



The Original Adventure Game by Thomas M. Disch

 **AMNESIA**  
RESTORED 

# Brand Guide



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# Team Information

## Team Leads

Design: Ariel Wallace

Promotions: Sydney Brower

Game Development: Ahria Nicholas

Web Development: Elaina Sundwall

Animation: James R. Kay

Video: Zach McNaught

## Executive Team

Dr. Dene Grigar, *Professor*

Suzanne Anderson, *Professor*

Andrew Thompson, *Project Manager*

Greg Philbrook, *Instructional & Technical Support*

Holly Slocum, *Interface Designer & Developer*

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## Design

Ariel Wallace, *Team Lead*

Yimin Que

Wes Anglin

Richelle Sabado

Charlotte Bordon

Jacob Cook

## Game Development

Ahria Nicholas, *Team Lead*

Arlo Ptolemy

Charlie Klever

Craig Vesterby

Natalie Lisk

Hogan Coverdale

## Animation

James R. Kay, *Team Lead*

Natalie Quinn

Annie Johnson

Sierra O'Neal

## Promotions

Sydney Brower, *Team Lead*

Carly Schlecht

Caitlin McBride

## Web Development

Elaina Sundwall, *Team Lead*

Ceenan Calzadilla

Liv Torczon

Eric Everson

Madelaine Olbricht

Shelby Conrad

## Video

Zach McNaught, *Team Lead*

Nick Terhune

Madalyn Reed

Colton Kent

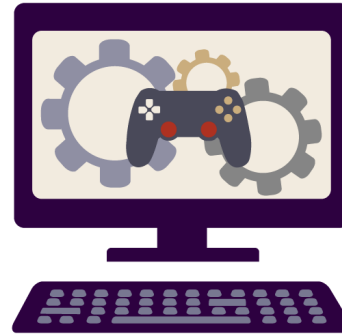
Zane Jager

Bogdan Storozhko

# Team Icons



Executive



Game



Design



Web



Animation



Video



Promotion

- These logos represent the different teams working on *Amnesia: Restored*
- Each icon is designed to represent a team and assist the user in recognizing the different teams
- Promotions uses these icons for social media posts when introducing the different teams and their members, primarily on Instagram and Twitter
- The sizing of these icons is 500px by 500px made in Adobe Illustrator

# Universal Guidelines

The *Amnesia: Restored* brand has three variations.

## **AMNESIA: RESTORED**

Official title (all caps, with a space)

## Amnesia: Restored

For promotions (social media platforms)

In a paragraph, the title case is easier to scan, visually, from left to right

## AMNESIA : RESTORED

For website use only

The title should never be displayed as only “AMNESIA” or only “Restored”, always displayed together

The primary logo should always display the tagline on top, unless too small to be read then it may be absent

## **Vector images**

All graphic images must be made as vectors

## **Game play**

The game at this point should always be played on a desktop or laptop computer as it is not coded for phones or tablets yet

## **File naming convention:**

<media type>-<asset noun>-<asset descriptor>.<file extension>

Truncate the file name at 30 characters, all in lowercase and without spaces

If we inherit files with a different naming convention, rename them to match our own convention

### Media types:

Images and vectors: image

Sound files: audio

3D models: model

Video and animation: video

### Examples of Naming:

image-manhattan-skyline.jpg

audio-manhattan-centralpark.mp3

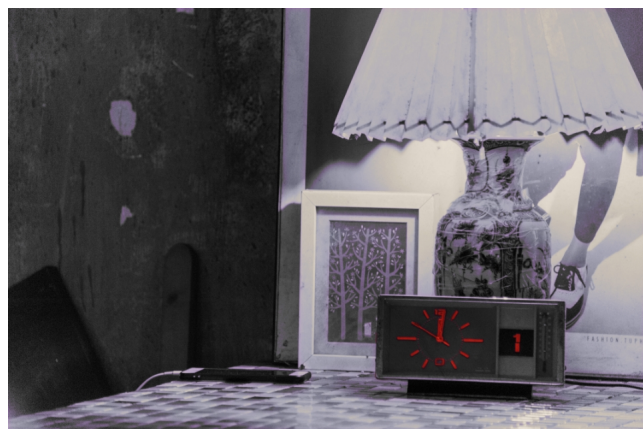
audio-manhattan-streets.mp3

model-street-indexer.gITF

video-amnesia-trailer.mp4



# Mood Board



# Logos



## Full-Color Primary Logo

The *AMNESIA: Restored* primary logo represents the evolution of the 1986 to the 2021 restored game.

The logotype is a modern representation of the 1980s game cover.

The integration of the top hat, bow tie and door key, represent visual elements\* unique to the character.

\*The logotype is to be used with the three elements wherever possible.

