



# Ashborne Games

MEMBER OF THQ NORDIC FAMILY

BRANDBOOK



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**BRAND IDENTITY**

## PITCH

Game development studio with roots in **BRNO**, Czech Republic, that grows the Strategy / RPG genre.

Member of the **THQ NORDIC** family.



## MISSION

Creating entertainment that players love and the team can be proud of.

We seek to grow the Strategy / RPG genre by crafting **GAMES** that are:

**G**orgeous to discover.

**A**uthentic to experience.

**M**emorable to explore.

**E**njoyable to play.

**S**upported to stay.





# VALUES

We believe in building a creative, ambitious, and family work environment.

The **ASH** codex that guides our growth is:

**ACKNOWLEDGMENT** of everyone's diverse interests and creativity.

**STABILITY** of projects and their ambitions.

**HONESTY** towards our community and across the THQN family.



# HISTORY

Our roots are in **BRNO**, the heart of South Moravia, the Czech Republic, where we develop video games, contribute to gaming community, and cooperate with universities.

We have participated in projects such as the Arma, Mafia and UFO series, Vigor, Silent Hill: Downpour, Shadowgun Legends, Fish Fillets, Dex, and Dark Train be it under various publishers or independently.





# TEAM

Making space for individual creativity and sharing knowledge unites us.

All of us are part of the Ashborne Tree.

**ART** >> Creating the gorgeousness.

**DESIGN** >> Inventing the joy.

**LEVEL DESIGN** >> Building the worlds.

**PROGRAMMING** >> Writing the core.

**TECHNICAL DESIGN** >> Giving the logic.

**UI** >> Enhancing the experience.

**QA** >> Securing the quality.

**OPERATIONS** >> Running the studio.

**MARKETING** >> Delivering the values.

**PRODUCTION** >> Mastering the processes.

**STUDIO MANAGER** >> Heading the team.





# WHY ASHBORNE GAMES

## ASHBORNE GAMES BRAND IDENTITY SUMMARY

All of us are part of the **ASHBORNE TREE** – team with mutual history and roots in Brno, South Moravia’s heart.

We believe in **ASH** values that help us build a creative, ambitious, and family work environment.

Our mission is to grow the Strategy / RPG genre by crafting **GAMES** that players love and we can be proud of.





# VISUAL IDENTITY

## LOGO

Main variant of the logo of Ashborne Games used across primary brand applications. It consists of an icon depicting ash tree inside a circle with lettering based on heavily edited variant of Avara font.

**MATURE TREE >>** wisdom, experience, unity

**ONLY STRAIGHT LINES >>** order

**LEAVES >>** life, development cycle

**SERIF FONT >>** seriousness

**CIRCLE >>** sigil, own planet





## LOGO – SAFE ZONE

To ensure legibility, minimum clear space should be kept around the logo. This space isolates the logo from any competing graphic elements or text that can disrupt the integrity and impact of the logo itself.

Safe zone is defined by the width of letter “o” in the word “Ashborne”.



## LOGO – COLOR USAGE

Showcase of possible Ashborne Games logo coloring on different backgrounds. Black or white variants should be used mainly on color-heavy backgrounds (for example photos or screenshots).



## LOGO – TAGLINE

Color variants for Ashborne Games logo variant with tagline “Member of THQ Nordic Family”.

The logo with the tagline should be used only in bigger applications to sustain readability of the tagline. In smaller sizes of the logo please use the tagline alone (see next page).





# TAGLINE

Tagline “Member of THQ Nordic Family” as not part of the Ashborne Games logo is mainly used when:

- >> the logo usage is too small
- >> there is the need to save space
- >> there is the need to prevent other technical difficulties

When needed (for example too much distance between tagline and logo) add “Ashborne Games is” line to the tagline.

Preferred usage of THQ Nordic in the tagline is with THQN brand colors (red, gray, white). Black or white variant should be used due to sustain legibility and readability.

