2026

BRAND GUIDELINES

TWO ROBOTS STUDIOS

ABOUT TWO ROBOTS STUDIOS

Two Robots Studios began as a physical tabletop experience.

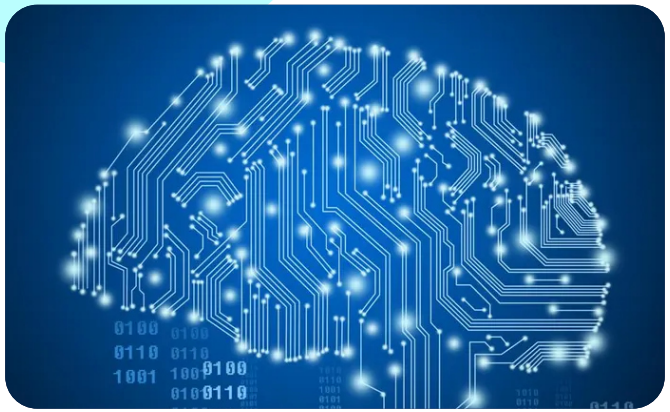
Founded on the success of its tabletop game (which shares the same name as the company), its DNA is rooted in the tactile, the strategic, and the social.

They spent years perfecting mechanics that live in the hands of players. Now, they are translating that idea into the digital space.

Our mission is simple:

To build a game that respects players, rewards mastery, and stands the test of time.

TWO ROBOTS



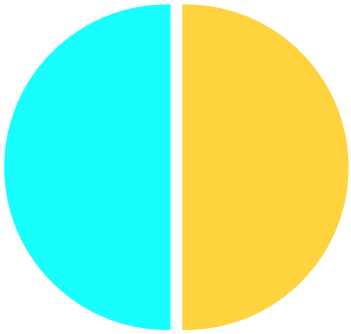
FEELINGS

MODERN | TECH | RETRO | GAMER

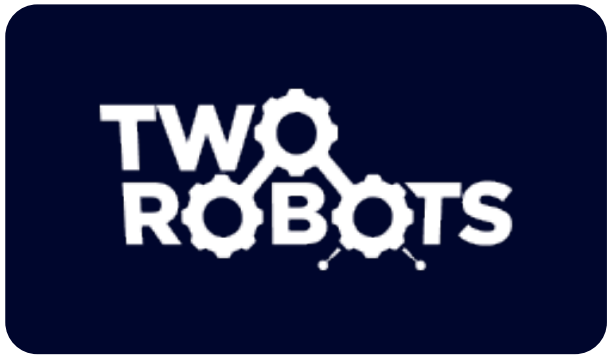
ELEMENTS

ROBOTS | BRAINS | COGS | COMPUTERS

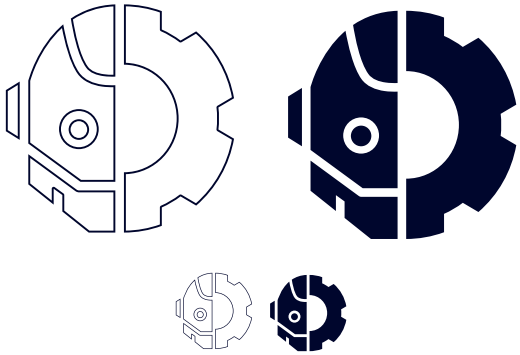
IDEA DEVELOPMENT



The main idea for the logo was to make it in two distinct parts that will make the logo more versatile.

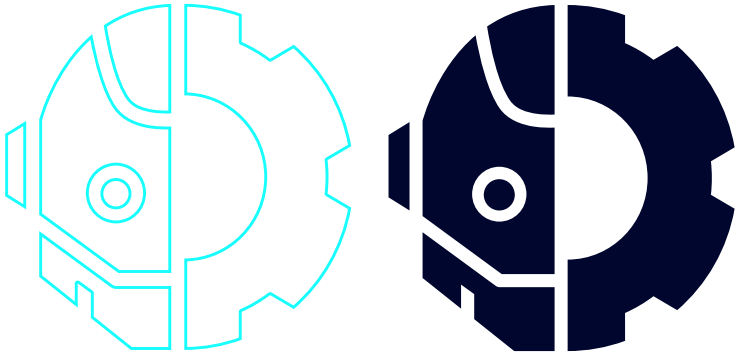


There was also a focus on connecting the company name and the logo, further increasing its versatility.

