

THREE HOFFMANN STUDIOS

Brand
Guidelines

This brandbook  will guide you through the **building blocks** of our identity system. Allowing you to craft  the **fun playful and creatively bold** visual experience ✨ of Three Horn Studios.



Three Horn Studios embarks on a mission to weave pixels ■ into moments of joy 😊 and connection.

What Are We About?

We believe in the power of gaming to create a soothing and enjoyable atmosphere, allowing individuals to escape into a world where creativity knows no bounds. Through pixel graphics based games where players can immerse themselves in playful and creatively bold worlds that promote relaxation, camaraderie, and shared experiences.



Our Name

The name “Three Horn Studio” draws inspiration from the triceratops, a dinosaur known for its flashy crest and robust, resilient nature, characterized by distinctive three horns. The choice of “Three Horn” pays homage to the iconic trio of horns on the triceratops, symbolizing resilience, adaptability, and our 3 point attack that guides our game development.

The addition of “Studio” underscores our commitment to the creative realm, where innovative ideas and imaginative concepts converge to create engaging gaming experiences. “Three Horn Studio” encapsulates the essence of the triceratops, translating its unique characteristics into a brand that signifies strength, creativity, and a dedication to crafting memorable and dynamic games.



Our Pillars (3 Point Attack)

1. Foster Connections

We believe in the power of play to bring people closer, encouraging bonds that last a lifetime. We strive to be more than just a gaming company; we are architects of shared happiness. Our commitment to this vision drives us to craft games that enrich the lives of our players.

2. Keeping It Chill, Comfy & Cozy

We embrace the challenge of delivering not just games but experiences that provide a destressing environment that permeates in every pixel. We invite players to explore, relax, and connect in ways that transcend the digital realm that can inspire courage, innovation, and foster a sense of wonder.

3. Always Be Fun & Playful

Playfulness is at the heart of everything we do at Three Horn Studio. We embrace a playful approach not only in our games but also in our work and business. This ethos drives our creativity, encourages bold innovation, and ensures a lighthearted spirit in every aspect of our company.



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01 Branding

The Logo & Icon

Clear Space

Visual Assets

Partnership & Game Representation

Placement & Usage



The Logo

Three Horn Studios logo reflects our commitment to creative innovation and represents our strength, creativity, and dedication to crafting engaging

gaming experiences. It is a wordmark composed of custom type where each letter is unique in its own way. They must never be tampered with in any way.

Primary Logo: White



Primary Logo: Black

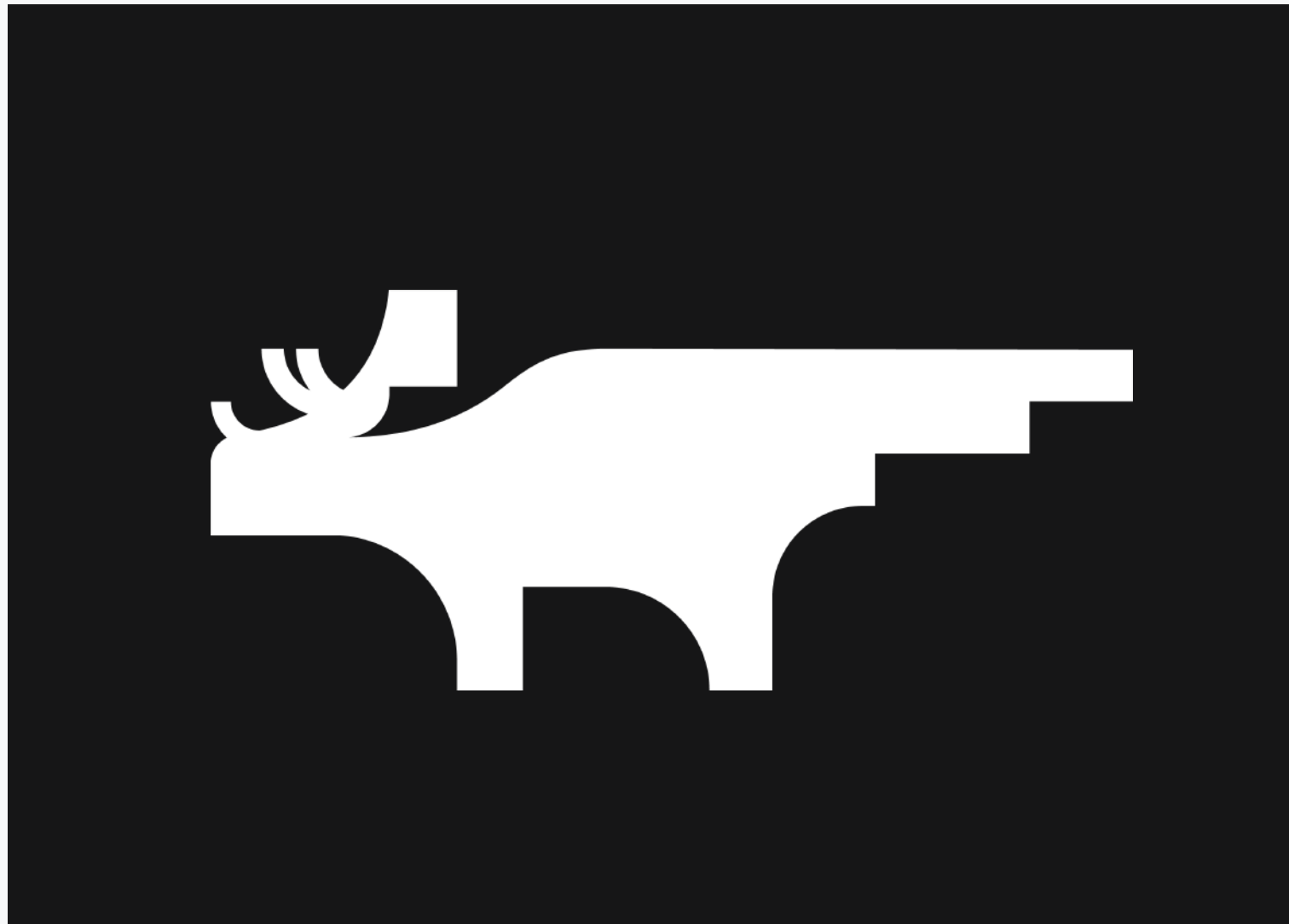


The Icon: Terra

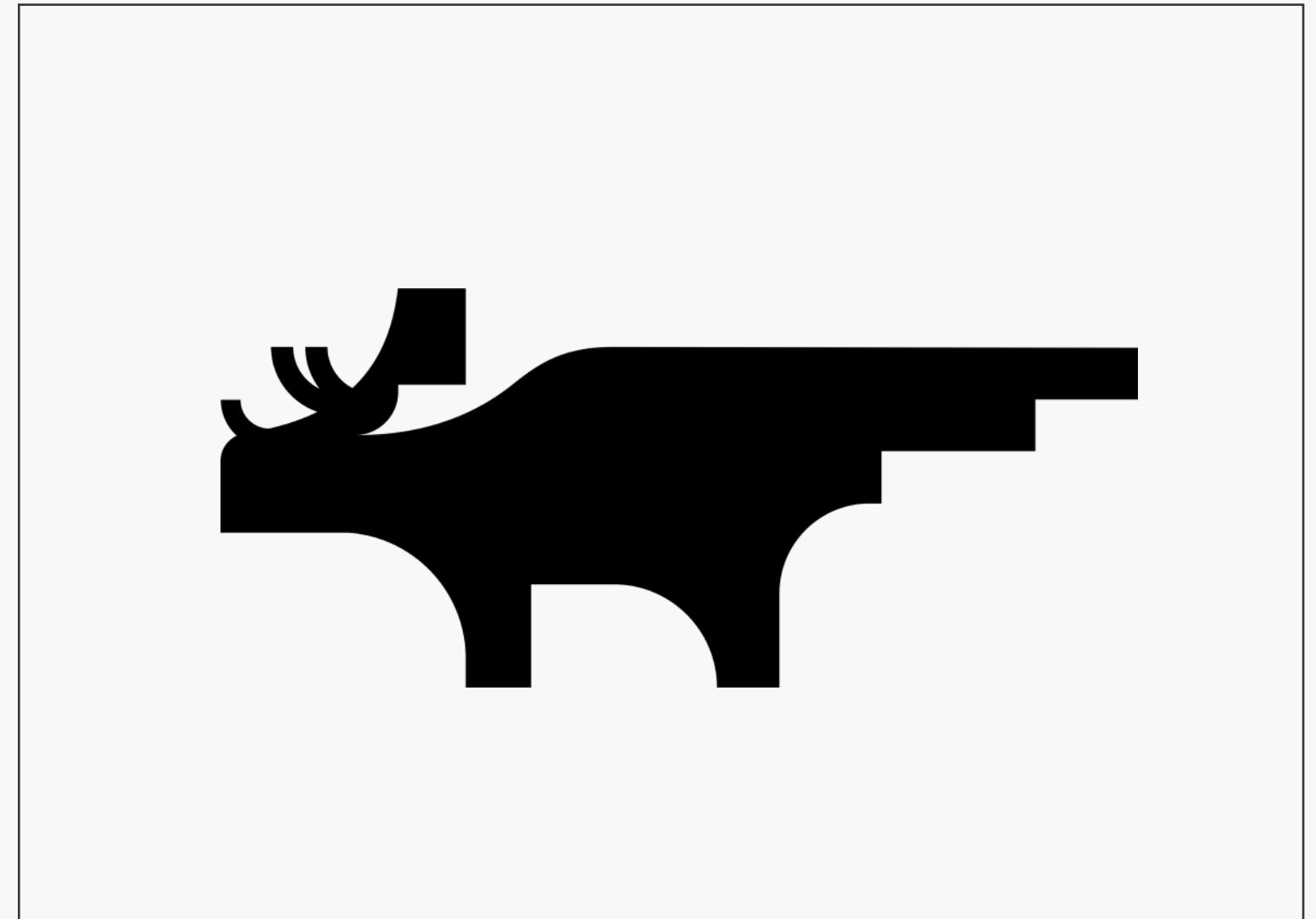
Meet Terra, our beloved triceratops and the inspiration behind our name! She can be seen alongside our primary logo on more graphic based designs but should never be placed next to the primary logo. They are meant to exist

spatially apart from each other and should be given their own respective visual space to exit in. Most importantly, when it comes to in-game loading screens and start-ups, Terra takes the charge over our primary wordmark logo.

Secondary Logo: White



Secondary Logo: Black



Logo Clear Space

It's crucial to maintain enough clear space around our primary logo and its protective field to ensure it stands out boldly in the gaming

arena. This protective field safeguarding our logo should always be a minimum of 0.5x (X being the cap height of the letters).