**MEMBER OF THQ NORDIC FAMILY**

**ASHBORNE GAMES IS A MEMBER OF THE THQ NORDIC FAMILY**

**MEMBER OF THQ NORDIC FAMILY**

**ASHBORNE GAMES IS A MEMBER OF THE THQ NORDIC FAMILY**

**MEMBER OF THQ NORDIC FAMILY**

**ASHBORNE GAMES IS A MEMBER OF THE THQ NORDIC FAMILY**

# LOGO – ALTERNATIVE VARIANTS

Ashborne Games Lettering or Horizontal Composition should be used only when technical or space limitations occur.

Ashborne Games Icon shouldn't be used all alone without main logo or a text reference to Ashborne Games.  
Possible usage: website thumbnail, merch design etc.

Horizontal  
Composition



Lettering



Icon



## LOGO – ALTERNATIVE COLOR USAGE

These variants of Ashborne Games logo shouldn't be used as a primary logo in standard communication and should be used only on special occasions and such as:

- » technical limitations (for example one color print)
- » internal labeling (for example meeting rooms, groups)





# LOGO – ALTERNATIVE VARIANTS

Ashborne Games Logo can be playful and can be modified in terms of number of leaves on the ash tree. Possible usage: progress tracker, merch design etc.

Modular logo



# LOGO – WRONG USAGE

Few examples how not handle Ashborne Games logo to maintain the consistent visual identity. This includes rotating, skewing, distorting, wrong usage of colors or adding unnecessary decorations or outlines.

Rotating



Skewing



Wrong color usage



Adding unnecessary decorations or outlines



# COLOR PALETTE

Showcase of possible Ashborne Games logo coloring on different backgrounds. Black or white variants should be used mainly on color-heavy backgrounds (for example photos or screenshots).

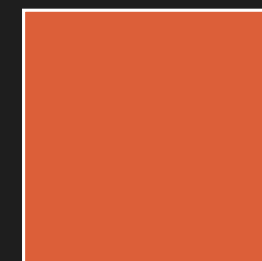
## MAIN COLORS

Used in primary logo, headlines, visual accents



### LIGHT WOOD

RGB: 234/200/132    CMYK: 9/22/55/0  
Hex: #eac884    Pantone: 7402 C



### FIRE ORANGE

RGB: 220/95/57    CMYK: 9/73/80/0  
Hex: #dc5f39    Pantone: 7579 C

## SUPPORTING COLORS

Used in alternative logo variants, headlines, visual accents, URLs



### GOLDEN WOOD

RGB: 189/140/38    CMYK: 22/42/92/12  
Hex: #bd8c26    Pantone: 117 C

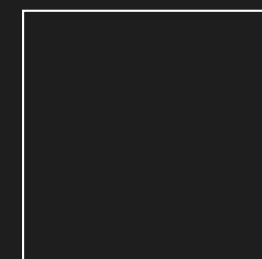


### POISON GREEN

RGB: 118/184/42    CMYK: 60/0/100/0  
Hex: #76b82a    Pantone: 368 C

## BACKGROUND COLORS

Used for backgrounds, can be used for gradient



### DARK GRAY

RGB: 30/30/30    CMYK: 75/65/60/80  
Hex: #1e1e1e    Pantone: Neutral Black C



### NAVY BLUE

RGB: 19/57/81    CMYK: 97/70/43/41  
Hex: #133951    Pantone: 534 C

# TYPOGRAPHY

Typography is one of the main tools of brand identity and must be used consistently.

Merriweather typeface used as a headline font accompanies the style of the type used in Ashborne Games logo.

Poppins typeface is a versatile font with good readability used also for headlines but mainly for body text.

These fonts (when available) should be used in all print & web applications.

