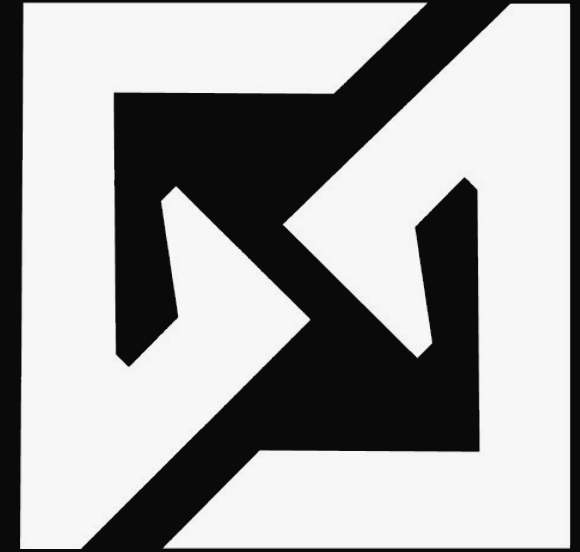


# BRAND SYSTEM V1.0



REFERENCE DOCUMENT – INTERNAL & PARTNERS

DOCUMENT

BRAND GUIDELINES

VERSION

1.0 – APRIL 2026

CUSTODIAN

MARKETING, SHORTGUN GAMES

## INDEX

# What's inside.

This document is the operating manual for the Shortgun Games brand — who we are, how we sound, and how we show up across every surface. Read it once. Come back when in doubt. Break the rules when you have a good reason, then write it down.

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01 — MANIFESTO

We ship  
~~safe.~~ short.  
~~long.~~ sharp.  
~~quiet.~~ loud.

Shortgun Games is an independent studio building games that respect your time and waste it in the right ways. We make loud things, dumb things, and beautiful things — sometimes all at once.

No filler. No 30-hour tutorials. No corporate mush. What leaves this studio either hits, or it doesn't leave. That discipline is the whole brand.

# 02

WHO WE ARE

## Five traits. Not negotiable.

01

### Loaded.

Every asset earns its place. We don't do throwaway posts, filler pages, or copy nobody reads. If it's going out, it pulls weight.

02

### Short.

Economy of everything — words, design, scope. If it works in five words, it's five words. Length is not a virtue.

03

### Honest.

Real humans writing real words. No PR-speak, no "thrilled to announce," no humblebrag. Delays get called delays.

04

### Mischief.

We like the joke that punches up. Irreverent, not mean. We can laugh at ourselves first, and usually do.

05

### Committed.

Minimal doesn't mean low-effort. It means every decision — every pixel, every line — had to earn its place to survive.

HOW WE SOUND

## 03

# Write like a human. A sharp one.

- 01 **Write like you talk — to someone you actually like.**

---

- 02 **Short sentences. Fragments are fine. One-word replies are a flex.**

---

- 03 **Kill adverbs. Start with "really" and "very". Strong nouns beat decorated ones.**

---

- 04 **Never explain the joke. If it lands, it lands. If it doesn't, next one.**

---

- 05 **Punch up, never down. We roast ourselves, platforms, systems — not players.**

---

- 06 **Emojis mid-sentence if they must. Never as the finale. Never in threes.**

---

- 07 **When in doubt, cut it in half. Then cut it again.**

## Tone shifts by context — voice does not.

The voice stays the same everywhere. The tone dials up or down by situation:

Launch / hype	Loudest. Shortest. Most reactive.
Patch notes	Dry-funny. Receipts first.
Community reply	Warm. Direct. Fast.
Apology / bug	Plain. Accountable. No spin.
Hiring post	Confident. Specific. Ambitious.
Press / LinkedIn	Same voice, longer sleeves.

# 04

IN PRACTICE

## Same news. Different soul.

DO

X - Game reveal

New game. It's weird. 12 hours, no filler. Wishlist it. Or don't — we're not your mom.

DON'T

X - Game reveal

We are absolutely thrilled to announce our groundbreaking new title, a truly unforgettable experience we have poured our hearts into creating for our amazing community 🎮✨❤️

DO

Discord - Patch notes

Patch 1.2 is live. We broke the tutorial, fixed it, then broke it again for lore reasons.

