

# Bedlam

## Visual Direction

Presentation Deck  
by and for **Overdue Works**

Oct '25

BEDLAM

IAT 210  
Board Game Project

Overdue Works  
Production Phase

contents

logo

logotype  
logomark

brand systems

colours  
visual system

DIRTSTORM

DIRTSTORM  
REGULAR

BEDLAM  
BEDLAM  
BEDLAM

BEDLAM  
BEDLAM  
BEDLAM

BEDLAM

MWT MARDELL  
REGULAR

BEDLAM  
BEDLAM  
BEDLAM

BEDLAM  
BEDLAM  
BEDLAM

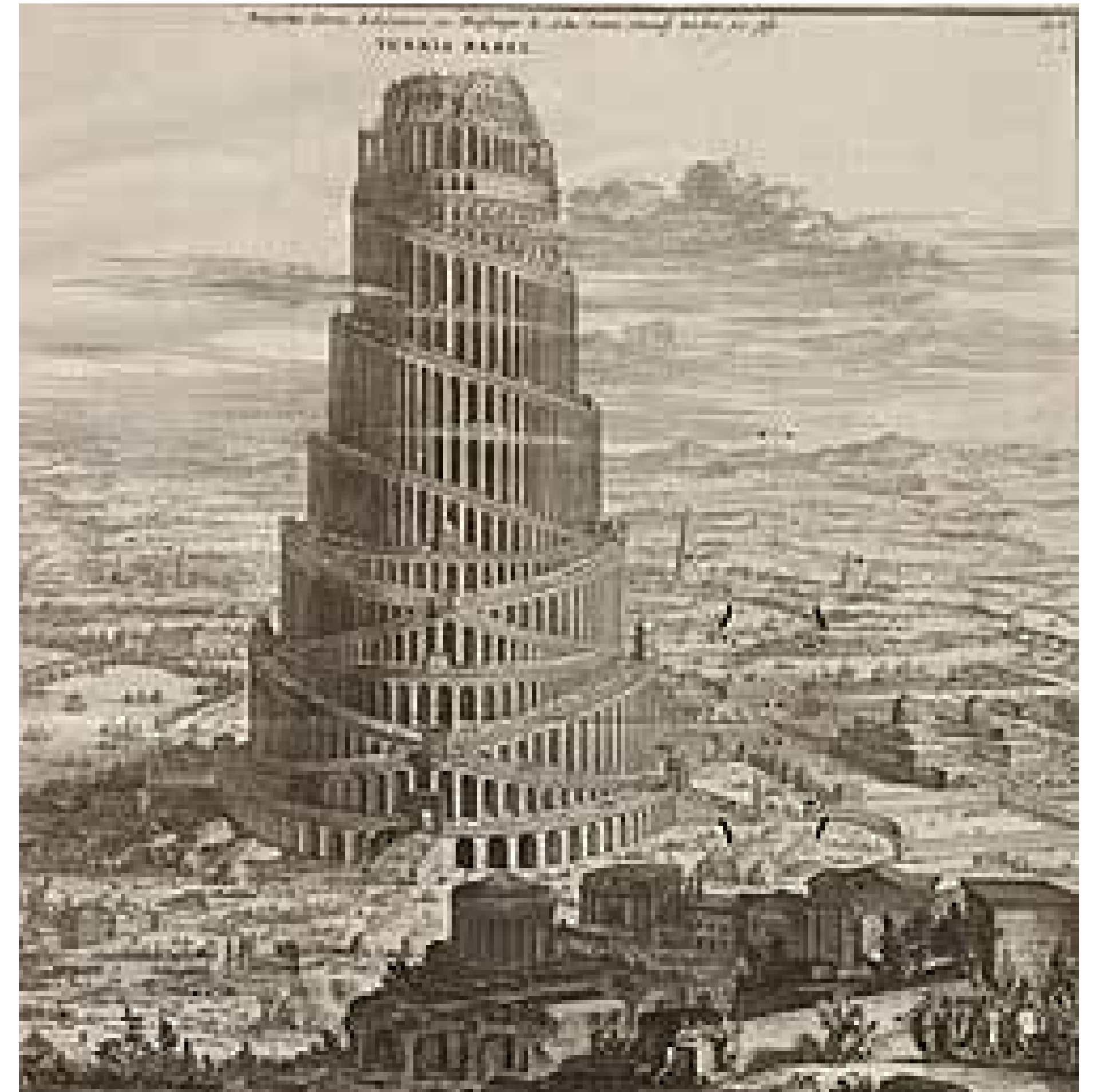
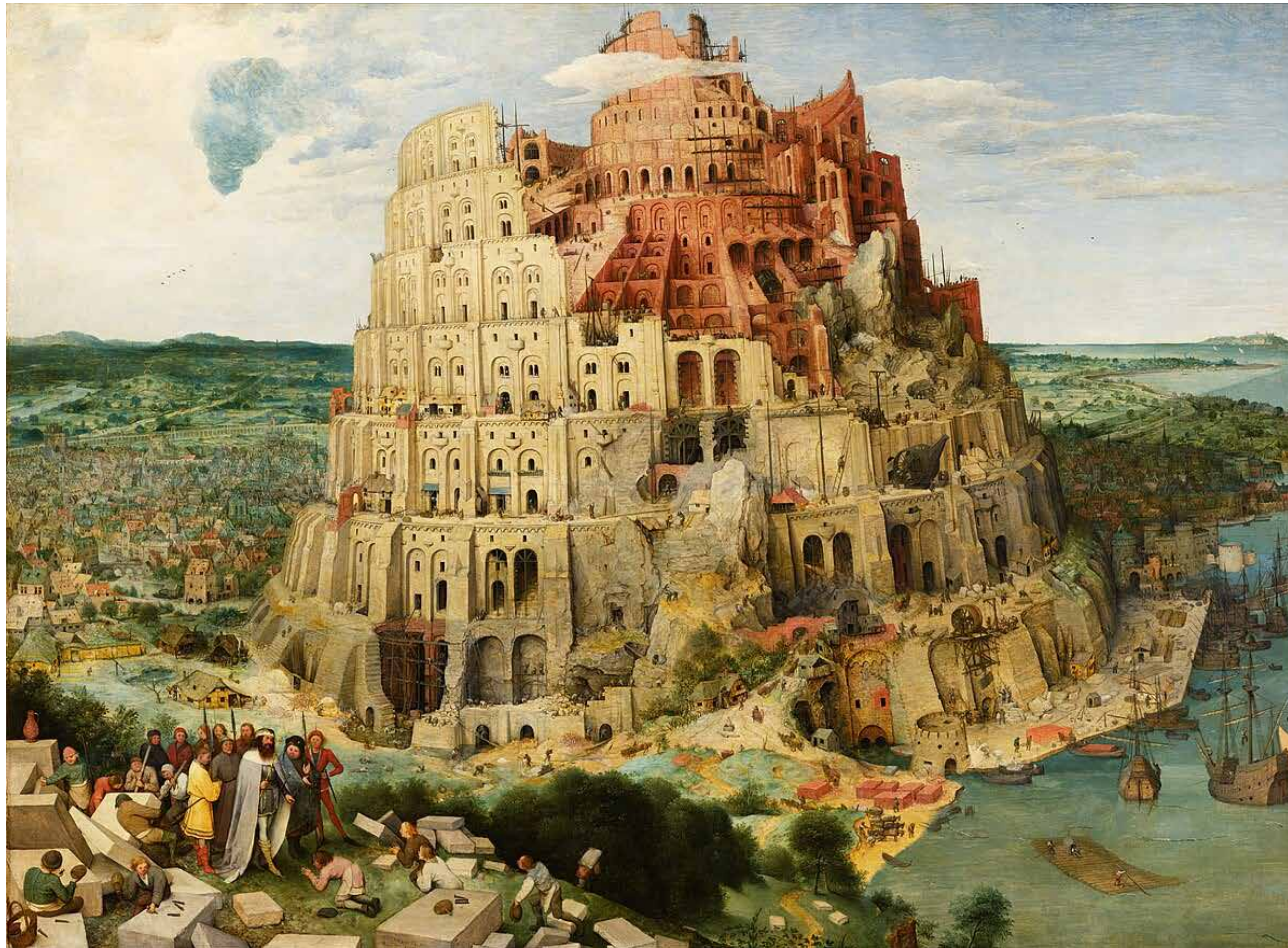
BEDLAM

