



# IRE

a prologue

Brand Guide v2.0



TABLE OF CONTENTS

03	GAME NAME
04	TAGLINE
05	TARGET AUDIENCES
06	LOGO
12	LOGO ICON
14	COLOR
16	TYPOGRAPHY
20	GRAPHICS & ACCENTS
26	KEY ART
30	DESIGN SYSTEM EXAMPLES
35	COPY





GAME NAME

The full and official title of the game is

Ire: A Prologue

- Use when officially or formally referring to the game, e.g. in press kit, IGDB submission, Steam store page, etc.
- Do not use "Ire" or "A Prologue" individually when referring to the game in written form.
- Sentence case, with the "I" always capitalized.

Ire can be used in common verbal parlance in lieu of the full game title. Examples include:

- Media interviews
- Internal all-hands presentations
- Conversations between panelists at a conference

Each title in the franchise (internally referred to as "The Ire Chronicles") will be preceded by Ire:

- Ire: A Prologue
- Ire: Chapter 1
- Ire: The Lighthouse

When externally discussing the franchise, we refer to Ire: A Prologue as one of the first entries in the burgeoning Ire chronicles (no external official title yet).

TAGLINE

Primary:

**What if hide and seek was life and death?**

Secondary:

**You Hide, It Seeks**

Tertiary alts:

**Hide and Seek. Life and Death.  
Ready or not**



# TARGET AUDIENCES

## Primary – Players

- + **Solo– Questers:** Solo–questers focus on immersion, rich narratives, relatable characters, & technical polish in fantastical, lore driven worlds
- + **Wanderers:** Wanderers value expansive worlds with good stories & high–quality graphics where they can roam and explore as they please

## Secondary

Opinion leaders/press, investors, influencers

## Tertiary

Employees and potential employees



IRE LOGO



# IRE

FRANCHISE

# IRE

a prologue

PROLOGUE

# IRE

a prologue

# IRE

a prologue

# IRE

a prologue



For spacing, use 1/2 height of the "IRE" part of the logo as a buffer around the logo when placing compositions.

LOGO SPACING





LOGO SPACING

Use 1/2 height of "IRE" as a buffer around other elements to ensure each element has an even amount of breathing room within any given composition.

1/2 height of the IRE logo should be generally used on all 4 sides of a composition as a safe area when possible.





LOGO SPACING

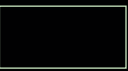
Space between content should use the 1/2 height of "IRE" as a baseline.

The 1/4, 3/4, and full height of "IRE" should be used as a template for balancing compositions with multiple elements.

These are strong guidelines to maintain consistency, but ultimately discretion and best judgment should be used to ensure well-composed assets. To paraphrase Orwell: break the rules before doing anything barbarous.



1/2 HEIGHT OF "IRE"



1/4 HEIGHT OF "IRE"



3/4 HEIGHT OF "IRE"



FULL HEIGHT OF "IRE"



LOGO DON'TS



Use the dark and light greens from our color palette whenever possible. If not, black and white acceptable. Do not re-color in any other way.



Do not twist, stretch, or skew the logo.



Do not alter the proportions of the logo.



Do not obscure the Key Art with the logo.



Do not rotate the logo.



Do not remove "a prologue" from the logo (unless referring to franchise, not game)

