

# ROLL 'EM OUT



## BRAND GUIDELINES

GRAB A FRIEND · ROLL THEM OUT

A NEW LIGHT IN THE CAVE

# OUR WORLD.

Roll 'Em Out is a physics-driven co-op cave adventure for one to four players. Four pint-sized miners, one runaway ball, one impossibly long way home. It is loud, clumsy, and a little bit eerie — the kind of game where you laugh, then yell, then laugh again.

These guidelines exist to keep the feeling consistent everywhere the brand shows up — a Steam page, a tweet, a thumbnail, a business card. Cold stone, distant light, a single warm dot of red. Use this as a reference, not a cage.

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# THE MARK.

The logo is the game, compressed. Cracked stone, a tiny miner sealed in glass, and a glow that says someone is still down there. Treat it like a small monument — set it on darkness, give it air, never patch it up.



## 01 CRACKED WORDMARK

The hero element — fractured cold stone, faintly backlit. Letters are part of the world, not on top of it.

## 02 THE MINER

Our miner sealed inside the O of OUT — encased in glass, still cheerful. The one warm note: Beacon Red helmet (#B5625A).

## 03 THE GLOW

A soft Glow Cyan halo behind every letter. It is the breath of the cave. Never strip it; never make it brighter than the lockup itself.

## 04 THE FRACTURES

Tiny chips and shards orbit the letters. They are part of the mark — never re-randomise, never tidy them up.

# CLEAR SPACE & SIZING.

Give the mark room to breathe. The quieter the surroundings, the louder it hits. Don't crowd it, don't shrink it past legibility, don't make it fight a busy backdrop.

## MINIMUM CLEAR SPACE

Maintain padding equal to the height of the O in "ROLL" on all four sides. No type, edge, fold, or other graphic may enter this zone.



## MINIMUM SIZING

The mark scales down well, but never below 80 px tall on screen. Below that, use the miner avatar alone as a standalone glyph.

ROLL 'EM  OUT

ROLL 'EM  OUT

ROLL 'EM  OUT

### PRIMARY

Hero banners • Key art

### STANDARD

Social • Thumbnails

### MINIMUM

Faivcons • Footers

# PLEASE, DON'T.

The mark has been tuned. Resist the urge to help it. Four common ways well-meaning designers accidentally kill it.



## DON'T STRETCH

Always scale uniformly. Never distort proportions.



## DON'T ROTATE

The logo sits flat. No tilts, no arcs, no fun angles.



## DON'T RECOLOUR

White stone on dark cave — never recoloured, never tinted, never inverted.



## DON'T GO PALE

The mark needs a dark, cool surround. On bright backgrounds the glow dies.



# PRIMARY PALETTE.

Cold stone, far light. The cave is the hero. These four colours carry the brand across every touchpoint — lead with them, in this order.

## VOID BLACK

PRIMARY · SURFACE

HEX #050608

RGB 5·6·8

CMYK 85·71·50·96

## CAVE TEAL

PRIMARY · STRUCTURE

HEX #0C2A35

RGB 12·42·53

CMYK 86·53·35·70

## GLOW CYAN

PRIMARY · HERO

HEX #85AEAB

RGB 133·174·168

CMYK 40·6·23·0

## BEACON RED

SIGNAL · ACCENT

HEX #B5625A

RGB 181·98·90

CMYK 6·70·60·16

**RULE OF THE CAVE.** Void Black and Cave Teal hold every composition. Glow Cyan is light — use it for the things you want to glow. Beacon Red is the single warm note in our world; use it for the miner, for danger, for a single dot of urgency. One red per frame, never two.

# SUPPORT PALETTE.

Echoes of the deeper caves. These colours carry biomes, encounters, and UI states. Use them sparingly — never to replace the primary four, only to season them.

## DEEP TEAL

STRUCTURE · DEEP

HEX #04141C

RGB 4·20·28

CMYK 86·29·0·89

## STONE GREY

TEXTURE · ROCK

HEX #3A4750

RGB 58·71·80

CMYK 28·11·0·69

## BONE WHITE

TEXT · ON DARK

HEX #E8EEF0

RGB 232·238·240

CMYK 3·1·0·6

## LANTERN GOLD

SCENE · WARMTH

HEX #D9A04A

RGB 217·160·74

CMYK 0·26·66·15

## MOSS GREEN

SCENE · FLORA

HEX #5B7A4E

RGB 91·122·78

CMYK 25·0·36·52

**WHEN TO REACH FOR THESE.** Stone Grey for UI surfaces and chrome. Bone White for body type on dark fields, never as a fill. Lantern Gold for treasures, rewards, and danger-adjacent warmth. Moss Green only inside biome contexts. If a layout already feels balanced with the primary four, leave the support shelf alone.

# ONE VOICE.

The logo is the only display face. Everything else is Jaro — a single, wide, mechanical sans that does headlines, captions, labels, and body. Treat it as a system: scale with intent, never substitute.