FOLK ROUGH OT  
REGULAR

BEDLAM  
BEDLAM  
BEDLAM

BEDLAM  
BEDLAM  
BEDLAM













BEDLAM

BEDLAM



Colours



#ff5500

#45624c

#ff467a

#4a6777

#724c00

Visual System

HEADINGS

Bedlam

REGULAR

SUB-HEADINGS

LoRes210T

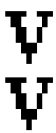
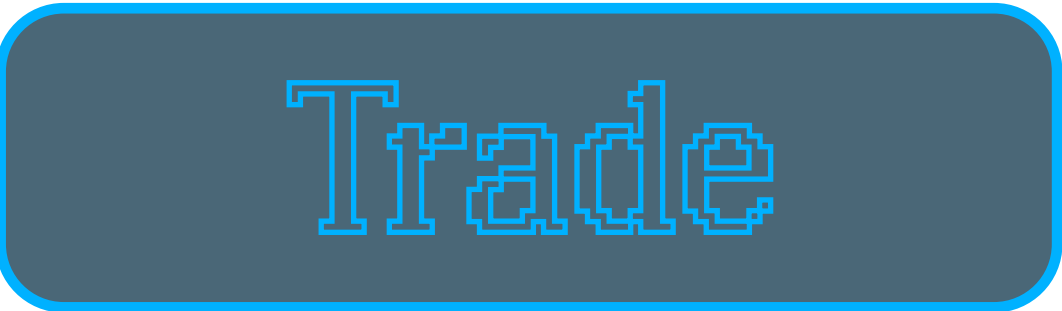
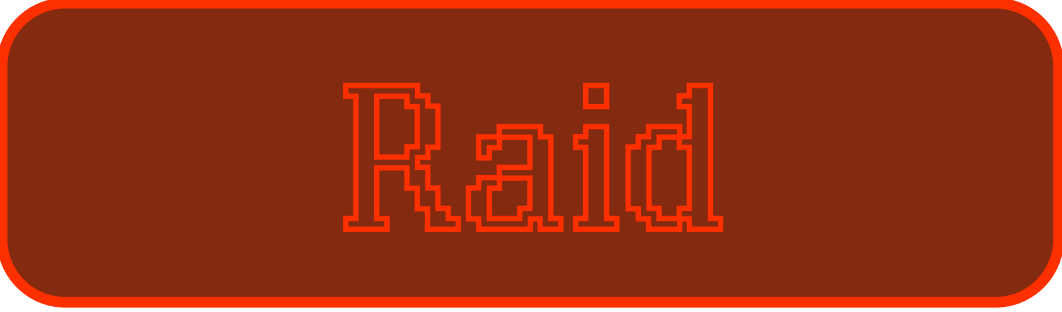
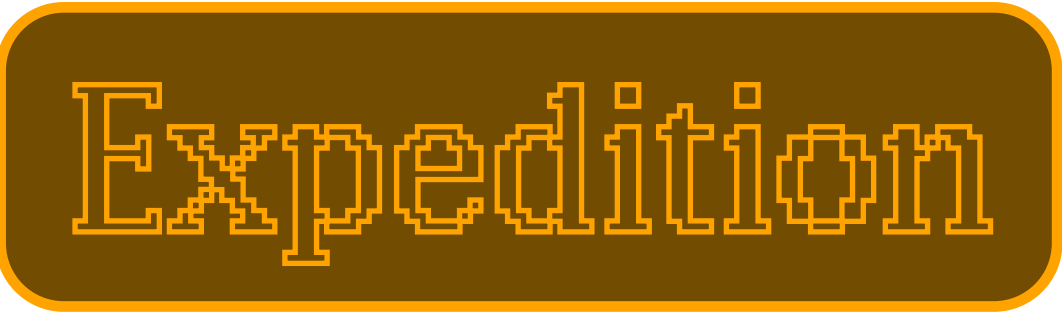
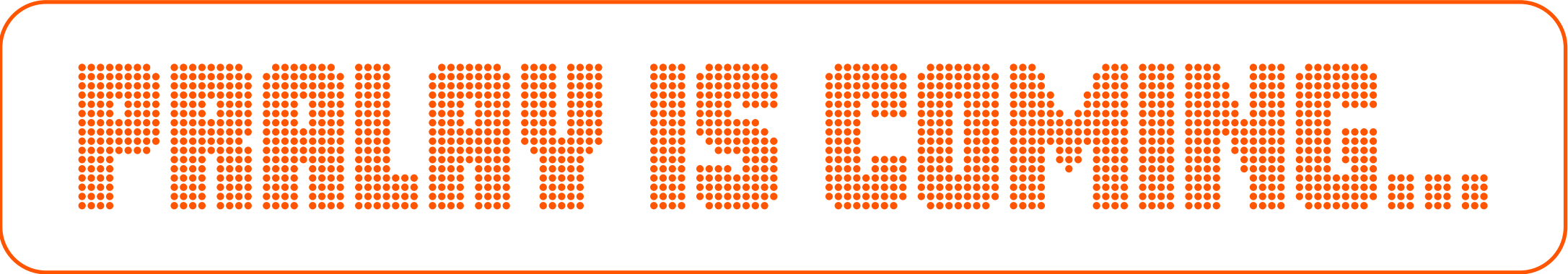
Serif Regular  
(and outline)

BODY

Neue Haas Grotesk

All Styles





meow :3