Primary Logo: Clear Space



X = Cap height of letters

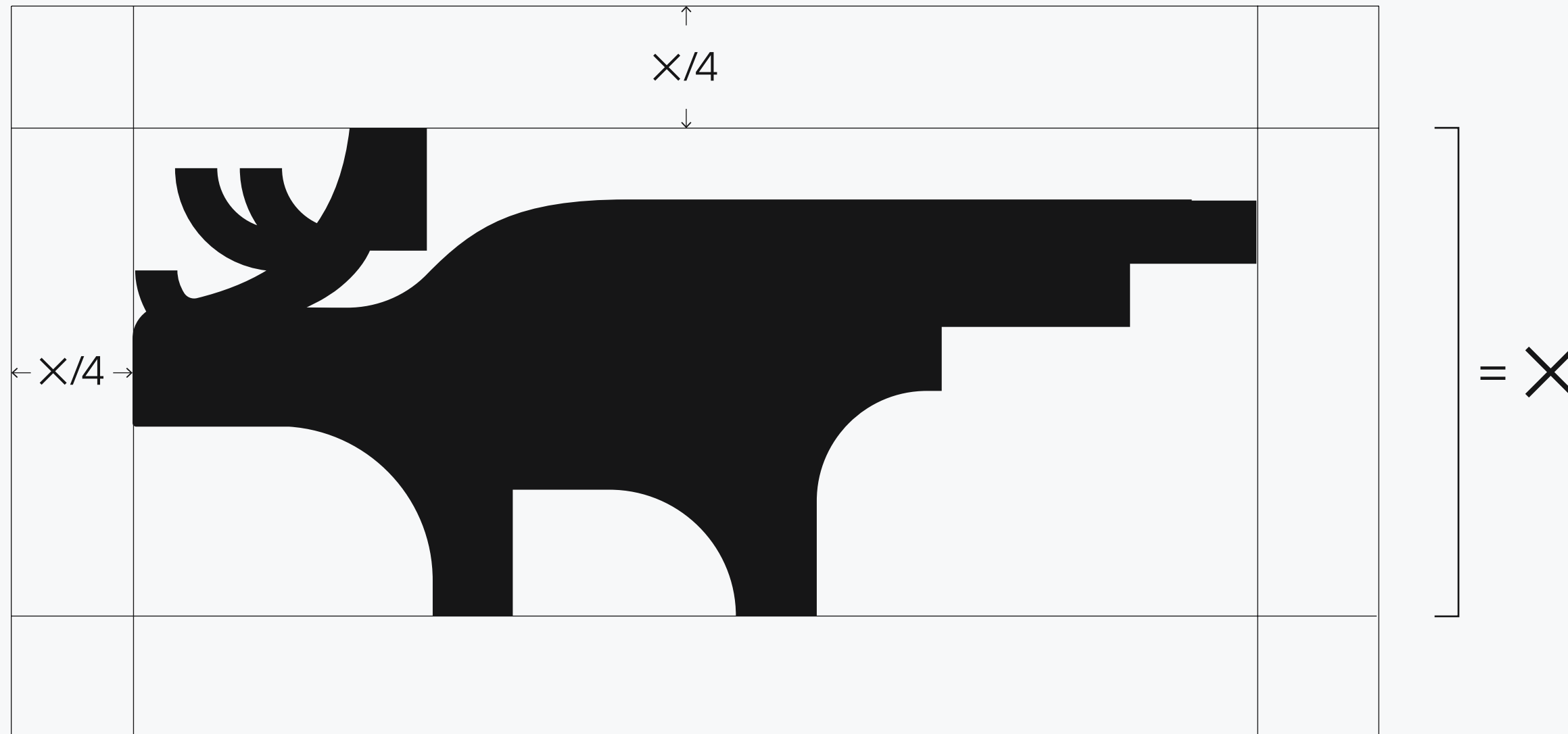


Icon Clear Space

The same rules apply to Terra, maintain enough clear space and give her the personal space she needs to ensure she stands out boldly in the

gaming arena. However, Terra's personal space is different from the primary logo, and must be at a minimum of 0.25x (X being the Terra's height).

Secondary Logo: Clear Space

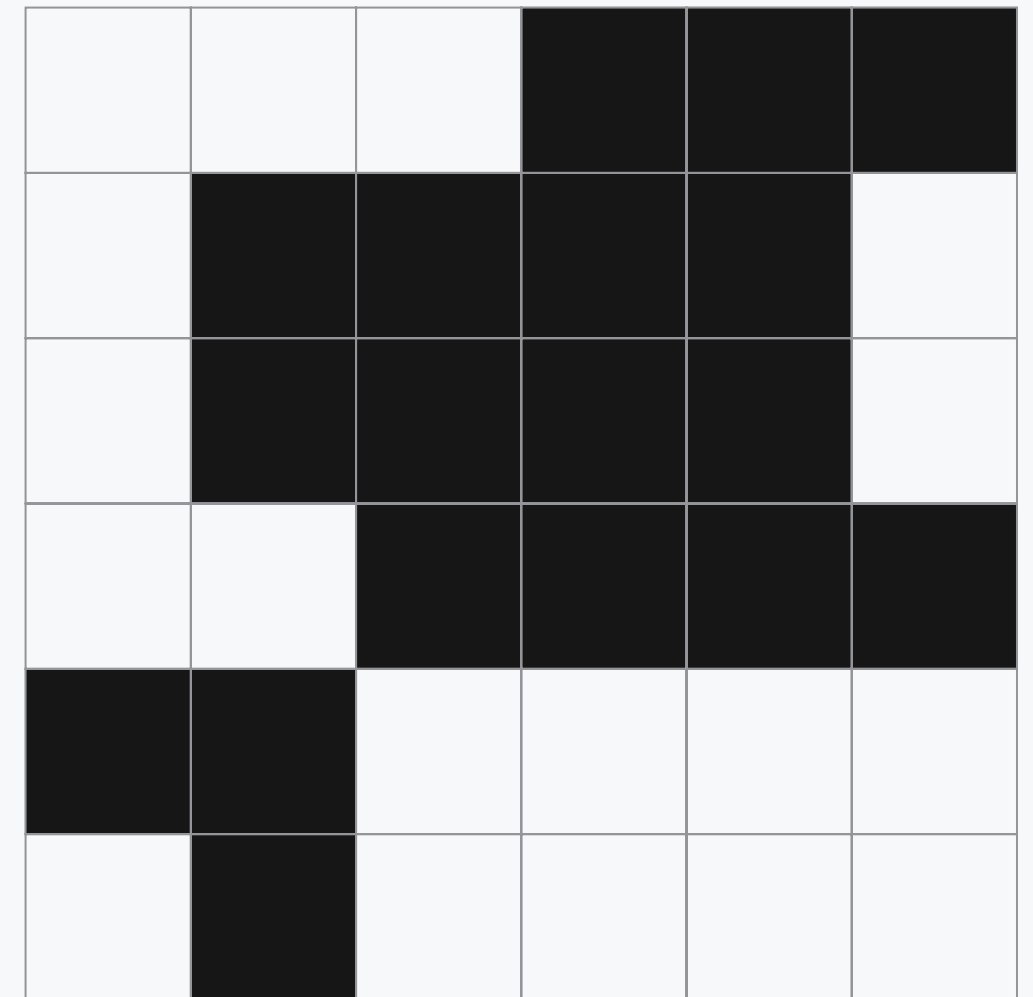
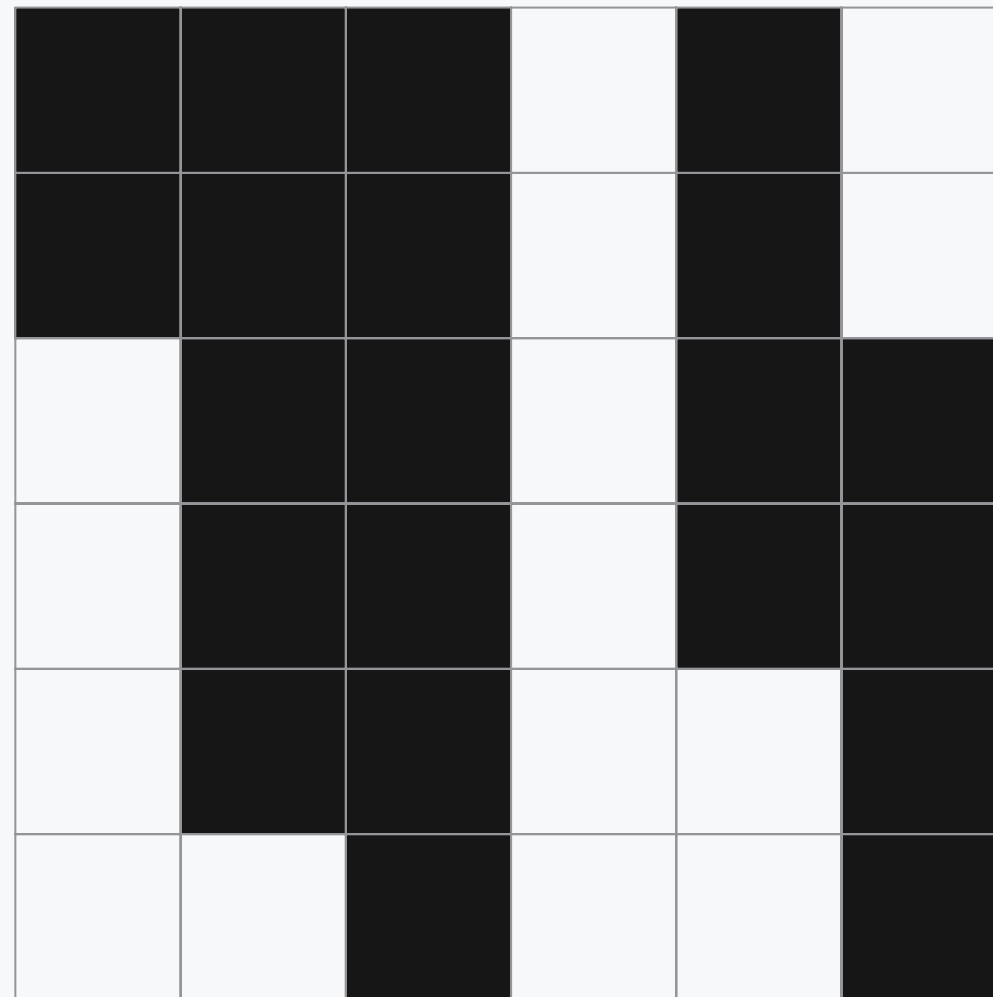
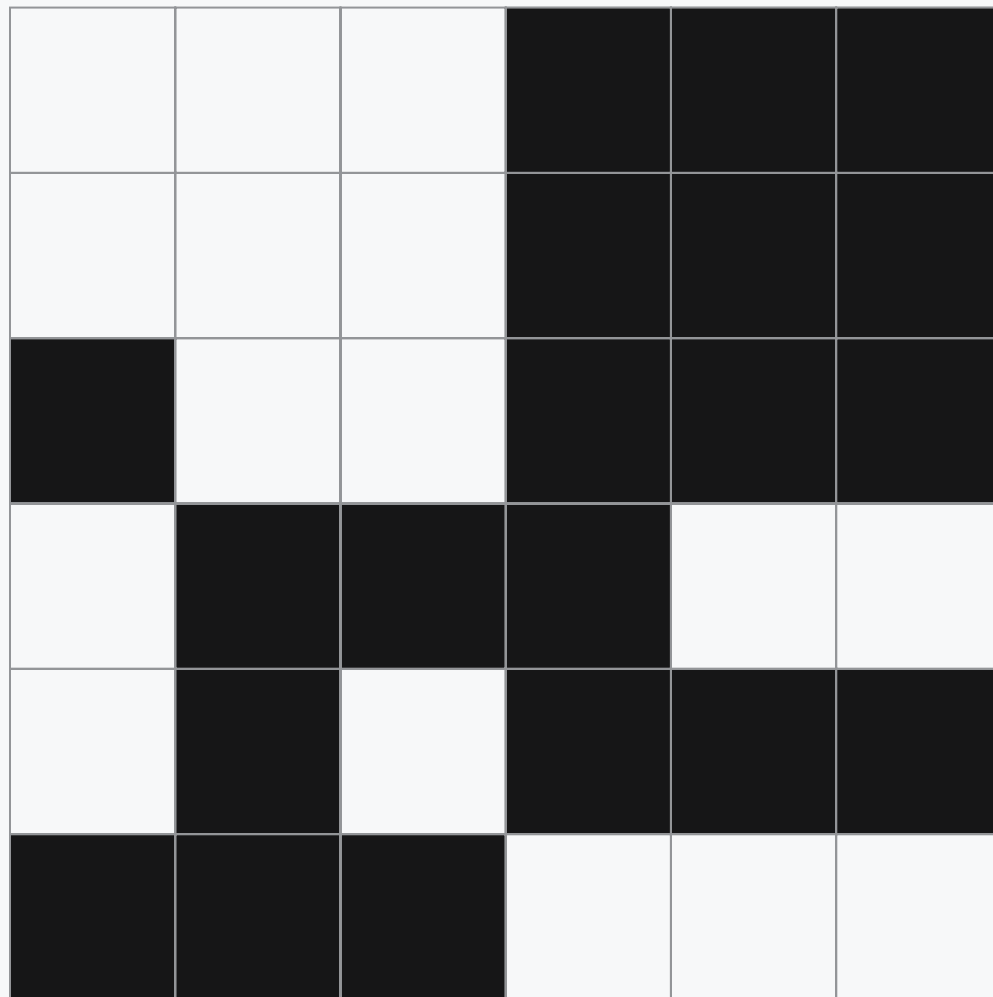