DON'T

Discord - Patch notes

Dear valued community, we are pleased to inform you that patch 1.2 has been released with various improvements and quality-of-life fixes.

DO

LinkedIn - Hiring

We're hiring a gameplay engineer. Small team, hard problems, no standups before 10. Link in comments.

DON'T

LinkedIn - Hiring

We are excited to share that we are growing! Shotgun Games is on the lookout for a passionate, driven rockstar engineer to join our amazing family.

## 05

THE LOGO

# Two marks. Used with intent.

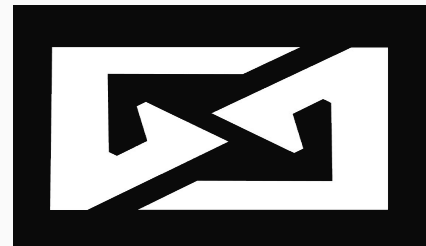


## Primary lockup.

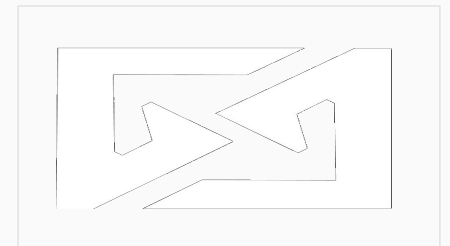
The full lockup — mark plus wordmark — is the default. Use it on the website header, press materials, video end-cards, and wherever the audience may not already know us.

Mark	Interlocking S/G, 1:1 ratio
Wordmark	Custom, do not rebuild in a typeface
Spacing	Locked — do not re-kern
Preferred bg	Ink (#0A0A0A) or Paper (#FAFAFA)

## Variants.



MARK — AVATAR / FAVICON



MARK — LIGHT SURFACES

06

## PROTECTION

# Give it space. Don't shrink it.

## Clear space.

The minimum area around the logo equals the height of the mark's inner square ("x"). Nothing — type, imagery, edges — enters this zone.



## Minimum sizes.

Below these thresholds, the mark loses structural integrity. When in doubt, use the mark-only variant instead.

Lockup - print	30 mm wide
Lockup - screen	140 px wide
Mark - print	10 mm wide
Mark - screen	32 px wide
Favicon	16 / 32 / 48 px