“Thomas M. Disch’s *Amnesia* is an adventure game released in 1986. The unique game had a dark aura to it, weaving murder, mystery and humor into a journey of discovering one big question... “Who am I?”

Wander the streets of 1980’s Manhattan while making discoveries about your dark past and avoiding a messy fate.

*AMNESIA: Restored* incorporates more of Disch’s original ideas that did not make it into the final 1986 *Amnesia* game. We brought forth his original noir atmosphere into the logo design.”

*(Instagram, September 23, 2021)*



## Primary Logo Clear Space

The *AMNESIA: Restored* primary logo is most effective when shown with an ample amount of clear space. Use appropriate clear space whenever possible.

The Y in the example above represents one unit of measure and is equal to the height of the *Amnesia: Restored* logo. Use this measurement for the logo’s minimum clear space.



## Website

### Reversed Logo Options and Minimum Size

The website design is inspired by Thomas M. Disch's original 1980's adventure game, with classic dark noir themes. At right, the reversed logos are meant for these dark or brand-colored backgrounds or as alternate logos.

To ensure proper legibility for on-screen content such as the web, the width of the *AMNESIA: Restored* logo must never be less than 220px.

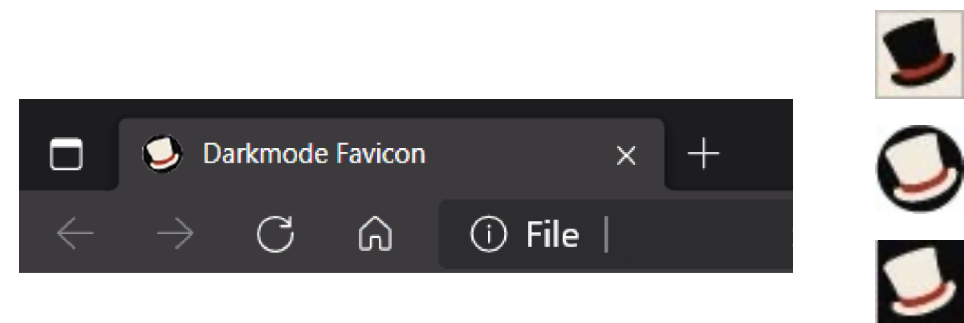
### Favicons

The *AMNESIA: Restored* favicon is the top hat.

- In respect to user experience and online branding, the top hat is the most significant element of the brand and identifiable at the very small size needed to sit in the tab itself.
- Due to the classic dark noir themes, the top hat is visually pleasing in both the regular and dark modes.
- We also took into consideration how the favicon will be found in the browser history, bookmarked pages and bookmark bar.

### Technical requirements

- The .png image are used for cross-browser and cross-platform with transparent backgrounds.
- Favicon sizing should be either 16px by 16px or 32px by 32px.