Visual Assets

When looking to level up our visual game and add more interest feel free to explore our collection of pixelated blocks. If you're feeling extra adventurous, venture into the realm of custom block creation and

start shaping squares into blocky masterpieces on a grid of at least 6x6 units. Grids must create square boxes, but the grid itself does not need to be square. For more grid construction tips, refer to page 34.

Pixel Blocks

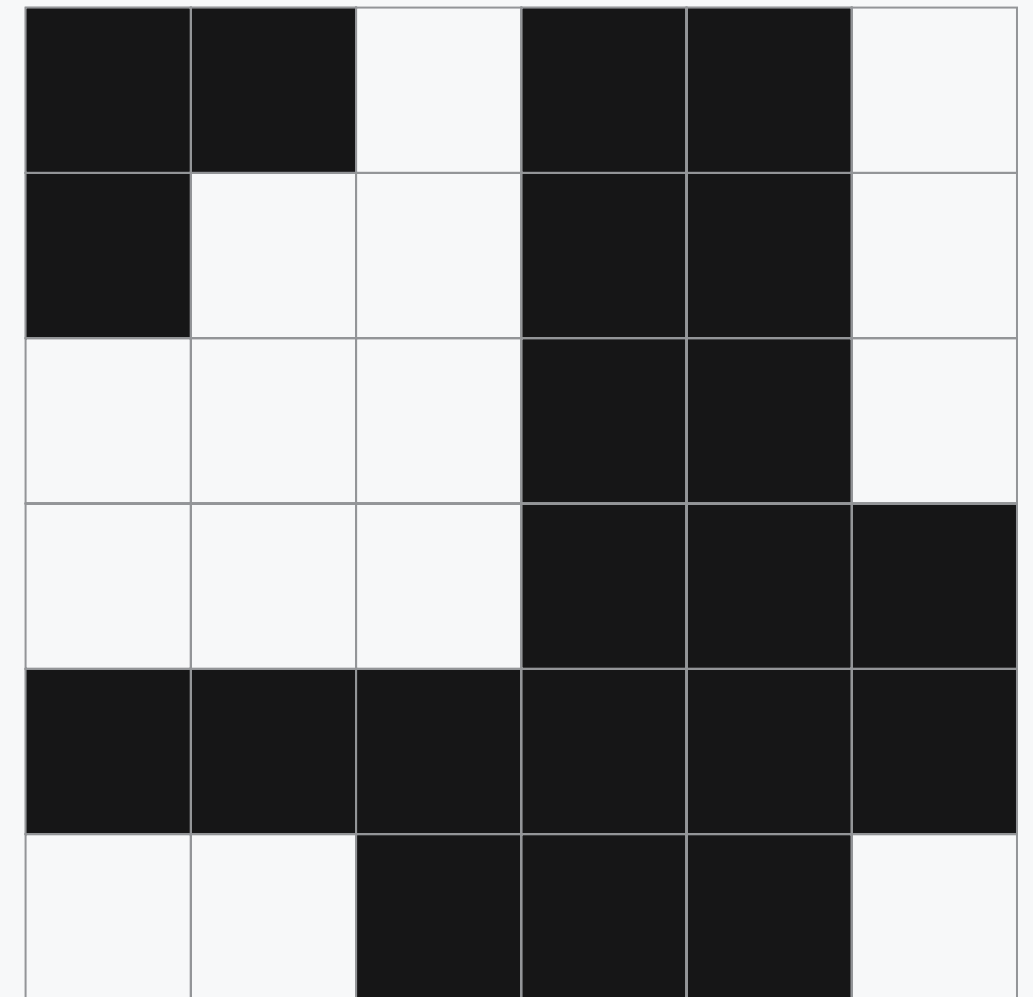
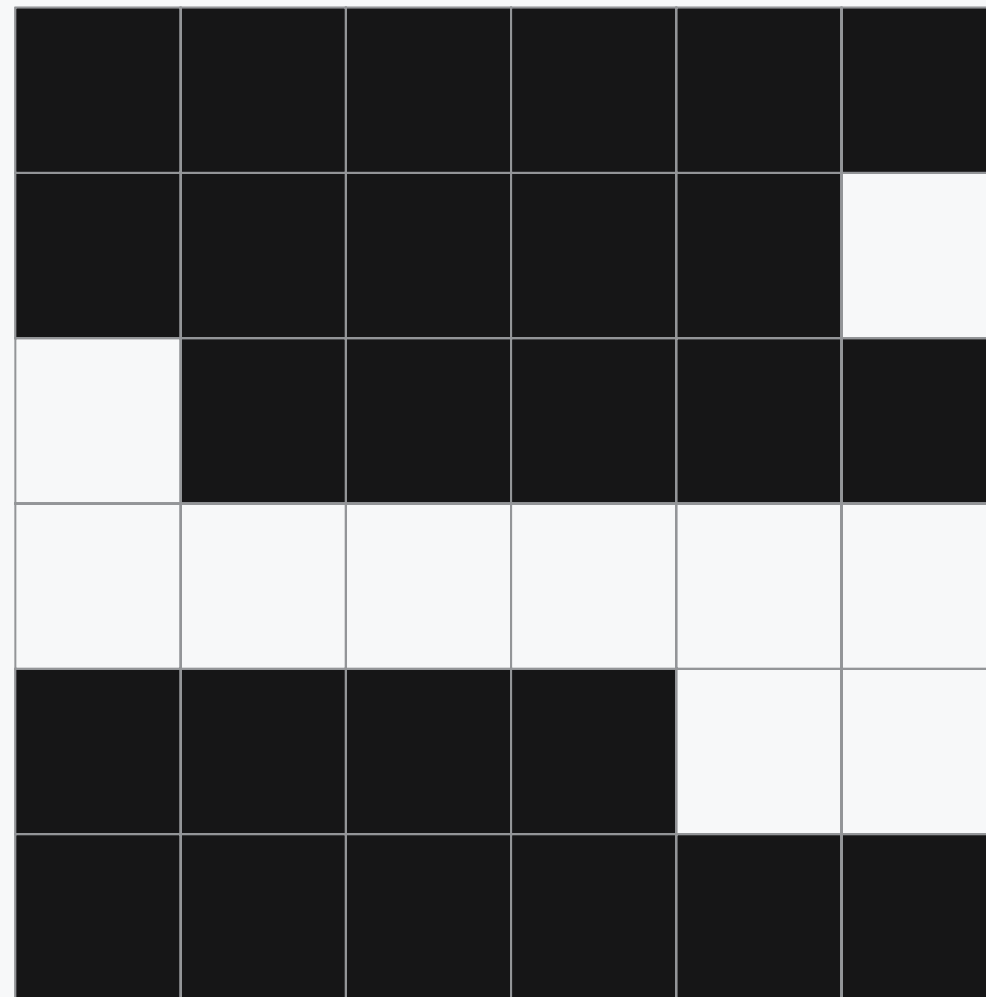
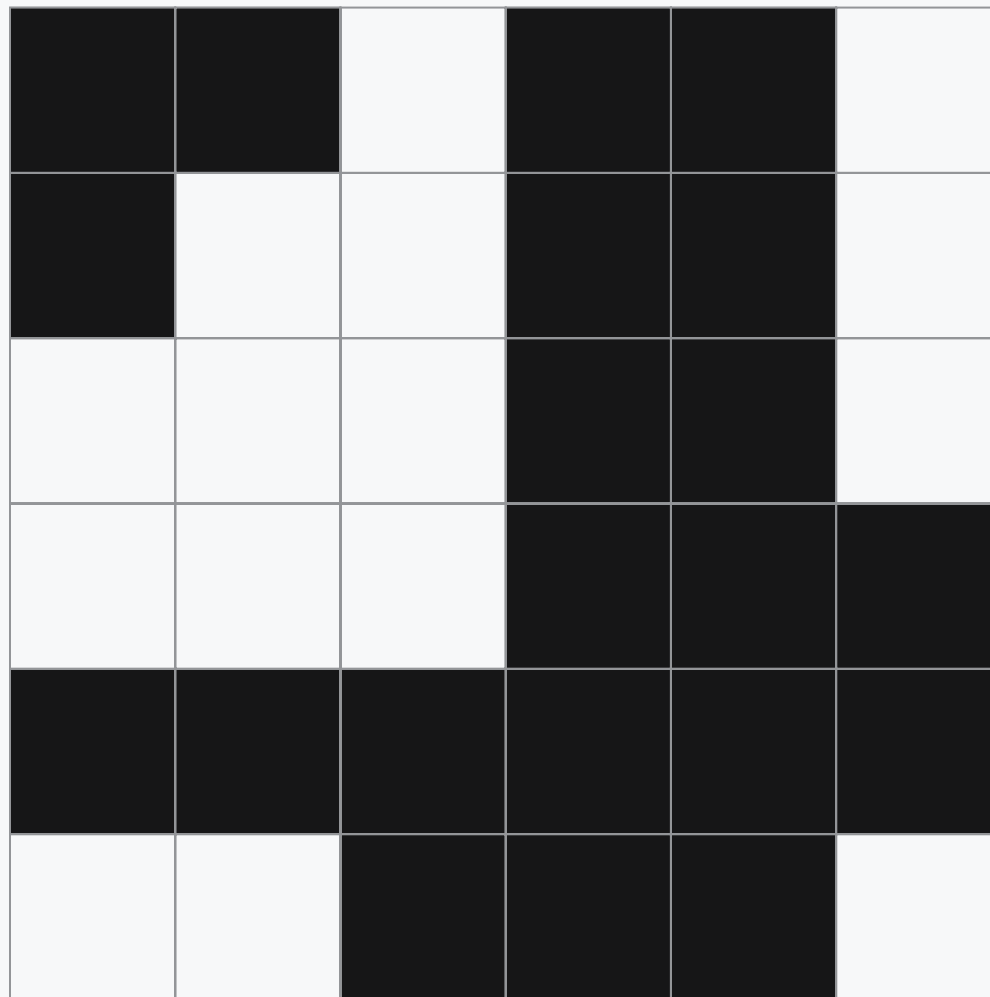


