

# funSationa!



## **Brand Identity Guide v 1.0**

Revised 8/3/11

# The Funsational Brand

Funsational is the world's most prolific party game developer on the planet. Starting with one game, Funsational has grown to over 500 games; over 300,000 customers; and over 10 million games sold in over 100 countries. We have built a reputation for quality games and outstanding customer service – and yet we still keep you in mind when we create and design new product...not bad for an ensemble of dreamers.

We dream, we design, we create, we illustrate...but we do more than build the world's best party games, we deliver personalized fun to our customers, employees and vendors. We're busy recapturing the essence of fun and laughter as we develop the highest quality personalized printable and shippable games the world has ever seen.

Funsational approaches party games with a perfectionist attitude. We know there are other "Do-it-Yourself" products out there, but you wouldn't settle for anything less than hip, professional and distinctive games...and neither would we!

This document is an overview of our guidelines, illustrating how to apply the visual components of our brand. It includes directions on how to use our logo, colors, typefaces and imagery.

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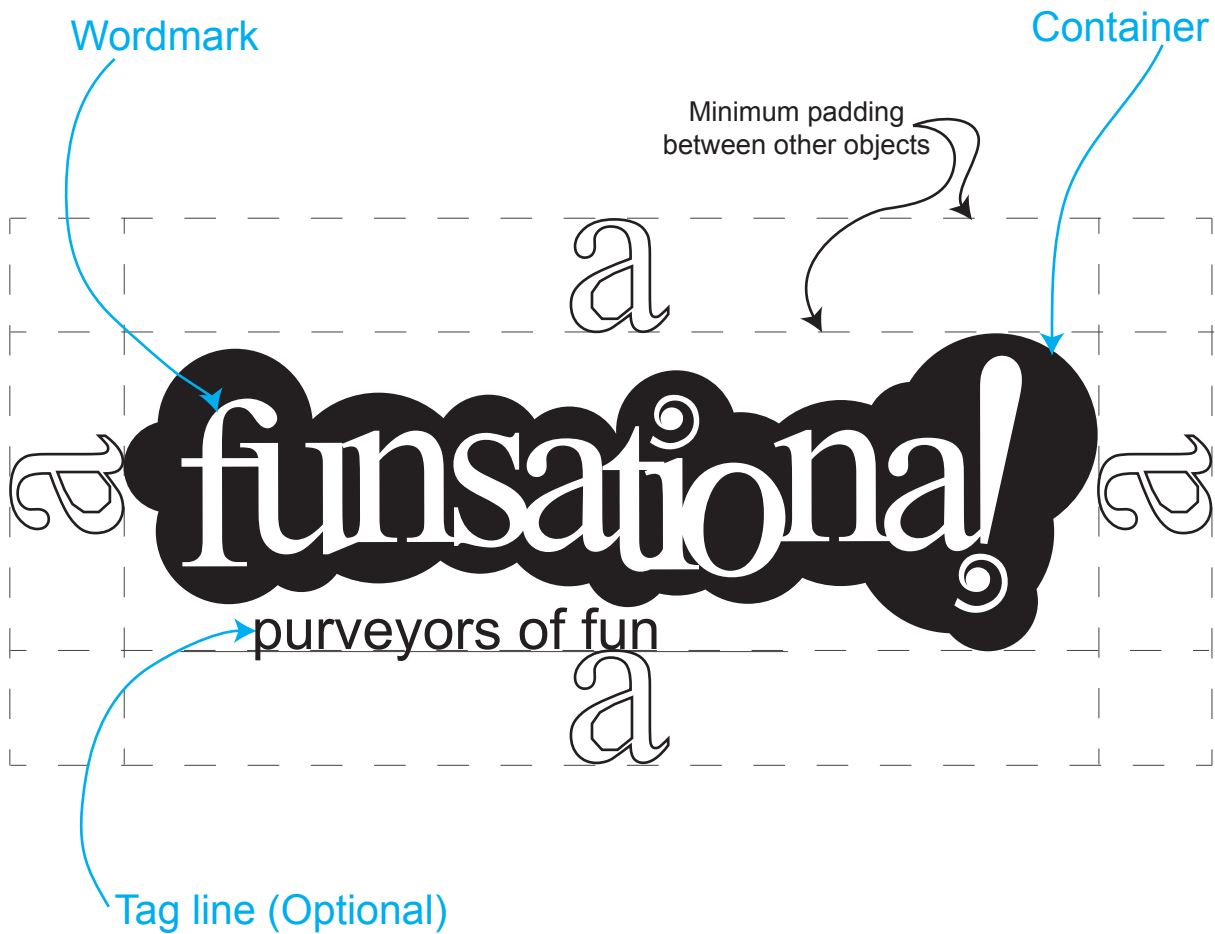
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# Logo Elements & Dimensions

