



BIOME
JUNIOR

Brand story

Biome Junior is an adventurous learning card game that invites young explorers between ages 5-8 to discover the amazing world of animals and their habitats. From the vibrant ocean to the steamy rainforest, players journey through different biomes, meeting fascinating creatures and learning how they live, eat and survive.

Biome Junior inspires curiosity about nature, encourages teamwork and helps kids understand the delicate balance of our planet's ecosystem all while playing and having fun.



Logo

The logo draws inspiration from “Indiana Jones” and “Jurassic park” for that safari vibe appearance.

The logo has 2 variations, one with a clawmark behind and another without.

The clawmark can be scaled in different ways for posters, pakaing and digital



Brand colors

The color palette for Biome's identity is inspired by lush rainforests, scolding hot deserts and safari adventures.

These harmonious, earthly colors evokes the sense of nature and biodiversity in the jungle, giving the players a sense of being in the rainforest.

Jungle green	Dark brown	Dark Cacao	light Cacao
CMYK 87% 47% 80% 55%			
HEX #OC402D	RGB 12, 64, 45		
Sage Green	CMYK	CMYK	CMYK
68% 32% 98% 17%	74% 67% 67% 89%	49% 80% 71% 73%	35% 85% 73% 42%
HEX #5A7B39	RGB 90, 123, 57	HEX #030303	RGB 3, 3, 3
HEX #3A1616	RGB 58, 22, 22	HEX #712D2E	RGB 113, 45, 46
Light green	Dark orange	Orange juice	Desert yellow
CMYK 22% 0% 50% 0%			
HEX #CBE19A	RGB 203, 225, 154		
White green	CMYK	CMYK	CMYK
1 % 2% 7% 0%	7% 80% 98% 0%	5% 53% 94% 0%	1% 20% 53% 0%
HEX #FCF7EB	RGB 252, 247, 235	HEX #E05928	RGB 224, 89, 40
HEX #EB8C2E	RGB 235, 140, 46	HEX #FBCD88	RGB 251, 205, 136

Typography

Biome uses two font's for their illustrated cards, a combination og Franklin Gothic Heavy and Catamaran in a smaller size for the discription.



Aa

Franklin Gothic Heavy Regular

Bb

Catamaran Bold

Illustrations

Biome Junior contains a collection of illustrated playing cards with animals and their environments.



Card design



Pakaging



Pattern

Biome uses an African inspired pattern for their pakaging, with a dark brown background to contrast with the green shades.



Pattern



Socials





My tool box

Animal Illustrations

Adobe Firefly

Adobe illustrator

Logo

Pattern

Colors

Adobe Photoshop

Mockups

Pakaging design

Card design

Image editing

Images and Mockups

Unsplash

Unblast

Mockupworld