



Tabletop Detective

Brand and Style Guide

Brand Platform

Mission/Vision

With so many new tabletop games coming out it can be hard to find the right game for you. We provide the tools for tabletop beginners or experts to find games that fit their playstyles and the locations to buy or try them.

Brand Personality

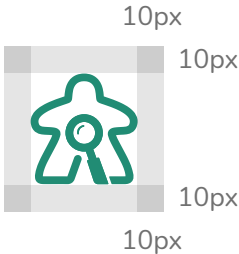
Tabletop Detective is a simple to use tool that prides itself on assisting tabletop players in the ways they need most.

Brand Attributes

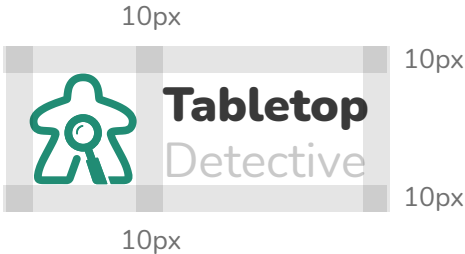
Trustworthy, effortless, fun, knowledgeable, contemporary

Logo

Web



Glyph Logo



Full Logo

Mobile



Splash Screen



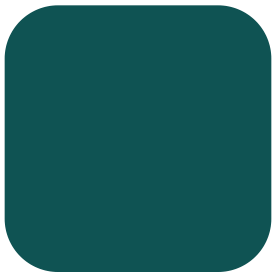
App Icon

Colors

Primary Colors



Meeple Green