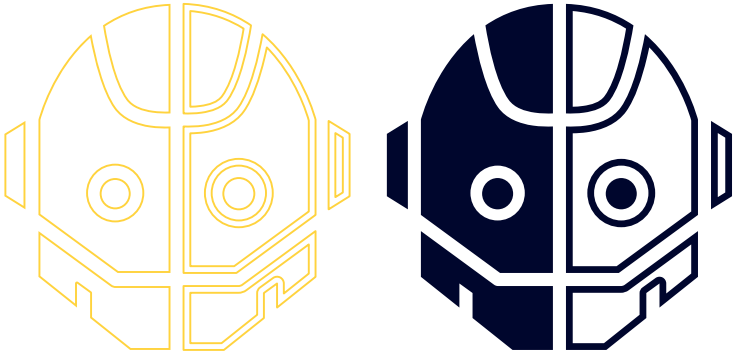


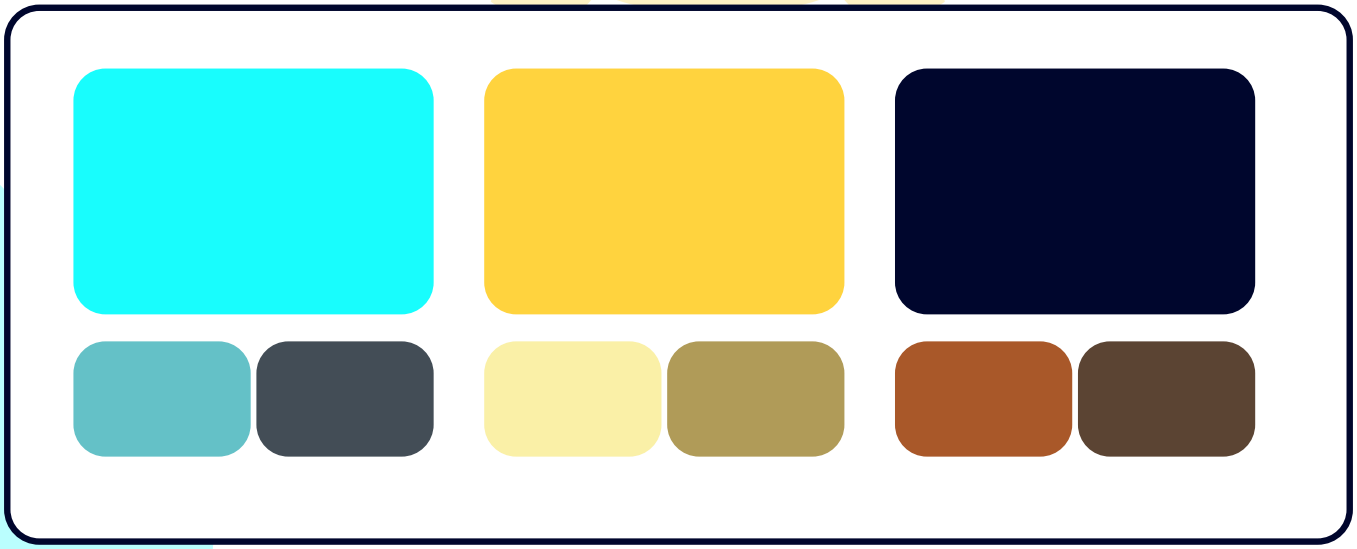
The logo also needed to be simple and resizable. It should be readable at all sizes, since it will appear in icons.

