

Contents

Logo...	...2
Colour...	...4
Texture...	...6
Imagery Styles...	...7
Imagery Magic...	...8
Type...	...14
Voice...	...15
Personas...	...16
Anatomy of a Card...	...18
Anatomy of a Token...	...19

Logo

The logo for Cast features five different bright colours to best illustrate the five different types of magic in the game.

The five glowing lines in the logo are as if multiple spells are going off at the same time to spell the word 'Cast' as if to cast a magical spell.

In essence, the logo is made to bring the viewer a feeling of wonder and whimsy upon viewing the logo, and will introduce them to the world that Cast is set in.

On any place the logo is used, it should be bringing the most attention by glowing brightly against whatever background is used.



Padding

The logo should have a minimum of 30px padding on any edge so that it stands out.

It is also very important that none of the glow from the logo should be cut off under any circumstances. The glow reaches 24px past the edges of the letters.



Background

Do not put the logo on a light coloured background, including white. For the best effect, a dark colour should be used so that the glowing effect can stand out from the background.

With a lighter background, the letters on their own do not stand out well either.



Decoration

Do not use any bright colours in close proximity to the logo. The bright colours are made to stand out, and though decoration may be used on any surface or screen the logo is used, it must be the most noticeable thing on the page.

This effect is paired with the dark background colour to make sure it can stand out as best it can.



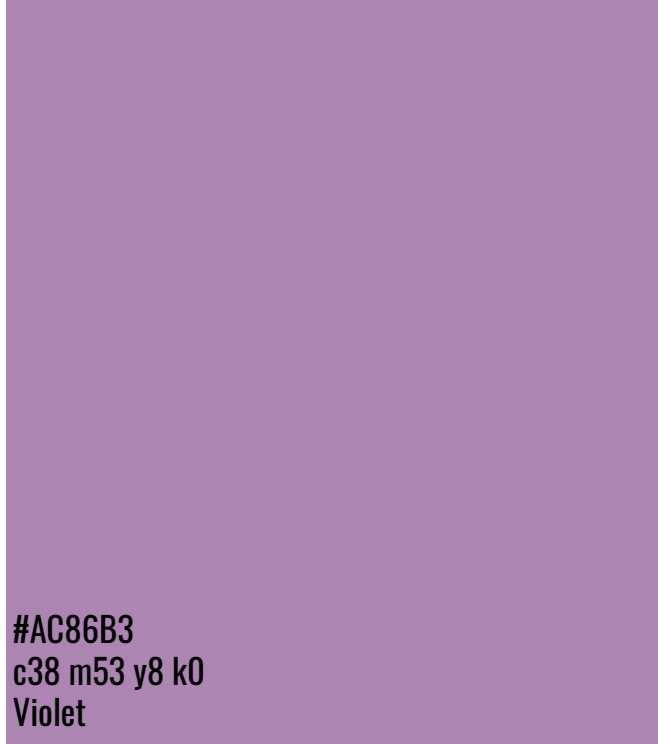
Colour

Purple is the main colour of the branding for Cast to give that feeling of a 'witchy' aesthetic, which is commonly seen in purple. Both the violet and deep purple are suitable to use in this way.


Raven is typically used for type, but can sometimes be used as accent for designs, or the main colour for assets such as the cauldron. Raven is also commonly used alongside [red] to indicate the use of corrupted magic.

Sandbar should typically be reserved for use as a background colour, like the parchment on a page, however can also be used to highlight important details on a dark background. Sandbar is also used to indicate moon phases on the moon chart.


Sage green is a call to action colour for the branding, contrasting from the purples, but with imagery, it can be used to signify smoke from a cauldron, plants, or any green imagery.



#AC86B3
c38 m53 y8 k0
Violet



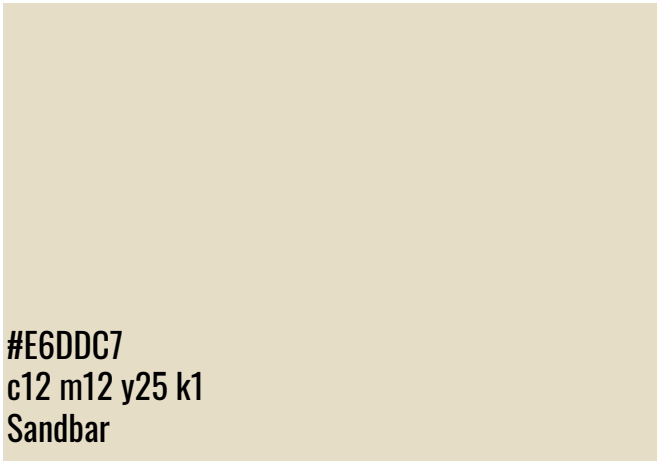
#8CA68B
c50 m22 y49 k5
Sage Green



#7B557F
c58 m71 y26 k9
Deep Purple



#272633
c83 m75 y51 k64
Raven



#E6DDC7
c12 m12 y25 k1
Sandbar

Colour

These colours represent the magic types of the game, and should be used sparingly outside of this context so that they can be best linked to the five magic types.