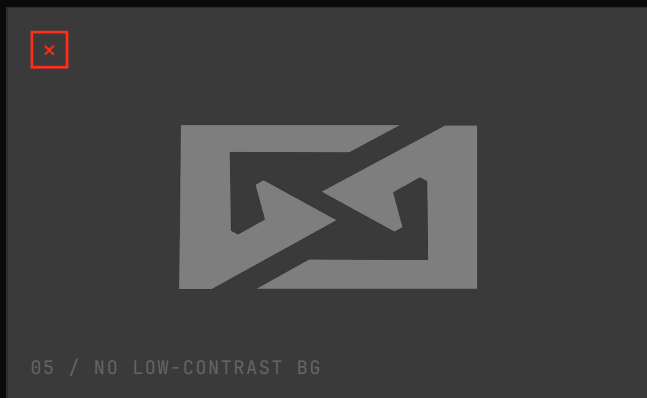
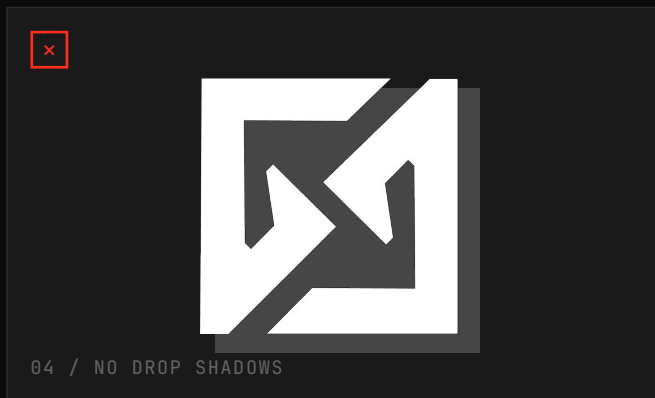
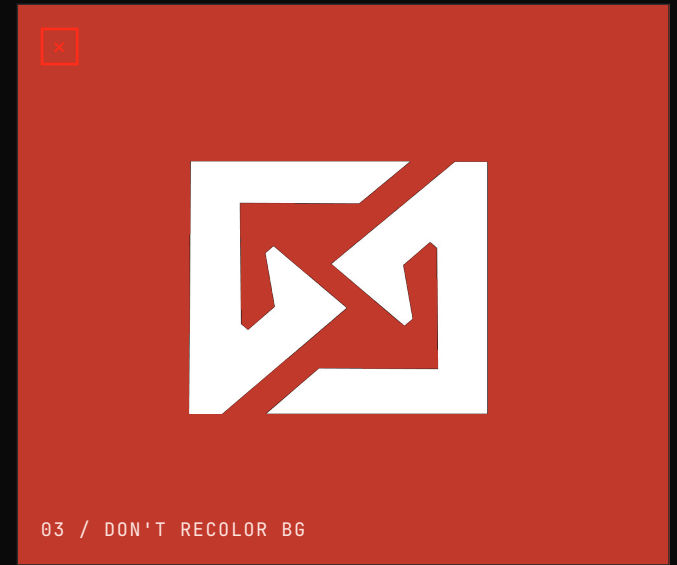
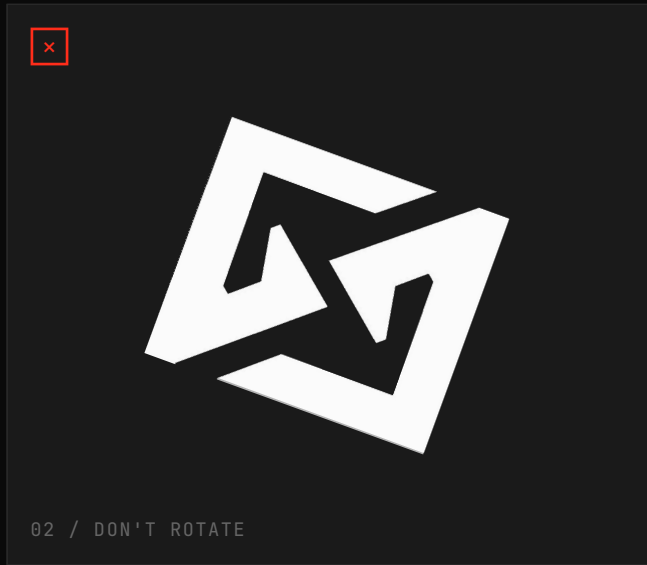
## Placement.

Anchor to a corner. Avoid dead-center unless the logo is the whole composition. On photography, only place the mark over solid or low-detail areas.

# 07

RULES

## Don't do these. Ever.



# 08

PALETTE

## Black. White. The rest is restraint.

**Ink**  
 PRIMARY — 70%  
 HEX #0A0A0A  
 RGB 10 10 10  
 CMYK 0 0 0 96

**Paper**  
 PRIMARY — 22%  
 HEX #FAFAFA  
 RGB 250 250 250  
 CMYK 0 0 0 2

**Graphite**  
 SUPPORT  
 HEX #1A1A1A

**Smoke**  
 SUPPORT  
 HEX #666666

**Ash**  
 SUPPORT  
 HEX #B8B8B8

**Fog**  
 SUPPORT  
 HEX #E8E8E8

One accent. Used rarely.

**Signal**  
 ACCENT — MAX 3%  
 HEX #FF2D1A  
 RGB 255 45 26

Composition ratio.



70 INK · 22 PAPER · 05 GRAY · 03 SIGNAL

Signal is reserved. Use it for CTAs, launch moments, warnings. Never body copy. Never decoration.

# 09

TYPE FAMILIES

## Three faces. One voice.

DISPLAY

### Space Grotesk

Aa Gg  
Ss 20.

Headlines, heroes, section markers, poster type. Use Bold (700). Letter-spacing -2%. Lines tight (0.9 line-height). This is where the voice shouts.

