ALIENWARE

Digital Guidelines Document

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Voice

Alienware's brand is a direct reflection of our audience: forward-thinking, inspiring, and inclusive, opting for something unexpected in a sea of sameness. Never arrogant or condescending. It's aspirational and confident tone speaks to the customers idealized vision of themselves owning Alienware products. While the brand does not desire to lose its edge and snark entirely, those elements should not be used without strong consideration for what perceptions it may create.

Layout

To achieve the look of Alienware spacing and symmetry is crucial. Space between type and objects is desired but not always required. Type should be laid out so the design feels "airy", which can be done with proper line and letter spacing.

Logo

The Alienware logo has been updated to match the more refind look achieved elsewhere in the brand. The "A" in the wordmark should be used as a spacing guide. The logo should never be smaller than 75 pixels. The logo should always be placed on a contrasting background, to avoid any kind of busyness or color "vibration". Previous or modified versions should never be used.

The Alienware logo has alternate usages, such as a standalone of the wordmark, the head stand-alone, and a version where the head is placed below the wordmark that should be used sparingly. These versions should only be used when the primary logos cannot be.
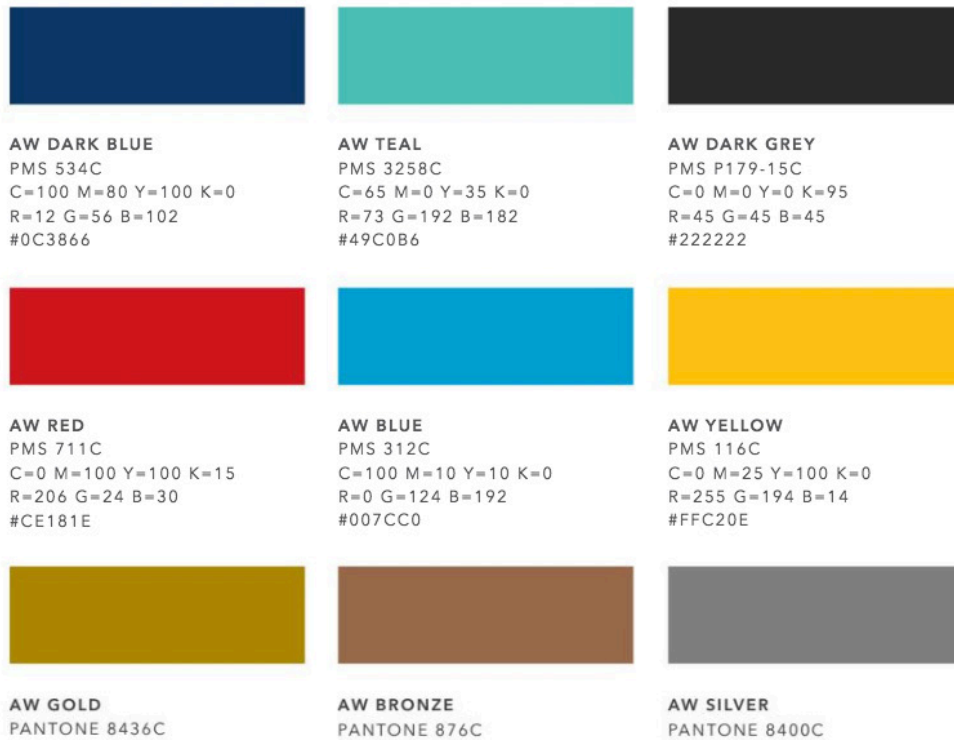
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Color

There are six main color's in Alienare's color pallette not including white. Alienware's desings should be monocromatic, though there may be exceptions. Tints of color are allowed as long as the integrity of the color is maintained to do this increase the white value of each color to make lighter shades. Dark grey should also be treated as the brands black. Tints of colors should primarily be used in designs like advertisements ect. When designing for web use Icons and other UI elements should be monochromatic.

The Alienware logo has alternate usages, such as a standalone of the wordmark, the head standalone, and a version where the head is placed below the wordmark that should be used sparingly. These versions should only be used when the primary logos cannot be.