Below are the elements, dimensions and general guidelines for using the Funsational Logo:

- ⦿ When re-sizing logo - keep all elements grouped and scale proportionately
- ⦿ Do not add, remove or alter any elements of the logo lockup
- ⦿ Logo should be legible when re-sized
- ⦿ Padding between objects should always be the same height as the letter “a” in our logo
- ⦿ Tag lines are optional, if used font should always be in Arial



## Logo Options

Preferred Color Logo



Black & White Logo



Reversed Out Logo



Text Only - no container



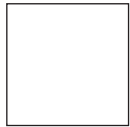
## Logo Colors

The primary logo colors listed need to appear on the logo with the exception of black if full colors are used. Below are a couple general guidelines to follow when using our full color logo

- Do not apply a thick outline to the mark or tag line
- Make sure that the container and background it is on are contrasting enough to allow the logo to stand out



### Primary Logo Color Palette:



#### Spot Color

White

#### CMYK Color

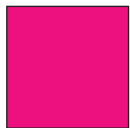
C 0 M 0 Y 0 K 0

#### Hex Code

#FFFFFF

#### RGB

R 255 G 255 B 255



#### Spot Color

Pantone Process  
Magenta U

#### CMYK Color

C 0 M 49 Y 13 K 0

#### Hex Code

#ED0E7E

#### RGB

R 237 G 14 B 126



#### Spot Color

Black

#### CMYK Color

C 0 M 0 Y 0 K 100

#### Hex Code

#000000

#### RGB

R 0 G 0 B 0

## Imagery & Illustration

The Funsational brand has been designed to use both photographic style imagery as well as illustrative style imagery. Similar to the color rules, the brand has been designed to be an open palette and sets only basic rules. Below are the basic guidelines and some examples:

- 🕒 Photography can be both “scene” based as well as cutout “display” based
- 🕒 Keep all imagery FUN, positive and inspiring!
- 🕒 Make sure imagery reflects the color palette it is being used in
- 🕒 Keep all scenes natural - Try to refrain from using cheesy “posed” scenes
- 🕒 Do not use tacky business imagery or clip art style illustrations

### Good choice of imagery



### Bad choice of imagery



# Typography

**New Romantics font** - Is a vital part in creating our Funsational Logo. It's playful, fun and memorable look has made it easy for consumers to identify us as Funsational. The look and feel of the font brings out more of a fun personality and associates us with entertainment.

**Georgia font** - Is an easy to read serif font which functions for headlines. Having a more readable font paired with our New Romantics gives it more of a smooth transition in hierarchy of fonts.

**Arial font** - Chosen as our main body font. This sans serif font is one of the most common fonts used online. Since we are an e-commerce business, it's appropriate to have Arial for the body text as well as any supporting taglines our ads may contain.

## New Romantics

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

Only used for Branding Logo

## Georgia (Bold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

Only used for headlines

## Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

Used for body text











# Brand Colors

Colors of the Funsational brand are very flexible in the sense that most colors can be created based off of themes and seasons. Listed below are default primary colors that should be used if there are no holidays or occasions being promoted. In order to create a fun palette that shows personality, the secondary color palette has an infinite color palette.

