REZ GAMES

Brand Guidelines

Version 1.1 · November 2026

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This guide is the reference for anyone putting the R3Z Games name, logo or icon on a screen, a page or a physical object.

The artwork shown here is drawn from the same master files listed in section 9. If something you need isn't covered, ask before improvising.

1 Identity

Who we are

R3Z Games is an indie game studio in Woodinville, Washington, making games full of rain, mischief and big hearts. Current games: *Jimothy: Rain City Rumble* and *No. 2 Arcade*.

The name

Written **R3Z Games**. In the logo the 3 is drawn as a reversed E, so the letters read as a word and as a number at the same time. That double read is the idea behind the mark.

Rain-soaked

Our worlds have weather, night light and a sense of place. The Pacific Northwest is home and it shows.

Mischievous

Playful trouble is the engine. Characters bend rules; the studio never takes itself too seriously.

Big-hearted

Underneath the chaos the games are warm. Players should leave fond of the characters.

Exact

The identity is geometric and precise. Every use of the logo is the real artwork, at the right size, on black.

2 Logo

ONE LOGO, ALWAYS COMPLETE

2.1 The complete logo

The logo has three parts that always appear together: the white **R3Z** letters, the thin **gold frame** that breaks around them, and the spaced **GAMES** line. There is one version. It is never cropped to the letters, never recolored and never rebuilt.

2.2 Construction

All measurements are in master units (the 2048 master). Letter strokes are 98 with 128 counters, letters sit 74 apart, the frame is 34 thick and breaks 25 clear of every letter edge. The frame is wider than it is tall (1303 by 1346); keep it that way.


34
98
128
549
74
25
X = 127
REZ
GAMES

Construction in master units. X, the cap height of GAMES, is the unit for clear space.


X
X
X
REZ

2.3 Clear space

X is the height of the GAMES letters. Keep X of clear space around the outer edges of the logo. More is better; nothing else may enter that zone, including other logos, text, UI or busy image detail.



2.4 Minimum size

SCREEN	48 px tall
PRINT	15 mm tall

Below that, GAMES stops reading. Use the icon mark instead (section 3). Never simplify the logo to make it fit.

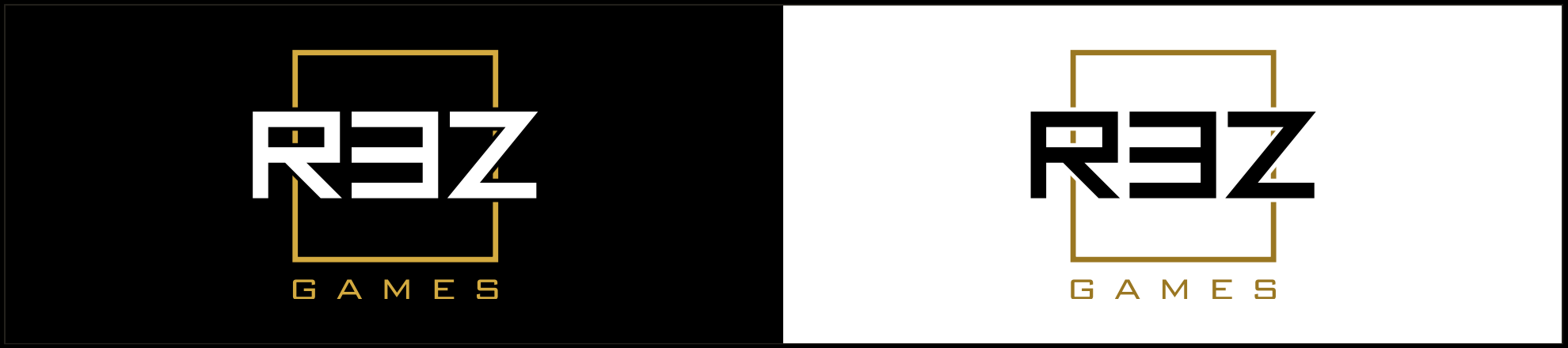


48 px 96 px

2.5 Backgrounds

The logo lives on black. On photography or game art, place it over a dark, low-detail area or on a black band.

For white or very light grounds (print on paper, partner pages, documents) use the **light version**: black letters with the frame and GAMES in Deep Gold. Use it only where black isn't possible, and never on mid-tones or busy images.



2.6 Physical and in-world

When the logo or the mark appears as an object (a carved sign, an engraving, a prop in a game), the material can change but the geometry cannot. Wood, metal and paint are fine; redrawn letters, missing GAMES or a different frame are not.

Small or square objects take the mark, as the studio sign does.



The studio gable sign on r3zgames.com: the Corner 3 carved in wood, exact geometry.



The horizontal logo on black and, in its light version, on white.

