



HYPER LIGHT BREAKER™

BRAND STYLE GUIDE

2023-2024

SENIOR DIRECTOR OF CREATIVE SERVICES

CHRIS FITTS

chris.fitts@gearboxsf.com

ASSOCIATE ART DIRECTOR

ALEC OBERT

alec.obert@gearboxsf.com

MARKETING DESIGNER

RACHEL TIU

rachel.tiu@gearboxsf.com

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INTRODUCTION

04 AESTHETIC VOICE

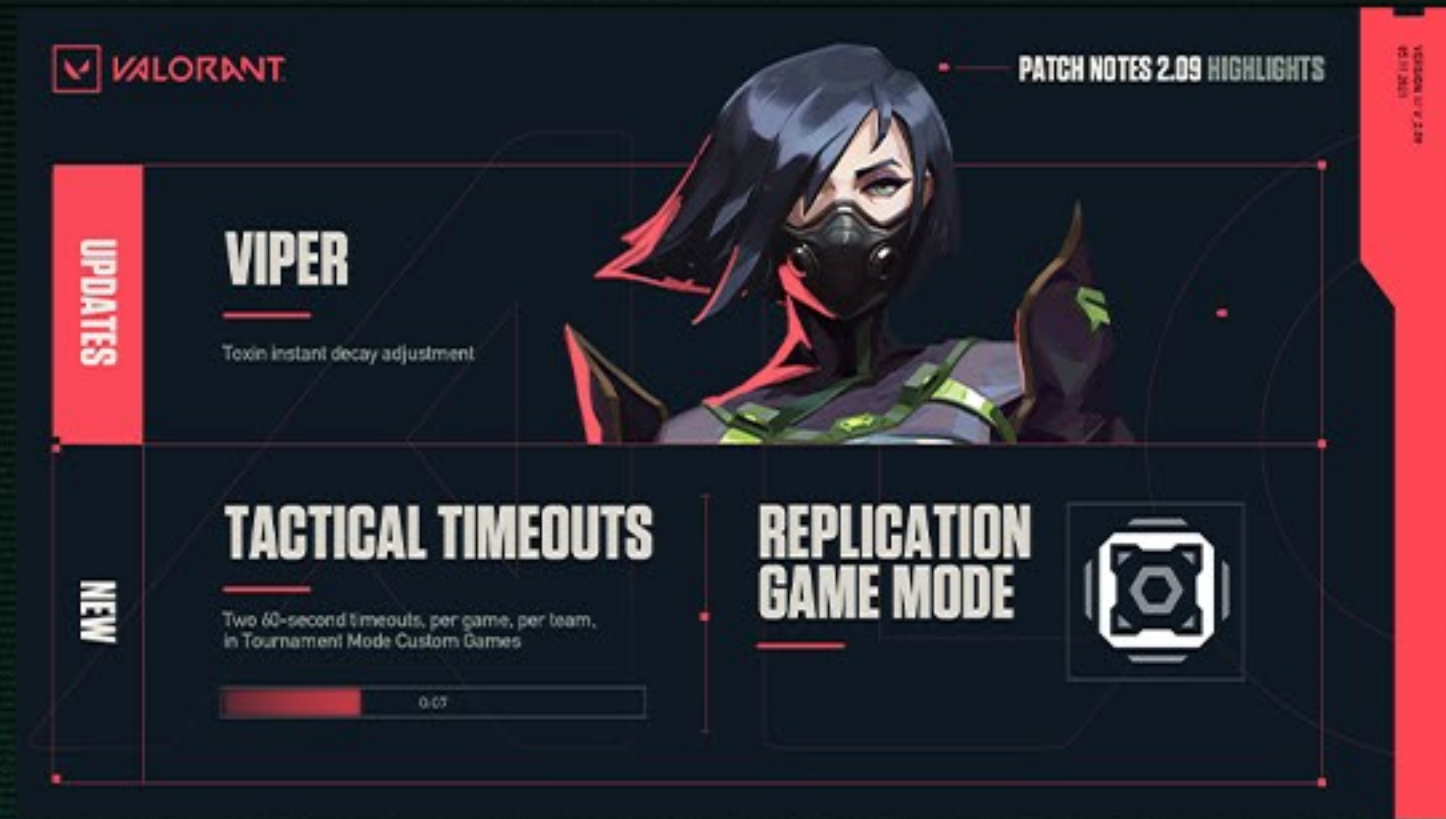
05 VISUAL INFLUENCE

07 STYLE BOARD

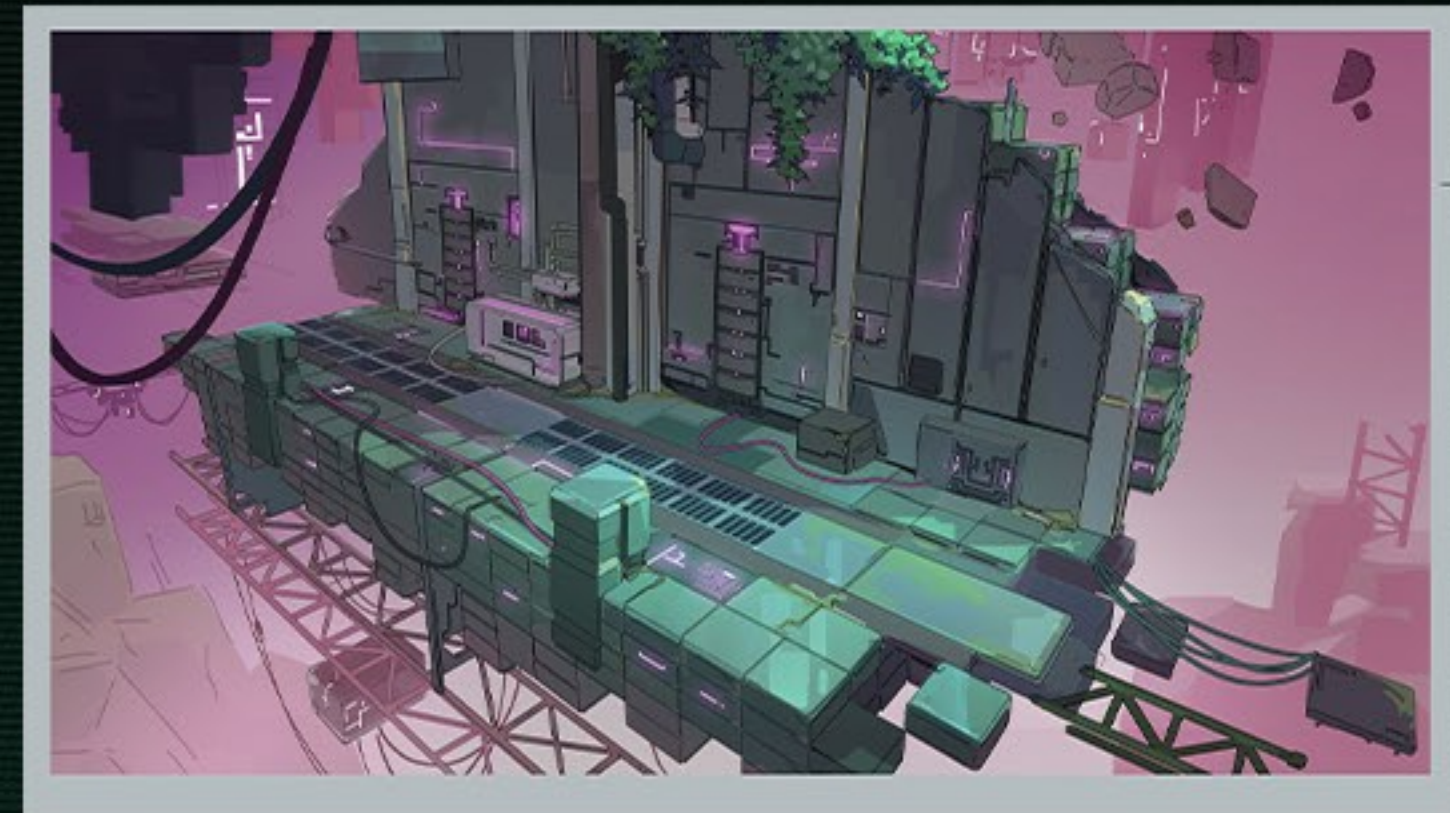
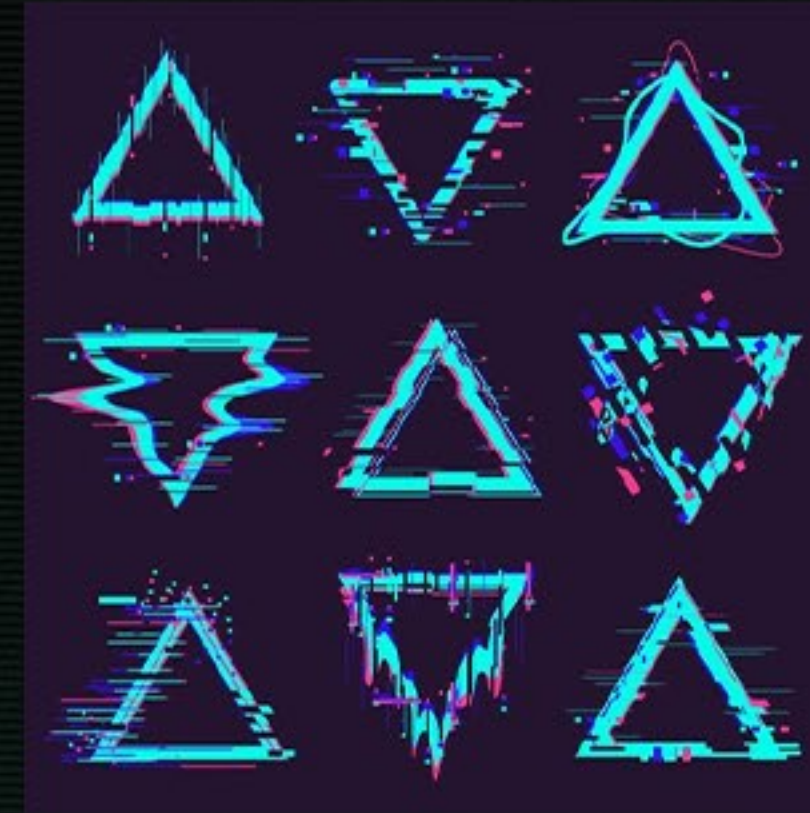


AN ANCIENT-FUTURE DISCOVERED AGAIN.

