



BRAND GUIDELINES

OUTLINE

UoW Gaming Society is a society all about having a laugh and making new friends through the shared hobby of gaming.

These guidelines aim to enhance the overall feel and aesthetic of the society so it is more in line with the Winchester's colour themes and the server for Winchester Esports.

01 Values

02 Logo

03 Colours

04 Fonts

05 Graphics

06 Discord

01 VALUES



ENJOYMENT

This society believes everyone should enjoy their time here.

ENTERTAINMENT

The society aims to provide entertainment for all members.

INCLUSIVITY

This society values inclusivity to all.

CONNECTIVITY

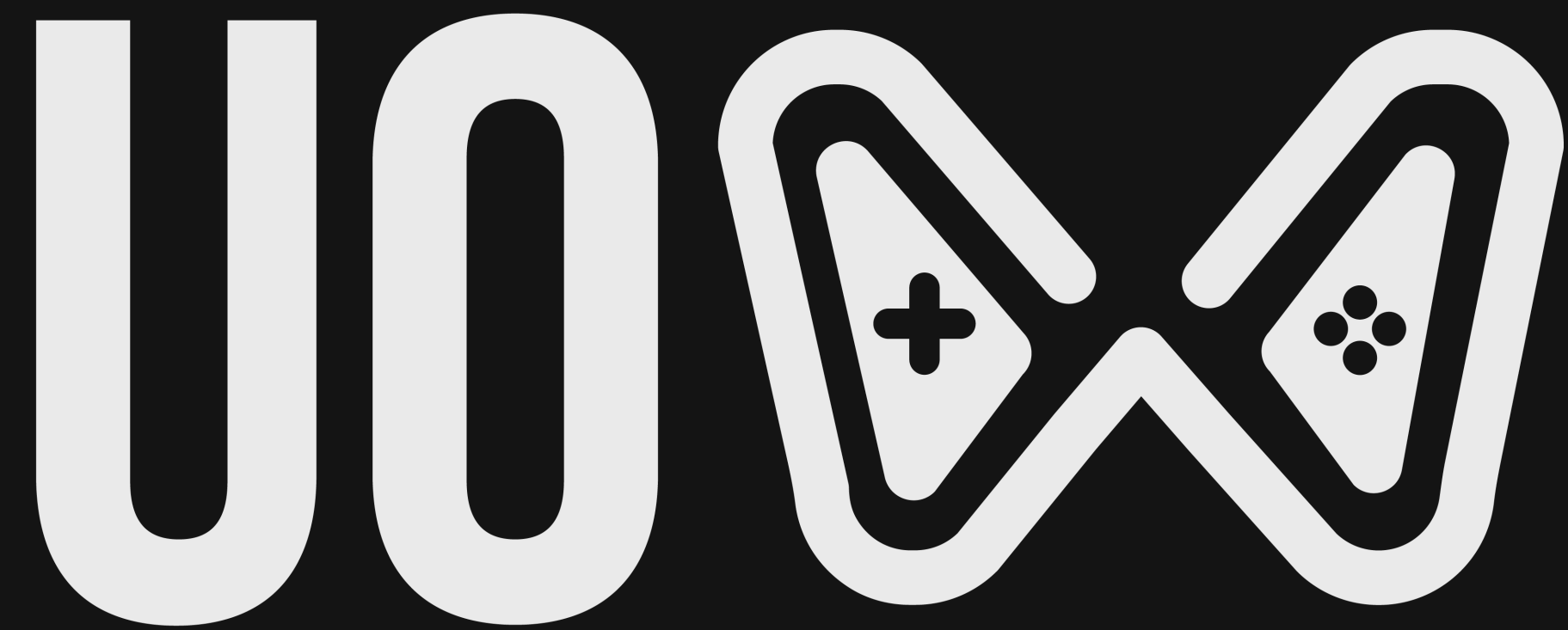
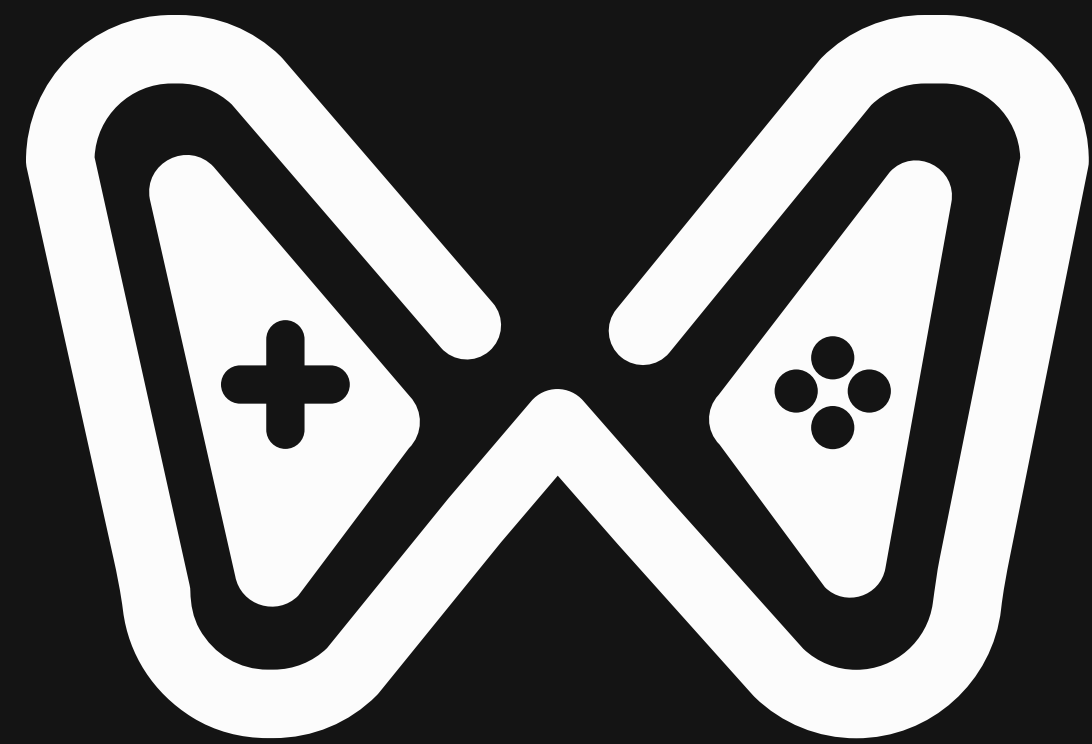
This society aims to connect people together

