

A photograph of three young women sitting on a grassy lawn, looking at a smartphone together. They are wearing athletic wear. The image is overlaid with a semi-transparent dark blue filter. The text 'REAL TIME TRIVIA' is centered in large, bold, white capital letters. Below it is a small logo consisting of a red square above a dark blue square. Underneath the logo is the text 'Brand • UI Style Guide' in a smaller, white, sans-serif font.

REAL TIME TRIVIA

Brand • UI Style Guide



Brand Guide

The purpose of the Real Time Trivia Brand Guide is to provide standards to ensure consistent brand expression. This is a living document and will evolve as the brand matures.

Definition of Elements

Marks

Typography

Design System



Definition of Elements

Brand Marks are most commonly a design consisting of an illustrated symbol and/or distinctive typography. These marks are the visual identity and definition of that brand.

Typography is the style and appearance of visual language. The typographic rules defined for a brand sets the baseline, or lowest common denominator, for nearly all design elements within the brand's Design System. Typography provides the most literal means of communicating and its execution profoundly affects how the observer perceives and consumes a brand's message.

Design Systems consist of typographic rules, grids, color palettes, and any other visual elements that support and further distinguish the brand from others.



Brand Marks

Logomark



The Real Time Trivia Logo serves as the primary identifier of the RTT brand, and denotes curiosity and urgency

Symbol



The Symbol may be isolated from the Logomark, however the typeforms "REAL TIME TRIVIA" contained within the double flags, may not be isolated from the Symbol. See Logotype for proper display of "REAL TIME TRIVIA" without Symbol

The secondary stopwatch symbol should only be used as an animated graphic

Shape



The Shape is the dual-flag design element from the Logomark and is used to connect visual elements to RTT's brand. One flag may be used in either color, or reversed. When both flags are used the above lockup's relative proportions must be maintained. Scaling is acceptable so long as the angle is maintained



Brand Marks

Logotype

REAL TIME TRIVIA

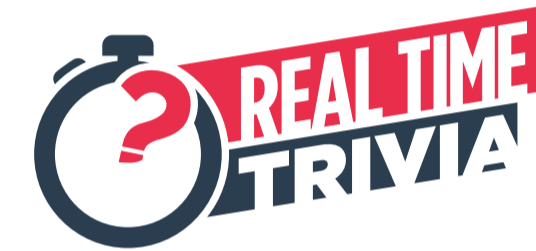
The Logotype is the distilled literal representation of the brand and is set to Gotham Condensed Bold, by typefoundry, Hoelfer & Co. Tracking should be set to -20 whenever possible.

The Logotype should only be used in place of the Logomark, where it would be visually more appropriate relative to its context, or when the Symbol is separate is simultaneously visible

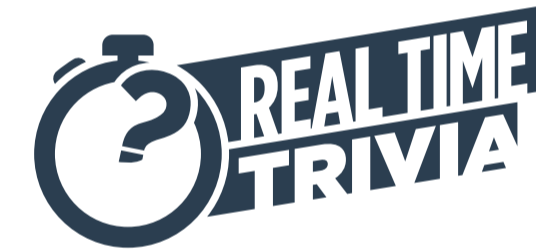
If adjacent the Symbol or Shape, the Logotype must be significantly larger in visual hierarchy.

Color variants not shown here are unacceptable. See Design System for swatch specs

2c
RTT Navy
RTT Red



1c
RTT Navy



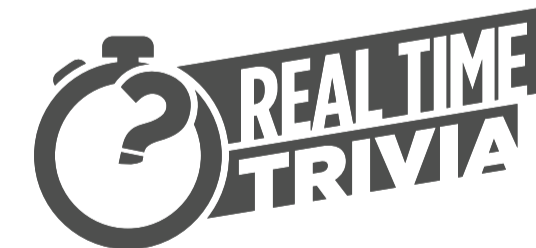
REAL TIME TRIVIA

1c
RTT Red



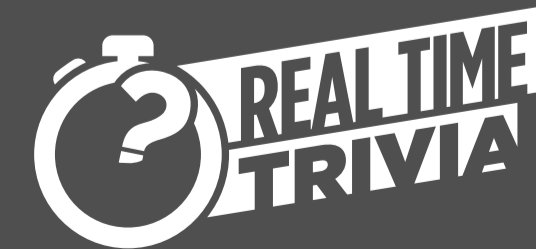
REAL TIME TRIVIA

1c
RTT Mono



REAL TIME TRIVIA

1c
White



REAL TIME TRIVIA

/ transparency is okay when a photograph is a background

Brand Marks

Clear space around each mark helps ensure they not in visual competition with other adjacent elements



