

2022 BRAND GUIDELINES

UNTAMED ISLES

First Edition



GUIDELINES OUTLINE

About Untamed Isles
Colour Palette
Typography
Logo Usage
Key Principles

ABOUT UNTAMED ISLES

ON AN ISLE OF UNLIMITED POSSIBILITIES, WHAT PATH WILL YOU CHOOSE?

Launching in 2022, Untamed Isles offers a living world for monster hunters and monster tamers.

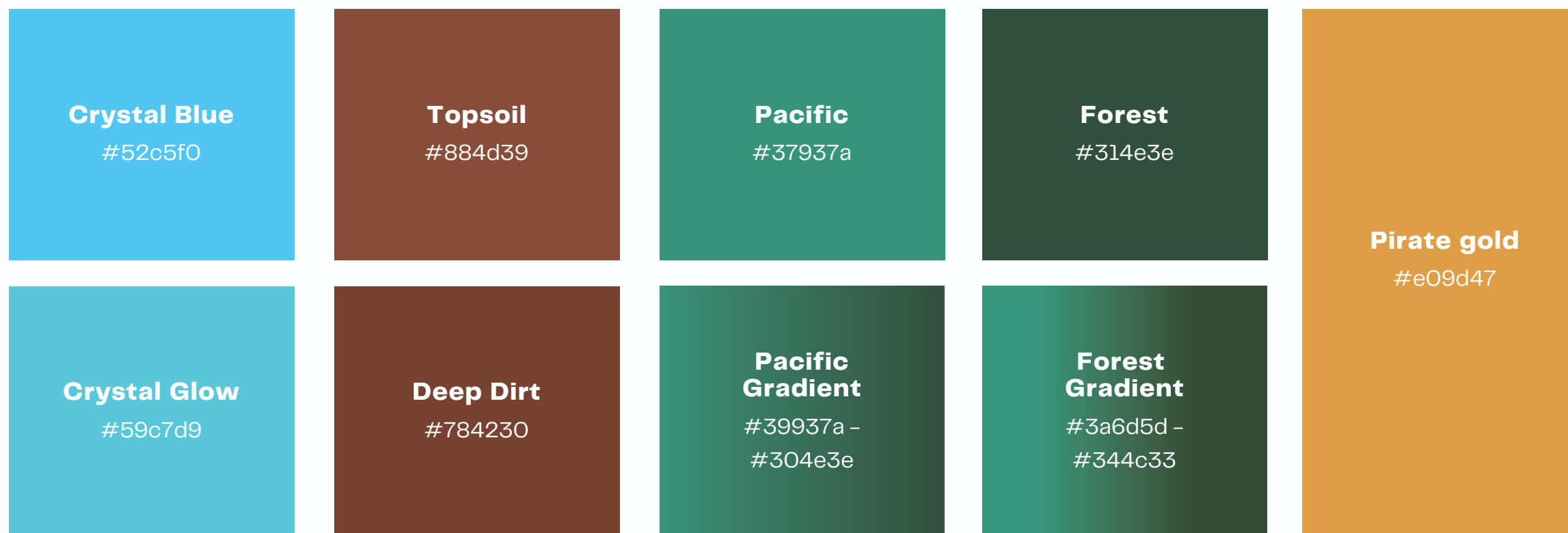
What is your calling on the island? Explore the isles with other pathfinders? Build the perfect tame? Cement your legacy as the ultimate battler? Whatever journey you choose, undertake it with a team of loyal tames.