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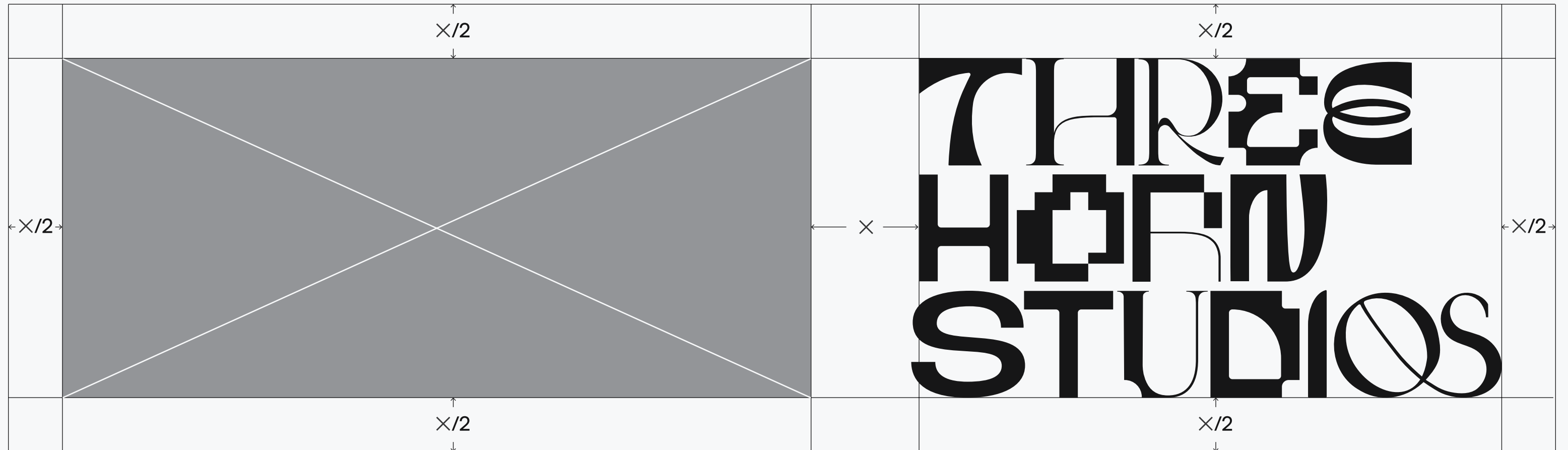


Partnerships

When teaming up with fellow gamers (*partnerships*), always deploy our primary wordmark logo as the go-to emblem. The preferred lockup is a horizontal layout, but alternatively a vertical lockup

is acceptable when deemed necessary or offers a better composition. Ensure all logos present in the partnership take up equal visual space, one logo should not feel bigger or smaller than the other.