Unlike other color palettes that can be very limited and restricting, you may choose any color that best reflects the mood of the seasonality, or complements the theme while portraying a clear message. The only restriction that is required is that the logo should stand out if paired with any secondary color scheme.

## Primary Default Color Palette:

	<b>Spot Color</b> Pantone Process Magenta U	<b>CMYK Color</b> C 0 M 49 Y 13 K 0	<b>Hex Code</b> #ED0E7E	<b>RGB</b> R 237 G 14 B 126
	<b>Spot Color</b> Pantone Process Cyan U	<b>CMYK Color</b> C 70 M 15 Y 0 K 0	<b>Hex Code</b> #27AAE1	<b>RGB</b> R 39 G 170 B 225
	<b>Spot Color</b> Pantone 877 U	<b>CMYK Color</b> C 0 M 0 Y 0 K 40	<b>Hex Code</b> #A7A9AC	<b>RGB</b> R 167 G 169 B 172
	<b>Spot Color</b> Pantone Process Black	<b>CMYK Color</b> C 0 M 0 Y 0 K 100	<b>Hex Code</b> #000000	<b>RGB</b> R 0 G 0 B 0
	<b>Spot Color</b> Pantone 375 U	<b>CMYK Color</b> C 1 M 60 Y 100 K 0	<b>Hex Code</b> #F28121	<b>RGB</b> R 242 G 129 B 33
	<b>Spot Color</b> Pantone 102 U	<b>CMYK Color</b> C 3 M 0 Y 88 K 0	<b>Hex Code</b> #FEEF37	<b>RGB</b> R 254 G 239 B 55
	<b>Spot Color</b> Pantone 375 U	<b>CMYK Color</b> C 41 M 0 Y 98 K 0	<b>Hex Code</b> #A3CE3C	<b>RGB</b> R 163 G 206 B 60
	<b>Spot Color</b> Pantone 513 U	<b>CMYK Color</b> C 42 M 77 Y 0 K 0	<b>Hex Code</b> #9D59A4	<b>RGB</b> R 157 G 89 B 164

# Copy & Tone

## Benefit-driven copy and content

All copy must be concise and benefit-driven. This type of copy helps sell ideas and build reader confidence in the Funsational products. Readers expect useful content — information on the benefits and value that can strengthen their experience within our website. Copy should take a forceful but never condescending tone, use simple direct sentences, and avoid acronyms, jargon, overwritten prose or ‘fluff’. Ultimately, copy should demonstrate that we understand the reader’s needs and that we deliver fun and entertaining games.

## Use titles, headlines, and subheads to communicate benefits

Copy should be ‘scannable’— thoughtfully structured with informative, to-the-point headlines and subheads. Use frequent subheads to visually break up copy and help readers find the information they’re looking for. Headings and subheads should be used to communicate the main benefits points. Ideally, the reader should be inspired to action by reading the subheads alone.

## Top tips for writing in the brand voice

- ☉ Be lively, stimulating and relevant
- ☉ Avoid 'corporate speak', acronyms and jargon
- ☉ Be accurate, consistent, clear and concise
- ☉ Speak to the reader as an equal, in a personal way, without being over familiar
- ☉ Use the language the customer uses, without being sloppy or resorting to slang
- ☉ Use the active rather than passive voice as it is more dynamic and engaging
- ☉ Use present tense whenever possible

## Typography

All typography must stay within the style guide parameters found on page 5

## Corporate name

Our organization name should be written as Funsational, Inc. Avoid using the acronyms

### Correct use

Funsational, Inc.  
Funsational.com  
Funsational  
funsational

### Incorrect use

Funsational Shoppe  
The Funsational Shoppe  
The Funsational shoppe  
Funsational inc

## Copy & Tone (cont.)

### Product Copy Descriptors

Fun	Reliable	Dependable	Relevant
Value	Life saver	Economical	Hip
Fast	Entertaining	Quality	Trendy
Last minute	Unexpected	Prideful	Festive
Inexpensive	Flexible	Complimentary	Consistent

