

SWISH AR

STYLE GUIDE

FONT

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ELIT. ALIQUAM A ARCU VITAE NUNC PRETIUM VARIUS.

COLORS

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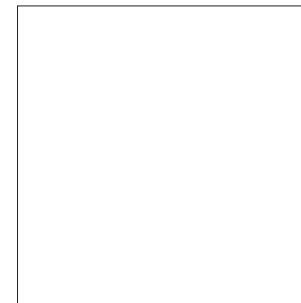
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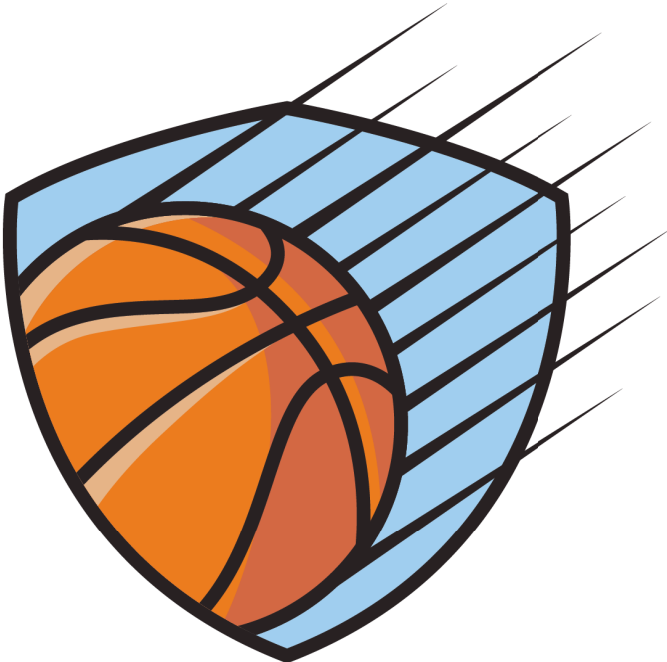
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#DFE4E7



LOGOS



SWISH AR



SWISH AR
SHOOT YOUR SHOT

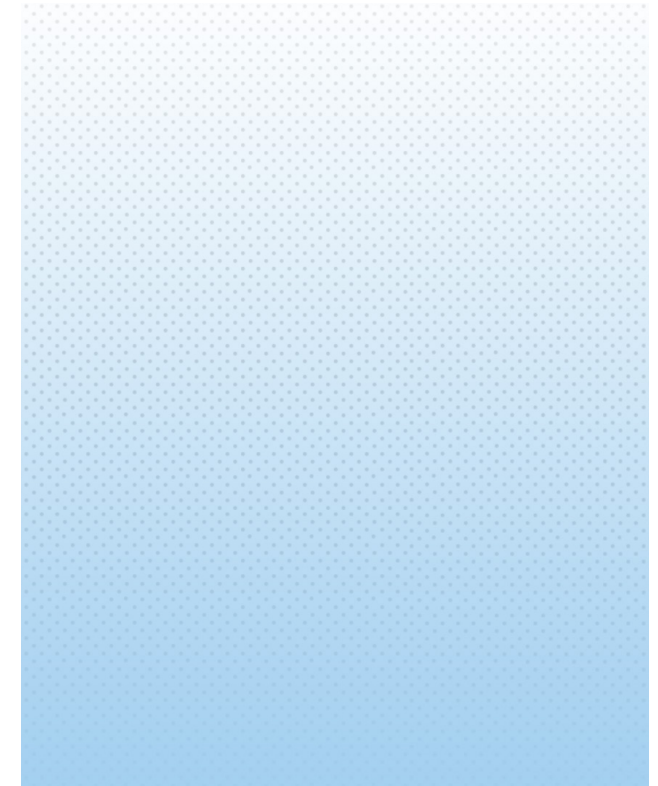
ASSETS

QUICKPLAY

SINGLE PLAYER

MULTIPLAYER

OPTIONS



RATIONALE

BECAUSE WE ARE BRANDING FOR A MOBILE GAME, WE WANTED TO HAVE A FUN, ENGAGING COLOR PALETTE. MULTIPLE VALUES OF ORANGE IMITATE A BASKETBALL. THE COMPLIMENTARY SHADE OF BLUE CREATES ADDITIONAL CONTRAST.

WE ALSO WANTED THE APP TO HAVE A GRAPHIC, ALMOST COMIC LIKE AESTHETIC; THIS IS BEST REPRESENTED THROUGH OUR LOGO AND HALF-TONED BACKGROUND. WE AIMED TO MAKE BOTH MINIMALISTIC AND SIMPLE.