

A new 'games for learning' initiative - a growing sector for educators, researchers, developers and investors - gets a visual brand identity and online presence.

GAMES +
LEARNING



Games & Learning

Core Purpose

- To be the essential source for scientific and market research, and analysis of the growing interest of educators, developers and investors in games for learning.

Key Stakeholders

- 1. Game Developers
- 2. Investors
- 3. Academics
- 4. GPC/Consort
- 5. 20 Game Center & Partners

Key Services

- News
- Scientific research
- Market research reports

Key Research

- Gameplay
- Learning
- Market
- Investment
- Education
- Technology
- Business
- Policy
- Research
- Analysis
- Development
- Design
- Production
- Distribution
- Marketing
- Support
- Community
- Partnership
- Collaboration
- Integration
- Interoperability
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The logo for Stone Soup Creative features a stylized 'S' composed of two overlapping curved lines, one in a darker red and one in a lighter orange. Below this graphic, the words 'Stone Soup' are written in a bold, sans-serif font, with 'Stone' in dark red and 'Soup' in orange. Underneath 'Stone Soup', the word 'CREATIVE' is written in a smaller, all-caps, grey sans-serif font.

Games and Learning (page 2)

Project: Branding and website design



▲ GAMESANDLEARNING.ORG

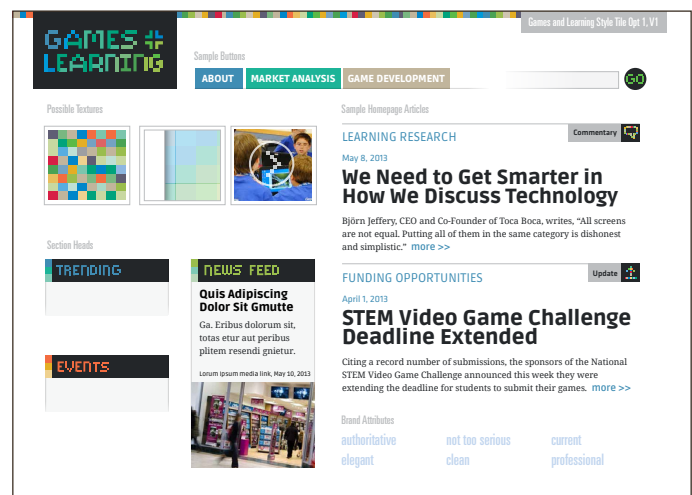
holders (client team, developer, and editorial director) and provided a catalyst for discussions around the preferences and goals of the client.

Once a look & feel was agreed upon, we applied this concept to the front-end page designs and icons used on the website to differentiate each content section type (for ex: Market Analysis, Learning Research, and 'Explainer' pages).

Unique pages highlight "specialty" content – such as a one-page scrolling "Explainer" page – essentially a mini-site within the larger site (<http://www.gamesandlearning.org/2014/01/12/deciphering-common-core/>) devoted to the topic of deciphering Common Core state standards, and another page (<http://www.gamesandlearning.org/2014/06/09/teachers-on-using-games-in-class/#.U53qcvZyK7w.twitter>) illustrating the results of a teacher survey on using games in the classroom. (con't)



▲ 'EXPLAINER' PAGE MINI-SITE



▲ STYLE TILES

Games and Learning (page 3)

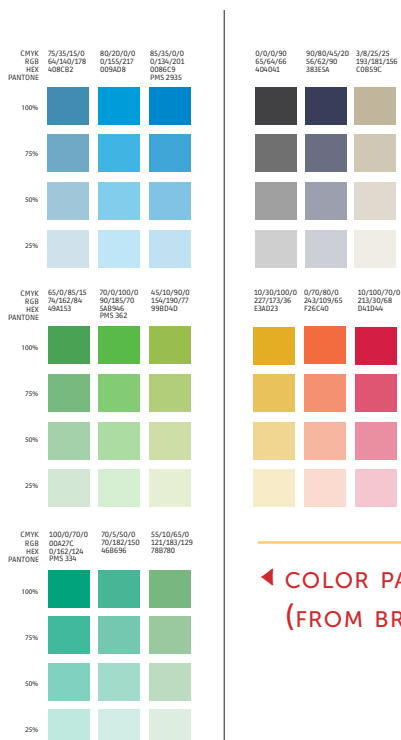
Project: Branding and website design

Results

We worked collaboratively with an editorial and development team over a period of 8 months on the website design.

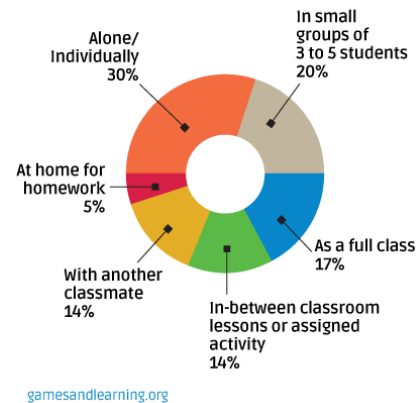
A Brand Standards manual was delivered to the client with logo files, specifications and other graphics so that they can keep the look and feel of the identity consistent. Specific directions regarding the logo, typography, and color palette were included. Accurate implementation of the standards helps build a strong image for Games and Learning so that members of the community will have an easier time recognizing their good work and builds brand loyalty.

The result is a design site that is fresh, professional, fun and authoritative – yet not too academic-looking. For a content-driven, news-based site, the responsive design is especially easy to use and navigate on tablets & mobile devices. ☹

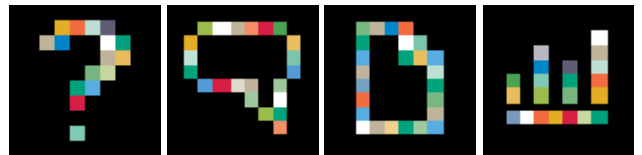


◀ COLOR PALETTE (FROM BRAND GUIDE)

How do you typically have your students use digital games?



▲ SAMPLE SITE INFOGRAPHICS



▲ SECTION CATEGORY ICONS



▲ BRAND GUIDE