Horizontal Lockup

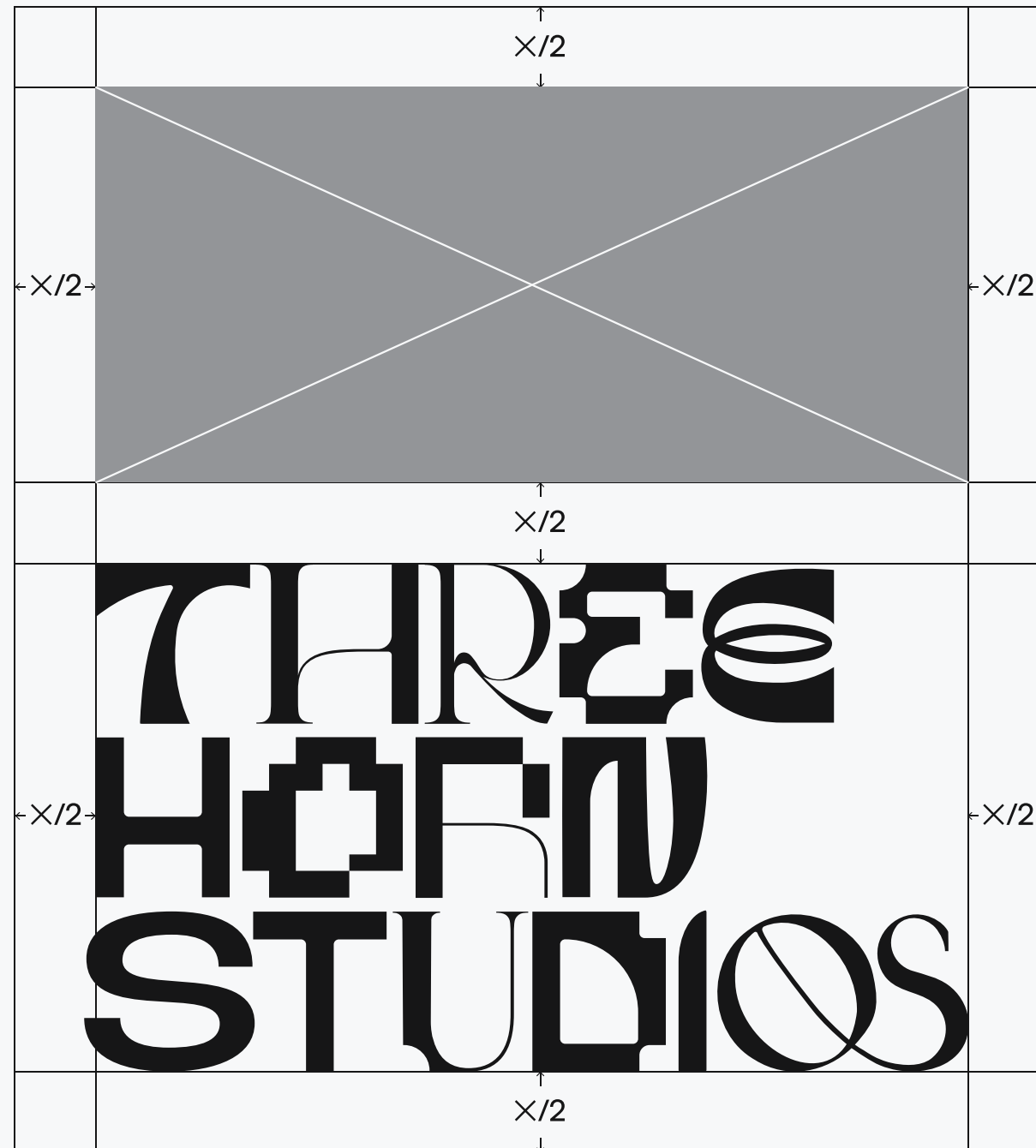


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Vertical Lockup

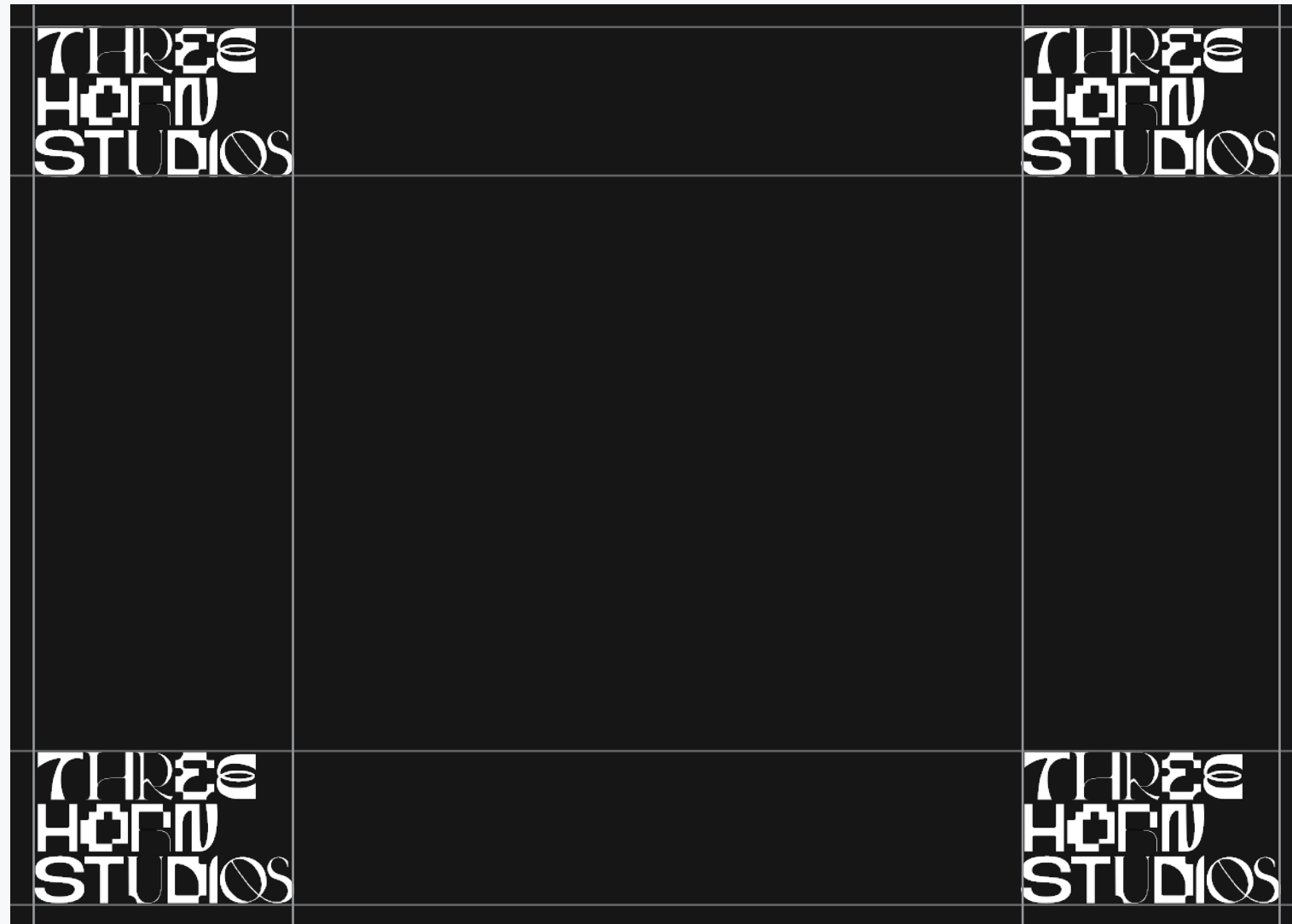


Logo & Icon Placement

Aim to position the logo in the corners to highlight its blocky structure. Layouts with a more dynamic and playful vibe, consider strategically placing the logo near other blocky or pixelated elements. However,

don't hesitate to overlap the logo other elements in graphic or visually-focused compositions to achieve a collage effect. Just remember to always ensure that readability is clear through all the excitement.

Optimal/Default Placement



Dynamic Placement



Logo Placement

Aim to position the logo in the corners to highlight its blocky structure. Layouts with a dynamic and playful vibe, consider strategically placing the logo near other blocky or pixelated elements. In graphic or

visually-focused compositions the logo can overlap with other elements to achieve a collage effect, however always ensure that readability is clear.

Overlapped Example



Logo Placement

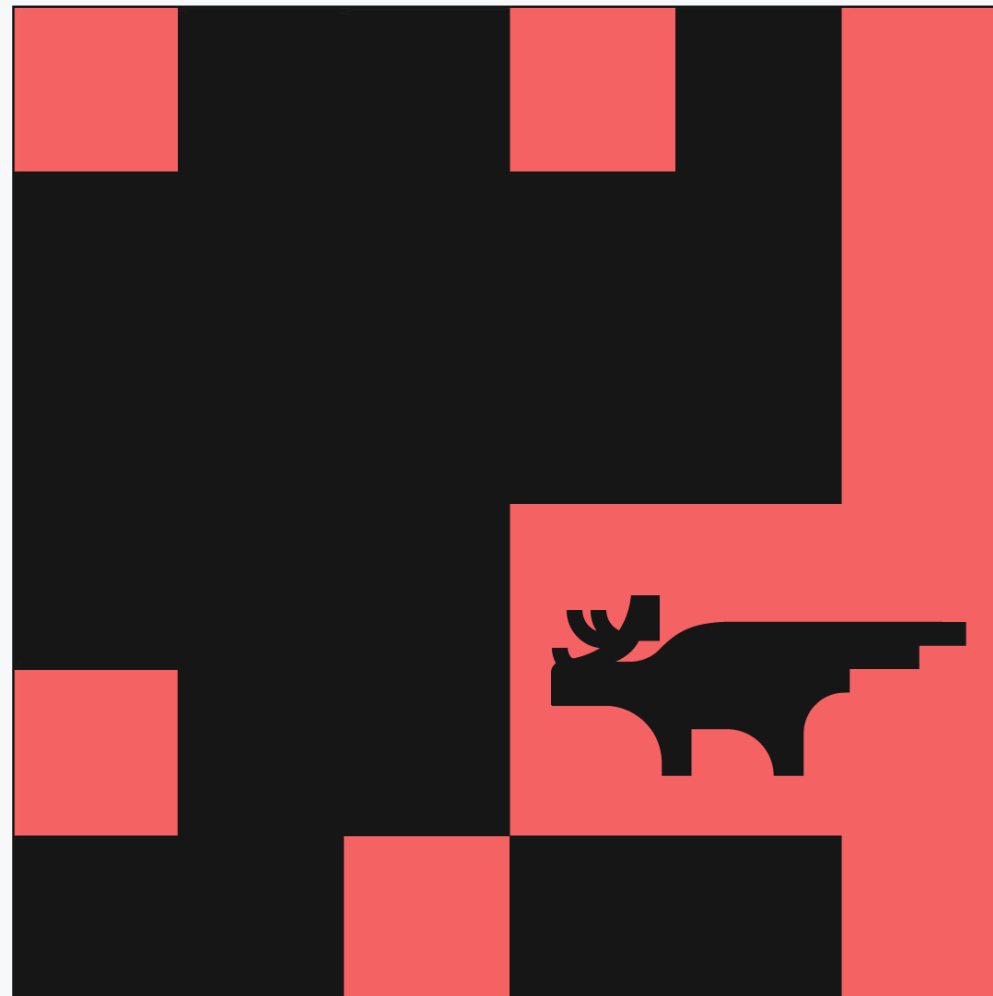
Aim to position the logo in the corners to highlight its blocky structure. Layouts with a dynamic and playful vibe, consider strategically placing the logo near other blocky or pixelated elements. In graphic or

visually-focused compositions the logo can overlap with other elements to achieve a collage effect, however always ensure that readability is clear.