### Circle Logo

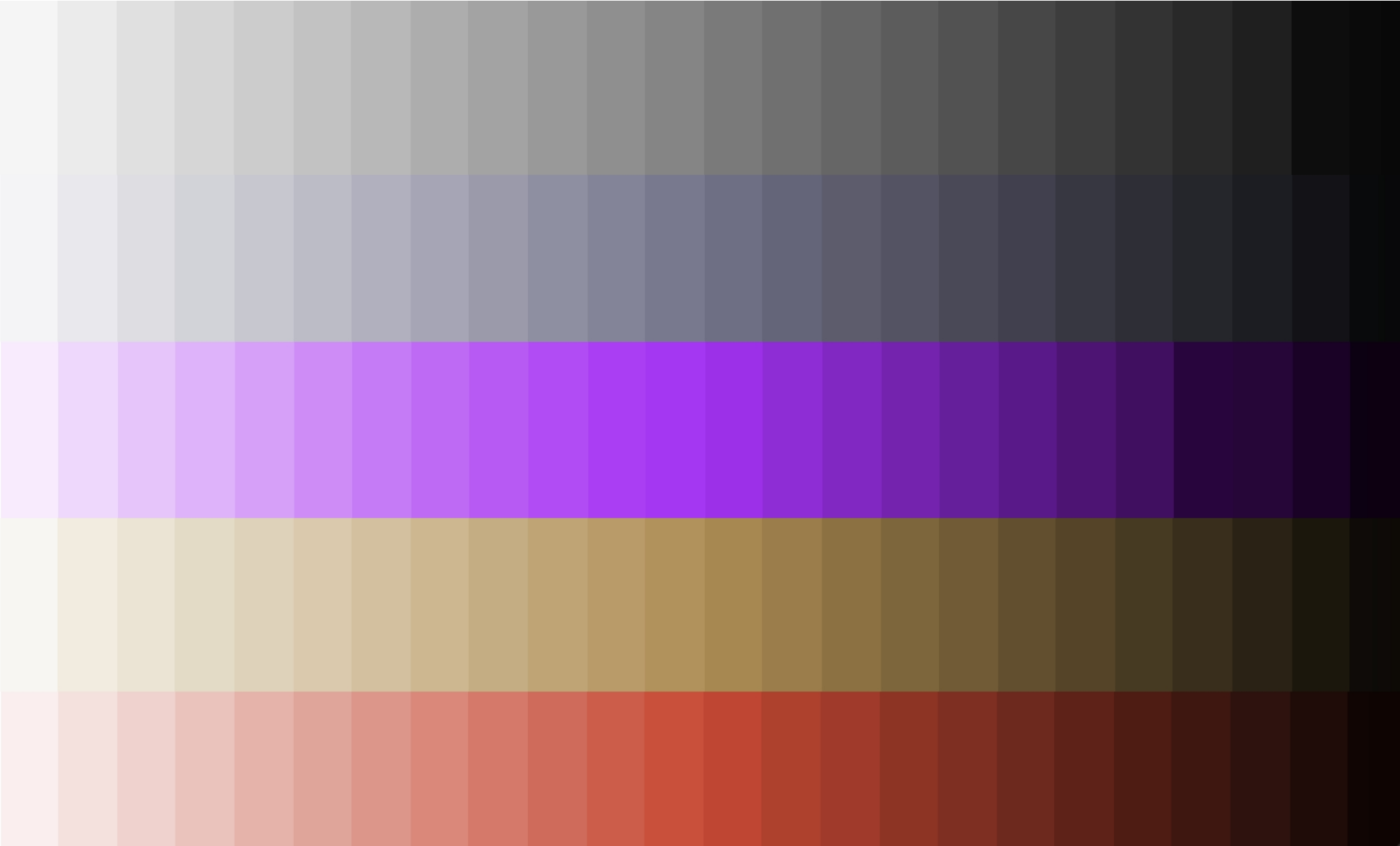
Another *AMNESIA: Restored* logo option is the circle logo. Due to its minimalistic design, this logo is the better option when branding is needed in a square-like space or "small" area. Even at a small size, the font and top hat remains clearly visible.

# Color Palette

AMNESIA: Restored uses five colors remnant of the noir\* era colors. The tints and shades of these colors provide options for use throughout the restoration project. For example, you will find these shades as accent colors for the buttons on the website and the game interface.

*\*What is noir style?  
film noir, (French: "dark film") style of filmmaking characterized by elements as cynical heroes, stark lighting effects, frequent use of flashbacks, intricate plots, and an underlying existentialist philosophy. The genre was prevalent mostly in American crime dramas of the post-World War II era.*

HEX: #0D0D0D RGB: 13, 13, 13 CMYK: 0, 0, 0, 95
HEX: #494959 RGB: 73, 73, 89 CMYK: 18, 18, 0, 65
HEX: #2D0140 RGB: 45, 1, 64 CMYK: 30, 98, 0, 75
HEX: #F2EBDF RGB: 242, 235, 223 CMYK: 0, 3, 8, 5
HEX: #AD3121 RGB: 173, 49, 33 CMYK: 0, 72, 81, 32



# AMNESIA: RESTORED

The Original Adventure Game by Thomas M. Disch

## Heading 1: Mostra Nuova

Mostra Nuova Light: Lorem ipsum dolor sit amet, consectetur adipiscing elit

Mostra Nuova Regular: Lorem ipsum dolor sit amet, consectetur adipiscing elit

**Mostra Nuova Bold: Lorem ipsum dolor sit amet, consectetur adipiscing elit**

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Heading 1 is used for *AMNESIA: Restored* logo text  
It is also used for other headings through out the restoration project

