TEAM #UNICORN

STUDYGAMEDESIGN

universitycentre at wakefieldcollege

STYLE GUIDE

INTRODUCTION

Murderdome is a vehicular combat game in which players must compete in a post-apocalyptic gameshow to see who will be the last to survive.

The central theme of the game is being over the top, with over the top mechanics and characters based around both tattoo art and culture and Americana of the 60s and 70s. Monsters of different American 60s culture themed racing teams compete to see who can kill the most, and the most spectacularly, under the barbaric Murderdome.

As such the style itself is over the top, taking inspiration from heavy metal art, tattoo art, and underground comics to create a unique, nasty look.

GENERAL RULES

General Rules;

- Overall themed around American culture of the 60s and 70s as well as monsters.
- Incorporates elements of Diners and American road culture of the 60s and 70s.
- All characters must be monsters.
- Overall style is intentionally ugly and bizarre, much like underground comics and tattoo art.
- Over the top exaggeration in all art assets.

LOGO

131, 1, 1
#830101

255, 0, 0
#FF0000

243, 8, 235
#F308EB

216, 216, 216
#D8D8D8

59, 59, 59
#3B3B3B

The Logo must;

- Use the Flottflott Regular typeface, this can not be changed.
- "Murderdome" must have a capital M, and no space.
- The logo's neon aesthetic can not be changed in the full logo.
- The text may be used independently of the image, and in black and white, but not vice-versa.
- The sign's shape cannot be edited, neither can the arrow.
- Shadows can be changed to follow direction of light. (For example, if used as a 3D model, or a poster)
- The sign image may have rust, and wear and tear, but not to the extreme. Ask the Art Lead if you think it may be.

TEAM LOGOS

108, 94, 62
#6C5E3E

138, 130, 114
#8A8272

166, 156, 130
#A69C82

1, 1, 1
010101

Team Logos must;

- Team names cannot be changed.
- Typefaces reflect the theme of the team, for example, Bikers may use something similar to a heavy-metal band logo, or Hells Angels jacket.
- The visuals of team logos must reflect the culture the team is based on, as well as featuring the game's monster twists, for example, a Biker logo would feature a skull.
- Colours used must be themed towards the team, for example black and red, or black and white for Bikers.
- The team name must be clearly visible, and be the focus, as these logos may potentially be used on small 3D art assets.

USER INTERFACE

131, 1, 1
#830101

255, 0, 0
#FF0000

243, 8, 235
#F308EB

216, 216, 216
#D8D8D8

59, 59, 59
#3B3B3B

The UI must;

- Buttons must follow Typeface rules for their typefaces.
- All elements must reference the American Diner, and cannot be themed to the other elements such as specific teams.
- Be quirky, and assymetrical. Imperfection is key, with interesting, odd angles, rather than straight and bland.
- Colours may be bright, but the typeface inside must be clear and easy to read, without colour distracting from that.

HUD

131, 1, 1
#830101

255, 0, 0
#FF0000

243, 8, 235
#F308EB

216, 216, 216
#D8D8D8

59, 59, 59
#3B3B3B

The HUD must;

- All UI elements must stay in the order they are shown on the example HUD.
- Must stick to an American Diner theme, for example, Neon Signs.
- Colours can be changed to accompany character and team specific traits.
- Characters and the announcer pop up from the bottom for animations.
- Sizes must accompany the size of the screen, no element should cover more than 20% of screen space.
- Any in-game HUD animation or colour changes must have context to them, for example, when the player gets an item, the itembox may blink or glow.
- Animations and effects cannot be large and over-distracting, however.

TYPEFACES

Typefaces;

- Headers uses Harlow Solid Italic.
- Sub-headers use SketchFlow Print.
- Body Text and Buttons use Buxton Sketch.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

COLOURS

131, 1, 1
#830101

255, 0, 0
#FF0000

47, 74, 76
#2F4A4C

135, 195, 129
#87C381

97, 76, 105
#614C69

84, 75, 51
#544B33

248, 243, 168
#F8F3A8

249, 245, 232
#F9F5E8

59, 59, 59
#3B3B3B

Colours Must;

- Never be white (#FFFFFF), if you were going to use white, use an off-white instead, tinted to a colour that matches the element you're colouring. (Green monster, green tint, etc)
- Generally be light pastel, dark or pale, apart from red (#FF0000), which is the only colour that may be used that brightly.
- Colours on this page are merely a suggestion, if you follow the rules above, you may use any colour that fits. However, restrain palettes of an element to no more than 6 colours for a character, 9 for a car, and 12 for an environment. The bigger an element, the more colours allowed.