## HEADLINES

### MERRIWEATHER

Free usage, available at Google Fonts

ABCČĆDĎEFGHIJKLMNOPQRSŠTUVWXY  
ZŽabcćdďefghijklmnopqrsštuvwxyz  
zž1234567890'?'“!”(%)[#]{}@}/&\<-  
+÷×=>®©\$€£¥¢;:,.\*

Regular:

Never See That Coming

Bold:

**Never See That Coming**

Bold Uppercase:

**NEVER SEE THAT COMING**

## HEADLINES & BODY TEXT

### POPPINS

Free usage, available at Google Fonts

ABCČĆDĎEFGHIJKLMNOPQRSŠTUVWXY  
ZŽabcćdďefghijklmnopqrsštuvwxyz  
zž1234567890'?'“!”(%)[#]{}@}/&\<-  
+÷×=>®©\$€£¥¢;:,.\*

Light:

Almost before we knew it, we had left the ground.

Regular:

Almost before we knew it, we had left the ground.

Bold:

**Almost before we knew it, we had left the ground.**

Bold Uppercase:

**ALMOST BEFORE WE KNEW IT, WE HAD LEFT THE GROUND.**

# TYPOGRAPHY – MS APPS

These typefaces should be used only when Merriweather and Poppins fonts are not available.

Mainly used in Microsoft Apps (Word, Powerpoint etc.).

## HEADLINES

### GEORGIA

Available in MS Apps

ABCČĆDĎEFGHIJKLMNOPQRSŠTUVWXY  
ZŽabcćdďefghijklmnopqrsštuvwxyz  
zž1234567890‘?’“!”(%)[#]{@}/&\<-  
+÷×=>®©\$€£¥¢;:,.\*

Regular:

Never See That Coming

Bold:

**Never See That Coming**

Bold Uppercase:

**NEVER SEE THAT COMING**

## HEADLINES & BODY TEXT

### ARIAL

Available in MS Apps

ABCČĆDĎEFGHIJKLMNOPQRSŠTUVWXY  
ZŽabcćdďefghijklmnopqrsštuvwxyz  
zž1234567890‘?’“!”(%)[#]{@}/&\<-  
+÷×=>®©\$€£¥¢;:,.\*

Regular:

Almost before we knew it, we had left the ground.

Bold:

**Almost before we knew it, we had left the ground.**

Bold Uppercase:

**ALMOST BEFORE WE KNEW IT, WE HAD LEFT THE GROUND.**



# ICONOGRAPHY



Examples of used iconography for the Ashborne Games departments and office pictograms.

Icon style is derived from the Ashborne Games logo. Icons without round edges using brand's color palette.



## PATTERNS & ASSETS



Example of possible patterns and assets using tree and bark imagery for the Ashborne Games visual identity for backgrounds or illustrations.

Same as iconography consists only of straight lines without rounded corners and usage of brand color palette. With these simple guidelines any illustration or theme is possible to create while preserving the visual identity.





**COMMUNICATION**

# CHANNELS

As every team member is the studio's voice, we use the following channels to connect with public.

**WEBSITE** Presenting the latest news/blogs engaging stories using words, photos, videos, or illustrations.

**NEWSLETTER** Summarizing the latest news periodically and briefly.

**FACEBOOK** Building up a relationship with the community, our families, and friends.

**TWITTER** Building up a relationship with the community and game dev people.

**YOUTUBE** Showcasing the latest works and activities in video form.

**INSTAGRAM** Bringing a closer insight into the team.

# LANGUAGE

We use tree-related words in our communication to empower the studio's branding message.

**GROWTH** >> DEVELOP

**ROOTS** >> HISTORY

**TREE** >> TEAM





## ABBREVIATION

Letters „AG“ are an official abbreviation for Ashborne Games studio in our communication and should be used even outside communication (for example press).

AG

# RULES

We're an open-minded studio with lots of different people. To keep our respectability and honesty, we follow these simple rules in communication:

- »» Feel free to communicate for yourself. All people make the studio and its visibility.
- »» Stay professional as a developer, kind and respectful as a person.
- »» Keep honesty in your communication with game dev people or the community.
- »» Use official company guidelines/templates if available (brand usage, presentations, email signature, logos, avatars, frames, etc.).
- »» Avoid unnecessary swearing in public comments.
- »» Smileys are fine :-), but don't overuse them :- ) ;- ) :-D.
- »» If you want to answer, but you don't know how to, ask the marketing for help.

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