

Brand Guidelines



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A practical visual system for GravePark across game, social, press, trailer, and release marketing.

01 Logo

The titlemark is the brand.

The GravePark logo stays fixed as artwork. Do not rebuild it with a substitute font. The approved system uses the white titlemark, the blood mark, and mono versions derived from the supplied logo.



The Asset Owner

GOATHEAD

01 Logo

Primary Logo

Use the white titlemark with the blood mark as the primary GravePark signature. It is designed for black, blue-fog, and sufficiently dark image backgrounds.



01 Logo

Mono Logo

Use mono artwork only where the blood mark is not appropriate or where reproduction requires a single-color mark. Keep the silhouette unchanged.



MONO WHITE



MONO BLACK

01 Logo

Safe Zone & Minimum Size

Give the titlemark air. Use the height of the GOATHEAD'S line as the minimum clear space around all sides. At small sizes, protect legibility before adding other copy.

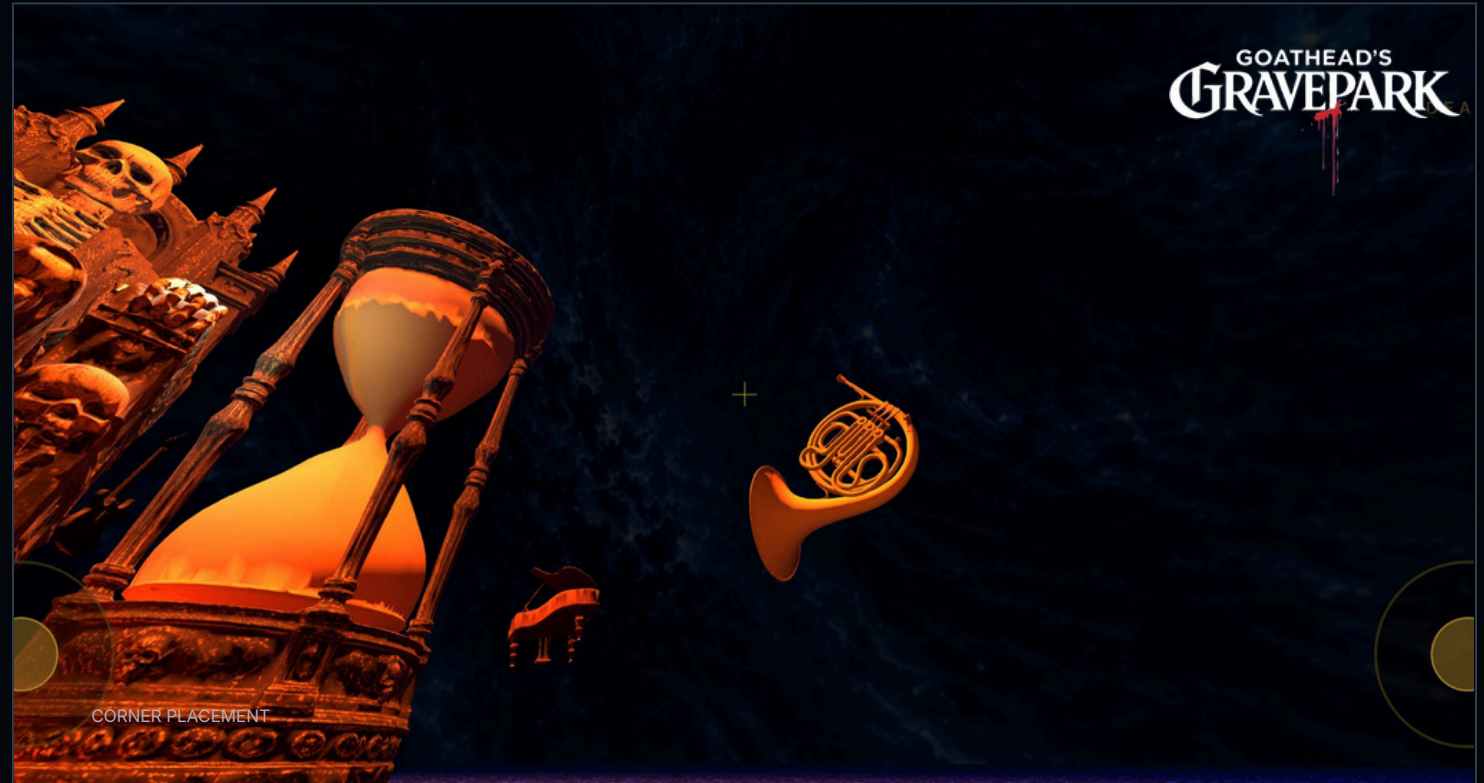


Minimum recommended width: 160 px screen / 45 mm print

01 Logo

Placement

Default to corners or a deliberate centered lockup. Keep the mark away from faces, key interaction areas, and high-detail focal points.



