



Fireflies



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Credits

Executive

Dene Grigar, *Director*

Quid Melton, *Project Manager*

Holly Slocum, *Art Director*

Greg Philbrook, *Technical Director*

Andrew Thompson, *Game Consultant*

Andrew Truax, *3D Modeler & Animator*



Game Development

Tristan Mattole, *Game Development Lead*

Joel Waite, *Game Developer*

Maddy Gilchrist, *Game Developer*

Cassandra Hoeft, *3D Modeler*

Motion Graphics

Sasha Sabic, *Video Lead*

Sam Barclay, *Videographer & Editor*

Callum Robinson, *Videographer & Animator*

Kaden Callaham, *Videographer*

Web Development

Quinn Carrick, *Web Development Lead & Game Developer*

Gianella Singhose, *Front End Web Developer & UX/UI Designer*

Sound

Quincy Harris, *Sound Designer & Videographer & Editor*

Multimedia Design

Martha Rodriguez, *Design Lead*

Pamela Castro Jauregui, *Designer & 3D Modeler*

Brent Ocampo, *Designer & Concept Artist*

Lika Tanaka, *UX/UI Designer*

Social Media

Joseph Reyes-Hernandez, *Social Media Lead*

Kendall Knovak, *Social Media Lead & 3D Modeler*

Manuel Sanchez Moreno, *Social Media Specialist*

Olivia Haskett, *Social Media Specialist*

Hailey Betts, *Content Writer*

01 Messaging

A large, stylized blue spiral graphic on the right side of the slide, composed of several concentric, overlapping loops that create a sense of depth and movement. The spiral is rendered in a dark blue color against a black background.

Messaging Guidelines

Fireflies is a vertical slice of a 3D stealth puzzle-adventure game set within a whimsical, dark cavern environment where light is both a tool and a risk.

Referring to Fireflies: Light in the Darkness

a. The title of the game is “Fireflies” or “Fireflies: Be the Light in the Darkness”.

The title should always be in title case.

b. It should always be referred to as a “puzzle adventure game”, “environmental puzzle-adventure game”, “immersive player-driven environmental puzzle game”, “immersive stealth based adventure game”.

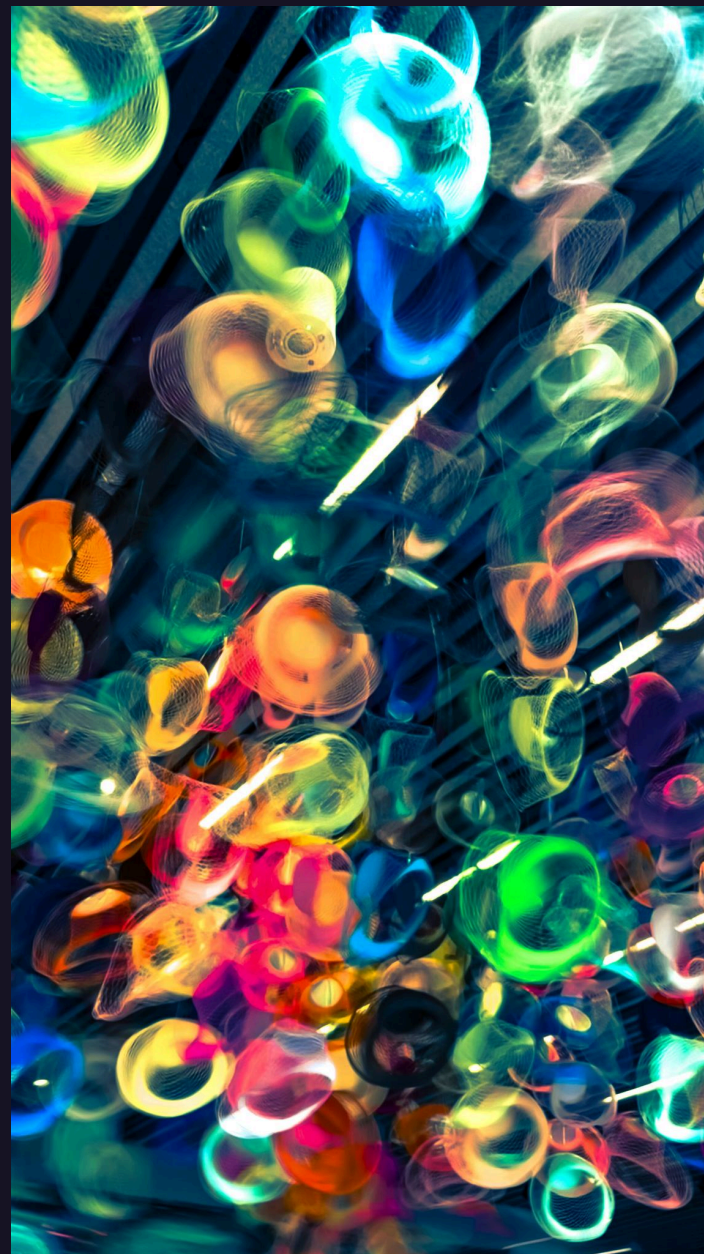
c. In written communications relating to the game, the title is always italicized in print documents. Quotation marks are only used in digital settings where italics are not possible."



Naming Conventions

- a. Strict naming conventions must be followed for all assets to ensure consistency across production teams and all aspects of the game.
- b. The following naming conventions shall always be observed:
 - i. No capitalization will be used in any portion of the file name, unless executed by the game engine.
 - ii. No underscores will be used in any portion of the file name, unless executed by the game engine.
 - iii. Images used in any spaces should be .jpg files unless transparency is required.
 - iv. Image files should be written as .jpg files, not .JPG or .jpeg, and must follow additional production guidelines.
 - v. .Gifs should only be exported as .gif files and must follow additional production guidelines.
 - vi. Videos should only be exported as .mp4 files and must follow additional production guidelines.
 - vii. Interactive 3D models should only be exported as FBX files and must follow additional production guidelines, unless another format is required by the game engine. 3D models going into the game engine should be named by filetype, such as SM_Glove.FBX (“Static Mesh”, “Asset Name,” “.File Extension”). Utilize camel case and underscores in naming convention.
- c. Files shall be named using the following formula: <asset description>-<asset format>.<file extension> unless otherwise noted.
 - i. Example 1: trailer-video.mp4
 - ii. Example 2: dashboard-image.png

Moodboard



02 Logo





Logo



The glow logo is used exclusively on the Shadow Abyss background. The flat color logo is available for contexts where a simplified version is preferred. Black and white versions are available for single-color or print applications.

Logomark



The glow logomark is used exclusively on the Shadow Abyss background. The flat color logomark is used as a web icon, where a lighter presence is needed alongside text. The white version is used for other dark background applications.

03 Colors



Primary Color Palette



#09080F

#0F0D19

#161424

#3A3850

#6A6890

#B7B3E6

Shadow Abyss
#161424



#12351B

#1C4D29

#276938

#4E9A5F

#8FC69A

#C3E8CB

Cavern Moss
#276938



#1A5A62

#2B808A

#3FACB9

#6FCBD6

#A6E2E9

#E0F8FA

Lumin Tide
#3FACB9



#2F3180

#4E50B8

#7779F1

#A3A5F7

#C9CBFB

#ECECFF

Veil Violet
#7779F1



#C6921F

#E0A72A

#F6B832

#F9CF6B

#FCE6A6

#FFF6DC

Firefly Gold
#F6B832



Secondary & Tertiary Color Palette

Secondary

Rooted Clay #69392C	Deep Fern #67A364	Hollow Current #2C5D69	Warm Ash #C5B898
#3B1E16	#3B643A	#18353D	#8A7F63
#522A20	#4E824C	#224A54	#A89D7C
#69392C	#67A364	#2C5D69	#C5B898
#8C5C4E	#8FC18C	#4A7884	#D6CCB2
#A97466	#C2E0BF	#6A98A3	#E5DDC8
#C39A8F	#E6F2E4	#9FC0C8	#F2EDE0

Tertiary

Pale Frost #B2F1FB	Vital Charge #C3DD00	Ember Flare #CE2513
#6FD6E3	#6F7F00	#75150B
#8FE2EC	#97AD00	#A41D0F
#B2F1FB	#C3DD00	#CE2513
#C9F5FC	#D3E73D	#E14A3A
#DDF8FD	#E0EF73	#EC7468
#EDFDFE	#EEF6A8	#F5A8A1

04 Typography





Typography

Headings & Callouts

Zain

bold

H1 Heading

H2 Heading

H3 Heading

H4 Heading

H5 Heading

H6 Heading

Usage Notes

Zain is used for headings and call outs. Its distinct character adds presence and energy that help key messages to stand out.

Body Text & In Game Text

Gantari

regular

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Usage Notes

Gantari serves as our primary body typeface. With its wide range of weights and variations, it gives us flexibility across marketing, UI, and in-game text.