BODY / UI

### Inter

Aa Gg  
Ss 20.

Body copy, UI, paragraphs, buttons, menus. Regular (400) for body, Medium (500) for emphasis, Bold (700) for mid-size heds. Neutral, legible, invisible.

MONO / SPEC

### JetBrains Mono

AaGg  
Ss 20.

Metadata, specs, code, captions, small labels. Regular only. Letter-spacing +8-14%, uppercase. Gives every surface a little gamedev DNA.

10

HIERARCHY

One scale. Seven steps.

Ship it.

HERO

SG Bold · 120/110 · -3%

New season, new weapon.

DISPLAY

SG Bold · 72/68 · -2.5%

Patch notes — 1.2

H1

SG Bold · 48/44 · -2%

What we fixed

H2

SG Bold · 32/32 · -1.5%

Gameplay & balance

H3

SG Bold · 20/24 · -1%

BODY

Inter 400 · 15/22 · 0%

A small team making loud games. We ship short, sharp things.

CAPTION

JB Mono · 11/16 · +10%

SHORTGUN GAMES / PATCH 1.2 / APR 2026

## Line-length.

Body: 55–72 characters. Wider and the eye wanders; narrower and it jerks.

## Alignment.

Left-align by default. Center only for titles, covers, and single-line statements.

## Emphasis.

Use weight, not italics. Bold the word. Never underline. Never ALL-CAPS body.



VISUAL TREATMENT

# Don't filter the screenshot.

## Screenshots & game art.

Treatment	None. No borders, no shadows, no grading.
Overlay copy	Minimal. Corner placement only.
Cropping	OK – but never warp aspect ratio.
Compression	Ship highest quality the platform allows.
Watermark	Mark only, corner, ≤5% opacity, optional.

## Photography.

Team photos	Black & white. High contrast. No smiles forced.
Office / BTS	Grainy, honest, unstyled.
Stock	Never. Under any circumstance.
AI-generated	For moodboarding only – never public-facing.

## Press-card layout.

Screenshot edge-to-edge. Title in Space Grotesk bottom-left. Metadata in mono. Mark in top-right corner. Nothing else.

### Title of the game.

SHORTGUN GAMES · 2026 · PC / CONSOLE



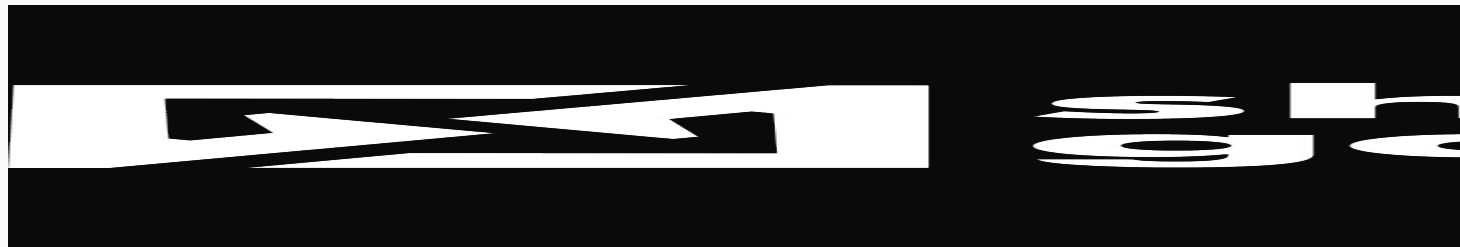
# 12

X is the studio's front line — reactive, loud, caption-first. Post when you have something to say, not on a schedule. 3–7 posts a week is plenty.

Handle	@shortgungames
Avatar	400×400, mark on ink
Banner	1500×500, full ink or mark centered
Post length	≤120 chars ideal, 280 max
Hashtags	Rarely. Never more than 1.
Cadence	Event-driven, not scheduled

SOCIAL - X / TWITTER

## Short. Sharp. Reactive.



**Shortgun Games**  
@shortgungames · 2h

New game. It's weird. 12 hours, no filler. Wishlist it. Or don't — we're not your mom.



**Shortgun Games**  
@shortgungames · 1d

Patch 1.2 live. Fixed the thing. Broke a different thing. Patch 1.3 coming.

