

BITIVERSE

Bitiverse

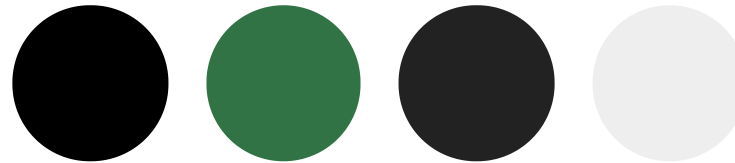
BRAND BOOK



01 Brand Overview

Bitiverse is a massive multiplayer RPG where players explore a persistent world, fight monsters by walking into them, and engage in crafting, magic, and trading. Set in a one-bit aesthetic world where goblins are management and players are underqualified, it offers a humorous take on the traditional dungeon-crawling experience.

"Tiny pixels. Big world.
Poor decisions."



02. Brand Logo



Logo Clear Space



Always maintain clear space around the logo to keep the logo clean and legible.

190 px on each side

Minimum Size



Below this size, clarity is lost.
Always honor the minimum.

1.58 inch / 152 px width

03 Typography

Typefaces are the way your brand communicates its voice and tone. These fonts are meant to balance hierarchy and readability to ensure your brand remains recognizable and cohesive across all mediums and touchpoints.

PRIMARY TYPEFACE

lato

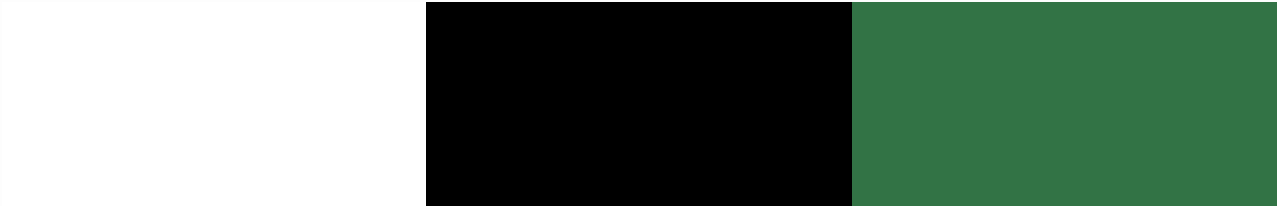
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#%\$

04. Color Palette

Colors are the way your brand communicates its personality and character. These colors are meant to balance functionality with intentionality and deliver on your brand's mission and promise.



Pure White

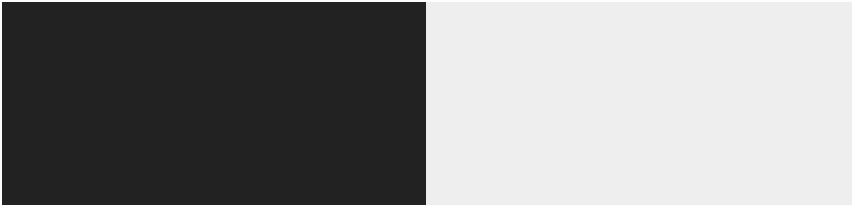
Hex #FFFFFF
RGB 255, 255, 255
CMYK 0%, 0%, 0%, 0%
HSL 0, 0%, 100%

Jet Black

Hex #000000
RGB 0, 0, 0
CMYK 0%, 0%, 0%, 100%
HSL 0, 0%, 0%

Hunter Green

Hex #327345
RGB 50, 115, 69
CMYK 57%, 0%, 40%, 55%
HSL 138, 39%, 32%



Obsidian Black

Hex #222222
RGB 34, 34, 34
CMYK 0%, 0%, 0%, 87%
HSL 0, 0%, 13%

Chalk White

Hex #EEEEEE
RGB 238, 238, 238
CMYK 0%, 0%, 0%, 7%
HSL 0, 0%, 93%

05. Imagery



VALUES

"Community engagement, Humor, Creative exploration"

AESTHETIC

Indie-centric
Retro-Minimalist
Community-driven
Clean-cut Utility
Pixel-perfect Nostalgia

TONE OF VOICE

Witty
Playful
Self-deprecating
Casual