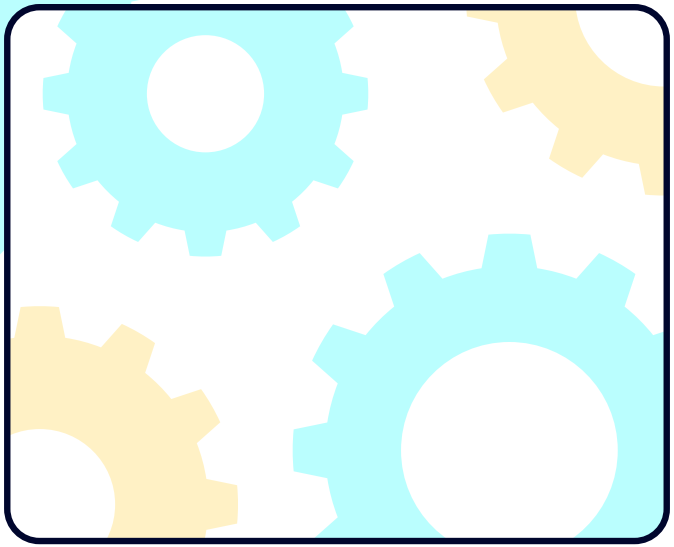
STUDIO LOGO →



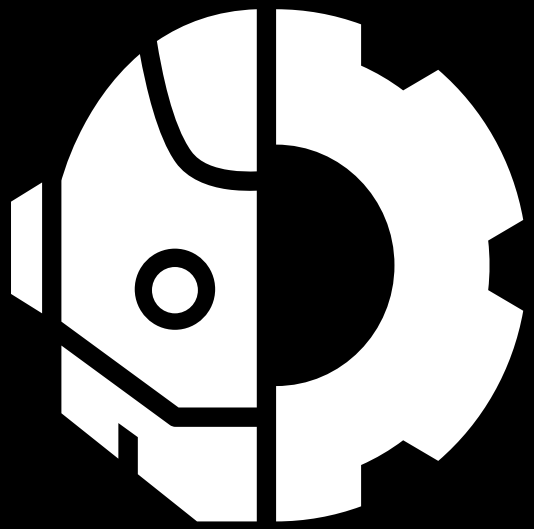
GAME LOGO →



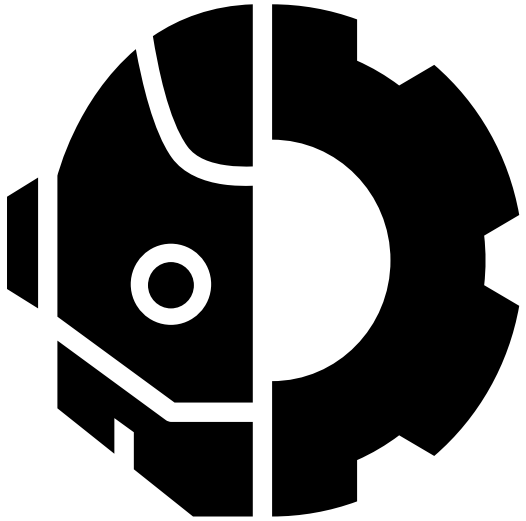




STUDIO LOGO MARK (ICON)