These are also the five colours of the logo, and so should be avoided in most branding uses so that the logo can best stand out and there be nothing distracting from it.

The colours for each of the magic types will be discussed further in their own pages with in imagery past page 8.

#72E188
c55 m0 y62 k0
Nature Emerald

#CC9AFF
c33 m44 y0 k0
Oracle Lilac

#FFA84B
c0 m39 y69 k0
Temporal Tangerine

#75D1F3
c53 m0 y3 k0
Necrotic Azure

#FFD75E
c0 m15 y68 k0
Healing Mustard

Texture

Textures can be used sparingly to enhance a design and add more to the atmosphere of the piece being created.

These are some textures that have already been used, and so can continue to be used for consistency, but any others within the same theme are also acceptable.

Colour is to be used alongside the textures for them to better blend with the colours of the brand. This can be done through using layer effects such as 'overlay'



Parchment

The parchment texture is typically used to add a texture to paper to make it more obviously paper, and give it an aged mysterious feel.

This both accentuates the magic theme of the game, but also the imagery of handwritten notes and studying spells.

Currently, this texture is used on the card fronts on the paper.

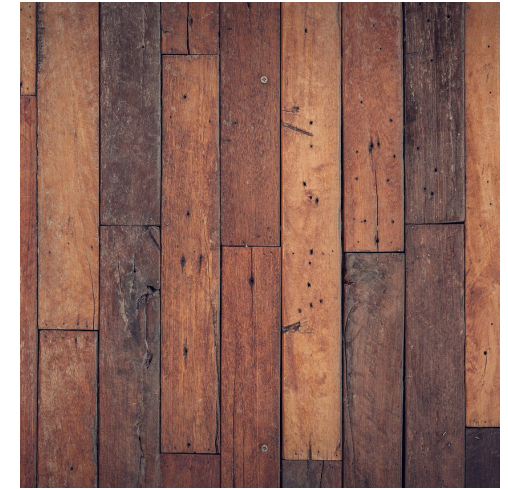


Leather

The leather texture is usually used for book covers to give them both a feeling of value and unfound knowledge and also strengthen the fantasy feel of it being more traditional.

Using leather as the cover on book gives some texture to an otherwise flat colour page, and also strengthens the theme of there being some unfound knowledge within the pages.

The leather texture is currently used both on the front and back of the cards in purple as the cover of the book.



Wooden

The wooden texture is used to give the impression of rustic flooring, or a wooden table.

It's typically used within conjunction of the occult imagery to give a feeling of conducting a ritual in an abandoned area.

Currently it's usage is within the moon tracker and magic board.

Imagery

Handwritten

The handwritten style is the primary imagery for the game, and media surrounding. The idea is that all the writing in the game has been written by the player as notes for them studying for the duel.

Other imagery that lends to this style is cute text decoration, such as the magic wand bullet points pictured, or simple illustrations that might be made whilst taking notes.

This style is also mainly the use for the book theme through many of the assets, and so should be used when creating them.



Sketches

Sketches refers to the visual style of sketching to diagram something. In this example it's used to show the ingredients for a potion, and it's uses. This style is typically used in fiction when someone has discovered something, and they need to sketch it out in a style of graphite on paper. Very diagram like.

It also utilises hatching as a shading method to make it seem more medieval.

The uses of this style will mainly be used on the player boards for decoration, as elsewhere will primarily use the other two styles.



Occult

The occult imagery style is derived from witchcraft based imagery. Though may be scary to people, many of these symbols mean protection and healing.

This style is inspired from things such as ritual circles and spellbooks. The general rule is to be very surface level. It isn't meant to be scary imagery, so any common symbols are fine to use.

This imagery is particularly used when talking about corrupted magic, however should be present throughout to give everything a witch-based theme.



