



Brand Kit



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Our Brand Kit

The Brand Kit for Antville is a detailed compilation of rules and creative guidelines that define the presentation of all visual and narrative aspects of the game. This document is designed to ensure consistency across art style, character design, environmental settings, and other graphical elements, fostering a cohesive and engaging game world.

This guide acts as a crucial resource for designers, artists, and developers by providing a clear framework for the visual and narrative development of Antville. It ensures that every component of the game - from the smallest environmental detail to overarching character arcs - adheres to a unified aesthetic and thematic standard.

By maintaining these standards, we protect the identity of Antville and ensure it consistently resonates with our target audience. Our Brand Kit not only supports developers in creating a visually harmonious experience but also aids in delivering a compelling and immersive narrative that aligns with our strategic goals.

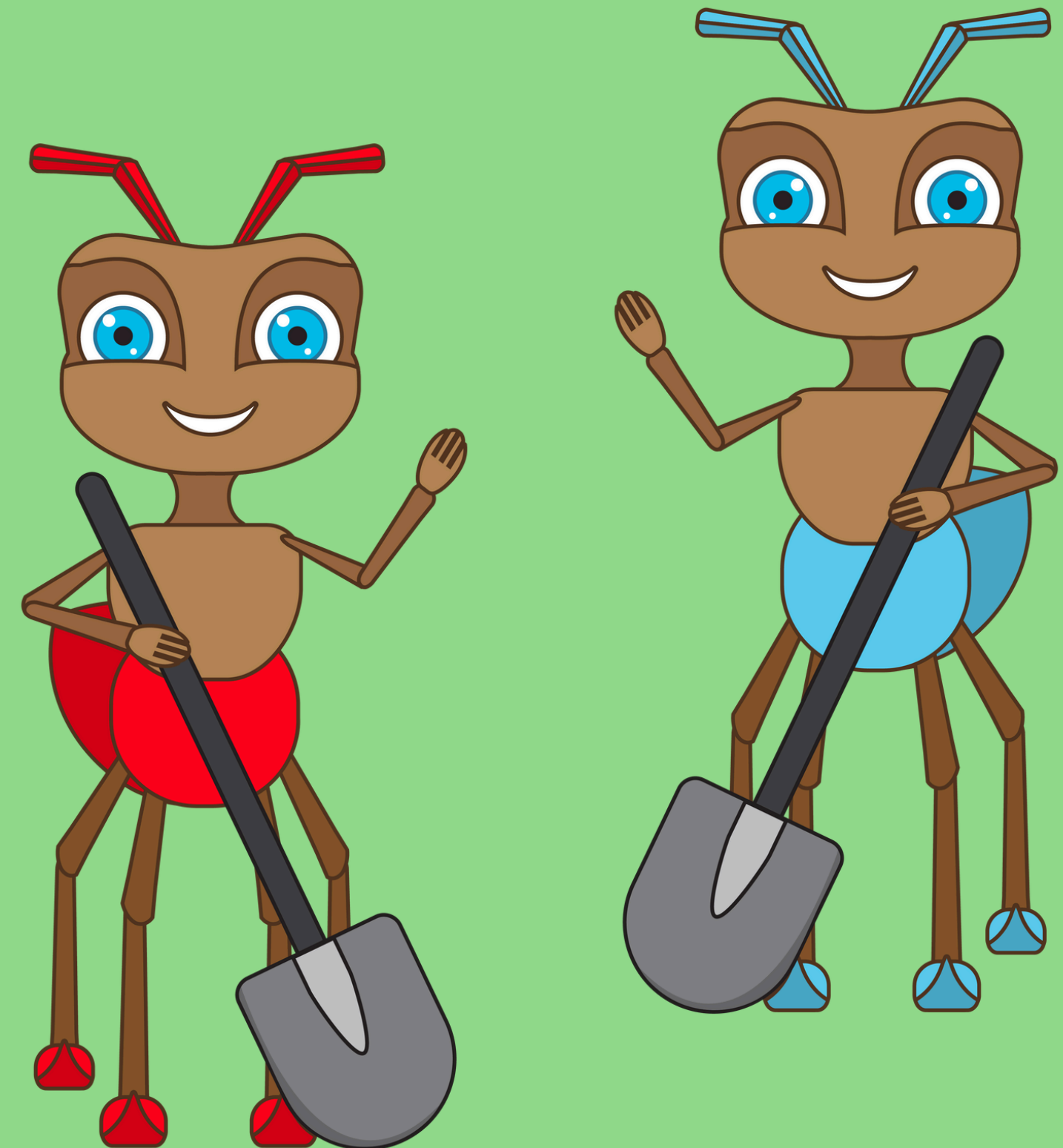


About Antville

Antville is an immersive multiplayer game where players embody uniquely coloured, personified ants, engaging in a cooperative adventure to build anthills within a time limit.

The game combines strategic planning with teamwork, as players navigate through a series of environmental challenges and threats from cunning burrowing spiders. Quick responses are essential to rescue trapped teammates and prevent disasters like landslides and boulders that can destroy their constructions.

Antville not only tests players' strategic thinking and teamwork but also enhances social skills through dynamic and interactive gameplay set in a whimsically perilous garden world.



Our Mission

Our mission at Antville is to create captivating, educational games that significantly enhance social skills among children aged 6-12.

We develop immersive, multiplayer gaming experiences that encourage teamwork, communication, and emotional intelligence. By integrating evidence-based strategies and collaborating with educational and healthcare professionals, we ensure our games are both fun and developmentally beneficial.

Dedicated to serving young learners, parents, and educators, we strive to create games that support inclusive learning environments and foster a more connected generation.

Our Vision

Our vision for Antville is to become an internationally recognised game that enriches children's social skills through engaging and innovative gameplay.

By 2027, we aim to launch on multiple platforms, becoming a verified tool for enhancing social interactions among children. We will continuously evolve, introducing new elements to maintain relevance and appeal.

Dedicated to empowering young individuals, Antville will foster community involvement and support educational professionals, ultimately easing the social challenges faced by children globally.

Audience Demographics

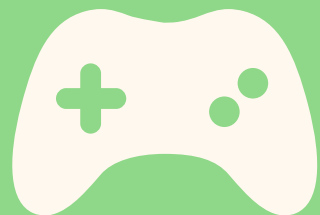
Antville is designed for children aged 6-12, offering a multiplayer gaming experience that focuses on developing vital social skills through cooperative play. It combines engaging puzzles and teamwork-based challenges that appeal to young players, while also providing value to parents and educators as a tool for fostering social and emotional growth in children.



6-12 years



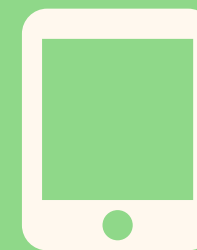
Primary school students



Interests: Games, puzzles, role-playing



Social Focus: Teamwork, communication, empathy.



Tech Usage: High in tablets and PCs

Secondary Audience

Parents

Parents value Antville for its safe, constructive environment that not only entertains but also educates, focusing on building essential life skills.

Teachers and Allied Health Professionals

Teachers and allied health professionals see Antville as a valuable tool to integrate into their educational and therapeutic practices, aiding in the development of social competencies in a fun and engaging manner.



Ellie Johnson

Age: 9 Year: 4

Location: Melbourne, Australia

Goals

- Enjoy gaming sessions with siblings.
- Improve teamwork and communication skills.

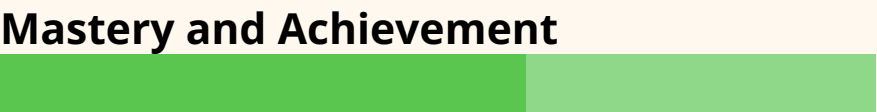
Personality



Challenges

- Finding games that appeal to all sibling ages.
- Coordinating playtimes with siblings' schedules.

Motivations



Intermediate
Skill Level

Playstation
and Tablet
Devices

Prefers
Multiplayer
Games



Max Haper

Age: 11 Year: 5

Location: Brisbane, Australia

Goals

- Find enjoyable ways to develop social skills.
- Engage in activities that help with focus and task completion.