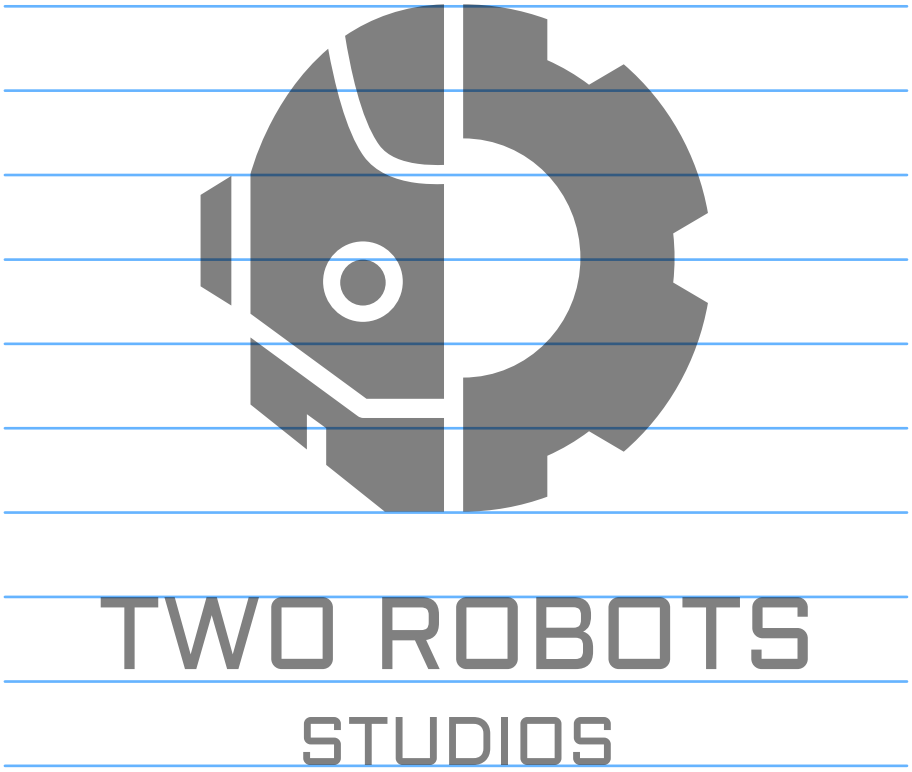
POSITIVE

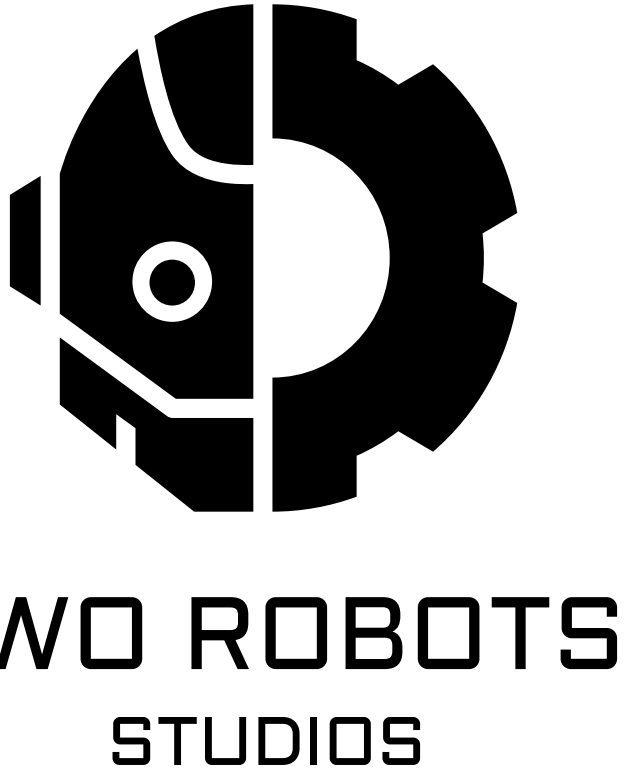


NEGATIVE

The main studio icon and logo.

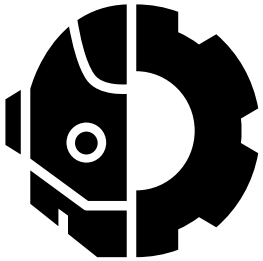
Created to represent the vision and story of the company and to be immediately recognizable. This logo is made to be readable at all sizes.



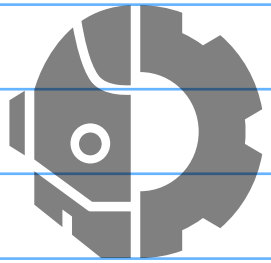


The main studio logotype containing the icon + text.

The logo and text should have enough breathing space to be readable. It should not be used in small sizes.

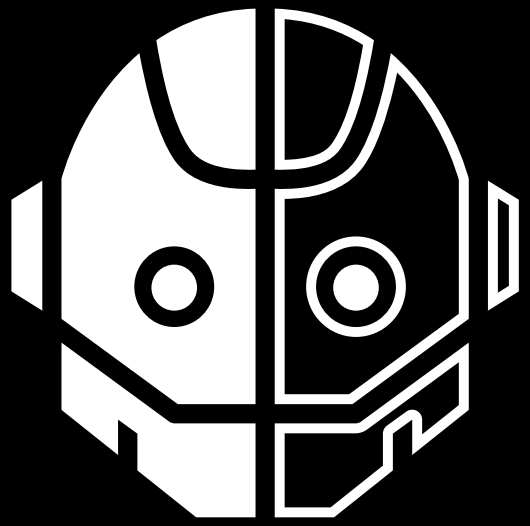


TWO ROBOTS STUDIOS

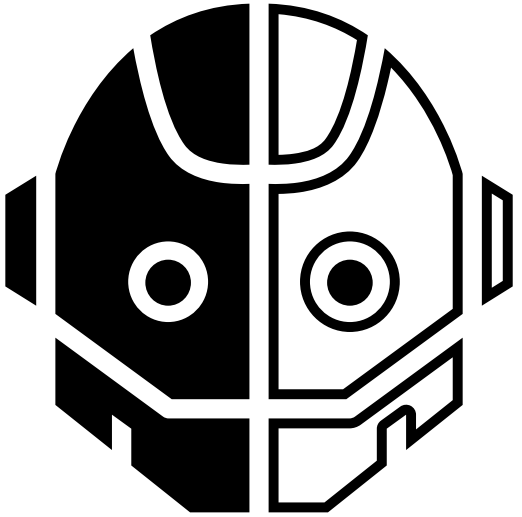


TWO ROBOTS STUDIOS

GAME LOGO MARK (ICON)