05 Game Development

Tech Stack

Game Engine & Platform

Unreal Engine 5.1
Perforce



3D Modeling

Autodesk Maya Substance 3D Painter
Blender Inkscape
Photopea



Animation

Blender
Adobe After Effects

Video

Adobe Premier Pro
Adobe Media Encoder



Sound

Adobe Audition

Design

Adobe Illustrator Figma
Adobe Photoshop Clip Studio Paint



06 Player Experience



Game Structure

Explore

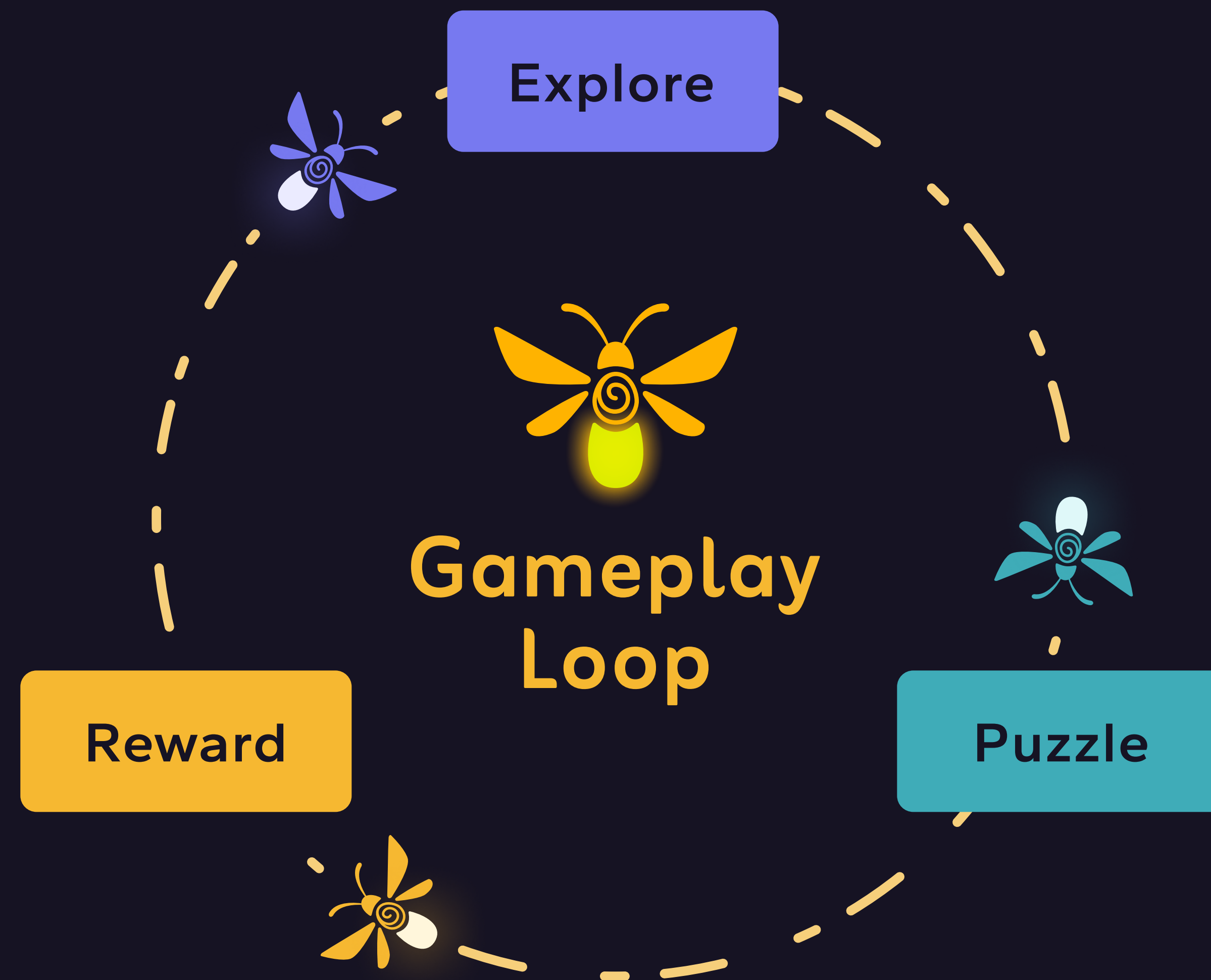
Players explore a cavern with an environmental puzzle. Secrets await around every corner and in every crevasse. Find new fireflies, learn how their abilities work, observe enemy patterns, and uncover the gripping narrative waiting to be found.

Puzzle

Each firefly has its own unique ability to help the player to explore and to outsmart the enemies. Both passive and active effects aid in finding a solution to the puzzle presented. There is no 'right' way to move forward.

Reward

The Lumin Artifact is the end goal of each level. Every artifact moves the player further in their mission to restore the Pillar of Life and to revitalize the Kingdom of Auren. This is the conclusion to an experience full of fun and danger in equal measure.



Interaction Design



Exploration and knowledge empowers the player with the knowledge they need to know what to do in a given situation. Each puzzle is not limited to a set group of actions, but rather encourages the use of multiple creative solutions.

Fireflies are designed to assist stealth-first play by offering defensive, informational, and environmental tools. They are not just abilities, but companions to make the long journey of bringing light back to Auren a little less lonely.

Grounded and Rewarding Interactions

The player is motivated by a intricate world that is both beautiful and dangerous. This push-and-pull of discovery and suspense forces the player to brave the darkness and seek untold secrets.

Being small is hard, so head-on fighting in a big world is never an option. The player must use their environment, their firefly companions, and their mind to counteract the disadvantage of their size.



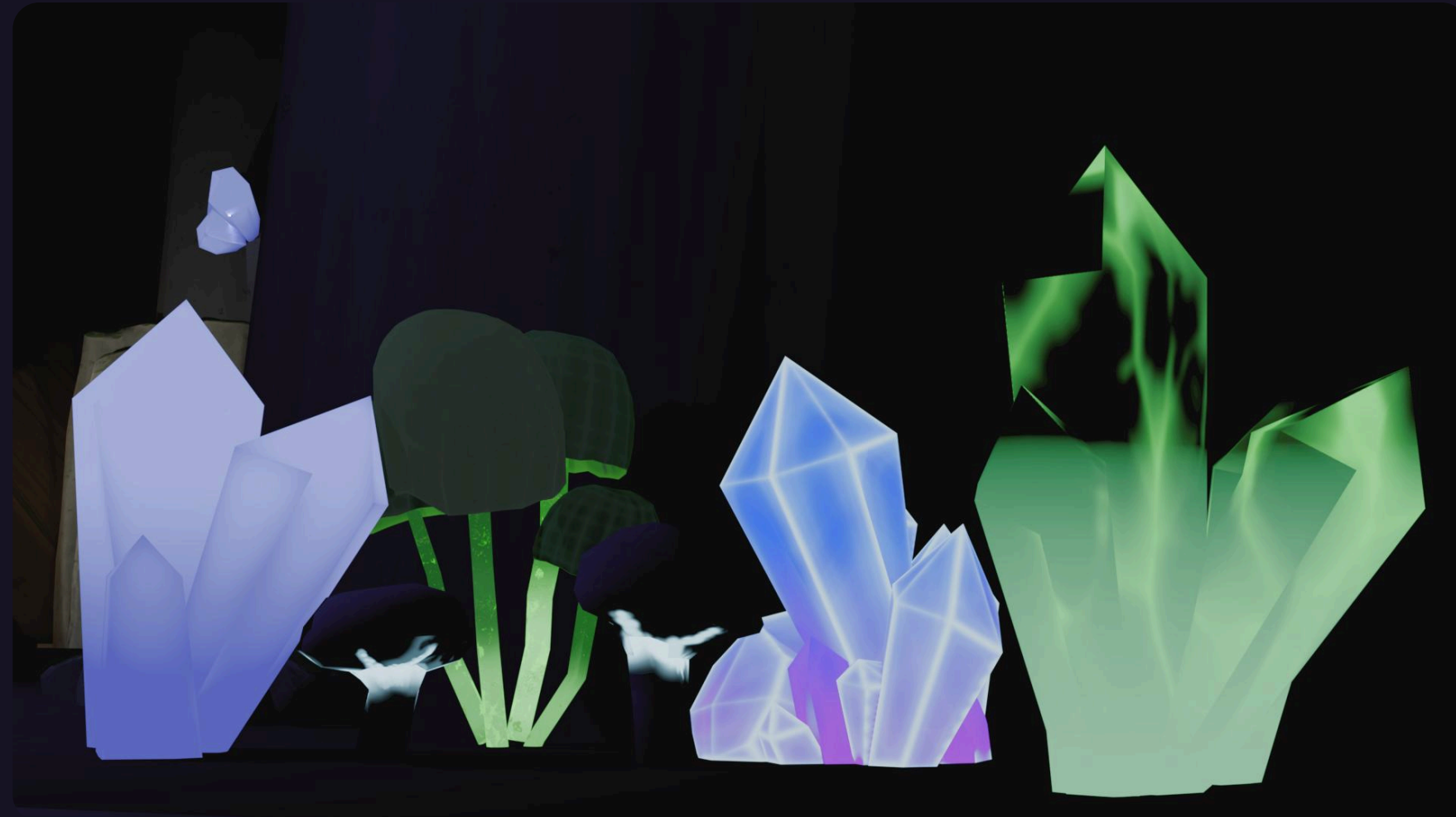
Gameplay Visuals



Scout Visuals



Environment Visuals



Puzzle

-  Flarefly
-  Zapfly
-  Nightlight
-  Mole
-  Gecko
-  Gecko Pressure Plate
-  Lumin Artifact
-  Grapple
-  Zapfly Silkstrand



07 Shape Language



Shape Language



Soft glows and deep shadows cast the world into battle between light and dark, the natural order of the world. Organic silhouettes, curves and spirals grant a soft, welcoming experience to a land, fraught with danger around every turn, forcing players to confront the dark to save the light.

Organic Curves & Natural Forms

Whimsy and cuteness are a major part of the Fireflies experience, so everything is done with those core descriptions as the foundation. In addition, the fluid movement between the fireflies, the moles, the geckos, the Lumin artifacts, and Scout invoke the feeling of connection.

The fluidity is not just in the character, creatures, and items, but also is reflected in the fonts and logo designed for the game. Rounded edges that flow into the next like script.