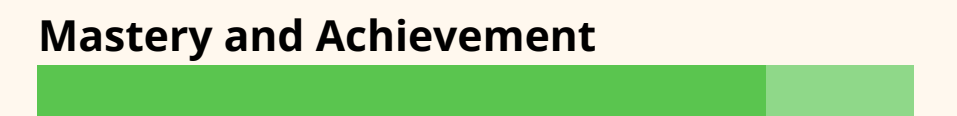
Challenges

- Maintaining concentration over extended periods.
- Overcoming frustration when tasks are challenging or when feeling overwhelmed.

Personality



Motivations



Intermediate
Skill Level

Computer and
Tablet Devices

Short Missions
and Stimulating
Visuals

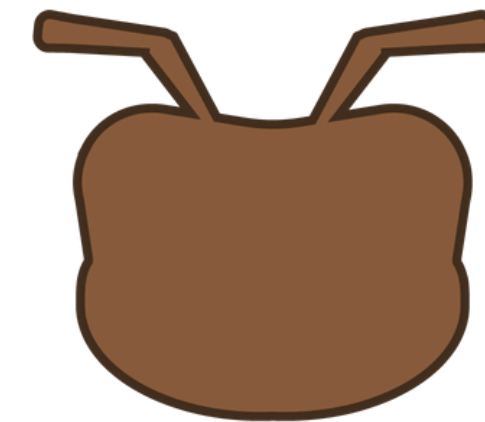
Brand Identity



Primary Logo

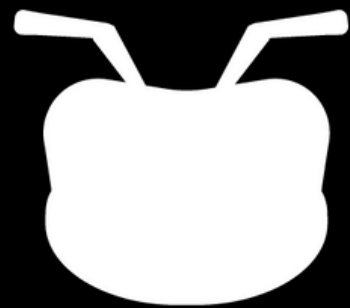
Antville

Pictorial Mark



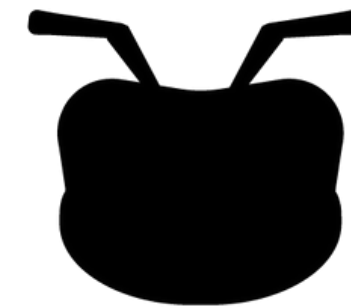
**White on Black
Application**

Antville



**Black on White
Application**

Antville



Logo

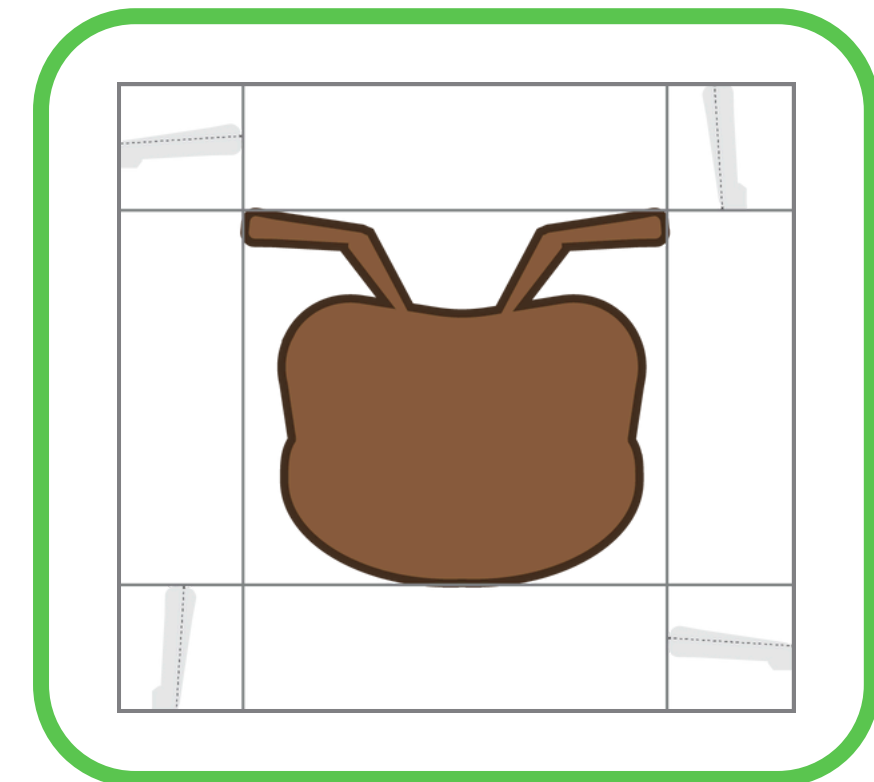
-Clear Space

Clear space around a logo ensures it remains visible and impactful by preventing other elements from crowding it.

For the Antville logo, this space is measured by the x-height or the letter height of the letter 'i', defining the surrounding clear space.

The Logomark clear space is the same as the length of the antenna from the middle joint to the tip.

This helps maintain the logo's integrity and ensures it stands out clearly.



Rules of Application

The Antville logo should not be altered by changing its fill or outline colours or rotating the placement of the logo as these modifications compromise the brand's integrity and consistency. Maintaining the logo's original design ensures it is always recognisable and preserves the intended cultural and visual impact.



DO NOT recolour the logo.



DO NOT recolour the outline.



DO NOT rotate the logo.

Rules of Application

The Antville logo should not be altered by changing its kerning, cropping part of the letters or by squashing or stretch as these modifications compromise the brand's integrity and consistency. Maintaining the logo's original design ensures it is always recognisable and preserves the intended cultural and visual impact.



DO NOT change the kerning.



DO NOT crop the logo.



DO NOT squash or stretch the logo

Typography

The image shows the letters 'Aa' in the Slackery font. The letters are a dark brown color and have a thick, rounded, and slightly irregular appearance, giving them a hand-drawn or 'slacker' feel.

Slackery

The image shows the letters 'Aa' in the Open Sans font. The letters are a dark brown color and have a clean, modern, and highly legible sans-serif appearance.

Open Sans

Antville’s visual identity is anchored by Slackery for its logo and key headings, introducing a playful and engaging character that perfectly suits the game's lively theme. Open Sans complements this by being used for body text and subheadings, offering a clean, modern aesthetic that enhances readability and maintains professionalism. Created by Steve Matteson and launched by Google in 2011, Open Sans is praised for its versatility and legibility, making it a popular choice for digital platforms.

The combination of Slackery’s decorative, informal style with the straightforward clarity of Open Sans provides a balanced and cohesive design. This pairing effectively supports the dynamic and accessible environment of Antville, ensuring the typography is not only visually appealing but also functionally optimized for a young audience’s engagement (Font Forge, 2024).

Font Hierarchy

Title

Slackey - Regular

Cupidatat deserunt

Subtitle

Open Sans - Light

Cupidatat deserunt venia

Heading (H1)

Open Sans - Extra Bold

Cupidatat deserunt

Section Header (H2)

Open Sans - Bold

Cupidatat deserunt venia

Subheading (H3)

Open Sans - Semi Bold

Cupidatat deserunt venia

Body

Open Sans - Regular

Cupidatat deserunt venia

Font Hierarchy

-Slide Decks

Title	Slackey - Regular
Subtitle	Open Sans - Light
Heading (H1)	Open Sans - Extra Bold
Section Header (H2)	Open Sans - Bold
Subheading (H3)	Open Sans - Semi Bold
Body	Open Sans - Regular

