

Carrot Quest

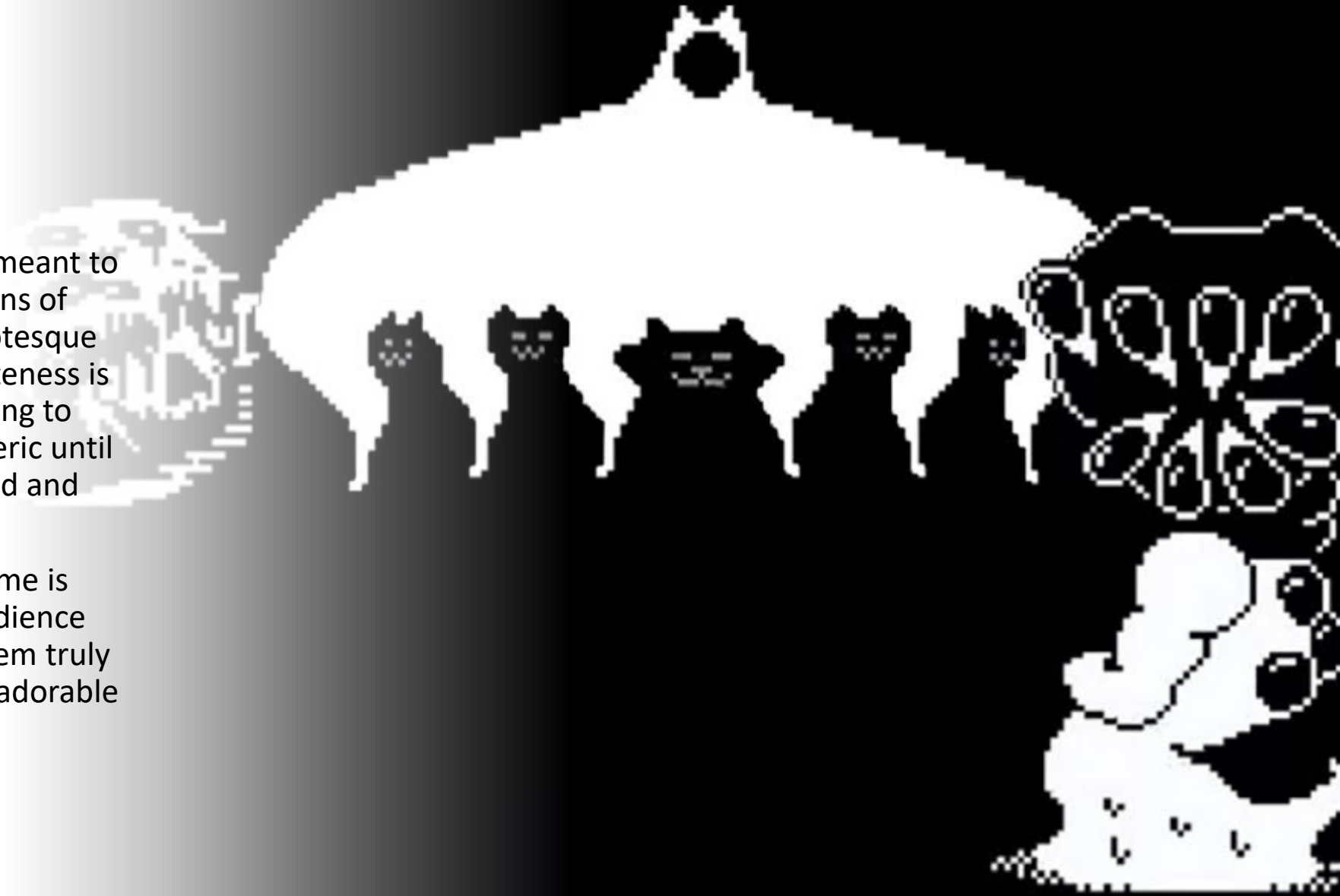
The Root of Evil

STYLE GUIDE



Overview

- Carrot Quest is a game that's meant to be unnerving. The cute denizens of Bunnyville are turning into grotesque creatures of the night. The cuteness is supposed to be overtly sickening to the point of almost being generic until the game's dark roots take hold and taint the atmosphere.
- The cute-ness factor of the game is merely meant to make the audience lower their guard and have them truly witness the corruption of the adorable little world.



Game Feel

While the game initially has a soft and sweet feel, that is slowly corrupted. The game is meant to twist the innocence and purity of common themes such as nature and cuteness

Nature itself has been tainted with the carrot curse. The horror of the game comes from the familiar being twisted beyond recognition. The horror aspect is always supposed to be subtle. It's close to cute, but unnerving in how close it is to creepy. It's supposed to give you a sense of suspicion that you just can't place.



WORLD

- A **nature filled world** with darkness and **corruption** lurking behind the corners. A variety of natural environments: forests, grasslands, arctic, desert, catacombs, etc.
- Corruption affects the whole land, with certain areas filled to the brim. Corruption creates unsustainable growth, **tumorous**. Mix of **decaying flesh and plant** life within the environment.
- Hollow Knight style **lineart and cell shading**, enhanced with painterly elements



ENVIRONMENT FEEL/THEMES

- Reflects the **natural world**, with evidence of **decay** and corruption.
- Both darkness and color coexist. A natural environment mixed with patches of decaying nature. Like a green field, that has patches of dead weeds.
- The **beautiful** elements of an environment combined with the **horrific**, to create contrast.