# 13

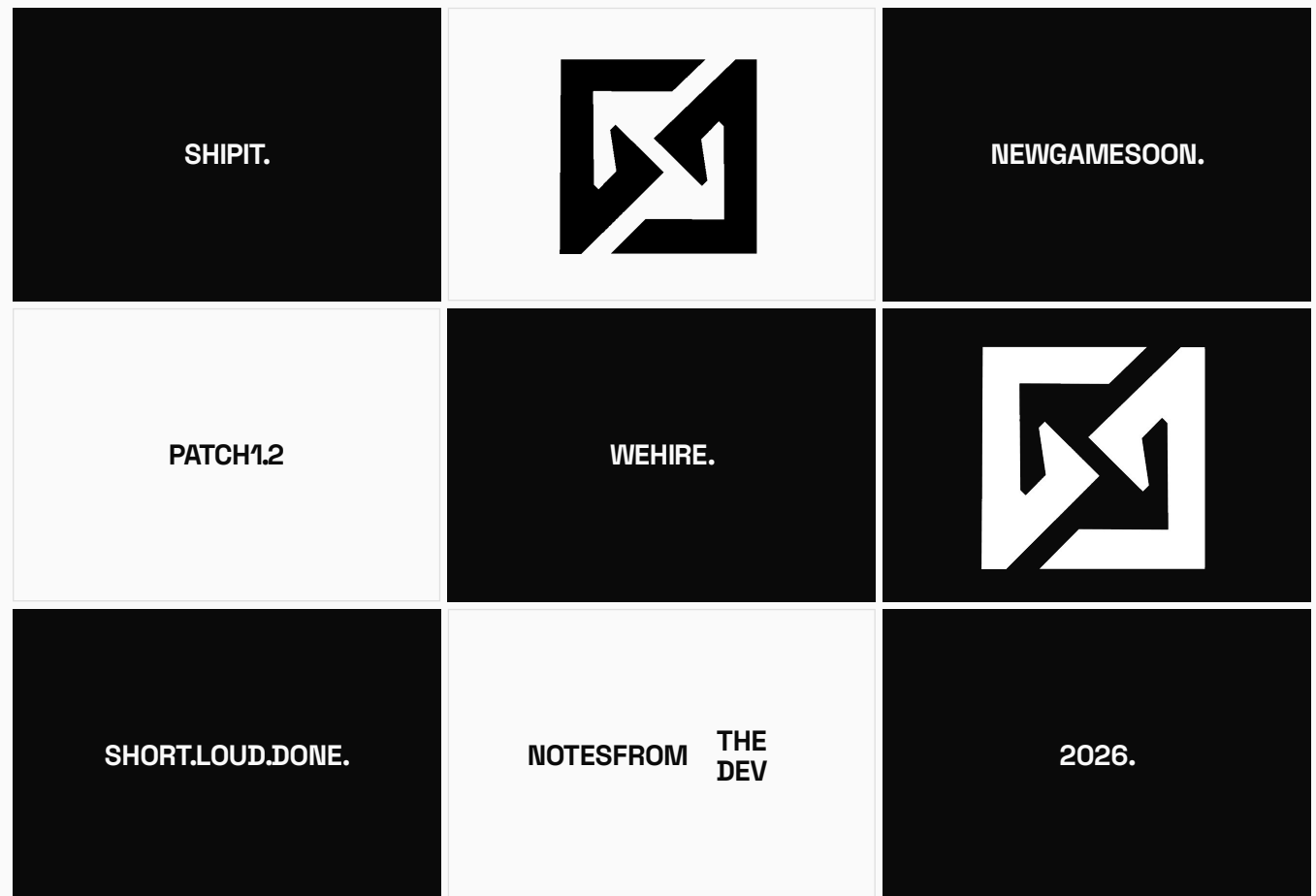
Instagram is the most visual surface. Think of the 3-column grid as a composition, not a feed — alternate black type tiles with game art to create rhythm down the page.

