

# Legacy of the Dragon Game Poster Design and Branding Case Study

**Client:** Tick Tock Escape Room

**Type of Work:** Poster Design & Branding

**Role:** Graphic Designer

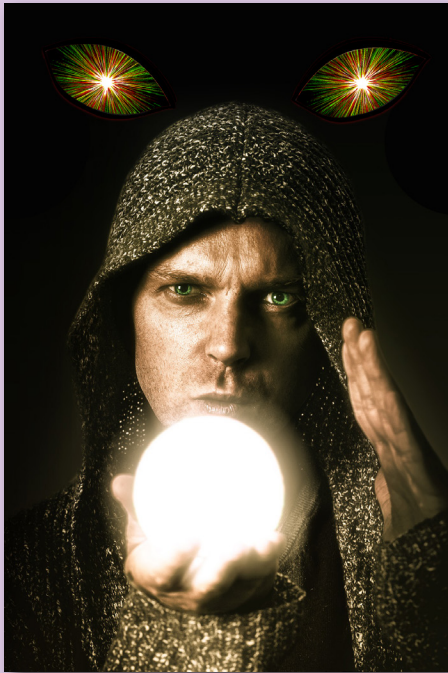
**Tools Used:** Poster - Photoshop  
Branding - Photoshop / Illustrator

## Challenge:

The goal was to design a poster for Tick Tock's new game Legacy of the Dragon that represents the tone of the games as well as be visually appealing to draw people to play the new game. Along with the poster, I created branding guidelines for when promoting the room so it had a cohesive look which Tick Tock had not done with their games previously.

## Process:

The management team met to brainstorm ideas of potential poster ideas. The owner has problems looking at a paper sketch and visualizing what it would look like, so I quickly created simple designs based on what was discussed.



Idea 1: Wizard with dragon eyes in the background

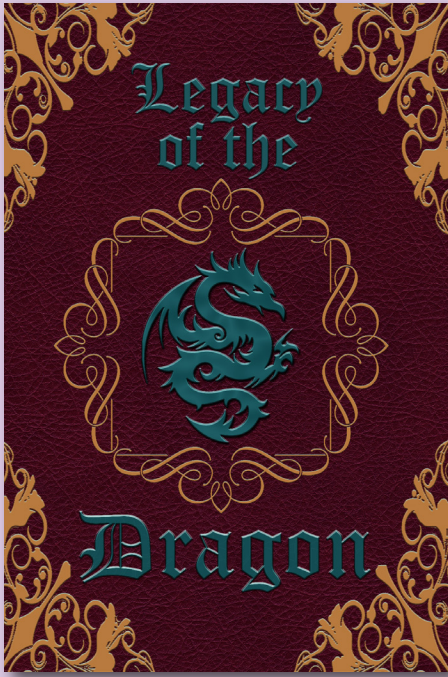


Idea 2: Dragon outline with forrest overlay and a tagline.

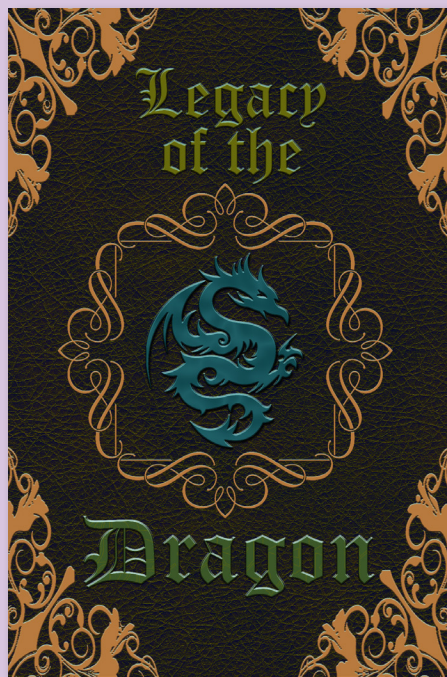


Idea 3: Making a story book with dragon in the middle

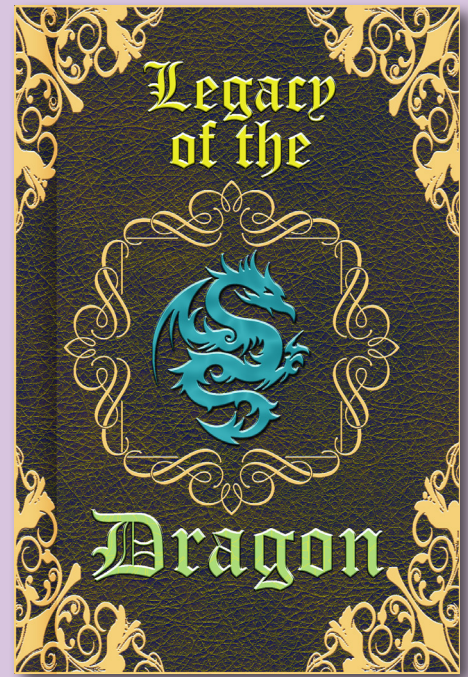
From the brainstorm session the management team decided they like the story book idea and asked for different iterations of the idea for the next meeting. I took the basic concept and redid the dragon in the center as well as the book cover texture.



Version 1: With red book cover



Version 2: With green version cover



Final Version: Green cover that was lightened

After feedback on the new poster it was decided that the team liked the green cover but it felt too dark, so I lighten the colors used in the poster to created the final version.

### Game Brand Guidelines:

Once the poster was finished I used the colors and fonts that were used and created a basic style guide to use for any visual elements created for the game. I was able to share this with the company who was currently running Tick Tock's social media this way all the media I created and the media they created looked cohesive for the new room.