Imagery

Nature

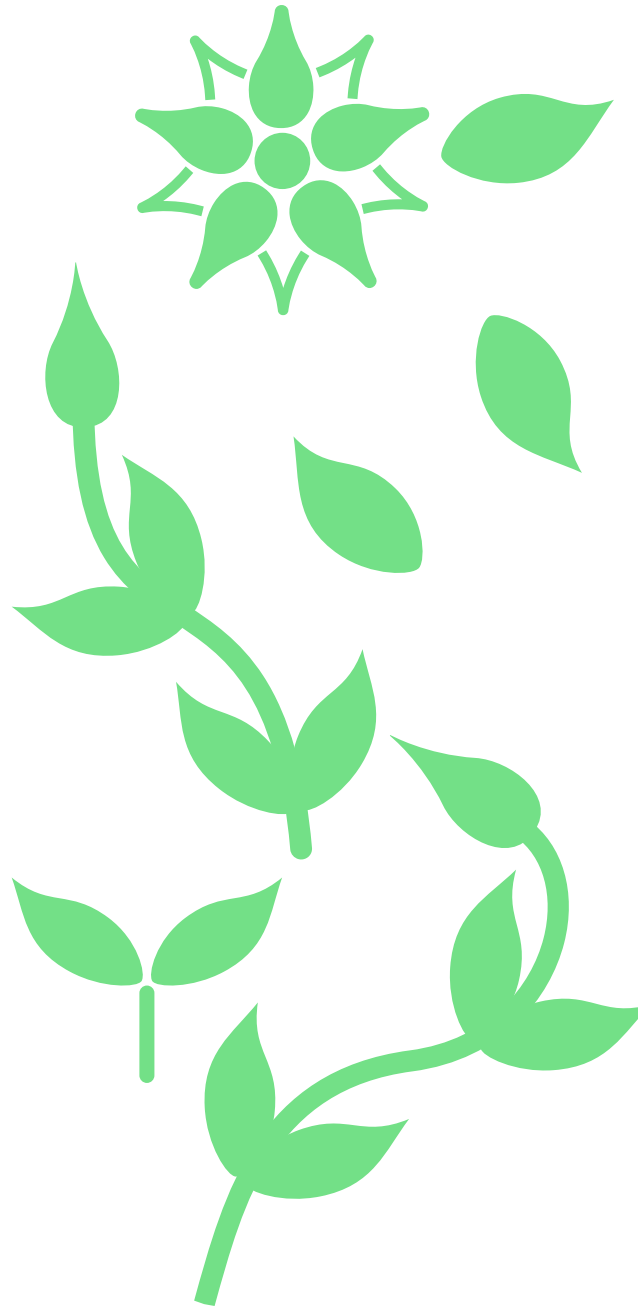
Nature magic is used to “grow” magic for players as well as “recycle” through cards, it’s the magic of new beginnings, and is themed as though players are growing plants and brewing potions to help them prepare for the upcoming duel.

Imagery that is nature themed should mainly consist of plants. Though nature magic does involve other areas of nature, such as the wind, this can become confusing to show.

Some types of imagery involve, flowers, leaves, and vines, and these can be developed to include trees, mushrooms, and other varieties of flowers.

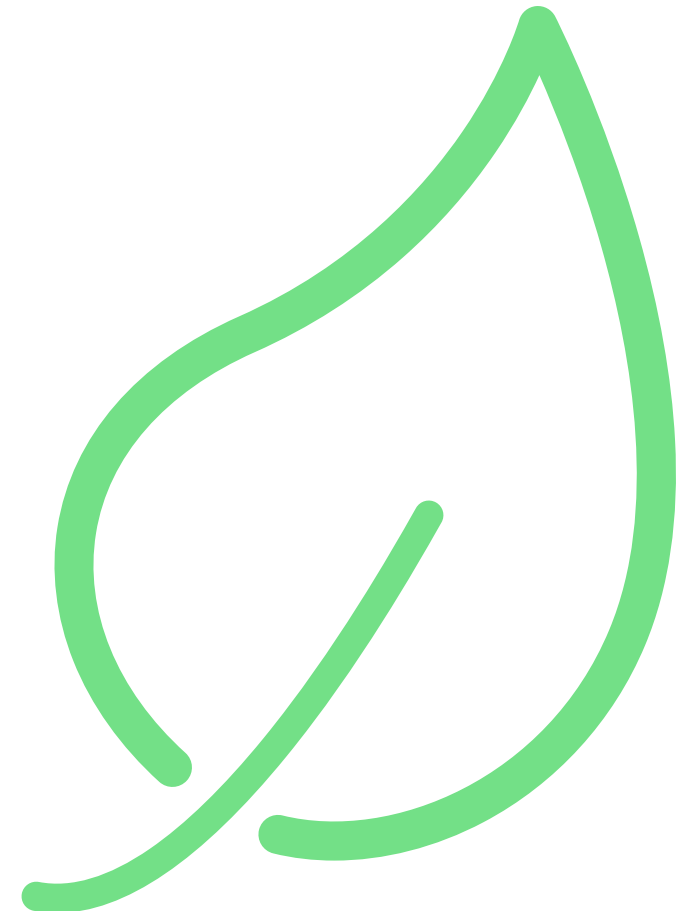
On the right is the main icon used to represent nature which is a very simplistic leaf and should always be present when referring to the magic type.

