

New inventive game for kids

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BIOME
JUNIOR

Brand story

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

Biome Junior inspires curiosity about natures, 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, pakaging 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

CMYK

87% 47% 80% 55%

HEX

#0C402D

RGB

12, 64, 45

Sage Green

CMYK

68% 32% 98% 17%

HEX

#5A7B39

RGB

90, 123, 57

Light green

CMYK

22% 0% 50% 0%

HEX

#CBE19A

RGB

203, 225, 154

White green

CMYK

1 % 2% 7% 0%

HEX

#FCF7EB

RGB

252, 247, 235

Dark brown

CMYK

74% 67% 67% 89%

HEX

#030303

RGB

3, 3, 3

Dark orange

CMYK

7% 80% 98% 0%

HEX

#E05928

RGB

224, 89, 40

Dark Cacao

CMYK

49% 80% 71% 73%

HEX

#3A1616

RGB

58, 22, 22

Orange juice

CMYK

5% 53% 94% 0%

HEX

#EB8C2E

RGB

235, 140, 46

light Cacao

CMYK

35% 85% 73% 42%

HEX

#712D2E

RGB

113, 45, 46

Desert yellow

CMYK

1% 20% 53% 0%

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 packaging, 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