

Bedlam

Visual Direction

Presentation Deck
by and for **Overdue Works**

Oct '25

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BEDLAM

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DIRTSTORM!
REGULAR

BEDLAM
BEDLAM
BEDLAM

BEDLAM
BEDLAM
BEDLAM

BEDLAM

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Logotype



A large, bold logotype reading "BEDLAM". The letters are formed by abstract geometric shapes: "B" is a circle, "E" is a triangle, "D" is a rectangle, and "L" and "A" are triangles. The "M" is composed of two overlapping triangles forming a V-shape.

MWT MARDELL
REGULAR

BEDLAM
BEDLAM
BEDLAM

BEDLAM
BEDLAM
BEDLAM

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BEDLAM

FOLK ROUGH OT
REGULAR

BEDLAM
BEDLAM
BEDLAM

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BEDLAM



BEDLAM



BEDLAM

Colours**#ff5500****#45624c****#ff467a****#4a6777****#724c00**

HEADINGS

GLORIAMENT

REGULAR

SUB-HEADINGS

LoRes210T

Serif Regular
(and outline)

BODY

Neue Haas Grotesk

All Styles



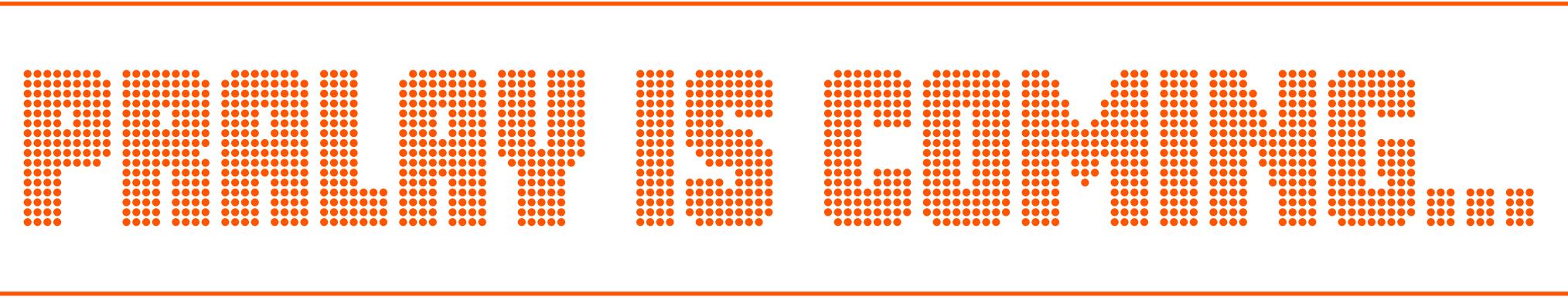
BEDLAM.



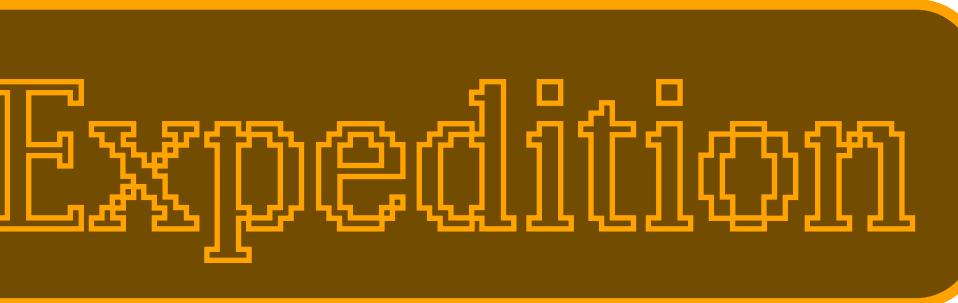
BEDLAM



BEDLAM



PLAY IS COMING...



Expedition



Trade



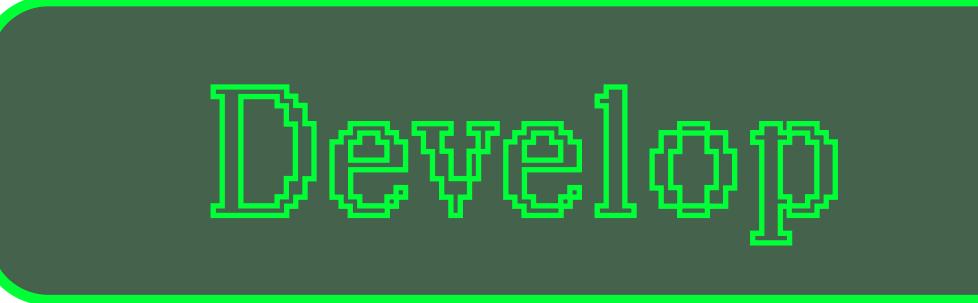
Expedition



Trade



Raid



Develop

V
V



Raid



Develop

meow :3