



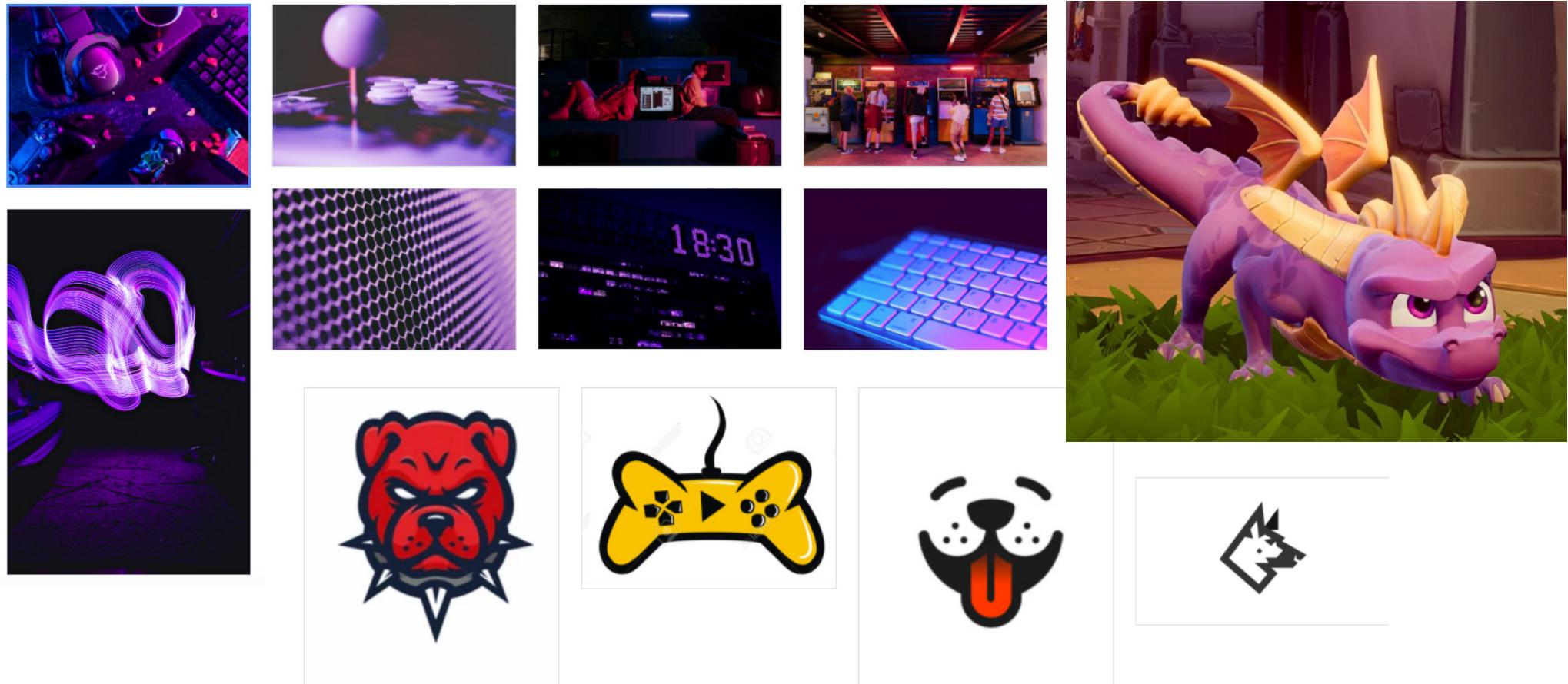
purple dog

Final Brand and Website
By Lauren Driscoll

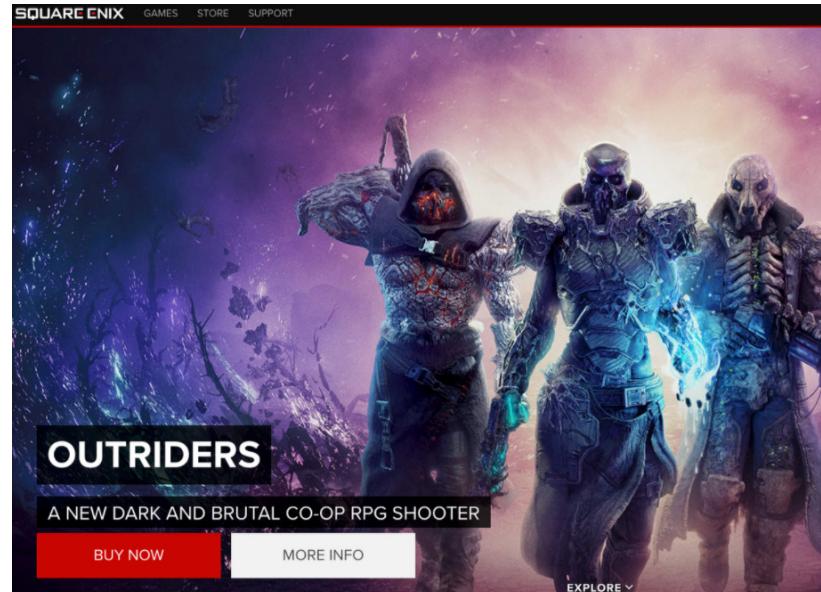
Table of Contents

RESEARCH	3
BRAND	5
PERSONAS	6
PROTOTYPE	7
WEBSITE	10
USABILITY.....	14
DESIGN	16

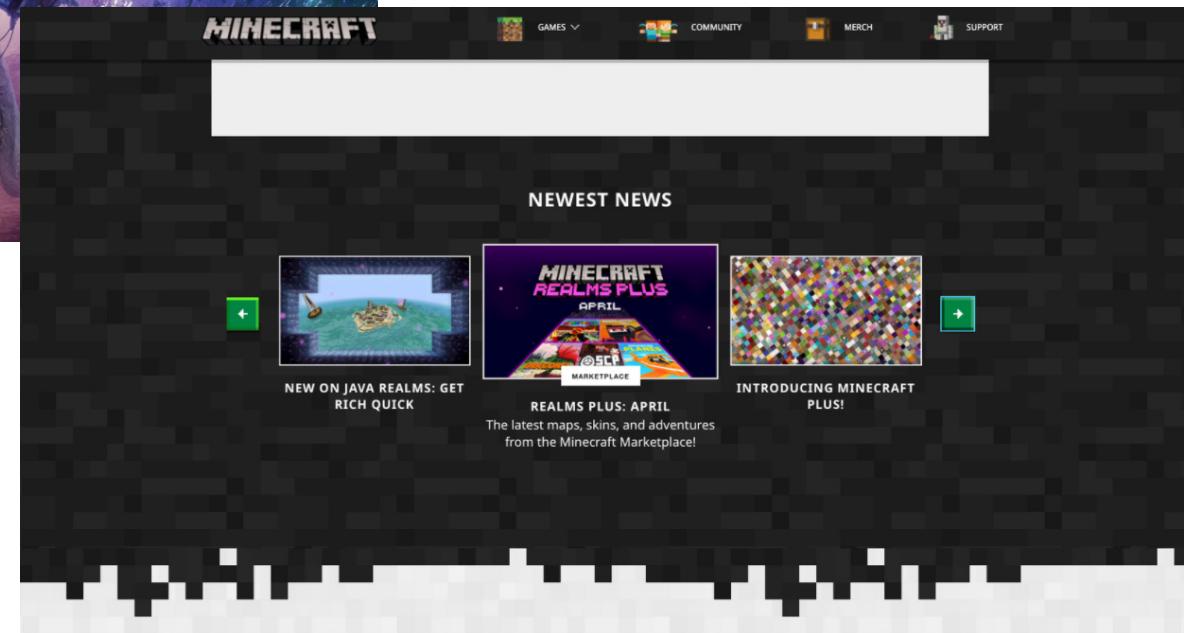
Inspiration



Web Research



Some websites, such as Minecraft, showed off the style of their game(s) in their website's design



Most game websites had carousels showing off their latest games or news

Logo



Personas



Evan

Age: 28

Gender: Male

Software Engineer

"I'm not that artistic but I'd like to work in a game studio"



Alex

Age: 13

Gender: Male

Seasoned Gamer

"Pixel art and retro games are better than modern graphics"



Site Map



Wireframes

New Development: Ghost

Follow a lost and forgotten soul, Ghost, as he roams around a barren village. While his adventure may look cute and charming, his past is quite the opposite. Uncover who Ghost was and the dark secrets of his history. This thought-provoking interactive storytelling game is bound to change your perspective of those forgotten in the afterlife.