Nature emerald is the main colour used to represent nature magic, however nature seaweed is also used to provide two tones for the colour scheme.



#72E188
c55 m0 y62 k0
Nature Emerald

#38814D
c79 m27 y82 k11
Nature Seaweed



Imagery

Healing

Healing magic is about helping other, which is why it gives you more favour than other magic types. By swapping spells and magic around, the methods used by these witches may be slightly unconventional, but they have best interests at heart.

This magic type is very twirly and curly, and imagery related should represent such. These lines are typically quite thin rather than being thicker. Other imagery is of solar origin such as the sun and stars to give a radiant feel. Staffs are also usually associated with this magic type. Crosses can be used, ensuring they're yellow, but shouldn't be the centre of attention.

Other imagery that can be used is anything of a solar theme, or invoking healing imagery. Stitches may be an example. Overall, stick within twirly ribbon theme.

The main icon used is the twirly staff based on the Rod of Asclepius, a known symbol in both medicine and Greek mythology.

Mustard and goldenrod are the colours used to indicate this type. Mustard is usually used for the imagery, and goldenrod for the backgrounds.



#FFD75E
c0 m15 y68 k0
Healing Mustard

#D19418
c16 m42 y96 k5
Nature Goldenrod

Imagery

Oracle

Oracle witches use many ways to predict the future, but the most direct way is through the stars, as this is where their magic comes from. Oracle magic is powered through celestial bodies, and their placement in the sky is what these witches read, through various methods, to inform opinions on the future. Players play different cards to see what may come ahead in the game, and make actions based on it.

Imagery of oracle theming is very wispy, like large smoke coils. These are thicker and vary greatly in width across the stroke. Oracle imagery also involves images of the stars, and any relevant imagery to modern fortune teller practices, such as using tarot or a crystal ball. The theming is made to bring on themes of mystery and intrigue.

Some types of imagery are wisps, stars, planets and eyes. Other imagery that could be added are palms, crystals, candles, tarot, and constellations

On the right is the crystal ball icon that is used to represent oracle magic, another source of fortune telling.

The lilac and space colours are primarily used in relation to this magic.