#218C74



Deep Green
#0F5353

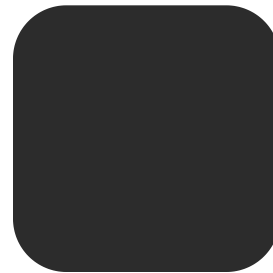


Star Yellow
#F0BE6D

Secondary Colors



Alert
#F55555



Dark Gray
#2C2C2C



Gray
#BDC3C7

Fonts

Font Families

Nunito

abcdefghijklmnop
opqrstuvwxyz

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

San Francisco Pro Text

abcdefghijklmnop
opqrstuvwxyz

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

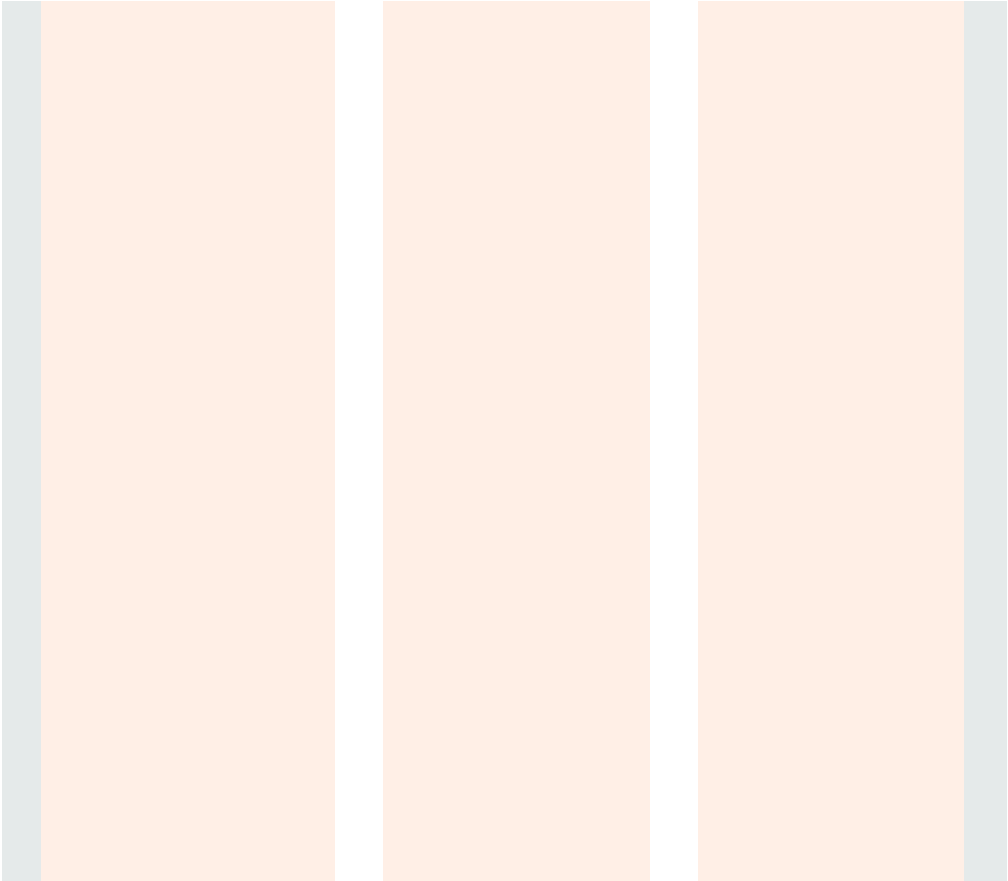
Header and Body

This is Header Size & Weight
18 px, Bold

This is body size and weight
14 px, light

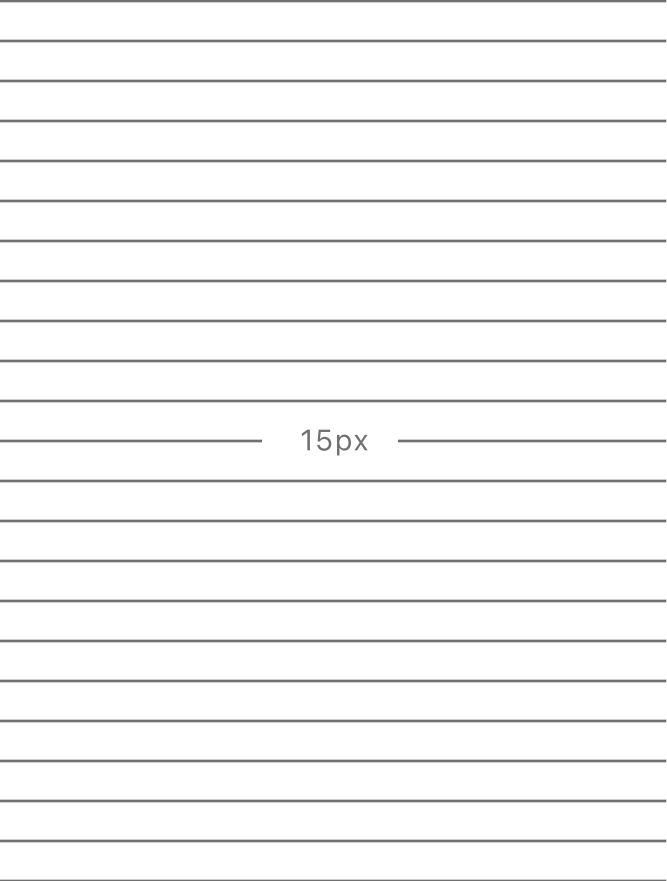
Grid

Vertical Grid



16px 110px 18px 110px 18px 110px 16px

Horizontal Grid



Icons

Style



Home



Profile



Search



Locations



Games

Active Icons



Meeple Green
#218C74