[Play Demo](#)

...

Latest News

- CERTAINLY A DOG CERTAINLY A DOG Procrastinate Wins Game Jam SCORE:0
- New Merchandise

FAQ

How much does it cost to play your games?
All of our current releases are free to play, including the Ghost demo. The full release of Ghost may include a price tag, but we promise it won't be too much!

Why the name "Purple Dog"?
Purple is a great color and dogs are great animals! Sorry there's not a better answer.

I love the style of _game, are you selling the assets?
We do sell pixel-based assets through our itch.io page here.

It is still up in the air about selling our assets to Ghost at this time. If and when they become available, you will see an announcement on our website.

If you are ever interested in having us create custom assets for your game, please contact us here. We'd be happy to discuss details and pricing privately!

Help! I have a question about my recent merchandise purchase.
Unfortunately Purple Dog is not responsible for the production, shipping, and handling of merchandise. Please contact our supplier here.

Do you have any career opportunities?
Currently we do not have any paid career opportunities. However, if you are looking to collaborate or assist with our newest developments, we'd love to have you!

Please reach out to us on our contact page here.

[About](#) [Games](#) [Develop](#) [Contact](#)

[Meet the Team](#) [Procrastinate](#) [Assets](#) [Contact](#)

[News](#) [Draw 2.0](#) [Career](#)

[Ghost](#)

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Develop

This is the page where you can find assets that we sell for you to experiment with. Here we will also provide other resources such as recommended game engines. If you'd be interested in a career there will also be a link here.

- Godot (engine)
- Pico-8 (engine)
- Aesprite (art)

Our Assets

purple dog

About **Games** **Develop** **Contact**

Games

Procrastinate

SERIOUSLY MAN. STOP PROCRASTINATING. SCORE:0

Draw 2.0

Put your procrastination skills to the ultimate test!

Play Now

Ghost (DEMO)

Perfect way kill some time drawing with a pixel pen.

Play Now

Play Demo

About **Games** **Develop** **Contact**

Meet the Team **Procrastinate** **Assets**

News **Draw 2.0** **Career**

Ghost

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Wireframes



About

This will be a brief blurb about Purple Dog that I have not written yet. Yay. This will be a brief blurb about Purple Dog that I have not written yet. Yay. This will be a brief blurb about Purple Dog that I have not written yet. Yay. This will be a brief blurb about Purple Dog that I have not written yet. Yay. This will be a brief blurb about Purple Dog that I have not written yet. Yay. This will be a brief blurb about Purple Dog that I have not written yet. Yay.

Meet the Team



[purple dog](#)



Contact

Before you ask your question, check out our FAQ here!

Interested in one or our games? Would you like to commission a set of assets? How about a collaboration? Please direct any questions you may have to the form below or contact us directly through contact@purpledog.io

News

Here is our latest and most exciting news!

Procrastinate Wins Game Jam

Purple Dog has hope after experiencing early success. Lauren Driscoll, the Purple Dog founder, signed up for Low Effort Game Jam 2 in October 2020.....

[Read More](#)

New Merchandise

Looking for merchandise? Well look no further! Purple Dog has released its first line of merchandise and it's available to purchase right now....

[Read More](#)



Home

New Development: Ghost

Follow a lost and forgotten soul, Ghost, as he roams around a barren village. While his adventure may look cute and charming, his past is quiet the opposite. Uncover who Ghost was and the dark secrets of his history. This thought-provoking interactive storytelling game is bound to change your perspective of those forgotten in the after life.

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[Play Demo](#)

Latest News

Procrastinate Wins

About

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Home About Games Develop Contact

About

Meet the Team News

Purple Dog is a game studio that focuses on creating modern games with a retro feel. Our mission is to create a memorable experience and tell unique stories through our games. Instead of focusing on quality graphics, we put our attention to creating exceptional stories and making the experience as distinct as possible. We guarantee that all of our games are one-of-a-kind experiences that no other game studio can recreate!