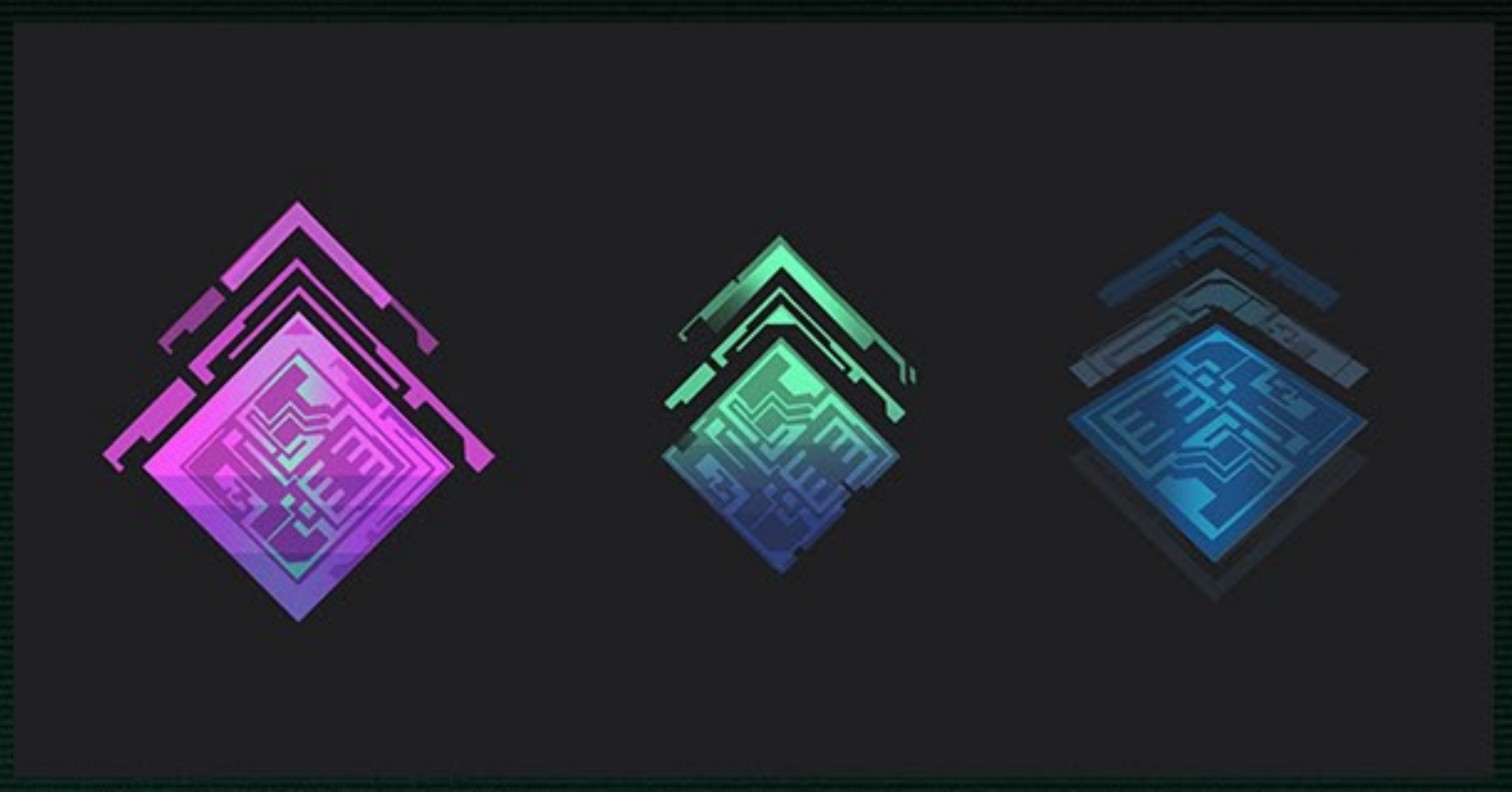
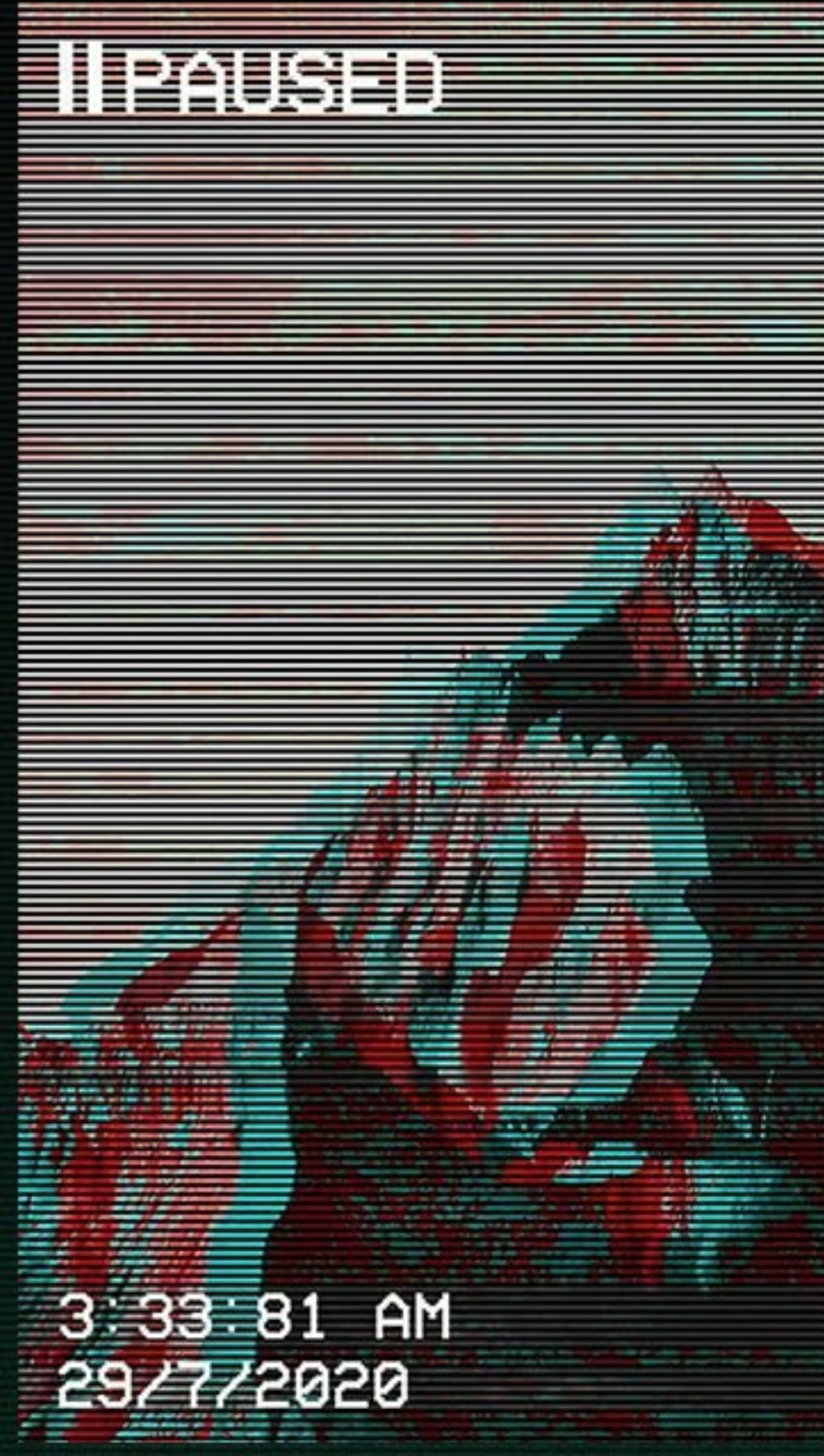