Cupid 104

Cupidatat deserunt 60

Cupidatat deserunt 56

Cupidatat deserunt venia 24

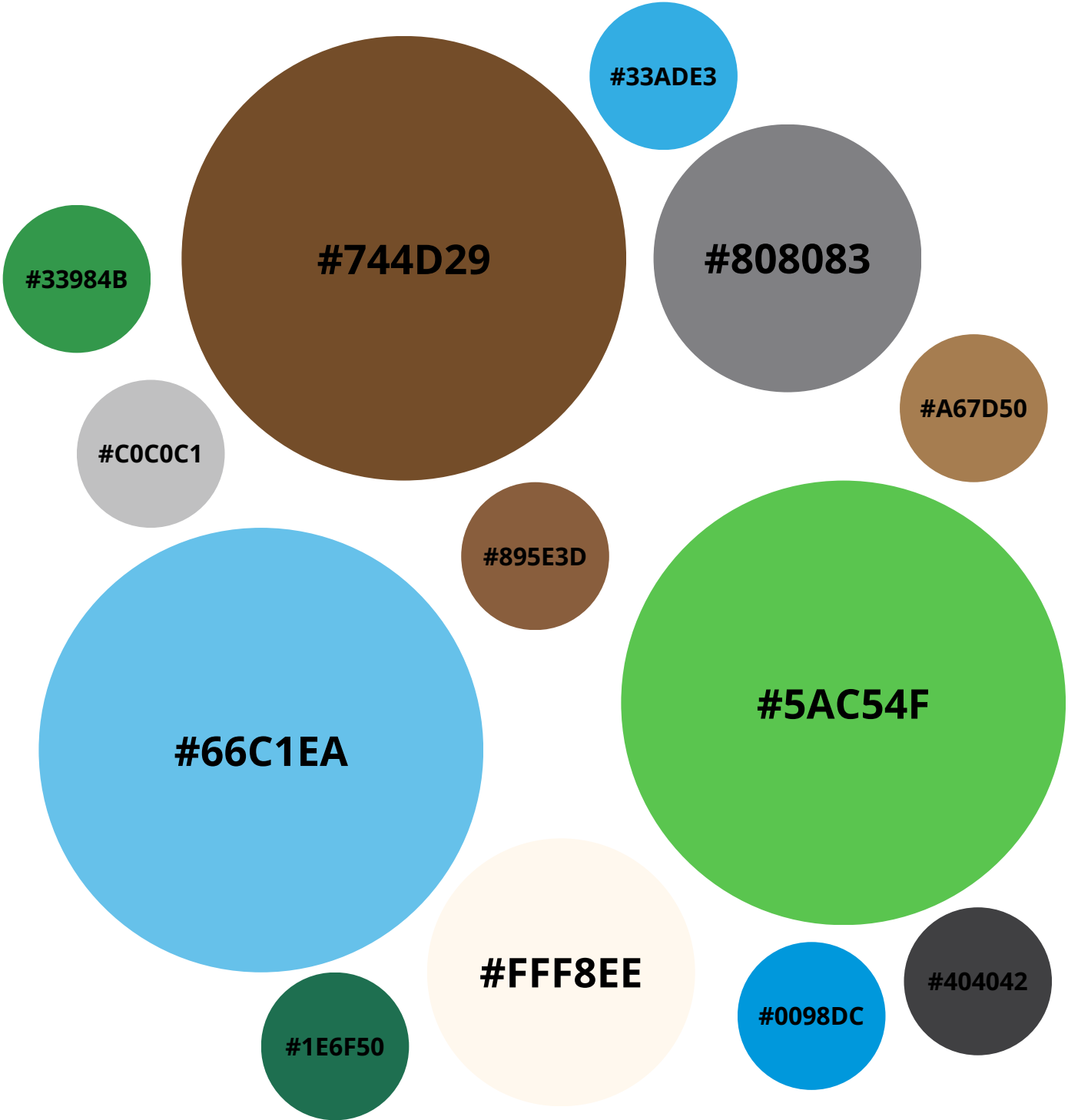
Cupidatat deserunt venia 22

Cupidatat deserunt venia 18

Colour Palette

The Antville colour palette masterfully captures the essence of the natural world, blending earthy tones with bright, saturated hues to create a visually engaging experience that enhances gameplay visibility and intrigue. Anchored by the stability of earthy browns and the vitality of lively greens, with a splash of expansive sky blue, our primary colours reflect the vibrant and dynamic setting of the game.

A complementary soft cream serves as the secondary colour, providing a subtle backdrop that elevates the primary tones, ensuring visual comfort and enhancing the overall approachability of the design. This carefully balanced palette not only enriches the aesthetic appeal but also supports the game's themes of exploration and teamwork, making every element within Antville vivid and inviting to encourage full immersion in this adventurous world.



Primary Colour Palette

Skyward Blue

Hex Code
#66C1EA

CMYK
56,18,0,8

RGB
102,193,234

Leaf Canopy Green

Hex Code
#5AC54F

CMYK
54,0,60,23

RGB
90,197,79

Bark Trail Brown

Hex Code
#744D29

CMYK
0,15,29,55

RGB
116,77,41

Pebble Path Grey

Hex Code	RGB
#808083	128,128,131
CMYK	
2,2,0,49	

Magnolia Cream

Hex Code	RGB
#FFF8EE	255,248,238
CMYK	
0,3,7,0	

Tone of Voice

Antville's tone of voice is crafted to foster an environment of warmth and encouragement, ensuring that every interaction within the game is positive and uplifting. We use a supportive tone to create a nurturing space that encourages players to grow and learn together.

Our emphasis on teamwork is reflected in communications that promote collaboration and collective problem-solving, pivotal for building strong relationships and enhancing the social skills of young players.

Our language is joyful, infusing a sense of fun and excitement into the game experience, making it a delightful adventure for children. We choose simple language to ensure clarity and accessibility, allowing players of all ages and backgrounds to easily understand and engage with the game content.

