



~~PAPER~~ **AR**
FOOTBALL

4

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Between the Numbers:

A Design Guide

5

0

Fonts:

Title Card:

SCRIPTORAMA MARKDOWN

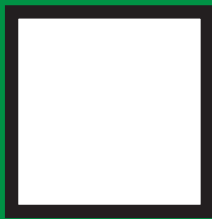
**LOREM IPSUM DOLOR SIT AMET, CONSECTETUR
ADIPISCING
ELIT. ALIQUAM A ARCU VITAE NUNC PRETIUM
VARIUS.**

Body Text:

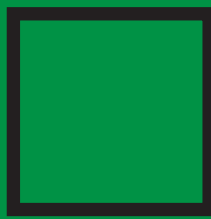
Paralucen Medium

Lorem ipsum dolor sit amet, consectetur
adipiscing
elit. Aliquam a arcu vitae nunc pretium
varius.

Colors:



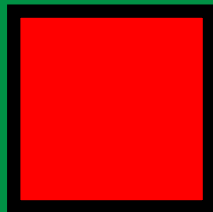
#000000



#009245



#613c0e



#ff0000



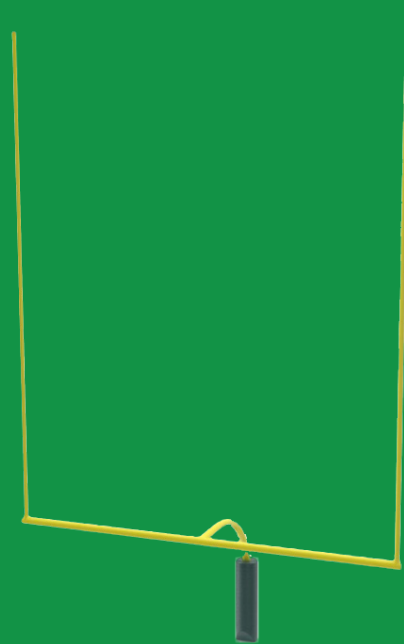
#00385f

Logos:

~~PAPER~~ **AR**
FOOTBALL



Assets:



Rationale:

While creating our brand's design, we kept in mind our younger target audience. Our color scheme directly reflects the game of football, mixing a deep green with a supplemental white and brown.

The font used in our logo is Scriptorama Markdown, a handwritten script emphasizing the schoolroom origins of the game of paper football. We matched that with a much easier to read, and more contemporary Paralucet for our in-game buttons and text. Our secondary logo and app icon reflects values of the PFL (Paper Football League). It is also a direct parody of the NFL logo.

Our 3D assets include a paper football, made using 3D modeling softwares Vectary and Blender, which dons the classic texture of notebook paper, keeping in line with the grade-school feel of the branding.