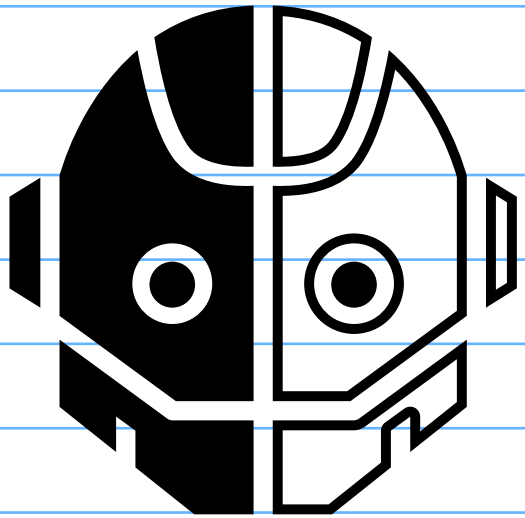
POSITIVE



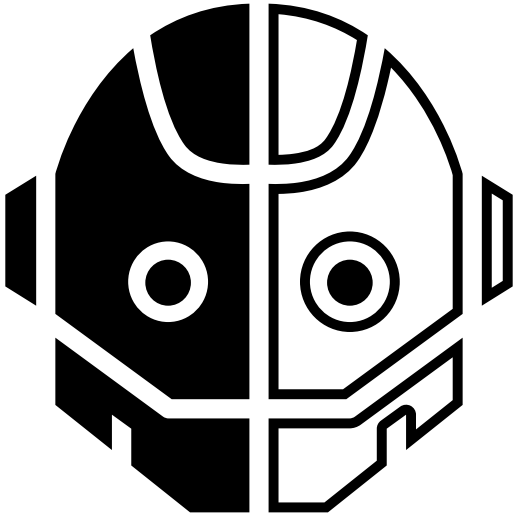
NEGATIVE

The main game icon and logo.

Created to relate the name of the game while also being connected to the name and logo of the company.



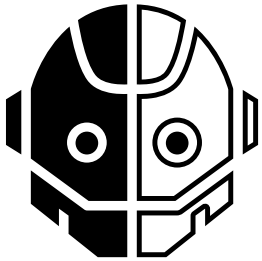
TWO ROBOTS
UNLEASHED



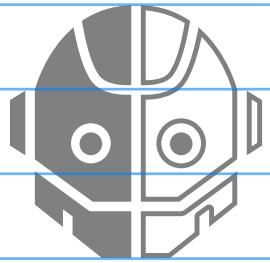
TWO ROBOTS
UNLEASHED

The main game logotype containing the icon + text.