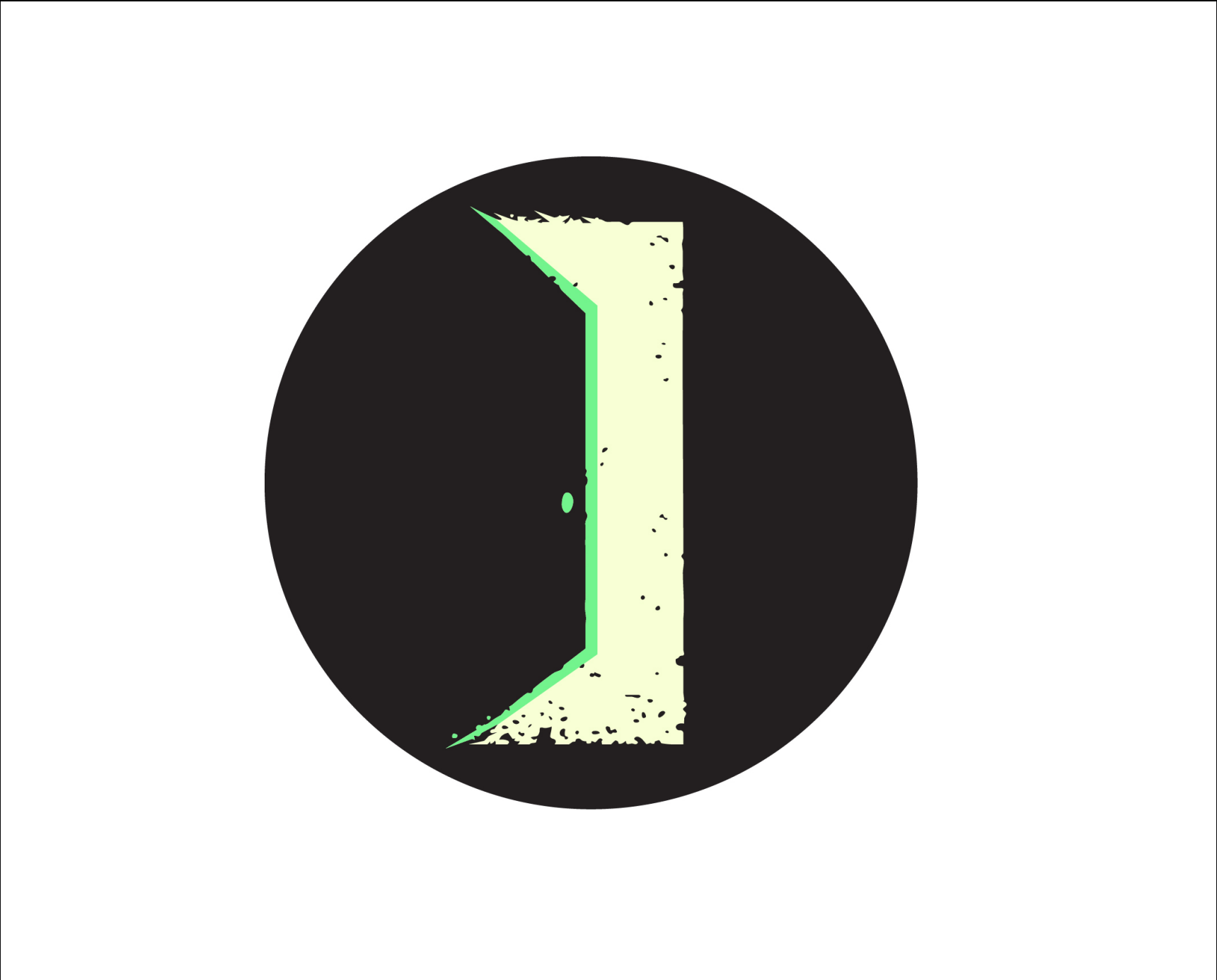


IRE ICON



ICON USAGE

Our logo icon is a slightly modified variation of our logo. The addition of the green highlight helps emphasis the door at smaller scales. Primary use cases for this icon include Social Avatar and merchandise.



- USE CASES:
- + Social Profile Avatar
  - + Merchandise



COLOR



#73F48D  
RGB: 115 / 244 /141  
CMYK: 47 / 0 / 65 / 0

#002B28  
RGB: 0 / 43 / 40  
CMYK: 89 / 58 / 68 / 68

#F7FFD4  
RGB: 247 / 255 / 212  
CMYK: 4 / 0 / 20 / 0

#160A0A  
RGB: 22 / 10 / 10  
CMYK: 75 / 67 / 68 / 90

#C5DC55  
RGB: 197 / 220 / 85  
CMYK: 27 / 0 / 83 / 0

\* Use this only for minor highlights  
and tinges of color



TYPOGRAPHY



JohnDoe and Stevie Sans are the two main typefaces used. The Display typeface, JohnDoe, is to be used primarily in situations where the text is large and legible, where the Header & Body copy typeface Stevie Sans is to be used for large blocks of text, and in situations where the text appears smaller.

DISPLAY HEADLINE  
JohnDoe Bold

THIS IS A HEADLINE

DISPLAY BODY  
JohnDoe Bold

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque viverra libero nibh, eget imperdiet nibh semper eu. Sed odio nunc, aliquet luctus lobortis vel, fermentum vel eros. Sed placerat laoreet sem, non lacinia.

HEADER & SUBHEADER  
Stevie Sans Bold

THIS IS A HEADLINE

BODY COPY  
Stevie Sans Book

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque viverra libero nibh, eget imperdiet nibh semper eu. Sed odio nunc, aliquet luctus lobortis vel, fermentum vel eros. Sed placerat laoreet sem, non lacinia.



## NARRATIVE TYPE TREATMENT

Handwritten text should use Adobe Handwriting Tiffany. This typeface should be used sparingly for specific assets for storytelling and thematic purposes.

HEADLINE  
Adobe Handwriting Tiffany  
(ALL CAPS)

THIS IS A HEADLINE

BODY  
Adobe Handwriting Tiffany

*Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque viverra libero nibh, eget imperdiet nibh semper eu. Sed odio nunc, aliquet luctus lobortis vel, fermentum vel eros. Sed placerat laoreet sem.*



TYPE COLOR

DISPLAY HEADLINE  
# 73F48D

THIS IS A HEADLINE

BODY COPY  
# F7FFD4

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque viverra libero nibh, eget imperdiet nibh semper eu. Sed odio nunc, aliquet luctus lobortis placerat laoreet sem, non lacinia.