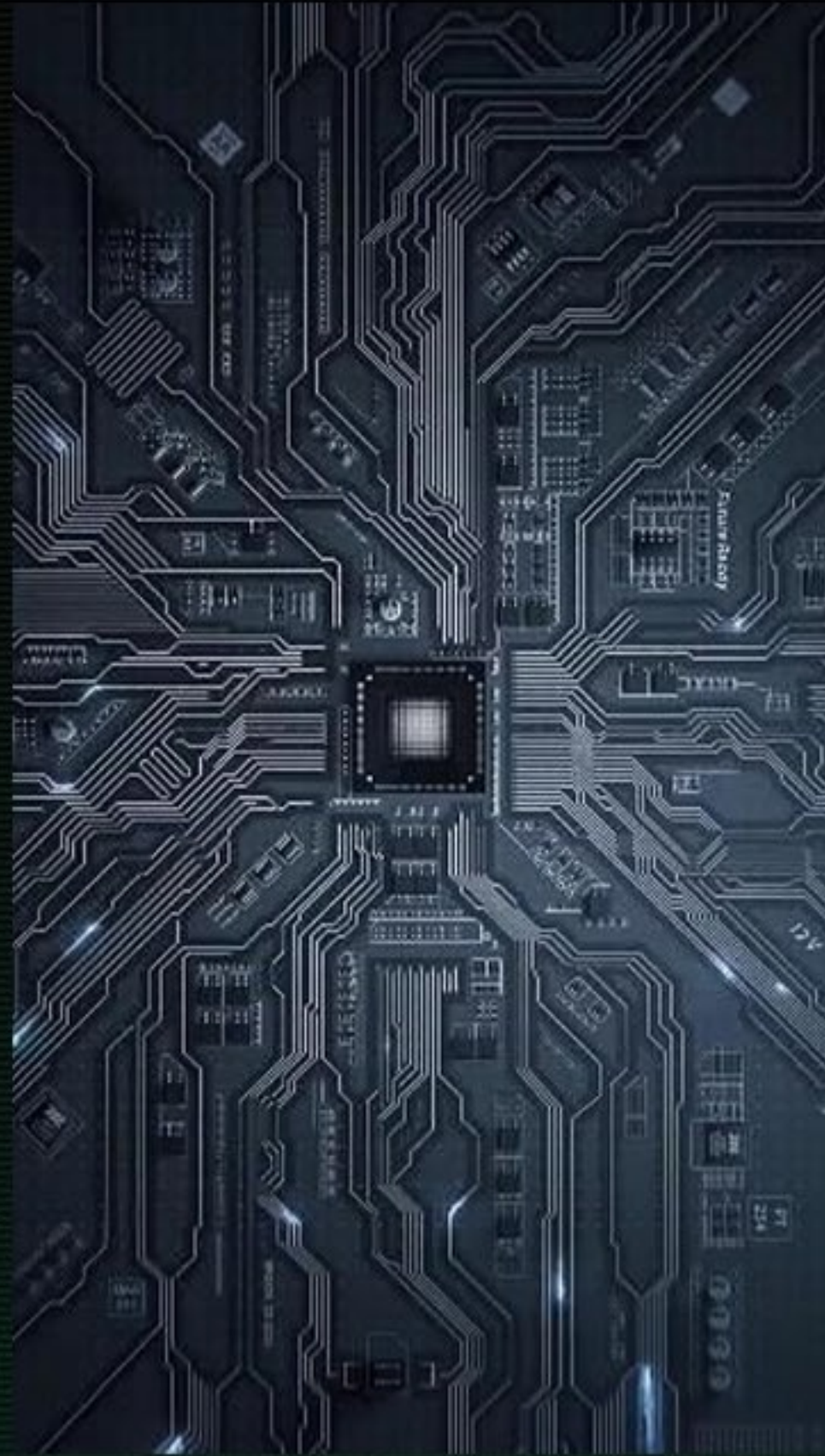
VISUAL INFLUENCE



