

PORTALS OF FEAR

The Blueprint for Fear



Premium Brand Standards Guide

VER.1.0 3/26
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The Blueprint for Fear

A brand is more than a logo or a collection of scares; it is a promise made to our ourselves, our employees and our guests. At Portals of Fear, that promise is one of Safety, immersion, and professional theatricality.

This Brand Standards Guide serves as the definitive manual for maintaining that promise across every touchpoint of our marketing, branding and advertising. Whether designing a digital ad, print media, apparel, or engaging with a people outside the organization, the principles outlined in this document ensure that the Portals of Fear identity remains consistent, potent, and protected.

The Purpose of These Standards:

- **Consistency:** To ensure a unified "voice" and visual language that builds instant recognition in a crowded market.
- **Quality Control:** To uphold the high production values that justify our premium positioning and "best in class" experience.
- **Asset Protection:** To safeguard our original intellectual property; our stories, characters, and lore, which represent the long-term value of the company.
- **Operational Excellence:** To align our marketing, performance, and protocols into a single, cohesive brand culture.

Consistency across all touchpoints ensures Portals of Fear remains a premium, cinematic horror experience. All partners, vendors, and internal teams must adhere strictly to these standards.

By adhering to these standards, we ensure we are a brand built for professional scalability and enduring impact.

This is not just a marketing and design rulebook; it is the foundation of our legacy.

Brand Overview

- **Positioning:** High-intensity immersive haunted attraction rooted in psychological horror.
- **Personality:** Dark, ritualistic, cinematic, unsettling.
- **Tone:** Ominous, visceral, immersive.

Brand Integrity

1. The Image (Photo & Video) Essence:

- Visual Content: Use only high-resolution, "in-world" photography and cinematography. Avoid "behind-the-scenes" or unmasked actor shots in public facing marketing unless specifically for a "making-of" feature.
- Standard: All marketing must reflect the seamless, high-tech immersion found inside the Portals.
- Tone: Menacing, mysterious, and authoritative. We don't ask guests to visit; we challenge them to enter.
- Visual Language: High-contrast lighting, deep shadows (chiaroscuro), and a "weathered" aesthetic that feels centuries old.

2. IP Integrity: The Legend of Rulos and the DIU

We are a story-driven attraction. Marketing materials should lean into our original mythology to build brand equity independent of Hollywood tropes.

- Standard: Use our custom character designs (the exception of the demon Rulos) as the "face" of the brand. This creates a proprietary visual language that competitors cannot replicate.

3. Artificial Intelligence & Creative Integrity

Artificial Intelligence (AI) represents an inevitable evolution in technology and is increasingly woven into the fabric of modern society. However, as an attraction built on cinematic realism, we believe our brand's value is rooted in human artistry and physical craftsmanship. This policy ensures that our marketing remains as authentic as the experience inside our walls. Prohibition: AI-generated content shall not be used to represent the attraction itself in primary marketing or promotional materials. Standard: All primary posters, billboards, and hero images must feature real photography of our sets, actors, and practical effects.

- Disclosure & Watermarking: In the event that AI is used for conceptual brainstorming, mood boards, or secondary social media content.
- Any image, graphic, or video generated in whole or in part by AI must be clearly and legibly watermarked with the text: "Created by AI." The watermark must be visible and cannot be obscured by other design elements.
- Copywriting & Text Attribution: The 50% Rule: Any public-facing text where more than 50% of the content was generated by an AI model must include the following disclaimer at the bottom: "Copy assisted by AI."
- Compliance: This policy protects our brand's reputation as a leader in professional, immersive horror. Failure to disclose AI usage or the use of AI to misrepresent the physical quality of the attraction is considered a breach of our Brand Standards.

Color System

Using a standardized color system is the visual key to branding Portals of Fear. Consistency in color builds recognition. By strictly defining this palette, we eliminate guesswork and prevent the “brand drift” that happens when colors appear inconsistent across different screens and print materials. This disciplined color system reinforces the professionalism and protects the premium, high production atmosphere that defines Portals of Fear.

Color Rules:

Black dominates, copper highlights, red used sparingly.