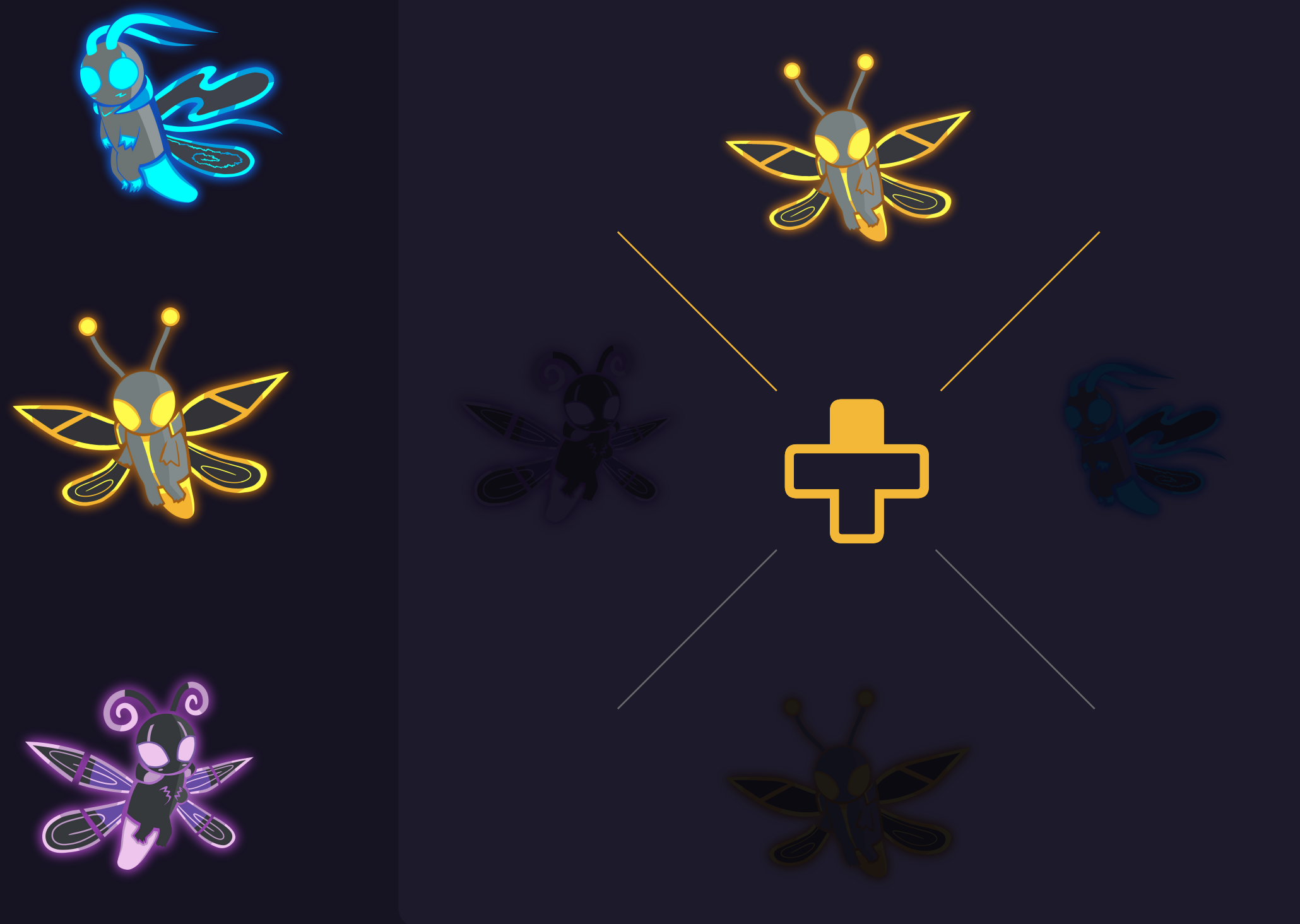
08 UI Elements

A large, stylized blue spiral graphic is positioned on the right side of the slide. It consists of several concentric, overlapping loops that spiral inward from the top right towards the center. The color is a muted, dark blue, and the lines are thick and smooth.

UI Elements

Firefly Selection UI

- Ⓒ Depending on the firefly selected, the Firefly Selection UI will change color to match the selected firefly's color. (e.g., *Nightlight would highlight D-pad & accent lines with Veil Violet*)



UI elements should follow the established shape language, color usage, and visual tone of the game.

The secondary color palette should be used only to draw attention, for warnings, critical messages, or errors. Color alone may not be used to indicate function.

The tertiary color palette should be avoided entirely for UI elements.

Color blind and contrast testing must be completed to ensure imperative visual elements are visible to users with visual impairments.

Passive Ability



Text Panels

Zapfly - Ability Activation

Zapfly passively lets you grapple to any grapple points  you see by clicking 

Zapfly's main ability once activated, acts as a conduit between two areas which are based on the location of activation.

Next 

To Sprint:

Press 

To Jump:

Press 

- ③ The amount of content within will determine the sizing of textboxes.
- ③ Text boxes will be used for conveying dialogue and tutorial guides.

Color Use Within UI

Firefly Gold

- ③ Borders and lines of textboxes
- ③ Firefly Selection UI
 - Flare D-pad & Accent Lines
- ③ Menu Screen
 - Selector & Heading
- ③ Flare Passive Ability UI

Warm Ash Light

- ③ To be used as the default in-game text color with the exception of headers

Menu Screens

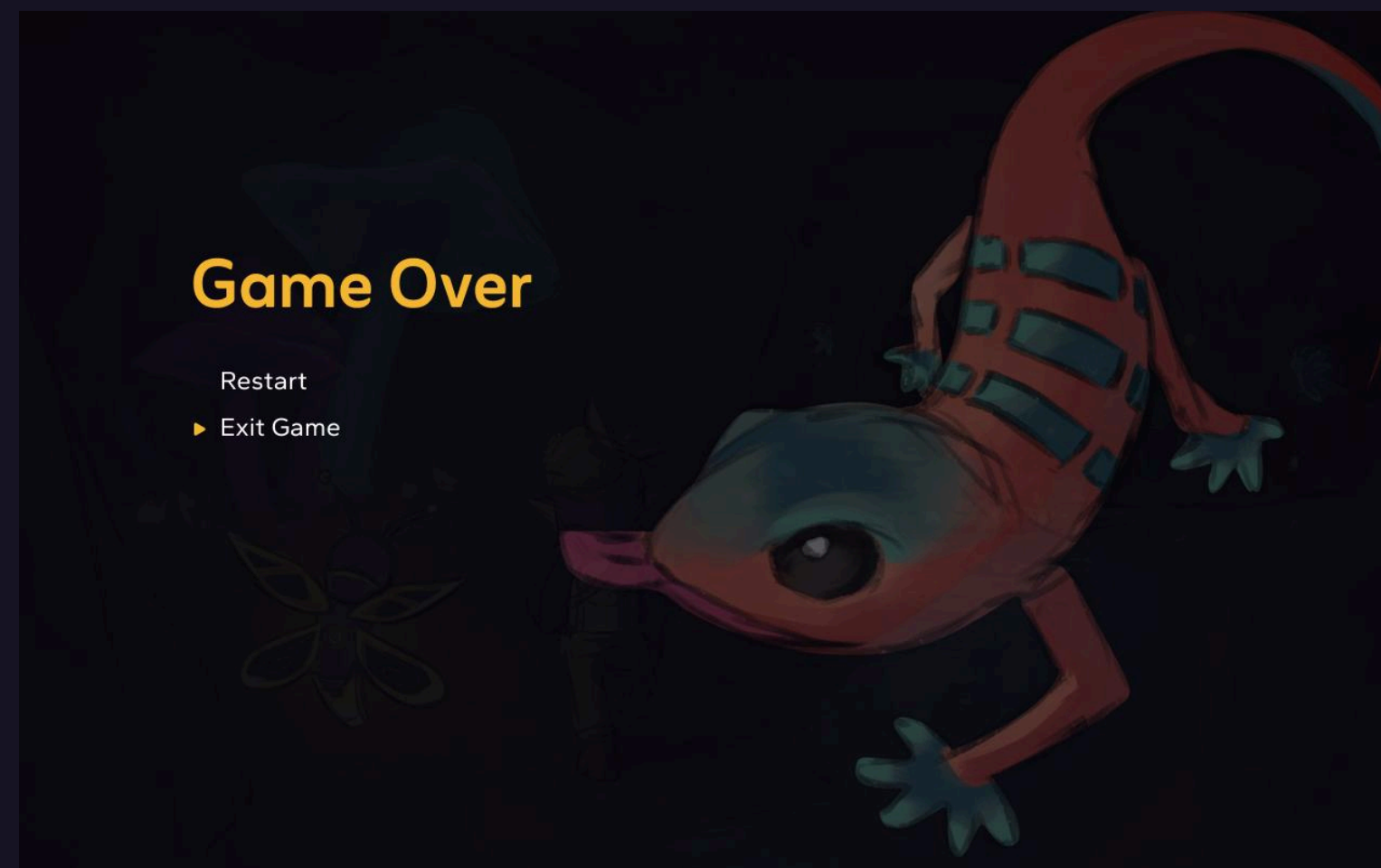


Quit Game Screen

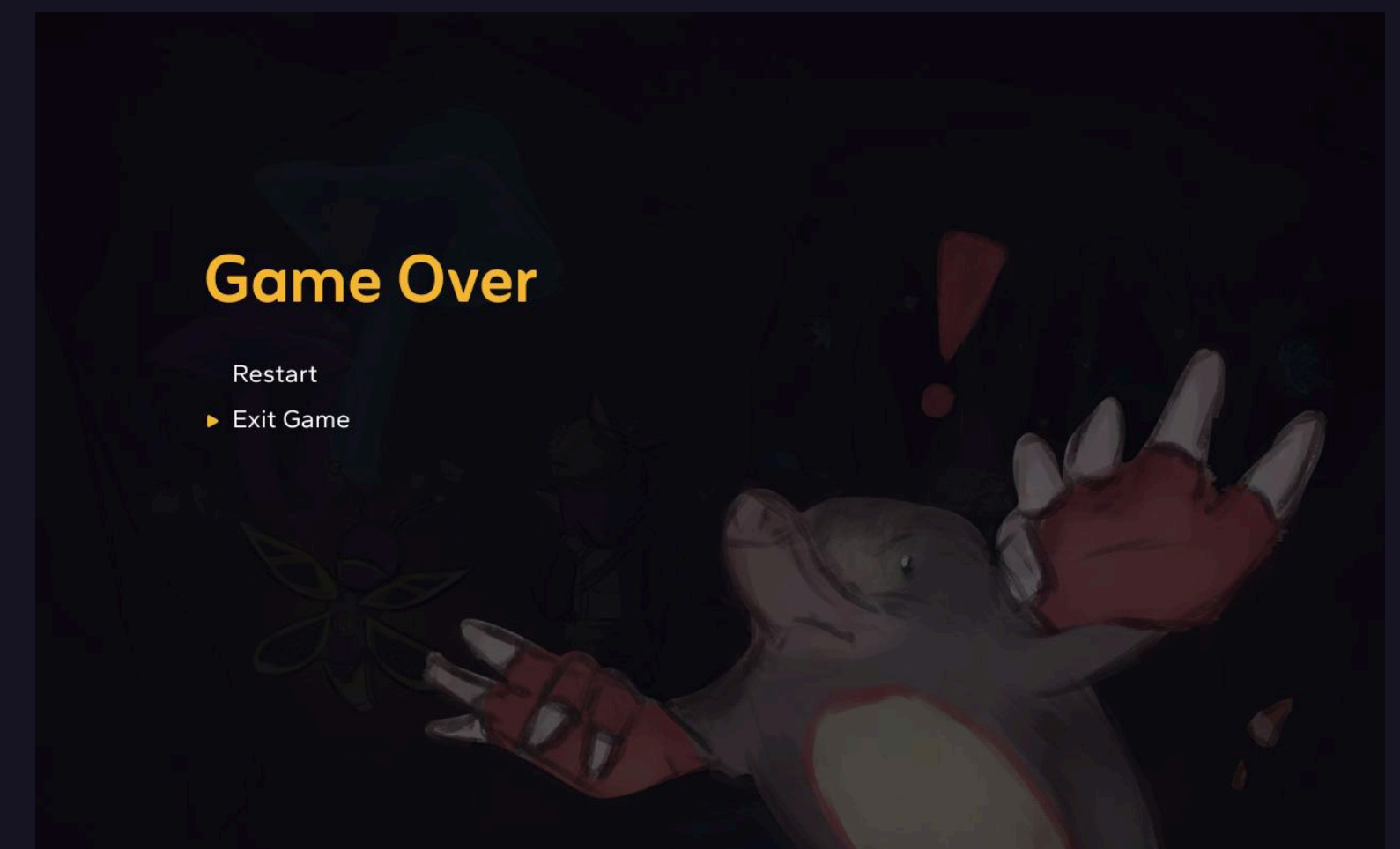
Screens will appear in accordance to game state or if player is exiting the game.