VISUAL INFLUENCE



VISUAL INFLUENCE



01 LOGOS

09 FULL-COLOR

10 GUIDES

11 FLAT-COLOR



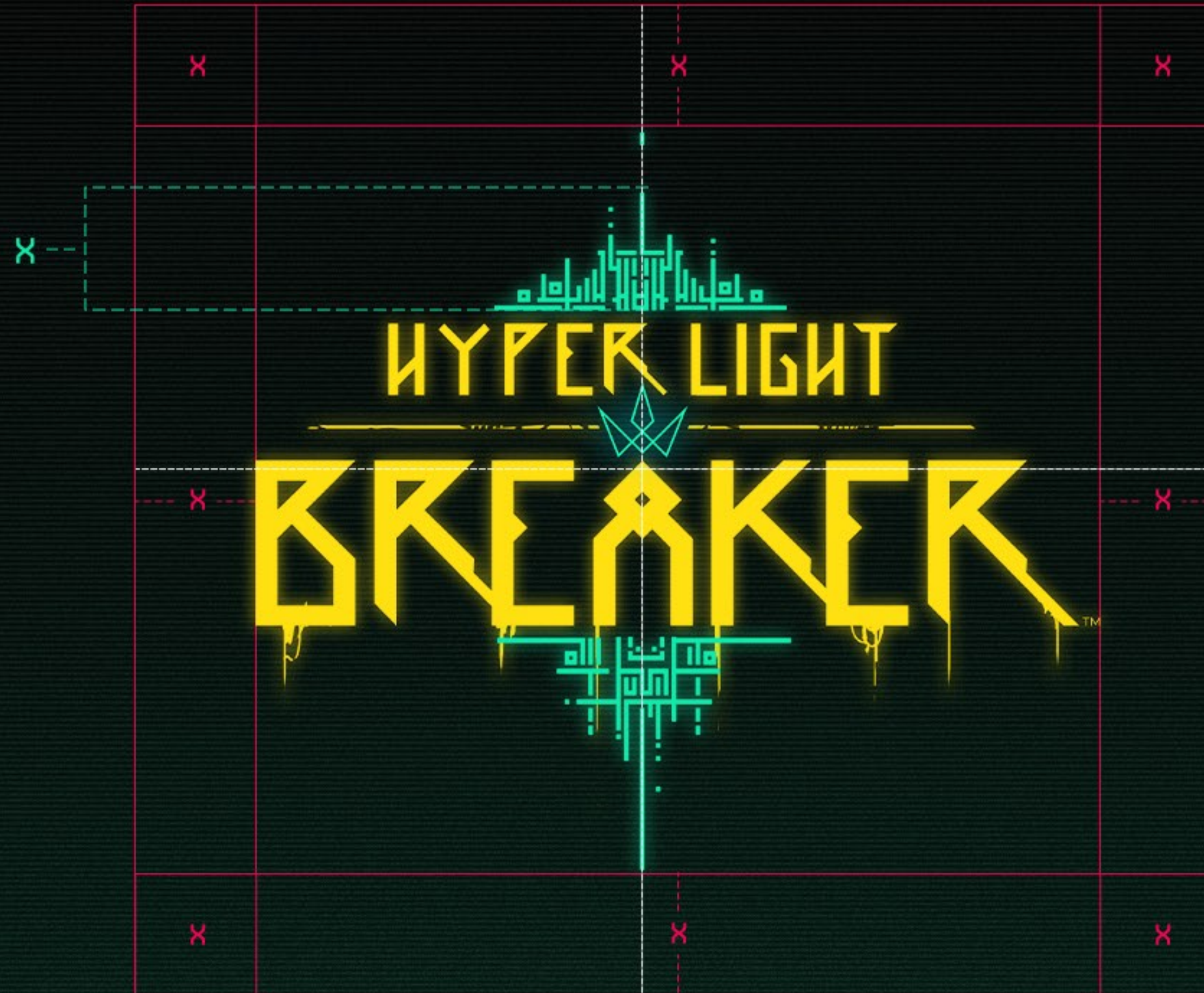
FULL-COLOR

HLB_LOGO_FULL-COLOR



GUIDES

VISUAL CENTER



FLAT-COLOR

HLB_LOGO_FULL-COLOR



HLB_LOGO_HORIZONTAL-COLOR

FOR USE ON VERTICAL APPLICATIONS OF THE KEY ART



HLB_LOGO_HORIZONTAL-WHITE



HLB_LOGO_HORIZONTAL-BLACK



02 COLOR PALETTE

13 COLORS



COLORS

PRIMARY

SECONDARY

RGB 255-224-17
 HEX #FFE011
 CMYK 2-7-98-0
 PANTONE MEDIUM YELLOW C

RGB 16-172-235
 HEX #10EBAC
 CMYK 60-0-50-0
 PANTONE 3265

RGB 0-0-0
 HEX #000000
 CMYK 60-40-40-100
 PANTONE BLACK C

RGB 255-255-255
 HEX #FFFFFF
 CMYK 0-0-0-0
 PANTONE 000C

RGB 128-128-128
 HEX #808080
 CMYK 52-43-43-8
 PANTONE 424

RGB 153-231-94
 HEX #01F3FF
 CMYK 41-0-82-0
 PANTONE 306

RGB 1-255-243
 HEX #FF00A8
 CMYK 53-0-10-0
 PANTONE 1925 C

03 TYPOGRAPHY

15 FONTS AND CHARACTER SETS

16 TYPOGRAPHY HIERARCHY PRIMARY

17 TYPOGRAPHY HIERARCHY SECONDARY

18 TYPOGRAPHY EXAMPLE



TYPOGRAPHY
HIERARCHY
PRIMARY

LOGO



COPY

BLENDER PRO
TRACKING: 50

EARLY ACCESS FALL 2023

BUTTON

BLENDER PRO
TRACKING: 0



TYPOGRAPHY
HIERARCHY
SECONDARY

LOGO



COPY

BLENDER PRO
TRACKING: 50

EARLY ACCESS FALL 2023

BUTTON

BLENDER PRO
TRACKING: 0

 ADD TO WISHLIST

TYPOGRAPHY EXAMPLE

EARLY ACCESS FALL 2023

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT. PROIN NIBH NULLA, MALESUADA EGET ELEIFEND VEL, CONDIMENTUM AT LOREM. ETIAM AT MAURIS FINIBUS, PLACERAT NUNC ID, CONDIMENTUM NULLA.



ADD TO WISHLIST

EARLY ACCESS FALL 2023

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT. PROIN NIBH NULLA, MALESUADA EGET ELEIFEND VEL, CONDIMENTUM AT LOREM. ETIAM AT MAURIS FINIBUS, PLACERAT NUNC ID, CONDIMENTUM NULLA. SUSPENDISSE ULTRICES CONSEQUAT IPSUM, ID TINCIDUNT ANTE GRAVIDA EU. CURABITUR NEC ULTRICIES LIGULA. CURABITUR NEC ULTRICIES LIGULA. CONDIMENTUM NULLA. SUSPENDISSE ULTRICES.

EARLY ACCESS FALL 2023

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT. PROIN NIBH NULLA, MALESUADA EGET ELEIFEND VEL, CONDIMENTUM AT LOREM. ETIAM AT MAURIS FINIBUS, PLACERAT NUNC ID, CONDIMENTUM NULLA. SUSPENDISSE ULTRICES CONSEQUAT IPSUM, ID TINCIDUNT ANTE GRAVIDA EU. CURABITUR NEC ULTRICIES LIGULA, SODALES VARIUS ORCI. DONEC QUIS ORNARE TORTOR. LOREM IPSUM DOLOR SIT AMET, CONSECTETUR. QUIS ORNARE TORTOR. LOREM IPSUM DOLOR SIT AMET, LOREM IPSUM DOLOR SIT AMET, CONSECTETUR. QUIS ORNARE TORTOR. LOREM IPSUM.

EARLY ACCESS FALL 2023

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT. PROIN NIBH NULLA, MALESUADA EGET ELEIFEND VEL, CONDIMENTUM AT LOREM. ETIAM AT MAURIS FINIBUS, PLACERAT NUNC ID, CONDIMENTUM NULLA. SUSPENDISSE.