The height of the Logomark and Symbol are x . They must be surrounded by clear space measuring half of that amount ($x/2$).



The height of the Wordmark is x . It must be surrounded by clear space measuring that amount.



Brand Marks

Minimum sizes are defined so that the marks remain legible on both digital devices and physical substrates

Screens



On screen media, the height of the Logomark may not be smaller than 80pt.



On screen media, the height of the Symbol may not be smaller than 70pt, which is the approximate size in the Logomark.

40pt REAL TIME TRIVIA

On screen media, the font size of the Wordmark may not be smaller than 40pt.

Print



On physical substrates, the width of the Logomark may not be smaller than 1 inch.



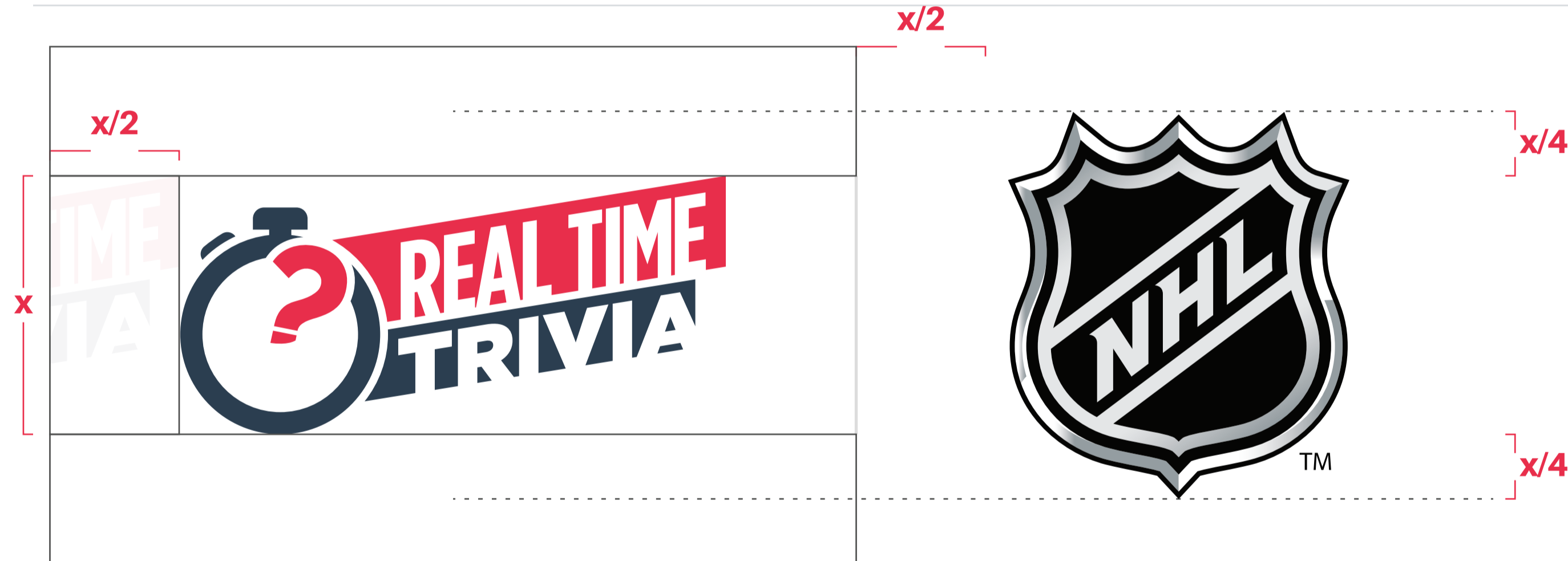
On physical substrates, the width of the Symbol should not be smaller than 1 inch, except when shown within the Logomark.

