

Twisted Crystal Games

Brand Identity

Brand Story

Mission Statement

Twisted Crystal Games is a game company that aims to offer games that break the mold, that grow naturally even if a bit twisted. We value creative freedom and keeping strong morals that foster growth for not only our games and products but also, each other.

Values

At Twisted Crystal Games we have **MAGIC**.

Mindfulness.

The world is complicated, and we need to be mindful to navigate those complications and make sure that we don't make any choices without proper reference.

Approachability.

The world is a scary place, but we don't want people to think that about us.

Growth.

Everyone and everything needs to grow so that we can be better tomorrow; including making better games or products.

Integrity.

We have strong morals, and we want to make sure that we stand by that and be honest about it.

Creativity.

We strive to take what the giants before us have given us and give our own twists, to keep things fresh and new.

Target Audience

While each project that we touch on may have a different target audience, there are a few common traits.

- We mostly make RPGs, so fans of that style of game must be relevant.
- We expect a slightly older audience to be interested in our games, 18-38 roughly.
- We love unique mechanics and want to connect with players who love them.

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Personality

We want to show a personality between excitement and sincerity. We want to show how excited we are about the amazing games that are out there, but also be kind and thoughtful when it counts.

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Logo

Primary Logo



Twisted Crystal Games



**Twisted Crystal
Games**

Wordmarks

Twisted Crystal Games

**Twisted Crystal
Games**

Icon



Usage

No defined rules yet...

Twisted Crystal Games

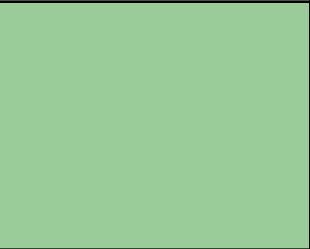
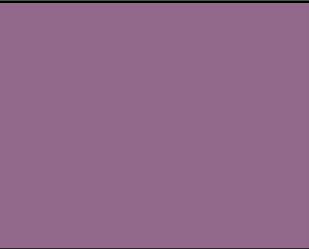
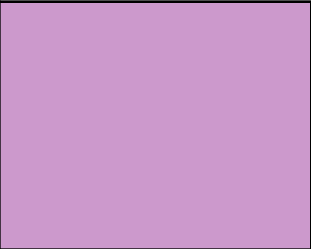
Brand Identity

Social Media

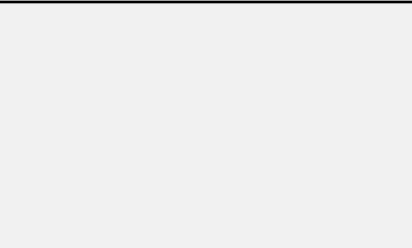
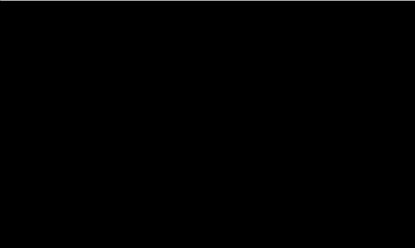
I don't have any social media only pages, besides just showing the Icon with a grey background.

Color Palette

Primary

			
Dark Green #699371	Light Green #99CC99	Dark Purple #93698B	Light Purple #CC99CC

Naturels

		
White #FFFFFF	Light Grey #F1F1F1	Black #000000

Accent

No Current Accents

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Typography

Roboto, I Guess

Imagery

Work in Process...

Voice

Work in Process...