JOIN NOW

FONT AND CHARACTER SETS

HEADLINES ALL CAPS - TRACKING: 50

SUBTITLES, CTAS, AND TAGLINE COPY ALL CAPS

**BLENDER PRO
BOLD**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

BODY SECTION HEADER 1 ALL CAPS

**CARBON
BOLD**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

DETAILS ALL CAPS

BODY COPY SENTENCE CASE

**CARBON
REGULAR**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

04 GRAPHIC ELEMENTS

- 20 BRAND ICON
- 21 ADDITIONAL GRAPHIC ASSETS
- 22 BUTTONS & CTAS
- 23 HOLDING ELEMENTS
- 24 BACKGROUNDS
- 25 TEXTURES



BRAND ICON

THE ONE-COLOR ICON IT MUST
HAVE A VALUE CONTRAST OF AT
LEAST 30% TO THE BACKGROUND

HLB_BRAND-ICON_FULL-COLOR



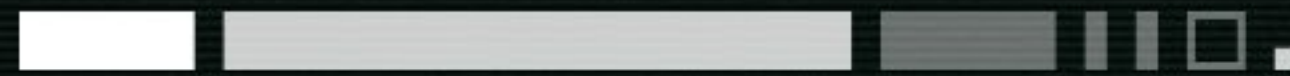
HLB_BRAND-ICON_1C_BLK

HLB_BRAND-ICON_1C_WHT



ADDITIONAL GRAPHIC ELEMENTS