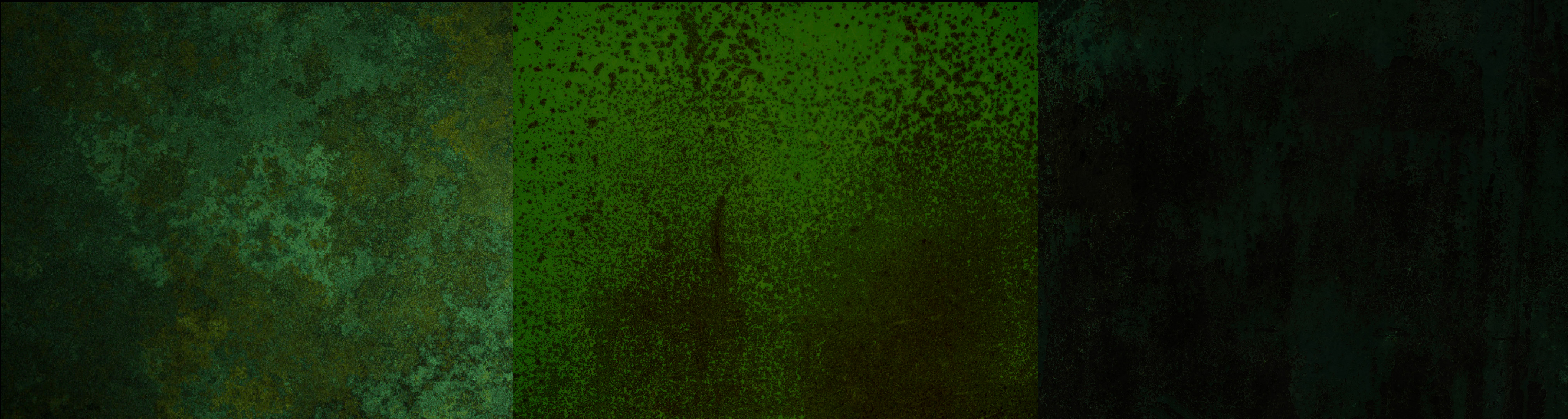


# GRAPHICS & ACCENTS



# RUST TEXTURES

Rust textures are to be used as background elements. They are not meant to be heavily altered or colorized. Do not use in conjunction with key art.



RUST 01

RUST 02

RUST 03

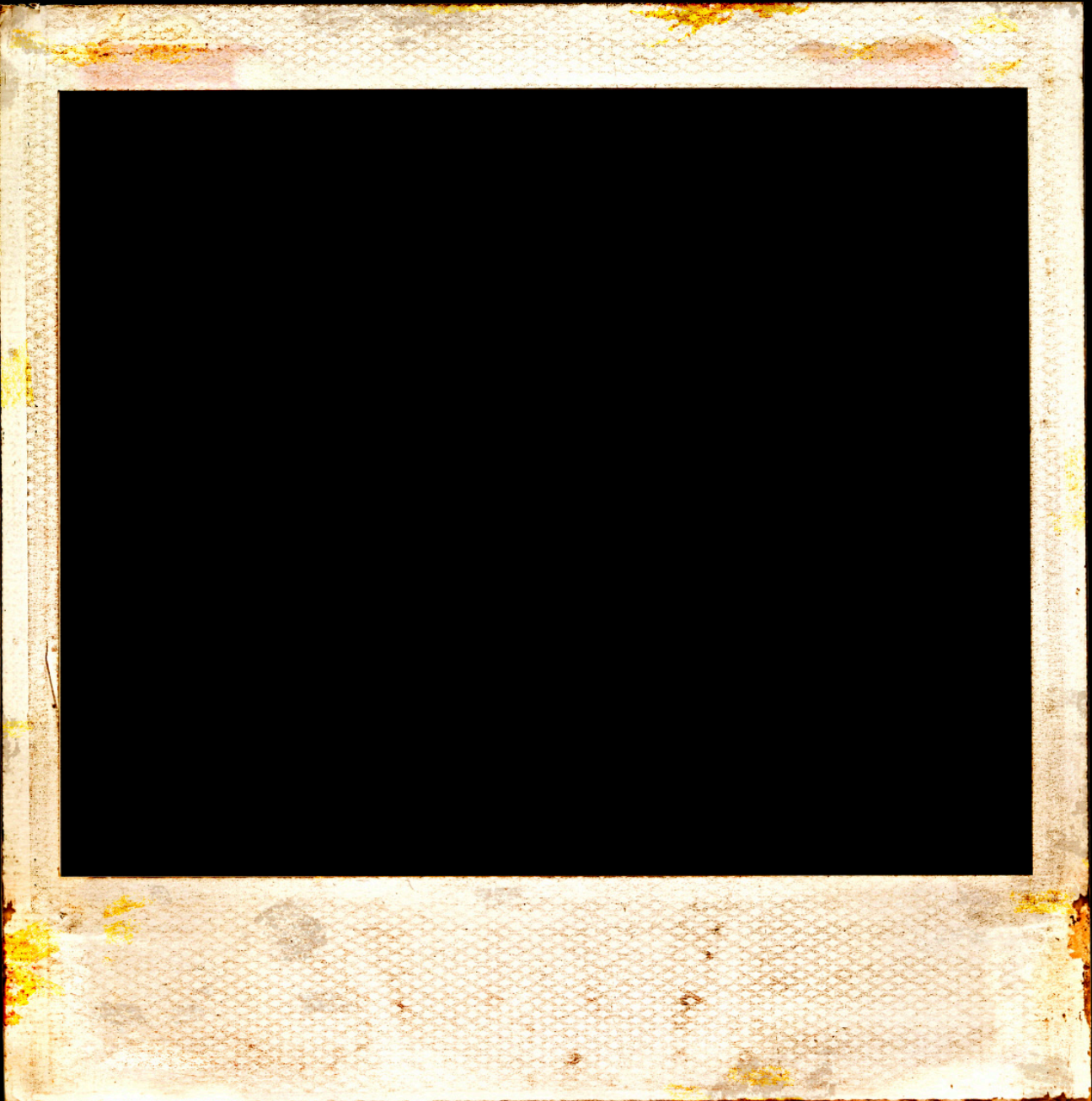


# JOURNAL TEXTURES

Journal background and Polaroid textures are to be exclusively used for Journal-themed promotional assets.