## Heading 2: Montserrat

Mostra Nuova Light: Lorem ipsum dolor sit amet, consectetur adipiscing elit

Mostra Nuova Regular: Lorem ipsum dolor sit amet, consectetur adipiscing elit

**Mostra Nuova SemiBold: Lorem ipsum dolor sit amet, consectetur adipiscing elit**

**Mostra Nuova Bold: Lorem ipsum dolor sit amet, consectetur adipiscing elit**

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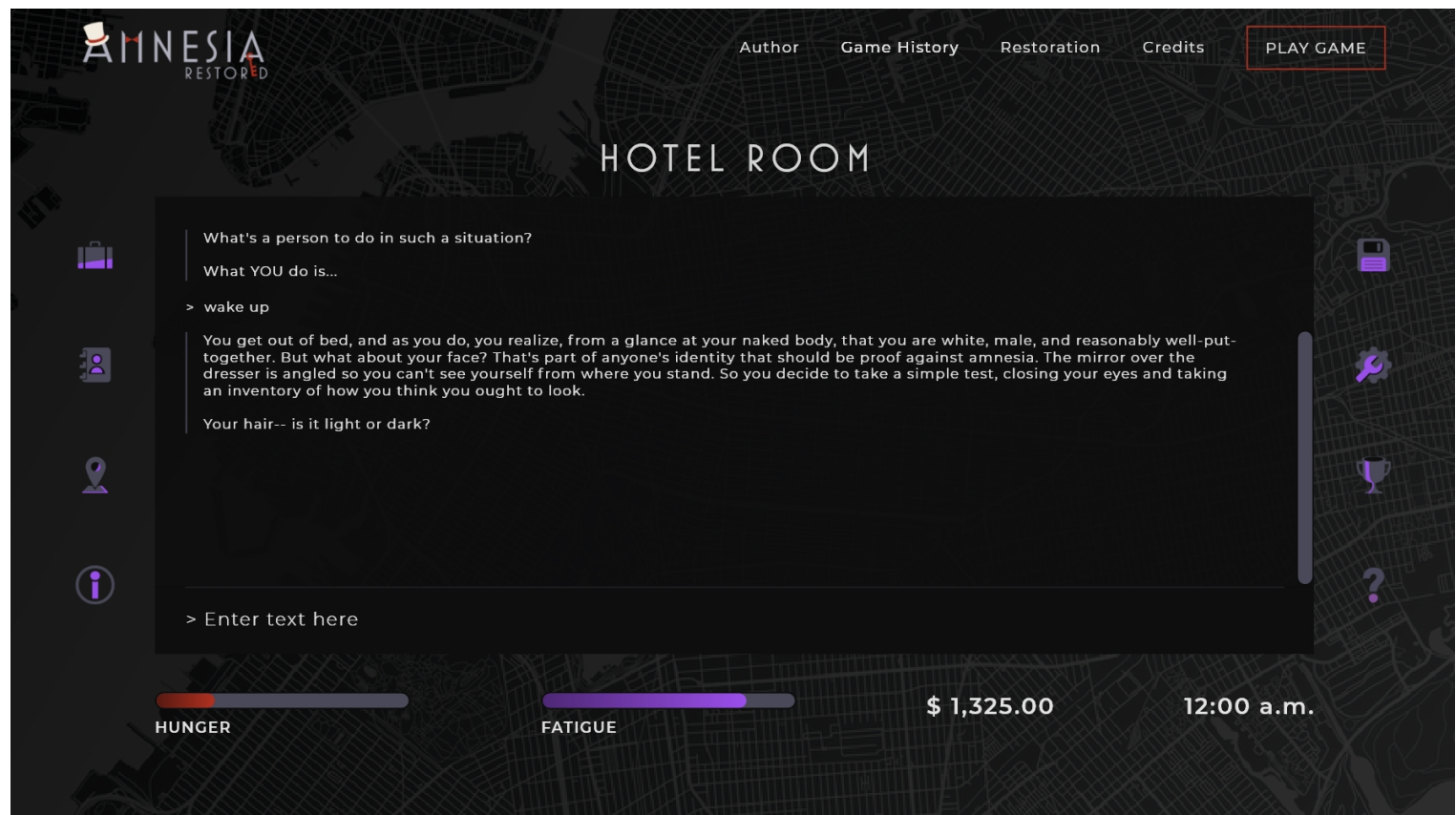
Heading 2 is used for the tagline "*The Original Adventure Game by Thomas M. Disch*"  
It is also used for the body text and all other non-heading text throughout the restoration project

# Game Development

## User Interface

The three legacy modes included in *AMNESIA: Restored* runs on a heavily modified version of the text engine, by Benji Ka. This engine allows for classic text adventure games to be made and played solely with web technologies. The interface was designed with a variety of visual elements to streamline information from the text and cater to a contemporary audience.

- Grey #494959 ■ /purple #9C4FEC ■ icons act as buttons to bring menus to the foreground
- Purple acts as a signaling color for buttons
- Icons are exported as .png for transparent background and simplicity of coding transitions
- Elements have two second transition to grey #494959 ■ / red #AD3121 ■ icons on hover
- Character status elements are displayed under the text box for easy reference
- Non-interactable elements are identified by text to differentiate from interactable elements
- Menus overlay the output box, but do not cover other buttons



## Map

- The game map was designed in Adobe Illustrator, using the physical game map as reference. Multiple versions including different sizes of street and subway labels were created to facilitate zoom functions.
- Using Adobe Photoshop, each version cut into tiles with the “photoshop-google maps-tile-cutter” script created by bramus.
- Using Leaflet.js, by Vladimir Agafonkin, the image tiles were organized and given interactive functionality.

