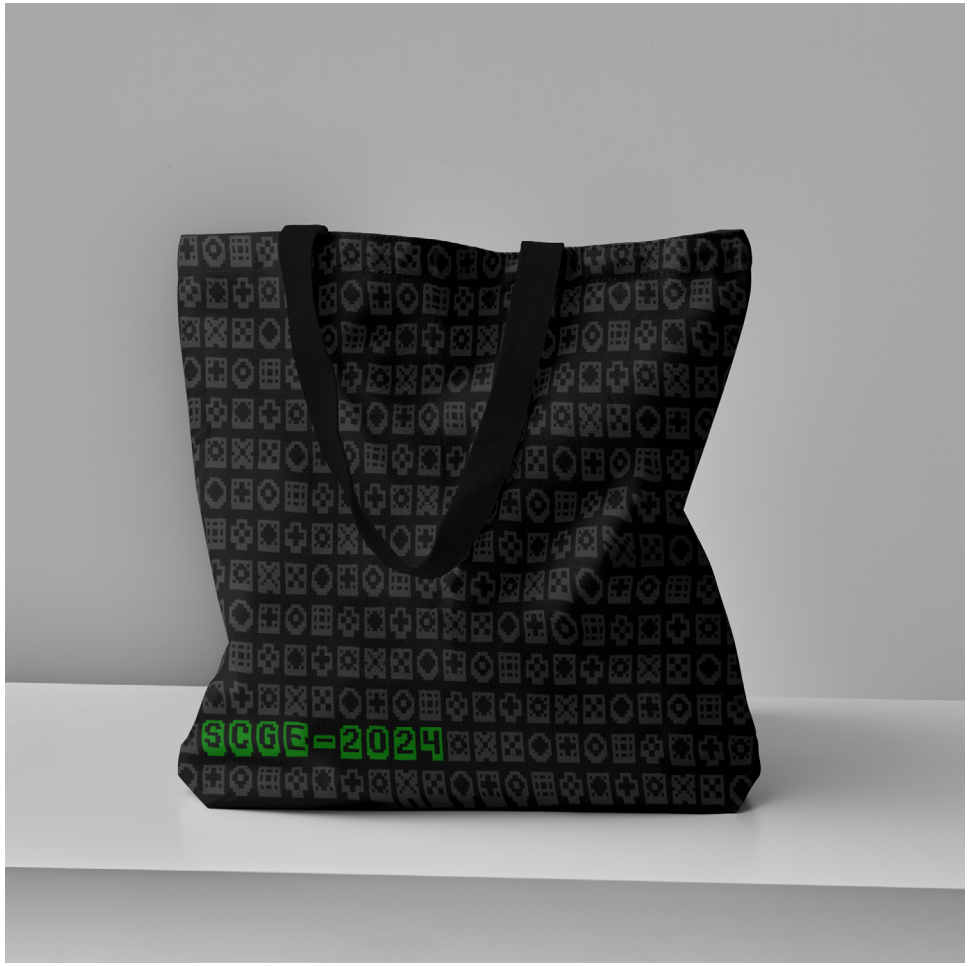
SO-CAL
RETRO
GAMING
EXPO
Vendor Pass

SO-CAL
RETRO
GAMING
EXPO
Special Guest

SO-CAL
RETRO
GAMING
EXPO
Media Pass




SO-CAL
RETRO
GAMING
EXPO
JUNE
2024


SCGE-2024

SCGE-2024

SO-CAL
RETRO
GAMING
EXPO
JUNE-2024
PASADENA