

KONGO BOYS (DUDE) BRANDING GUIDE

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WHAT IS DUDE?

How should we be seen?



WE ARE

DEVOTED

COMPETITIVE

ACCEPTING

DRIVEN

THE BEST

STRIVING
FOR
GREATNESS

This is what people should think of anytime they see anything related to our guild. As an extremely raid oriented guild, the main goal of the community is to cultivate a group of people who are dedicated and willing to participate in a number of raids in any given season to try and become the number one guild on the server. That's not to say we aren't fostering a kind community, but just one that is extremely active in regards to the game itself.



DUDE ICONOGRAPHY



WINGS



FIRE



HALO
WITH
ARROWS

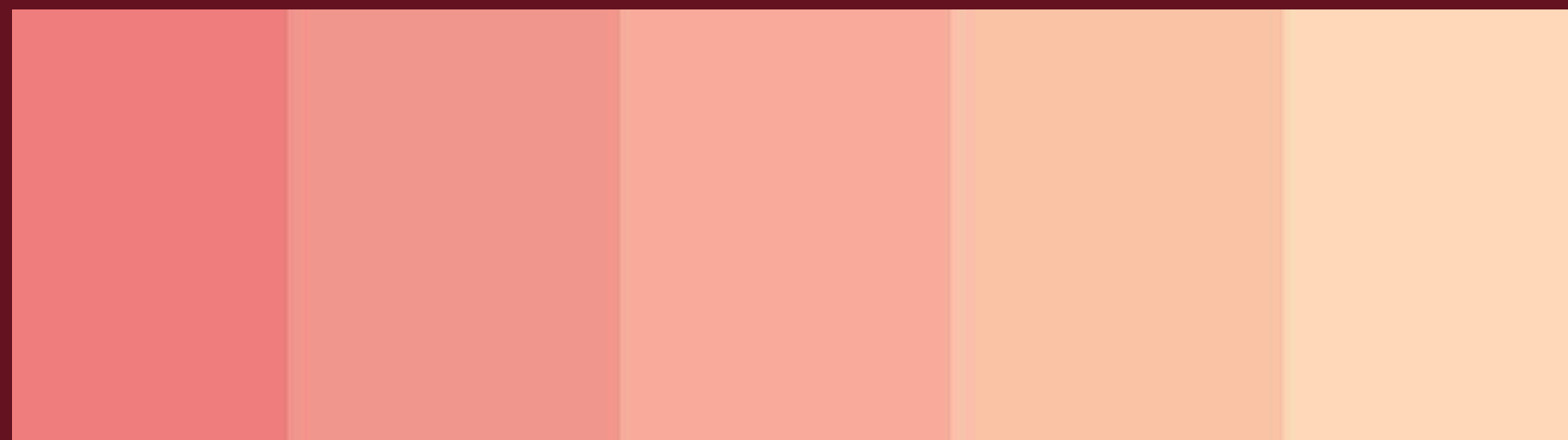


SWORD



DUDE

COLOR PALETTE





ISLANDS AND CLOUDS

We want to show off and tie in all of the hard work people are putting into the guild plot that is public for anyone on the server to see.

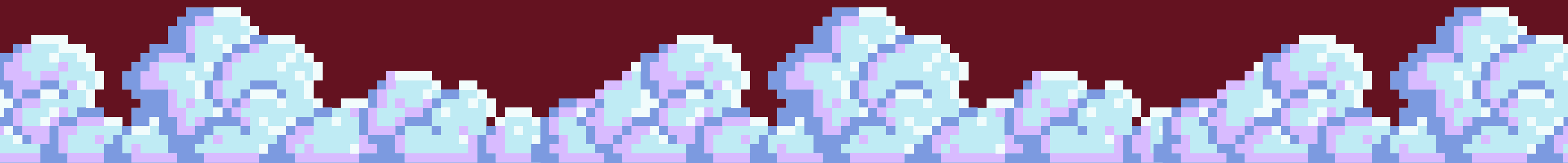
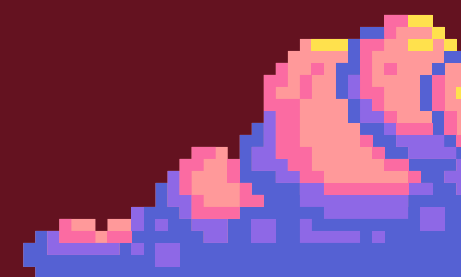
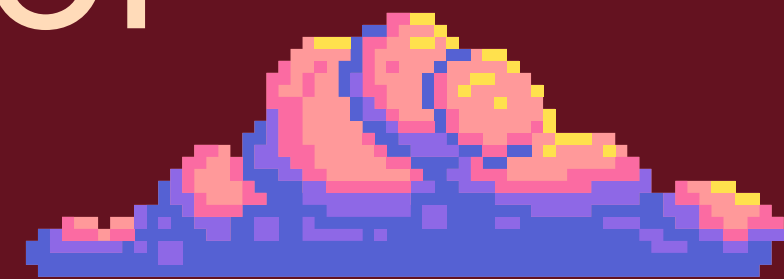
A pixel art background featuring a dark red sky. In the top left, there is a sun with a yellow and orange pixelated face. In the top right, there is a large, fluffy white cloud with a light blue base. In the bottom left, there are bushes with red, green, and white pixels. In the bottom right, there are bushes with green and dark blue pixels. A smaller sun is visible in the top center, and another smaller sun is on the right side of the text.

FONTS TO USE

-ARCADE GAMEA-

-POPPINS-

Future dude media in and out of game should include the aforementioned iconography, as well as the inclusion of the guild values.



SIMPLE EXAMPLE 1



EXAMPLE 1



Sword

Arch & Arrows

Text Font

Color Palette

SIMPLE EXAMPLE 2



KONGO BOYS
(DUDE)



KONGO BOYS
(DUDE)

Island

Arc & Arrows

Color Palette

Text Font

GUILD PLOT BANNER IN USE

KongoBoys [DUDE]

guild-plot



KONGO BOYS
(DUDE)

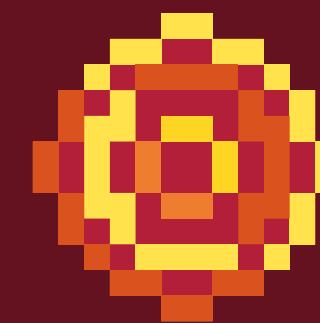
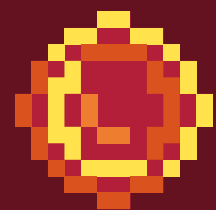
rules-and-application

wynn-announcements

#

Welcome to #guild-plot!

This is the start of the #guild-plot channel.



THANK YOU!