#CC9AFF
c33 m44 y0 k0
Oracle Lilac

#705B90
c66 m69 y17 k3
Oracle Space

Imagery

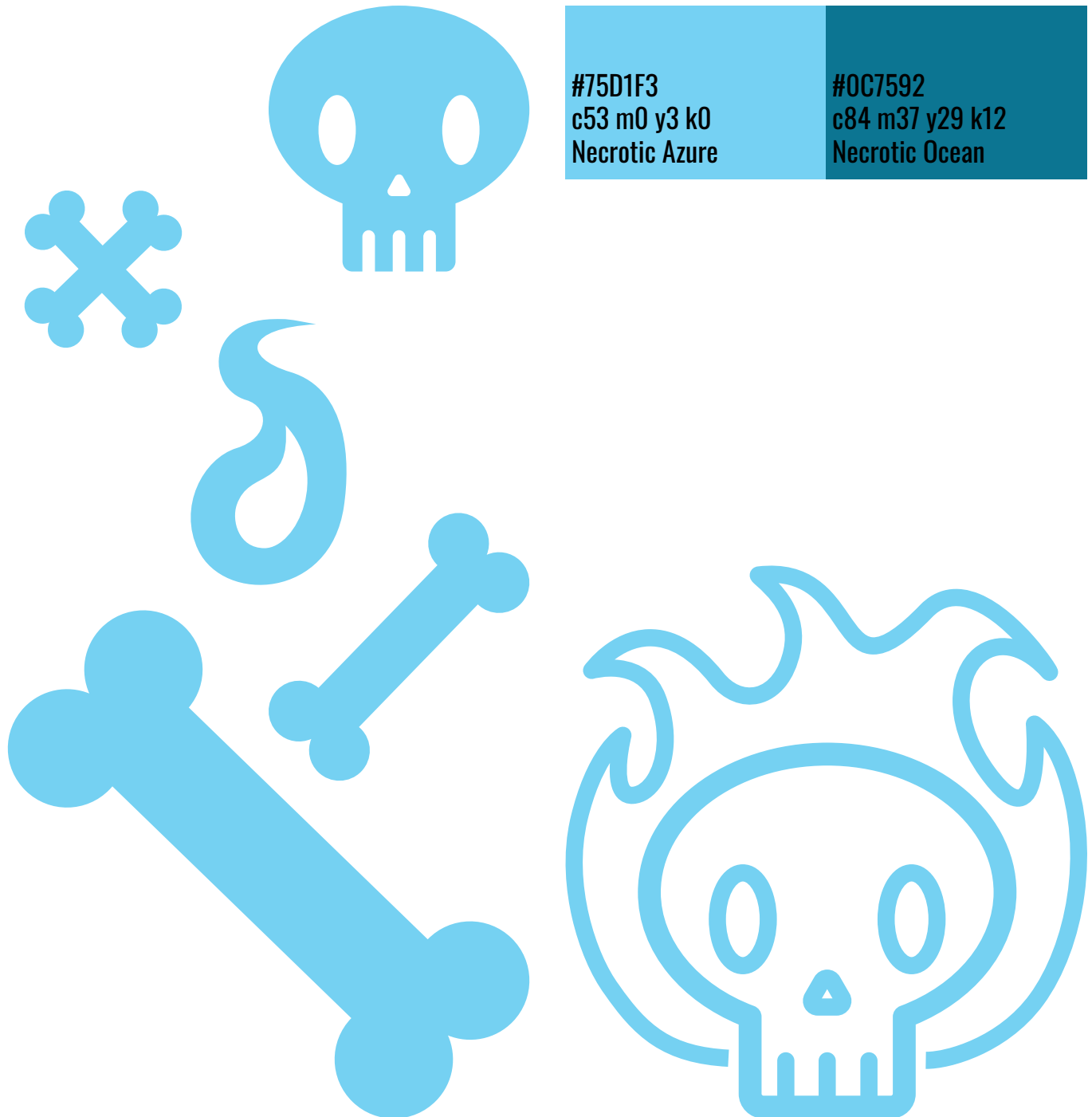
Necrotic

Necrotic magic utilises using spells discarded by other witches and putting them to better use. Though it may seem like one of the more creepy magic types, necrotic witches see themselves more as scavengers who are bringing life to things otherwise forgotten. There is a certain beauty to bringing a new life.

Necrotic imagery utilises a lot of bones, typically very simply designed, and skull iconography. There is also usage of fire imagery to bring a feeling of a hot blue fire that may come when using this magic type. The style of necrotic magic imagery is very clunky and chunky, it isn't wispy, it's very rigid and solid.

Usually used are bones, skulls, and fire, however other imagery that can be used could be more diverse bones, graves, and other shapes that seem appropriate. The flaming skull is the main icon used to refer to necrotic magic, and should be present when it is involved.

Azure and ocean are the main two colours used for necrotic magic. Mainly, azure is used for the iconography, and ocean for the background.



Imagery

Temporal

Temporal magic allows witches to travel through small spaces of time and influence outcomes. They can change realities slightly by making decisions through time, and is a delicate magic to be used.

This magic type primarily uses imagery relating to steampunk, such as gears, and watches. Other imagery involves could be spirals, to represent a time warp, but are mostly used for decoration rather than grander designs.

Any other imagery added relating to temporal magic should either be time or watch related, or within the steampunk aesthetic.

The main icon used for temporal magic is the hourglass, used to represent a passage of time. This icon should be used when referring to temporal magic.

Tangerine and copper are the colours associated with this magic. Copper as a whole is a strong association to the steampunk genre. Tangerine is the main colour, and is usually used for the imagery, whilst copper is usually used for the background.



#FFA84B
c0 m39 y69 k0
Temporal Tangerine

#C96310
c17 m68 y100 k6
Temporal Copper



Imagery

Corruption

Corruption magic is what happens when witches use powerful magic in order to invoke harm on one another. Any magic type has the capacity to become corrupted when used against someone else. This magic practice is not forbidden, as all knowledge is shared to progress, however it is frowned upon to use, and will give disadvantages by the time of the duel.

Imagery for corruption magic should be sinister and scary in essence, but not frightening. The imagery should invoke feelings of power, corruption. The imagery created is typically shard and spiky. Horns are a good example, though try not to make them too detailed as to what they represent.