01 Logo

Logo Use

Choose the version that preserves contrast and keeps the blood mark intentional. Never place the primary mark on a bright or noisy area without a darkened field.

Do not cover important faces, objects or scenery.



BLACK



BLUE



LIGHT



IMAGE

01 Logo

Campaign & Chapter Lockups

For campaign messaging, keep the GravePark mark intact and pair it with Inter rather than trying to merge new words into the logo artwork. Use centered or left-aligned stacked lockups.



The Gates Open In October

Keep campaign type visually separate from the titlemark.

Incorrect Use

Avoid anything that weakens recognition of the titlemark. The logo is artwork, not a flexible typesetting element.

✗ DO NOT STRETCH

Keep original proportions.

✗ DO NOT RECOLOR

Use approved white, black, and blood system.

✗ DO NOT RETYPE

Never replace the GravePark lettering with a font.

✗ DO NOT REBUILD

Do not move, redraw, or restack internal components.

✗ DO NOT BOX IT IN

Avoid unnecessary panels unless contrast requires one.

01 Logo

The Blood Mark

The red drip is part of the primary titlemark and may also appear as a restrained secondary accent. It should feel like a trace from the logo, not decorative splatter placed everywhere.



USE SPARINGLY

Primary accent only. Keep it isolated and high contrast.

01 Logo

Blood Mark Usage

The blood mark should remain red in normal digital use. If a single-color production method is required, use the mono titlemark instead of inventing a different blood treatment.



PRIMARY



SINGLE-COLOR FALLBACK

01 Logo

Motion

Animate the mark with restraint. The strongest motion language already exists in the brand: darkness, fog, the blood trace, and hard reveal timing.

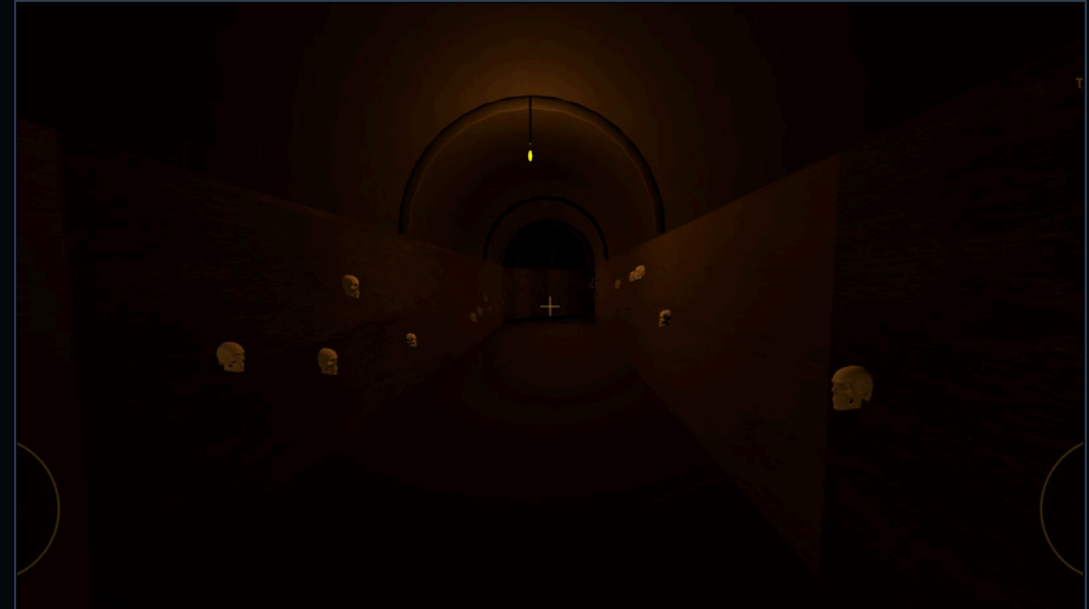
- 01 Start on black or deep blue.
- 02 Reveal GOATHEAD'S before the larger titlemark.
- 03 Let the blood mark appear last.
- 04 Use short fades, cuts, or fog reveals.
- 05 Avoid bounce, elastic motion, or playful logo warping.



