



CONTENTS

1.1	Introduction	2
1.2	Imagery and visual style	3
1.3	Tone of voice and messaging	4
2.1	Logomark	6
2.2	Logotype	7
2.3	Duel Arena Logo	8
2.4	General logo Usage Guidelines	9
3.1	Fonts	11
3.2	Recommended usage in banners	12
4.1	Cambria Colors	14

INTRODUCTION

Cambria is an **experimental MMO** with **real stakes** and **onchain** significance, a game where skilling, PvP, PvE, trading, politics, banditry, and exploration all have their place across a complex digital economy driven by risk & reward.

Play your own specialized role in a high-stakes competition for sovereign territory and limited resources, set in a medieval fantasy universe inspired by oldschool MMOs like **Runescape** and **Ultima Online**.

If you have questions or need additional assets, contact us at

ben@cambria.gg or **1ogic@cambria.gg**



IMAGERY AND VISUAL STYLE

Style: Pixel art inspired by classic MMOs (e.g., Runescape). Use medieval fantasy elements like swords, castles, gold piles, and blockchain icons (e.g., chains, wallets).

Do's: Incorporate game screenshots, character sprites, or onchain asset visuals. Ensure images are high-res (300 DPI for print).

Don'ts: No realistic photos; avoid clutter, keep compositions simple and thematic.



STONE OF VOICE AND MESSAGING

Tone: Adventurous, bold, community-focused. Emphasize risk, reward, and degen culture without being overly salesy.

Key Phrases:

- "Risk-to-Earn"
- "Battle for onchain sovereignty."
- "Join the Gold Rush."

Guidelines: Keep messaging concise and exciting.

Avoid: Overly formal language; no misleading claims about earnings.

Cambria emphasizes **high-stakes competition, community-driven economies, and degen-native experiences** powered by Abstract and Ronin.



LOGO

- 2.1 Logomark
- 2.2 Logotype
- 2.3 Duel Arena Logo

LOGOMARK

The Cambria logomark is a pixel-art representation of a pile of gold coins, symbolizing wealth, risk, and reward in our game world.

A cluster of four pixelated gold ingots/coins stacked asymmetrically on a transparent or black background.

QUICK GUIDE

- Use logo in full color
- Use the full-color logo on dark backgrounds for maximum impact.



TEXT LOGO

Cambria text logo.
Wordmark surrounded by golden chains.

QUICK GUIDE

- Use logo in full color
- Use the full-color logo on dark backgrounds for maximum impact.
- On image full logo with thick border is preferred
- When possible use slight glow spot around it



DUEL ARENA LOGO

Flaming sword, with pile of coins behind it - combined with pixelated wordmark on the left side.

QUICK GUIDE

- Use logo in full color
- Use the full-color logo on dark backgrounds for maximum impact.
- When using on light background use the version with black background



GENERAL LOGO USAGE GUIDELINES

USAGE GUIDELINES

Do's:

- Use the full-color logo on dark backgrounds for maximum impact.
- Maintain a minimum size of 1 inch (print) or 100px (digital) to preserve pixel details.
- Surround the logo with clear space equal to half the logo's height on all sides.
- Pair with our tagline: "Risk-to-Earn MMO" in promotional materials.

Don'ts:

- Do not stretch, distort, or rotate the logo.
- Avoid placing on busy backgrounds that obscure pixel details.
- Do not recolor the logo without approval (e.g., no rainbow effects).
- Do not use outdated versions; always reference the latest from our resources.

TYPEFACE

3.1 Fonts

3.2 Recommended usage in banners

TYPEFACE

Hader

Germania One

Sub caption
Semi-Bold

Inter

Secondary
Regular

Inter

Regular - Smaller than sub-caption

Pixel Font
(Optional)

Determination Mono (or any retro pixel font like Press Start 2P).

EXAMPLES

GERMANIA ONE
SUBCAPTION

TITLE ONE
ADDITIONAL INFO
GERMANIA ONE

Inter
Germania One

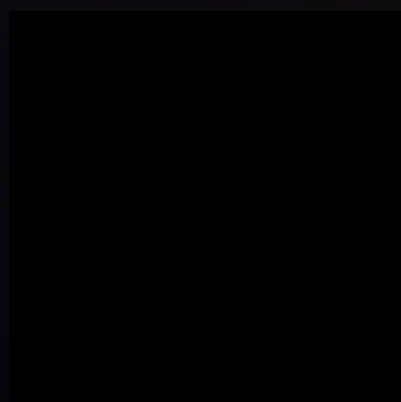
Inter
Germania One

COLORS

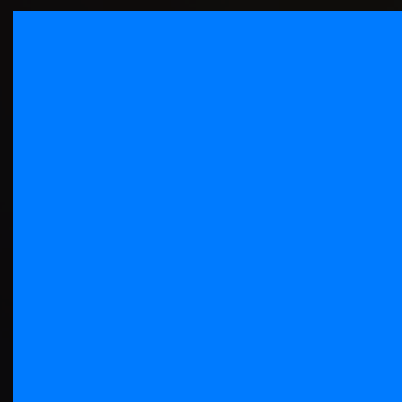
4.1 Cambria Colors

COLORS

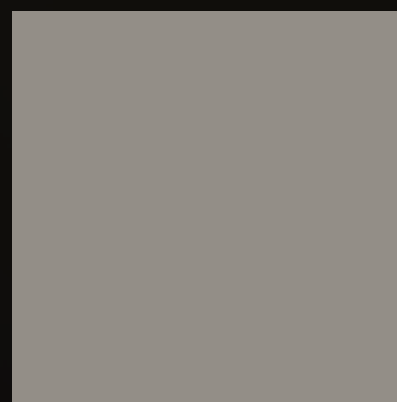
Cambria's colors draw from medieval fantasy and blockchain themes: rich golds for reward, deep blacks for mystery, and accents for energy.



#000000
Deep Black



#007BFF
Chain Blue



#938E88
Warm Grey



#FFFFFF
White



#F8A613
Primary Gold



#C8102E
Fantasy Red



If you have questions or need additional assets, contact us at

ben@cambria.gg or 1ogic@cambria.gg