



BRAND KIT • パートナー版 • PARTNER EDITION

WORKING WITH THE FOX.

Everything a PR agency, press outlet or partner needs to represent Gamers Lab correctly: approved copy, logo files and rules, color and type specs, and who to call when in doubt.

Say it exactly like this

Use the boilerplate below verbatim in press releases, listings and partner pages. Don't paraphrase, shorten or add superlatives. If you need a custom angle, ask us first.

TAGLINE

FROM GAME DATA **TO ACTION.**

BOILERPLATE (USE VERBATIM)

Gamers Lab Pulse is an all-in-one game analytics and intelligence platform, combining on-demand answers, proactive recommendations, and real-time alerts, without the cost of a dedicated data team.

✓ **Naming: do**

- **Gamers Lab**: the company, two words, both capitalized
- **Gamers Lab Pulse**: the product, full name on first mention, then **Pulse**
- In running press text, plain black, no orange “Lab”

✗ **Naming: don't**

- “GamersLab” (no space), “Gamers-Lab”, “Gamerslab”, or “GL”
- “the Gamers Lab”: no article
- Calling Pulse a “tool” or “dashboard”: it's a platform

Six marks, one fox

Use the files as supplied in the asset pack. Never redraw, trace or export your own version; pick by context and size, per the table below.



Horizontal logo
gamers-lab-logo-long.png



Square logo
gamers-lab-logo-square.png



Color badge
fox-badge-color.png



B/W badge
fox-badge-bw.png



Round mark
fox-round-black.png



Solid silhouette
fox-solid.png

MARK	USE FOR	MINIMUM SIZE
Horizontal logo	Default lockup: site headers, press pages, sponsor bars, footers	24px tall / 7mm
Square logo	Social avatars, profile tiles, square ad slots	64px / 20mm
Color badge	Hero placements: event banners, posters, merch, article headers	60px / 18mm
B/W badge	Single-color print, engraving, low-ink contexts	60px / 18mm
Round mark	Logos-in-a-row partner strips, avatars, app tiles	32px / 9mm
Solid silhouette	Below 32px only: favicons, dense tables, inline chips	16px / 4mm

Space, lockups, dark surfaces

Clearspace

Keep a margin of at least **25% of the mark's height** free on all sides. Nothing enters it: no text, no partner logos, no edges.



Wordmark lockups

When the name accompanies the mark, use the supplied horizontal or square lockup file. Never re-set the name in another typeface or build your own pairing.

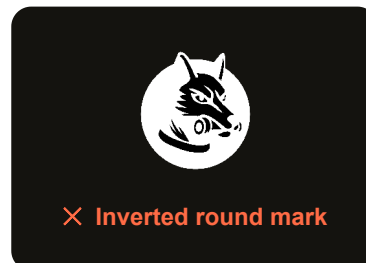
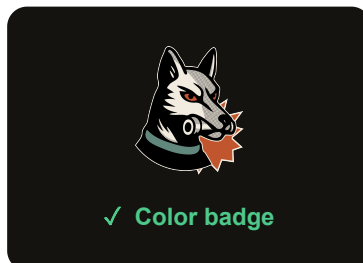
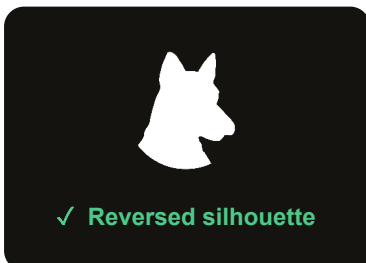


DID YOU KNOW • 狐

The Gamers Lab logo is inspired by the Japanese Inari spirit fox, or **kitsune**. Often found guarding the entrances of Inari Shinto shrines, it carries a scroll symbolizing the wisdom and knowledge that guide the way.

On black or ink

Two options only: the solid silhouette reversed to white, or the color badge. Never color-invert the round black and white mark.



Please never

The fox is happiest untouched. If a placement seems to need any of these, send it to us instead and we'll cut a version that works.



× Recolor it



× Stretch or squash



× Rotate it



× Add effects



× Busy backgrounds

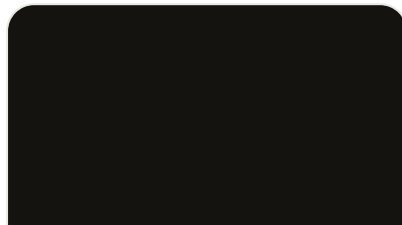


× Build your own lockup

RULE OF THUMB Place a supplied file, at or above minimum size, inside its clearspace, on a calm background. That's the whole job.

Ink, orange, paper

Three colors carry the whole brand. Orange is rationed: one accent per composition (a word, a dot, a CTA), never a background flood.



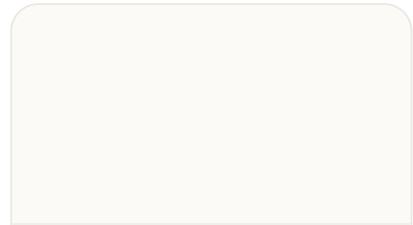
Ink

HEX #14130F
RGB 20 • 19 • 15
CMYK 0 • 5 • 25 • 92



Accent orange

HEX #F0531E
RGB 240 • 83 • 30
CMYK 0 • 74 • 91 • 0



Paper

HEX #FBFAF6
RGB 251 • 250 • 246
CMYK 0 • 0 • 2 • 2

Approved pairings

Ink on paper

body text • default

Paper on ink

dark surfaces • covers

Orange accents

one per composition

Never set body text in orange, and never place orange text on ink; it fails contrast. Small orange text is reserved for uppercase mono labels.

Three voices, all free

All three typefaces are open-source on Google Fonts, so there's nothing to license. If your toolchain can't load them, fall back to your system sans; never substitute a lookalike display face for Anton.

AA

Anton DISPLAY • 400 •

UPPERCASE

Headlines only, always uppercase, tight line-height (.9). Never for body text or below 28px.

fonts.google.com/specimen/Anton

Aa

Hanken Grotesk

WORKHORSE • 400–800

Everything else: titles (800, tight tracking), body (400), labels (600–700). This is the safe default.

fonts.google.com/specimen/Hanken+Grotesk

Aa

JetBrains Mono

ANNOTATION • 400–700

Small technical labels: eyebrows, captions, data. Uppercase with wide tracking (.14–.18em).

fonts.google.com/specimen/JetBrains+Mono

Confident, concrete, a little playful

✓ Sounds like us

- “See why players churn before they do.”
- Short sentences. Verbs first. Numbers when we have them.
- Speaks to studios like peers, not prospects.

✗ Doesn't sound like us

- Hype-speak like “revolutionary AI-powered synergies”
- Exclamation marks, emoji, gamer-bro slang
- Vague claims without a number or example behind them

Side by side, equal weight

In joint announcements, both logos sit on one line at equal optical height, separated by a hairline. Ours never dominates yours, and vice versa.



GAMERS LAB

Y

Your Studio

- Gap between logos: at least one full mark-width; hairline divider centered.
- On dark backgrounds, use the reversed silhouette or the color badge; never invert the round mark.
- Co-branded materials that use Anton headlines need our sign-off before publishing.

Approvals, custom asset cuts, or anything this kit doesn't cover: hello@gamers.gg