## Libraries

- Text engine by Benji Kay (okaybenji)  
Description: An open source text engine made completely in JavaScript  
<https://github.com/okaybenji/text-engine>
- Leaflet by Vladimir Agafonkin  
An open source map API  
<https://leafletjs.com/>
- jQuery by OpenJS Foundation  
An open source JavaScript library  
<https://jquery.com/>

## Link to Game Wiki

For more comprehensive information about the development of this game, visit the wiki at <https://github.com/Starryhri/amnesia-restored/wiki>



# Web Development

## Coding language

The website for the game and the contemporary mode of the game were built in open web languages: HTML5, CSS3, jQuery, JavaScript, Bootstrap

## What colors go where

- Background: #160323 ■ and #1C1C22 ■ alternating by section
- Text: #D5D5D5 ■ for body text and #CE3B27 ■ for links
- Filled Play Game Buttons: #AD3121 ■ standard and #751F13 ■ on hover
- Learn More Buttons: #7C42B9 ■
- Credits Pill Buttons: #9C4FEC ■ standard and #63028D ■ on hover
- Social Icons: #AD3121 ■
- Text Underlines: #AD3121 ■

## Image

- Sizing: Generally around 960px by 717px but no standard dimensions
- Placement: No standard apart from adhering to spacing rules

## Video

- Sizing: Treated as an image
- Placement: Treated as an image
- Functions: Plays and pauses on click for .mp4s  
Gifs loop play automatically
- Game hosting specifics: Game not playable on mobile



## What logo to use



## Navigation bar

### Sizing

- 1920px by 111px

### Colors

- Transparent background
- Text: #D5D5D5 ■
- Button Outline Default/Fill Hover: #AD3121 ■

### Effects

- When a page title is hovered over, a 2px #AD3121 ■ line appears 0s 17px below the title.
- When Play Game button is hovered over, 0s fill with #AD3121 ■

### Typography

- Montserrat Regular (Bold when page is selected), 20px font size, 80px character spacing, 24px line spacing

<https://amnesia-restored.com/>



## Background

### Colors

- #160323 ■ and #1C1C22 ■ alternating by section

### Transition

- Cover image on the top of each page. Linear gradient layer on top from #1C1C22 ■ 62% opacity to 100% opacity

## Buttons / links

### Sizing

- Play Game Button: 219px by 69px
- Learn More Button: 228px by 69px at default and 236px by 69px on hover
- Credits Pill Buttons: 196px by 48px 35 rounded edges

### Coloring

- Filled Play Game Buttons: #AD3121 ■ standard and #751F13 ■ on hover
- Learn More Buttons: #7C42B9 ■
- Credits Pill Buttons: #9C4FEC ■ standard and #63028D ■ on hover

### Effects

- 0s animation on buttons that fill on hover (Play Game and Pill)
- 0.2s animation on Learn More button to stretch from 228px to 236px

### Typography

- Play Game Button: Montserrat Regular, 24px font size, 80px character spacing, 29px line spacing
- Learn More Button: Montserrat Regular, 24px font size, 0px character spacing, 29px line spacing
- Credits Pill Buttons: Montserrat Regular (Bold for selected), 20px font size, 80px character spacing, 24px line spacing

### Icons specific info

- Social Icons: 26.44px by 26.44px

## Layout Spacing

- Based on 12 columns with 122px width, 140px width margins, and 16px gutter width
- 210px vertically between content sections
- 32px between buttons and text
- 48px between text and h3
- One column between body text and the image next to it, with exceptions based on image content size
- Text besides an image vertically centered according to image - Text cannot span taller than the image
- 32px between h1 and paragraph below
- H1 and associated content vertically centered on a 1920px by 1080px screen - Horizontally aligned with the second column
- 72px between quote and body text
- 90px between text and associated image(s) underneath
- Left justified body text spans five columns with exceptions for the size of the content next to it
- Centered body text spans eight columns



# Web Development

<https://amnesia-restored.com/>

## Typography

Where and when to place them

### Header 1

Mostra Nuova Regular, 120px font size, 140px character spacing, 124px line spacing, drop shadow y3 b6 16% opacity. Used only for page titles.

### Header 2

Montserrat Light, 70px font size, 110px character spacing, 86px line spacing. Used only as a subheading for H1.

### Header 3

Montserrat Medium, 42px font size, 120px character spacing, 52px line spacing. Used as standard header for paragraphs.

### Header 4

Montserrat Bold, 32px font size, 0px character spacing, 39px line spacing. Used as a header for paragraphs beside 3d models.

### SubHeader Body

Montserrat SemiBold, 27px font size, 75px character spacing, 45, drop shadow y3 b6 16% opacity. Used only directly below H1 or H2 as a summary for the page content.

### Body Text

Montserrat Medium (Medium Italic for links), 20px font size, 75px character spacing, 40px line spacing.