Logo & Icon: Inside shape



Icon: Outside shape



Logo: Outside shape



Logo Usage

Primary Logo: Ocean Blue



Primary Logo: Raspberry Red

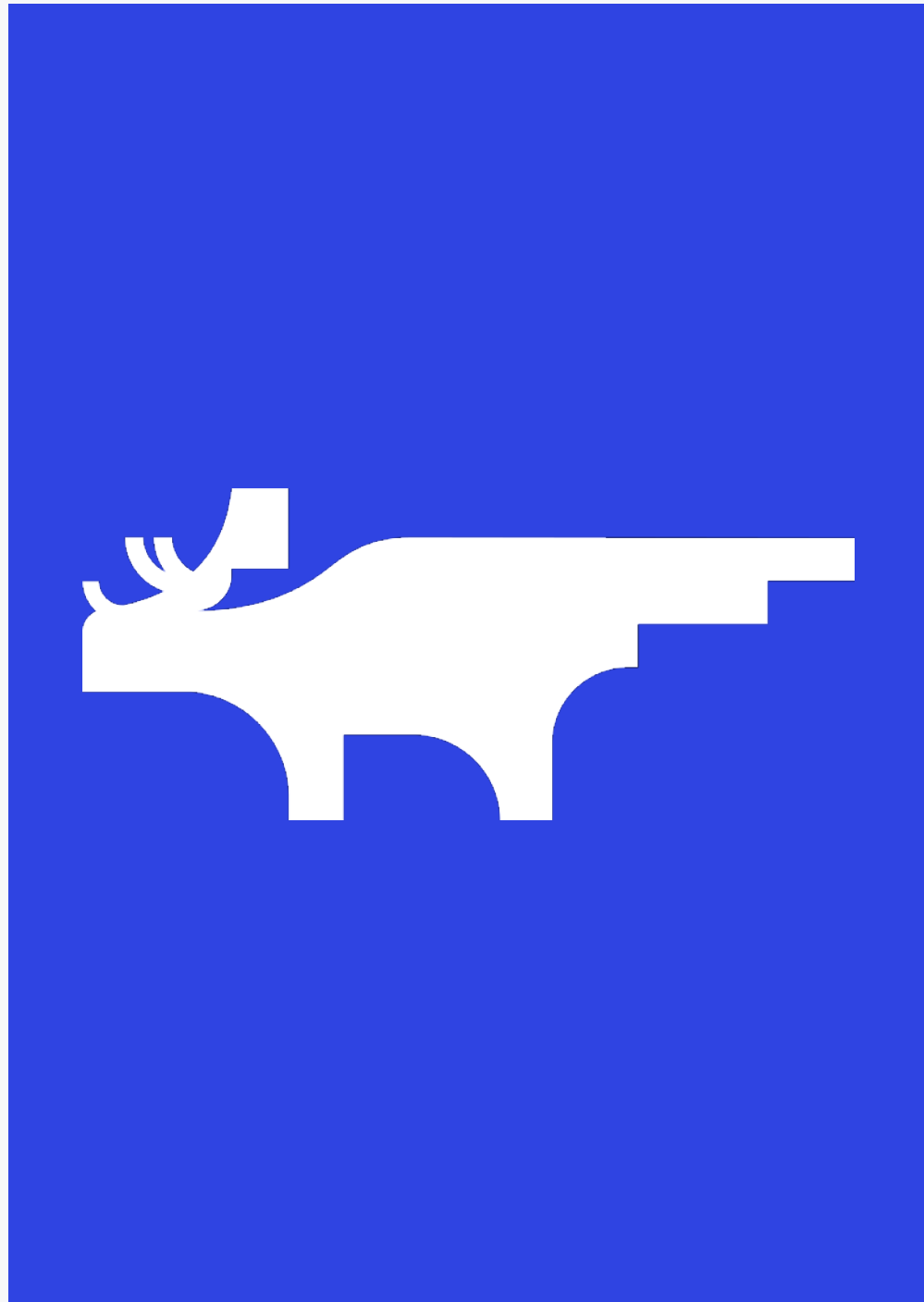


Primary Logo: Mustard Yellow

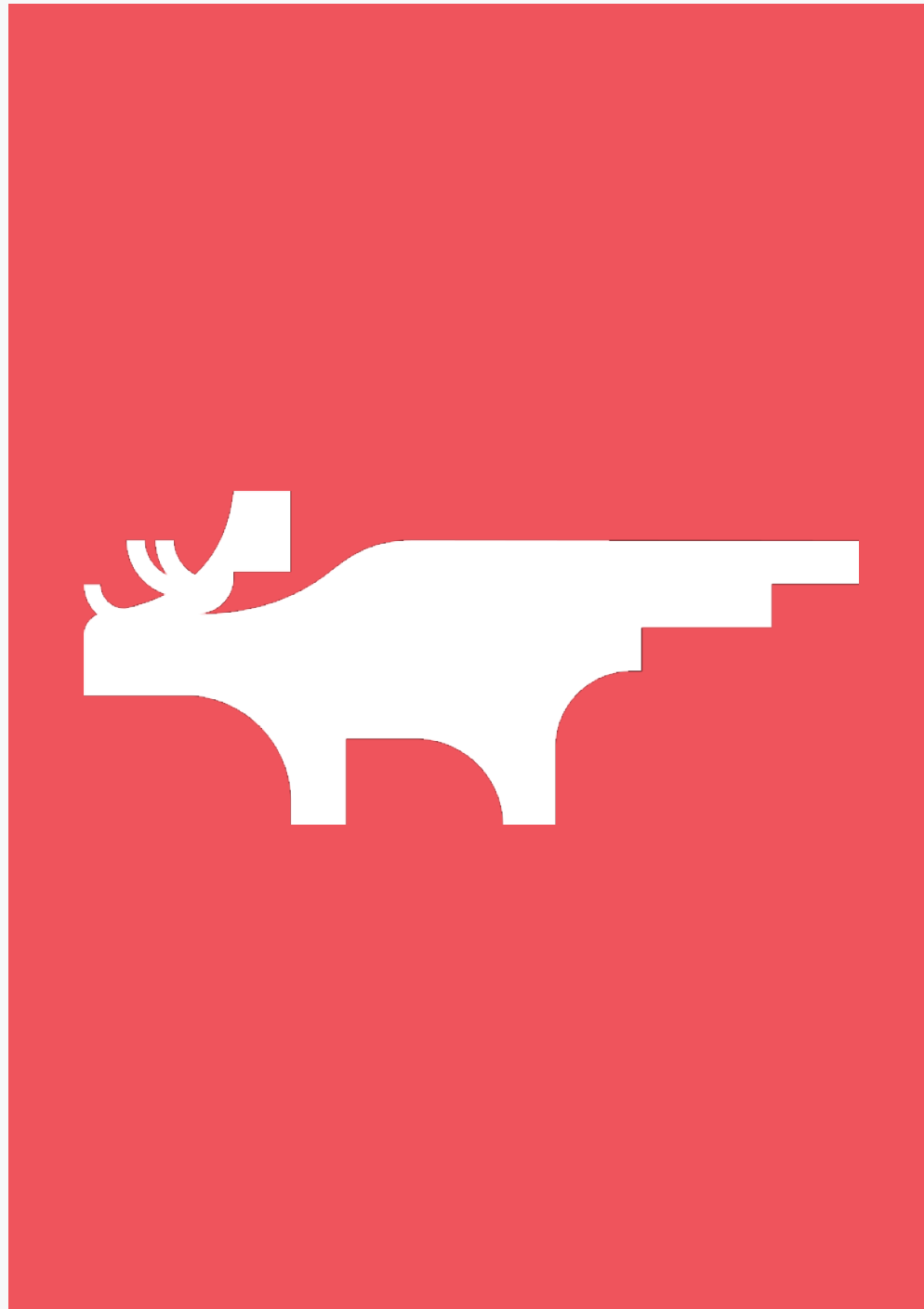


Icon Usage

Secondary Logo: Ocean Blue



Secondary Logo: Deep Salmon Red



Secondary Logo: Mustard Yellow







Brand Colours

Colour Palette

Colour Pairings

Colour Schemes



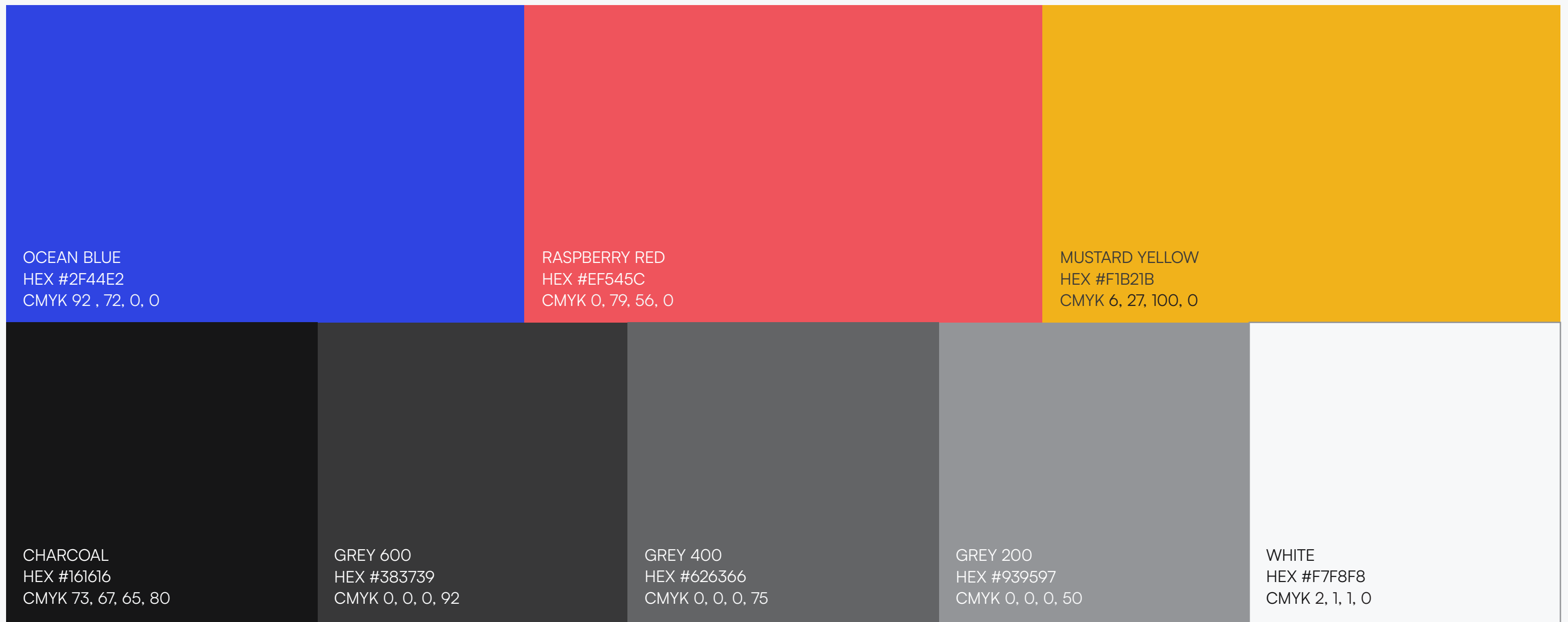
Colour Palette

At Three Horn Studios, our color palette is like a power-up, injecting bright, vibrant energy with an atmospheric twist. We make use of the three primary colors: red, blue, and yellow, serving as a solid base. While giving us the versatility to

explore secondary and tertiary hues to add to our brands inventory. This approach backs our endless creative pursuits and provides us room to appropriately compliment the games we create.

