

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 worlds a simulation, you in, or out?

"SORRY, I JUST GLITCHED"

"SON OF A GLITCH"

"JEEZ DUDE, CALM YOUR BITS"

LOGO

- ① 
- ② 

- ① 

- ② 

- ① 
- ② 

- ③ 

TYPOGRAPHY

morphienn

MORPHLENN

#000000

#5200FF

#7000F1

COLOR PALETTE

#4C00FF

#E234FF

#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/
- hand ref
 - change • necklace



- hypno eyes!

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✓
"love the
colors!"

M O R P H - E N N