- **Quotes:** Montserrat Bold (Regular Italic for credit), 30 px font size, 90px character spacing, 45px line spacing
- **Footer Body:** Montserrat Regular, 20px font size, 0px character spacing, 36px line spacing
- **Footer Header:** Montserrat SemiBold, 20px font size, 80px character spacing, 24px line spacing. Used as a header in the footer.
- **“Total AMNESIA” Book Title:** Montserrat Bold Italic, 32px font size, 0px character spacing, 50px line spacing
- **Reconstruction Teams Circles:** Montserrat Bold, 30px font size, 75px character spacing, 37px line spacing
- **Works by T Disch Title:** Montserrat Bold, 22px font size, 0px character spacing, 50px line spacing
- **Works by T Disch Descriptor:** Montserrat Medium, 20px font size, 75px character spacing, 40px line spacing
- **Photo Caption Header:** Montserrat Bold, 30px font size, 40px character spacing, 60px line spacing, drop shadow y3 b6 16% opacity
- **Photo Caption Body:** Montserrat Bold, 23px font size, 40px character spacing, 37px line spacing, drop shadow y3 b6 16% opacity
- **Play Game Button:** Montserrat Regular, 24px font size, 80px character spacing, 29px line spacing
- **Learn More Button:** Montserrat Regular, 24px font size, 0px character spacing, 29px line spacing
- **Credits Pill Buttons:** Montserrat Regular (Bold for selected), 20px font size, 80px character spacing, 24px line spacing
- **Colors**  
#D5D5D5 ■ for body text and #CE3B27 ■ for links
- **Spacing**  
No standard apart from adhering to spacing rules



# Video

## Teaser:

- Sizing requirements: Teaser 1920px by 1080px
- Teaser: Under one minute, Teaser for *AMNESIA: Restored*, the game and intro to website promo

## Trailer:

- Sizing requirements: 1920px by 1080px
- Trailer: three - five minutes, Trailer for *AMNESIA: Restored*, the game

## Instagram Trailer

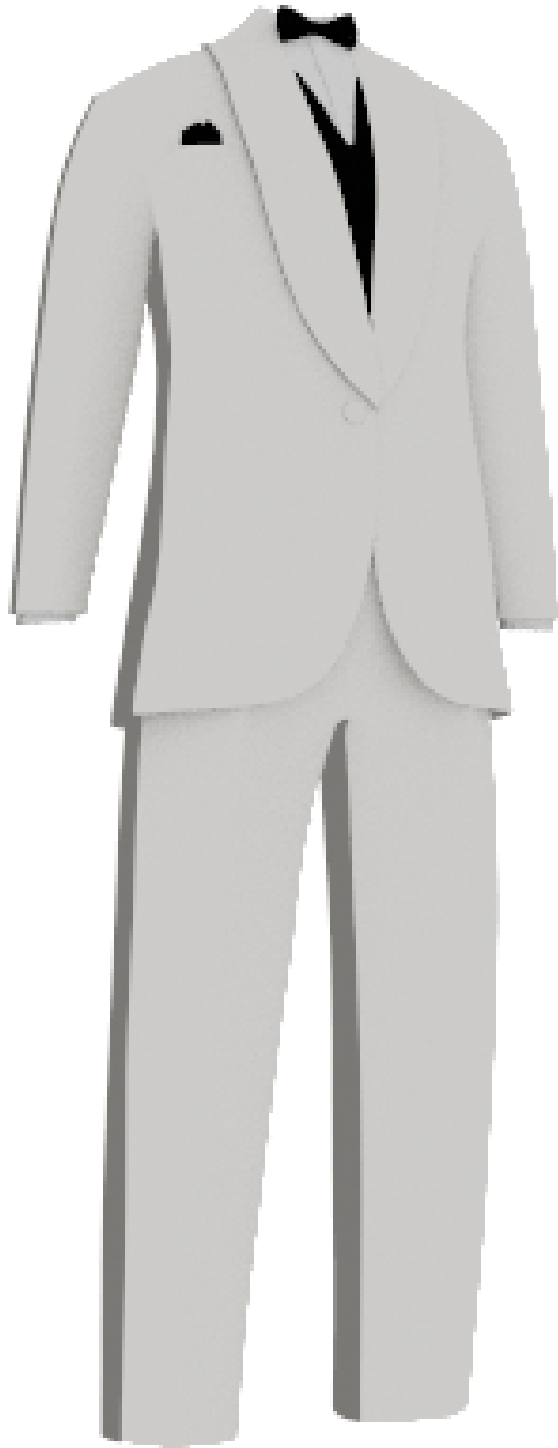
- Sizing requirements: 1080px by 1920px
- Insta-Teaser: three - five minutes (Split into three parts), Instagram Reels promo for website

