

BDEG

# BOULDER DASH

ENTERTAINMENT GROUP PTY LTD

## STYLE GUIDE

COMPILED BY CREATIVE CANARY

V1.240405

# NOTICE

Welcome to the Boulder Dash Entertainment Group's Style Guide. This document is essential for ensuring our brand elements, including logos, artworks, and other branding materials, are used appropriately. Our brand reflects our identity and values; thus, it's vital to adhere to the following guidelines to maintain its integrity.

Prior written consent is required for the use of any branding elements. Unauthorised reproduction, alteration, or use of these elements is strictly forbidden and may lead to legal consequences. These guidelines are in place to ensure our brand is represented consistently and professionally across all mediums.

Should you wish to create new designs incorporating **Boulder Dash Entertainment Group's** branding, please submit these to our Head Office for approval. Include detailed information about the design and its intended use to facilitate the review process.

Submissions and requests for consent to use brand elements should be sent to [info@bdeg.au](mailto:info@bdeg.au). Our team will review your proposal and respond as promptly as possible.

By following these guidelines, you help ensure the BDEG brand is portrayed in a unified and professional manner. For any questions or further clarification, please contact our brand management team.

We appreciate your cooperation in upholding the quality and integrity of our brand.

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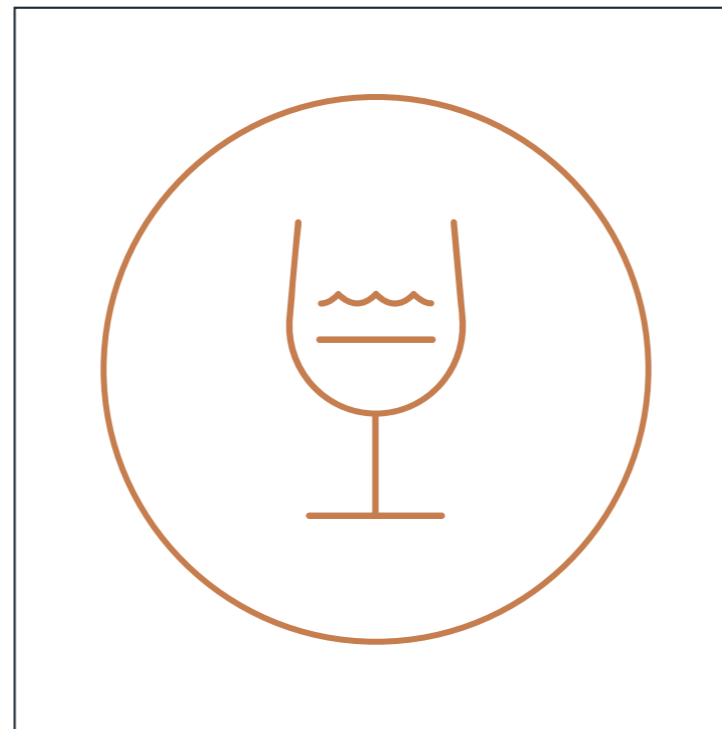
**SLOGAN**

