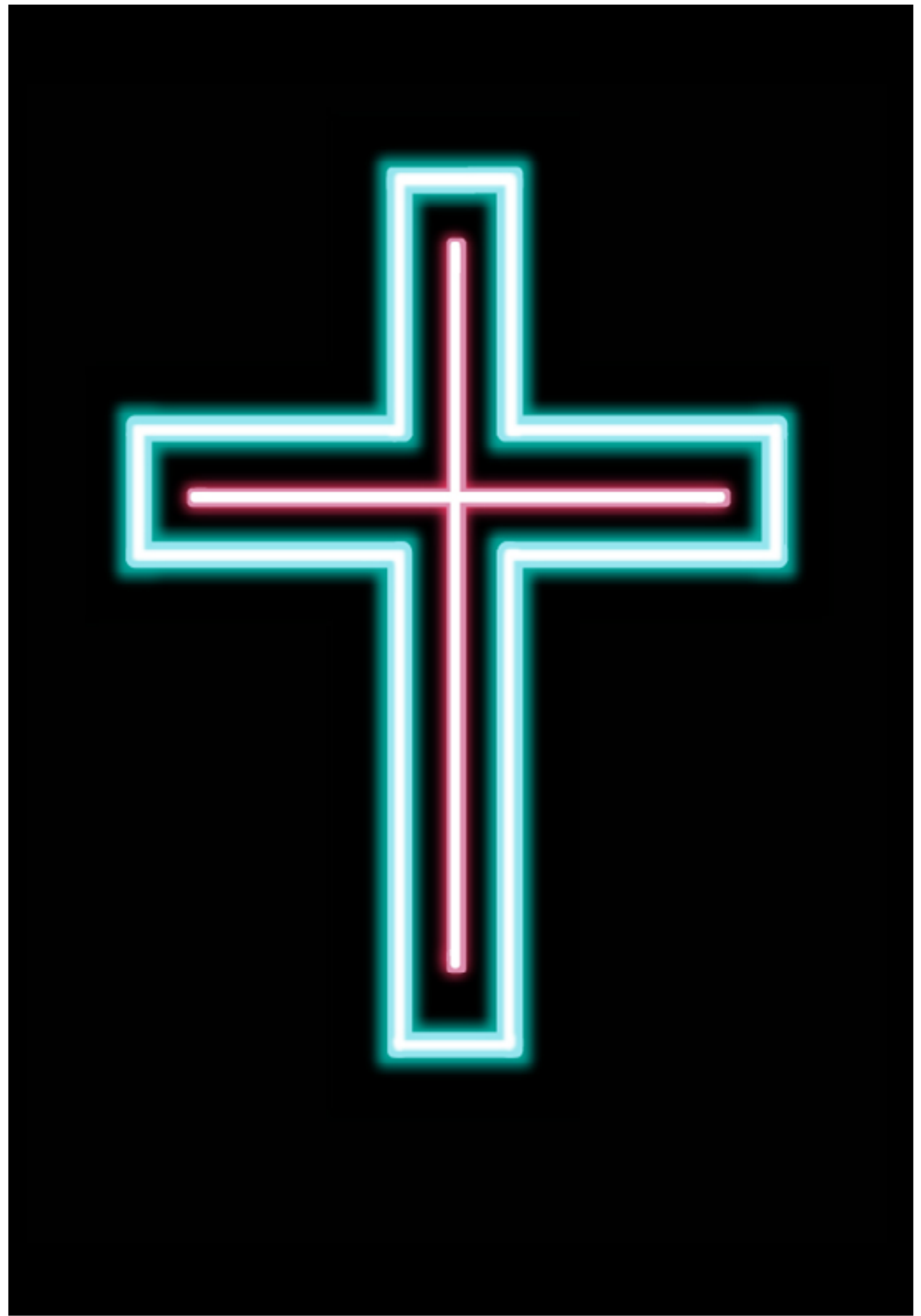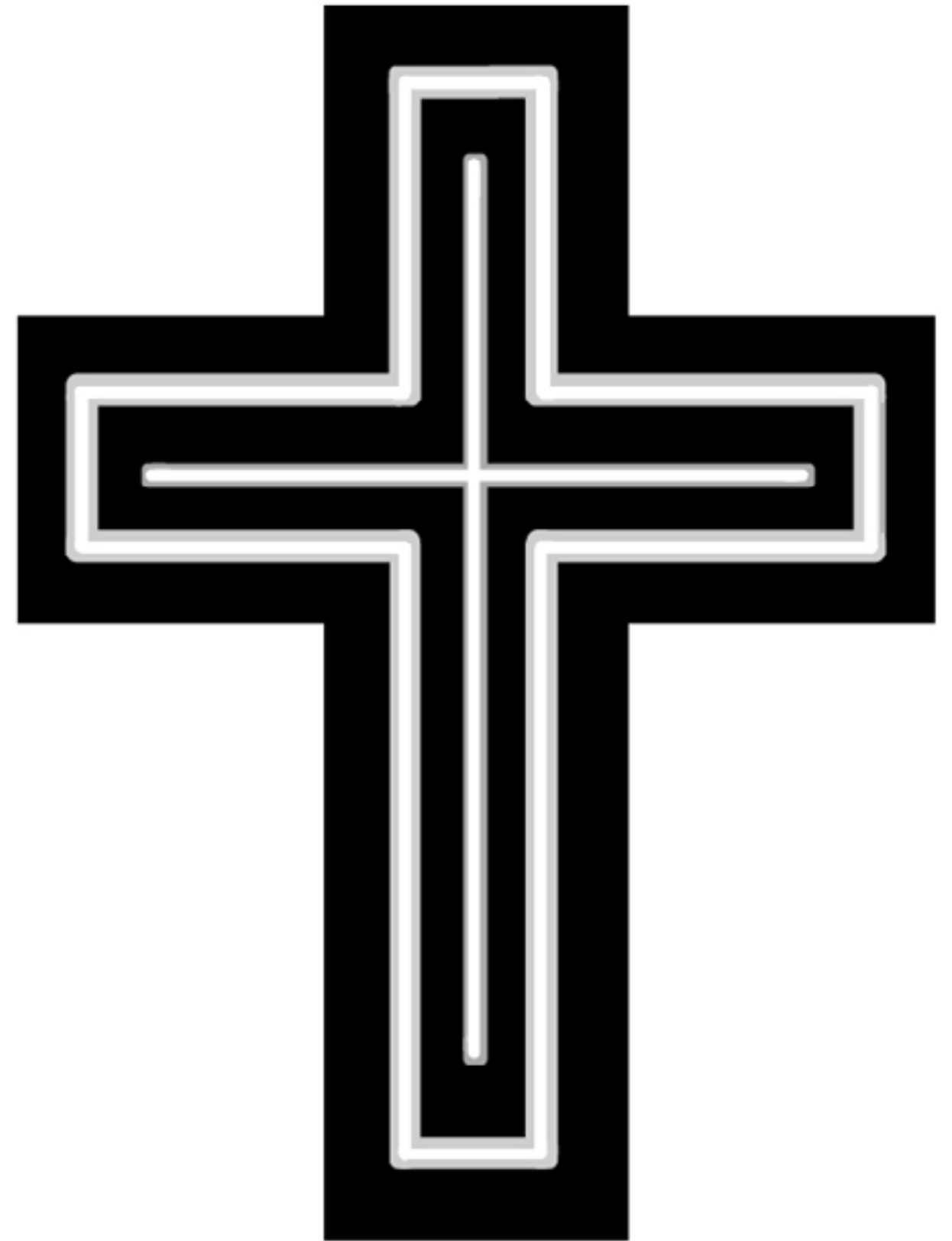