### Company Description

Funsational, Inc. is a developer/creator of occasion based party games and entertainment products. Funsational has sold over 10 million party games in over 103 countries. Thousands of customers praise Funsational's ability to deliver beautifully created, unique party games that bring laughter and joy to the world's households, businesses and classrooms. These customers know that good games make a party and doing it themselves is a time-consuming pain which can sometimes take down a perfectly good gathering. Party games from Funsational run the gamut, from office team-building to baby showers, weddings showers holiday parties and more. The company is continually working to provide fun new games and new ideas to enhance every party or gathering.

## Brand Mascot

As a company focused on having fun and creating entertaining party games for our customers, we find it fitting to have a mascot who represents not only our company, but also our customers.

Meet Mona - the Funsational brand mascot.

Mona is intended to represent our general demographic of customers - female, a party hostess, fun, energetic, happy, full of life, and ready to go out and have a good time. She serves the purpose of not only being a friendly face to our customers, but also giving our customers an overall feeling that we are welcoming and not so different from them.

Mona is adaptive - like our customers. She keeps up with the latest party-planning trends, she always knows the upcoming holidays, and she's got great advice for how to celebrate that special occasion. This means that although the look of Mona needs to remain constant - certain elements of Mona can be modified. For instance, her outfit may change based on the season - however her general attire will always be her blue jeans, pink shirt with the Funsational swirl, and purple pumps. She can move her body or change her stance or gestures to represent her current feeling or emotion.

Mona can "talk" to our customers. By giving Mona a voice via talk bubbles or animated with a friendly, upbeat voice, she can relay a message to our customers in a way that is not as forceful as typical advertising.

Mona is intended to be used throughout Funsational branding. She is the face of our Facebook "Game Dames", she is the prime source for advice on our website, she is a familiar face to our newsletter subscribers, and she also appears within our blog. Mona can also be used in merchandising, sales promotions, signage, packaging, and advertisements.



# Brand History

July-11	Funsational Inc. rebrands all product lines underneath the Funsational name. Re-launches Funsational.com as the new corporate and retail home site
June-11	Funsational Inc. launches new re-engineered version of FunsationalShoppe Brand retail products.
April-11	30 new games released for PrintableGamesAtoZ.com included Decade & retro, Summer Games, Mother's Day, Father's Day and Family reunions.
March-11	Beau-coup.com adds additional Bridal Shower FunsationalShoppe Brand retail games to their site
February-11	Funsational Inc. embraces Open Source Development, begins contributions to the Symfony 2.0 Project
January-11	Funsational Inc. Merges printable games into one Brand of products called PrintableGamesAtoZ.com
December-10	Funsational Inc. launches new upgrades of all websites with Cross-site Navigation and shopping cart capabilities.
September-10	PartyPail Inc. signs on to add Over-the-Hill Birthday FunsationalShoppe Brand retail games to their 50thBirthdayParty.com site.
July-10	FavorFavorBaby.com adds Baby Shower FunsationalShoppe Brand retail games
May-10	Beau-coup.com signs on to carry Baby Shower FunsationalShoppe Brand retail games
February-10	Official Launch of FunsationalShoppe.com & New Retail Products
December-09	FunsationalShoppe.com Beta launched
July-09	Funsational.com inks new deal on larger building to support growth & moves to Cloud Computing with Hosting.com
May-09	InstantWeddingToasts.com 3.0 released
February-09	Funsational.com integrates agile development process into its work flow
January-09	Company Changes Name to Funsational, Inc.
December-08	BridalShowerGamesAtoZ.com 3.0 released
October-08	EasterGamesAtoZ.com 2.0, ValentinesGamesAtoZ.com 2.0 & HalloweenGamesAtoZ.com 2.0 released
September-08	ChristmasGamesAtoZ.com 2.0 released
August-08	BabyshowerGamesAtoZ.com 3.0 released

