



inn3r — Brand Guideline

Version 1.0 · September 2026 · Single source: this file renders `inn3r-brand.pdf` .

1. Studio

inn3r is an indie game studio making browser, mobile and Telegram games since 2017.

Tagline (hero, player voice): **Unleash your inn3r.**

2. Logo

- **Wordmark:** custom rounded letterforms, `i-n-n-3-r` . The `3` doubles as the studio's E.
- **Mark:** the solo `3` (top bar + dot + bottom bar). Use for favicons, app icons,

avatars and anywhere under 48 px.

- **Clearspace:** keep a margin of at least the dot diameter on all sides.
- **Minimum sizes:** wordmark 120 px wide digital · mark 16 px.
- **Variants:** red on black (primary) · white on black (quiet/footer) ·

black on white (print) · gold on black (partner contexts only).

3. Color

- `--red: #ff002d` — primary, CTAs, player energy. Owns the page.
- `--gold: #f5b301` — partner register only (`#partner` , `#notable` , publishing CTAs).
- `--bg: #000` , `--fg: #fff` , `--muted: #b3b3b3` , `--line: #1f1f1f` .
- Never use red and gold for the same action. Red converts players, gold converts partners.

4. Typography

- **Display:** Space Grotesk 500/700, self-hosted (`media/space-grotesk-*.woff2`).

Headings, nav, buttons, pills, kickers. Headings tighten to `-0.02em` .

- **Editorial accent:** Georgia italic for lede paragraphs (About, Partner, Notable).
- **Body:** system stack. Tabular numerals for all stats (`font-variant-numeric`).
- Rule: display font labels, body font reads.

5. Voice

- **Player register:** playful, direct. "Unleash your inn3r", "Play PicoDuel", "Talk to us".
- **Partner register:** outcomes, plain words. Proof first

(150k+ plays, \$8.6M raise, 9.4 on Y8), then the offer

(distribute · port & co-market · Telegram-native builds).

- Never anchor partner conversations on "free".

6. Don'ts

- Don't stretch, outline, shadow (beyond the hero glow) or recolor the mark.
- Don't set the wordmark under 120 px — use the `3` mark.
- Don't place red art on red, gold on white, or the mark on busy screenshots.
- Don't add a third accent color. Motion budget: one sonar, on the partner CTA only.

7. Assets (`media/brand/`)

- `inn3r-wordmark.svg` — clean master (stadium geometry, 822 bytes).
 - `mark-3.svg` — solo `3` mark. `app-icon.svg` — black tile, red `3` .
 - `inn3r-brand.md` (this file) + `inn3r-brand.pdf` — guideline + press sheet.
 - Live icons (root `apple-icon-*` , `android-icon-*` , `favicon-*`) are rendered from the mark.
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Press Sheet — inn3r (for publishers & platforms)

inn3r · indie game studio since 2017 · hi@inn3r.com · <https://inn3r.com>

Traction

- 7 shipped games · 150,000+ plays · 9.4★ on Y8 · since 2017.
- Web3 work (NFT tooling, 10,000-piece Arcadians collection, multi-chain bridge)

helped OP Games grow 12 → 50 and raise a **\$8.6M seed round**.

3,732 Arcadians minted, contract verified on-chain.

- Flagship live title **PicoDuel** (Telegram-native PvP + monster campaign,

Stars/GRAM monetization, bot + channel + community distribution playbook).

Catalog (all HTML5, portable to portals, mobile wrappers, Telegram)

- **PicoDuel** — PvP duels, leaderboard, 300-level monster campaign. Play: picoduel.inn3r.com
- **HexTank** — Babylon.js + Colyseus PvP tank arena. Play: hextank.io
- **Purple Penguin** — Zdog arcade. **Primo** — PixiJS puzzler (inn3r.com/primo).
- **Secret Escape** — Zdog escape puzzler. **Lambs.io** — PixiJS arena.
- **3anglez** — minimalist arcade (Google Play launch, 9.4 on Y8, 100k+ portal plays).

What we offer

- **Distribute our catalog** — 7 finished games with proven ratings.
- **Port & co-market** — we adapt, you publish.
- **Telegram-native builds** — the PicoDuel playbook.
- **IP licensing** — Arcadians universe + game IP on request.

Contact (business)

- Email: hi@inn3r.com (reply within 2 business days).
- Studio Telegram: t.me/inn3rGames. Web: inn3r.com/#partner.