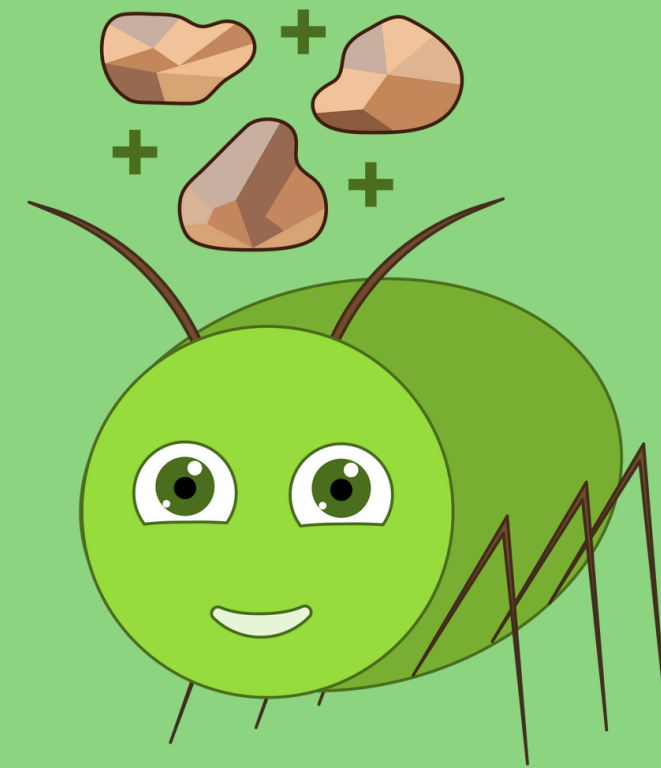
Supportive

Collaborative

Joyful

Simple

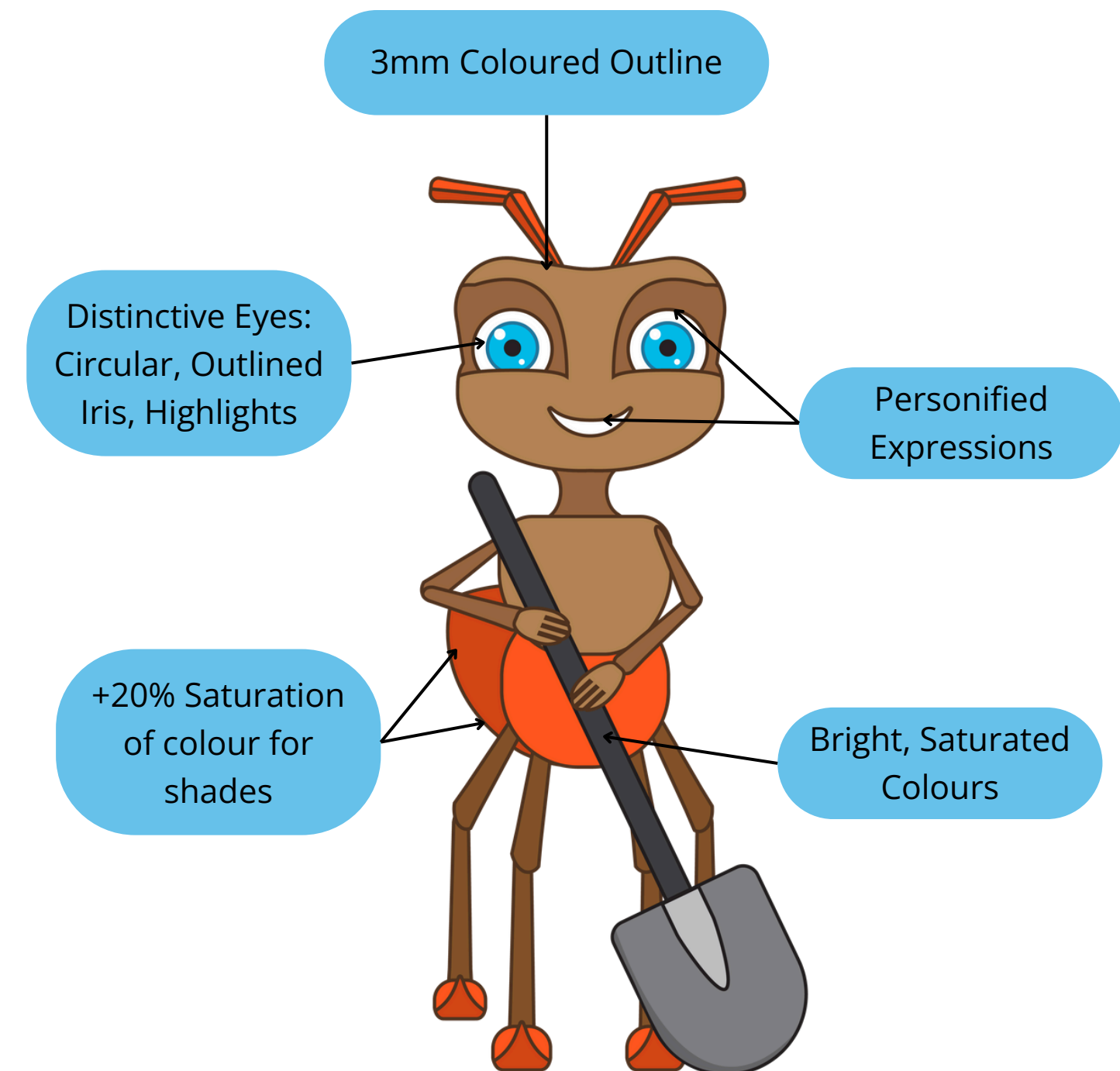
Art Style



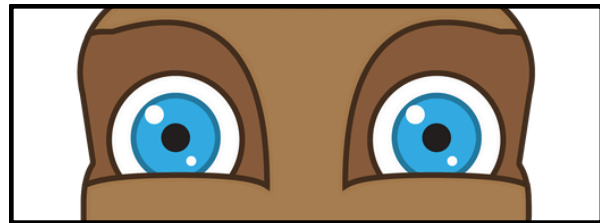
Style Summary

Antville's design style embraces a vibrant and inviting aesthetic that is carefully crafted to appeal to its young audience. The characters, central to the game's visual narrative, are rendered in bright, saturated colors with strategic use of lighter and darker shades to provide contouring and highlights. This technique not only adds depth and dimension to the characters but also enhances their visual impact on screen.

Each character is outlined in a darker shade of their primary body colour, creating a distinctive and cohesive appearance that is visually pleasing. The personification of ants, standing upright with human-like features such as hands, expressive eyes, smiles, and even wearing shoes, adds a playful and relatable element. Consistency in eye design across all characters - a white, round eyeball with a coloured iris and a black pupil - further unifies the visual style. Ants are uniquely detailed with two highlight spots in their eyes, adding expressiveness, while other characters feature a single highlight spot for simplicity.

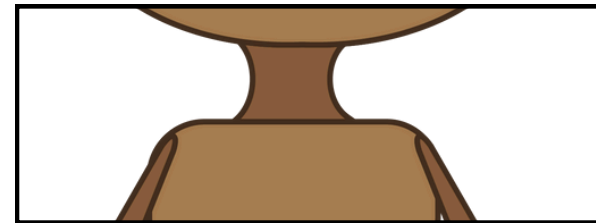


Ant Characteristics



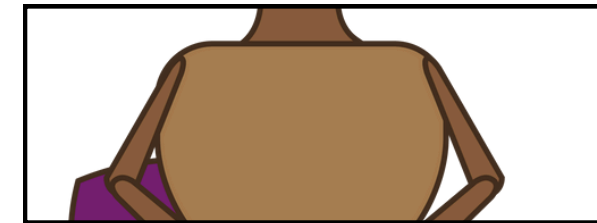
Eyes

- Made up of the eyeball, iris, pupil and 2 white highlights
- White Eyeball has the same outline as the ant body
- Iris has a +20% 3mm outline
- Upper cheek overlaps lower eyeball



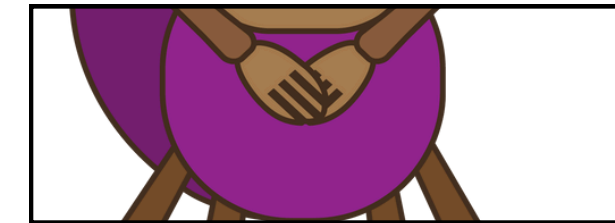
Outline

- 3mm outline to all body parts except for the iris, pupil and eye highlights.
- Scalable line weight with ant size.



Anatomy

- Straight Limbs with Curved ends
- Each antenna has 4 sections



Layering

- Abdomen is a complete circle that sits in front of the upper legs but behind the abdomen
- Overlapping joints for ease of animation

Ant Colours



BROWN 1:

- FACE
- CHEST



BROWN 2:

- AROUND EYES
- NECK
- ARMS



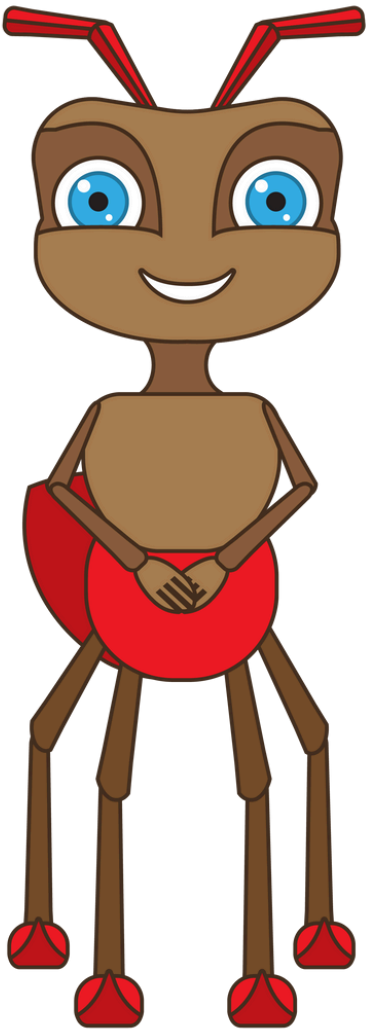
BROWN 3:

- LEGS



BROWN 4:

- OUTLINE



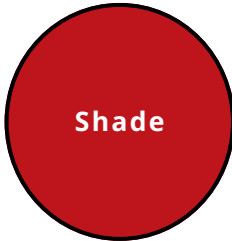
PUPIL 1:

- FILL



PUPIL 2:

- OUTLINE



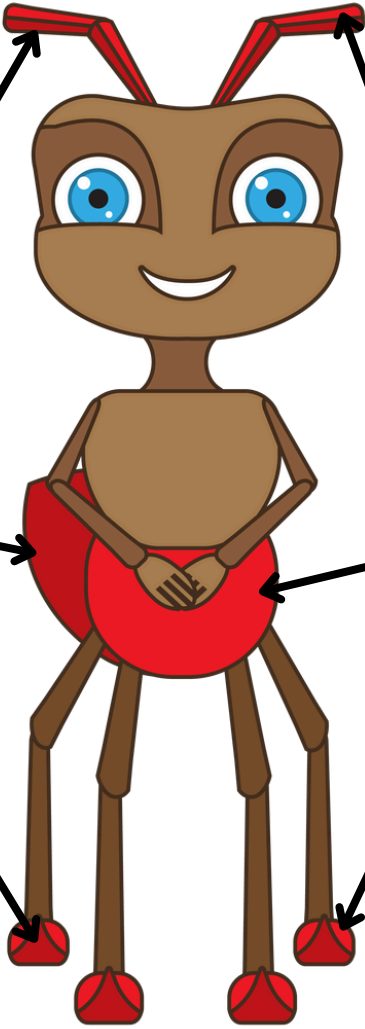
SHADE:

- OUTER ANTENNA SECTIONS
- BUTT
- SHOE TIPS



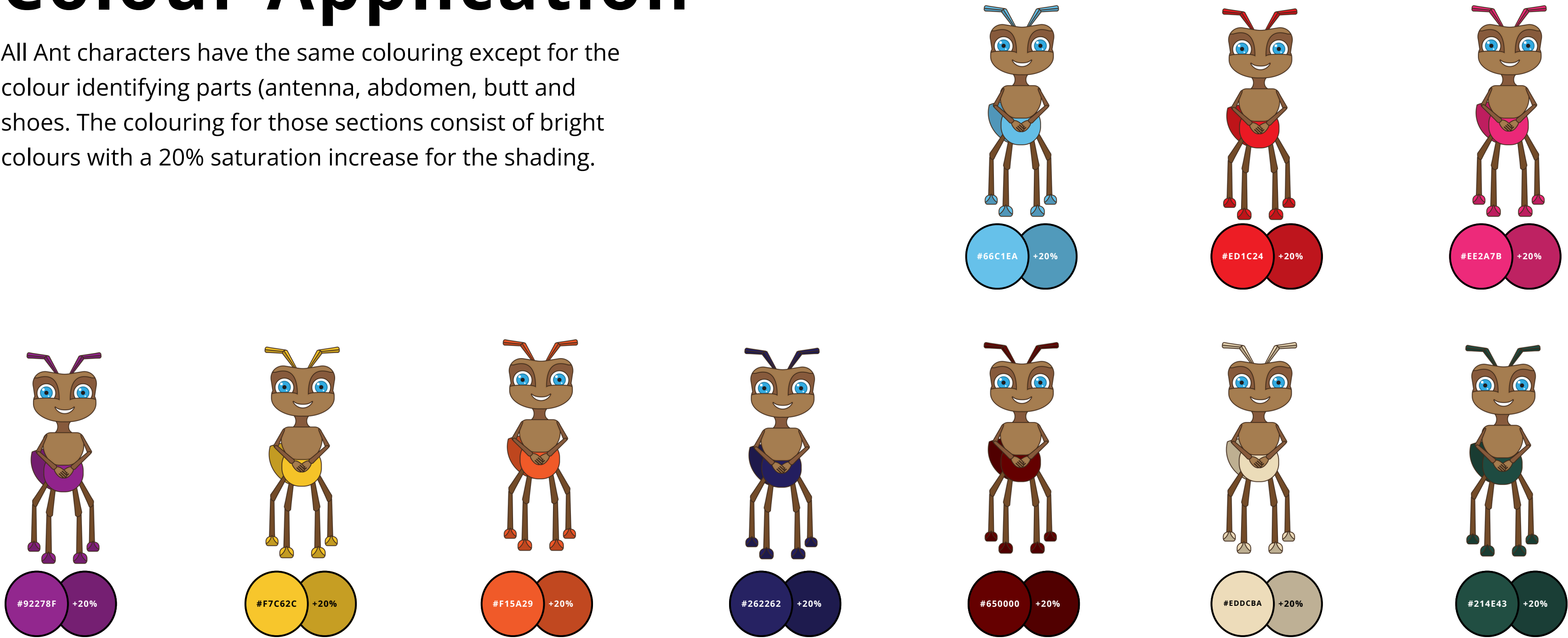
COLOUR:

- INNER ANTENNA SECTIONS
- ABDOMEN
- SHOE



Colour Application

All Ant characters have the same colouring except for the colour identifying parts (antenna, abdomen, butt and shoes). The colouring for those sections consist of bright colours with a 20% saturation increase for the shading.



Spider Characteristics



Eyes

- Made up of the eyeball, iris, pupil and 1 white highlight
- White Eyeball has the same outline as the spider body
- Iris has a +20% contrast 3mm outline
- Eyebrows covers top of eye as well as upper cheek overlapping lower eyeball



Outline

- 3mm outline to all body parts except for the iris, pupil and eye highlights.
- Scalable line weight with spiders size.



Anatomy

- Anatomy is made up of curved lines for the long strokes.
- Points used to add dimension and convey texture to the lower limbs, under belly and top of head.



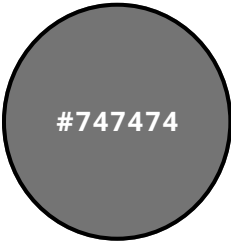
Layering

- Head sits at the very front of the body
- Front legs sit in front of the body with the middle and back legs sitting behind the body

Spider Colours



BROWN 1:
• FANGS



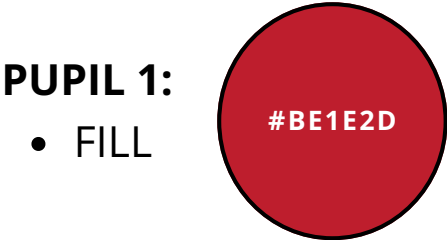
GREY 2:
• EYEBROWS
• BODY



GREY 3:
• HEAD
• LEGS



GREY 4:
• OUTLINE



PUPIL 1:
• FILL



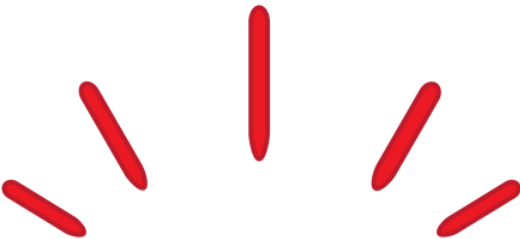
PUPIL 2:
• OUTLINE



**ALERT
FILL**



**ALERT
OUTLINE:**



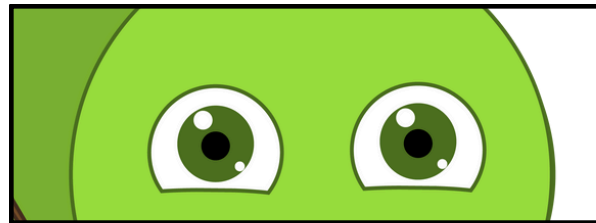
WEB FILL



**WEB
OUTLINE:**

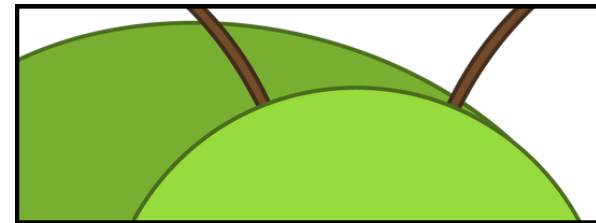


Aphid Characteristics



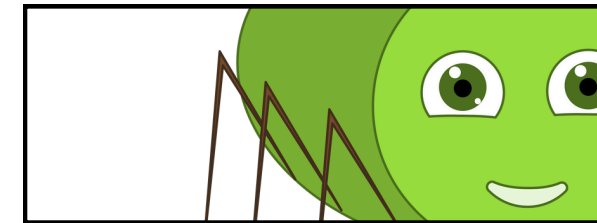
Eyes

- Made up of the eyeball, iris, pupil and 2 white highlights
- White Eyeball has the same outline as the aphid body
- Upper cheek overlaps lower eyeball



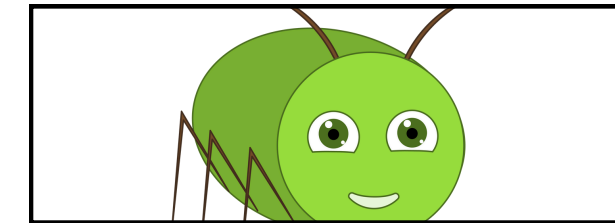
Outline

- 3mm outline to all body parts except for the iris, pupil and eye highlights.
- Scalable line weight with aphids size.



