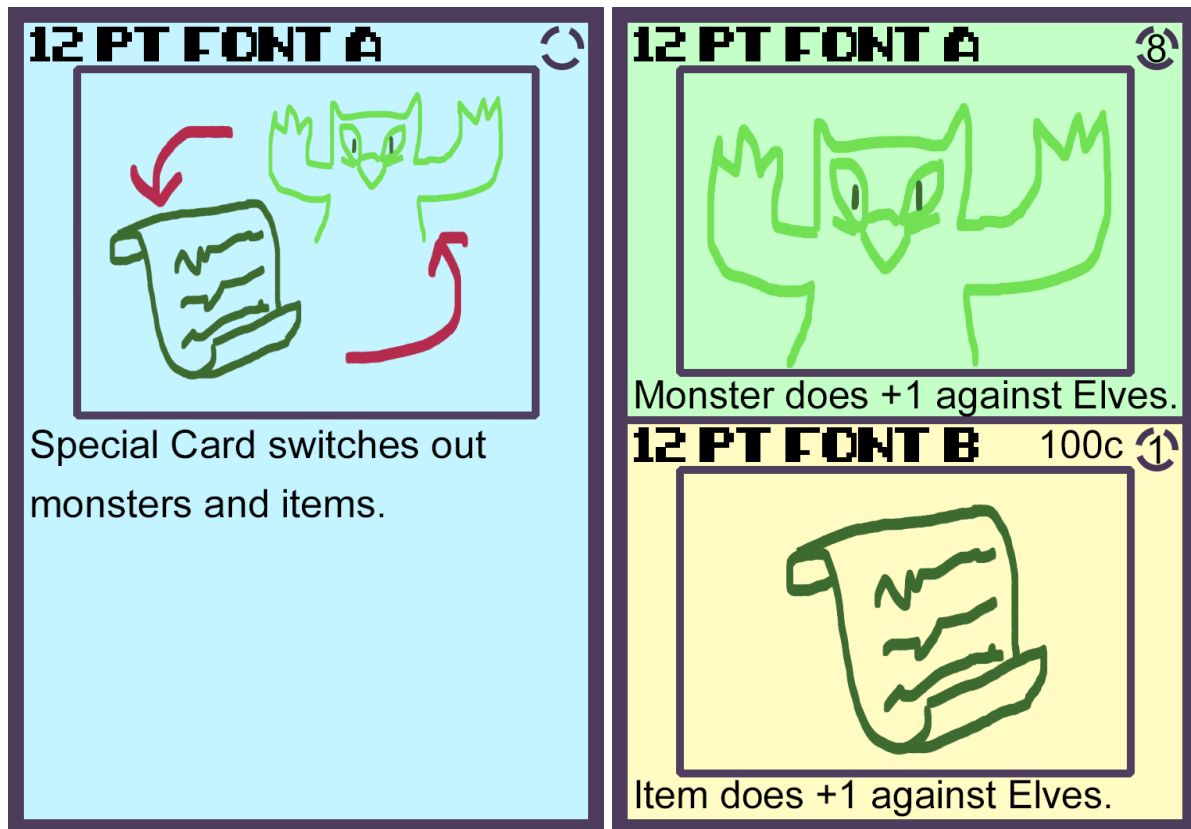


Style Bible: Guide to Card Creation

Card Layouts

Here are the template layouts for the cards. These are just the template and not the finished layout. The dimensions will be 2.5 x 3.5 inches. The top and bottom colors on the monster cards are different because the top half of the card's border will reflect the color of the environment. Green for grasslands, red for volcano, etc. The bottom will always be a gold color to help promote the idea that the item is your reward.



Humor

This game is supposed to be fun. First and foremost, you should have a good time playing the game. We believe humor is an important aspect and will serve to create a lighter, more engaging atmosphere at the table. Not every card has to have a joke in it or have a monster that'll make you laugh but about 75% of the game should contain a glimpse of humor to keep the game feeling light-hearted while maintaining a sense of adventure.

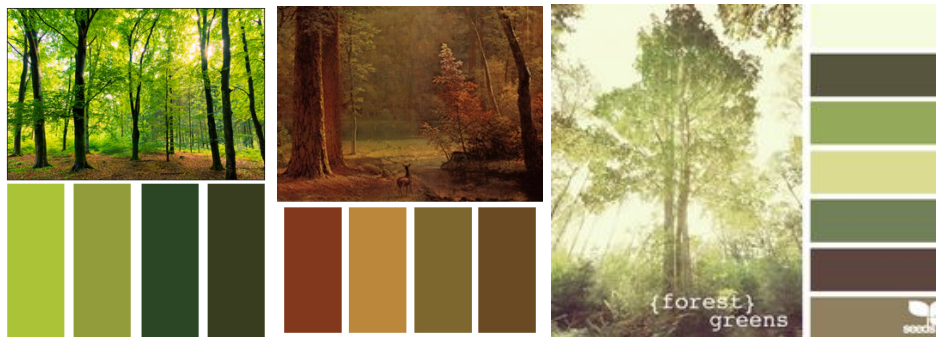
Language

Refrain from using any harsh curse words. The cards shouldn't have any monsters called the Fuck Master General or Pussy Goblin illustrated on them. We're more intelligent than that! Try your best to keep it classy. If you have an idea and you're afraid it may come across as too crass, go to Tyler and he'll straighten you out.

The Environments

We've chosen three distinct environments/lands for the monsters to inhabit. In the paragraphs following, we've laid out the types of monsters we'll see and potential color palettes. These palettes are merely examples to get you thinking, not hard and fast rules.

Grasslands: the easiest difficulty environment. Think forests, plains, rivers. These monsters would be related to nature. Big mushroom monsters, bugs, plant creatures, things of that sort. The palette for these cards and monsters would center around natural colors. Greens, blues, browns, colors you would find in nature. Although if you chose to stray into purples, reds, that's fine too, so long as they represent the environment. The top half of the card where the monster is illustrated would have a green border to help push the grasslands concept.



Desert: a medium difficulty environment. This region would center of deserts, ruins, old temples in the sand. The monsters in this environment would relate to this idea of deserts and ancient monsters. Golems, sand monsters, desert wanderers, skeletons, scorpions, monsters tied to desert conditions. We would see colors like yellows, oranges, creme colors. Pushing into greens, pinks, and reds are also acceptable. The monster half of the card will be a yellow color to continue the desert theme.



Volcano: the most difficult environment for players. This land will depict images of volcanoes and the environments you would find around them like a lava river or something of that kind. The monsters should be based on that environment. Monsters like rock creatures, magma monsters, dragons. The palette should contain lots of reds, yellows, oranges, purples. Colors you would find near a volcano. Blacks, greys, lots of doom and gloom. The monster half will be red to further the dangerous concept.



Artist Style Inspirations

In this section, we would like to give you some examples of the type of illustration we're looking for on the cards. We want to keep it simple. We don't necessarily want cartoony but we want a style that can be easily replicated by all of you and keep within the theme of a fun, humorous game. Nothing too highly rendered or complex. Here are some examples of art done by illustrators with a style in line with Tyler's vision for the game.

Zac Gorman: We want to use Gorman's use of character placement within the environment and mood created by the environments color.



Sam Bosma: We want to employ the same use of color. Also the use of line as a descriptor.