PRIMARY COLOR PALETTE

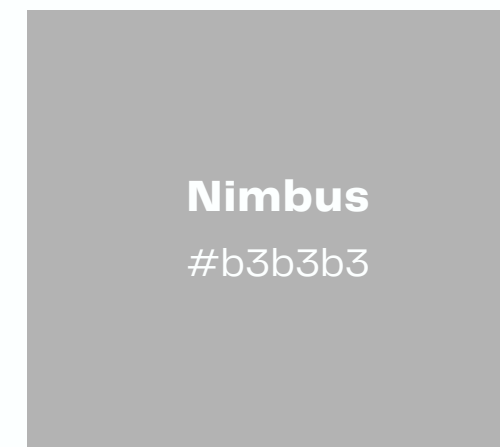
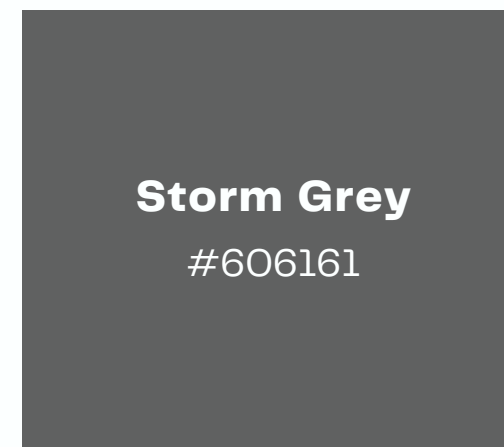
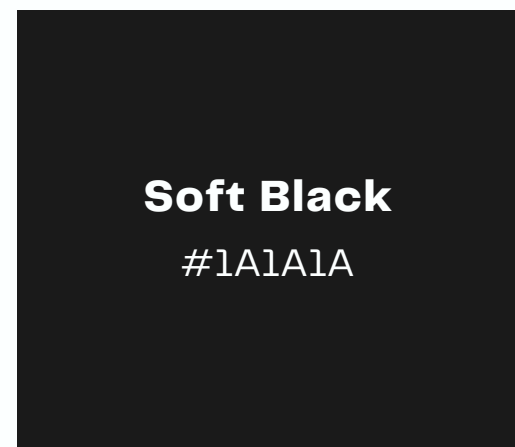
The primary color palette reflects the vibrant and warm colours found on the isles. These colours reflect the natural landscape and hidden treasures nestled around the isles.

To provide depth, gradients can be used sparingly. We have a few preset gradients that use Pacific Green and Forest Green.



MONOCHROMES

The monochrome tones used with the brand are also warm and soft. To add to the softness of the brand, colours are warm and light, avoiding strong contrast.



BRAND TYPOGRAPHY

HEADER FONT

For Headers

For main headings, Untamed Isles uses the logo font Geizer. Due to readability issues, this font should be used sparingly, for short headings and at a large size.

When broken across multiple lines, reduce the line height so letters are almost touching, approx 0.8.

The image shows the letters 'A', 'B', and 'C' in a very bold, black, stylized font. The 'A' has a unique shape with a diagonal bar that is not vertical. The 'B' and 'C' are also thick and blocky. This is the 'Geizer' font mentioned in the text.

BRAND TYPOGRAPHY

MAIN FONT

For Body Text & Sub-Headings

Reminiscent of old posters, Montserrat is our font of choice for sub-headings and body text.

- Subheadings: Montserrat semi-bold, all caps
- Body text: Montserrat Medium

Aa

Montserrat Extra-Light

Montserrat Medium

Montserrat Semi-Bold

**Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0**

THINGS TO CONSIDER



FONT CHOICE

Legibility is key - Montserrat and it's family are the primary fonts to be used.



FONT SPACING

No extra spacing to be used in headings or body. Large paragraphs should be justified.



FONT COLORS

Primarily soft black and shale grey are to be used, or soft white on a dark background. Crystal blue may be used in headings when legible.



FONT SIZE

Geizer headings are always to take precedence on a page in a large size. Montserrat is easy to read and can be reduced to a minimum of 8 pt.