2.7 Horizontal logo

Where the stacked logo is too tall (the site header, banners, social covers, email signatures, business cards) use the **horizontal logo**: the Corner 3 mark at left, spanning two lines, with **R3Z** on top and **GAMES** below, justified to the width of R3Z. The gap between mark and word is 0.62 of the R3Z cap height, so the mark never reads as part of the word.

It is built only from the logo and mark geometry; never rebuild it, and never set “R3Z Games” in a typeface beside the mark instead. The stacked logo stays the primary logo. Clear space is the same X (the GAMES cap height) on every side. For anything under about 20 px tall, use the mark alone.

3 Icon mark

FOR SMALL AND SQUARE SPACES



The Corner 3: the logo's reversed-E 3 breaking out of the top-right corner of the gold frame.

3.1 When to use it

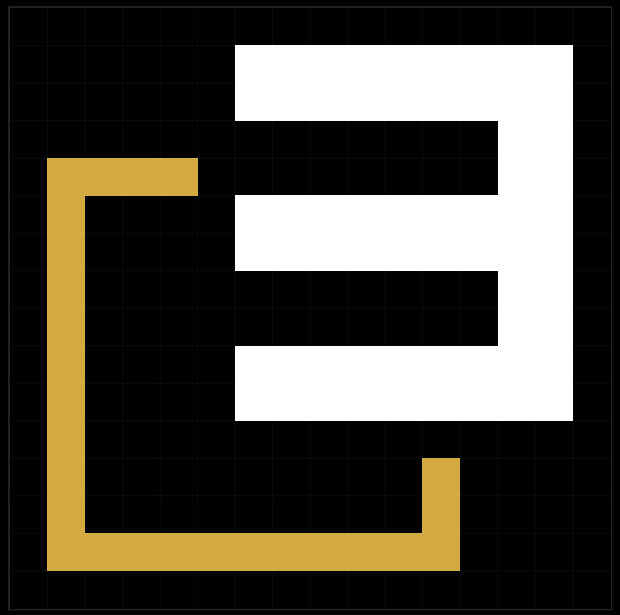
The mark is for places too small or too square for the complete logo: browser tabs, app icons, avatars, admin tools. Anywhere the logo can be shown at 48 px or more,

show the logo.

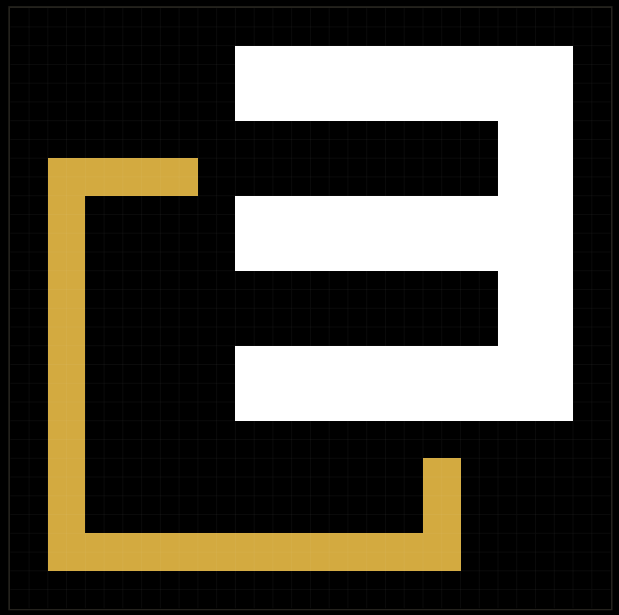
Use one of the two per layout, never both side by side.

3.2 Pixel sizes

At 16, 32, 48 and 64 px the mark is a hand-placed pixel grid, not a scaled-down vector. Always use those files at those sizes; scaling the master down produces blurred, uneven frame lines.