JOURNAL BACKGROUND TEXTURE



POLAROID TEXTURE



# SCRIBBLE ACCENTS

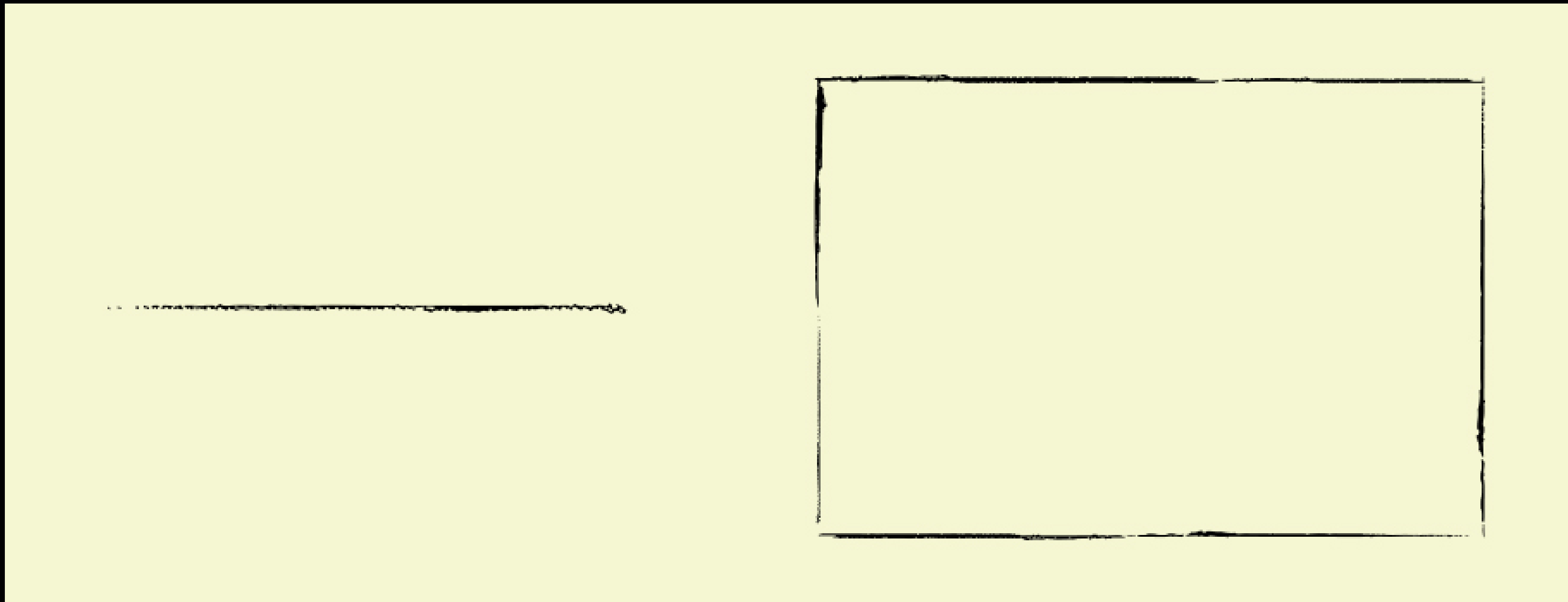
Scribble accents are to be used to embellish promotional assets, normally on the edges of the composition. Scribbles are exclusively used in black and should not be colorized. To create a sense of depth, some scribbles can be thinner or smaller than others in the same composition. Scribbles should be placed in opposite corners of compositions when possible. Scribbles may be used in whole or part, and may be broken by the frame of an asset.





## FRAMING & DIVIDER ELEMENTS

Separators are used as accents for various assets. Separators should always taper off at the ends and should not feel heavy or bulky. Several separators can be used to construct frames.





# CALL TO ACTION BUTTON TREATMENTS

Use the Dark CTA option when possible, with the Light CTA as an alternate where legibility would otherwise be compromised.



LIGHT CTA



DARK CTA



KEY ART





FULL SIZE 16:9





1:1 SQUARE



9:16 VERTICAL



KEY ART APPLICATION EXAMPLES

Center Key Art so that the entrance to the hideout area is the centering point of the piece. Do not obscure the Key Art with text, scribbles, or other decorative elements. When shown, the Key Art should be the main visual focal point of the composition at all times.