Handle	@shortgungames
Avatar	320×320, mark on ink
Feed post	1080×1080 or 1080×1350
Story	1080×1920, ink bg, SG Bold hed
Reel cover	1080×1920, mark top-right
Grid rhythm	Type / art / type / art

SOCIAL - INSTAGRAM

## The grid is the brand.

FEED GRID - EXAMPLE RHYTHM



14

YouTube is long-form: devlogs, trailers, retrospectives. The thumbnail does 80% of the work — keep it black, two words max, mark in the corner.

Handle	@shortgungames
Avatar	800×800, mark on ink
Channel art	2560×1440, safe area 1546×423
Thumbnail	1280×720, ink bg, ≤2 words
End card	Ink, mark centered, URL in mono
Cadence	Quality > frequency. 1-2 / month.

SOCIAL – YOUTUBE

Two words.  
Max.

THUMBNAIL – TEMPLATE

Devlog 04.  
We shipped.

APR 2026 · 12:47

CHANNEL BANNER – SAFE AREA



# 15

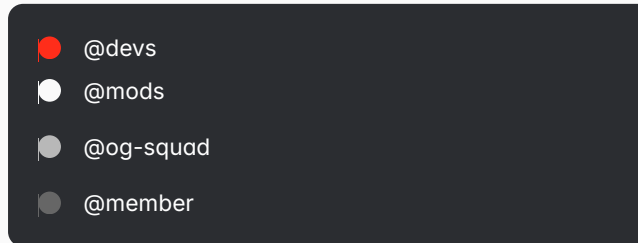
Discord is where the community actually lives. Tone is warmer, faster, more personal — first names, inside jokes, quick takes. But the visual system holds.

Server icon	512×512, mark on ink
Banner	960×540, ink
Role colors	3 tiers — see right
Emoji	Custom mark variations only
Channels	Small, specific, moderated

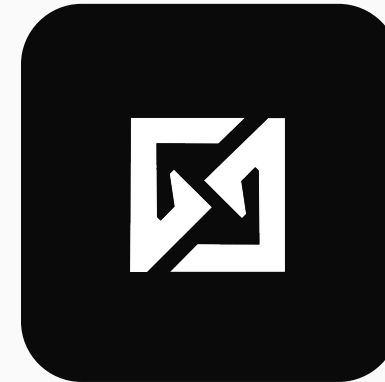
## SOCIAL - DISCORD

# This is the clubhouse.

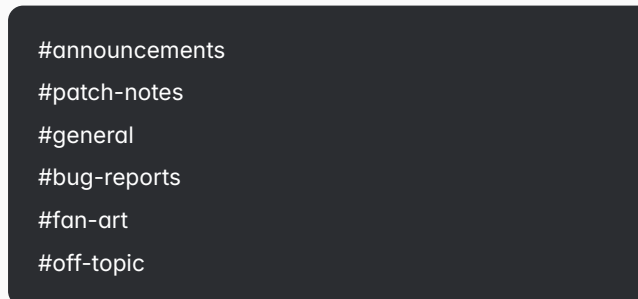
### ROLE COLORS



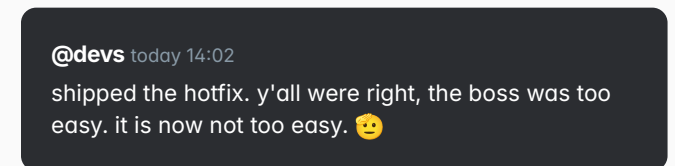
### SERVER ICON



### CHANNEL STRUCTURE



### tone - EXAMPLE



# 16

LinkedIn reaches partners, publishers, investors, and future hires. The voice doesn't change — the tone just puts on sleeves. Post about craft, decisions, team, shipping. Not "excited to announce".

