

Visual Identity Guidelines (Non-Asset)

1. Color Tone Mood

In Clash Royale, color is the fastest way the game speaks to the player.

The overall mood is competitive and energetic, but never chaotic. Colors are bright and playful, yet carefully controlled so players can read the battlefield in a split second.

How color is used:

- Color always communicates a game state, never decoration.
- Higher saturation signals urgency or danger.
- Lower saturation supports calm moments like elixir buildup or defensive play.

Practical rules:

- Only one strong accent color is active at a time.
- Arena and background colors remain stable so units and spells stand out.
- Team colors are always distinct and never confused with spell effects.

Emotional mapping:

- Neutral arena → Focused strategy
- Warm tones (reds/oranges) → Pressure, damage, aggression
- Cool tones (blues/purples) → Control, defense, recovery

2. Light vs Shadow Philosophy

Light and shadow exist to improve readability, not realism.

Light:

- Brief highlights when a troop is deployed.
- Draws attention to what the player must react to *right now*

Shadow:

- Grounds troops on the arena
- Separates overlapping units during heavy pushes

Guiding idea:

- Light communicates **interaction**
- Shadow provides **context and depth**

At no point should lighting reduce the clarity of troops & bases.

3. Energy Representation Rules

In Clash Royale, **energy equals elixir pressure**.

The game visually accelerates only when the gameplay does.

High-energy moments:

- Double or triple elixir
- Large pushes or spell chains

Visual behavior:

- Faster animations
- Sharper hit feedback
- Slightly increased contrast and motion

Low-energy moments:

- Early match buildup
- Defensive resets

Visual behavior:

- Slower transitions
- Softer contrast
- Minimal visual noise

Rule: Visual intensity must always match the player's decision load.

4. Clarity Standards

Clarity is non-negotiable. The player should understand the battlefield in under one second.

Visual hierarchy:

1. Active troops and spells
2. Towers under threat
3. Elixir and card cycle information
4. Arena decoration

Standards:

- No effect hides a troop's silhouette
- Spell radius is always readable before impact
- Damage feedback never blocks unit identity

Presentation Tone Sheet

Communication Tone

The tone should feel confident and intentional, like the game knows exactly what it wants from the player.

Communication is clear and grounded in systems, not flashy language. Every explanation should help the player understand what is happening and why it matters.

The focus is always on the player's decision-making — visuals exist to support choices, not distract from them.

Language Rules

Language should reflect how Clash Royale players actually think about the game.

- Use real gameplay terms such as *lane pressure*, *elixir trade*, and *card cycle*.
- Avoid vague or decorative adjectives that don't explain function.
- Every visual choice must clearly connect back to a gameplay mechanic or player action.

If a visual cannot be explained through gameplay logic, it should not exist.

Visual Presentation Style

Visual explanations should be as readable as the game itself.

- Use top-down diagrams that mirror the in-game camera.
- Clearly separate lanes using consistent, color-coded markers.
- Keep annotations minimal and purposeful, with short labels that explain cause and effect.

What to Avoid

Anything that slows down player understanding should be removed.

- Over-stylized effects that compete with gameplay information.
- Visual noise during combat that hides troops, spells, or tower states.
- Color usage that creates confusion or changes meaning between situations.