

BRAND GUIDE

Three Thirteen, used right.

How to use the studio's logo, colors and type. If something isn't covered here, keep it simple and get in touch.

Studio logos ZIP

Studio ident with sound ZIP · MP4

01 · THE MARK

A domino between two 3s.

The tile shows one pip over three. Set between two 3s, it reads 3-1-3. The tile is ivory, its ink is charcoal, and the three lower pips are always ochre. The wordmark sits below it: THREE THIRTEEN, with STUDIOS spaced wide underneath.



THREE THIRTEEN
STUDIOS

STACKED · LIGHT ON DARK (DEFAULT)



THREE THIRTEEN
STUDIOS

STACKED · DARK ON LIGHT



HORIZONTAL · LIGHT ON DARK



HORIZONTAL · DARK ON LIGHT



ICON · APP ICONS, AVATARS, FAVICONS

Which one to use

- **Stacked** wherever there's room: covers, end cards, splash screens.
- **Horizontal** in headers, footers, and anywhere wide and short.
- **Icon** only where the logo would be smaller than its minimum size, or where a square is required.
- Use the **light-on-dark** version by default. Use dark on light only on ivory or white.

02 · SPACE AND SIZE

Give it room.

Measure clear space with the domino itself. Call the tile's width **X**. Keep at least **X** of empty space on every side of the logo. Never place text, art edges or other logos inside it.



STACKED MINIMUM

96 px · 20 mm

Wide. Below this, STUDIOS stops reading.

HORIZONTAL MINIMUM

140 px · 30 mm

Wide.

ICON MINIMUM

16 px

A favicon. At 16 px, the pips can merge, and that's fine.

Charcoal, ivory, a little ochre.

Four colors make the brand. The page is charcoal, the type is ivory, and ochre is the spark: the pips, one button, one label. If a layout has more ochre than the logo does, cut some.

#161814

Charcoal
Page ground. The default background for everything.

#1C1E1A

Charcoal 2
Panels and the tile's ink: the pip and the bar on the domino.

#F3EEE3

Ivory
The domino, the 3s and all main text on dark.

#C8923A

Ochre
The three pips, STUDIOS on dark, buttons and eyebrows. Use it sparingly.

#A5432E

Rust
STUDIOS on light grounds, where ochre is too pale to read.

SUPPORTING COLORS, FOR INTERFACES ONLY

#CFC8B8

Ivory 2
Secondary text on dark.

#A39D8C

Muted
Labels, captions and metadata.

#34372F

Line
Rules and borders on dark.

#E3AE55

Ochre light
Hover states for ochre.

#E07A5F

Coral
Alerts and live states only.

#8FB6D8

Blue
Links in long text and charts only.

Three typefaces, three jobs.

All three are free on Google Fonts. Each game has its own type; these are for the studio.

ARCHIVO
ExtraBold 800 · width
108%
Headlines

Games about people.

ARCHIVO NARROW
Bold 700 · caps · tracked
+0.22em
Wordmark, short labels

THREE THIRTEEN STUDIOS

IBM PLEX MONO
Medium 500 · caps ·
tracked +0.14em
Eyebrows, metadata, dates

COMING TO STEAM · NOVEMBER 2026

ARCHIVO
Regular 400 · 18 px /
1.65
Body text

Every game starts with how something actually works, like a domino table, a delivery route or a seat of power, and turns it into a system you can learn, master and share.

05 · DON'TS

Please don't.



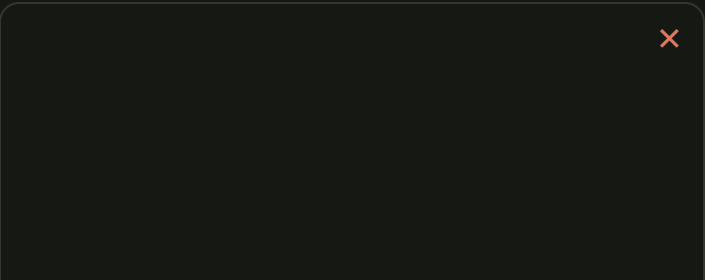
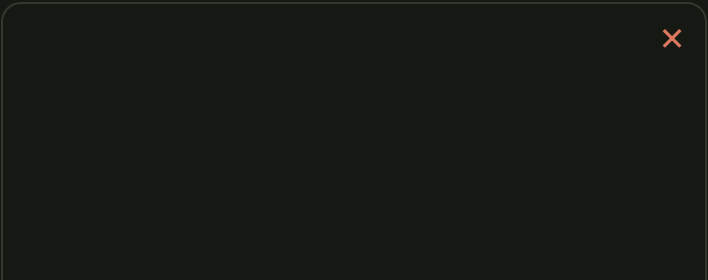
Don't stretch or squash it.



Don't rotate the domino or the logo.



Don't recolor the pips or the 3s.





Don't add shadows, glows or outlines.



Don't place it on busy art without a plate.



Don't fade it out or use it as a watermark.

06 • WITH OUR GAMES

The game comes first.

- Each game has its own logo, colors and type. On a game's art, the game's logo leads, and the studio logo follows at no more than a third of its width.
- On end cards and in credits, the studio logo goes after the game, never before it.
- The studio ident (the domino dropping in, with sound) plays once, before a trailer or at the start of a game. Don't cut it shorter or recolor it.
- For coverage, everything in the press kit is free to use. Please don't alter the logos.