The main icon used when representing corruption magic is viewed on the right. It's an inverted version of the favour icon made to represent an eye, but is used as a warning to witches who may see it.

Ash and raven are the main colours used in conjunction with corrupted magic. Raven is also used on the branding colour scheme, but when the two are together, this signifies corrupted magic.



#DD6854
c9 m70 y65 k1
Corrupted Ash

#272633
c83 m75 y51 k64
Raven



Type

Immersive

This type is used to promote the imagery of the game, and is used mainly within the game. The fonts are both script fonts, so not the best for reading, especially long paragraphs.

This is why these fonts are reserved for use in game, and promoting immersion.

Things such as font size are specified here for the cards, however can be varied for other usage.

Heading

Heading

Font: Pristina

Size: 20 pt

Usage: Titles, more formal script font

*Apic tem con pa ium et dolorit
faccullores eos doloreperro
estinctestio qui ad quos doloribus*

Body

Font: Ink Free

Size: 12 pt

Usage: Descriptions on cards, very hand written script

Accessible

These fonts are for use in promotional material, and other promotional uses. Here, it is not as important to immerse the reader.

These types making reading easier, especially for larger paragraphs.

These fonts also have more font styles and so more uses in accentuating parts of a paragraph.

Heading

Heading

Font: Sirenia

Style: Bold

Size: 36 pt

Subheading

Subheading

Font: Sirenia

Style: Light

Size: 30 pt

*Il modiat optis sunt ma cum
esed ut quam utempor ataque
doluptasit aliqui dit, od et*

Body

Font: Costa Std

Style: Regula

Size: 12 pt

Voice

Whimsical

This voice type uses words to promote wonder upon the reader, and introduce them to the new magical world they were in. Within this world of witchcraft there are infinite possibilities for the player, and is used to introduce them to this new realm.

Filled with a lot of language to invoke feelings of whimsy.

Used to invoke imagery that one might feel on watching a film with a lot of special effects, feeling 'ooh's and 'ahh's.

This type of language should mostly be used in advertising to pull a new audience into the writing.



Aspirational

An aspirational voice is filled with language showing what the player can achieve, and how they may do so. The goal of using this voice is inspiring the player to want to win, and setting up the goals of the game for them.

Another use for this voice is to give courage to any player that feels worse-off and entrust them with the feeling that anyone can win. The goal is that any player has the hope that they can win, no matter their experience.

This voice should mainly be used before players begin a game, such as within many passages in the instructions.



Amicable

The amicable voice is used to encourage the players to have a "fair fight". The unique selling point of this game is that players are rewarded for doing good actions, and punished for doing meaner actions, and this is the voice used to promote this theme.

It's the voice of someone who truly believes everyone should be in good company with each other, and though discourages the use of corrupted magic, does leave the option open to players.

It's easy to think of this voice as a sort of "coordinator" of the event of the duel, the one who organises, hosts, and manages it. Their role is to promote positive relations between players, and have a "fair fight". This voice works in tandem with the aspirational voice.



Personas



Nature

The nature witch is a playful soul. She can get very excited about things, especially when it comes to talking about plants. Often times, she does feel out-of-touch with her fellow witches, and feels a little more comfortable around plants, but she doesn't let that stop her from having fun at the witch gatherings.

Many witches may view her as a bit childish, so her goal is to win the duel to become head of the coven to prove to them that she is just as proficient with magic.



Temporal

The temporal witch has many aspirations for the coven, and vows to take it in a new, direction. Though many people disagree, she stands up for what she believes in despite this. Many people feel she has a more "aged" wisdom to her, perhaps due to having more life experience through temporal magic. Others describe her as eccentric, usually merging many ideas from different times she has visited.

She wished to become coven head to apply the wisdom she's build through temporal magic, and give the coven a new culture.



Healing

The witch of the healing coven is a friendly figure in the coven, who would do anything if it meant keeping her fellow witches happy and healthy. She can be a little clumsy when performing her magic, but she's confident in her abilities as a healing witch, and always works hard.

She wants to become head of the coven so that she can best assure the safety of her fellow witches. By being the head, she can make sure they don't head into danger.



Oracle

Fortune telling may sometimes be seen as a curse more than a blessing, as for as many good futures as there are, there are equal bad ones. For this witch, though she spends most of her time alone, she deeply cares for her fellow witches, and does not wish to see them fall into peril, and does her best to make sure this doesn't happen, though does not wish to burden them with her visions.