Full Colour Palette

BRAND COLOURS



GREYSCALE



Ocean Blue Background

HEX #2f44e2

CMYK 92 , 72, 0, 0



WHITE

TEXT



WHITE

PIXELATED BLOCKS



Deep Salmon Red Background

HEX #ef545c
CMYK 0, 79, 56, 0

■ WHITE TEXT

■ CHARCOAL TEXT

■ WHITE PIXELATED BLOCKS

■ CHARCOAL PIXELATED BLOCKS



Mustard Yellow Background

HEX #2f44e2

CMYK 6, 27, 100, 0

■ CHARCOAL TEXT

■ CHARCOAL PIXELATED BLOCKS



Charcoal Background

HEX #161616
CMYK 73, 67, 65, 80

■ WHITE PRIMARY TEXT

■ GREY 200 SECONDARY TEXT

■ MUSTARD YELLOW SPECIAL TEXT

■ WHITE PIXELATED BLOCKS

■ MUSTARD YELLOW PIXELATED BLOCKS

Grey 600 Background

HEX #939598
CMYK 0, 0, 0, 50





■ WHITE TEXT




■ WHITE PIXELATED BLOCKS



White 50 Background

HEX #f7f8f8
CMYK 2, 1, 1, 0

 CHARCOAL	PRIMARY TEXT
 GREY 200	SECONDARY TEXT
 DEEP SALMON RED	SPECIAL TEXT
 OCEAN BLUE	SPECIAL TEXT

 CHARCOAL	PIXELATED BLOCKS
 DEEP SALMON RED	PIXELATED BLOCKS
 OCEAN BLUE	PIXELATED BLOCKS

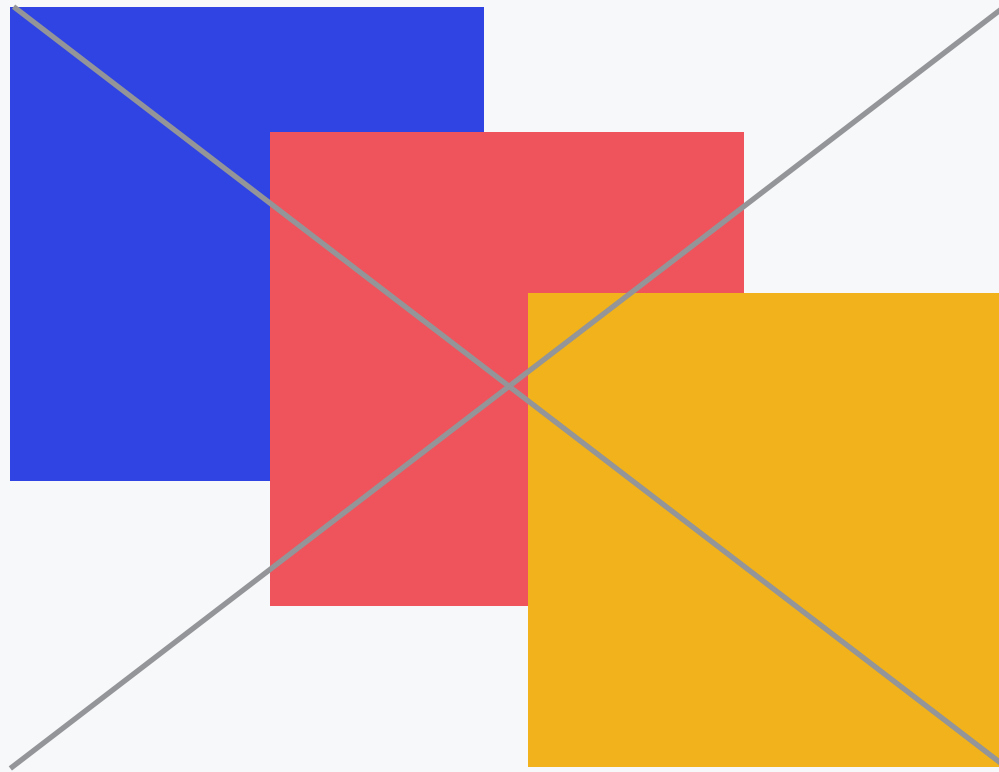


Colour Pairings to Avoid

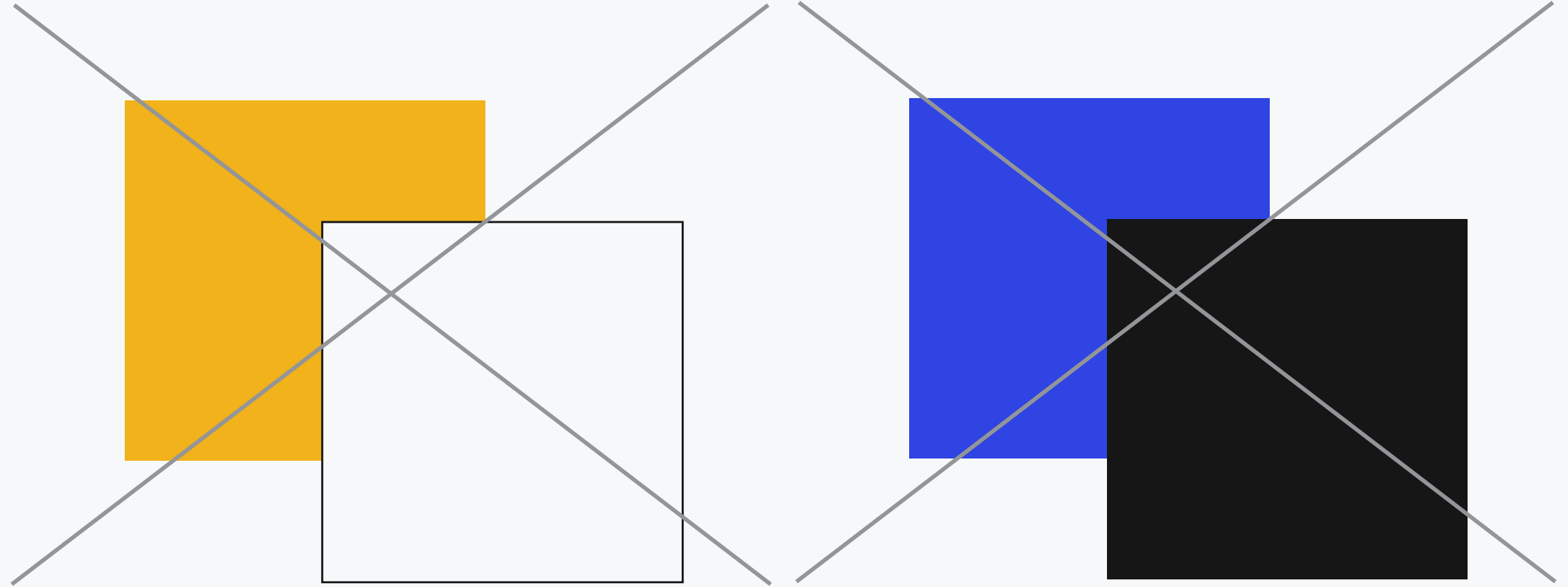
Here are some color pairings that should be avoided when crafting any media for Three Horn Studio. Whether they clash like rival guilds or fail to meet accessibility standards, these pairings should never

make it out of the respawn zone. However, like every good strategy it's worth noting that these standards can be adjusted to accommodate special situations. So don't be afraid to go a bit wild!

Brand Colours: Never overlap



Not enough contrast



Can be put next to each other



Typography

Font Family & Hierarchy

Symbols & Glyphs

Grid & Composition



Triceratops

Hierarchy

Title

Primary Heading

Secondary Heading

Sub Heading

Mini Subheading



Body/Large
Font Family: Satoshi

Font Weight: Regular

Line Height: 100%

Welcome to Three Horn Studios, where pixels meet joy and connection!

As you embark on your gaming adventure, get ready to experience the ultimate in chill, comfy, cozy, and playful fun. Playfulness isn't just a feature in our games — it's the beating heart of everything we do.

Body/Regular
Font Family: Satoshi

Font Weight: Regular/Light

Line Height: 100%

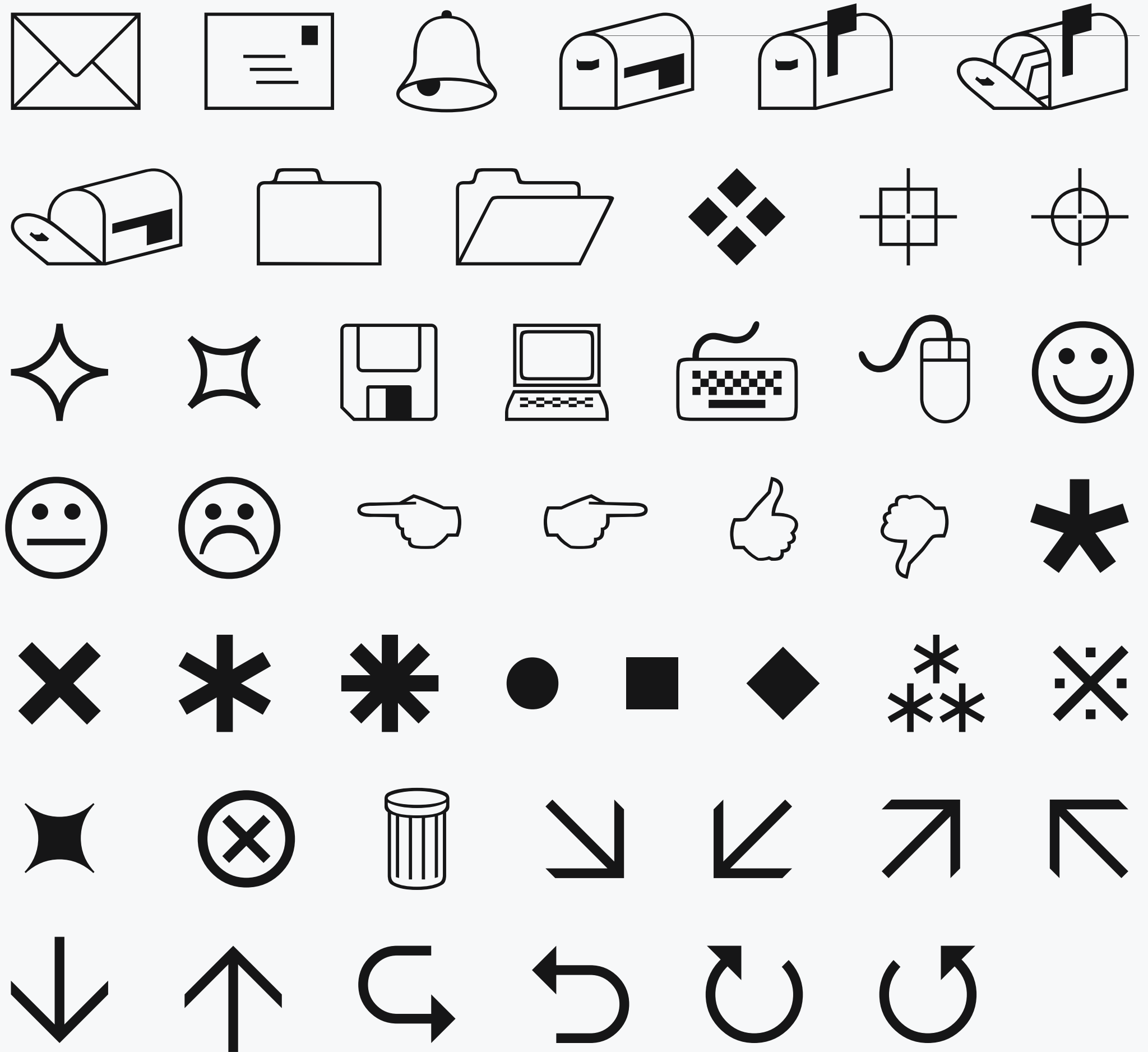
Press play, and immerse yourself in the world we've created just for you. Whether you're seeking adventure, camaraderie, or simply a moment of escape, Three Horn Studios is here to deliver. Get

ready to level up your gaming experience and discover a whole new world of fun and excitement. Welcome to the gaming family — where every game is an opportunity to make unforgettable memories.



Symbols & Glyphs: Wingdings

Add some flare and visual excitement to short descriptive text using symbols and glyphs from the Wingding font family. Note that only the ones displayed here are acceptable to use not all symbols & glyphs from Wingdings are okay to use.