24pt REAL TIME TRIVIA

On physical substrates, the font size of the Wordmark may not be smaller than 24pt. Though legible at smaller sizes, proper hierarchy supersedes legibility.

Brand Marks

Partnership lockups are defined so that the integrity of both parties' visual identity remain intact, and that deference is slightly afforded to that Partner



The RTT Logomark and Partner logo must be positioned with clear space equal to x height of the RTT Logomark with a 2pt vertical line positioned with clear space equal to $x/2$ between either.

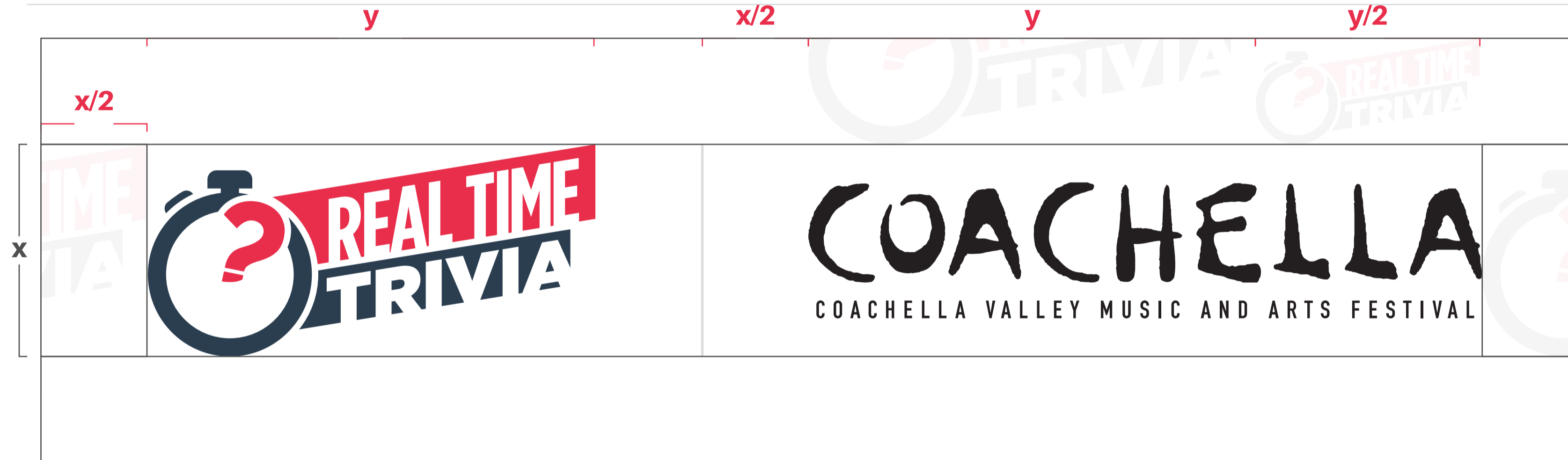
If the Partner logo can be contained within a square, the height of which should be 50% greater than the RTT Logomark.

Color of the vertical line is RTT Mono at 20% opacity, or RTT White at 20% opacity against dark backgrounds



Brand Marks

Partnership lockups



If the partner logo is better contained within a rectangle, the width of which should be equal to 150% the width **y** of the RTT Logomark.

Color of the vertical line is RTT Mono at 20% opacity, or RTT White at 20% opacity against dark backgrounds



Brand Marks

Partnership lockups



Square Partner logo



Rectangle Partner logo



Typography

Aileron Regular

Semibold

Paragraph copy and headers are usually set in Aileron Regular and differentiated by size than weight, though exceptions are made with Aileron Bold where appropriate

Aileron Semibold is used for emphasis and to increase contrast whenever copy is white against a dark background.

White is the only acceptable color for copy use on dark backgrounds.

ACTION

ACTION

5

!

Call-to-action copy contained within shapes must be set in Aileron Black, in all-caps



Design System Stylized copy must be skewed and angled to resemble “REAL TIME TRIVIA” in the Logomark.

