



## Style Guide

### Brand Manifesto:

Desert Star Co. provides competitive experiences that sparks joy.

### Voice:

Casual, friendly, professional, down-to-earth, honest/straight-forward, and fun

### Colors:



### Typeface:

**CCSignLanguage**  
Regular

**Seravek**  
Regular

### Logo:



DESERT  STAR



DESERT STAR

## Business Card:



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## Target Audience:

Gender: Men & Women; Age: 18-40

Young adults who enjoy adventures, game nights, and staying on trend. Their favorite games are tabletop and social games.

Middle-aged individuals who enjoy sports, the great outdoors, quick fixes, and may be the parents of teenagers. They enjoy throwing game nights with other couples in their neighborhood and look environments that will bring their family together.

Young married couples who appreciate spontaneous date nights, exploring their home town, and looking to make new friends. They hope to build strong friendships as they initiate game nights.