16 px grid



32 px grid



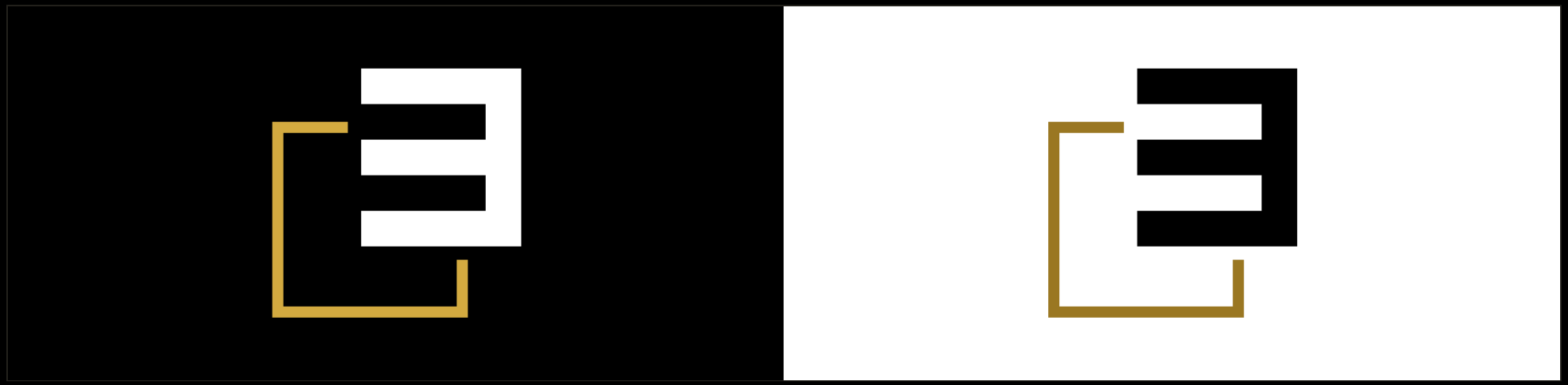
Actual size: 16, 32, 48

3.3 Avatars and app icons

For round crops, the mark sits at 72% of the square so the corners of the 3 stay inside the circle. Android maskable icons use 62% to stay inside the safe zone. Backgrounds are always black.

3.4 Light grounds

Like the logo, the mark has a light version for white grounds where black isn't possible: a black 3 in a Deep Gold frame. Icons, tabs and avatars always use the black-tile version.





Round avatar, 72%



App icon



Maskable, 62%

4 Misuse

WHAT NEVER TO DO

Each of these breaks the rule that the logo is always the complete, unaltered artwork.
The same applies to the icon mark.



Don’t: Use R3Z on its own



Don’t: Recolor any part



Don’t: Stretch or squash



Don’t: Outline the letters



Don’t: Drop the GAMES line



Don’t: Use the dark-ground logo on white







Don’t: Add glows, bevels or shadows



Don’t: Rotate or tilt

5 Color

BLACK, GOLD, WHITE

Black

Hex	#000000
RGB	0 0 0
CMYK	60 40 40 100

The ground. Every brand surface starts here.

R3Z Gold

Hex	#D3AA40
RGB	211 170 64
CMYK	0 19 70 17

The frame and GAMES. Used sparingly.

Deep Gold

Hex #9A7722
RGB 154 119 34
CMYK 0 23 78 40

Gold for light grounds only, in the light logo and mark.

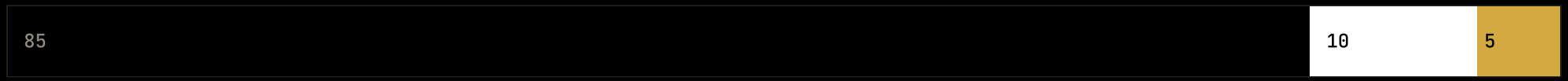
White

Hex #FFFFFF
RGB 255 255 255
CMYK 0 0 0 0

The letters, headlines and running text.

5.1 Proportion

Black dominates, white carries the words, gold is the accent. Roughly 85 / 10 / 5.
Gold never fills a large area and is never a background.



5.2 Contrast

WHITE ON BLACK	21 : 1
GOLD ON BLACK	9.6 : 1, fine for text
GOLD ON WHITE	2.2 : 1, never; use Deep Gold
DEEP GOLD ON WHITE	4.2 : 1

5.3 Game palettes

Each game has its own world palette (Jimothy's night blues, sodium ambers). Those colors belong to the games. Keep them out of studio-level material, and keep R3Z Gold out of game UI unless the studio logo itself appears.

6 Type

CONDENSED HEADINGS, SYSTEM BODY

BARLOW CONDENSED

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
0123456789

SemiBold 600 for headings · SIL Open Font License

6.1 Headings

Barlow Condensed SemiBold. Short labels and navigation are set in capitals with wide tracking (about 0.1 em). Headlines are set in sentence case.

6.2 Body

The system font of the device (San Francisco, Segoe UI, Roboto). It costs nothing to load and reads well at small sizes.

6.3 GAMES is not type

The GAMES line is part of the logo artwork. Never retype it, and never set “R3Z” in a font to imitate the letters.

Display 54	# Rain City Rumble
Heading 30	## Play the free demo
Label 15	GAMES · STUDIO · CONTACT
Body 17	An indie game studio in Woodinville, Washington, making games full of rain, mischief and big hearts.

7 Naming and voice

HOW WE WRITE ABOUT OURSELVES

7.1 Writing the name

DO **R3Z Games** capital R, the digit 3, capital Z, one space

DO **r3zgames.com** lowercase, for the address only

NO **Rez Games**, **R3Z games**, **R3ZGames**, **R3Z Studios**

NO **R3Z** on its own as the studio name in running text

7.2 Credit

Public credit is always **R3Z Games**. The owner's personal name does not appear in public credits, store pages or press copy.