## Brand History (cont.)

April-08	BirthdayGamesAtoZ.com 2.0 released
June-07	BirthdayGamesAtoZ.com - added to company profile
January-07	ValentinesGamesAtoZ.com - added to company profile
November-06	Company moves into larger facility for growth – 2006 was a big year for Creative Spark Media. New digs, more employees and more revenue!
March-06	EasterGamesAtoZ.com - added to company profile
September-05	HalloweenGamesAtoZ.com - added to company profile
March-05	Company relocates to Spokane Washington from Arizona – big step for Creative Spark Media. New hires and new infrastructure
November-04	ChristmasGamesAtoZ.com - added to company profile
January-04	BridalShowerGamesAtoZ.com - added to company profile –Creative Spark Media continues to add more websites to its portfolio
February-02	InstantWeddingToasts.com - added to company profile and with much anticipation the Wall Street Journal writes an article about Creative Spark Media and the press flood comes pouring in.
September-01	BabyShowerGamesAtoZ.com re-design goes live
April-01	First website launches: BabyShowerGamesAtoZ.com

# Core Values

Our values define us. They give us perspective. They make sure we never lose focus on what has made Funsational, Inc. a great place to build a career. The fact is, the Funsational Way is the only way we do things.

- 🕒 **Customer and Market Focus** - Our first objective at Funsational is the total satisfaction of our customer. Our second objective is to ensure we are better than our direct competitors in everything we do.
- 🕒 **Integrity and Respect** - The foundation of acting with integrity is accountability for our actions and respect for every person's dignity.
- 🕒 **Spirit** - We strive to work with energy, enthusiasm and passion, taking pride in our work.
- 🕒 **Collaboration** - We value collaboration for the overall success of Funsational more than individual accomplishment.
- 🕒 **People Development** - We differentiate Funsational, Inc. by attracting and developing top caliber people and setting an example for others by constantly developing ourselves.

## Our Culture Reflects Our Values

The Funsational Way has created a truly unique culture. It's fast-paced. Continuously changing. And focused 100% on the people who bring it to life. How would we describe our culture? A few things come to mind.

- 🕒 **Value-Driven** - Everything we do comes back to our values. They're real. They're important. And they impact the entire company.
- 🕒 **Results-Oriented** - We set the bar high and we give our people the support they need to meet and exceed expectation.
- 🕒 **Work Hard. Play Hard.** - Having fun is just part of the job. Whether it's a company outing or a company-sponsored sports team, we never take ourselves too seriously.
- 🕒 **Empowerment** - No micromanagement here. We allow our employees to make decisions that matter. We want you to take on as much responsibility as you can handle. And when you're ready for more, we're always ready to make it happen.
- 🕒 **Life Balance** - Although business growth and customer service needs are going through the roof, we understand and respect the fact that you have a life outside of work. That could include taking off during the day if there are needs at home or making sure you're in the audience for your kid's big debut in a school play. We understand. We have families too.

As rapidly as things are changing, we will always remain true to the values that have made us successful.



## About Us

- 🌀 Brand History
- 🌀 Core Values
- 🌀 Mission & Vision Statement





## Design Identity

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- 🌀 Brand Mascot
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- 🌀 Copy & Tone



## Contact Us

 [Contact Us](#)

# Vision & Mission Statement

## **Vision Statement**

The vision for Funsational is to make old ideas new again by using technology to create fun, interactive entertainment.

## **Mission Statement**

In order to realize our Vision, our Mission must be to exceed the expectations of our customers, we will accomplish this by committing to our shared values and by achieving the highest levels of customer satisfaction, with extraordinary emphasis on the creation of value. In this way we will ensure that our profit, quality and growth goals are met.