Page name	Shortgun Games
Avatar	400×400, lockup on ink
Banner	1584×396, ink
Post length	600-1200 chars sweet spot
Cadence	1-2 / week
Best topics	Craft, hiring, lessons, milestones

SOCIAL - LINKEDIN

## Grown-up, not corporate.

BANNER (1584×396)



POST - TONE EXAMPLE



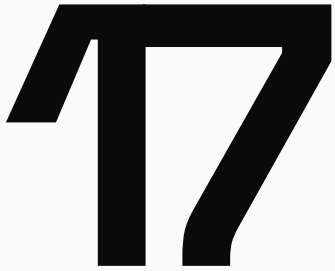
**Shortgun Games**

Indie game studio · 4 followers you know

We shipped our demo last week. Three things we learned:

1. Length isn't depth. Our 45-min demo converted better than the 2-hr cut.
2. Discord > Twitter for actual feedback. Nobody on X ever filed a bug report.
3. Trailers are a promise. Don't put anything in yours you can't ship on day one.

Full post-mortem going up on the blog Friday.

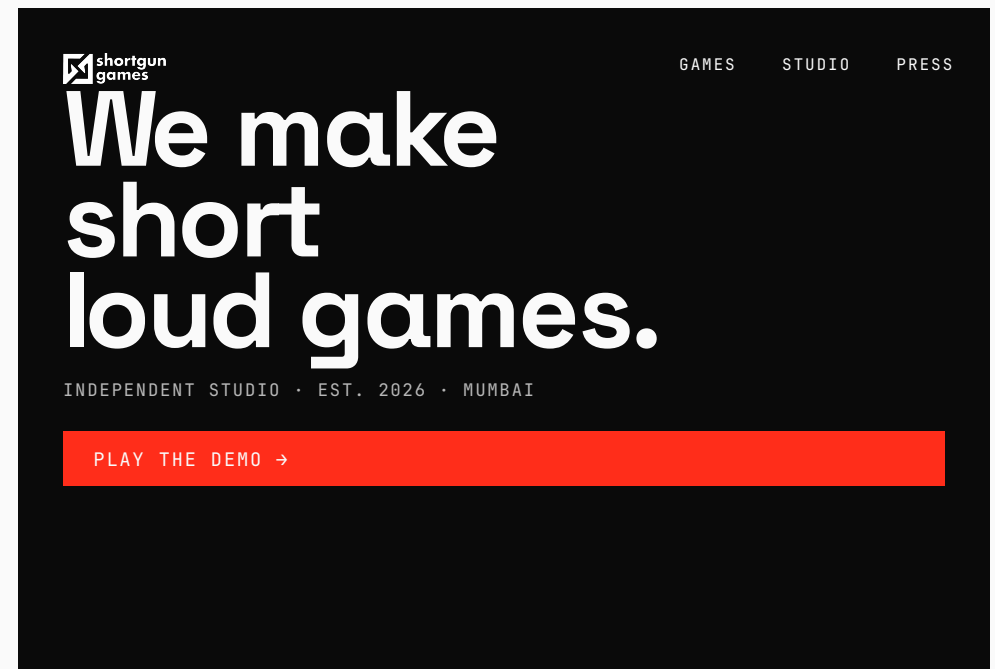


SHORTGUN.GAMES

# Big type. Few clicks.

GRID	<b>12-column</b> desktop, 4-column mobile. Max content width 1400px. Gutter 24px.
NAV	Text-only, top-left lockup + top-right menu. <b>No hamburger on desktop.</b> Five items max: Games · Studio · Press · Careers · Contact.
HERO	Massive type, left-aligned. Background: solid ink, game video loop, or single hero still. Never stock.
MOTION	Snappy — <b>all transitions under 200ms.</b> No parallax. Hover states are weight changes, not scale.
CTA	Signal red background, paper text, mono caps. One primary CTA per page — not one per section.
SCROLL	Long pages OK if each section earns it. <b>Footer is short.</b> No "Subscribe to our newsletter 🙏" pleas.
CURSOR	Default system cursor. Custom reticle/crosshair cursor permitted on game-specific pages only.

DESKTOP HERO — REFERENCE



Hero headline in Space Grotesk Bold. Navigation in JetBrains Mono caps. CTA uses Signal accent. Whitespace doing the heavy lifting.

Ship  
short.  
Ship  
loud.  
Ship.

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DOCUMENT

BRAND SYSTEM V1.0

CUSTODIAN

MARKETING — SHORTGUN GAMES

REVISIONS

ANNUALLY, OR WHEN WE'VE  
LEARNED SOMETHING REAL