7.3 What we don't say

NO The names of other games, studios or brands in public copy

NO “Handmade”, or any claim about how the art is produced, by hand or otherwise

NO Other companies’ characters, logos or IP in any brand material

7.4 Location

Woodinville, Washington. “The Seattle area” is fine in short copy.

8 Applications

THE BRAND IN USE

R3Z GAMES GAMES STUDIO CONTACT

Website header. The horizontal logo on black, no repeated “R3Z Games” text beside it. Navigation in Barlow Condensed capitals.

R3Z Games · Indie games from the Seattle area New tab

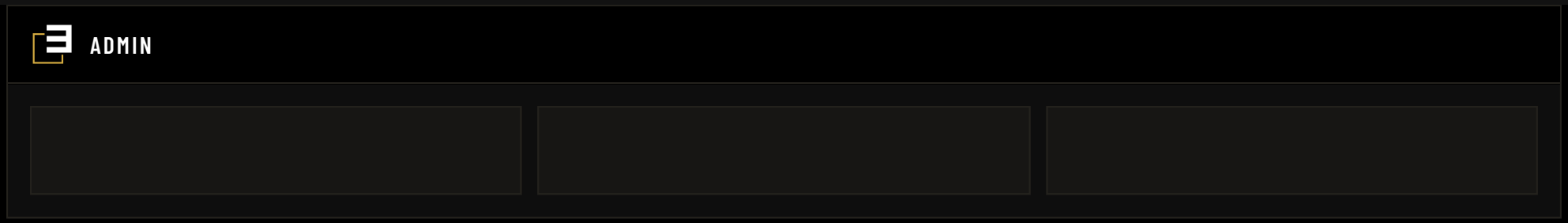
Browser tab. favicon.ico and favicon.svg, the 16 and 32 px pixel grids.



LinkedIn. The round avatar uses the mark. The cover is game art with no logo or text, since the avatar already carries the brand. Keep the lower-left (under the avatar) and lower-right corners free of anything important.



Game splash. The complete logo, centered on black, about 40% of screen height, before the game's own title.



Tools and dashboards. The mark in the corner, no logo. Game-specific emblems stay inside their games.

9 Asset index

WHERE THE FILES LIVE

FILE	WHAT IT IS	USE IT FOR
`logo/r3z-games.svg`	Master logo, transparent, tight crop	Web header, documents, any vector use
`logo/r3z-games-on-black.svg`	Logo on a 2048 black square	Press kit, share images, splash
`logo/png/r3z-games-h{48,96,144,256,512,1024}.png`	Transparent PNG by height	Raster fallback; 1x/2x/3x header
`logo/png/r3z-games-on-black-{512,1024,2048}.png`	Square PNG on black	Store pages, press, social posts
`logo/r3z-games-horizontal.svg`	Horizontal logo: mark, R3Z over GAMES	Site header, banners, signatures, cards
`logo/r3z-games-horizontal-light.svg`	Horizontal logo, light version	Horizontal use on white or light grounds
`logo/r3z-games-horizontal-on-{black,white}.svg`	Horizontal logo with clear space on a ground	Share images, documents
`logo/png/r3z-games-horizontal-h{48,96,256,512}.png`	Horizontal logo, transparent PNG by height	Raster fallback; light PNGs in -light-h{256,512}
`logo/r3z-games-light.svg`	Light version: black letters, Deep Gold	White or light grounds only

FILE	WHAT IT IS	USE IT FOR
`logo/r3z-games-on-white.svg`	Light version on a 2048 white square	Print, partner pages
`logo/png/r3z-games-light-h{96,256,512,1024}.png`	Light version, transparent PNG	Raster fallback on light grounds
`icon/r3z-mark.svg`	Mark master, transparent, 1024 grid	Vector use above 64 px
`icon/r3z-mark-light.svg`	Mark, black 3 and Deep Gold frame	Light grounds; PNGs in icon/png/r3z-mark-light-*
`icon/r3z-mark-{16,32,48,64}.svg`	Hand-placed pixel grids on black	Small sizes; never downscale the master
`icon/web/favicon.ico`	16, 32 and 48 px in one file	Browser tabs, bookmarks
`icon/web/favicon.svg`	32 px pixel grid	Modern browser tabs
`icon/web/apple-touch-icon.png`	180 px on black	iOS home screen
`icon/web/icon-{192,512}.png`	On black	Web app manifest
`icon/web/icon-maskable-512.png`	Mark at 62% for the safe zone	Android adaptive icons
`icon/avatar/r3z-avatar-{400,1024}.png`	Mark at 72% on black	LinkedIn and other round avatars

All files are generated from code in `tools/` of the R3Z-Games identity folder: `build_logo.py` for the logo, `build_icon.py` for the mark. Edit the generators, never the exported files. Gold is #D3AA40 in every file.



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