# DESIGN SYSTEM EXAMPLES

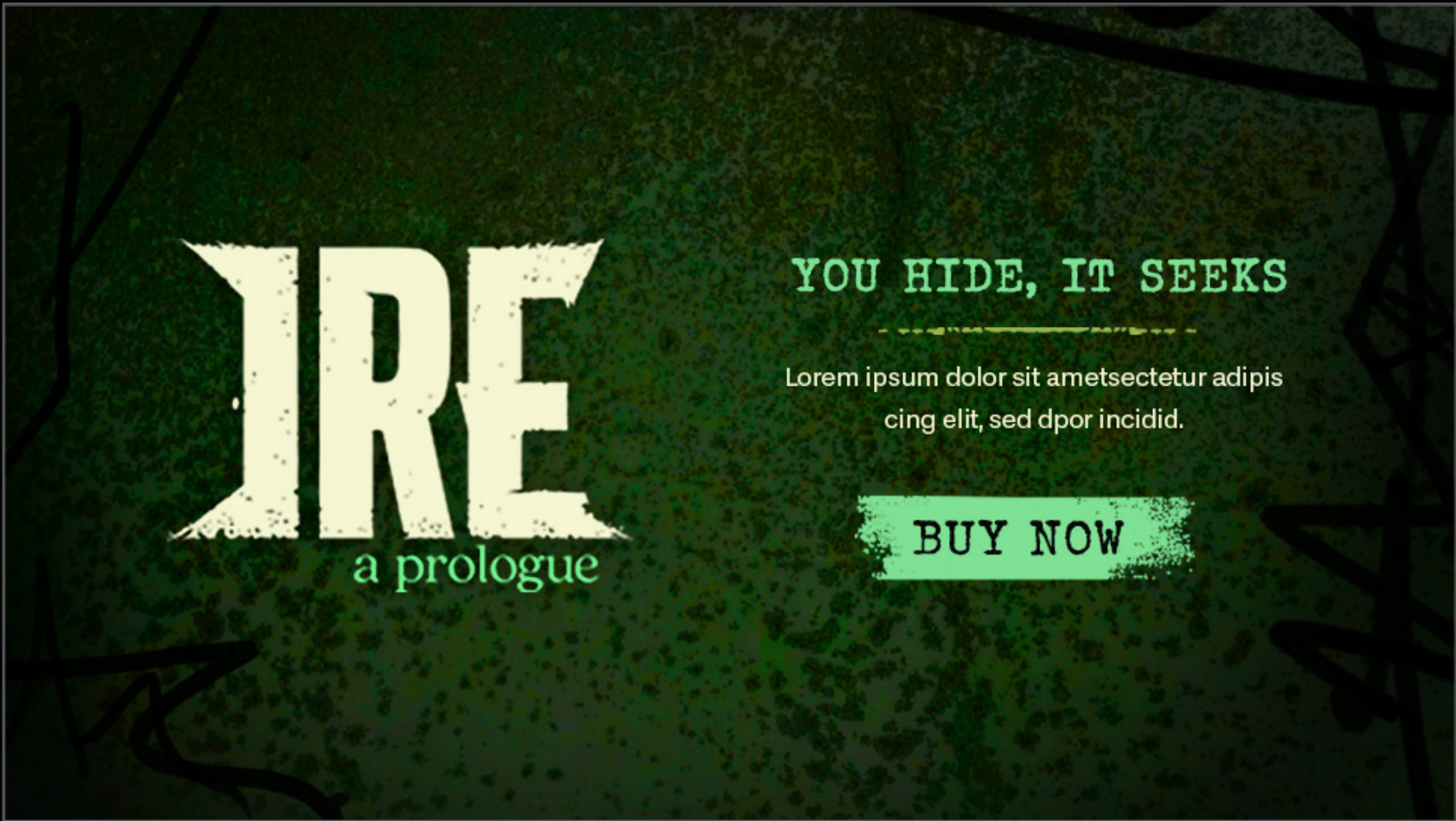