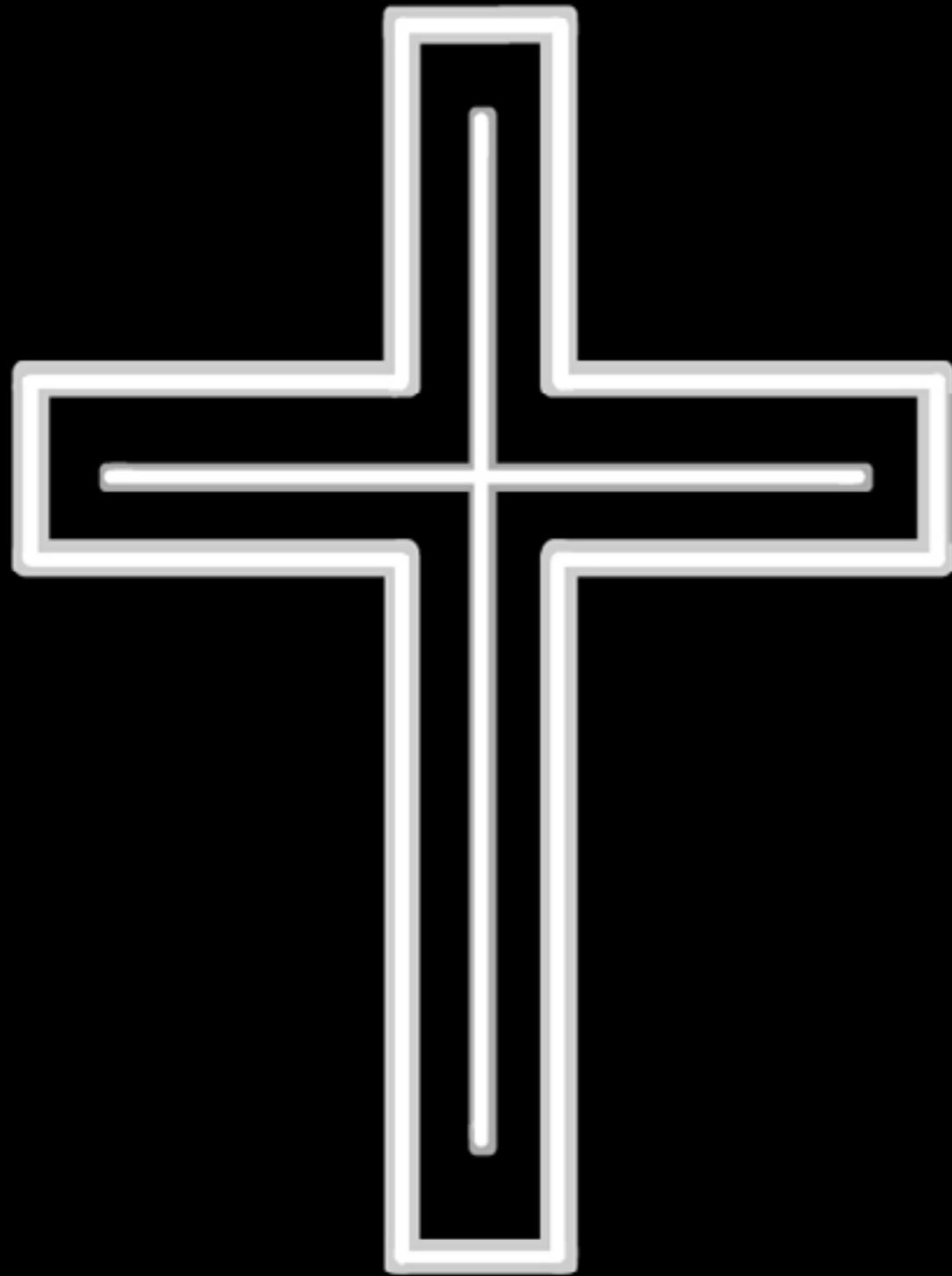# BLOODLETTING