Menu Screens have lowered opacity of 95%

Character images have lowered opacity of 32%



Game Over Screen - *Gecko*



Game Over Screen - *Mole*

09 Narrative Imagery

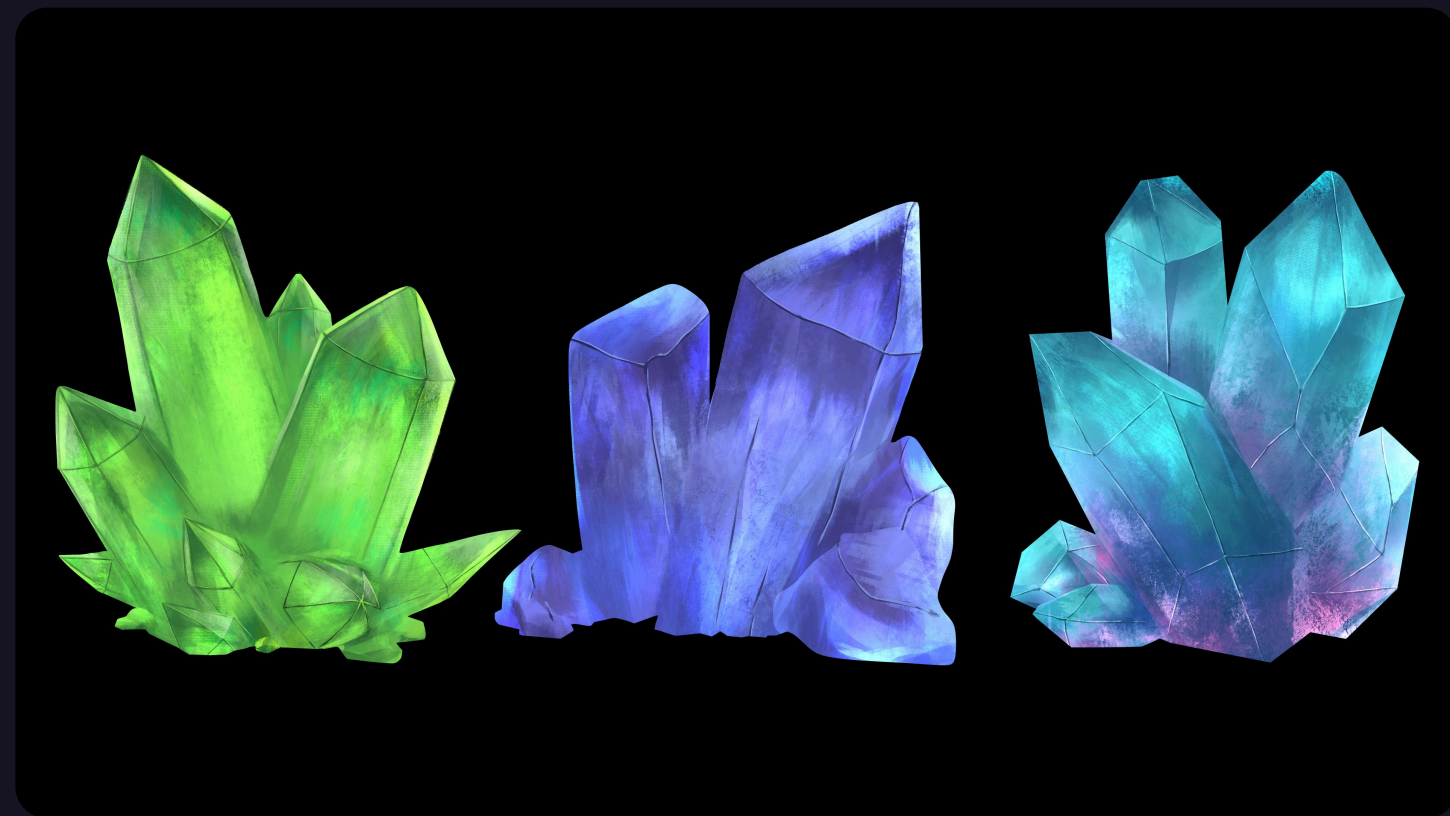