By winning the duel and becoming coven leader, the oracle wish hopes she use her talents to lead the coven in a better direction, and away from danger.

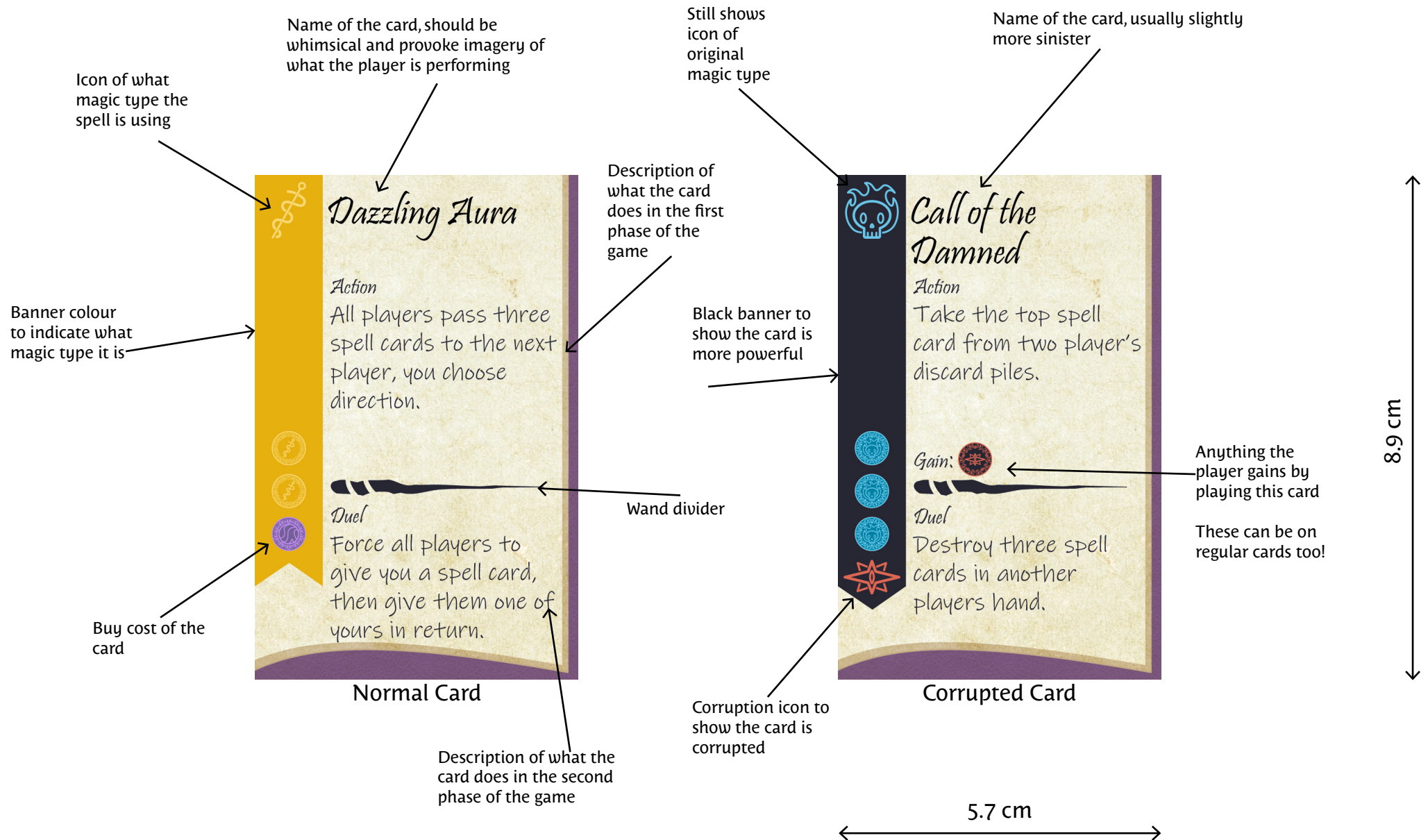


Necrotic

This necrotic with enjoys using her magic to make creative pieces. To her, it's an expression of her emotions. She loves to explore other magic types to find new ways to be creatively expressive, though can be a bit of a perfectionist at times, when it comes to her work.

She's decided to join the duel in order to create new challenges for herself to learn new magic and abilities, and hopes that, by winning, she can then share this knowledge.