[...] BAR.PNG



[...] STAR.PNG



[...] DIAMOND_1.PNG



[...] DIAMOND_2.PNG



[...] DIAMOND_3.PNG



[...] DIAMOND_4.PNG



CTAS & BUTTONS

PRIMARY

GRADIENT



YELLOW

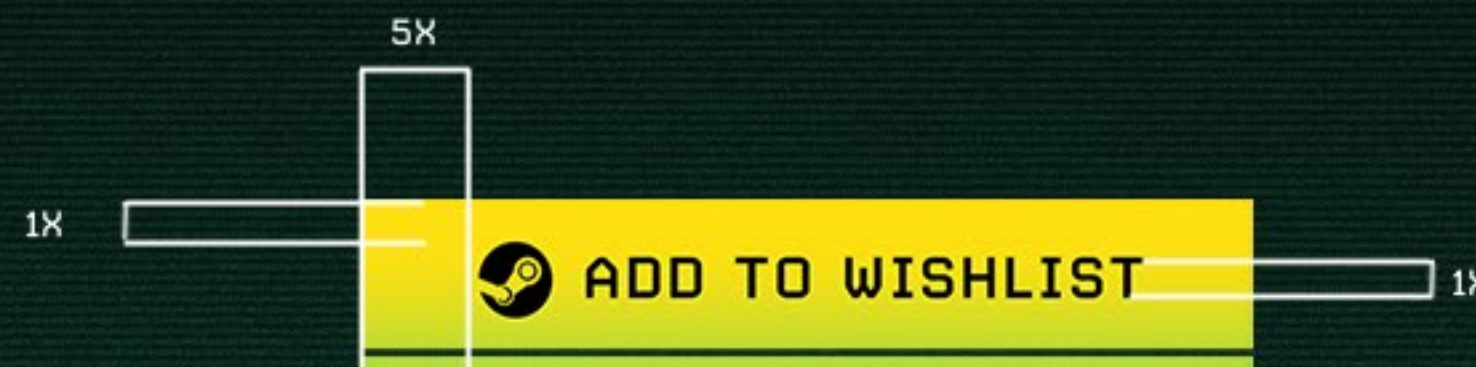


SECONDARY

BLACK



IN REGARDS TO PADDING
PLEASE MAINTAIN THESE
RATIOS



HOLDING ELEMENTS

CONTAINERS

[...] TEAL_SCREEN.PSD



[...] GREEBLE_YELLOW_BORDER



PLATES

[...] TEAL_PLATE.PSD



[...] YELLOW_PLATE.PSD

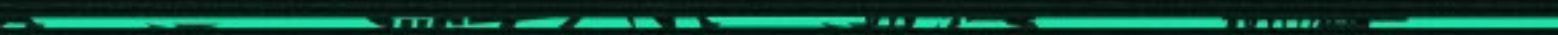


[...] LINE_PLATE.PSD



DIVIDERS

[...] GREEBLE_DIVIDER.PSD



[...] TECH_DIVIDER.PNG



TEXTURES

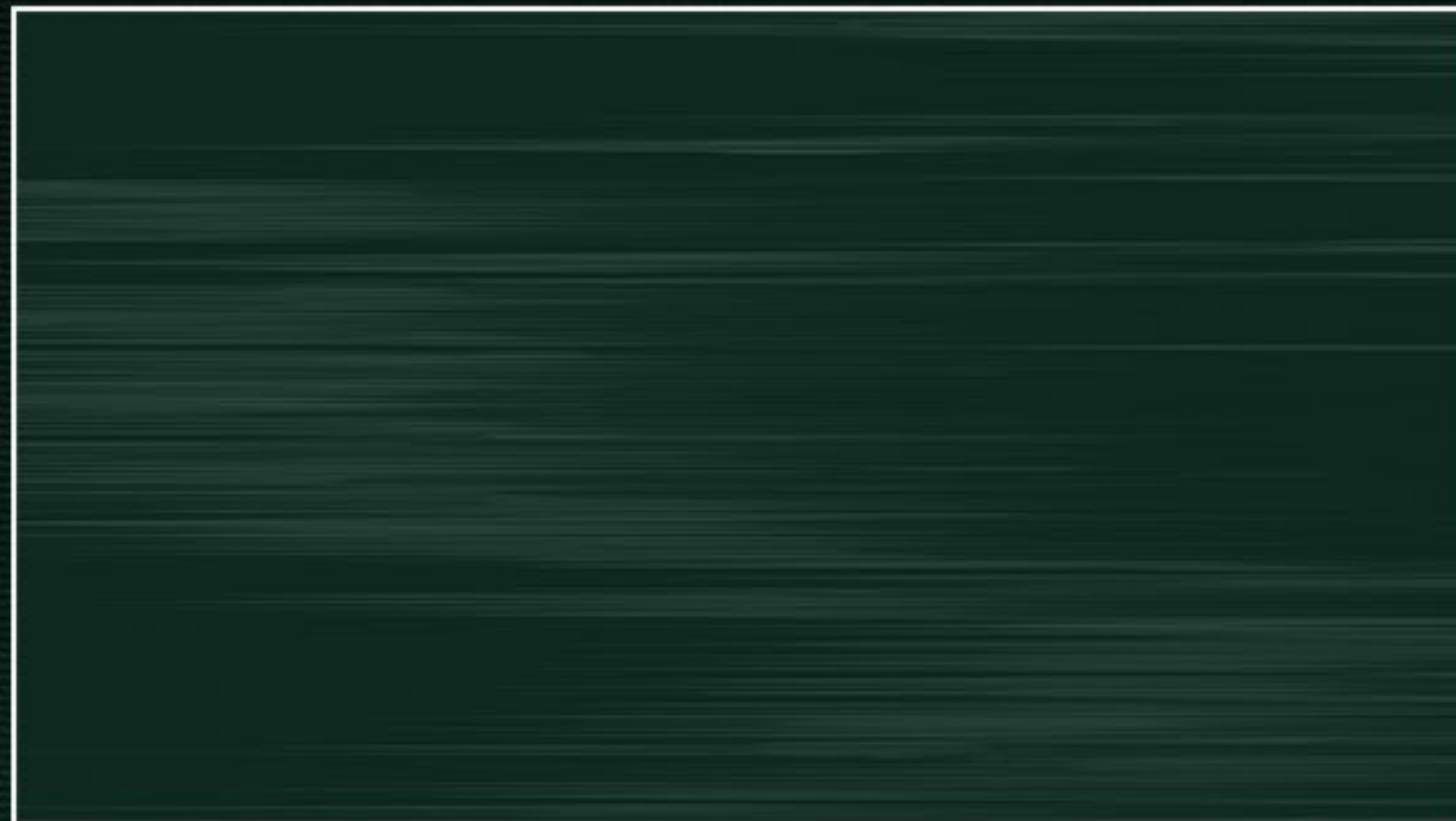
[...] CRT.PNG



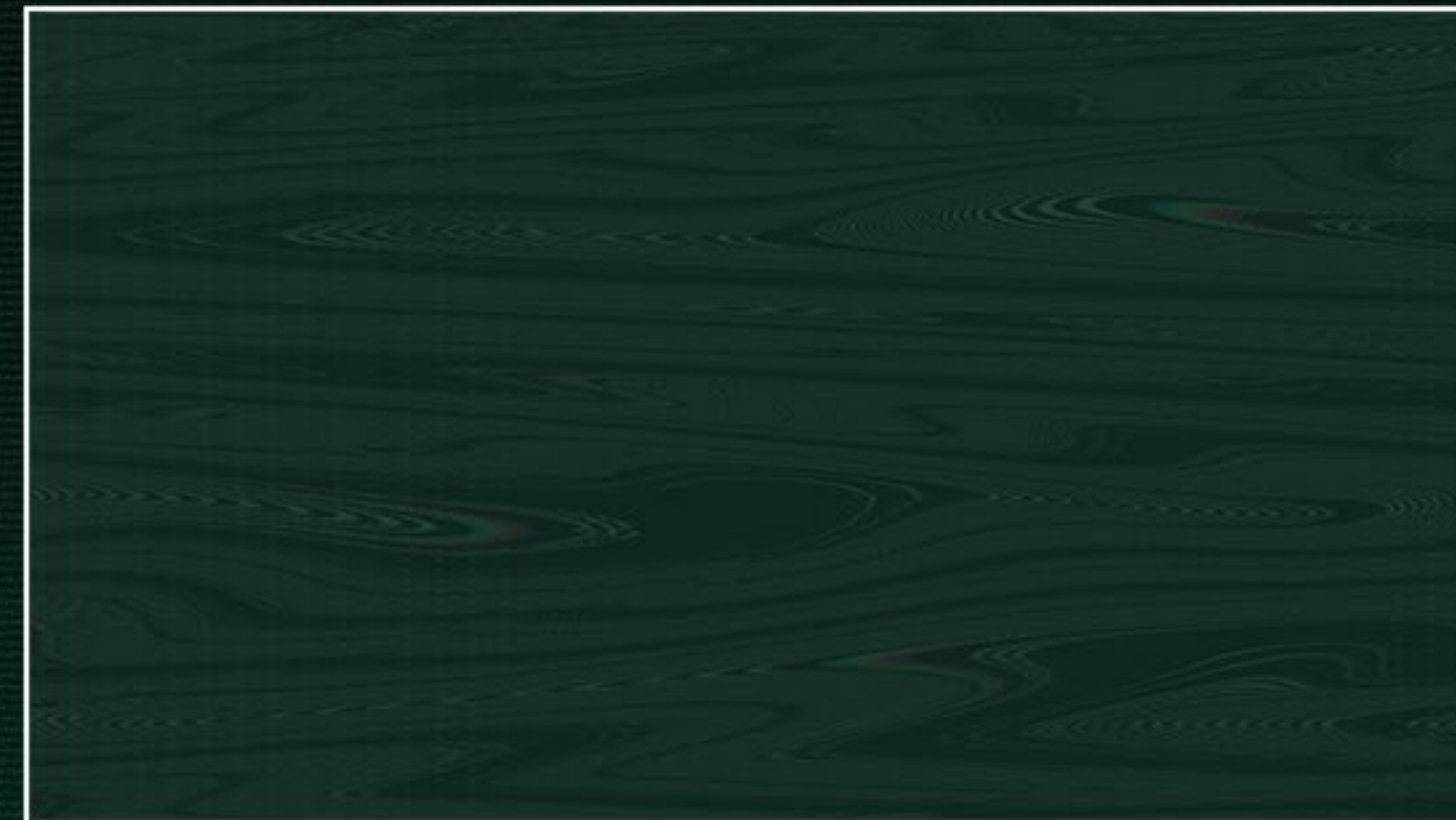
[...] DISTORTED.PNG



[...] LINE.PNG



[...] STATIC.PNG



BACKGROUNDS

[...] CRT.PNG