Concept Art - Scout

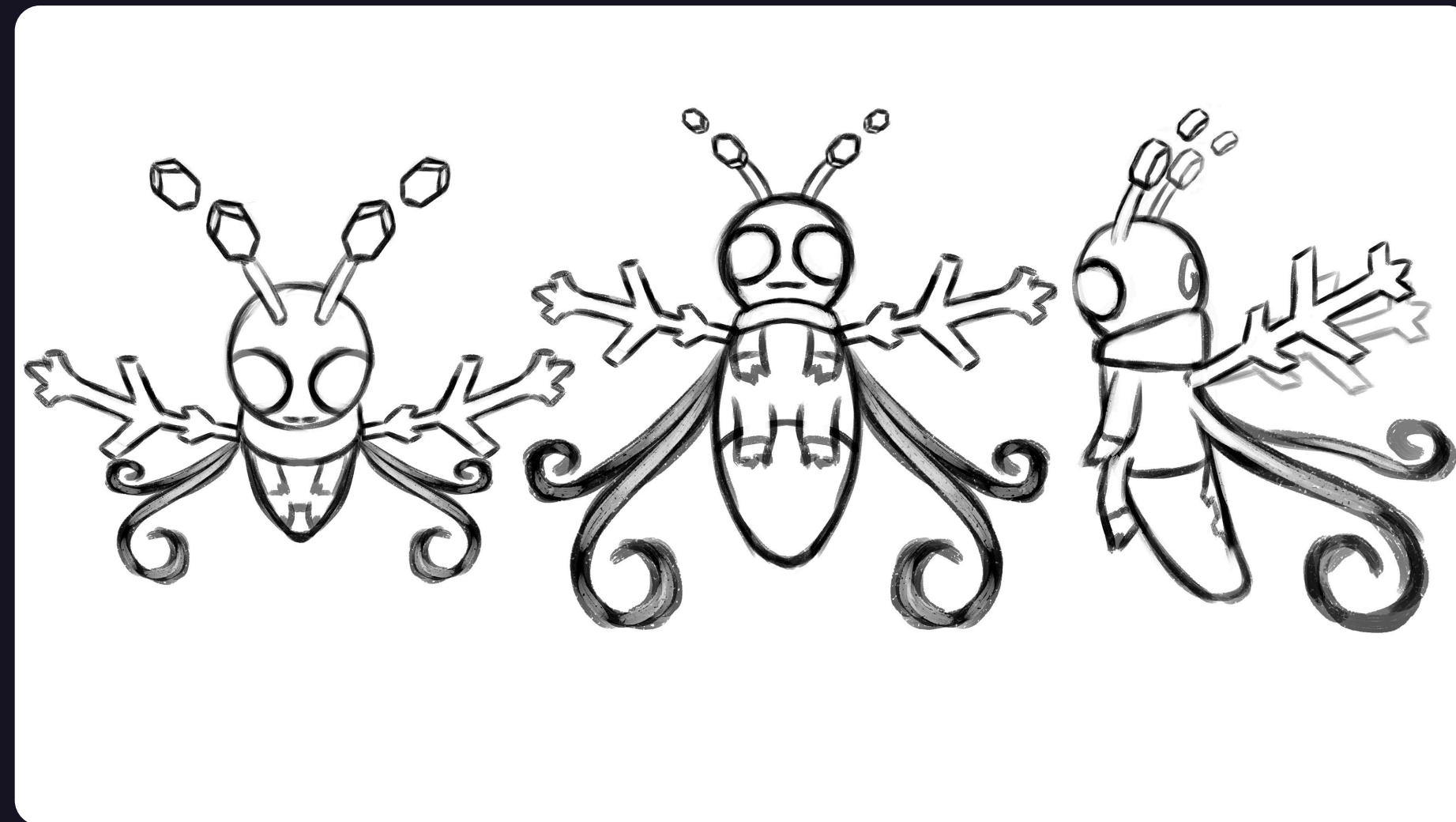
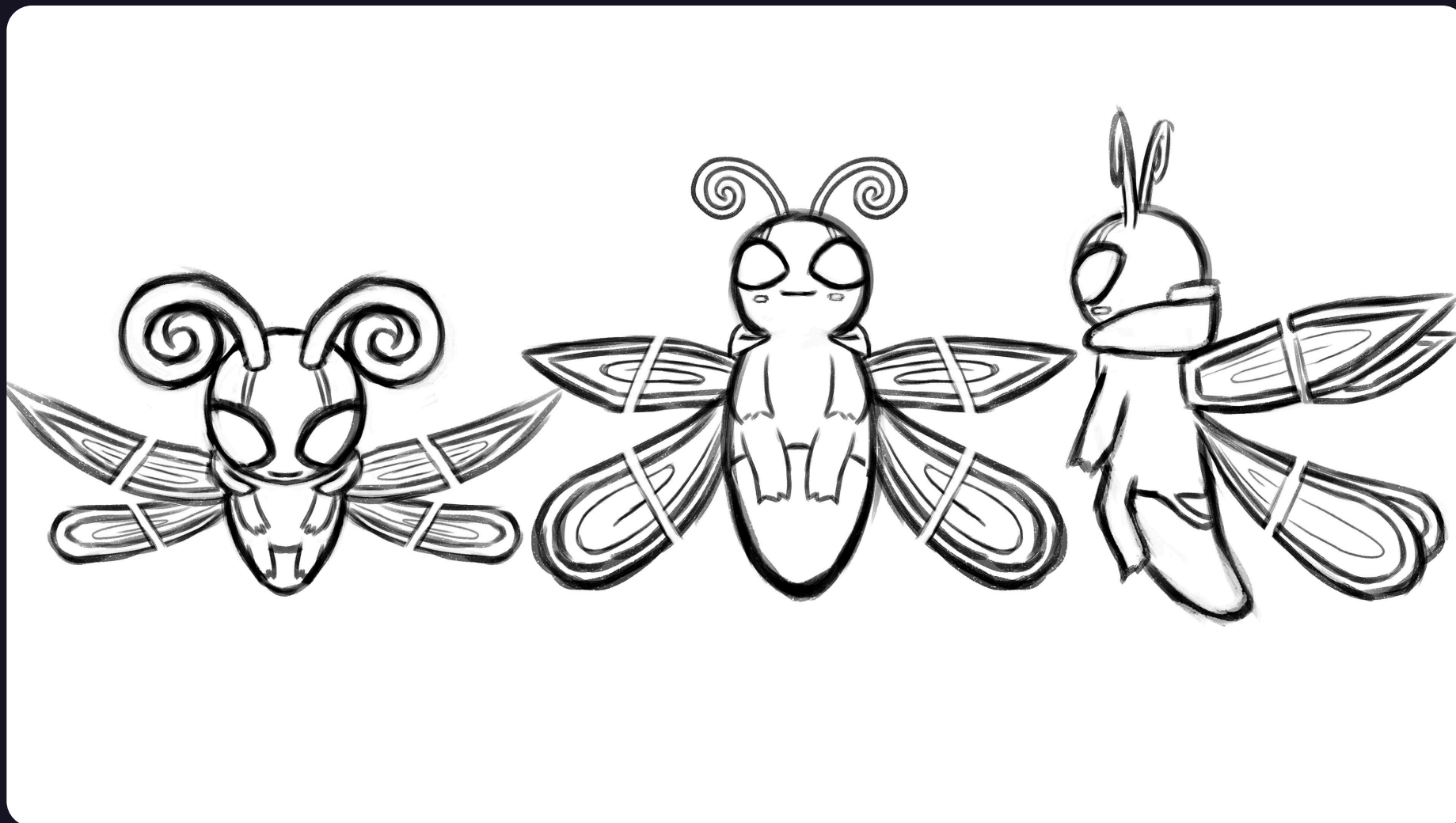
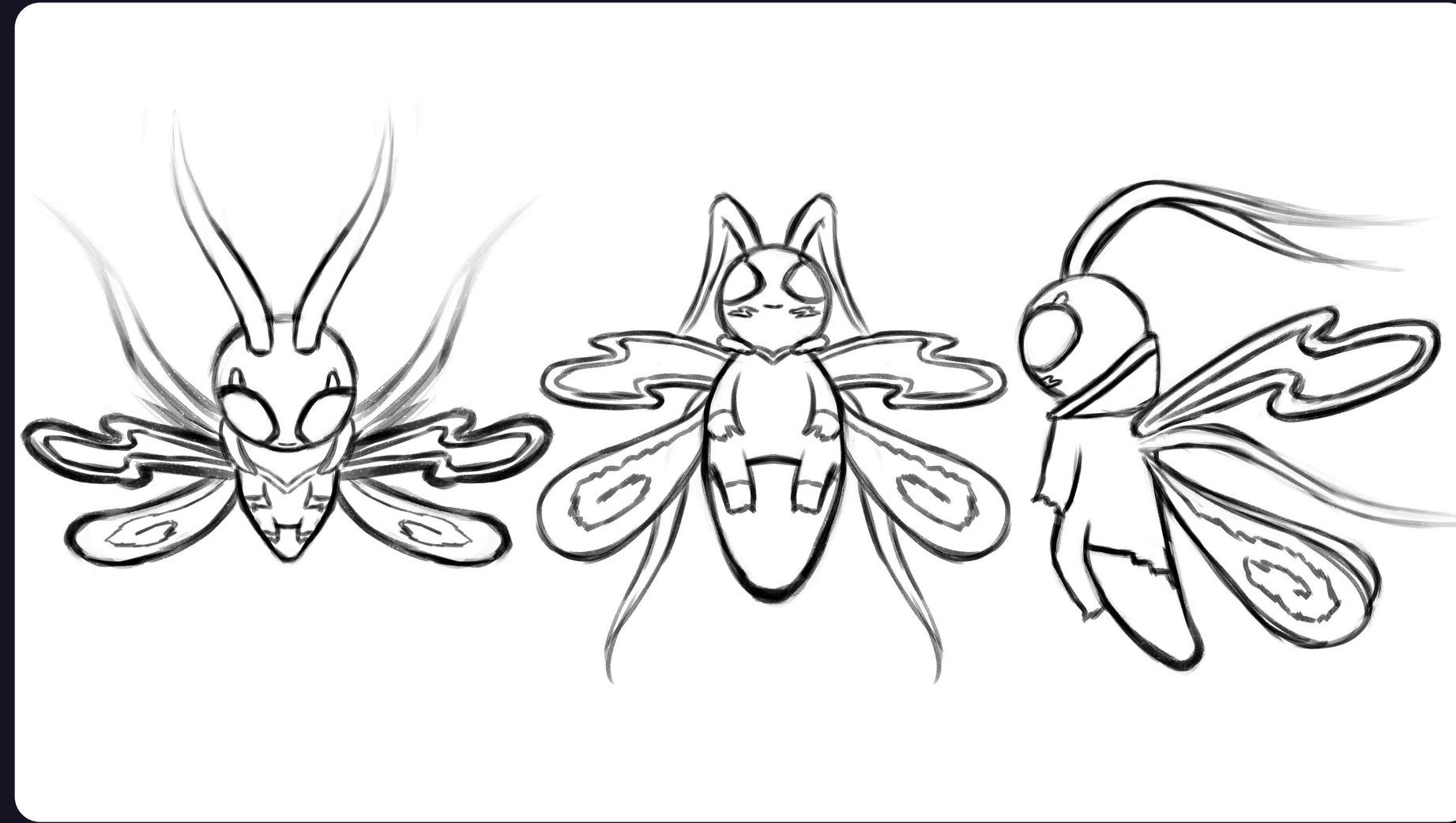
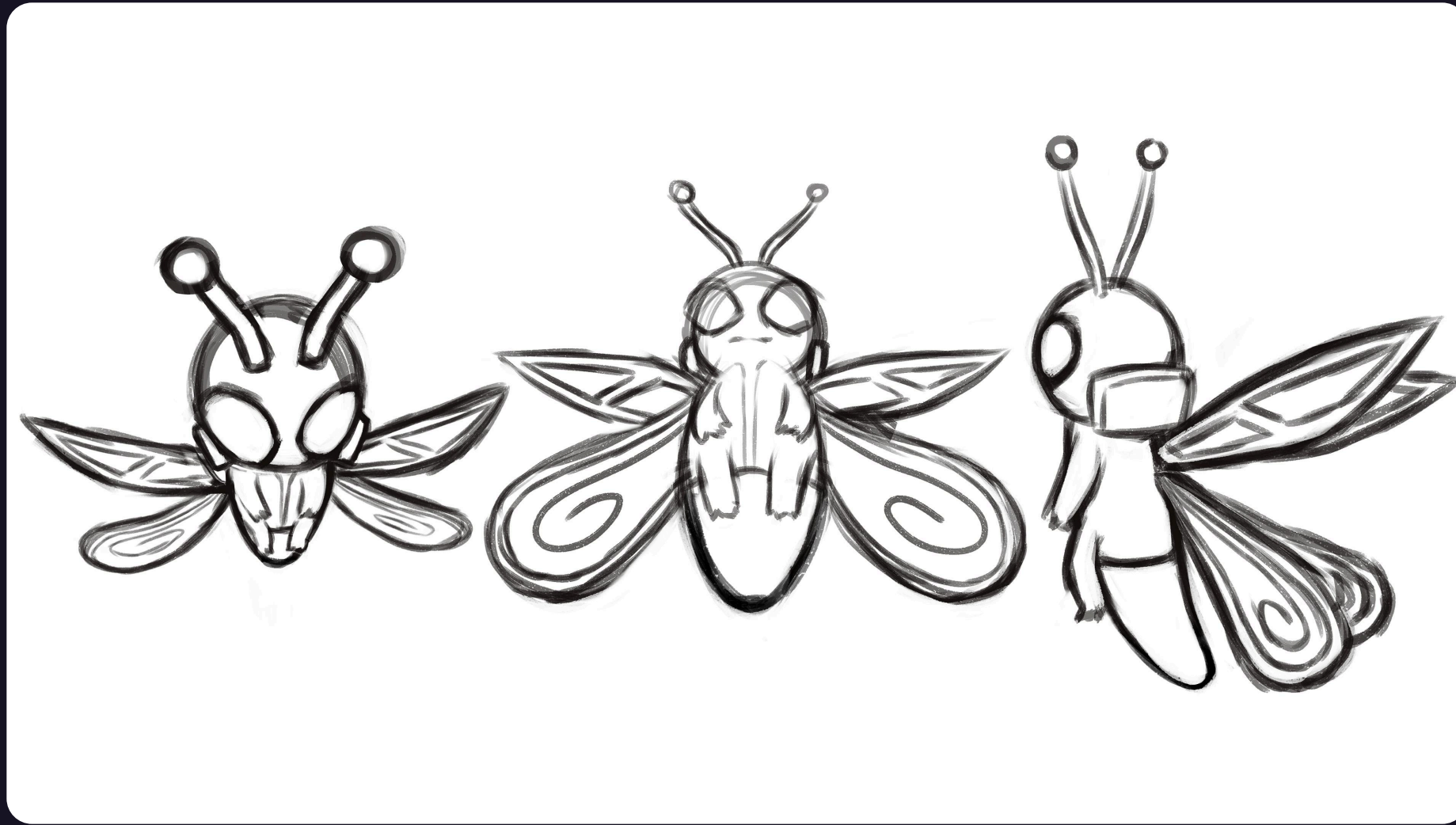
Scout Concept Art



