THE WILD BRANCH

STYLE GUIDE FOR KEEP IT BURNING VIDEO GAME

The Wild Branch is committed to making games that can grow with the ever changing audiences of today, through humorous puzzle adventures. Keep it Burning is out first video game.

The game make use of pixel art graphics, hand made sprite-based visuals as found in early 8 and 16-bit games presented on a parallel projection over a plane producing a pseudo 3D effect, or 2.5D, also known as Isometric projection.

Keep It Burning logo

The logo must reflect in its shape and colors of a tending a blaze.
Fire is one of the things that pushed human evolution along. Fire provides protection from predators and warmth.

R: 254	C:0 %
G: 108	M: 71%
B: 002	Y: 100%
#FE6C02	K:0 %

Pantone 1585 C

R: 244	C:0 %
G: 6	M: 100%
B: 6	Y: 100%
#F40606	K:0 %

Pantone 458 C

Please note:
the flame is also present inside the 'N'

Colors: please use Pantone 1585 C and 458 C over a black background when possible.
Fonts: please use Helvetica Neue (normal and bold) for body text (20 px - 28 line height).
Use Prehistoric Caveman regular font (c) for Titles (h1, h2) 24 px - 32 line height.
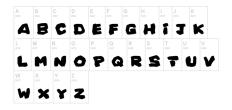
PREHISTORIC CAVEMAN

Created using High Logic Scanahand by Darrell Flood.

Fire keeper and fire logo

The Firekeeper image (always the left of the flame) can be associated to the logo and we welcome this.
The human figure design is based on the petroglyphs discovered in the Hidalgo's Cave (Mexico).