THE ANNOUNCER

214, 158, 199
#D69EC7

66, 160, 166
#42A0A6

248, 243, 168
#F8F3A8

84, 75, 51
#544B33

78, 81, 81
#4E5151

The Announcer must;

- Feature the scratchy "2 lines" shading, as seen in the image, on the left by default but this can move according to light sources.
- Feature 3 mouths, and one eye.
- These mouths may move independently, and should never be the same shape at the same time.
- If a funny expression calls for it, or a funny pose, the character can go off-model. Ask the Art Lead if you worry it is too far off-model.
- The head must be roughly the same size as the body, toupee not included.
- Must always hold a microphone.

PLAYABLE CHARACTERS

47, 74, 76
#2F4A4C

127, 178, 168
#7FB2AB

152, 111, 174
#986FAE

135, 195, 129
#87C381

123, 113, 84
#7B7154

Playable Characters must;

- Feature the scratchy "2 lines" shading, as seen in the image, on the left by default but this can move according to light sources.
- Feature distorted, monster faces and features. This influences the colours of characters too.
- Be themed towards a racing team, as well as their own inherent monster attributes.
- May feature inhuman amount of limbs, eyes, heads, etc. Be creative and expressive!
- If a funny expression calls for it, or a funny pose, the characters can go off-model. Ask the Art Lead if you worry it is too far off-model.
- Have a "Positive" and "Negative/Injured" state, themed to their character. Gory negatives!
- Never be a zombie! Be original!

GENERAL 3D RULES

3D Models must;

- Be kept to a low polycount, cars should be restricted to no more than 10,000 polys.
- Be modelled and animated using 3DS Max.
- Be Box-Modelled, as this is a faster process and easier to learn.
- Be well optimized.
- Ensure you have the model in the 0, 0, 0 co-ordinates and that is facing the correct axis.

CARS

237, 163, 139
EDA38B

15, 82, 125
#0F527D

97, 76, 105
#614C69

143, 107, 58
#8F6B3A

110, 110, 110
#6E6E6E

Cars must;

- Be heavily distorted; bent exhausts, wonky wheels, essentially assymetrical proportions.
- Be themed, to characters and their racing teams. For example, a skeleton driver would have a skeleton themed car, and if they were a biker, it could feature a goat skull, or an ace in the design, etc.
- Have some basic form of "spooky" or "Halloween" theming to it. Pumpkins, bats, ghosts, skulls, etc.
- Has some form of closed cab, or seating area, since the characters will not be 3D models and the vehicles are. Bikes, for example, would not work in this style.

CAR STATES

15, 82, 125
#0F527D

143, 107, 58
#8F6B3A

110, 110, 110
#6E6E6E

Cars states must;

- Feature small details uncovered by parts of the vehicle coming off; An eye in the cracks, skeleton hidden inside the car's hood, etc.
- Feature dents, dirt, blood and cracks on both the model and the textures.
- Have 4 states of disrepair, starting from perfect condition all the way to the car being mostly wrecked.
- The windscreen/windows must never be cracked on the model, doing so would break player immersion as there would be no character inside.