FRIENDSHIPS

This society aims to create meaningful friendships.

02 LOGO





GAMING

03 COLOURS



SWATCHES

To reflect the University of Winchester colours, we went with a purple and yellow theme, with black and white for the fonts/graphics colours.

#F4C108

#FCFCFC

#741D5D

#893071

#141414

04 FONTS

BODY TEXT

Aa Poppins Light

Aa Poppins Light Italic

HEADINGS

ABC

BEBAS BOLD

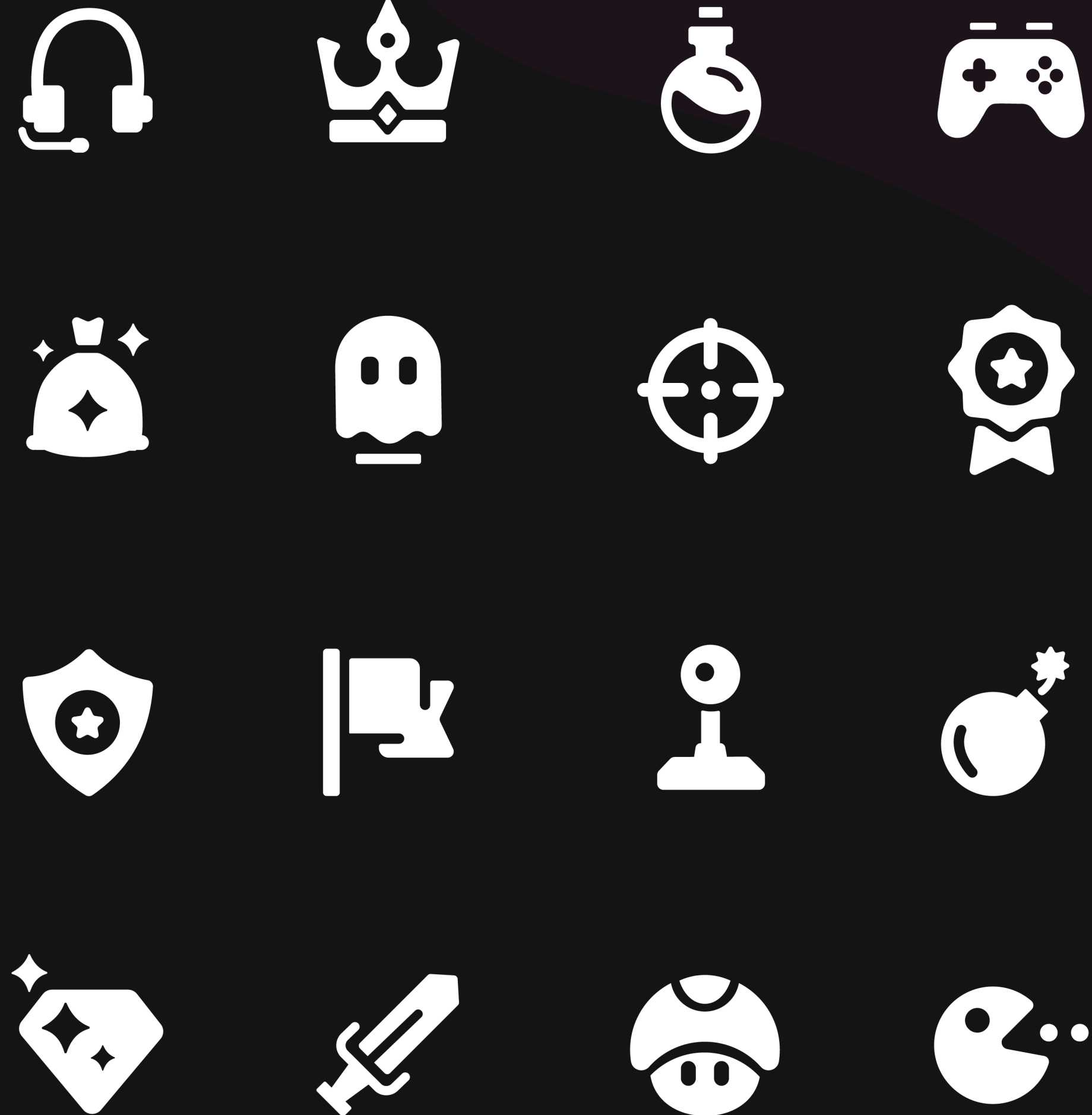
ABC

BEBAS REGULAR

05 GRAPHICS

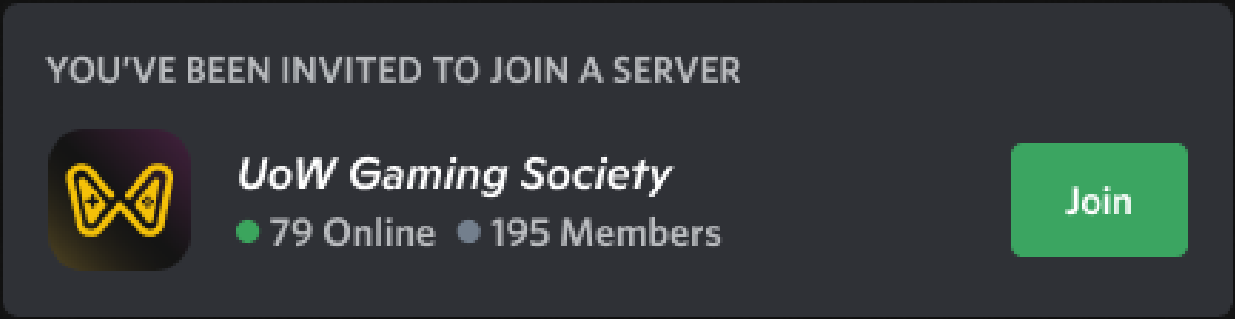
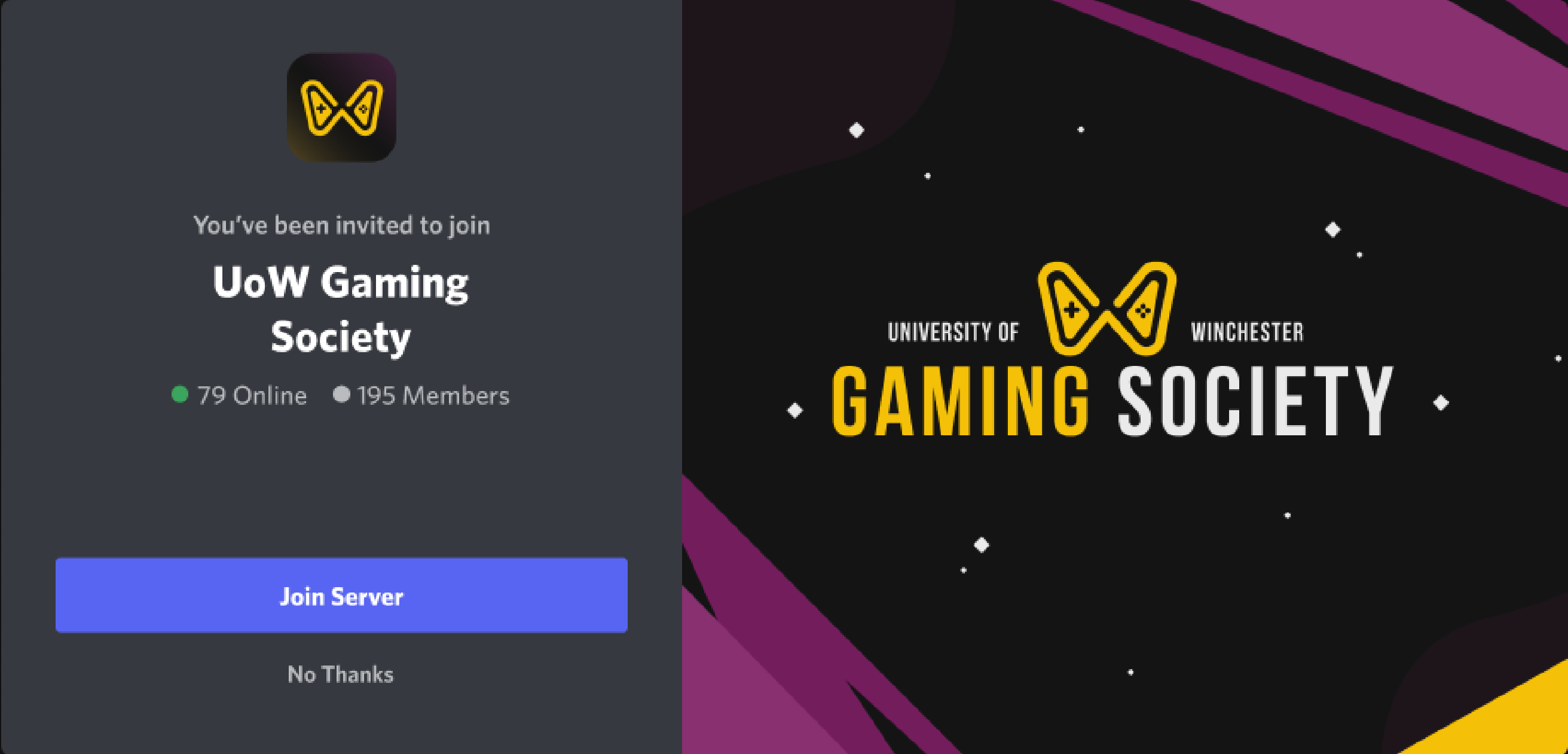
ICONS

A set of 16 icons that can be used as emojis for discord servers, or as icons for instagram highlights. See the icons folder for precut icons to use.



06 DISCORD

These mockups showcase the Discord UI with the new assets in place.





UO
GAMING