

UNDERRISE STUDIOS

Logo Guidelines

1. UNDERRISE STUDIOS



Logo Overview

The Underrise Studios logo combines a griffin emblem with a bold wordmark to represent strength, vigilance, and ambition. The griffin serves as the central symbol of the studio, while the sharp angular construction reinforces a strong and recognizable silhouette. A claw-mark detail integrated into the typography creates the impression that the griffin has left its mark across the studio name, visually connecting the symbol and the wordmark into a unified identity.

Preferred Usage

- Press materials
- Websites
- Digital media marketing
- Promotional assets

Do Not

- Stretch or distort the logo
- Change the logo colors
- Add shadows, outlines or visual effects
- Modify the typography
- Recreate the logo using another typeface

Typography

Primary Typeface: MODERNIZ

Primary Color

HEX: #FEFCF8

RGB: 254, 252, 248

Available Assets

- Company_Horizontal_Black_BG.jpg
- Company_Horizontal_Transparent.png
- Company_Horizontal_White_BG.jpg
- Company_Only_Icon.png
- Company_Only_Icon_Black_BG.jpg
- Company_Vertical_Transparent.png
- Company_Vertical_White_BG.png
- Adobe Illustrator Source File (.AI)
- Photoshop Source File (.PSD)

2. BEHIND ROOM 102



Logo Overview

The Behind Room 102 logo was created specifically for the game and is not based on a commercial typeface. Its bold structure allows it to remain recognizable across storefronts, social media, videos, articles, thumbnails, and promotional materials.

Usage Guidelines

The Behind Room 102 logo may be used in articles, videos, livestreams, reviews, thumbnails, social media posts, and other content related to the game.

Color modifications are permitted. Content creators, journalists, and media outlets are free to adjust the logo colors when necessary to better fit their designs, thumbnails, videos, articles, or promotional materials.

Acceptable Modifications

- Color variations
- Monochrome versions
- Light and dark adaptations
- Contrast adjustments
- Minor visual adjustments for promotional use

Do Not

- Stretch or distort the logo
- Alter the logo's proportions
- Remove major logo elements

- Modify the logo in a way that causes brand confusion

Available Assets

- Game_Logo_Black_Transparent.png
- Game_Logo_Color_Transparent.png
- Game_Logo_White_Transparent.png
- Adobe Illustrator Source File (.AI)