Branding Guidelines

Introduction

 Bloodletting is build around the concept of exorcism and the exploration of a society it is set it through the eyes of a female protagonist. One of the main themes the game delves into is addiction and the problem of demon infected blood being sold on the black market. Another is the conflict between the exorcists from the church and the bloodletting barbers.

The protagonist is a 24 year old female with an infected demon blood problem. Because of her 'low life/drifter' status she is captured by a demonic sect obsessed with summoning one of the demonic Dukes of Hell. The protagonist is used as a vessel during the summoning ritual to briefly contain the demon's spirit in. The ritual is interrupted half way though and the protagonist is left sharing her body with a weaken Duke of Hell's spirit. The game explores protagonist's reactions and responses to her surroundings by giving multiple options for the player to chose from in order to control the outcome of the game.

BLOODLETTING

TECHNOVIA

Technovia is the main font for Bloodletting which represents the brand. It is used for the tite of the game and name of the copany. It can be used on merchandise and for some more important subheadigs but never as a body copy as it isn't legible when scaled down. There are no limits to how big the font can be however it cannot be smaller than 18 pt.

Source Sans Pro

Source Sans Pro is used for the body copy of the text as well as subheadings. For body text Source Sans Pro Regular must be used and for subtitles it can be used as either Source Sans Pro Regular or Source Sans Pro Bold. The smallest the font can be on documents and the website is 12 pt. On labels for merchandise it can be as small all as 9 pt but never smaller.

