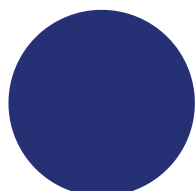
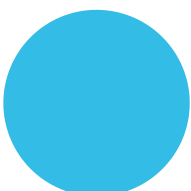


INFINITE GAMEPLAY BRAND BOARD

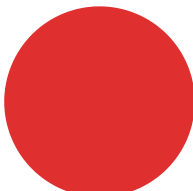
COLOURS



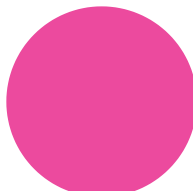
#263175



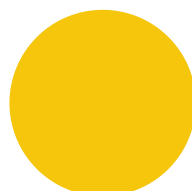
#33BCE5



#DF2F2F



#EC4A9E



#F5C60B



#E5E5E5

FONTS

HEADING

- Small Pixel7 Regular
- All caps
- Tracking (letter space): 190

SUBTITLE

- Small Pixel7 Regular
- All caps
- Tracking (letter space): 10

Body

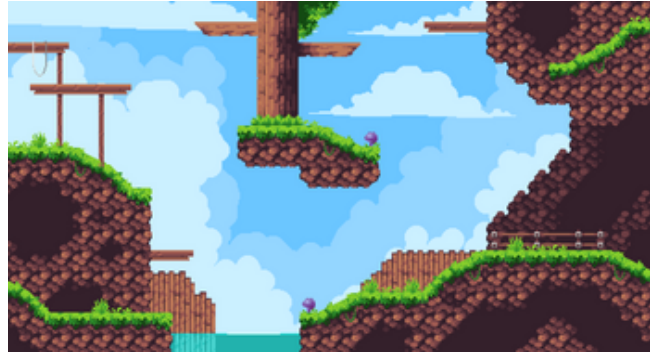
- Code Pro (Free Canva Font)
- Tracking (letter space): 10
- Leading (line space): 1.25

Font files can be found in the Google Drive Marketing Folder!

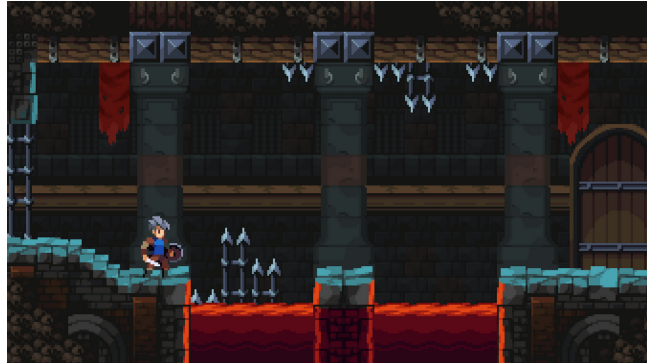
THEMES + DELIVERABLES

**O-Week grid | primer | event slide decks | highlight reel covers |
schedule | zoom backgrounds**

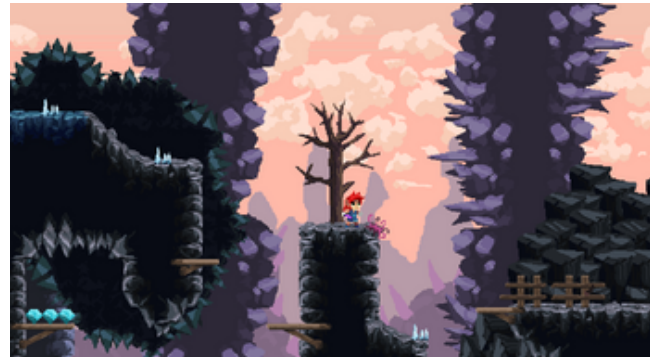
1. everyone will be GIVEN A THEME(S) and they will be in charge of editing it according to the DIFFERENT COLLATERALS (there are exceptions)
2. eg. Person X is in charge of the theme "Day's Journey" and they'll modify it for all the deck templates, posts, etc.



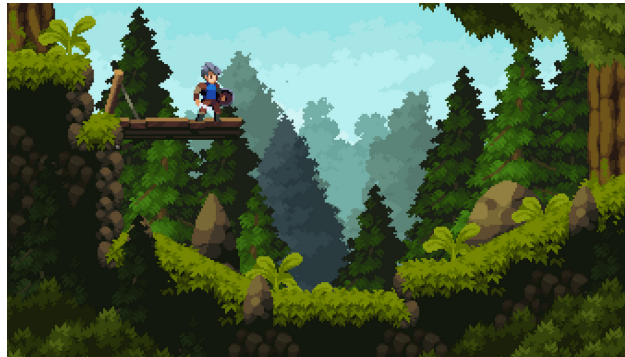
Level 1
DAY'S JOURNEY



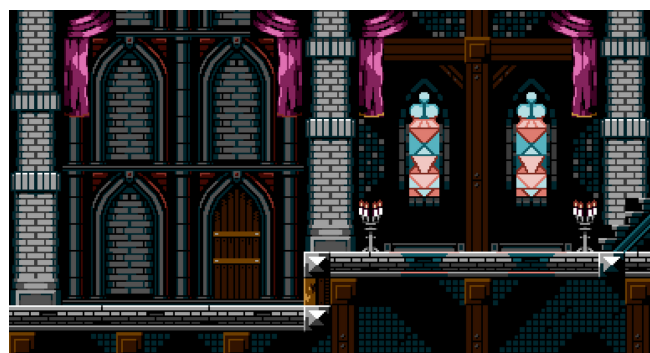
Level 4
DUNGEONS & DAGGERS



Level 2
ICE CAVES



Level 5
HIGH FOREST



Level 3
PALACE PLACE



Level 6
NIGHT VISION



OVERALL THEME

For themed posts leading up to O-week, we'll use this very simple theme, arcade theme with the colours above.

For the elements, you can use Canva's "Elements" feature and search **pixel [object name]**

PRIMARY CHARACTER + HASHTAG



This is our main character, Ridley, and we'll use her in her in our promos and social media challenges
ie. if spotted by a team throughout the day, they'll get extra points!

#GeneratingMemories
#GeneratingMemoriesLevel1