Anatomy

- The aphid has a circular head with an oval body but had straight legs with a angled joint.
- Antenna are curved outwards



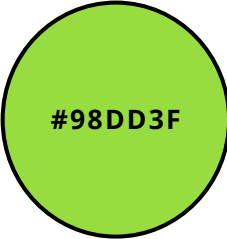
Layering

- Head sits at the very front of the body with the antenna behind the head
- One side of the legs sit in front of the body with the other sitting behind the body making them mostly covered.

Spider Colours



GREEN 1:
• MOUTH



GREEN 2:
• HEAD

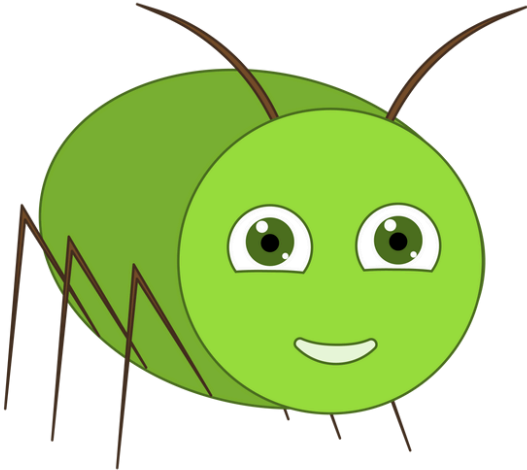


GREEN 3:
• BODY

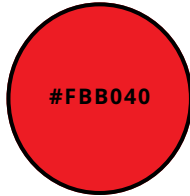


GREEN 4:
• OUTLINE
• IRIS

BROWN 1:
• ANTENNA
FILL
• LEG FILL



BROWN 2:
• ANTENNA
OUTLINE
• LEG
OUTLINE



**TREAT
FILL**



**TREAT
OUTLINE**



**ENERGY
SYMBOL**

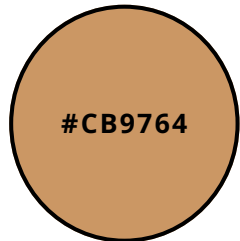


**CROSS
FILL**



Sign Characteristics

The ant sign is created using the brand typography with 'Welcome To' being written in Open Sans Semibold and 'Antville' being our brand logo which is an altered version of slackery with the dot of the 'i' being the ant head pictorial mark.



#CB9764

BROWN 1:

- SIGN HIGHLIGHT



#B17A48

BROWN 2:

- SIGN SHADE



#744D29

BROWN 3:

- ANTVILLE FILL



#452F1F

BROWN 4:

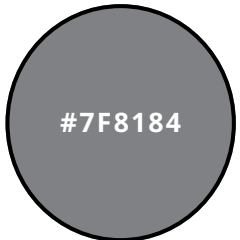
- ANTVILLE OUTLINE
- WELCOME TO
- SIGN OUTLINE



#A7A9AC

GREY 1::

- THIN LINK FILL



#7F8184

GREY 2:

- FLAT LINK FILL



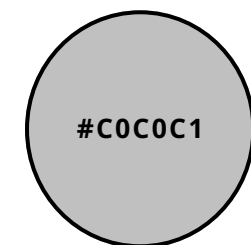
#58595B

BROWN 4:

- SIGN OUTLINE

Additional Asset Colours

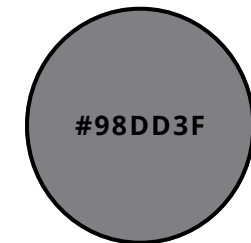
SHOVEL



#C0C0C1

GREY 1:

- SHOVEL HEAD BUMP



#98DD3F

GREY 2:

- SHOVEL HEAD



#404042

GREY 3:

- HANDLE



#231F20

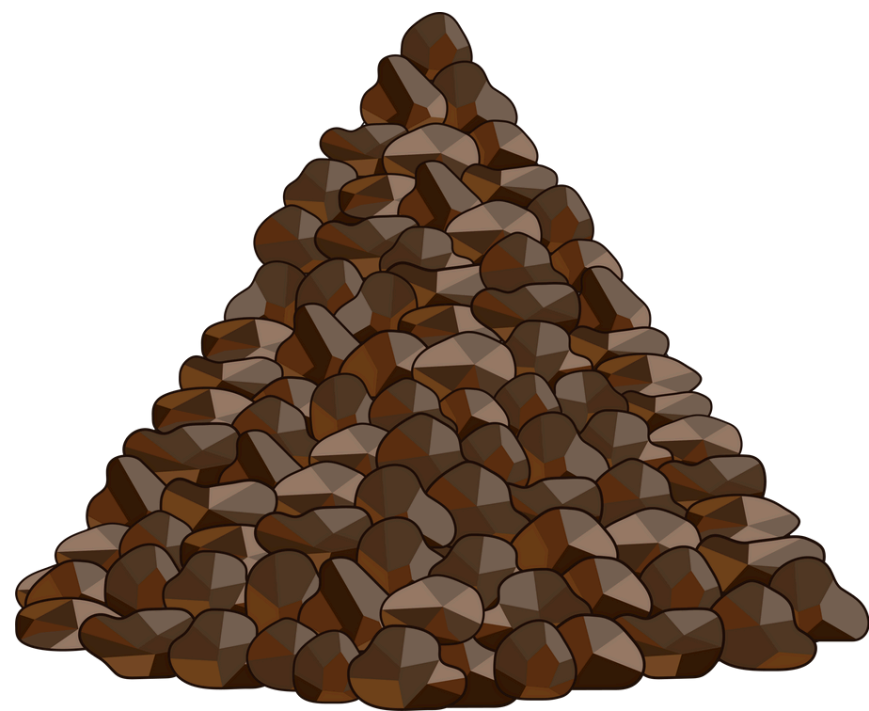
GREY 4:

- OUTLINE



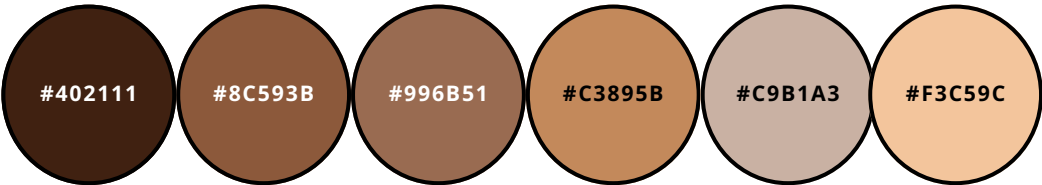
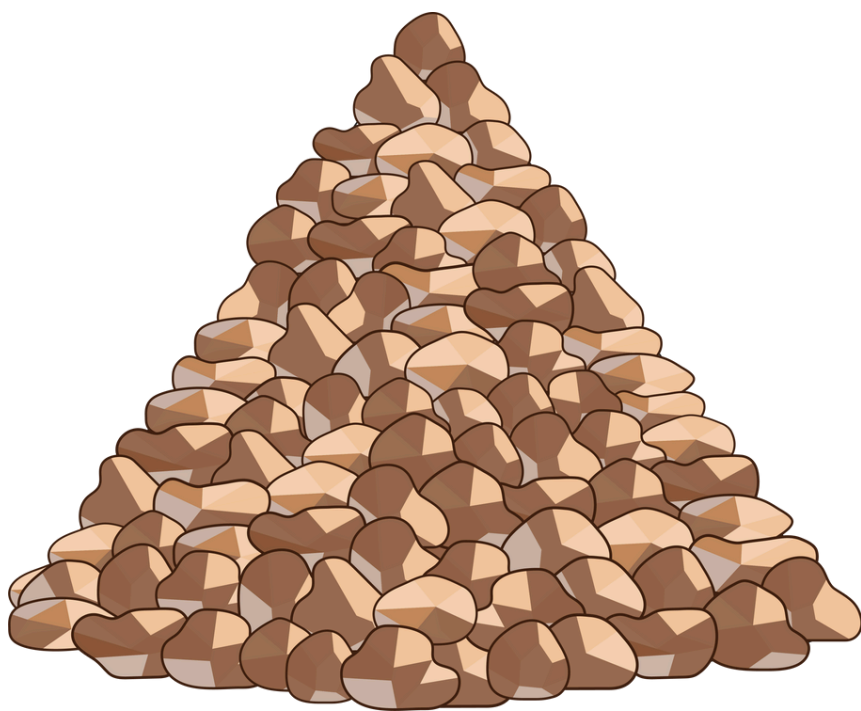
Anthill - Soil

