



# Battle Mascots

Brand Style Guide and UI Toolkit

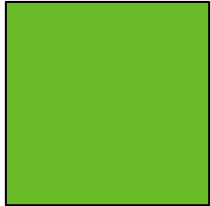
~Kylie Sengpiel



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# Color Palette - Primary



## Field Green

Hex: #69BC28

RGB: 105, 188, 40

CMYK: 44%, 0%, 79%, 26%



## Captain Blue

Hex: #2851BC

RGB: 40, 81, 188

CMYK: 79%, 57%, 0%, 26%

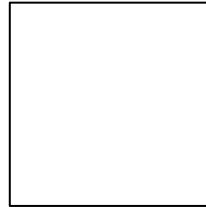


## Passion Red

Hex: #A30D1B

RGB: 163, 13, 27

CMYK: 0%, 92%, 83%, 36%



## Neutral White

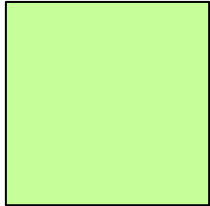
Hex: #FFFFFF

RGB: 255, 255, 255

CMYK: 0%, 0%, 0%, 0%

Field Green should be used for overall theming and document borders - it is the most prominent color. Captain Blue and Passion Red can be used in most situations as highlights for contrast against Field Green. Field Green and Passion Red are used for game mechanic UI components as well. Use Neutral White for backgrounds and text against backgrounds.

## Color Palette - Secondary



### **Spirit Green**

Hex: #C6FF9A

RGB: 198, 255, 154

CMYK: 22%, 0%, 40%, 0%

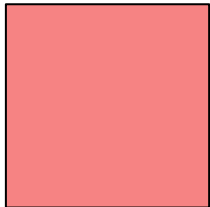


### **Night Black**

Hex: #000000

RGB: 0, 0, 0

CMYK: 0%, 0%, 0%, 100%

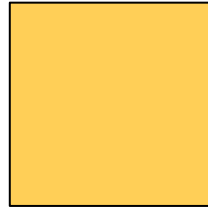


### **Essence Red**

Hex: #F68383

RGB: 246, 131, 131

CMYK: 0%, 47%, 47%, 4%



### **Crown Yellow**

Hex: #FFCF57

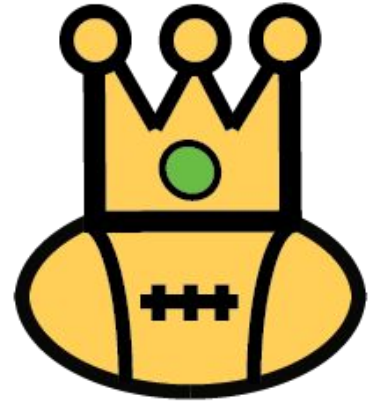
RGB: 255, 207, 87

CMYK: 0%, 19%, 66%, 0%

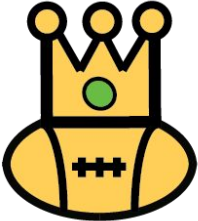
Spirit Green and Essence Red should almost exclusively be used for highlights. They should not be used on their own - use them alongside two or three of the primary colors. Night Black is used for text and borders. Crown Yellow is exclusively reserved for our logo.

# Logos

 BÄTTLE  
MÄSCOTS



*Pictorial Mark*

BÄTTLE  MÄSCOTS

# Logos

- Our logo captures the competitive aspect of the game by including a crown pictorial mark. Another version of our logo gives a football the same crown, emphasizing the sport it is themed around.
- Resizing the logo is allowed. Rotating, cutting off, or changing the colors of the logo is not.
- Always use the logo on a white or transparent background. NEVER place it against a black background.



# Other Imagery

- Current protocol for Battle Mascots is to rely on stock images and photographs to represent various concepts and game assets.
- Avoid cartoonish or stylized drawings as much as possible to avoid detracting from the "game day" feel.
- Avoid images with highly saturated colors or colors that deviate from the palette too much (pink, purple, etc.).
- Mascots will be styled like *Monopoly* pieces - this aspect is still a work in progress.



# Typography

- Heading 1 - Hammersmith One / 36pt / Regular  
*Used for large text and card titles.*
- Heading 2 - Hammersmith One / 24pt / Regular  
*Used for the logo and game board elements.*
- Heading 3 - Hammersmith One / 16pt / Regular  
*Used for smaller headings and elements.*
- Body - Glory / 16pt / Medium  
*Used for most body text, including on cards.*

**Example text**

**Aa Bb Cc**

**Example text**

**Aa Bb Cc**

**Example text**

**Aa Bb Cc**

**Example text**

**Aa Bb Cc**



# Typography Guidelines

- Text should stick to black or white, and if text is white, it should have a black outline - not too thick.
- Kerning and tracking should always be set to 0 or the system default.
- Never use Glory for headers - headers should always be Hammersmith One.
- White text with a black outline should be the default, unless against a white background in which case black text is acceptable.
- Shadowing is not permitted.