BLOODLETTING

BLOODLETTING

The title can be used in a black colour on any background and/or on a black background in white colour. For documents the title should be used by itself wihtout the cross at the top of the page. The title must be present on the cover of the game, mast of the website and labels. It can only be used as black or white and can't have a neon glow unlike the cross.

Cross
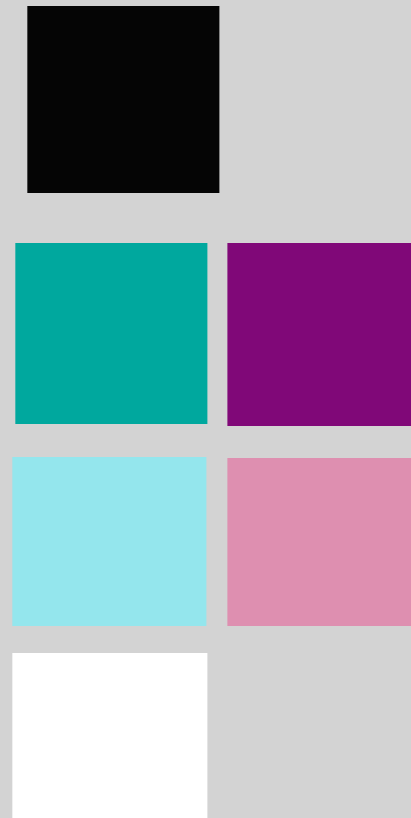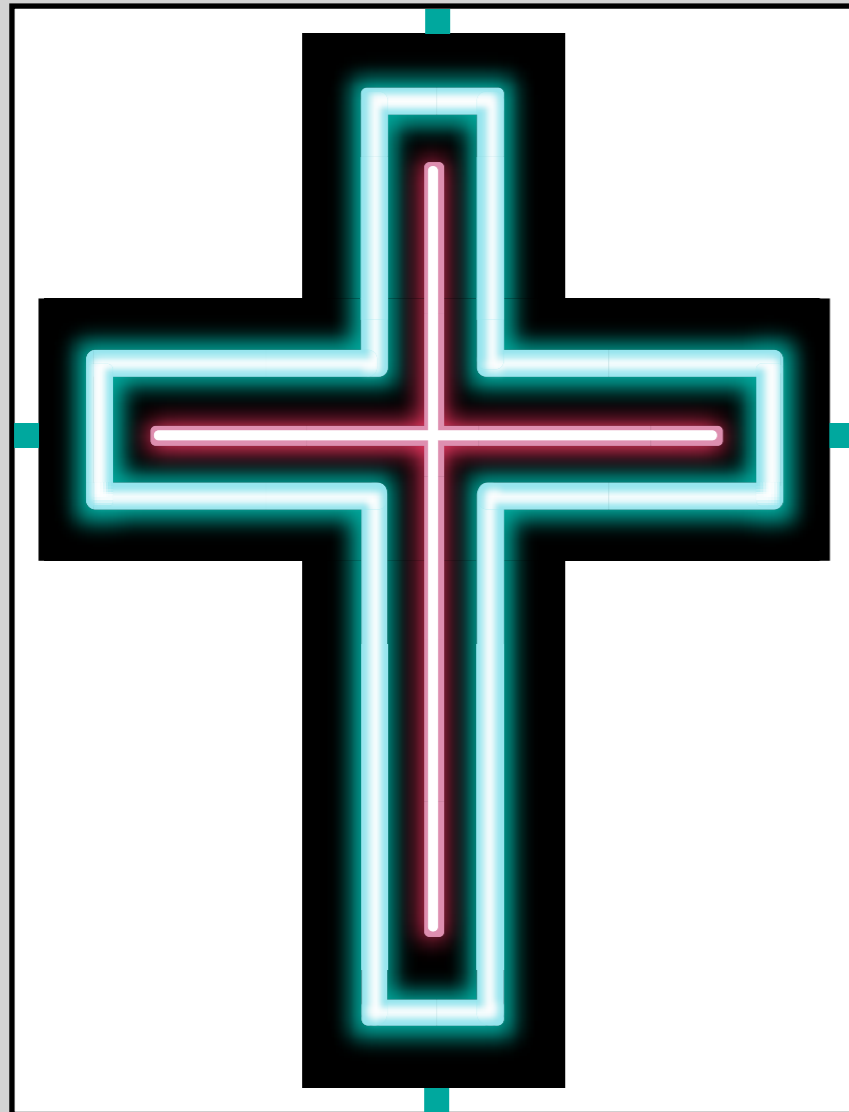
The cross is the actual logo of the game and the company. It can be used on it's own as well as with the title. It is composed of the above colours. These are layered on top of each other with the outer colours and the inner white having Gaussian Blur effect applied to them. The inner white glow is only 1.2 pixels and the outer ones 3.9 pixels. The cross must have at least one of the above squares space around it. The colours of the logo can't be changed as they are iconic to the game and the brand. The neon glowing logo must be used on the front of the main game cover.
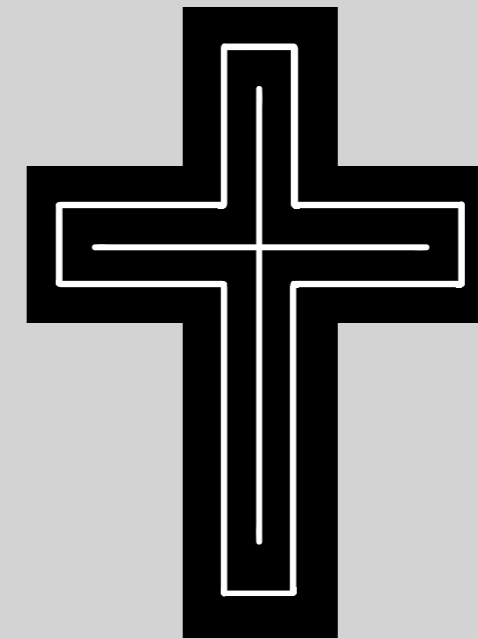
The cross can be used in grey scale. It cannot be neon however. If presented on a white or light background the cross must have a black boarder around it in the shape of a cross. If presented on a black background the boarder is unnecessary. This variation of the logo must be used on business cards and other types of documenation.