## Legacy of the Dragon Style Guide

### Primary Poster



### Game Title

Legacy  
of the  
Dragon

### Game Logo



### Fonts

Old English Text MT  
A, B, C, D, E, F, G, H, I, J,  
K, L, M, N, O, P, Q, R, S,  
T, U, V, W, X, Y, Z, 1, 2,  
3, 4, 5, 6, 7, 8, 9, 0

### Eras Bold

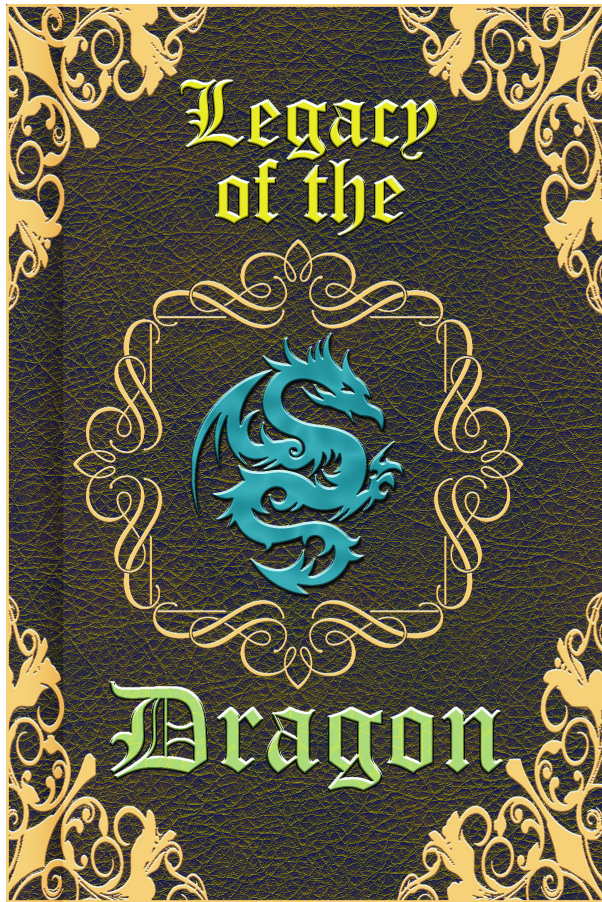
A, B, C, D, E, F, G, H, I, J,  
K, L, M, N, O, P, Q, R, S,  
T, U, V, W, X, Y, Z, 1, 2,  
3, 4, 5, 6, 7, 8, 9, 0

### Color Palette

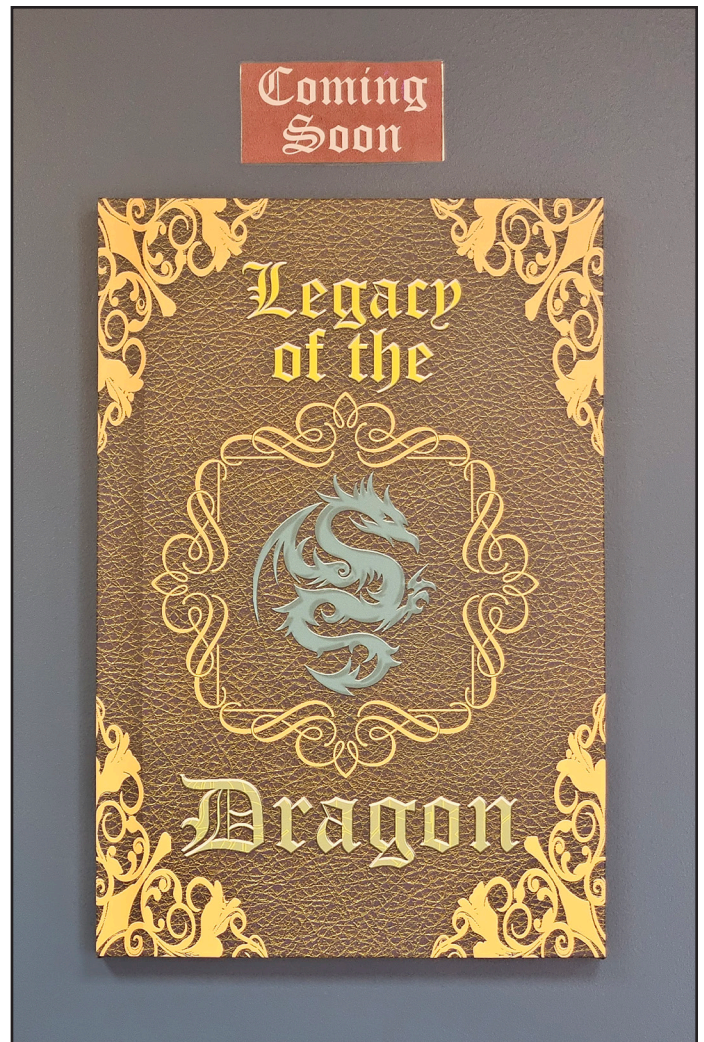




# Final Product

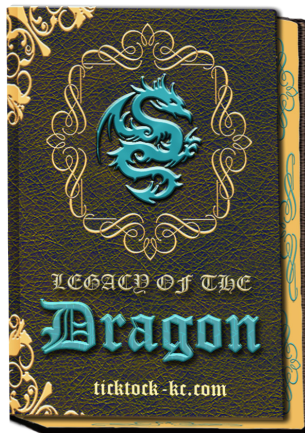


Final Design



On Lobby Wall

## Designs I Created Using Brand Guidelines



Game sticker handed out after each escape.



Greenscreen background for celebratory photos