ENVIRONMENTS

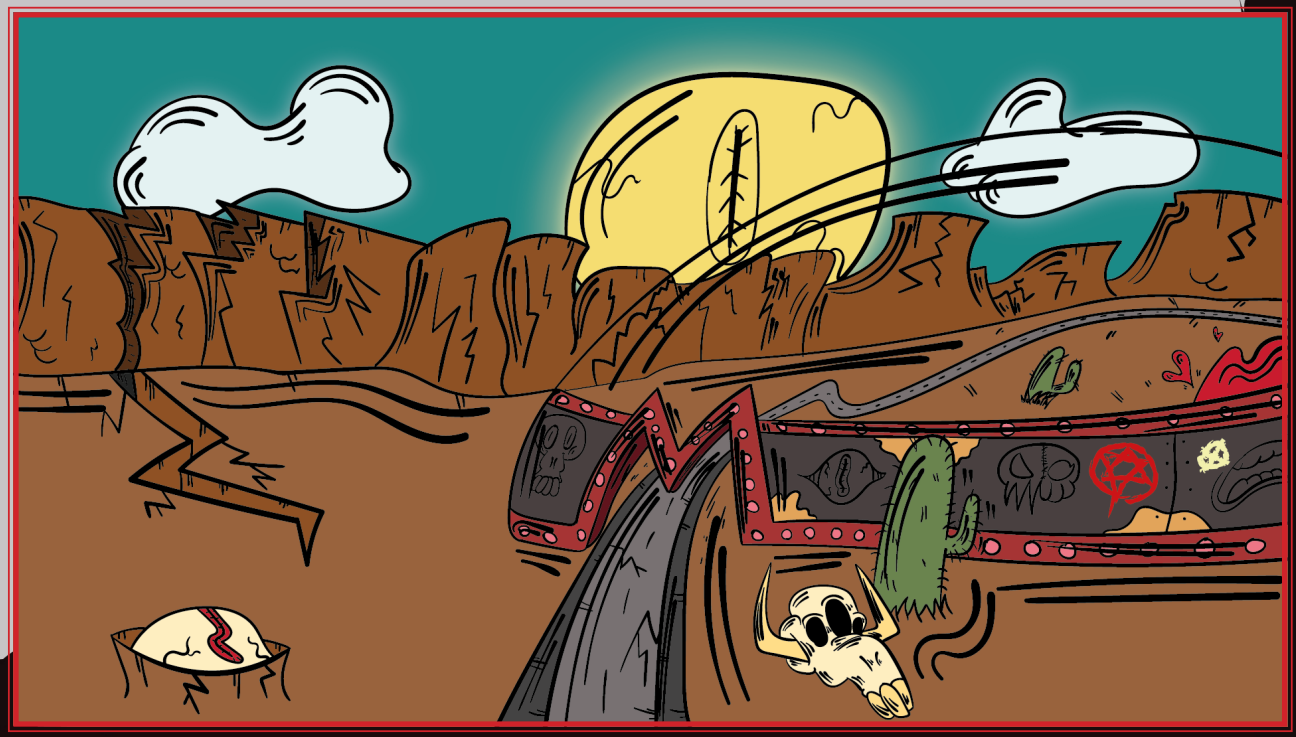
131, 1, 1
#830101

255, 0, 0
#FF0000

143, 107, 58
#8F6B3A

110, 110, 110
#6E6E6E

59, 59, 59
#3B3B3B



Environments must;

- Feature both 60's/70's American themes; Diners, route signs biker bars, muscle car garages, etC, and "spooky"/"Halloween" theming; Bats, ghosts, haunted houses, gravestones, etc.
- Take place under the dome.
- Take place in a car park.
- Have modular details. Buildings made of easily re-used components, etc.

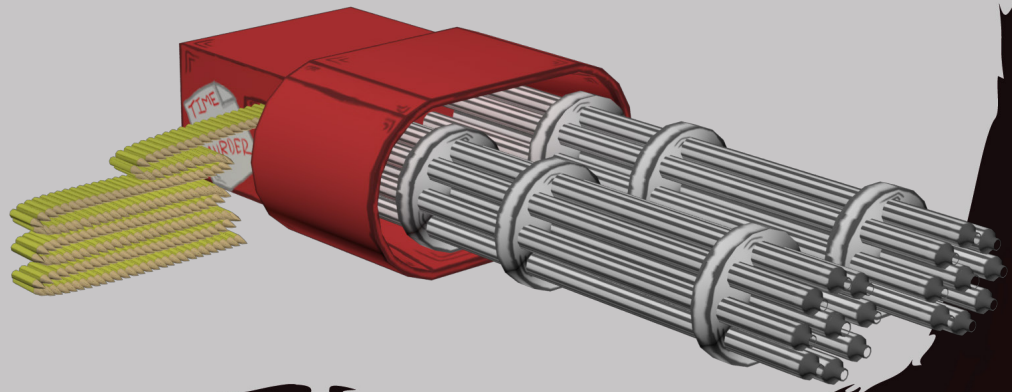
WEAPONS

131, 1, 1
#830101

255, 0, 0
#FF0000

59, 59, 59
#3B3B3B

110, 110, 110
#6E6E6E



Weapons must;

- Be warped and exaggerated, to fit with the art style.
- Be over the top! 2 Miniguns, for example, strapped into a car.
- Be modular, as they may need to be reused for other cars or rethemed.
- Feature a barrel of some kind, as they will be used to shoot projectiles.

