

Lab One

Studio Branding

TCID 396-50: Publishing and Selling Your Game
Sydney Monn



Prepared by Sydney Monn

Brand Image

Amentalio is perceived as a game company who wants to leave their users speechless. Material from Amentalio is aimed to be entertaining and memorable.

Brand Identity

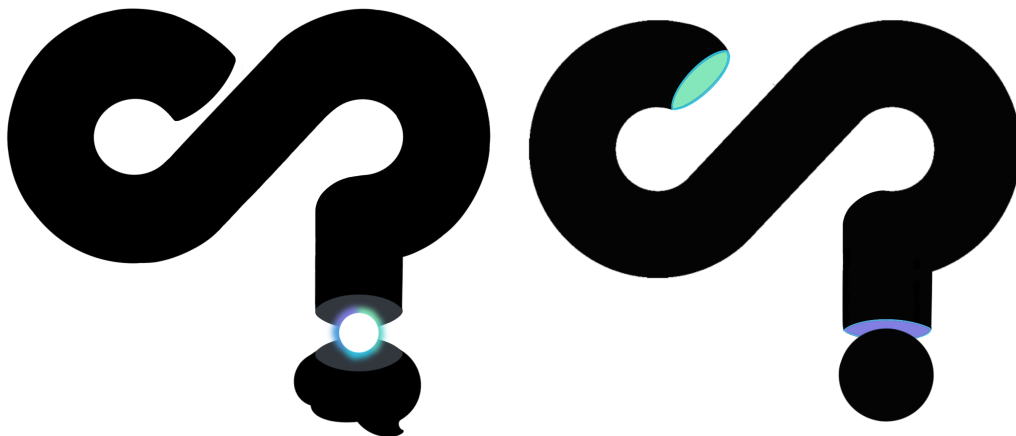
Style

Main Font: [Warth](#)

Text Font: Poppins

Color(s): [#83E7BB](#) [#57D2C7](#) [#32C3E2](#) [#4B9CDC](#) [#807FE2](#)

Logo - Can't Decide



Brand Personality

Amentalio Entertainment is an enjoyable and genuine company. We want to create story-based games where players are immersed into the gameplay. We value friendship, engagement, exploration, creativity, and human emotion.



Mission Statement

Amenthalio Entertainment's mission is to make games that align with the human condition. We also want our game developers and users to empathize and see the world through a lense one may not experience in their day to day life. We understand the melancholy of memories being forgotten. We hope that these games will help everyone to recall and feel nostalgic as we get older and forget parts of our past.