Peaty Soil



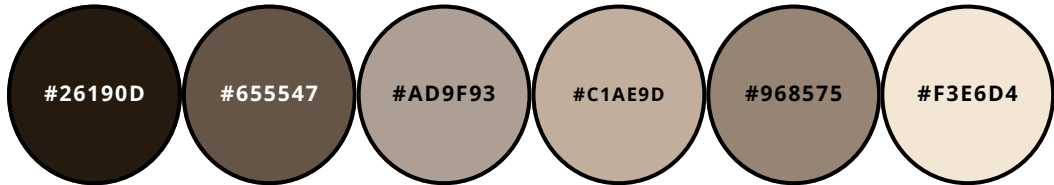
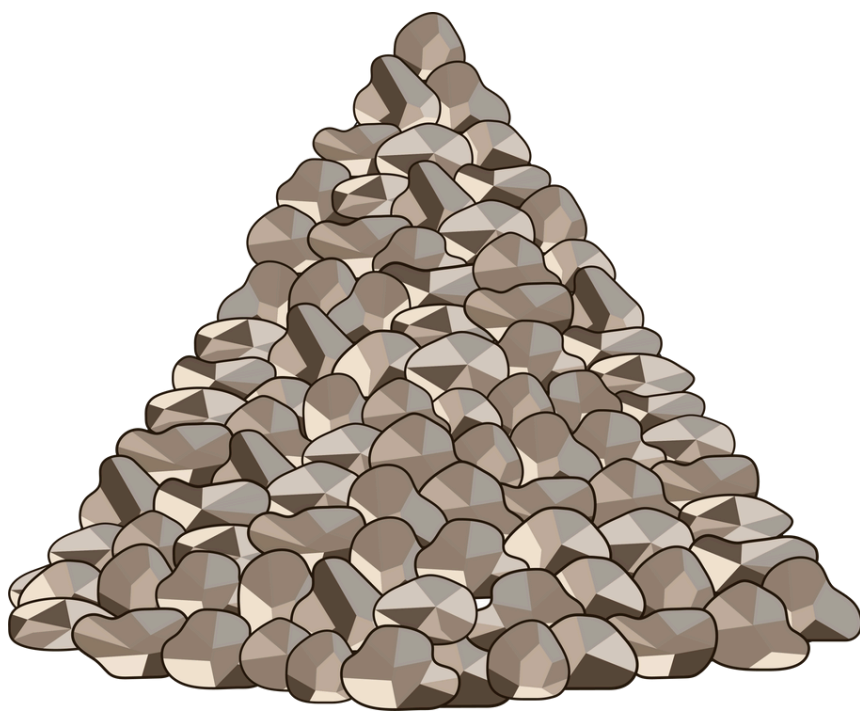
Outline

Clay Soil



Outline

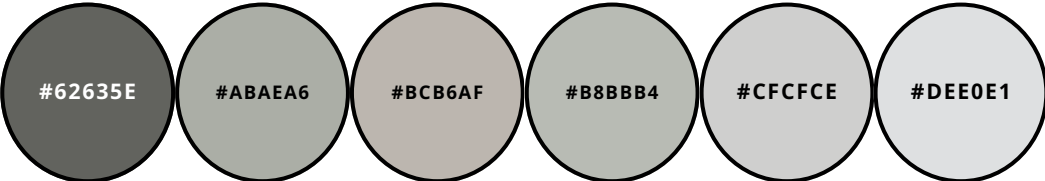
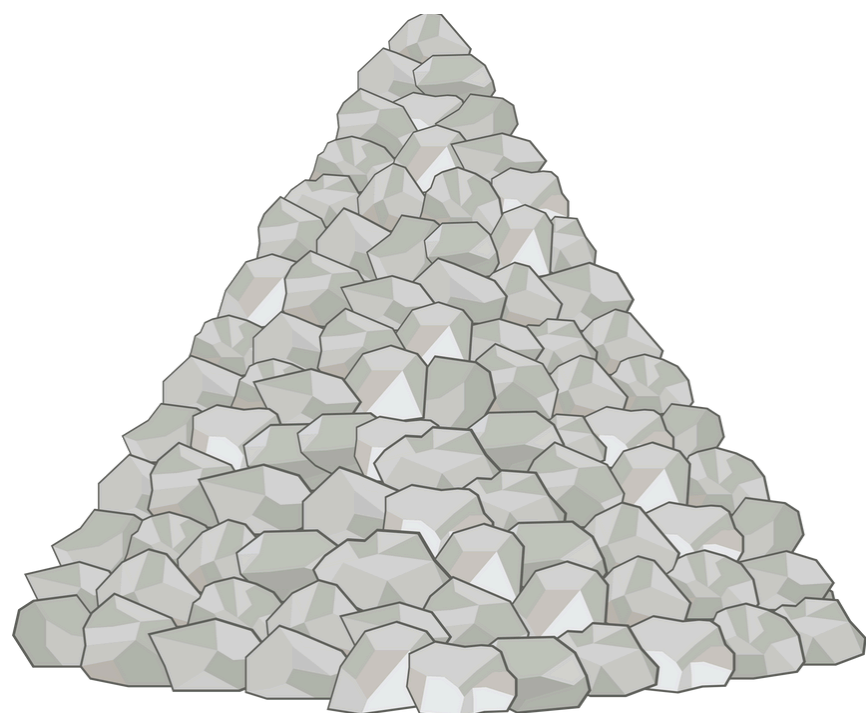
Silt Soil