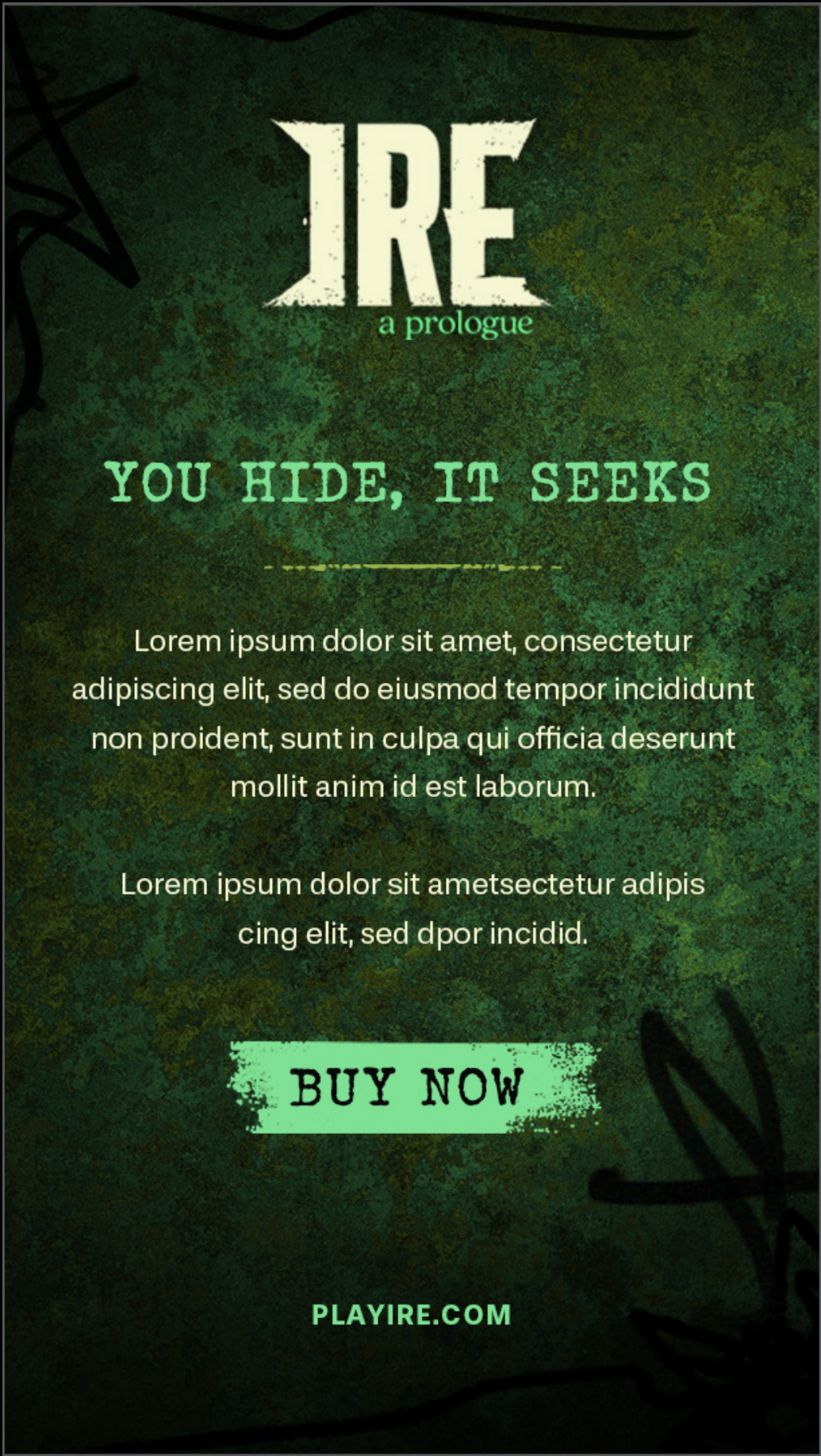
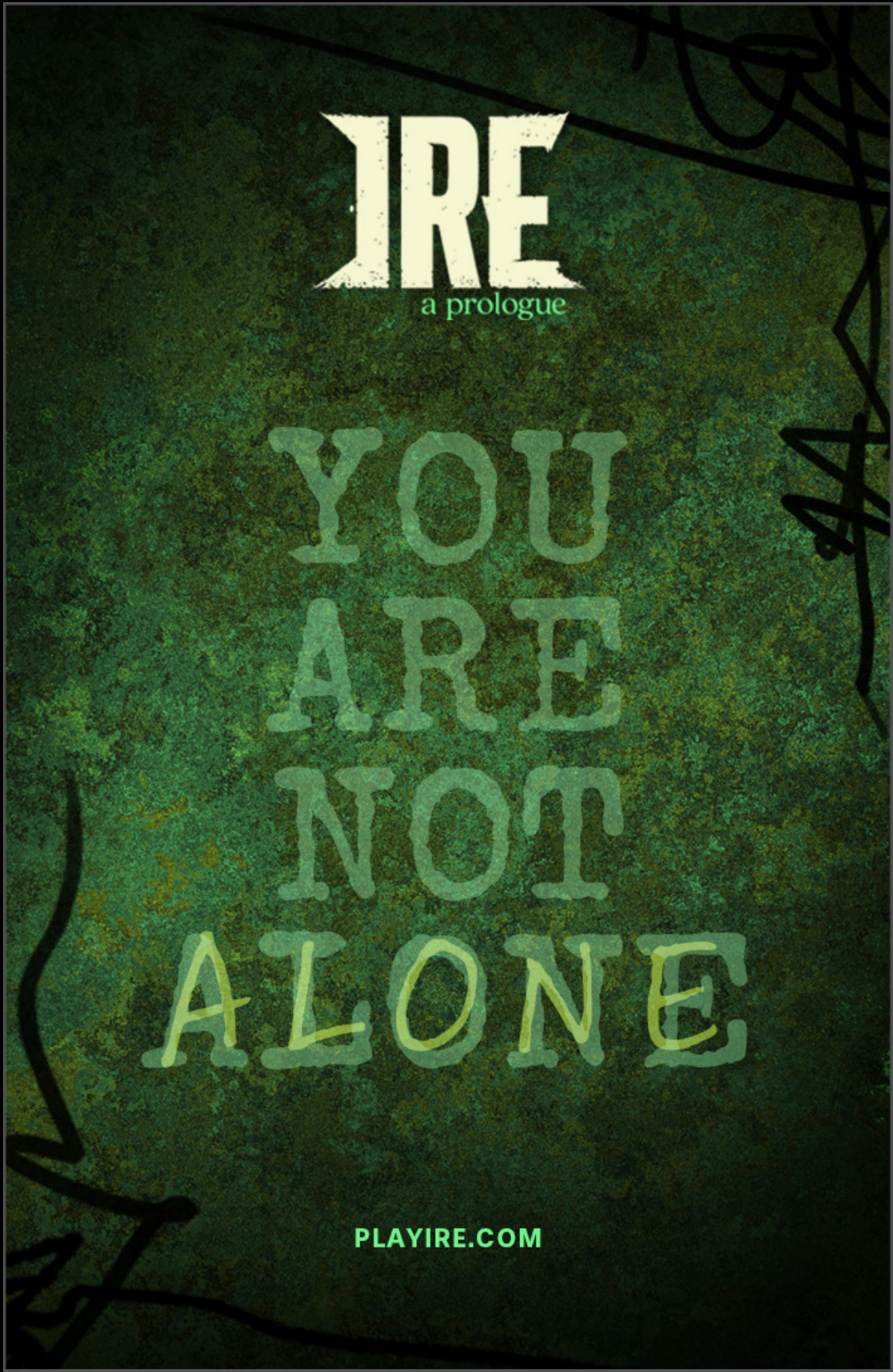