02 Color

Darkness first.

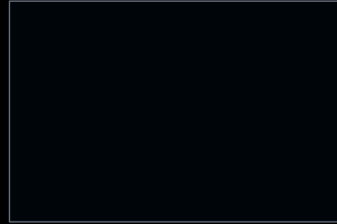
Blue-black and black carry the brand. Bone white creates legibility. Blood red is the signature accent. Candleamber is environmental, not the dominant identity color.



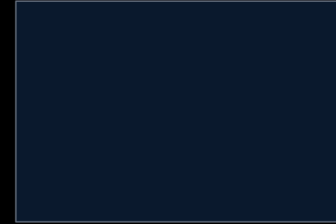
02 Color

Core Palette

Use this palette consistently across marketing, presentation, and UI-supporting material. Screen values below are taken from the current GravePark visual system.



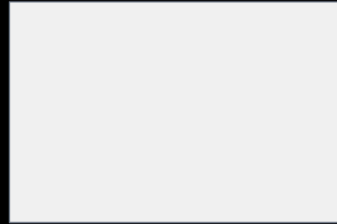
NIGHT BLACK
#03060B



GRAVE BLUE
#0A1930



FOG BLUE
#1A416B



BONE WHITE
#F4F4F0



BLOOD RED
#C82E35



CANDLE AMBER
#D58A26

02 Color

Color Discipline

The brand is not a rainbow horror system. Keep the palette controlled so characters, candles, and gameplay lighting can carry the visual drama.

- ✗ Do not introduce bright saturated backgrounds.
- ✗ Do not make red the default page background.
- ✗ Do not use warm amber as the primary brand color.
- ✗ Do not apply gradients to the titlemark itself.
- ✗ Do not sacrifice contrast for atmosphere.

03 Typography

Title Hierarchy

Use weight, scale, and spacing before adding effects. The strongest brand typography is clean, modern, and direct.

SMALL SUPPORTING LINE

Title
Red Accent

Recommended: short, declarative copy. Large headline. Minimal decoration.

03 Typography

Campaign Type

Examples show scale relationships, not mandatory copy. Use Inter Black for impact and Inter Regular or Medium for support.

COMING
OCTOBER

NEW AREA
MUSEUM

MUSIC LIVES
HERE

04 Visuals

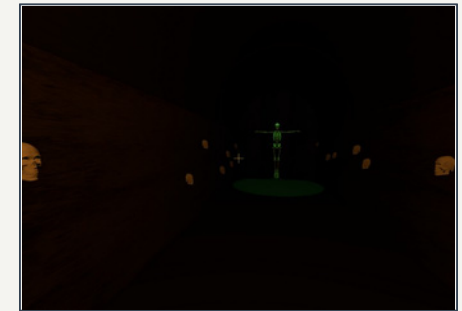
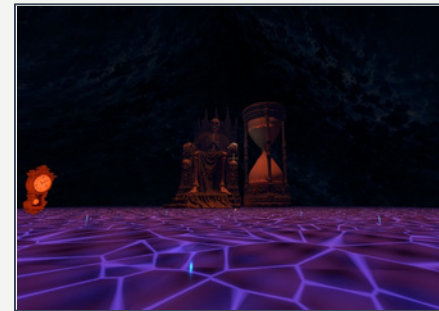
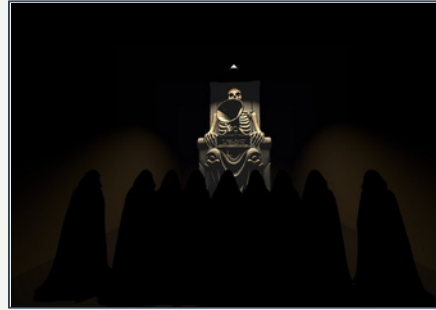
Use the actual world.

Marketing imagery should come from the game, approved character art, the current museum build, and the established blue-black brand texture. Do not invent replacement scenes when real assets exist.