SEAL THE DEAL
LOCK IN THE PERKS

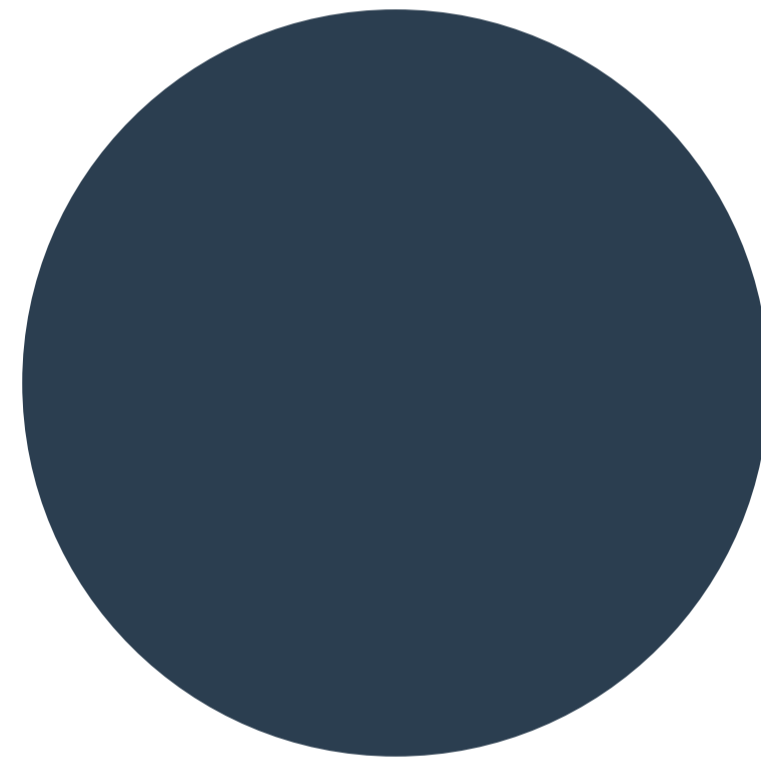
THE LEADERBOARD

Copy from the above samples to acquire the exact skew and text angle. Attempting to manually replicate this style will likely end in inaccurate results

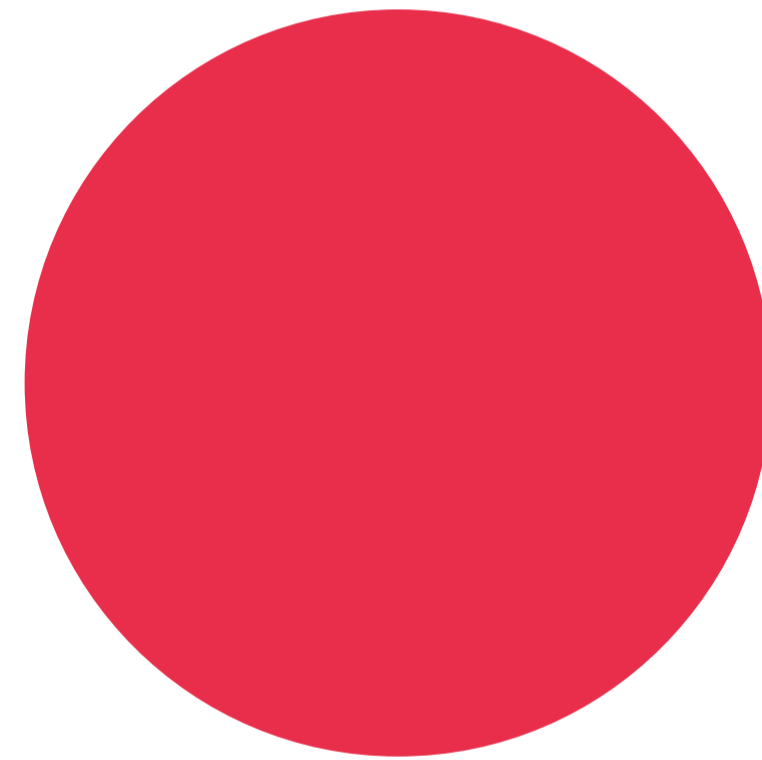
Typeface is Gotham HTF Bold Condensed, Tracking -20, all-caps
Angle is 9.25°

