

TANTRUM HOUSE STYLE GUIDE

House

MISSION

Tantrum House is a board game media group intent on pursuing ever improving video, audio, and visual quality standards in the passionate promotion of our hobby because we believe that games have incredible power to connect people and bring them joy.

WHAT WE ARE ALL ABOUT

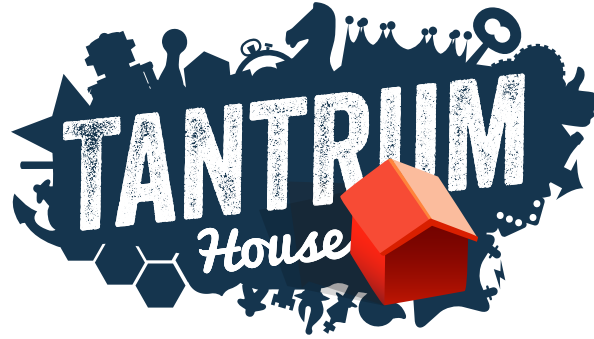
Light-hearted fun
Family friendliness
Not taking ourselves too seriously
Helping other creators
Helping those searching for games
Connecting with people
Having a great time together
Excitement and hype
Being generous
Looking sharp

WHAT WE ARE NOT ALL ABOUT

Controversy
Politics
Adult themes
“Mainstream” games
CCGs

LOGOS

Primary Logo



Wordmark



One-color



SEGMENT MARKS

TANTRUM HOUSE:
BOARDGAME
REVIEW

KICKSTARTER
Conniption TANTRUM HOUSE

TANTRUM *Talks*

Tantrum House
 **QUICKLOOK**

TANTRUM
TOP 

 *The* **INTERNATIONAL**
TANTRUM HOUSE *Intern* 

THE TANTRUM HOUSE
SATURDAY
MORNING
BOARD GAME
SHOW

THE TANTRUM HOUSE:
COMING TO
KICKSTARTER
COUNTDOWN 

The TANTRUM HOUSE:
KICKSTARTER
LAST CALL 

BOARD GAMES LAUNCHING ON
KICKSTARTER
The "BLOK" 

FONTS & COLORS

Primary Face

VENEER STANDARD

Accent Face

Pacifico Bold

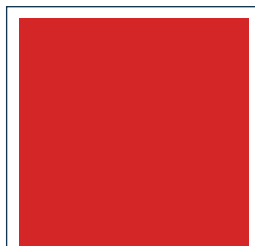
Body Face

Source Sans Light

Colors



Board Blue
95, 75, 45, 40
#15354e



Victory Red
11, 98, 100, 2
#d52215

TANTRUMCON



While the TantrumCon, LLC is a separate business entity from Tantrum House it directly reflects our brand and should be run and organized in a manner that matches the integrity and overall identity of Tantrum House. They share a mutual symbiotic relationship and one should always foster the other.



TANTRUM



House