PROJECTILES

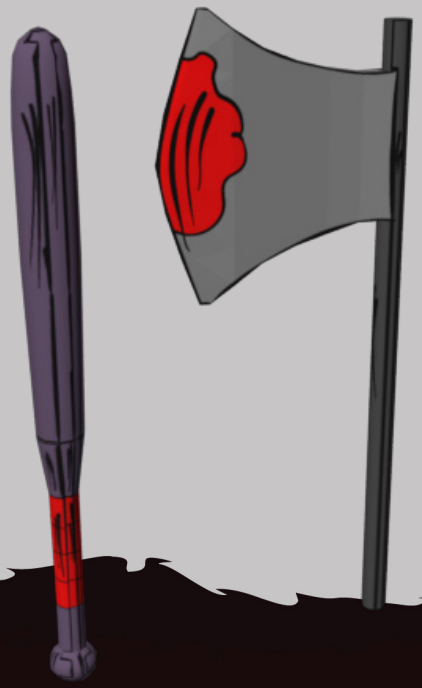
131, 1, 1
#830101

255, 0, 0
#FF0000

97, 76, 105
#614C69

110, 110, 110
#6E6E6E

59, 59, 59
#3B3B3B



Projectiles must;

- Be warped and exaggerated, to fit with the art style.
- Be fired from the car's weapon.
- Be over the top! Axes, baseball bats, bats, skulls, etc. Both weaponry and spooky themed.
- Be large and obvious, for readability from further away. A player must be able to recognise them as they come towards them.

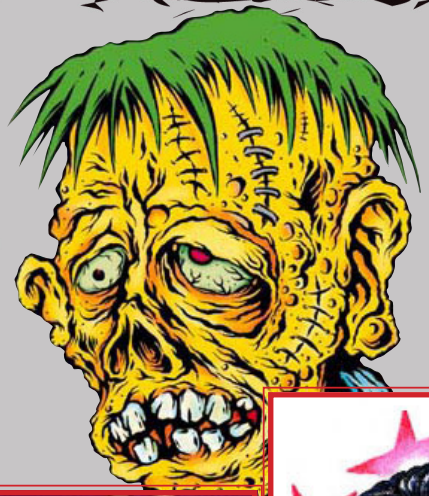
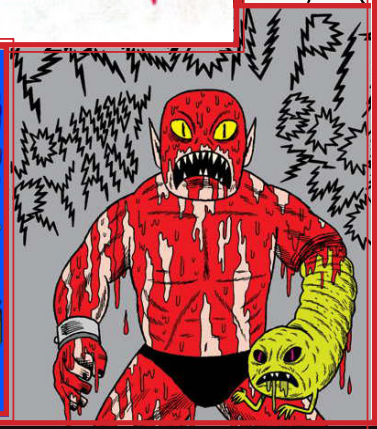
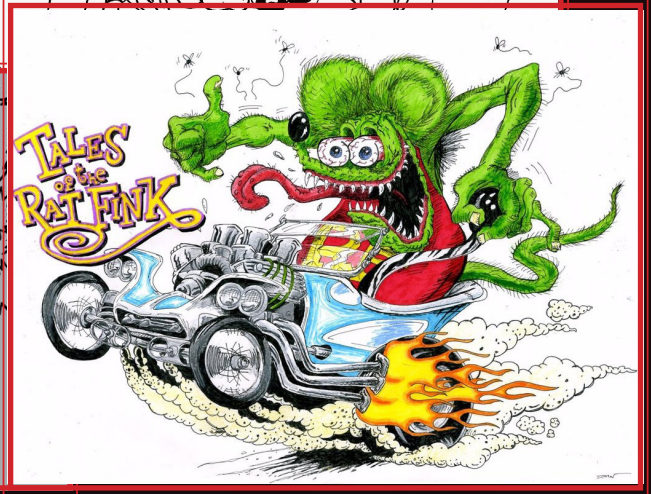
TEXTURES

Textures must;

- Feature the same "2 line" shading as the characters.
- Be hand drawn rather than photo-manipulated to match the style.
- Be themed to the vehicle, character and racing team they correspond to, as well as general halloween theming. This also influences colour.
- Feature small details, such as the stitches and bricks in this example, to break up blocks of colour.
- Feature outlines for the model's edges, making them pop out and look like the cartoon characters of the game.

NAMING CONVENTIONS & FOLDERING

Naming conventions & foldering rules;

- Textures should be JPG, but may be PNG if transparency is needed. Character spritesheets must always be PNG, and models must be exported as FBX.
- Diffuse maps will have _d extensions, normal maps use _n, and specular maps use _s.
- Naming conventions are as followed; objectname_version.filetype, unless they are textures, which use the extensions above after the version, though extensions are allowed if clarity is needed, for example window_01_left.fbx and window_01_right.fbx.
- Foldering structure is as follows on the image above. WIC2, then Art, then into a Folder named after the types of assets it will store, such as Cars, or Characters.

INSPIRATION