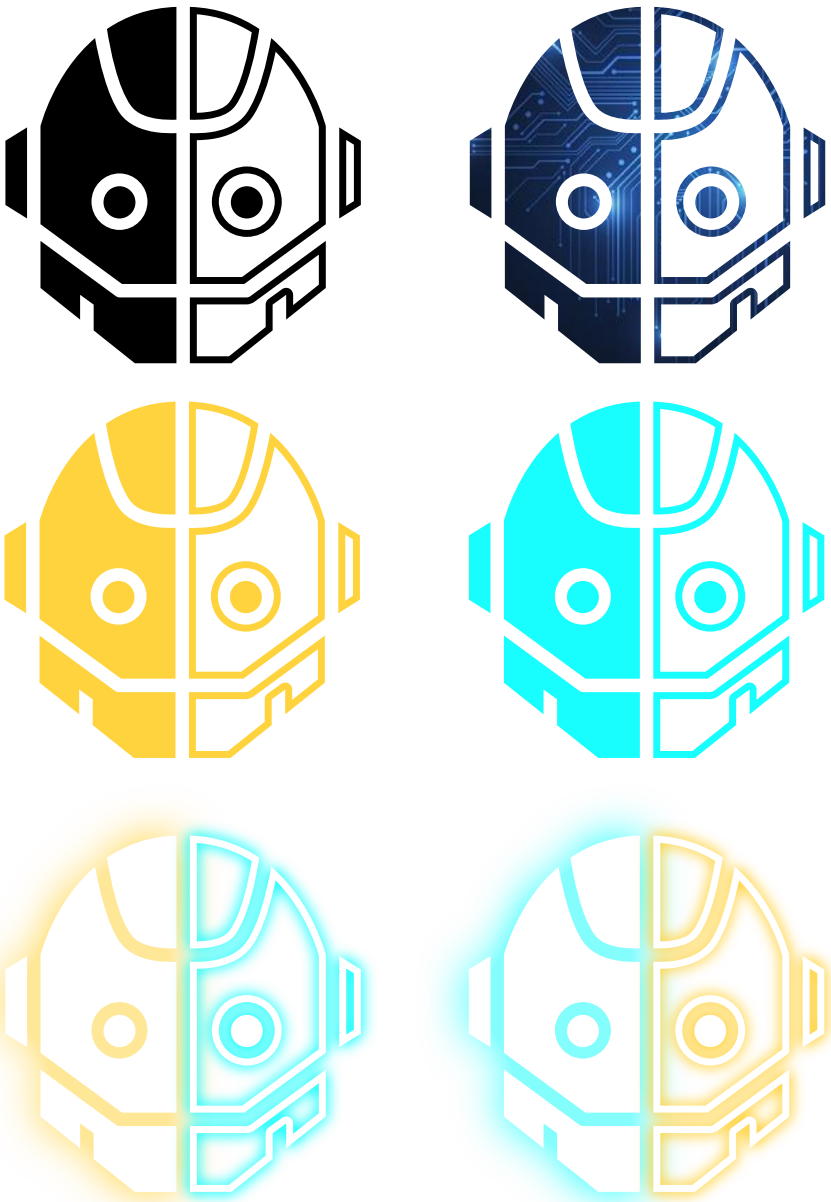
The logo and text should have enough breathing space to be readable. It should not be used in small sizes.