AW DARK BLUE
PMS 534C
C=100 M=80 Y=100 K=0
R=12 G=56 B=102
#0C3866

AW TEAL
PMS 3258C
C=65 M=0 Y=35 K=0
R=73 G=192 B=182
#49C0B6

AW DARK GREY
PMS P179-15C
C=0 M=0 Y=0 K=95
R=45 G=45 B=45
#222222

AW RED
PMS 711C
C=0 M=100 Y=100 K=15
R=206 G=24 B=30
#CE181E

AW BLUE
PMS 312C
C=100 M=10 Y=10 K=0
R=0 G=124 B=192
#007CC0

AW YELLOW
PMS 116C
C=0 M=25 Y=100 K=0
R=255 G=194 B=14
#FFC20E

AW GOLD
PANTONE 8436C

AW BRONZE
PANTONE 876C

AW SILVER
PANTONE 8400C

Type

Kerning, leading, and tracking will play a important role in achieving a spacious type look that the brand desires. Headlines should have a tracking of 100 or more, and body copy should be set at no less than 0 and not higher than 25. For web use when the brand's primary font Avenir Next is not available Open Sans should be used. Similar spacing should be used when designing for web, but we understand sometimes that can be difficult to accomplish. Heavier weights of the type shouldn't be used sparingly most often in headings, or stand alone words. Italics should be used very carefully when designing digitally for the brand. When incorporating heavier weights of fonts always be careful that they do not overtake the design.

Example of Primary Font

Aviner Next

Here is an example of Aviner Next Ultra Light.

Here is an example of Aviner Next Ultra Light Italic.

Here is an example of Aviner Next Regular.

Here is an example of Aviner Next Italic.

Here is an example of Aviner Next Medium.

Here is an example of Aviner Next Medium Italic.

Here is an example of Aviner Next Demi Bold.

Here is an example of Aviner Next Bold.

Here is an example of Aviner Next Heavy.

When desinging for web paste this code into your CSS document to meet the brand's desired font.

font-family: open-sans, sans-serif;

font-style: normal;

font-weight: 300;

Heading Sizes for web use:

h1: 48px; h2: 40px; h3: 32px; h4: 24px; h5: 20px; h6: 16px;

Iconography

In general Icons and vectors should be relatively simple and clean. Icons should be kept mono-chromatic to fit in with our digital designs. When designing icons for our brand they should be designed uniformly, simple, and they should be line icons designs. Every icon should be designed for both a light background and a dark background. When on a light background icons should be filled in dark grey. When designing on a light background the stroke should be set to white with no fill. We want designers to be creative when designing icons for our brand but they should not be overdone and should fit our icon schemes. Pictured below are good examples of icons designed on a white background.
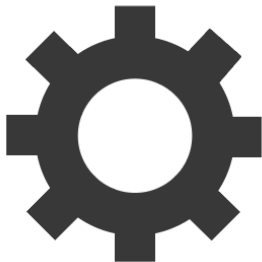
Photography

Alienware products should have photos taken of them at stunning angles with smooth contrast and clean lighting transitions. Products should be shot on white, light grey, or dark grey backgrounds depending on what's needed. Photos should avoid harsh shadows and black backgrounds unless given permission. Exploded view imagery is a calling card of the Alienware brand, and should remain so in a sophisticated manner. Reflections and shadows should be added to all product photography so the product looks like it is sitting on a surface. The exception is to Exploded view imagery which will almost always appear floating.

Photographers are encouraged to be creative and innovative when doing product photography using lighting and focus techniques to bring a dynamic range to the photo. The angles of the products should be visually interesting and dramatic. Standard imagery should be used sparingly, and composite imagery should never be used unless in face-on orientation. In summary any additions to Alienware photography should be treated with care, and done tastefully.

Life Style and Portrait Photography

Gamers are Alienwares primary audience, in the past they have been given a stereotype as bro culture, baggy jeans, and drinking energy drinks and snack foods. After research we have found that to be false, gamers are no longer that stereotype. They're parents, professionals, intellectuals, of all cultures, and socioeconomic status. We want to make sure that our lifestyle and portrait photography that our models identify with our new perception of gamers. This way we identify with the Audience we our trying to sell towards.

The imagery of portrait photography for Alienware can be best described as cinematic. Lifestyle photography should be shot on off-whites and greys never on black. It should also be shot in a clean and minimal way, it should be done with neutral tones. Gold tones are also desired to feature the premiumness of the brand. High contrast photos can be done but need to be done so carefully. Photography should not be similar to Alienwares old brand style.