Colour Swatches

R = 4 C = 88.55 G = 4 M = 77.08 B = 6 Y = 61.19 K = 94.36	R = 192 C = 0 G = 192 M = 0 B = 192 Y = 0 K = 33	R = 248 C = 3.12 G = 242 M = 6.01 B = 242 Y = 4.45 K = 0	R = 255 C = 0 G = 255 M = 0 B = 255 Y = 0 K = 0
R = 128 C = 62.6 G = 8 M = 100 B = 120 Y = 10.35 K = 2.94	R = 222 C = 11.61 G = 143 M = 54.41 B = 176 Y = 10.5 K = 0.04	R = 0 C = 76.71 G = 168 M = 5.35 B = 158 Y = 44.3 K = 0	R = 148 C = 42.44 G = 229 M = 0 B = 237 Y = 12.65 K = 0

Logo

✝

BLOODLETTING
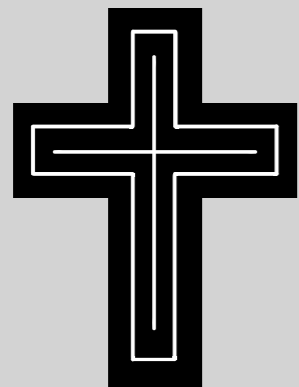
✝ **BLOODLETTING**

BLOODLETTING

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The logo can only be used in these compositions when combined with the title.