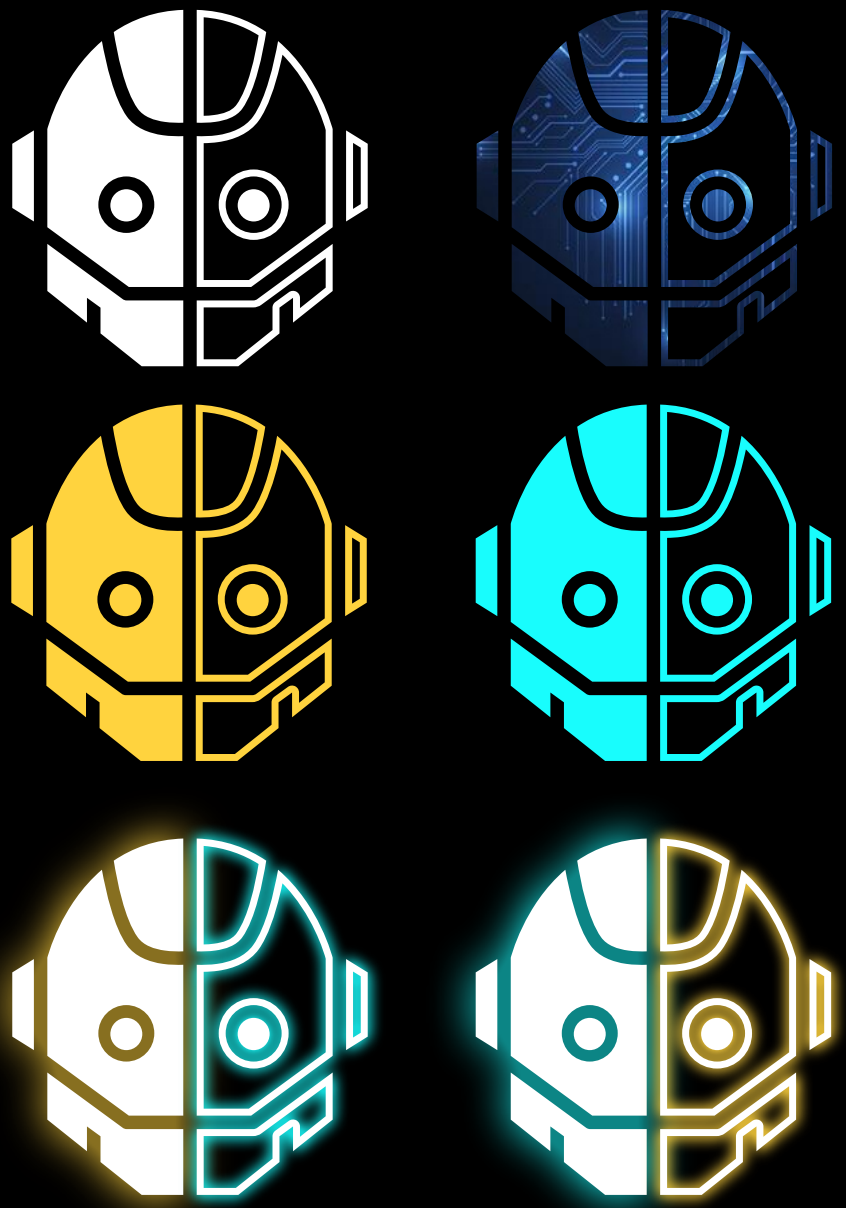


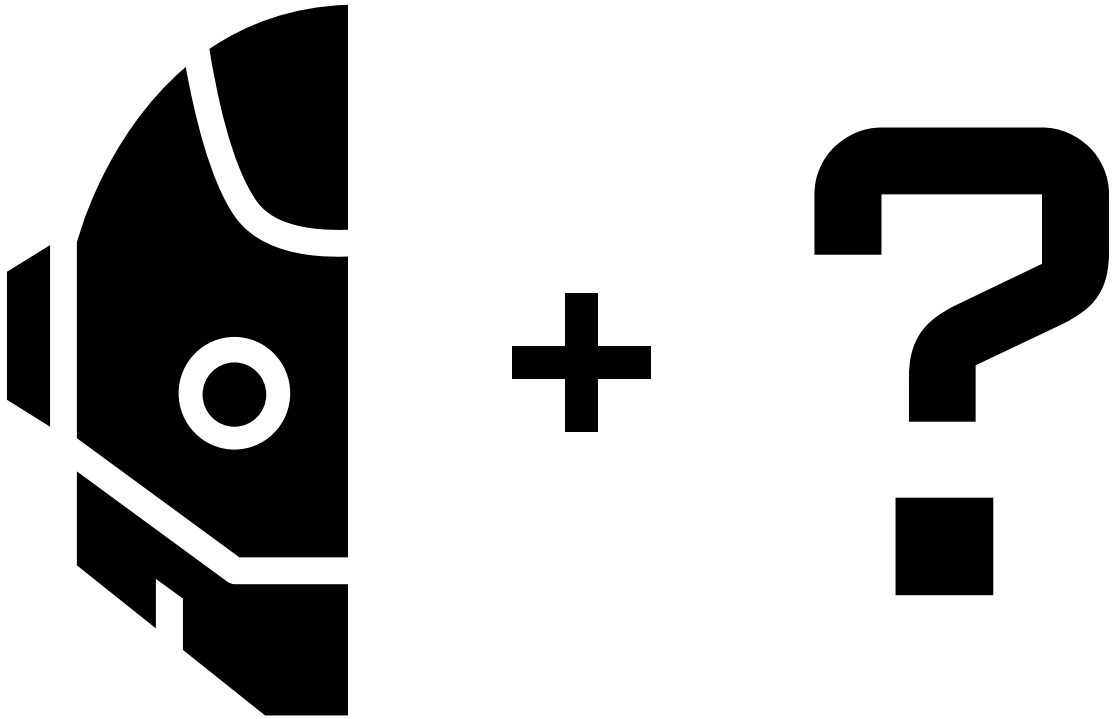
TWO ROBOTS UNLEASHED



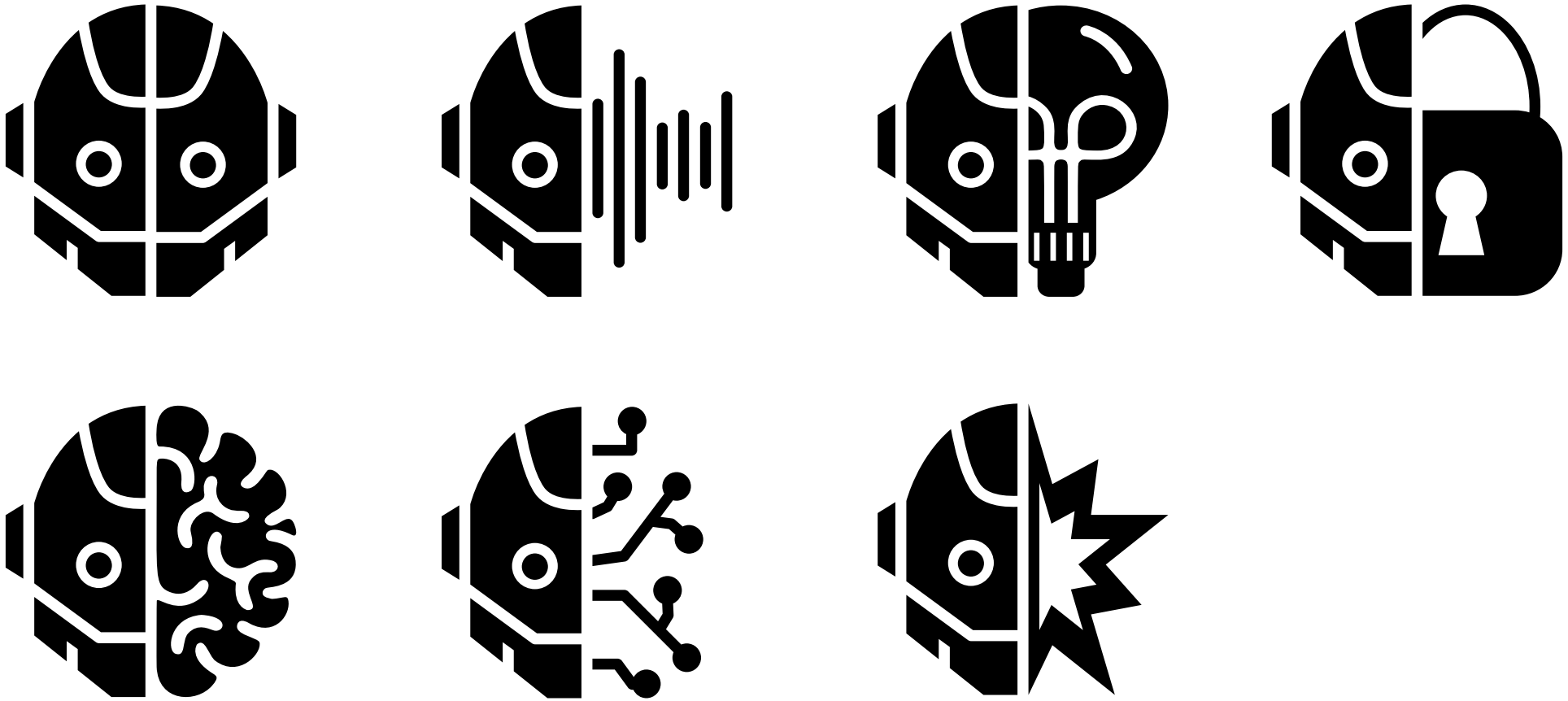
TWO ROBOTS UNLEASHED







The Robot head represents the brand itself, and can be highly versatile when combined with another icon for the second half. This reinforces brand recognition and connects all current and future products of the company.



MAIN FONT

ALDRICH FONT

Aldrich is the main font for the brand, most text and titles should be written using this font in different sizes to achieve hierarchy.

This font makes the brand feel modern but also retro at the same time. It has the vibe the brand is looking for and is also the main font used in the video game.

SIDE FONT

VOLLKORN SC FONT

Vollkorn will be used as a secondary font for text that needs to feel classy and old.

It is the main font used in books found in the main game and evokes elegance and luxury but also antiqueness.

SUPPORT FONT

INTER FONT

In case some text needs to be a "default" or "common" typeface, Inter font should be used.

It should never be used to showcase branded content that needs to feel connected to the brand, but for "details" or long paragraphs of text that need to be really legible for any audience.

BRANDING COLORS (MAIN)

#18FDFD

#FFD33E

#00062D

GAME COLORS (SECONDARY)

UTILITY COLORS

#FF3A3A

#00FF00

#FF8400

#FFFFFF

#000000

SOCIAL MEDIA (MOCKUP)

TWO ROBOTS STUDIOS
GAME
UNIVERSE
ORIGINS
COMMUNITY
SHOP
MORE
0
0
EN
TWO ROBOTS: UNLEASHED
The future of fair competition
"In an unfair world, here every match is a fair fight."
Fairness in progression
COMPETITIVE DECKBUILDER
TWO ROBOTS
UNLEASHED
AI balanced competitive deckbuilder with weekly tournaments.
PLAY FREE ON STEAM

COLLECTOR'S EDITION (MOCKUP)

TWO ROBOTS
STUDIOS