Outline

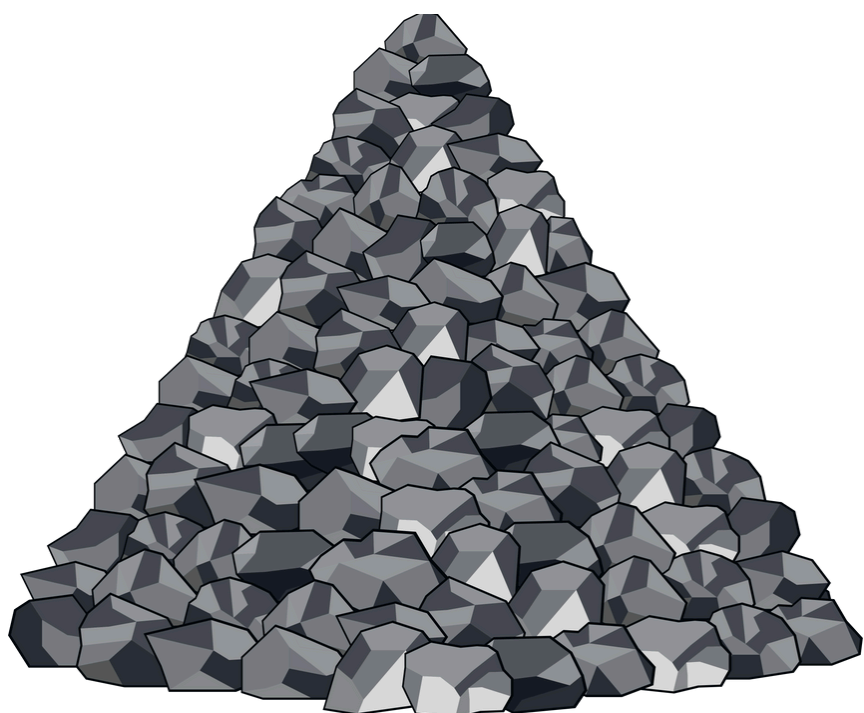
Anthill - Rock

Limestone Rock



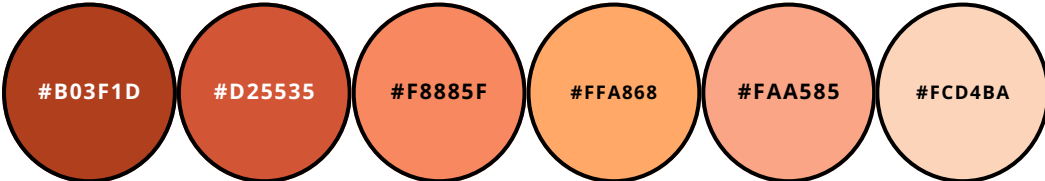
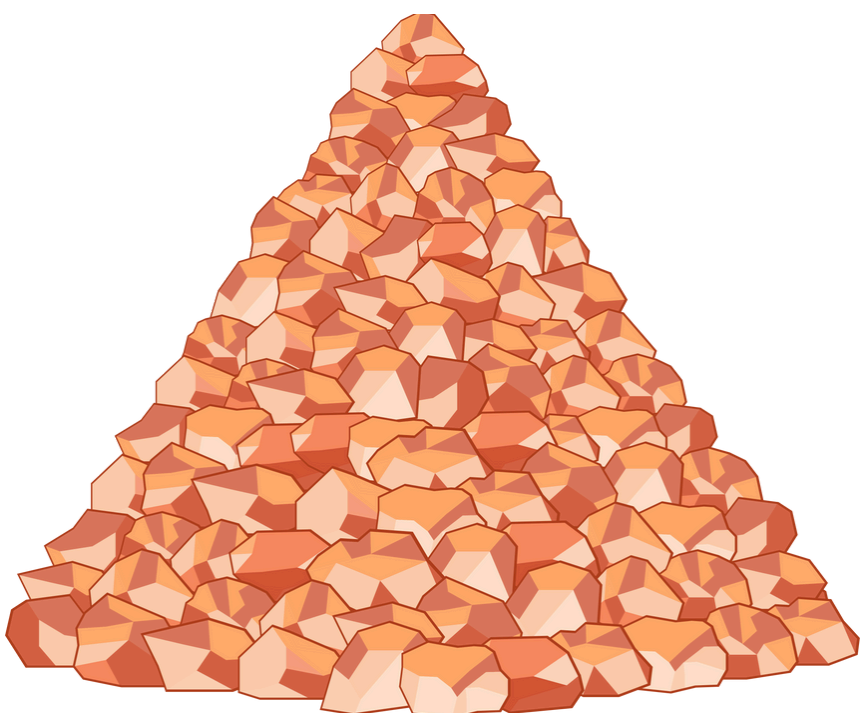
Outline

Slate Rock



Outline

Sandstone Rock



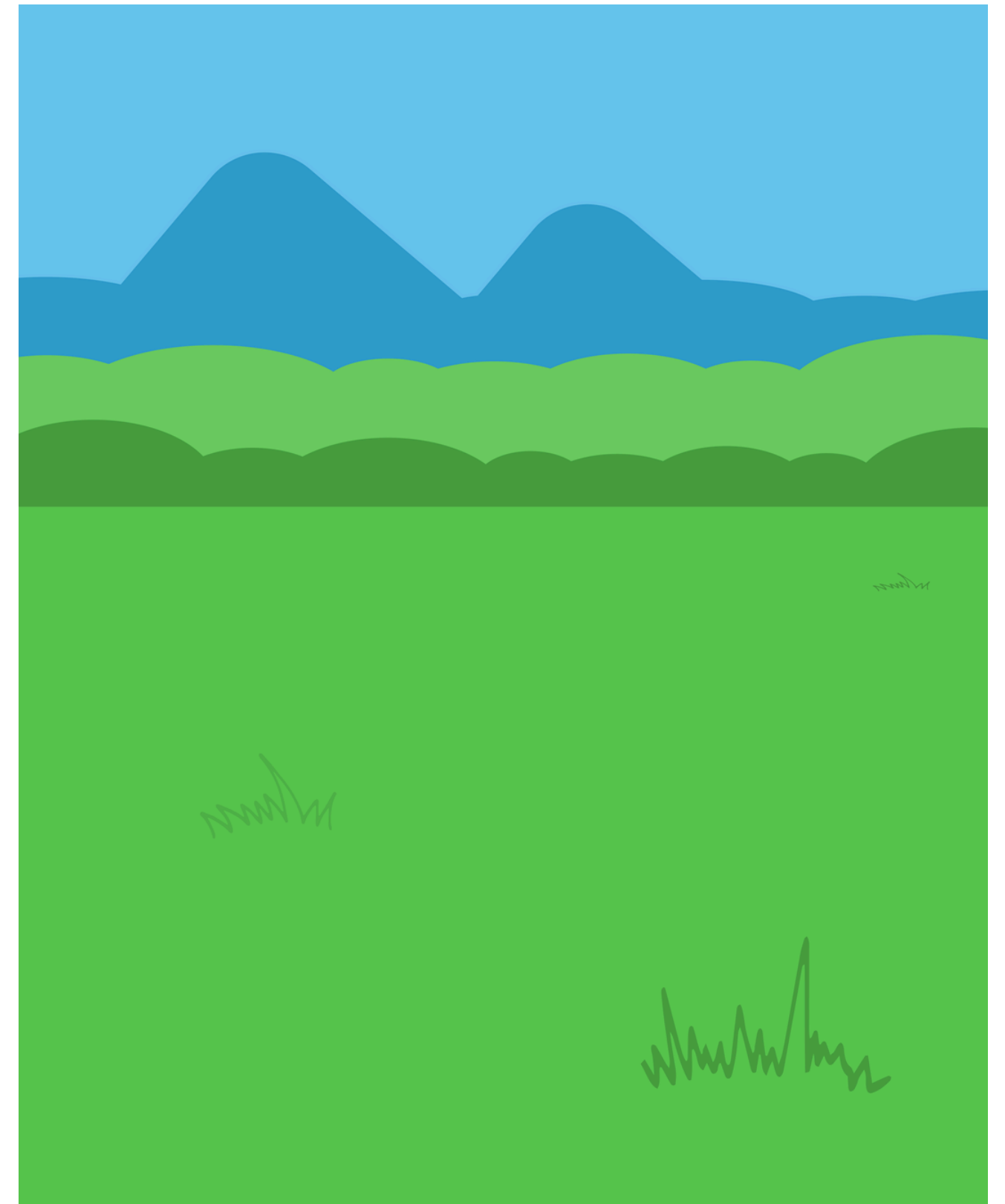
Outline

Background Design

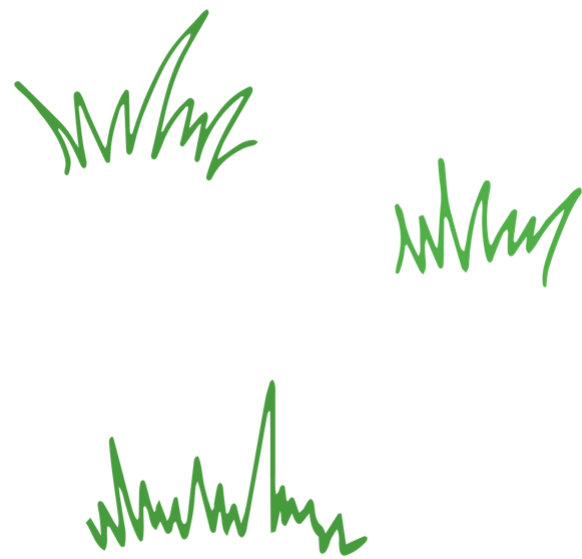
The Antville background features a vibrant blue sky, with rounded mountains in saturated blue tones made from arcs and curved triangles. Two rows of hedges, created from semi-circular merged shapes, add depth—one in a lighter shade and the other darker than the grassy field.

The field uses Antville's rich brand green, complemented by line-style strokes resembling rounded triangles to depict grass. These strokes vary in size, shade, and opacity, with larger strokes in the foreground, creating dimension and visual interest.

This layered design ensures a cohesive and dynamic environment while supporting gameplay clarity.



Background - Grass Style



Grass Style



Background Shrubs



Framing shrubs

Connect with the Creator

For further inquiries or collaborative opportunities, please don't hesitate to reach out. As the designer and developer behind Antville, I am committed to enhancing and expanding our game's impact. Your feedback and engagement are invaluable to us as we continue to refine and evolve Antville's journey.

*Thank
you!*



Jade Chislett

Lead Design Consultant



0422 301 646



contact@wickedimpact.com.au



www.wickedimpact.com.au