## TEXT • ALL ROLES

# Jaro

Jaro is a variable, optical-sized grotesque. It carries the entire system — display, body, UI, captions. We use the optical-size axis to keep it crisp at every scale: 60pt for posters and stingers, 24–36pt for headlines, 9pt for body and microcopy. Always set in sentence case; reserve ALL CAPS for eyebrows and labels.

### DOWNLOAD

Open Font License - [fonts.google.com/specimen/Jaro](https://fonts.google.com/specimen/Jaro)

## SCALE LADDER

DISPLAY • 60pt

# Roll 'Em Out

STINGER • 36pt

## Save your friend.

HEADLINE • 24pt

### The cave is loud tonight.

LABEL • 9pt CAPS

WISHLIST ON STEAM

BODY • 9pt

Four friends, one ball, one impossibly long way home.

# LIGHT FROM BELOW.

Every image should feel like we're looking into the cave from above — silhouettes, a single light source, a lot of black. Our world is cold and luminous, not warm and friendly. Let the dark do the work.



## DO

- Silhouettes against light shafts. The miners are shapes, not portraits.
- Cool colour temperature. Teals, blues, blacks; warmth only where the lantern reaches.
- Deep blacks. Don't fill the frame — let edges fall to void.
- Verticality. Caves go down. Composition should remind you of that.

## DON'T

- Bright, evenly-lit beauty shots. The game is moody — sell that.
- Warm filters or sunsets. We are underground.
- Stock cave textures. Use only in-game footage and renders.

# HOW WE SOUND.

Calm, dry, a little bit haunted. We don't hype the chaos — we describe it like someone telling a story by torchlight. The game does the yelling. We just tell you where to stand.

**“Grab a friend.  
Roll them out.”**

Six words, two beats, no exclamation marks. Every line of copy should land like that: short sentences, active verbs, a little mud on the page.

08

## DRY

Understated. The game is funny enough on its own.

## WARM

Never sarcastic, never at the player's expense.

## PLAIN

No marketing speak. Talk like a human.

## WE SAY

- “Your friend's in trouble. Bring snacks.”
- “Four miners. One ball. A long way home.”
- “Made for couches. Built for yelling.”
- “Now wishlistable. Soon unforgettable.”

## WE DON'T

- “An immersive 3D co-op experience...”
- “Unleash the adventure within.”
- “Next-gen physics-driven traversal.”
- “EPIC. INSANE. UNREAL.” (ever)

# IN THE WILD.

Three templates to start from. Keep the logo quiet, let the cave breathe, and end every post with a tagline or a call to wishlist.

## FEED · 1:1

Square posts, dev updates, quotes. Logo small, type loud.



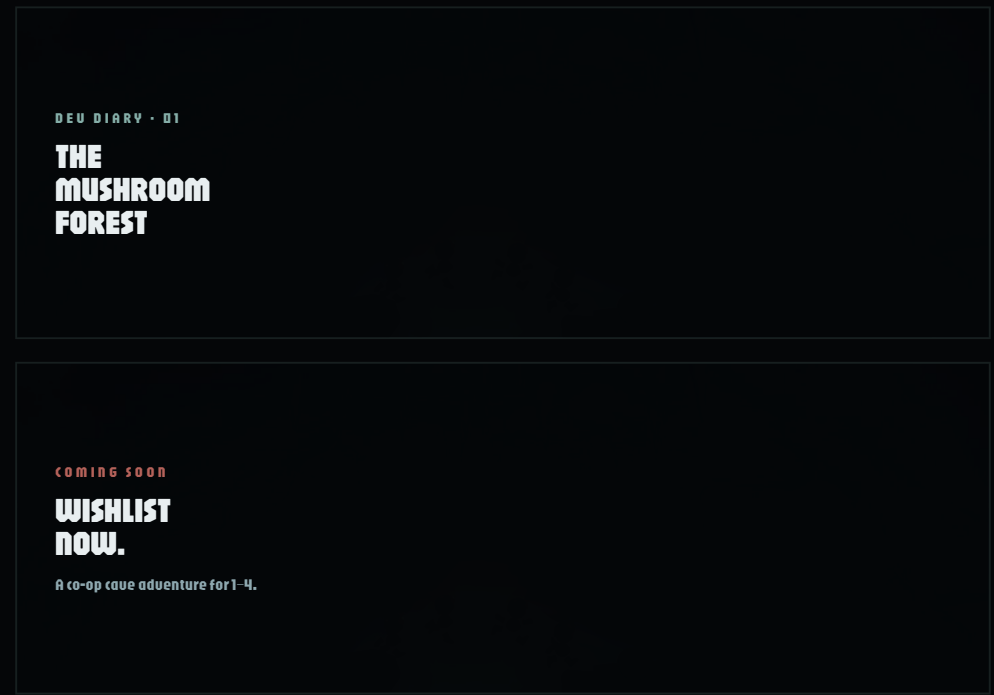
## STORY · 9:16

Reels, TikTok, Stories. Full-bleed cave, type at the foot.



## LANDSCAPE · 16:9

YouTube thumbs, banners, H headers. Art-led, type on the shadow side.



QUESTIONS, EXCEPTIONS, EDGE CASES · GET IN TOUCH WITH THE STUDIO

# GO MAKE SOME NOISE.

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