Home

UI Elements

Buttons



Link

Link - Tapped/Hover

Link - Disabled

UI Elements

Forms and Dropdowns

First & Last Name

|

Placeholder Text - Complete

First & Last Name

Form Error Message

Form Fields



Checkbox - On



Checkbox - Off

Dropdown ▲

Option 2 ▲

Option 1

Option 2

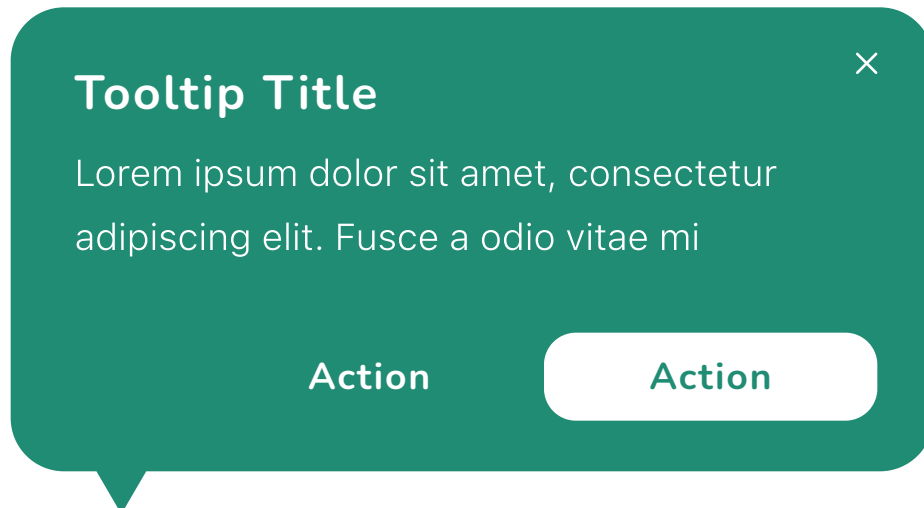
Option 3

Option 4

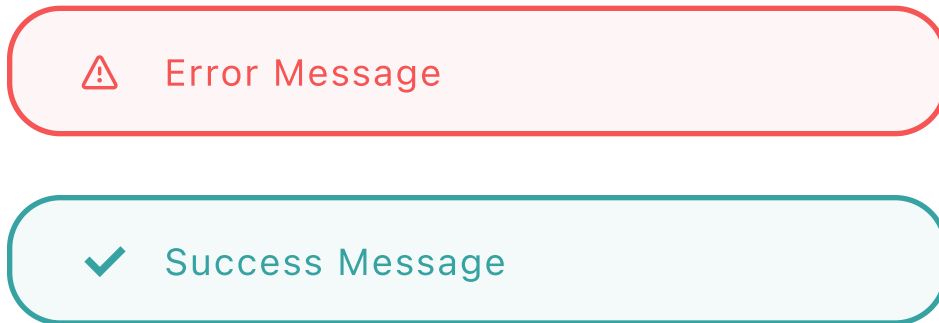
Dropdown

UI Elements

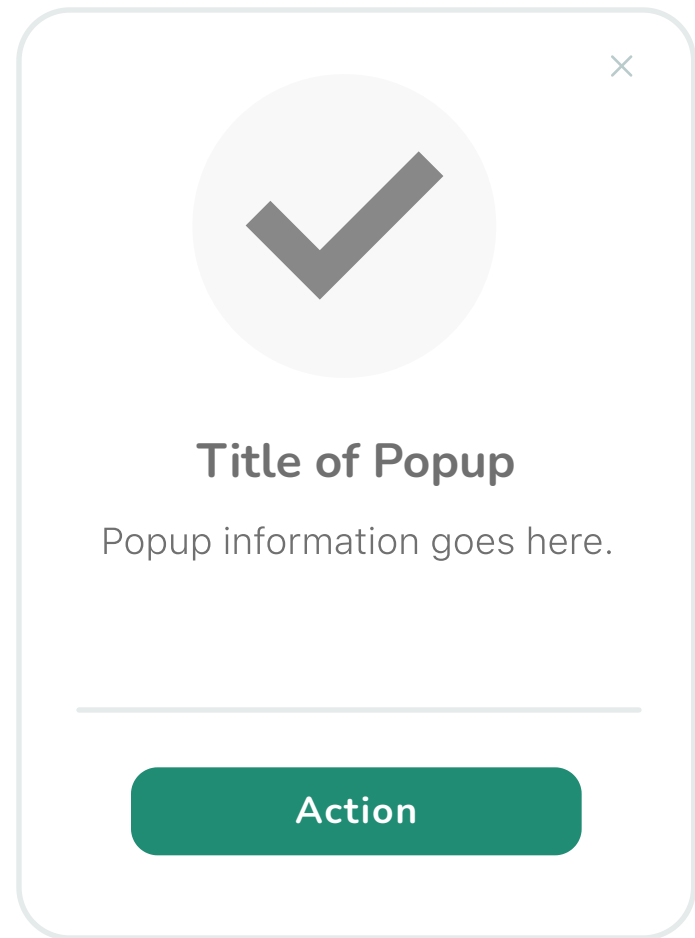
Tooltips and Alerts



Tooltip



Success and Error Messages



Popup Window

UI Elements

Additional Elements



Slider

Item 1 >

Item 2 >

Item 3 >

Item 4 >

Menu

Tab 1

Active Tab

Tab 3

Tabs

Tag 1

Tag 2

Tags

Imagery

Graphics



Example Onboarding Image

Board Game Photos



Box Art



Gameplay