Design System

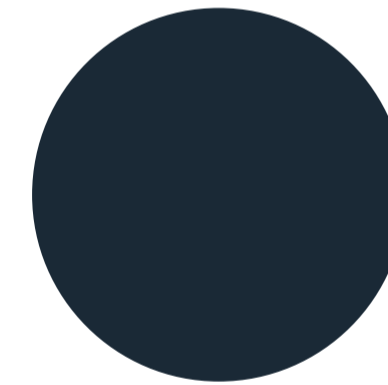
Color use is limited to the defined palette only. Real Time Trivia's rich palette requires conservative use of color especially when third-party logos are used.



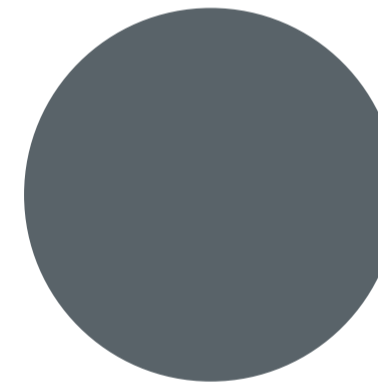
RTT Navy PRIMARY
hex 2c3e50
rgb (44, 62, 80)
cmyk (84%, 68%, 47%, 38%)



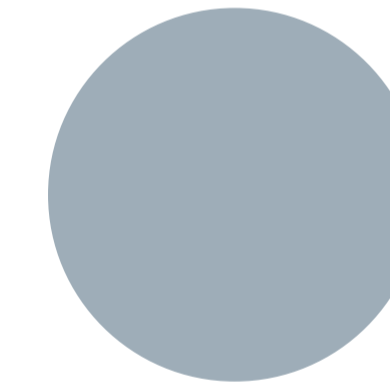
RTT Red PRIMARY
hex e82f4a
rgb (232, 47, 74)
cmyk (3%, 95%, 68%, 0%)



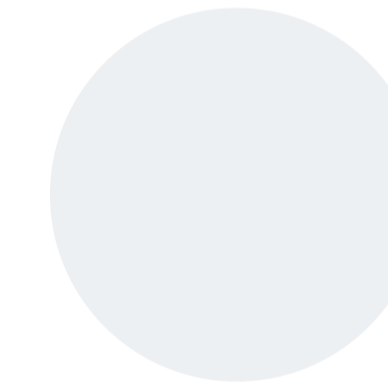
RTT Black SECONDARY
hex 1e2a36
rgb (31, 42, 54)
cmyk (84%, 71%, 54%, 59%)



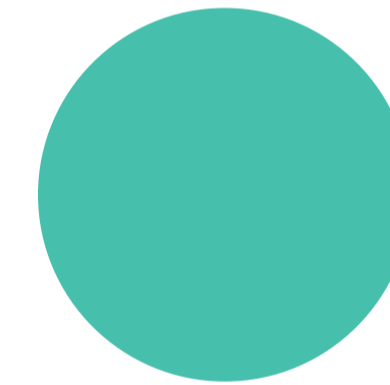
RTT Slate SECONDARY
hex 5a6269
rgb (90, 98, 105)
cmyk (66%, 53%, 47%, 20%)



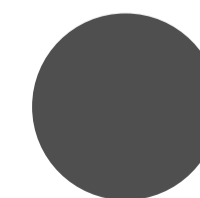
RTT Silver SECONDARY
hex 9eacb8
rgb (158, 172, 184)
cmyk (39%, 25%, 21%, 0%)



RTT Offwhite SECONDARY
hex ebeef0
rgb (235, 238, 240)
cmyk (6%, 4%, 3%, 0%)



RTT Green TERTIARY
hex 42c4b0
rgb (66, 196, 176)
cmyk (65%, 0%, 39%, 0%)



RTT Mono MONOCHROME APPLICATIONS
hex 4f4f4f
rgb (79, 79, 79)
cmyk (65%, 57%, 57%, 35%)



Designed in California by @jorohaco

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