




We, The Roleplayers

Branding proposal by Dylan Grinder



Home Roleplaying Content Community

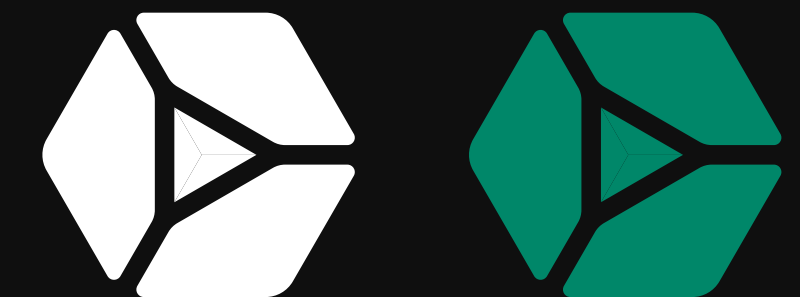
Defining our message

We, The Roleplayers is a **home** for roleplaying streamers, online artists, content creators and general **roleplaying** enthusiasts. We want to connect you to great **content**, other gamers, amazing streams and inspiration for you and your party. Join us as we build the **community** to serve and lift up roleplayers and content creators across the webiverse.



The Icon

The hexagonal profile communicates stability and unity while enclosing a cube to imply the six-sided die. The internal triangle further interprets the silhouette as a twenty-sided die and incorporates the shape of a final, four-sided die while referencing a media play button — a representation of the organization's focus on roleplaying content creation. The corners are rounded to create a soft, organic impression overall.





We, The Roleplayers



We, The Roleplayers



We, The Roleplayers



WeRP



WeRP



WeRP

Logotype

The typeface used for the logo is Romic Standard Extra Bold. Romic Std is an organic serif typeface with broad, open characters. The thick strokes match the visual weight of the icon and the backswept serifs give the logo a sense of momentum.

Romic Std Extra Bold 72

Romic Std Extra Bold 36

Romic Std Extra Bold 24

Romic Std Light 72

Romic Std Light 36

Romic Std Light 24

Signika Negative Light 72

Romic Std Light 36

Romic Std Light 24

Brand Fonts

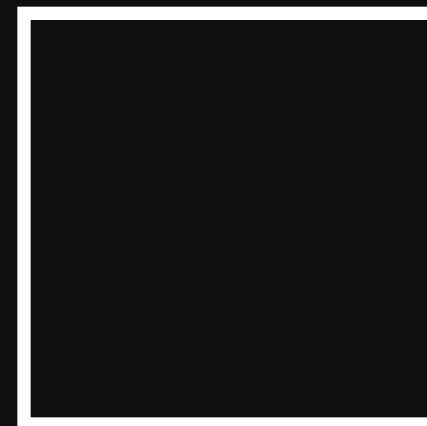
The We, The Roleplayers brand utilizes Romic Standard Light for its headers and Signika Negative Light for body copy. Signika has a personality and set-width similar to Romic without sacrificing readability.



R: 0 G: 135 B: 105
Hex: #008769



R: 0 G: 51 B: 105
Hex: #003369



R: 15 G: 15 B: 15
Hex: #0f0f0f

Color

We, The Roleplayers makes use of warm blue-greens and charcoal grey to create a welcoming, modern aesthetic.