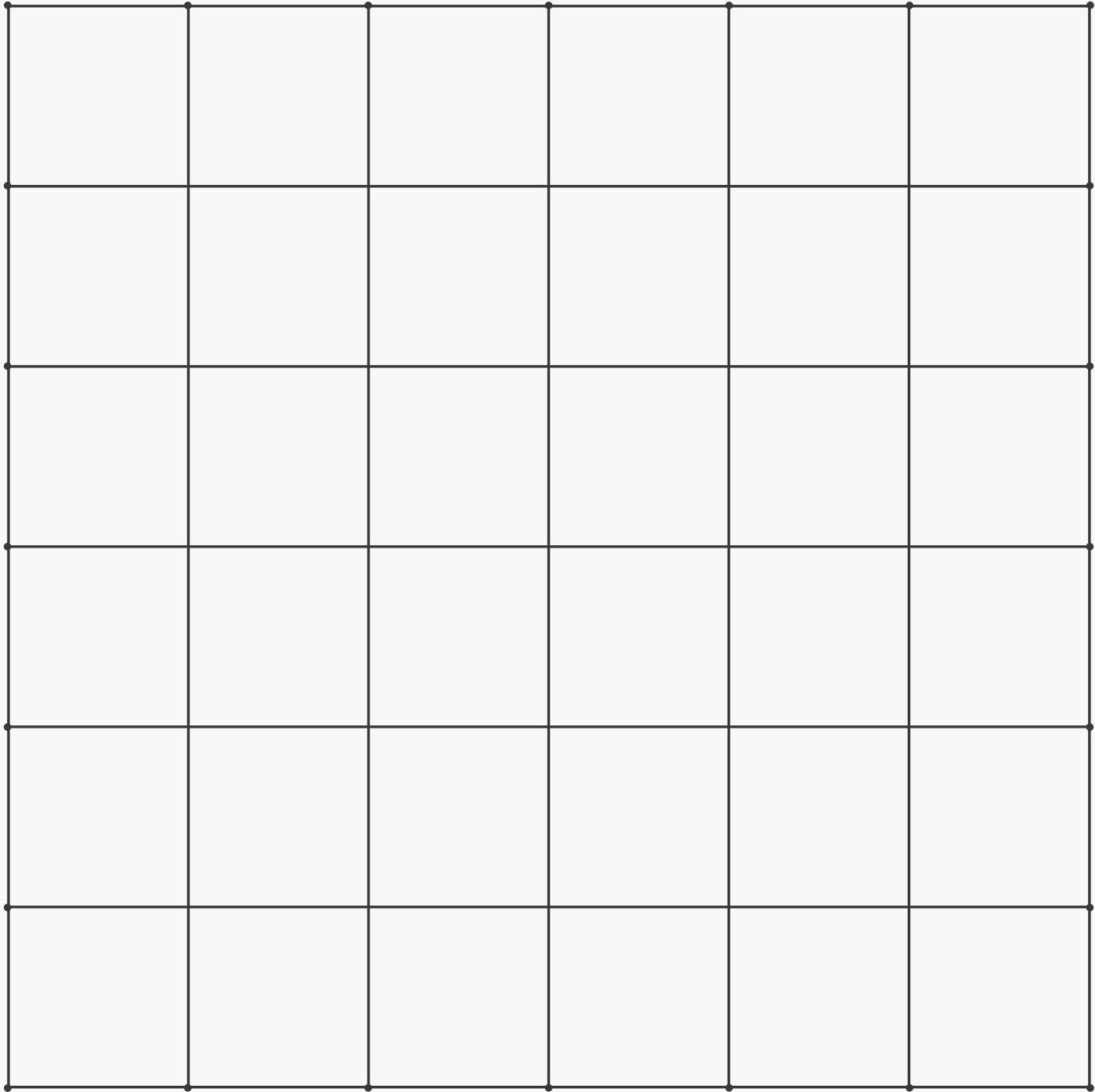


Grids & Composition

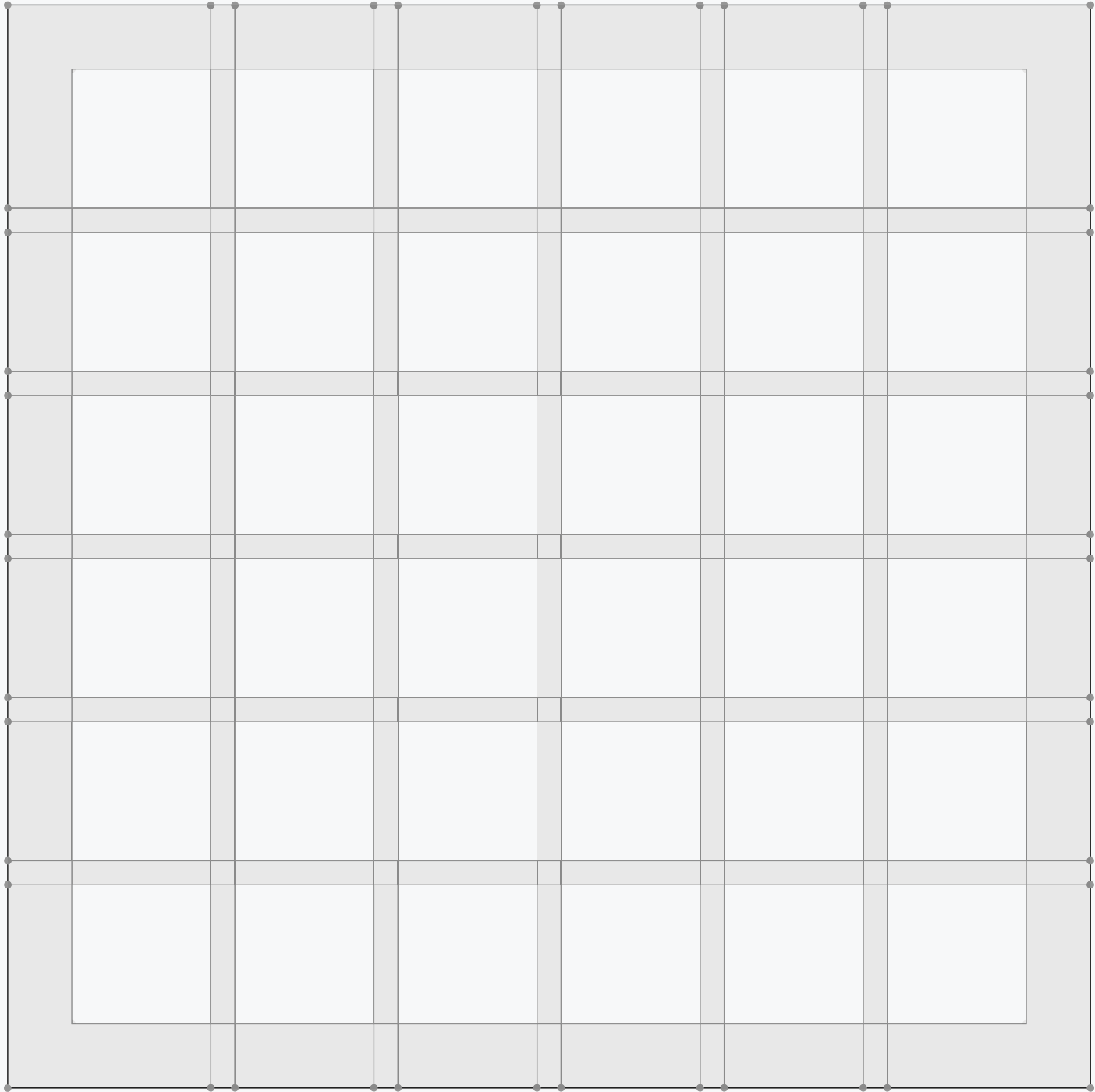
Pixels are in everything we do including our grids. When crafting compositions, opt for a grid made of squares, with a minimum size of 6x6 pixels. However we're flexible and don't discriminate, we

do accept grids composed of rectangles if need be. For graphic-heavy designs, ditch the margins and gutters; for text-heavy ones, keep them in check. *NOTE: Grid itself is not limited to squares**

Graphic Based: No margin & gutters



Text Heavy: Margin & gutters

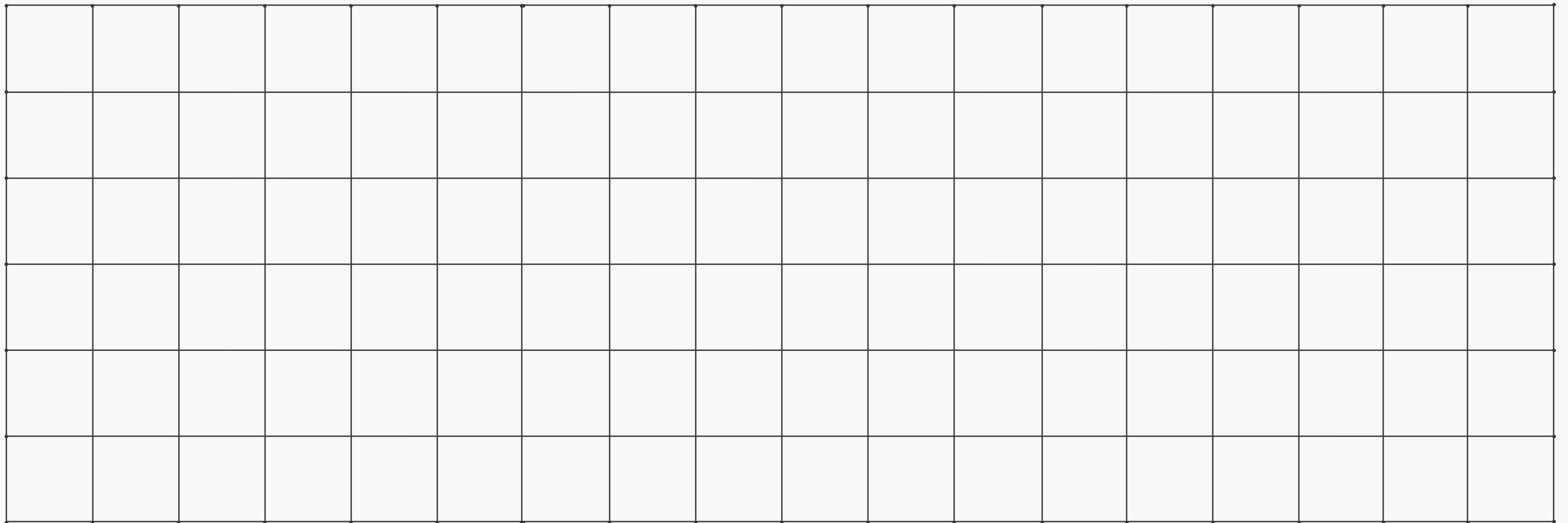


Grids & Composition

Pixels are in everything we do including our grids. When crafting compositions, opt for a grid made of squares, with a minimum size of 6x6 pixels. However we're flexible and don't discriminate, we

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Wide Grid: 6x18



Brand in Use

Social Media

Merch

Print



ThreeHornStudios 25min

Join us as we weave together playful experiences!

#Hiring

Send message


ThreeHornStudios 25min

At Three Horn Studios, we're on a mission to craft games 🎮 that transport you to realms ✨ that keep it chill comfy & cozy 😊

Send message

ThreeHornStudios 25min

#Giveaway




Win Merch

Come to our booth for a chance to win free merch!

Send message

ThreeHornStudios 25min

#Giveaway



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