KEY ART FIRST APPLICATION EXAMPLES





VIZ ID FIRST (RUST) APPLICATION EXAMPLES



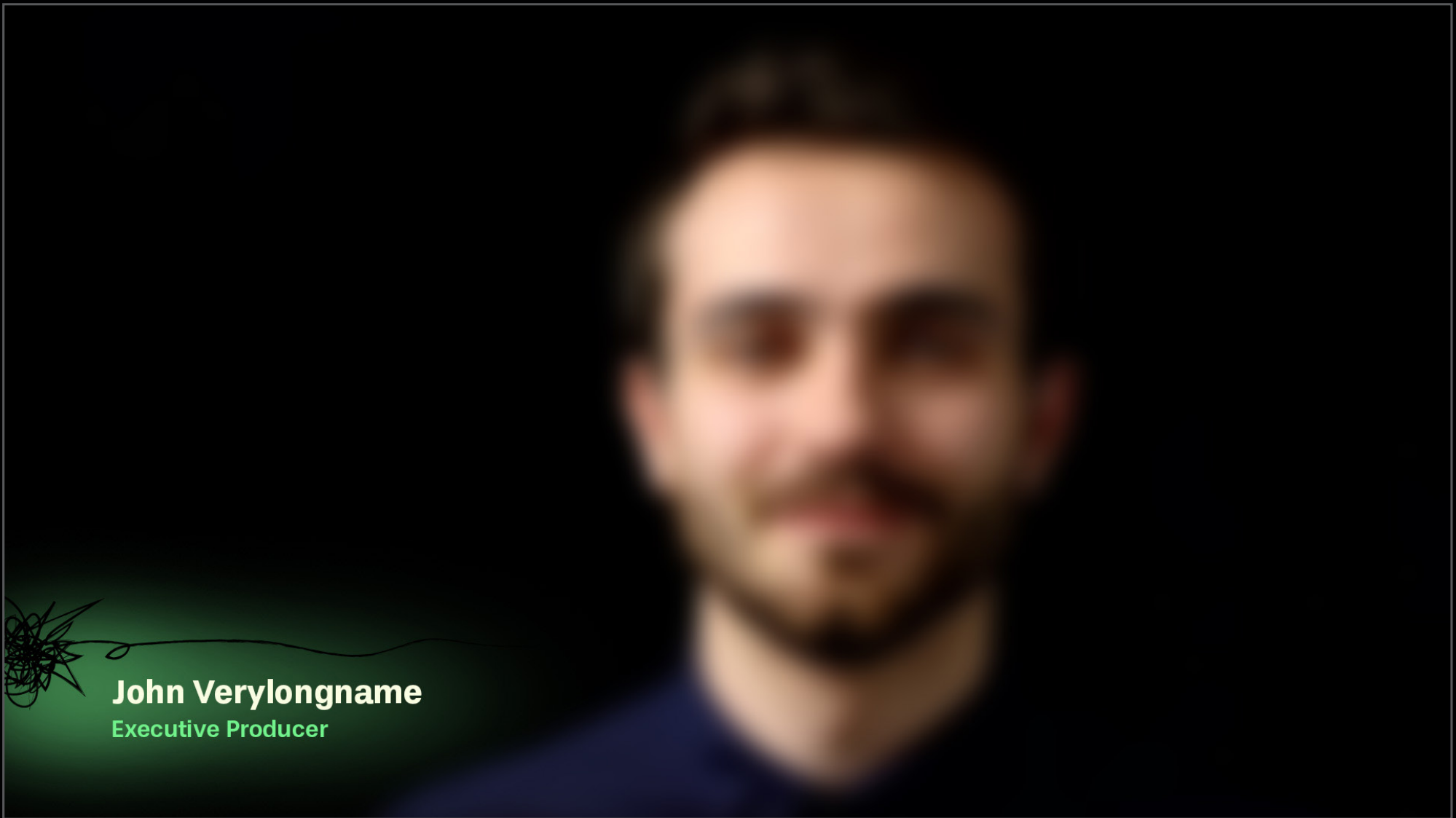
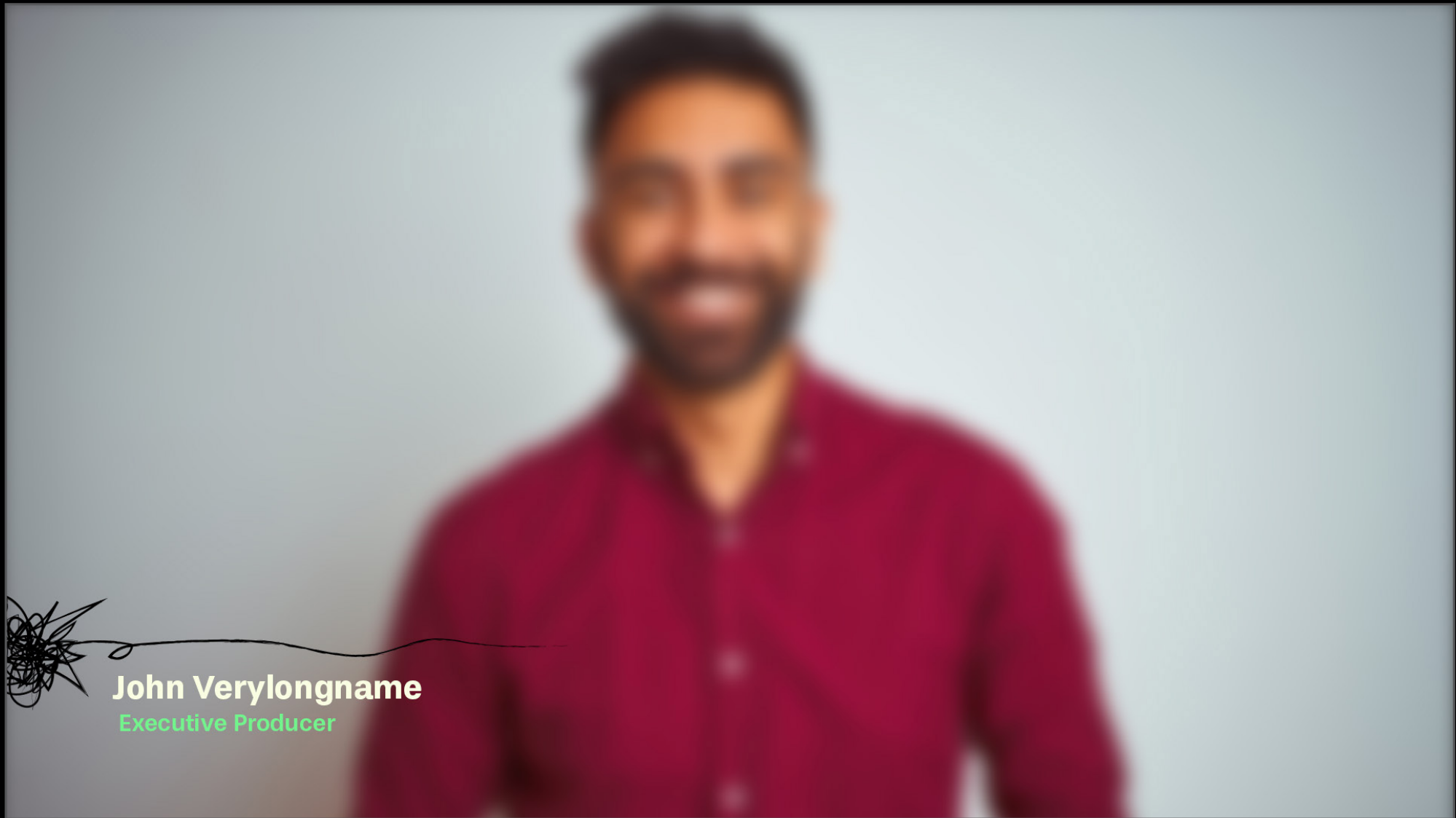