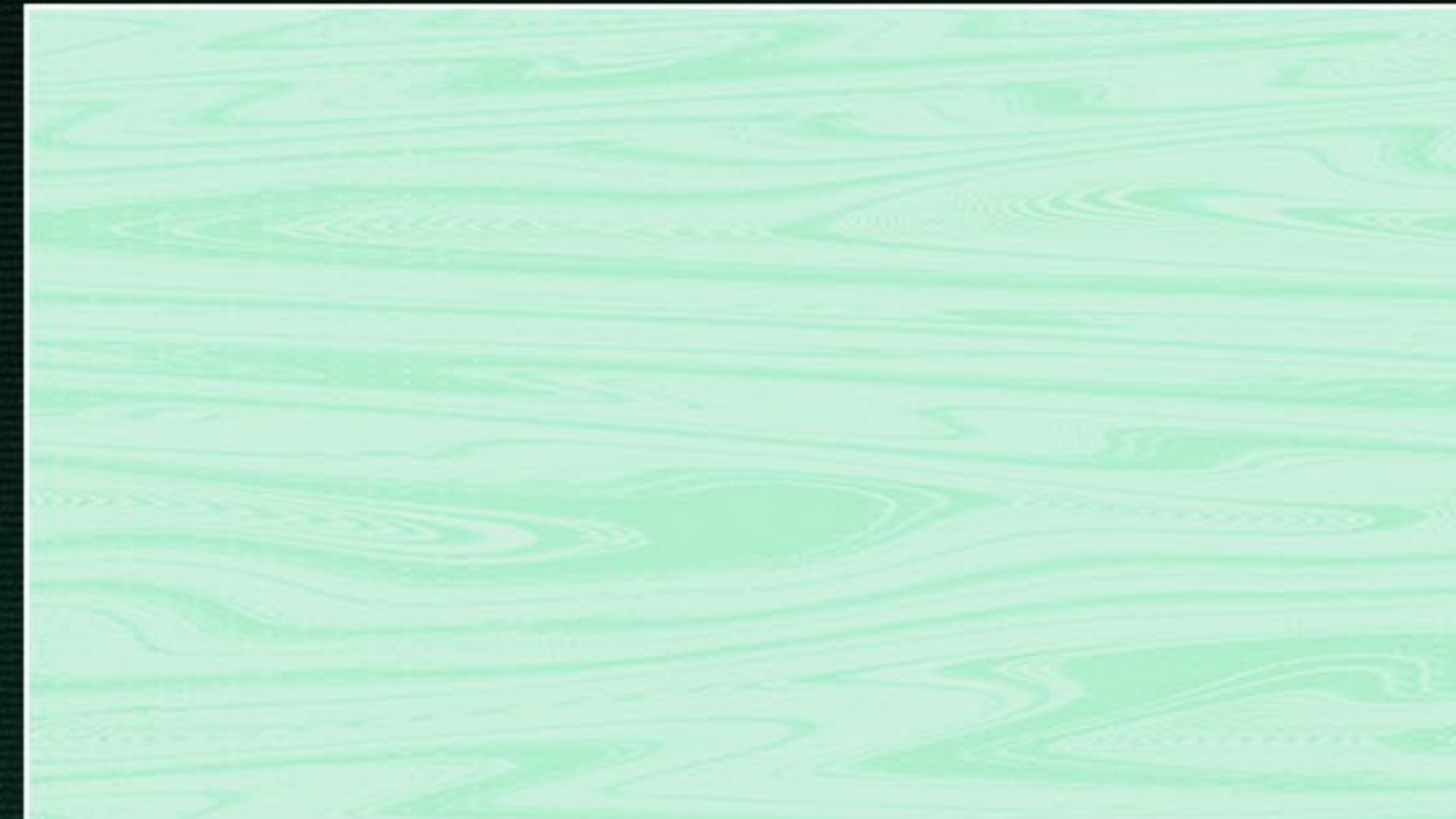
[...] DISTORTED.PNG



[...] SMOKE.PNG



[...] STATIC.PNG



05 KEY ART

27 EVERGREEN

28 GUIDELINES

29 KEY CROPS

30 DO NOTS



EVERGREEN

EVERGREEN_HORIZONTAL



EVERGREEN_VERTICAL

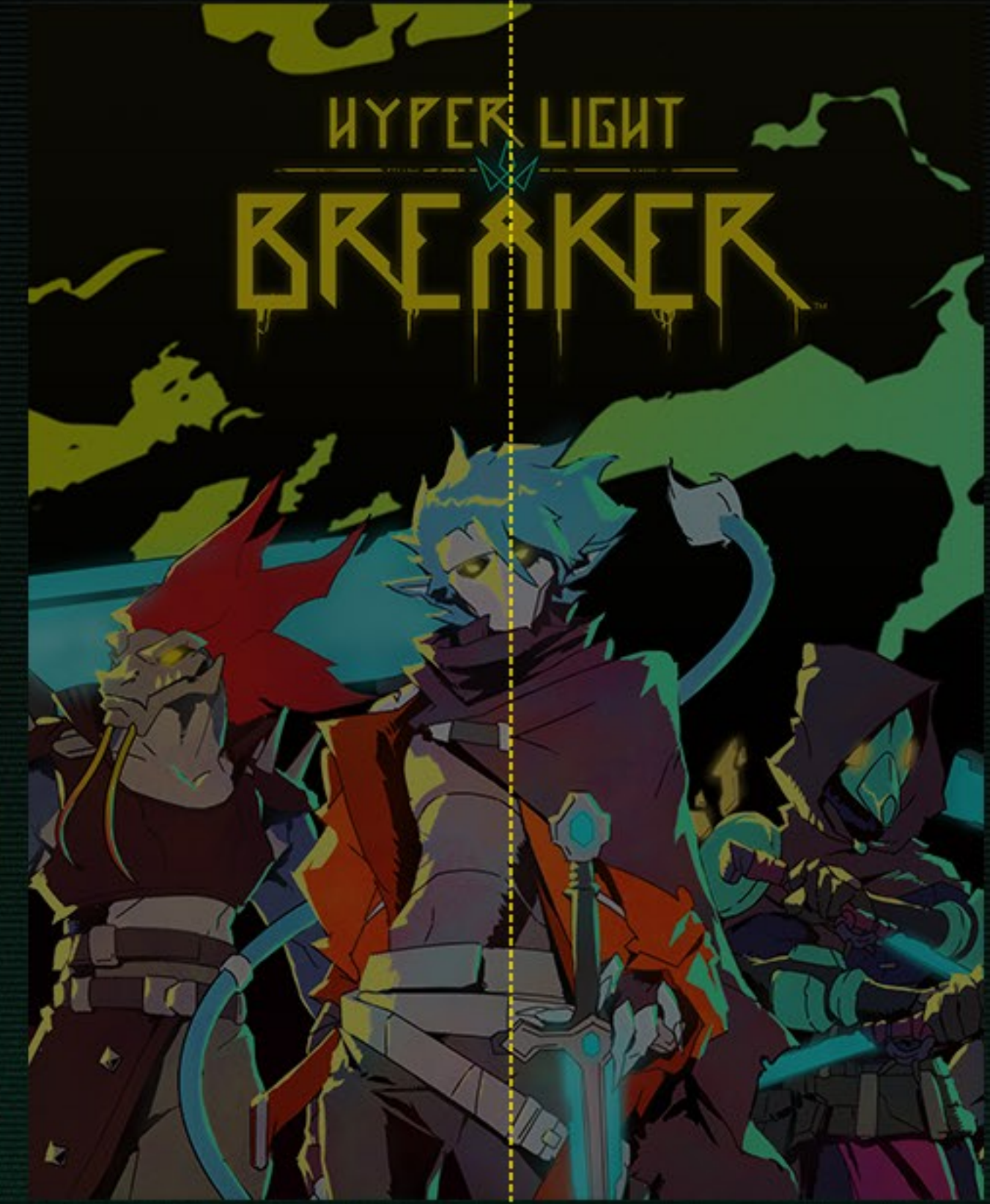


GUIDELINES

EVERGREEN_HORIZONTAL



EVERGREEN_VERTICAL



THE KEY ART IS BUILT ON HORIZONTAL SYMMETRY AND SHOULD BE MAINTAINED ACCORDINGLY

KEY CROPS

WIDE_1.91:1



EXTREME-VERTICAL_ALT



TALL_2:3



TALL_9:16



EXTREME-HORIZONTAL



SQUARE_1:1



DO NOTS



DO NOT REARRANGE HEROES



DO NOT ALTER BG ELEMENTS



DO NOT PLACE LOGO IN COMPLEX AREAS



DO NOT OVERUSE GRADIENTS



DO NOT FLIP THE COMPOSITION



DO NOT TILT COMPOSITION FOR EFFECT



DO NOT PULL CHARACTERS UP



DO NOT RESCALE ENEMIES OR HEROES