



INDEPENDENT SOFTWARE. RESIDUAL CONSEQUENCES.

# GOOD GAMES. BAD INFLUENCE.

BRAND SYSTEM 01

## 01 / POSITIONING

An independent games studio making irreverent browser games with old-school arcade instincts and a distinctly British sense of humour.

Primary signature: Independent games. Questionable judgement.

Campaign headline: Good games. Bad influence.



### THE STUDIO PROMISE

Studio promise: immediate browser play, expressive game worlds, arcade energy and unapologetically satirical ideas. Avoid promises about future releases, awards, reviews, popularity, mobile support or features that have not been verified.



# THE RISK THAT REMAINS.



The original mark is a broken triangular warning sign enclosing an angular R. Its open corner suggests escaped containment. It is a studio symbol, not a real safety certification or regulatory mark.

## MINIMUM SIZES

**MARK 24 PX**

**WORDMARK 180 PX**



**RESIDUAL HAZARD**  
SOFTWARE

## DARK WORDMARK / LIGHT BACKGROUNDS

Use hazard-mark.svg on asphalt or a similarly dark background. The supplied dark wordmark is for light backgrounds. The interface uses a yellow mark alongside a paper-coloured typographic wordmark. Preserve the proportions. Do not rotate the official logo, redraw it or add gradients, glow or extra symbols. The homepage's rotated mark is an expressive illustration, not the standard lockup.

Minimum sizes: mark 24 px, wordmark 180 px. Minimum clear space: one quarter of the mark's width on all sides. Use the mark alone for favicons and small avatars. No personal names or individual credits should be added to company-facing assets or metadata.



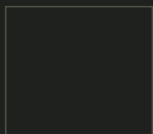
# CONTROLLED EXPOSURE.



## HAZARD YELLOW

#F2E94E

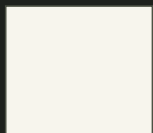
Actions, emphasis, brand mark, banner backgrounds



## ASPHALT

#171916

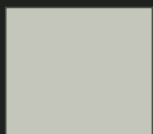
Main background and text on yellow



## PAPER

#F5F3E9

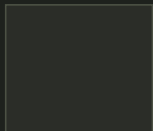
Main text and light backgrounds



## MUTED

#B7BAAD

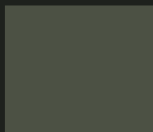
Secondary text on dark backgrounds



## PANEL

#20231E

Quiet panel separation



## LINE

#3C4035

Decorative rules and boundaries



## OXIDE

#B94D35

Supporting illustration accent

Pair yellow with asphalt, paper with asphalt, and muted text with asphalt. Never use yellow text on paper. Do not communicate meaning through colour alone. Decorative borders do not substitute for visible keyboard focus.



04 / TYPE THAT MEANS BUSINESS

# LOUD HEADLINES. CLEAR DETAILS.

DISPLAY / BARLOW CONDENSED 800 + 700

## NO COINS REQUIRED.

Barlow Condensed 800: large uppercase headlines, tight line heights, short lines.  
Barlow Condensed 700: optional secondary display weight.

BODY / INTER 400, 600, 700

## Small studio. Unsupervised ideas.

Inter 400/600/700: body copy, navigation and controls.

DETAIL / IBM PLEX MONO 400

## RHS / UNCONTAINED IDEAS DIVISION

IBM Plex Mono 400: small uppercase labels, facts and incident-report details.

Fonts are installed using Fontsource and bundled locally. Fallbacks are Arial Narrow/Impact, Arial and monospace respectively. Keep ordinary paragraphs in sentence case. Avoid setting long copy in all caps or monospace.



# DRY HUMOUR. WARM INTENT.

Dry humour, warm intent. Plain statements with a short punchline. British understatement and mock industrial bureaucracy work best when used sparingly.

**Say: "Small studio. Unsupervised ideas." / "A lovely day for a terrible idea." / "No coins required."**

Avoid: corporate superlatives, invented achievements, angry rants, promises about anonymity, or fake official endorsements. The studio should remain welcoming even where the game's parody is provocative. Label strong language, cartoon violence and adult satire next to play links. Describe the material accurately; do not invent an official age rating.

The game title is Streets of Southend, with the studio name Residual Hazard Software. Never shorten the public studio name to a person's identity.

Industrial graphic design meets a British arcade cabinet: flat asphalt fields, restrained rules, oversized type, warning-label yellow and genuine pixel-art game environments. Use asymmetrical composition and generous negative space. Do not turn every section into a card or add unrelated stock photography.

Use the game logo on game artwork or dark backgrounds. Label environment art as artwork; reserve "gameplay screenshot" for captured gameplay. Screenshots should be added once approved captures exist.



07 / SEO AND SOCIAL

# MAKE THE RIGHT NOISE.

RESIDUAL HAZARD SOFTWARE

INDEPENDENT  
GAMES.

QUESTIONABLE JUDGEMENT.



[WWW.RESIDUALHAZARD.COM](http://WWW.RESIDUALHAZARD.COM) / HANDLE WITH CARE.

SOCIAL CARD / 1200 X 630 PX

[www.residualhazard.com](http://www.residualhazard.com)

[streets-of-southend.residualhazard.com](http://streets-of-southend.residualhazard.com)

Use truthful phrases naturally: independent games studio, free browser game, arcade beat 'em up, British satire, Southend-on-Sea. Do not keyword-stuff or invent review/rating schema. The social card is 1200 × 630 pixels. Keep personal identities and accounts out of structured data, image metadata and contact links.

08 / PRESS USAGE

Official supplied logos and artwork may be used to cover or link to the company or game. Credit Residual Hazard Software. Do not alter the logos, imply endorsement or redistribute the game. Other rights remain reserved.