UNTAMED ISLES LOGO

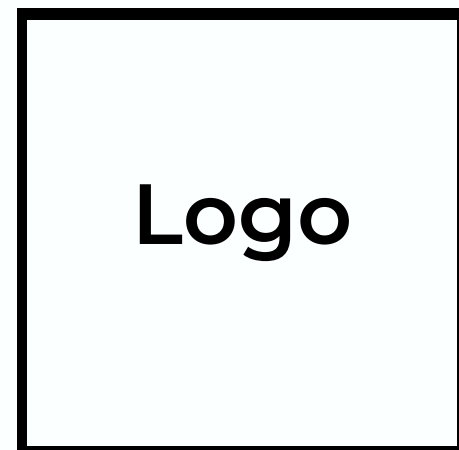


PRIMARY LOGO

Where possible, the vertical full-colour version of the logo should be used.

MARGINS

Margins required are the height of the Untamed text. This is the minimum clear space required.



UNTAMED ISLES LOGO

LOGO - WHAT NOT TO DO



Due to the level of detail on the logo, it shouldn't overlay images with high detail or too much colour. Instead it should overlay dark images or images with plenty of white space.



Do not apply a greyscale to the logo. Instead use one of our black or white versions of the logo. Flat versions are also available.



This one is tricky. Upon exporting, there may sometimes be a version of the logo where the eyes don't glow. Ensure you always use the glowing eyes version of the logo.



Please don't apply a filter or change the colours of the logo

UNTAMED ISLES LOGO

LOGO - VERTICAL BLACK



FLAT

Entirely flat single colour logo. To be used in monochrome documents.



COLOURED

When possible, the black version of the logo with the blue crystal is preferred.



GLOWING

For backgrounds where a glow will be visible, the glowing crystal version of the logo can be used.

UNTAMED ISLES LOGO

LOGO - HORIZONTAL BLACK

The logo 'UNTAMED ISLES' in a bold, black, sans-serif font. The letter 'S' in 'ISLES' has a small black dot in its center.

FLAT

Entirely flat single colour logo. To be used in monochrome documents.

The logo 'UNTAMED ISLES' in a bold, black, sans-serif font. The letter 'S' in 'ISLES' has a small blue crystal icon in its center.

COLOURED

When possible, the black version of the logo with the blue crystal is preferred.

The logo 'UNTAMED ISLES' in a bold, black, sans-serif font. The letter 'S' in 'ISLES' has a small blue crystal icon in its center, which is surrounded by a soft, glowing blue aura.

GLOWING

For backgrounds where a glow will be visible, the glowing crystal version of the logo can be used.

UNTAMED ISLES LOGO

LOGO - VERTICAL WHITE



FLAT

Entirely flat single colour logo. To be used in monochrome documents.



COLOURED

When possible, the black version of the logo with the blue crystal is preferred.



GLOWING

For backgrounds where a glow will be visible, the glowing crystal version of the logo can be used.

UNTAMED ISLES LOGO

LOGO - HORIZONTAAL WHITE

The logo 'UNTAMED ISLES' in a white, bold, sans-serif font. The letter 'S' in 'ISLES' has a small white dot in its center.

FLAT

Entirely flat single colour logo. To be used in monochrome documents.

The logo 'UNTAMED ISLES' in a white, bold, sans-serif font. The letter 'S' in 'ISLES' has a small blue crystal icon in its center.

COLOURED

When possible, the black version of the logo with the blue crystal is preferred.

The logo 'UNTAMED ISLES' in a white, bold, sans-serif font. The letter 'S' in 'ISLES' has a small blue crystal icon in its center, which is surrounded by a soft, glowing blue aura.

GLOWING

For backgrounds where a glow will be visible, the glowing crystal version of the logo can be used.

KEY PRINCIPLES

TAMES COME FIRST

The tames with their ugly-cute, majestic, fierce, and downright adorable appearances are a large part of the appeal of Untamed Isles.

Tames should take priority in collateral, even overlapping text at times.

STORYTELLING STYLE

Honouring the book that preceded this game, and embodying the fantasy genre, large paragraphs should be displayed in a chapter book style.

This may include left-aligned text, justified paragraphs, and small font with large headings.



CONTACT INFORMATION

Questions? Please reach out to our marketing team.

EMAIL ADDRESS

marketing@untamedisles.com