Rich Black
#000000
CMYK 60 40 40 100
RGB 0 2 3
HEX 000203



Copper
#B87333
CMYK 24 56 84 11
RGB 166 110 64
HEX A66E40



Tan
#D2B48C
CMYK 17 28 46 0
RGB 204 174 135
HEX CCAE87



Blood Red
#8B0000
CMYK 25 100 100 26
RGB 130 32 35
HEX 822023



Warning Yellow
#E6C200
CMYK 12 18 100 1
RGB 219 190 44
HEX DBBE2C

Typography

Standardized typography acts as the voice of your brand. By using a consistent set of fonts, we establish a specific “personality” that is subconsciously recognized across all platforms. Whether it’s a social media graphic or a physical ticket, uniform typography eliminates visual clutter and ensures your messaging remains legible and professional. This discipline prevents the brand from looking “DIY” or disjointed, instead reinforcing Portals of Fear as a high-end, cohesive production.

Typography Rules

- Maintain tight tracking for a modern, cinematic feel
- Use secondary splash font for TAGLINE or CTA sparingly
- Use ALL CAPS for headlines when appropriate
- Ensure high contrast (tan or copper on black preferred)

Logo Font: CF Game of Chaos PER (Caps only font)

PORTALS OF FEAR
1 2 3 4 5 6

Primary Font: Avenir family

Hierarchy: Heavy (headlines),

WHAT DO YOU FEAR
What do you Fear

Medium (subheads),

WHAT DO YOU FEAR
What do you Fear

Book or Roman (body),

WHAT DO YOU FEAR
What do you Fear

Light (captions)

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What do you Fear

Secondary Font: Ghostphobia (Caps only font)

WHAT DO YOU FEAR

Logo Usage

The Portals of Fear brand is not just a logo; it is our visual identity and should reflect the gritty, industrial, and supernatural elements of the attraction. It must always appear stable, legible, and distressed, never cartoonish or polished.

Clear Space

Minimum clear space: height of the letter "P" in the logo on all sides

Minimum Size Digital: 120px width minimum Print: 1.5 inches width minimum

DO NOT:

Change logo colors outside palette

Add drop shadows or glows (unless part of approved effects)

Stretch or skew

Place on busy backgrounds without a dark overlay

Logo Variations

Use the correct version of the logo for the background it sits on.

Primary Logo (Full Color):

Usage: The default for all digital, print, and social media.



Secondary (2 color):

Usage: For single-color screen printing (e.g., volunteer t-shirts), stencils, or high-contrast ads.



Monochrome (White on Black) & Reverse (Black on White):

Usage: For single-color screen printing (e.g., t-shirts), stencils, or black-and-white ads.



Art Direction

Visual Style:

Dark environments, cinematic lighting
Textures: smoke, burnt metal, stone
Themes: portals, occult, psychological horror
Directional lighting (top-down or side-lit)
Red and copper highlights
Deep shadow falloff

Graphic Elements:

Motifs: circles, sigils, fractures
Use angular shapes and distortion lines avoid soft, playful shapes
Dark environments with controlled lighting
Heavy shadow and contrast
Smoke, fog, and atmospheric textures
Industrial + Sigils & occult fusion
Circles / portal shapes
Cracks, fractures, distortion lines
Smoke and energy swirls

Digital & Web:

Black dominant UI
Copper for interactions
Subtle motion: flicker, smoke drift

Print & Materials:

Matte black or textured tan stock
Copper foil stamping
Embossing and spot UV for premium finish

Social Media:

Tease, don't reveal Maintain dark tone
Short, impactful messaging

Brand Do's & Don'ts:

Do: Maintain premium horror tone
Do: Use copper strategically
Don't: Use cartoonish horror
Don't: Overuse red/yellow

Ignite the Brand

Our brand is more than just a logo, it is the sum of every interaction, every design, and every word we share with the world. Every pixel we place and every word we write is an opportunity to spark a connection. When we show up with a unified look and a consistent voice, we don't just build a brand; we build a movement.

These guidelines are the foundation that allows us to speak with one voice, protect our identity and empower our message, ensuring that no matter where our audience meets us, the experience remains unmistakably Portals of Fear.

Thank you for being a steward of our brand. Let's build something remarkable together.

Need Help?

If you encounter a scenario not covered in this guide or need specific assets, please reach out to charles@portalsoffear.com.

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