CHARACTERS

- **Black outlines over cell shaded art**
- Bunnyville bunnies are friendly and look soft
- A character's idle pose should reflect their **personality**

Upright, confident pose and smile shows Oakly's cheerful and capable personality



Slightly turned away, a bit hunched. Shows Dewdrop's more nervous personality.



ENEMIES

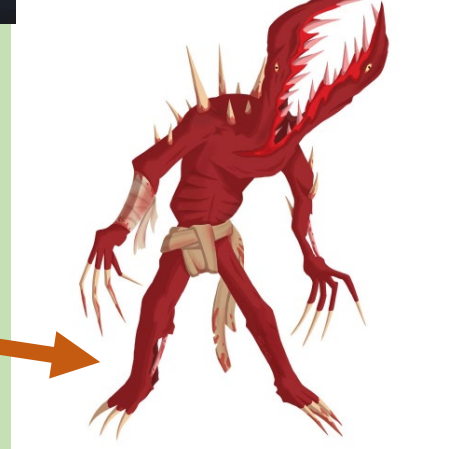


Carrots growing out show the horror of the Carrot Curse



- **Black outlines over cell shaded art**

- Enemies mutated by the Carrot Curse are often **zombie-like**, with blood or warped bodies





- **Carrots** often feature in the designs, as if they are growing through the cursed enemies

- Enemies should have unique mutations **reflecting their attack style and environment**



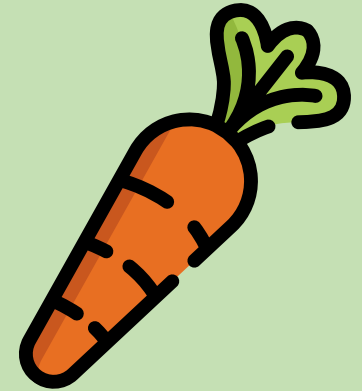
Large mouth reflects massive melee attack style, and distinctive roar to summon allies

OBJECTS

- The currency, Carrot Seeds, is a simple rotating triangle 
- Other dropped items have black outlines and are cell-shaded, or have simple gradients
- Items can either have a rough, sharp dreary style like the useless nail, or they can be colorful and bright like you would find in Hello Kitty. Ignore the color palette of this example and focus on style. 
- Powerups will not be outlined, to better enhance their unique visuals



Communicate the uniqueness of the item, while keeping the design simple



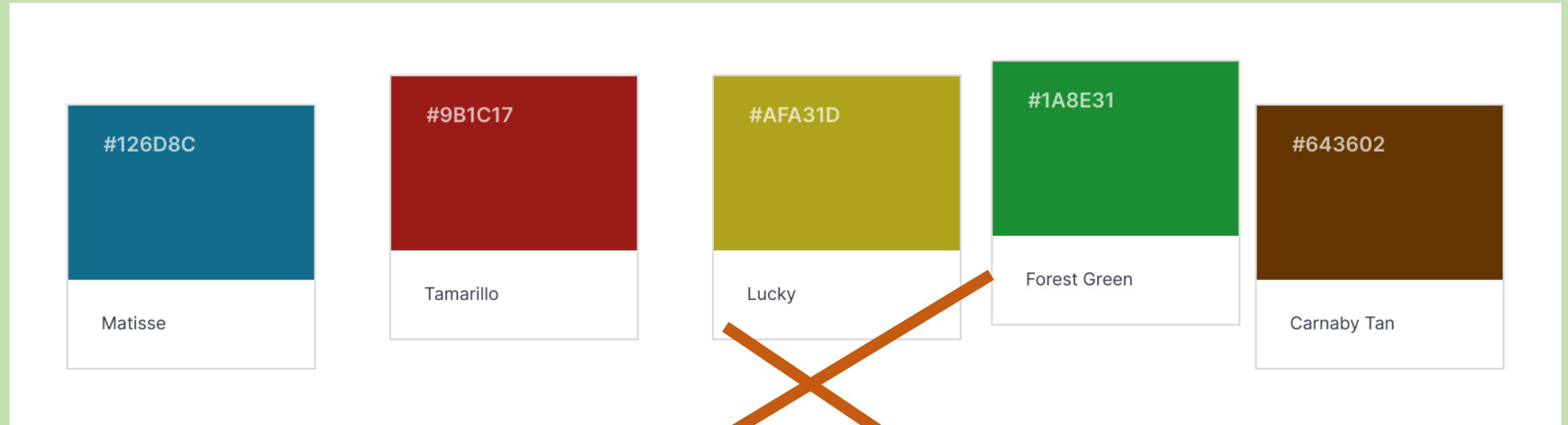
UI



- Matching with the general aesthetics of the game, the UI will be outlined in black, or a dark brown
- UI should feel “village rustic” with some rust and blood thrown in to show corruption. The blood will be subtle, on the corners, not overt as in the picture.



Color Palette



The color palette is similar to Adventure time, but a lot more muted color. A variety of colors, but none too cheery

