



The three logos

INK WORDMARK

The pen-drawn wordmark, used in the header of the game and the site, on the tabletop books, in the newsletter and on the Kickstarter page. It has one colour, ink on parchment and chalk on soot.

CLEAR SPACE: THE HEIGHT OF “INTO THE” ON EVERY SIDE

SMALLEST: 120 PX OR 30 MM WIDE



WORDMARK

The script wordmark on the films’ end cards, the campaign box and the social banners. It has its own colours, so it comes as it is: on dark grounds, or on its smoke on light ones.

CLEAR SPACE: THE HEIGHT OF THE U ON EVERY SIDE

SMALLEST: 140 PX OR 35 MM WIDE



U MARK

The game’s loading U, used for the app icon, profile pictures, favicons and the films’ opening, where it writes itself. Cream to copper on dark grounds, ink to copper on light ones, and the teal tile for avatars.

CLEAR SPACE: A QUARTER OF ITS HEIGHT ON EVERY SIDE

SMALLEST: 24 PX OR 8 MM TALL (THE TILE DOWN TO 16 PX)





The Red Crown and the colours

THE RED CROWN, TITLE LOCKUPS

The first campaign's title with the logo. The Kickstarter page's header is for light grounds and the films' end card for dark ones. Use them as they are; each file holds the wordmark's clear space.



INK AND PAPER

INK
#1F1C19 · RGB 31 28 25
Text and line work on parchment, the ink wordmark.

INK, SECOND
#4A443D · RGB 74 68 61
Quieter text on parchment: captions, labels.

PARCHMENT
#E4DAC6 · RGB 228 218 198
The page of the game and the site. Use it where others use white.

PARCHMENT, SECOND
#D6CBB3 · RGB 214 203 179
Panels and hovers on the page.

PARCHMENT GROUND
#D1BEA5 · RGB 209 190 165
The older paper behind the game's information pages.

CHALK
#E2D8C4 · RGB 226 216 196
Text and the chalk wordmark on soot.

IVORY
#ECE2D0 · RGB 236 226 208
Names and captions in the films.

THE CROWN AND THE METAL

CROWN RED
#B8392C · RGB 184 57 44
The crown, the campaign's title and emphasis. Nothing else.

RUST
#7A2A24 · RGB 122 42 36
The game's ink red: wounds, seals, the lit tab, small details.

RUST, FILM
#9C2F24 · RGB 156 47 36
The rules either side of the title on the films' end card.

BRONZE
#C5A684 · RGB 197 166 132
Focus and the active seal in the game; small capitals on soot in the films.

COPPER
#DBA276 · RGB 219 162 118
The tail of the U mark, fading from cream #F2E4CC.

ASH
#A9A397 · RGB 169 163 151
Quiet labels on soot.

SOOT, NEVER BLACK

SOOT
#171310 · RGB 23 19 16
The dark brown of the game's bars and the films' dips and end cards. Use it where others use black.

SOOT, SECOND
#1F1A16 · RGB 31 26 22
Dark panels and the one dark sheet.

SOOT, THIRD
#29231E · RGB 41 35 30
Raised panels on soot.

HAIRLINE
#3D352E · RGB 61 53 46
Rules and borders on soot.

TILE TEAL
#102027 · RGB 16 32 39
Only the U mark's app icon and profile tile.

Never pure white or pure black: parchment and soot stand in for them.



The type, and how to use it all

CORMORANT GARAMOND

fonts.google.com/specimen/Cormorant+Garamond

Titles and body text in the game and on the site. The italic for captions, quotes and the films' subtitles.

Everyone is running west. *Your company walks the other way.*

EB GARAMOND

fonts.google.com/specimen/EB+Garamond

The body text of the tabletop books, the printable edition of every adventure.

Every adventure you own also comes as a tabletop edition, in Letter and A4.

COURIER PRIME

fonts.google.com/specimen/Courier+Prime

The referee's typewriter in the game, for rulings, dice arithmetic and rules notes.

Persuasion: 14 + 3 = 17 against DC 15.

All six faces are free under the SIL Open Font License and on Google Fonts. Georgia stands in where none can load.

Do

- Give every logo its clear space and keep it above its smallest size.
- Put the light versions on dark grounds and the ink versions on light ones.
- Use parchment (#E4DAC6) where you would use white and soot (#171310) where you would use black.
- Use the files as they come, scaled evenly from a corner.
- Keep the crown red for the crown, the campaign's title and the odd word of emphasis.

CORMORANT SC

fonts.google.com/specimen/Cormorant+SC

Small capitals for labels, names, buttons and the campaign's title, widely spaced.

THE FIRST CAMPAIGN

THE RED CROWN

IM FELL ENGLISH

fonts.google.com/specimen/IM+Fell+English

An old printer's hand for a few in-world headings, in the books and the binder.

A Roof for the Night

NANUM PEN SCRIPT

fonts.google.com/specimen/Nanum+Pen+Script

The player's pencil, for the hero's name and the numbers they change.

Maren, druid of the Salt March

DON'T

- × Recolour, stretch, squeeze, rotate, outline or add effects to a logo.
- × Set the wordmarks again in a font, or crop them.
- × Put a logo on pure white or pure black, or on busy art without a ground.
- × Use the crown red for large fills, body text or buttons.
- × Mix two logos side by side, except in the campaign's title lockups.