Anatomy of a Card



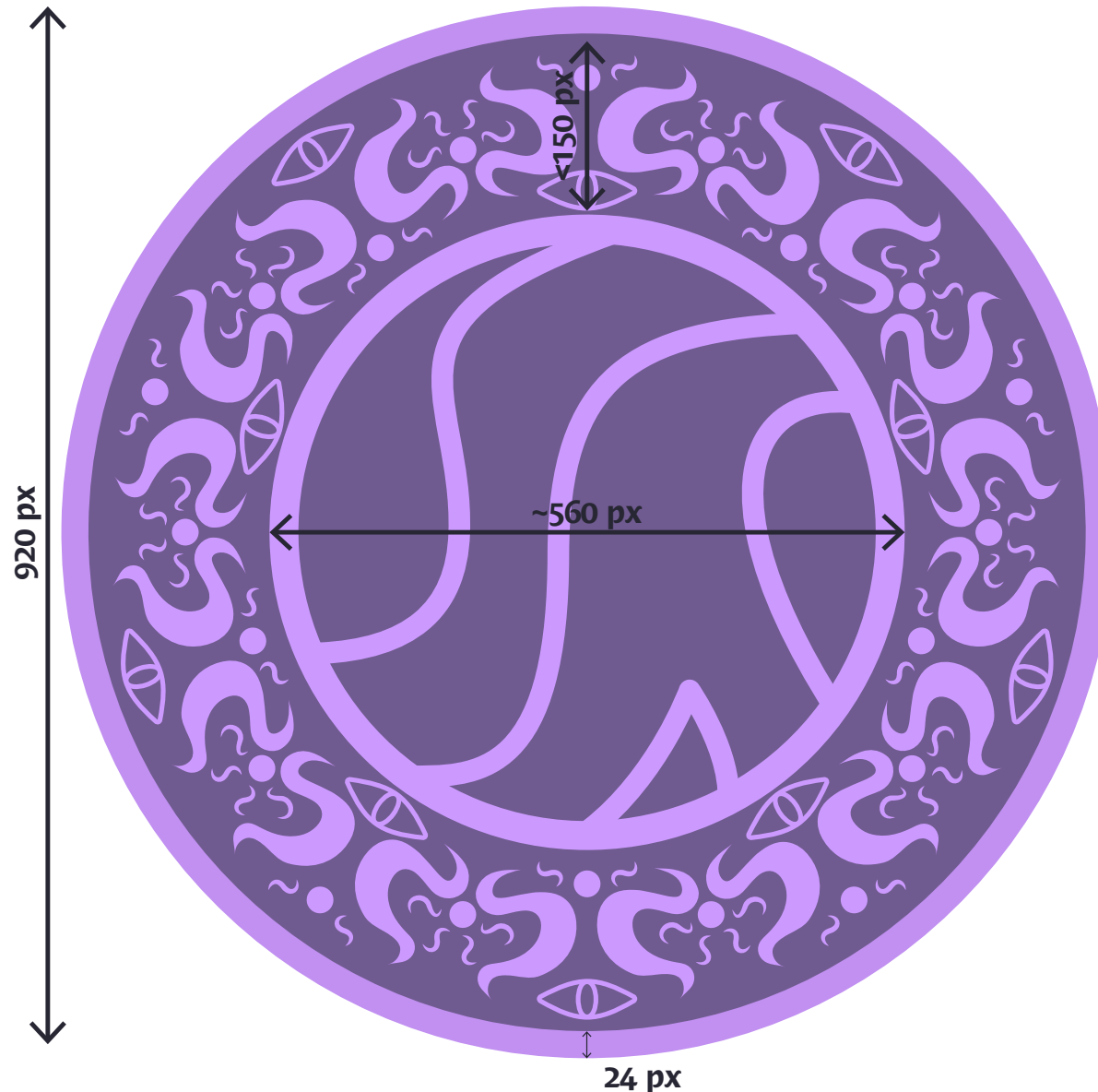
Anatomy of a Token

All measurements are relative to one another and can be scaled to any size, most notable, the size for print.

It is important to note that, as the design is a circle, some icons may fit better in the middle than others, which are all made within a square space. As such, 560 px is only a suggested number to stick around.

The outline of the token should be 24 pixels.

Typically, the design for the token is made with a lighter colour and uses a darker colour for the background.



To create the outline pattern, it is suggested to create a design no higher than 150 px so that it fits within the token. Next, the pattern should be rotated anchored around the centre, usually every 36 degrees. Alternatively, you can pick two alternate designs and rotate them every 72 degrees.

To make the pattern more interesting, shapes may be added between the two patterns. These can then be rotated around the design using the same rules.