

MORPHIENN

BRANDGUIDE

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KEY VALUES

- Pioneering
- Trust
- Creativity



TONE OF VISUAL

TONE OF VOICE

- Dark
- Relatable
- Immersive

Dystopian and cyberpunk inspired > play into the feeling of fighting against a broken system, like a protagonist in a digital wasteland. Examples: the world's a simulation, you in or out?

"SORRY, I JUST GLITCHED"

"SON OF A GLITCH"

"JEEZ DUDE, CALM YOUR BITS"

LOGO

① MORPHIENN
② -MORPHIENN-

① MORPIENN

② MORPHIENN

AVATAR
① MORPHIENN
② MORPHIENN

③ Morphienn

TYPOGRAPHY

Morphienn
MORPHIENN

#000000

#5200FF

#7000F1

COLOR PALETTE

#4C00FF

#E233FF

#EF9DFF

GAME CHARACTER



- X • no round styles!
- Centipede follower, not a skull
- no mask

Add/

- orange hair tips

Change

- sharp eyeliner
- blush
- greyish eyes
- more mature clothes (may)
- long, natural nails

✓

- glassy hair texture
- style

✗
• hair clips
• fishnets



✓
• centipede

• ponytail



• low poly

Add/
change
• hand ref
• necklace



• hypno eyes!

M
O
R
P
H
I
C
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