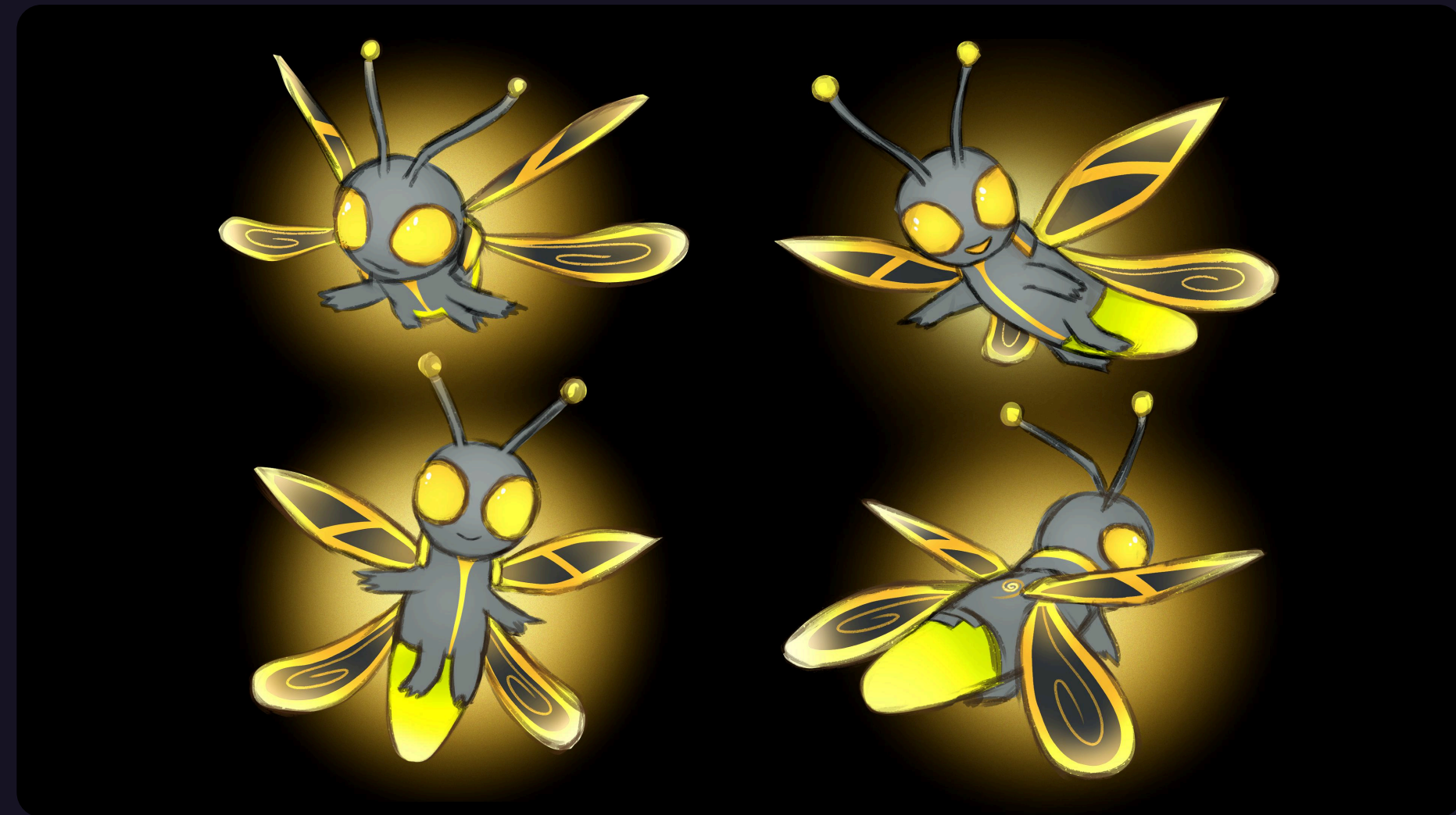
Concept Art - Environments



Concept Art - Fireflies



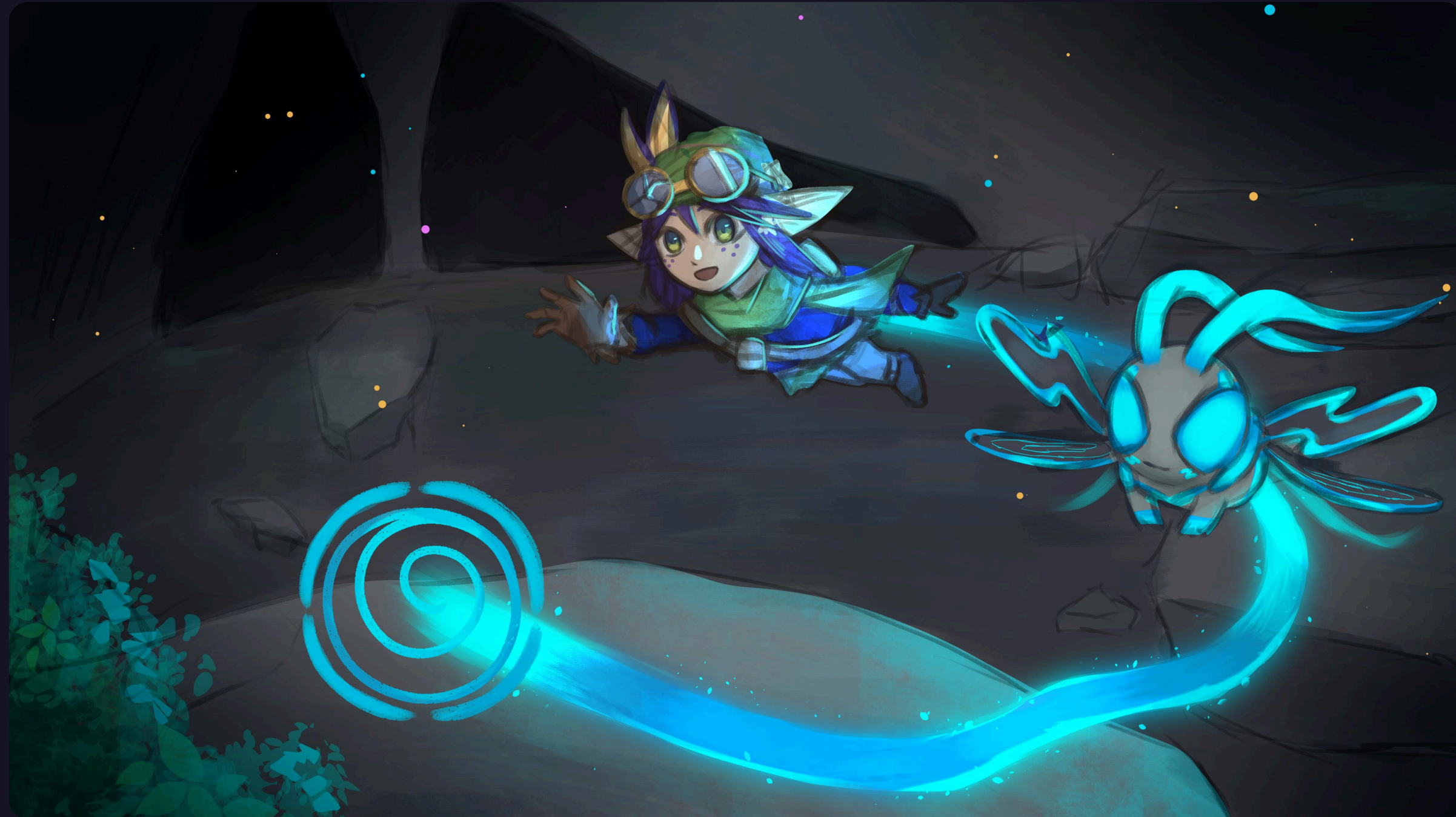
Concept Art - Fireflies



Concept Art - Flare Abilities