Backgrounds

Choose dark frames with enough negative space for type. Blue fog and black are the core presentation backgrounds; in-game scenes can extend edge to edge.



04 Visuals

Background Treatment

If an image is too busy for copy, darken the image rather than changing the brand palette. Preserve the scene and use a subtle black field or vignette behind text.



RAW GAME FRAME



CORRECT TEXT-READY TREATMENT

04 Visuals

Characters

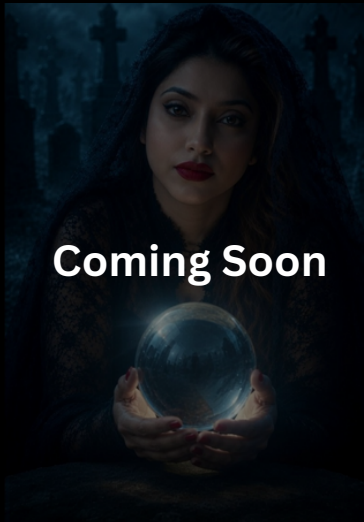
Use the approved vertical character images as the source of truth. Keep faces, costumes, props, and proportions intact. Cropping is allowed; redesigning the character is not.



04 Visuals

Crop, Shadow, Glow

Crop aggressively when needed, but preserve identity. Use existing light from the source image rather than repainting the character. For dark compositions, a subtle shadow or cool edge separation is enough.



Incorrect Placement



Correct Placement



FULL



DARKENED



TIGHT CROP

05 Composition

Image First, Text Second

Build from the game image outward. Preserve the focal point, leave room for type, and keep the logo independent from gameplay UI.



- 1 Background / screenshot
- 2 Darkening field if needed
- 3 Headline or campaign line
- 4 Small date / CTA
- 5 Logo in a protected zone

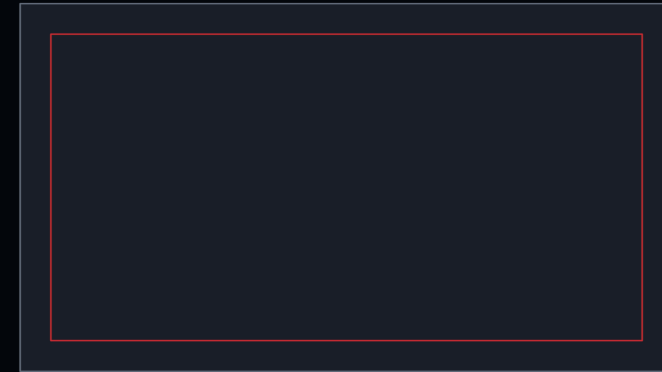
05 Composition

Margins

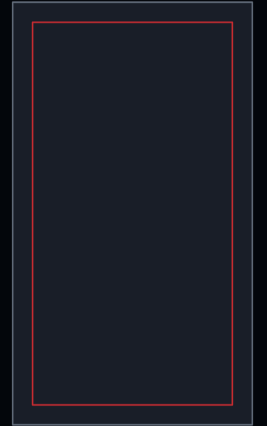
For consistency, use a protected margin equal to roughly 1/12 of the shortest canvas side. Images may bleed to the edge; type and logos should respect the margin.



1080 × 1080



1920 × 1080



1080 × 1920

05 Composition

Logo Size

Scale the logo from the shortest side of the canvas rather than using one fixed pixel width. Keep it large enough that GOATHEAD'S remains readable.



SMALL / SUPPORTING



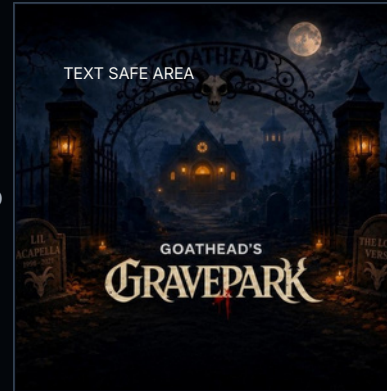
PRIMARY / CAMPAIGN

Avoid reducing the mark until the top line becomes unreadable.

05 Composition

Text & Imagery

Text lives inside the protected margin. Imagery can bleed. Keep headlines away from faces, game prompts, and interactive controls.



06 Contact

PRESS / PARTNERSHIPS / BRAND

Game Support
info@goatheadrecords.com



GOATHEAD RECORDS / GRAVEPARK