Example of how the logo can be used with the title

Branding Identity Packages

Example of merchandise

Website
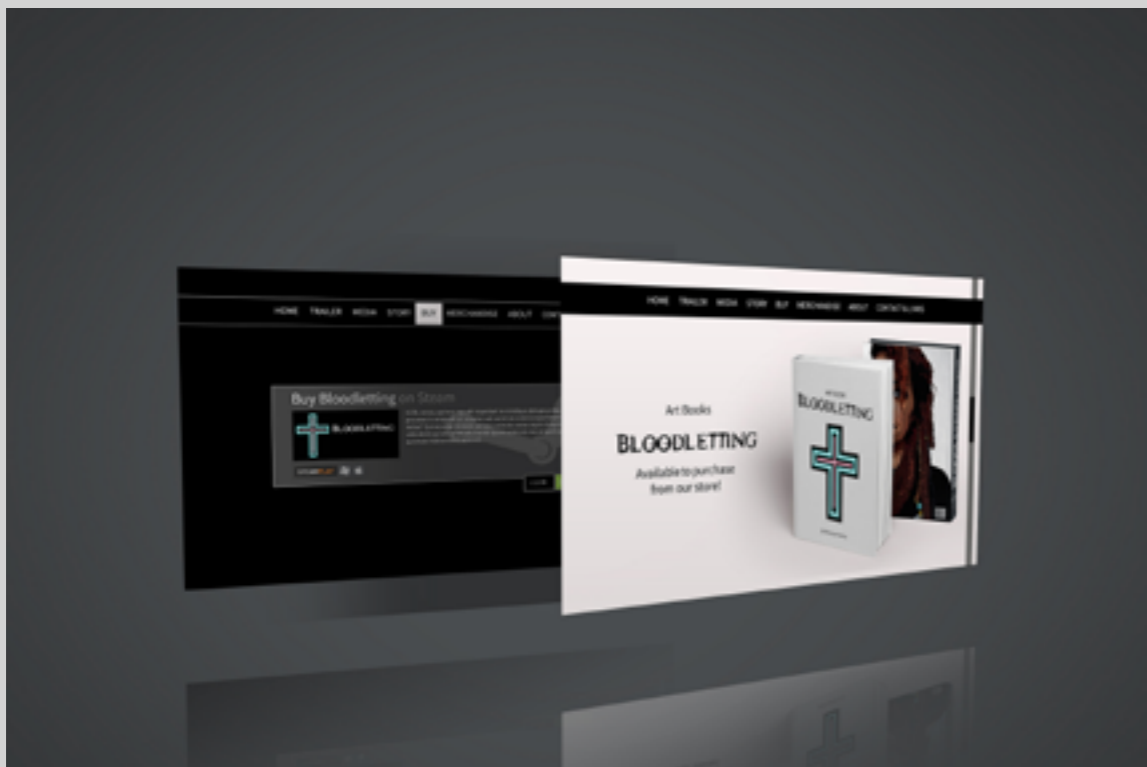
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Buy Bloodletting on Steam

✝ BLOODLETTING

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VIEW: 6 / 12 / 25 / ALL / PRODUCTS PER PAGE   ◀ 1 2 3 4 ▶

HOME   TRAILER   MEDIA   STORY   BUY   MERCHANDISE   ABOUT   CONTACT & LINKS

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Sedicab oribusa des que nem es et quis doluptas erum quam, quam volorro corem sendebisssirit ratenih iiborat rem inamer. Eandelenist ocilones eatur? Sant am quibuscipsum quam aut fugit odit rilique es maio maion conecti dolore volupta ispidempreprem et dolen dollent lique velitempos que namet omnicus adit, sum enihil ipsamus, que pratiae parume nam, omniste voluptam ni dion nulentur?utas eos molore horasque qui as re eos sandard nat quod eosam reici officatus as evente pro cumet, quossit la sedit adicide fugitat iuntorat des cus advolut tatiue eumpula sum doluptat po non re, volut quat facea voluptatus apicae saecati ostruntius dolorerst, ad quod molerum quidit facitodi doloris iuisti, sed ute ilis magnat officil d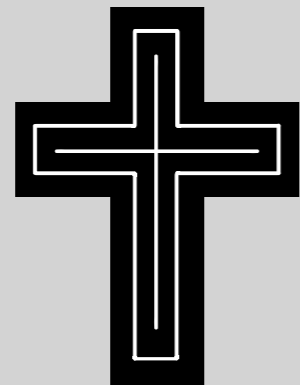e minum aut irisi eaque dolor respeclisin fugiam eos magnatune ped que tam, omnisciemo is atatur repero baratiis vendus pria dfenti ur eume voluptatmo caerum qui placcus dest, eni quodi dolupitaut.

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