To learn even more about who we are check out our "Meet the Team" page where you can meet the game developers that make up Purple Dog. You can also view our news page that features our latest reports.

About Games Develop Contact

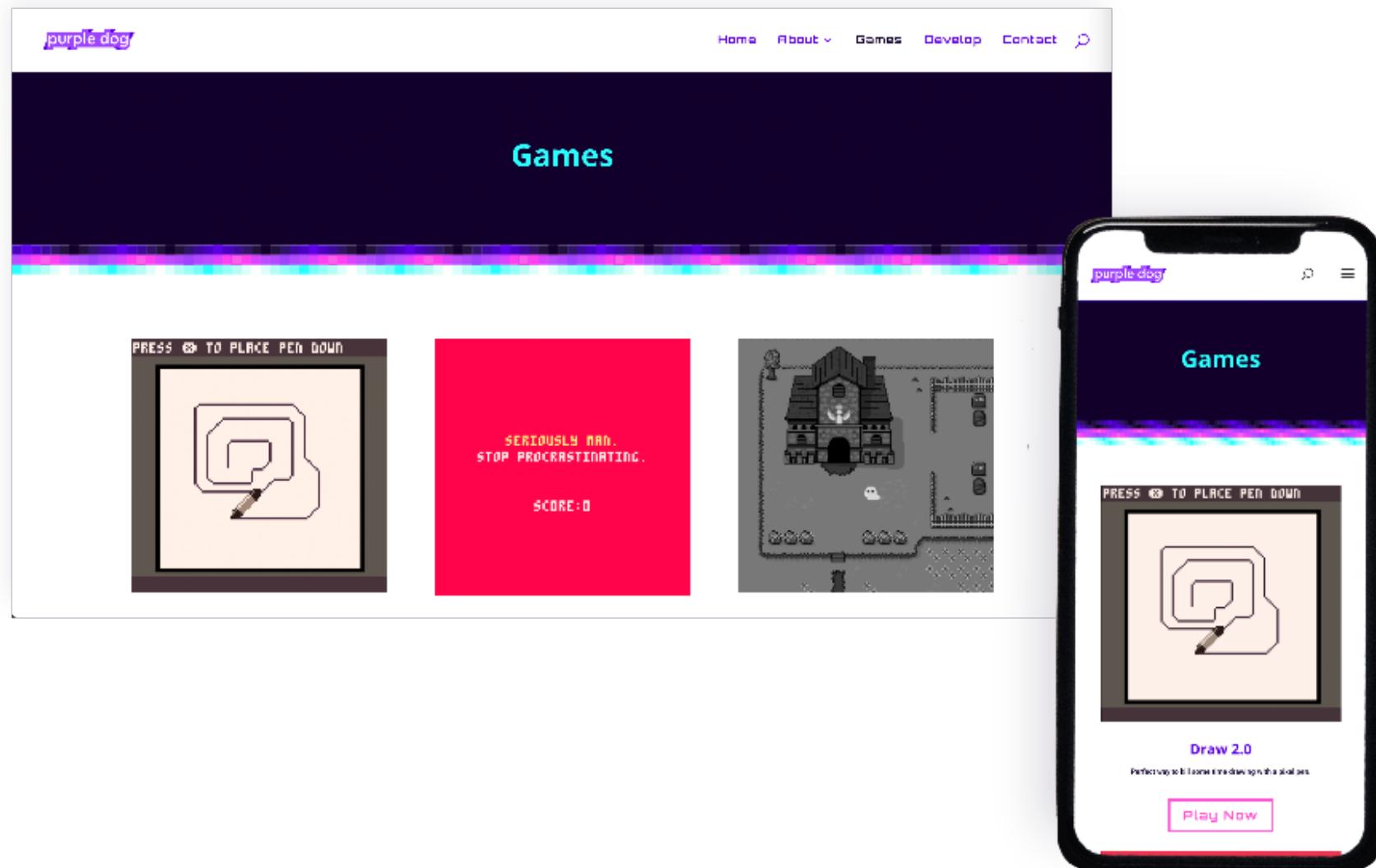
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About