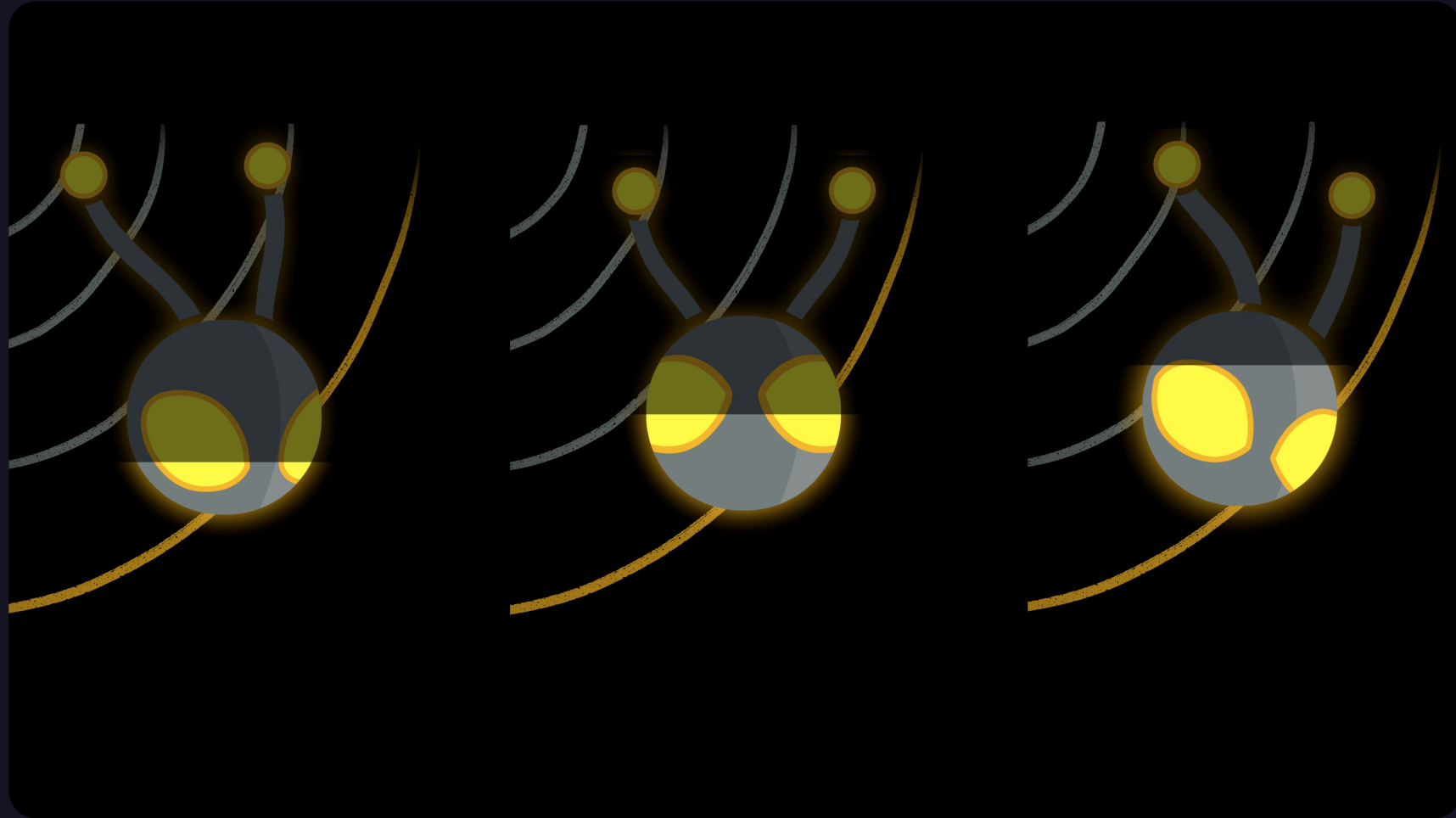
Concept Art - Zapfly Abilities



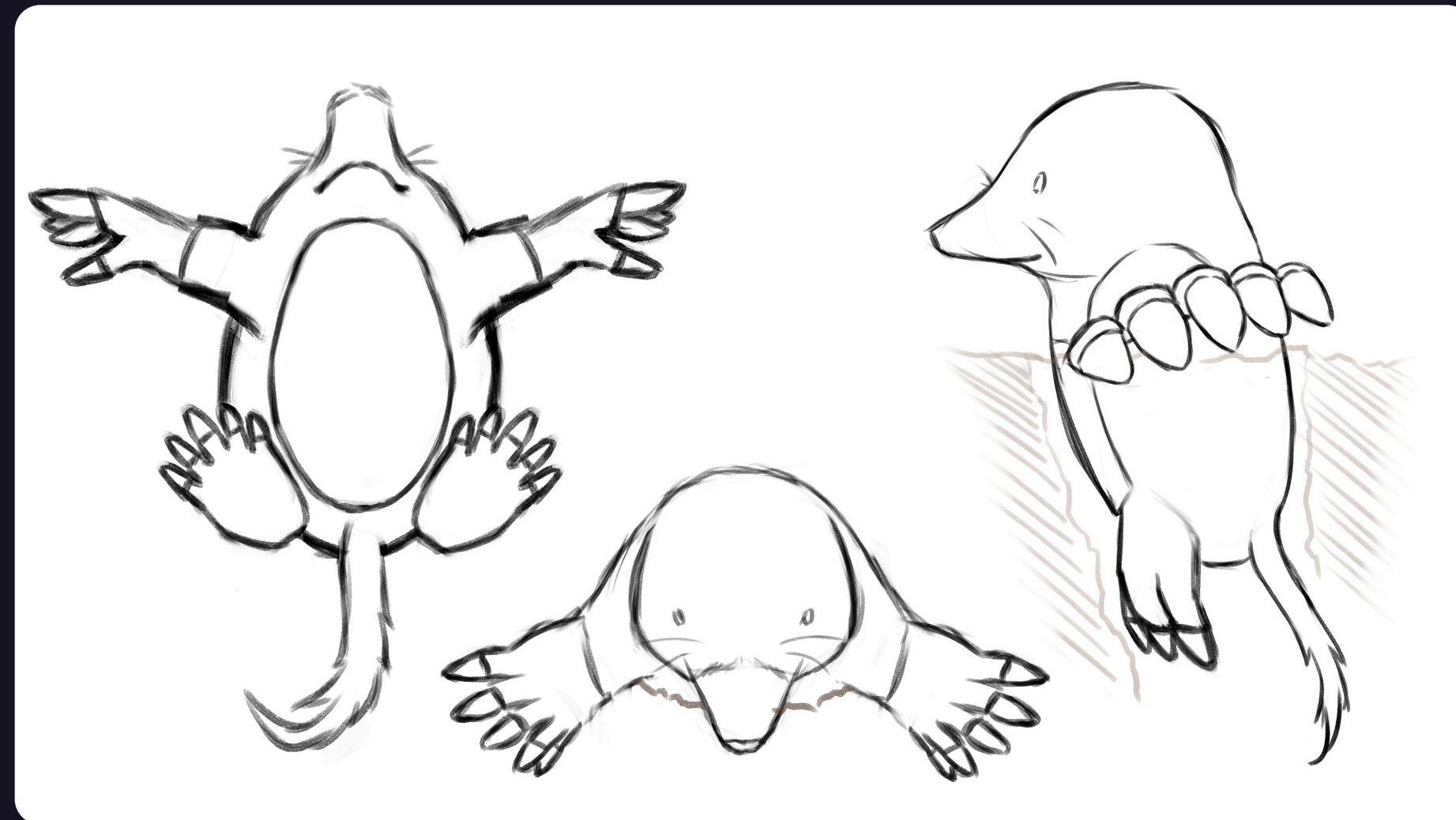
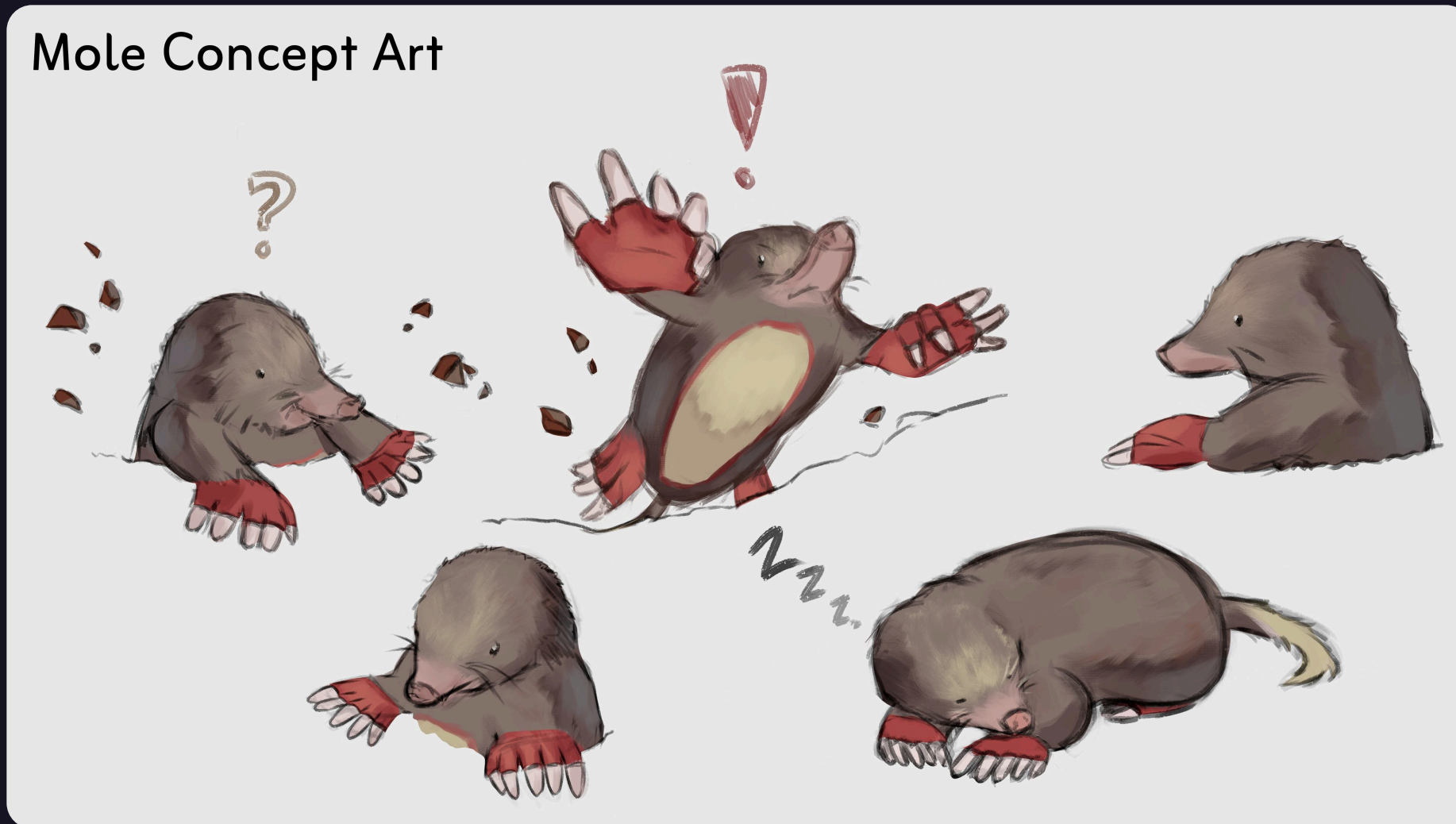
Concept Art - Nightlight Abilities