## Contact Us

For further information or to obtain artwork, please contact:

**Funsational, Inc.**

11917 E. Broadway Ave.,  
Suite 201  
Spokane Valley, WA 99206

Telephone: (888) 722-0306  
Local (Spokane, WA): (509) 931-1121  
Web site: [www.funsational.com](http://www.funsational.com)

If you would like to contact someone directly, please contact:

**Richard Pieczonka - Big Boss Man aka CEO**

Telephone: (509) 931-1121 ext. 101  
Email: [rick@funsational.com](mailto:rick@funsational.com)

**Lindsay McCart - Brand Enforcement Agent**





Telephone: (509) 931-1121 ext. 112  
Email: [lindsay@funsational.com](mailto:lindsay@funsational.com)



## Brand Colors (cont.)

With every primary default color there are tints and shades associated with a specific color. The colors listed below are the list of colors you may also use when branding out your medium.

### Tint Color Palette:

	<b>Spot Color</b> Pantone 813 U	<b>CMYK Color</b> C 0 M 78 Y 8 K 0	<b>Hex Code</b> #F06098	<b>RGB</b> R 240 G 96 B 152
	<b>Spot Color</b> Pantone 297 U	<b>CMYK Color</b> C 52 M 4 Y 0 K 0	<b>Hex Code</b> #6BC6F0	<b>RGB</b> R 107 G 1198 B 240
	<b>Spot Color</b> Pantone Cool Gray 2 U	<b>CMYK Color</b> C 0 M 0 Y 0 K 10	<b>Hex Code</b> #E7E8E9	<b>RGB</b> R 231 G 232 B 233
	<b>Spot Color</b> Pantone 7540 U	<b>CMYK Color</b> C 0 M 0 Y 0 K 80	<b>Hex Code</b> #58595B	<b>RGB</b> R 88 G 89 B 91
	<b>Spot Color</b> Pantone 715 U	<b>CMYK Color</b> C 1 M 44 Y 74 K 0	<b>Hex Code</b> #F69F56	<b>RGB</b> R 246 G 159 B 86
	<b>Spot Color</b> Pantone 803 U	<b>CMYK Color</b> C 3 M 0 Y 67 K 0	<b>Hex Code</b> #FDF276	<b>RGB</b> R 253 G 242 B 118
	<b>Spot Color</b> Pantone 367 U	<b>CMYK Color</b> C 32 M 0 Y 75 K 0	<b>Hex Code</b> #B7D66B	<b>RGB</b> R 183 G 214 B 107
	<b>Spot Color</b> Pantone 258 U	<b>CMYK Color</b> C 31 M 57 Y 0 K 0	<b>Hex Code</b> #B07EB7	<b>RGB</b> R 176 G 126 B 183

### Shade Color Palette:

	<b>Spot Color</b> Pantone Rubine Red U	<b>CMYK Color</b> C 2 M 100 Y 15 K 8	<b>Hex Code</b> #D60373	<b>RGB</b> R 214 G 3 B 115
	<b>Spot Color</b> Pantone 2925 U	<b>CMYK Color</b> C 100 M 22 Y 0 K 0	<b>Hex Code</b> #0093D8	<b>RGB</b> R 0 G 147 B 216
	<b>Spot Color</b> Pantone Cool Gray 10 U	<b>CMYK Color</b> C 0 M 0 Y 0 K 55	<b>Hex Code</b> #8A8C8E	<b>RGB</b> R 138 G 140 B 142
	<b>Spot Color</b> Pantone 166 U	<b>CMYK Color</b> C 0 M 66 Y 95 K 0	<b>Hex Code</b> #F47729	<b>RGB</b> R 244 G 119 B 41
	<b>Spot Color</b> Pantone 108 U	<b>CMYK Color</b> C 3 M 2 Y 100 K 0	<b>Hex Code</b> #FDE900	<b>RGB</b> R 253 G 233 B 0
	<b>Spot Color</b> Pantone 369 U	<b>CMYK Color</b> C 52 M 0 Y 98 K 4	<b>Hex Code</b> #81BD40	<b>RGB</b> R 129 G 189 B 64
	<b>Spot Color</b> Pantone 2593 U	<b>CMYK Color</b> C 57 M 83 Y 0 K 0	<b>Hex Code</b> #834C9E	<b>RGB</b> R 131 G 76 B 158