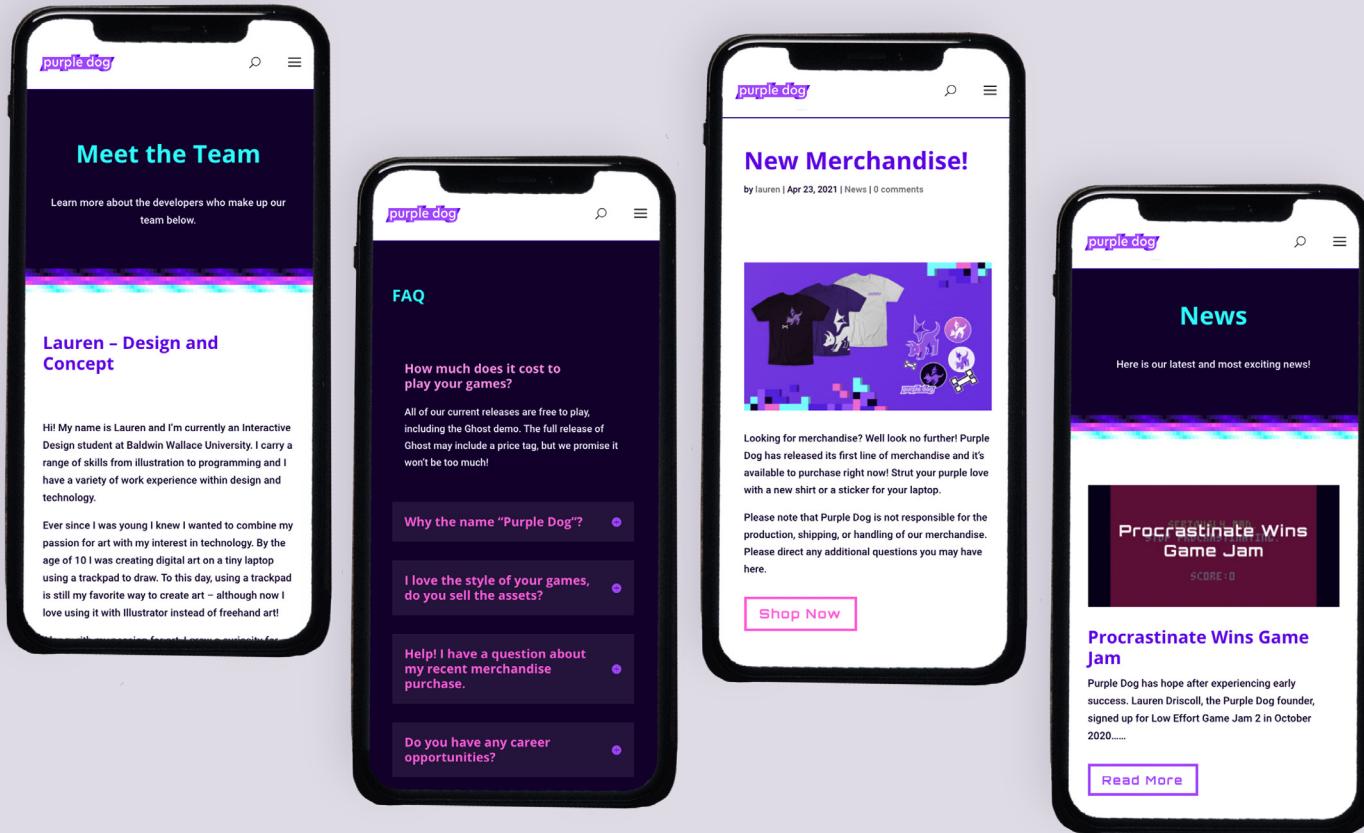
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Games



Other Screens



Usability

Used Appropriate Contrast

Normal Text

WCAG AA: Pass
WCAG AAA: Pass

The five boxing wizards jump quickly.

