

BRAND GUIDE

HEADLINE FONTS

Garet Bold

ABCDEFGHIJ
KLMNOPQR
STUVWXYZ

PRIMARY FONTS

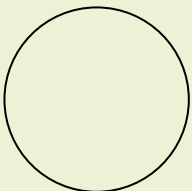
Garet Regular

ABCDEFGHIJKLMNOP
QRSTUVWXYZabcefg
hijklmnopqrstuvwxyz

COLOR PALETTE



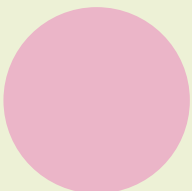
#609966



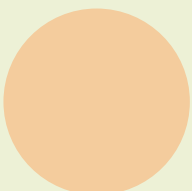
#EDF1D6



#FFFFFF



#EBB5C8



#F4CC9D

LOREM IPSUM

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed sit amet odio faucibus, scelerisque magna non, bibendum dolor. Sed velit orci, elementum sit amet faucibus id, volutpat in lorem. Phasellus iaculis pharetra eros sed consequat. Maecenas gravida orci nec sapien congue tincidunt ac vitae mi. In odio enim, iaculis eget felis in, tempor laoreet arcu. Sed lacinia magna tincidunt eros ornare, ut rutrum eros porta.

JUSTIFICATION

Color Choice

The chosen color palette employs **muted tones** to evoke a sense of **wonder and enchantment** without overwhelming the user, which fits a story that is centered around a forbidden forest and magical beans. The muted green (#609966) mirrors the mystical forest setting. The neutral beige (#EDF1D6) and white (#FFFFFF) backgrounds ensure **legibility and minimize distraction**, while the soft pink (#EBB5C8) and light orange (#F4CC9D) add a whimsical touch that aligns with the magical elements of the story, creating an **immersive, gentle visual experience** for users.

Illustration Choice

The overall **minimalist and modern** aesthetic suggested by the brand guide indicates that the illustrations used in the game would likely follow a similar style. This would mean opting for **simplified forms and subdued colors** that complement the color palette and typography. AI generated illustrations would also support the magical and whimsical theme **without distracting from the critical decision-making elements** of the game. Simplified illustrations can also facilitate faster loading time for the website, ensuring a smooth and seamless interactive experience.

Typography Choice

The typography selection of 'Garet Bold' for headlines and 'Garet Regular' for primary text embodies **a balance of clarity and character**. The bold weight of the headline font asserts itself on the page, grabbing attention and guiding the user's eye to key sections, suitable for the titles and important points within the game. Its **contemporary and clean lines** contribute to an **easy-to-navigate interface**, which is crucial for decision-making points in the game.