## Behind The Scenes

- Sizing requirements: 1920px by 1080px
- Behind the Scenes: 10-15 minutes, Extended behind the scenes documentary style video documenting the process of making *AMNESIA: Restored*



# 2D/3D Models, Animation



## Software

- Autodesk Maya for 3D modeling and animating
- Adobe Photoshop
- Adobe Illustrator
- Adobe After Effects
- Adobe Media Encoder



## General guidelines

- No automatic easing in Autodesk Maya, instead add linear tangent to the first and last keyframes  
This negates the abrupt beginning and ending to the .gif/.mp4
- Exported models from Autodesk Maya as .tiff 512px by 512px
- The .gif/.mp4 must be more than five seconds rotating models and 15 seconds for more animated models
- Render images into photoshop that created a .gif file, when exporting for web legacy
- .tiff images to create 24fps sequence

## Project Folder Name

- 2D: images “image-imgname-description” and animations “video-animation-purpose”
- 3D: “model-modelname-description”

## Reference Files

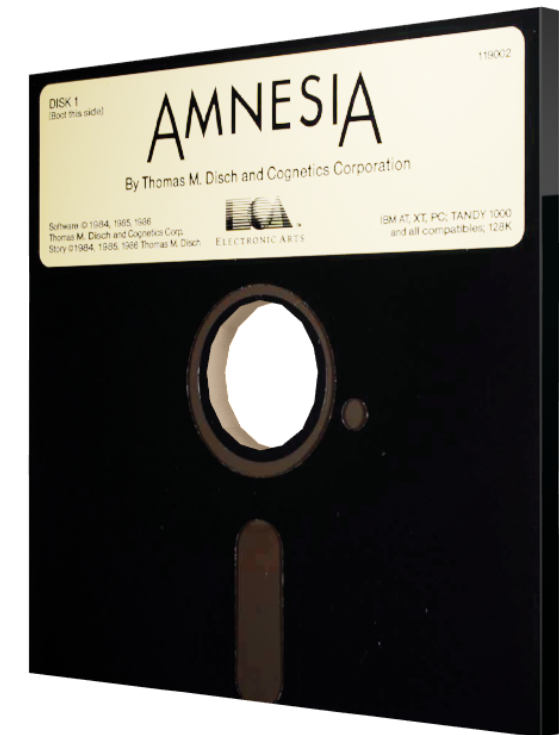
- References must be placed in the source images folder along with texture files
- For the in-game objects toon shader was used
- Texture files do not need to be exported separately texture

## Website

- 1280px by 1280px .mp4 with same colored background as the webpage it is displayed on
- .mp4 files with the standard YouTube 1080hd specifications.
- Replica models renders to after effects as a .tiff sequence then exported as avi to media encoder and created .mp4
- There is no plugin needed for the .gif to be displayed on the website since it will not be coded in JavaScript
- If JavaScript is to be used to display the .gif on the website, the babylon plugin must be used to export as .glTF

## In-Game

- .gif's have transparent backgrounds
- Models have a 2px white stroke outline before exporting as .gif
- In-game .gif's and models, needed equal dimensions to create a square frame the game development team can then manipulate the objects to their windows



# Model List

## 2D Model List

Platform	Format	Name	Initial location
Web	2D	Animated logo	Website
Web	2D	Street x-indexer	Website
Presentation	2D	Thank you	Slide show presentation
Game	2D	Animated logo	Game
Game	2D	Map	interface
Game	2D	Street x-indexer	Hotel Room
Game	2D	Brochure	Hotel Room
Game	2D	address book	Chapel
Game	2D	Letter	Streets
Game	2D	Maid cart	Hotel

## 3D Model List

Platform	Format	Name	Initial location
Game	3D	Micky mouse tshirt	Streets
Game	3D	Beret	Streets
Game	3D	Elephant	Streets
Game	3D	Subway Token	Subway
Game	3D	SketchBook	Streets
Game	3D	Turtle Neck	Streets
Game	3D	Slip of paper	Streets
Game	3D	Poison Powder	Texas nightmare
Game	3D	bottle of pills	Apartment 44