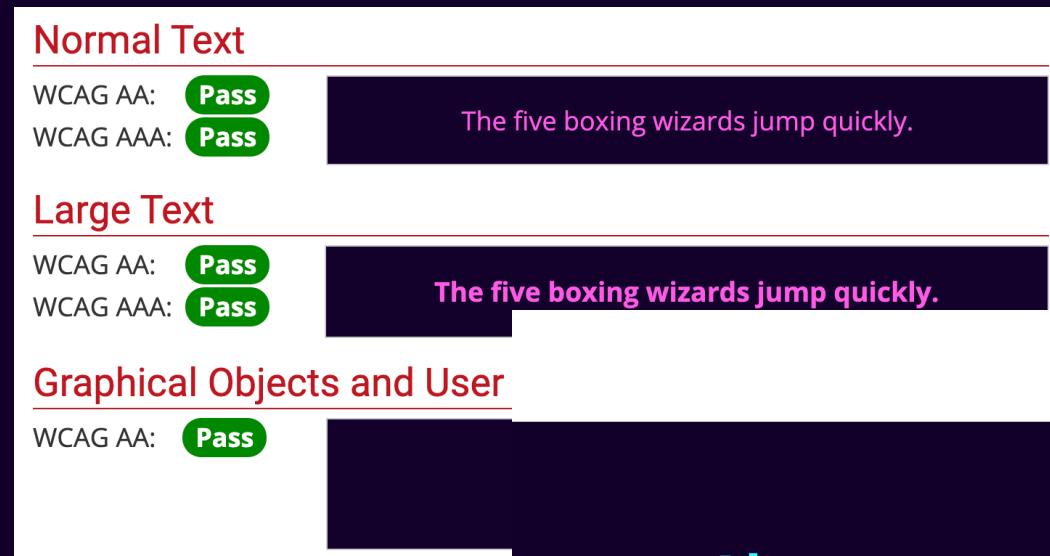
Large Text

WCAG AA: Pass
WCAG AAA: Pass

The five boxing wizards jump quickly.

Graphical Objects and User

WCAG AA: Pass



Home About ▾ Games Develop Contact 

Meet the Team

News

About

Meet the Team News



Repetitive Navigation

Usability

Attachment Details

Appropriately labeled headings

Text

Body

ADD MEDIA Visual

Heading 2 B I =

Procrastinate Wins

Game Jam

Game Jam

Alt text for images

Design Principles

Consistency

News

Here is our latest and most exciting news!

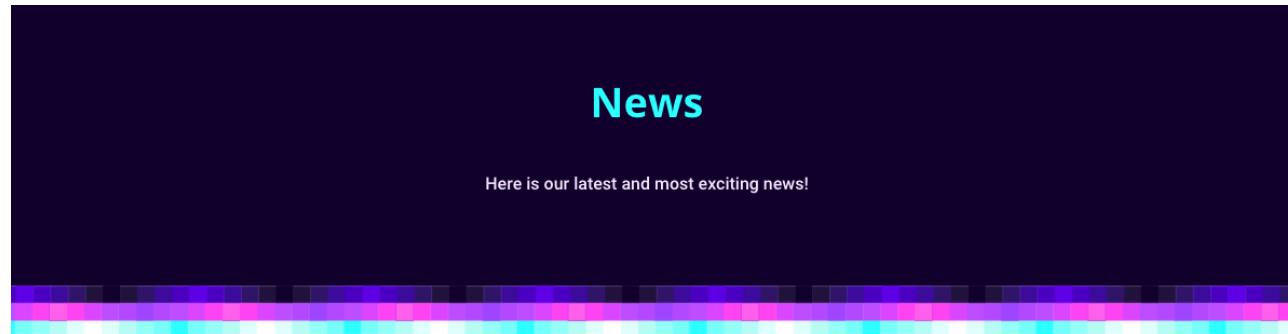
Games

Meet the Team

Learn more about the developers who make up our team below.

Design Principles

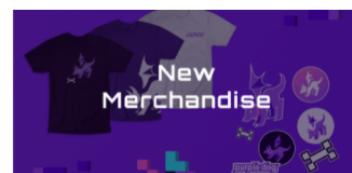
Hierarchy



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