**Example text**

**Aa Bb Cc**

**Example text**

**Aa Bb Cc**

**Example text**

**Aa Bb Cc**

Example text

Aa Bb Cc

# Editorial Style

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## Mission Statement

*We want to create create a fun, competitive, and chaotic game that friends and family alike can enjoy! Through the game's uniquely themed gameplay and values, college football fans will deepen their connection with fan culture and the sport as a whole.*

## Tagline

*Compete for the mascot crown in the ultimate game for football fans!*

# Editorial Style

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## Voice

*friendly* but not *patronizing*

*casual* but not *slang-filled*

*clean* but not *stuffy*

*passionate* but not *overbearing*

*approachable* but not *generic*

*charming* but not *awkward*

*silly* but not *disrespectful*

“With the help of your very own personalized mascot, crush the competition with dozens of different Units, Items and Abilities that’ll knock your - and everyone else’s, for that matter - socks off!”

- Avoid slang except for common abbreviations.
- Try not to abbreviate the game name - always refer to it as “Battle Mascots”.
- Generally, game-related AND advertising text should be kept brief. Battle Mascots should not be represented by text walls.

# UI Components



*Spirit Icon* - used to communicate what a Leader or Unit's Spirit (HP) is on their card. Based on Field and Spirit Green colors. Font is always Glory with an outline. Number should never be a decimal. No attributes other than what the text is. Use only as pictured.



*Power Icon* - used to communicate what a Leader or Unit's Power (Attack) is on their card. Based on Passion and Essence Red colors. Font is always Glory with an outline. Number should never be a decimal. No attributes other than what the text is. Use only as pictured.



*Armor Counter* - represents how much Armor (extra HP that can't be recovered) a card has. This is an actual physical counter on the board, and can be stacked much like poker chips. Only proper use of this is resizing or in contexts explaining what Armor is.

# UI Components



*Turf Space* - represents the space type Turf on the game board. It heals your leader 2HP, hence the text. Again, this is a physical space on the board, so it would be difficult to misuse. Spaces should always be 200x200, and use an oil-painting style background.



*Tough icon* - represents the Tough trait, denoting a Leader takes -1DMG from everything. Should be used as a Tabletop Simulator stamp or on something explaining Tough, like its Trait card. Can be resized or rotated. Icon may be used by itself.

UI components are typically made for *one purpose* and one purpose *only*. Unless you are using them in a way directly tied to their original purpose (e.g., for visual reference when explaining the rules), do not use them in any unintended ways. Rotating and scaling elements is fine. Cropping and recoloring are not.

# Toolstack



## Tabletop Simulator

A 3D engine primarily used for board game recreations. The primary tool being used to prototype the game.



## Google Docs

Used as a resource for the design documents and planning.



## Adobe Photoshop

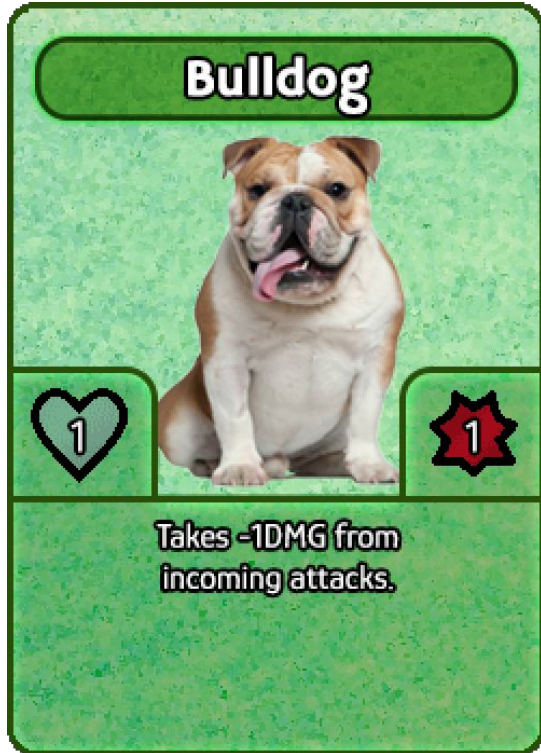
Secondary image editor. Free and easier to use than Photoshop, used for convenience.



## Paint.NET

Secondary image editor. Free and easier to use than Photoshop, used for convenience.

# Pattern Library - Card Template



This pattern library is used as a template for character/"Unit" cards. Statistics are included in the Spirit and Power UI components.

Text may be resized, but do not move or resize any icons or borders. Do not move text unless more space is necessary. Always include stats. Do not use template for other card types (abilities, traits, etc.).

Image should be resized to fit in the white space and not be rotated. Icons and boxes should not be rotated. Do not change any fonts from what is displayed.

## Pattern Library - Card Template



The template is slightly changed for other card types such as Items. Since Unit cards are the only ones with statistics, those UI elements are not needed.

An example of an incorrect application of the pattern library is on the right. Generally, the template should not be tinkered with unless it is absolutely necessary to fit in extraneous text for a card or some other similar reason. However, situations like this are likely going to be very rare.

