GAMERSAFER

GAMERSAFER BRAND KIT

Logos, fonts, colors, and other guides when referencing GamerSafer

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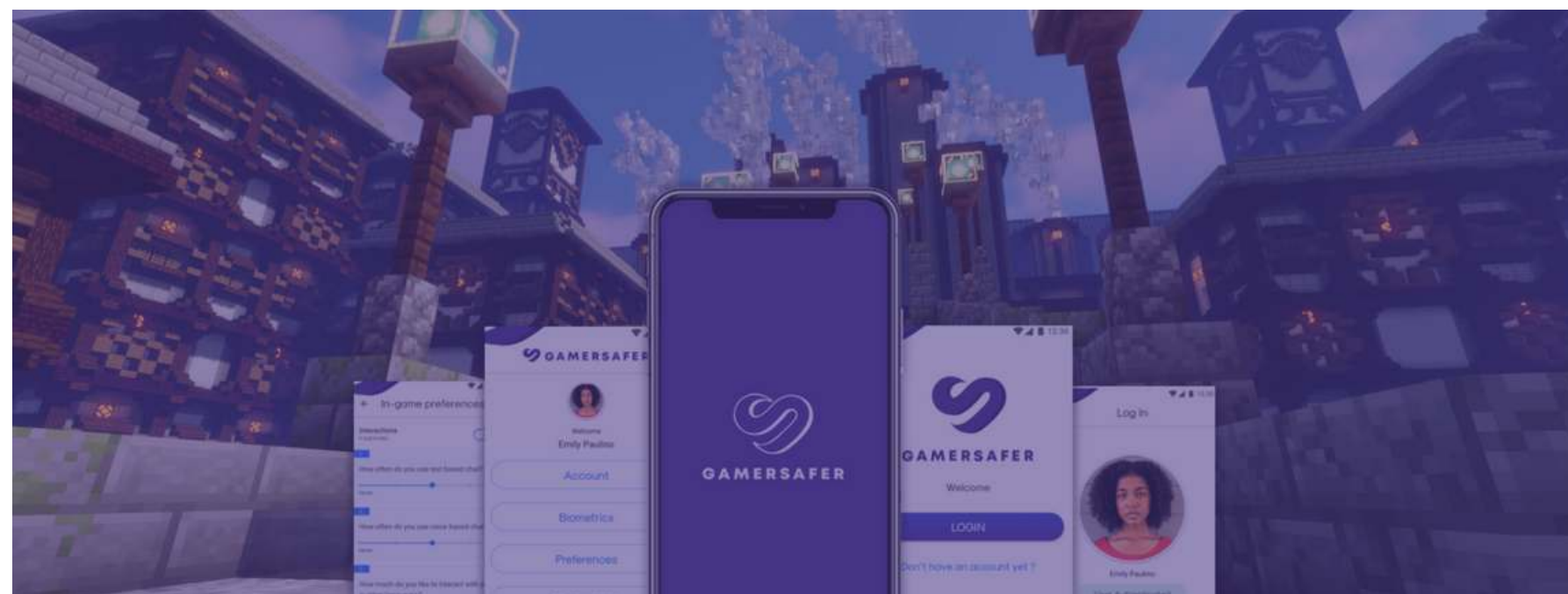
Topics Covered

GAMERSAFER

Our Story

GamerSafer was founded by a former executive from the gaming industry, Rodrigo Tamellini, and a social impact entrepreneur, Maria Oliveira. We combine over thirty years of experience in business leadership, product development, and B2B sales and are also gamers and parents of passionate gamers.

The number of players, social interactions, and time played keeps rising, and we see an urgent need to create a scalable and prevention-driven technology to protect players and platforms. Our goal is to help game publishers and developers prevent crimes, fraud, and toxicity that are hurting their communities and business.

Success for us means to work with games to safeguard millions of players of all genders, geographies, ethnicities, ages, and religions. We've brought GamerSafer to Minecraft to support multiplayer server owners with accessible safety tech.

GAMERSAFER

Design Philosophy

Why it's important to follow this guide

The GamerSafer logo, colors, and fonts were chosen to express our core mission of gaming with safety and fair play experiences FOR ALL gamers in mind.

We chose these elements to illustrate a kind, educational, and compassionate approach to the challenges that gamers face in the fast-paced world of multiplayer gaming. We subvert the expectations of common gaming and esports brand strategies to emphasize a focus on finding solutions for safety, accessibility, inclusivity, and integrity.

We say "safer" in our name to identify the reality that safety is not a one-time fix, but an ongoing conversation that must continually evolve to counter severe harms and risks found in online communities.

GAMERSAFER

References

How to refer to our company by name

Primary -
"GamerSafer"
No space between the words. Capital "G" and "S".

Company: Legal Name -
"GamerSafer, Inc"

Minecraft Program -
"GamerSafer For Minecraft", "GS4MC" or "#GS4MC"

Our Logo

Main Usage

There are two variations of our official GamerSafer logo: Horizontal and Vertical. Each of these have four different color sets for use with different backgrounds.

Whenever possible, use the full color vertical logo.

Our Icon

Main Usage

When necessary, you may also use our logo mark or icon alone, in one of the four color variations and without the "GAMERSAFER" logo text, to illustrate connection to our brand.

Only use this icon if a clear relationship has been previously made using the main logo shown on page 4 of this guide.
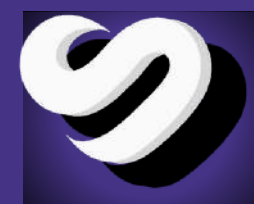
Reminders

Rules for logo use to keep in mind

Some exceptions to these rules may be allowed in specific situations, but please contact us first before doing so and always follow these rules unless given approval by GamerSafer.

DO NOT change the color.
Use only the colors in the palette.

DO NOT crop
the logo.

DO NOT add shadows
or effects.

DO NOT rotate
the logo.

DO NOT put over
another illustration.

DO NOT use tint
or opacity.

Fonts

Choosing fonts to match the GamerSafer brand

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MONT

Logo/Header Font
Always used with full
capital letters.

Roboto

Body Font
Can be bold or regular
font weight.

GAMERSAFER

GamerSafer Colors

Our color palette for brand usage

#9A91E5

#453386

#3D3D3D

#EDEDED

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Download the resources at:
gamersafer.com/brand

maria@gamersafer.com