## 3D Model List Continue

Platform	Format	Name	Initial location
Web	3D	Folio - Album Cover	Website
Web	3D	Map	Website
Web	3D	Floppy Disc	Website
Web	3D	Apple 2E Computer	Website
Web	3D	Keyboard	Website
Web	3D	Mouse(Computer)	Website
Game	3D	CD	Hotel Room
Game	3D	Floppy Disc	Hotel Room
Game	3D	Apple 2E Computer	Hotel Room
Game	3D	Commodore 64	Hotel Room
Game	3D	IBM PC	Hotel Room
Game	3D	Modern Computer	Hotel Room
Game	3D	Hotel Phone	Hotel Room
Game	3D	Metal lockers	Health Club
Game	3D	Blue wedding box (Open	Chapel
Game	3D	Blue wedding box (closed	Chapel
Game	3D	Wedding Ring	Chapel
Game	3D	Gideon bible	Hotel Room
Game	3D	Room Key	Hotel Room
Game	3D	Pen	Hotel Room
Game	3D	green satchel Gym Bag	Health Club
Game	3D	Clothes - Levis, t-shirt, adidas	Health Club
Game	3D	Sweatsuit	Health Club
Game	3D	Tuxedo(White)	Health Club
Game	3D	Towel	Hotel Room
Game	3D	Bedsheet	Hotel Room
Game	3D	Metal Coathanger	Hotel Room
Game	3D	Dollar Bill	Hotel Room
Game	3D	Matches	Hotel Room
Game	3D	matchbook	Health Club
Game	3D	Windex+Rag	Hotel
Game	3D	Payphone	Streets
Game	3D	Money(Change)	Streets
Game	3D	Mirror	Hotel Room

# Promotions

## Platforms

- Twitter
- LinkedIn
- Instagram

## When to Post

- During the day between 9:00AM - 5:00PM.
- Weekdays and weekends are acceptable

## Twitter Posts

### Length:

- Must fit within the twitter character count
- Comment the second part of the tweet if it is too long for one tweet
- Always maintain proper grammar

### Types of Posts:

- Game development updates and facts
- Original *Amnesia* game facts
- Thomas Disch facts
- AMNESIA: Restored game facts

### Tone:

Friendly, playful but professional

### Perspective:

Second-Person

## Image Guidelines

- High quality images that match the *AMNESIA: Restored* branding style
- Including dark aesthetic and color scheme
- Sizing:
  - Instagram must be at least 1080px by 1080px
  - Twitter and LinkedIn are more flexible but at least the same
  - quality and similar sizing



# Promotions

## LinkedIn Posts

### Length:

- Short and long captions acceptable.
- Always include three - five relevant hashtags

### Types of Posts:

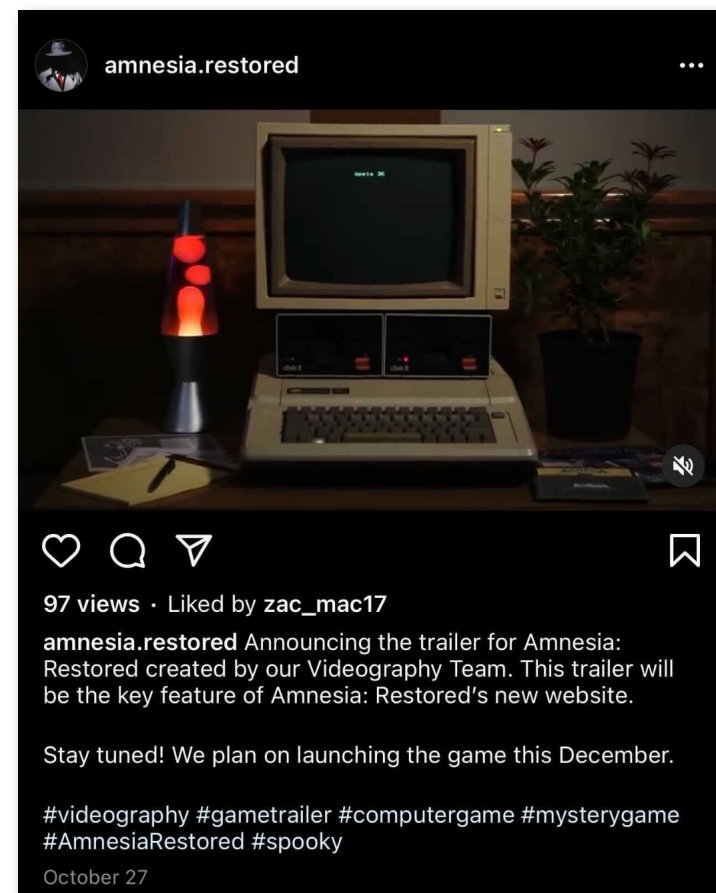
- Game development updates
- Student features
- *AMNESIA: Restored* game facts

### Tone:

Professional and informational, but also friendly

### Perspective:

Third-Person



## Instagram Posts

### Length:

- Short and long captions acceptable
- Always include three - five relevant hashtags

### Types of Posts:

- Game development updates
- Original *Amnesia* game facts
- Thomas Disch facts
- *AMNESIA: Restored* game facts

### Tone:

- Friendly and playful but professional
- More informative than Twitter

### Perspective:

Second-Person

# SPECIAL THANKS

Sarah Smith

&

**Disch Estate**  
Gregory Feeley





website: <https://amnesia-restored.com/>  
game play: <https://amnesia-restored.com/play-game>

December 2021