NARRATIVE (JOURNAL) APPLICATION EXAMPLES





LOWER THIRDS EXAMPLES





COPY



# BRAND VOICE

## Who We Are

- + Relatable
  - Our experiential tone inspires conversation and direct engagement with our channels voice. We're real with our tone and how we interact.
- + Intriguing
  - We don't speak in riddles, but we never give the whole story. If you read between the lines, there's always something new to discover.
- + Grounded
  - We're storytellers but not outlandish or over exaggerating details. Our fiction feels close to reality.

## Who We Aren't

- + Campy
  - We can sometimes be humorous but are never campy or spitting one-liners.
- + Clickbait
  - Our storytelling builds over time, it has a hook but isn't a headline.
- + Manufactured
  - We're polished but not manufactured.



PILLARS

Hide & Seek

"Hide & seek" sums up the core loop of the game – evading the Drudgen while searching for a way out – and also the psychological tension of navigating between these states.

At its core, copy should invoke this tension and "game" (sometimes literally).

Classic Inspiration

Ire's marketing draws on a rich tradition of chilling movies, shows, and books from the 80s and 90s. We want to capture this suspenseful blend of spine-tingling chills and heart-racing thrills.

Copy should be reminiscent (but not derivative) of the marketing style from classics of the era: the works of Spielberg, King, RL Stine, and so on.

Every Line, A Lure

Deceptively simple and slightly enigmatic statements act as a lure, drawing in the audience and compelling them to seek an answer: "What exactly does this mean?"

Copy should reinforce mystery, intrigue, and uneasiness by asking questions, remaining ambiguous, creating dread, or ending on "cliffhangers."



GUIDELINES

DO

Keep primary copy simple and alluring, allowing the image to instigate further speculation

Riff on "hide & seek" language

Evoke iconic 80s/90s marketing style

Set an eerie and chilling tone

DO NOT

Be plainly expository or redundant with the image

Slip into a childish or goofy tone

Overuse or force puns, wordplay, and campy taglines

Try to be overly scary or horrifying

CONSIDER

Adapting copy to reflect medium & placement (ex. "be careful what you look for" in search ads; "don't make a sound" on short form video platforms)

Using "Emily" when driving narrative interest, and "you" when driving tonal appeal

Creating tension in the copy via visual design (double exposure, marginalia, "damaged" or redacted text, etc.)



SAMPLE COPY

HERO COPY

Solo, headline

What if hide and seek was life and death?

You hide, it seeks

DESIGN-FORWARD

Requires accommodating visual design

You are not alone (alone)

Hide and seek (life and death)



# IRE

a prologue

Thank You

[CONTACT](#)  
[brand@probablymonsters.com](mailto:brand@probablymonsters.com)