**REDEFINING THE \_\_\_\_\_ EXPERIENCE**

# OUR BRANDS



**THE REC**



**TERRA MARE**



**MR PAPIS**

Individual style guides are available on request

# FONT 1

## B D E G : M A I N

Eurostile Extd | Weight: Black | lowercase

<https://www.myfonts.com/collections/eurostile-font-urw>

# F O N T 2

## S U B / P R E H E A D I N G

Bicyclette | Weight: Regular | UPPERCASE

<https://fonts.adobe.com/fonts/bicyclette>

## Body 1

### B O D Y C O P Y

Public Sans | Puplications/Web

<https://fonts.google.com/specimen/Public+Sans>

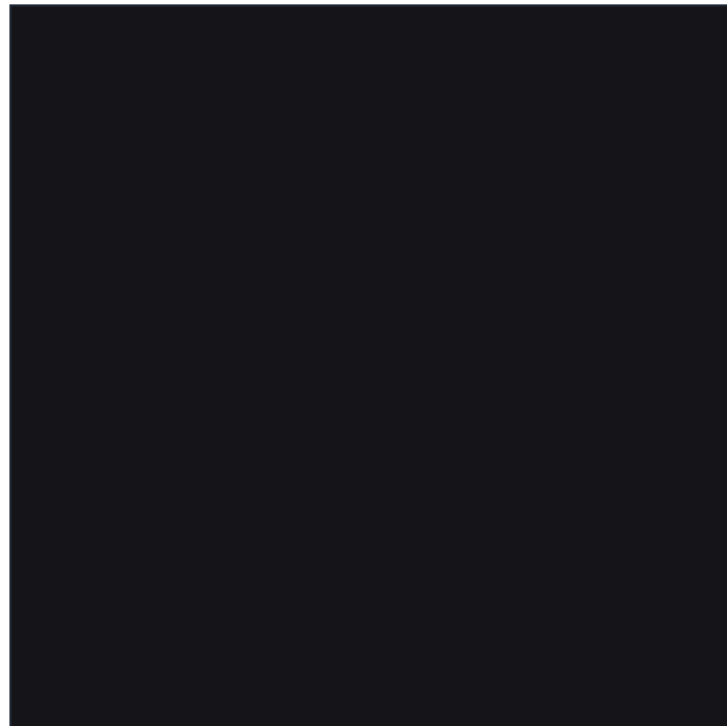
## Body Alt

### B O D Y A L T

Verdana | Alternate

When Public Sans is unavailable | Default font

# COLOURS



## **RICH BLACK**

**C** 75      **R** 20  
**M** 70      **G** 19  
**Y** 60      **B** 25  
**K** 80      **#** 141319



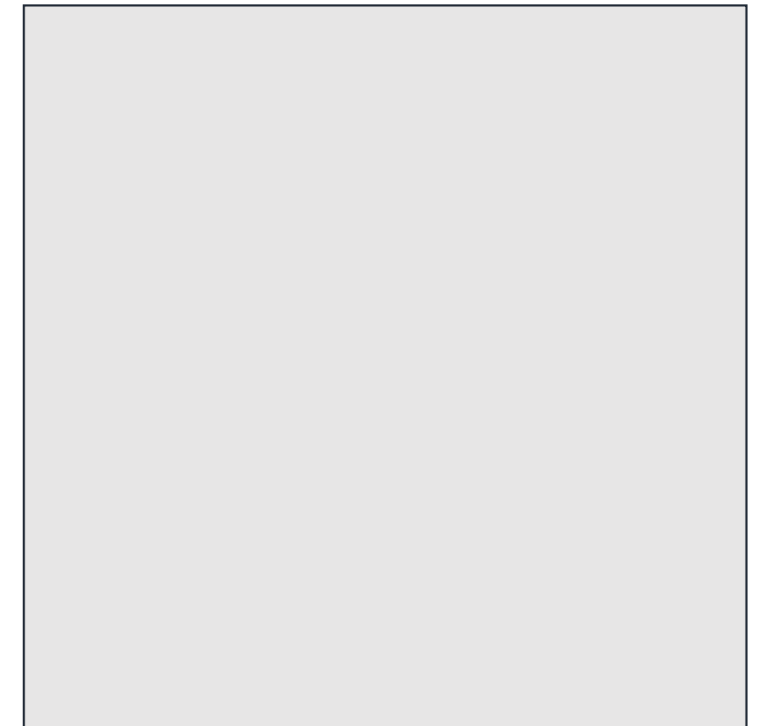
## **GUN METAL**

**C** 83      **R** 32  
**M** 72      **G** 40  
**Y** 55      **B** 52  
**K** 60      **#** 202834



## **GREY**

**C** 45      **R** 146  
**M** 35      **G** 149  
**Y** 35      **B** 151  
**K** 2      **#** 929597



## **LIGHT GREY**

**C** 2      **R** 230  
**M** 2      **G** 229  
**Y** 2      **B** 229  
**K** 7      **#** e6e5e5

## **CONTACT**

Should you need particular files or have questions about using BDEG branding, please reach out.

### **Creative Canary**

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