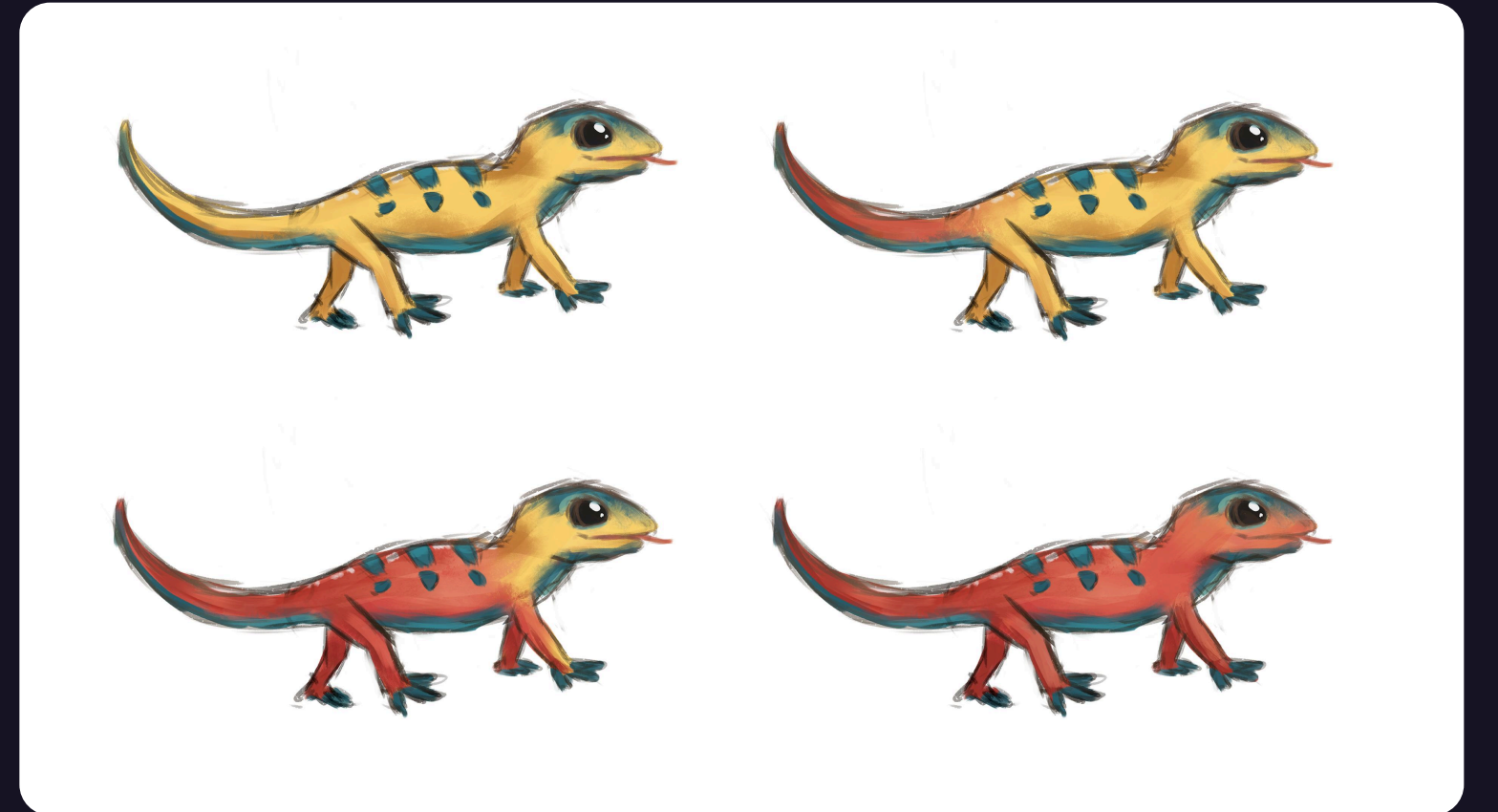
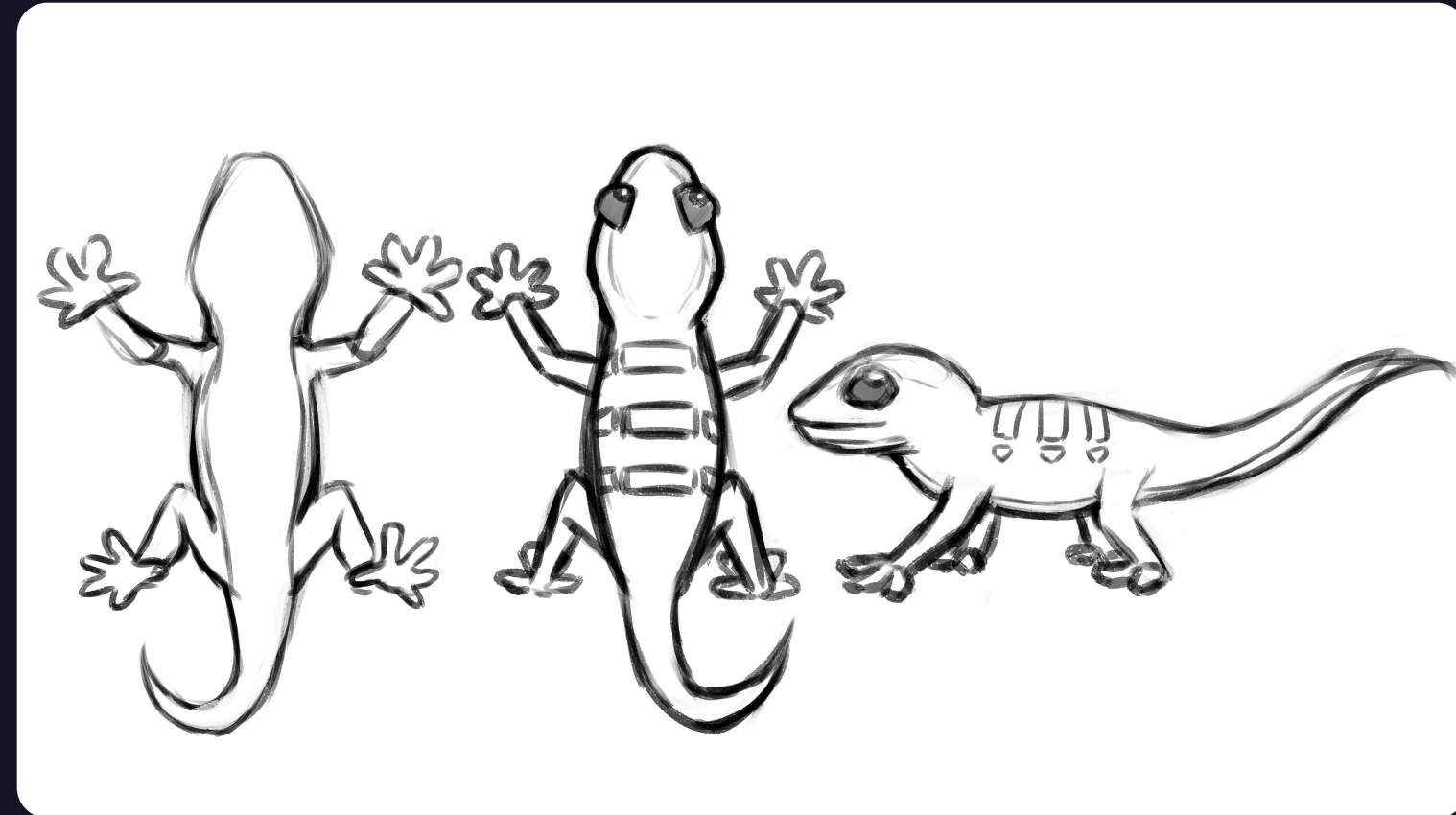
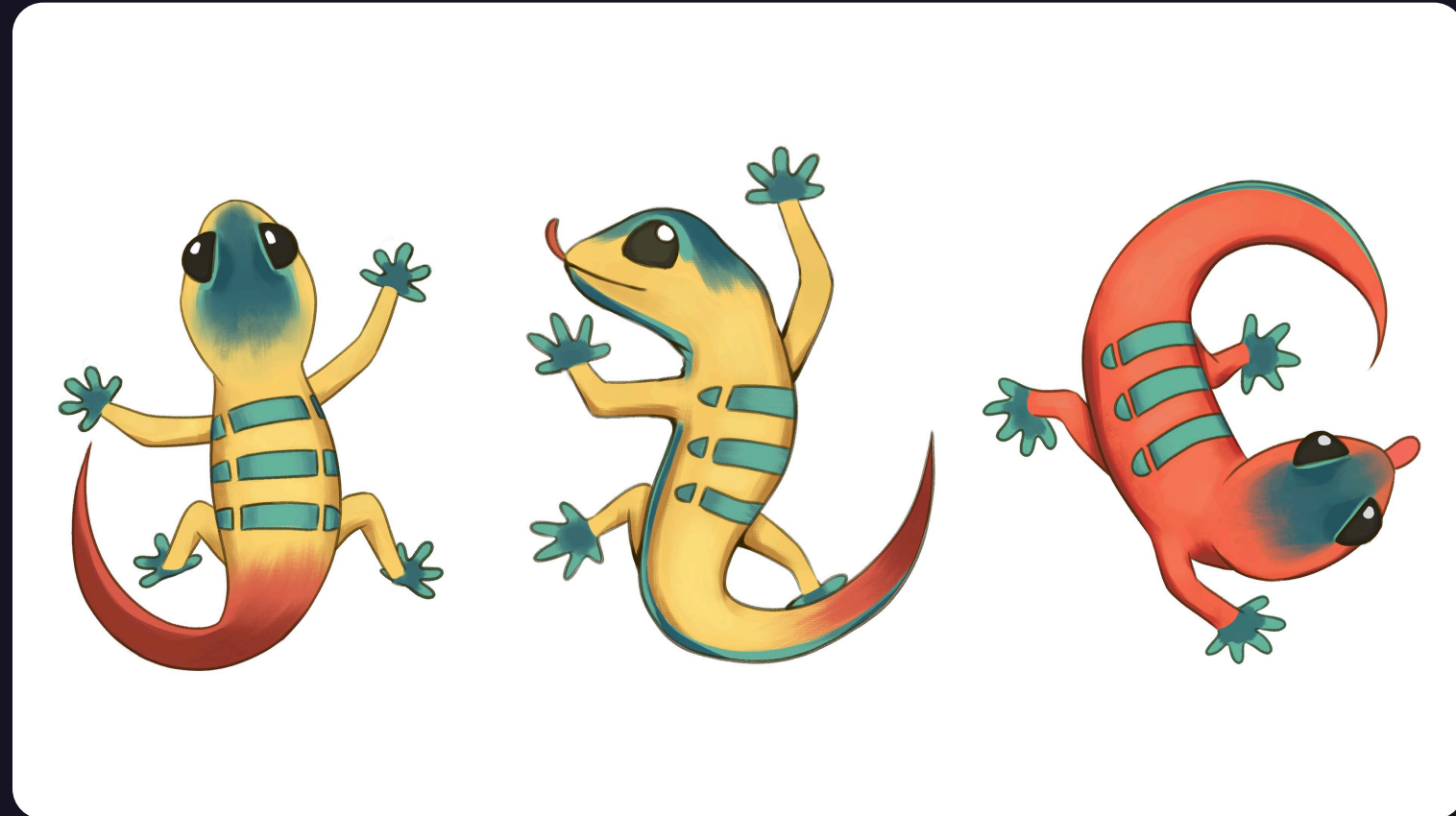
Concept Art - UI Elements



Concept Art - Mole



Concept Art - Gecko



Concept Art - Social Media



Narrative Imagery



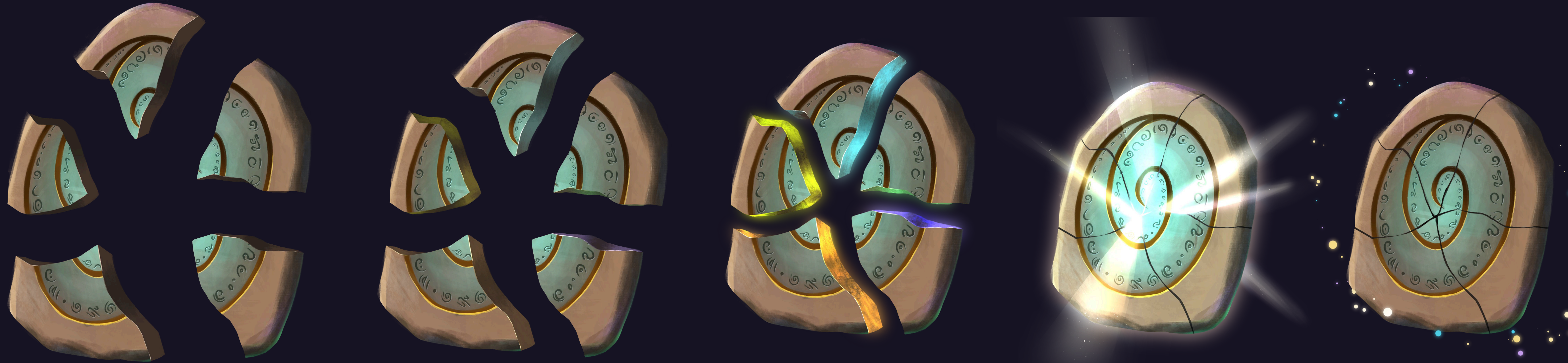
Fireflies



Concept Art - Social Media



Concept Art - Lumin Artifact



10 Sound



Sound

Whimsical Experiences

All audio, which includes sound effects and music, is designed to immerse the player in a whimsical and enchanted world.

The tone for Fireflies music composition should be:

Adventurous

Whimsical

Playful

Suspenseful

The soundscaping represents the feeling of being a small creature in a big world full of magic, danger, fun, and mystery.

These elements together make up the world of Fireflies, draw the player in, and leave a lasting impression and memorable experience.

The music for Fireflies can be found in the project's archives, as well as shared publicly on SoundCloud

[link](#)

