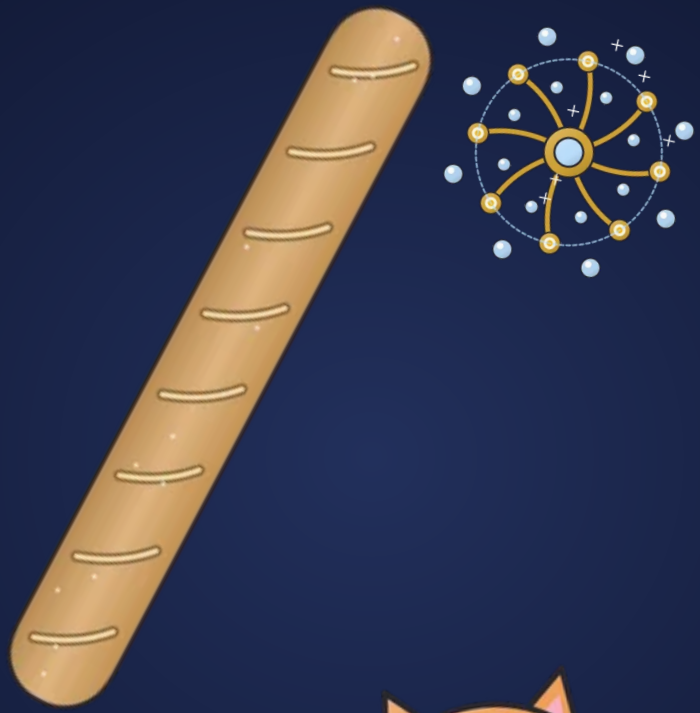
Overpacked



Brand kit

Logo, icon, colour, type, voice and art for Overpacked.

Version 1.0 · November 2026



01 · THE GAME

Pack the unpackable.

Overpacked is a suitcase-packing puzzle game designed for iPhone Duo. The phone's screen is an open suitcase seen from above: one half is the base, the other is the lid, and the phone's fold is the hinge. Players drag ridiculous things into both halves, then fold the phone to shut the lid. Shoes squash, shampoo leaks, the baguette snaps, and a hidden cat objects.

It is a paid game with no ads, no in-app purchases and no tracking, made by Friday Technologies in Australia.

KEY MESSAGES

Pack the unpackable.

The tagline. Use it everywhere.

A suitcase that shuts when your phone does.

What makes it different, in one line.

Designed for iPhone Duo.

Lead with the fold. Every iPhone can play too.

If it won't close, sit on it.

The joke that sells it.

02 · LOGO

The wordmark and the tag







Lockup

The app icon beside the wordmark. Use ink on light backgrounds and white on dark ones. Keep clear space of at least the icon's width on all sides.

Luggage tag

The playful mark for social posts, merch and stickers. It may tilt, just like a real tag. Use it on colour or photography.

Please don't

- Recolour the wordmark outside ink or white.
- Stretch, outline or add shadows.
- Rotate the lockup. Only the tag tilts.
- Set it smaller than 24 px high on screen.



The case that won't shut

An aluminium suitcase lifted off its base by a shirt, a sock, a baguette and a cat's tail, on a quilted bedspread. It is a Liquid Glass icon, so iOS renders its light, dark, tinted and clear looks.

- **Do** use the rounded file supplied, or the square file inside Apple's icon mask.
- **Do** show it at 1024 px or 512 px. Both are in the logo pack.
- **Don't** add a border, a frame or a drop shadow that changes its shape.
- **Don't** crop out the cat's tail. It's load-bearing.

04 · COLOUR

The game's palette

Taken straight from the game's code. Night and Cream are the grounds; Tag yellow is the accent. Stickers use Red, Teal and Sky. For white text on colour, use the deep variants so it clears 4.5:1 contrast.

Night
#0B1026
RGB 11 16 38
Hero grounds

Ink
#1D2238
RGB 29 34 56
Text, outlines

Tag
#FFD166
RGB 255 209 102
Accent, luggage tags

Cream
#F6EEE3
RGB 246 238 227
Light grounds

Paper
#FFFDF7
RGB 255 253 247
Cards, tickets

Aluminium
#C9CDD3
RGB 201 205 211
The case

Red
#E63946
Deep #B7101F
Stickers, alerts

Teal
#2EC4B6
Deep #0E7A6F
Stickers, actions

Sky
#4CC9F0
RGB 76 201 240
Stickers, X-ray

Green
#06A77D
Deep #046B50
Cleared, success

Bed
#EADCCB
RGB 234 220 203
The quilted bedspread

Soft ink
#4A5070
RGB 74 80 112
Secondary text

DISPLAY & BODY

Pack the unpackable.

SF Pro Rounded: Black for headlines, Semibold for body. It is the game's own face. On the web and on other platforms, use **Nunito** (Black 900, Semibold 600).

TICKETS & STAMPS

FEATHERWEIGHT AIR

BOARDING PASS

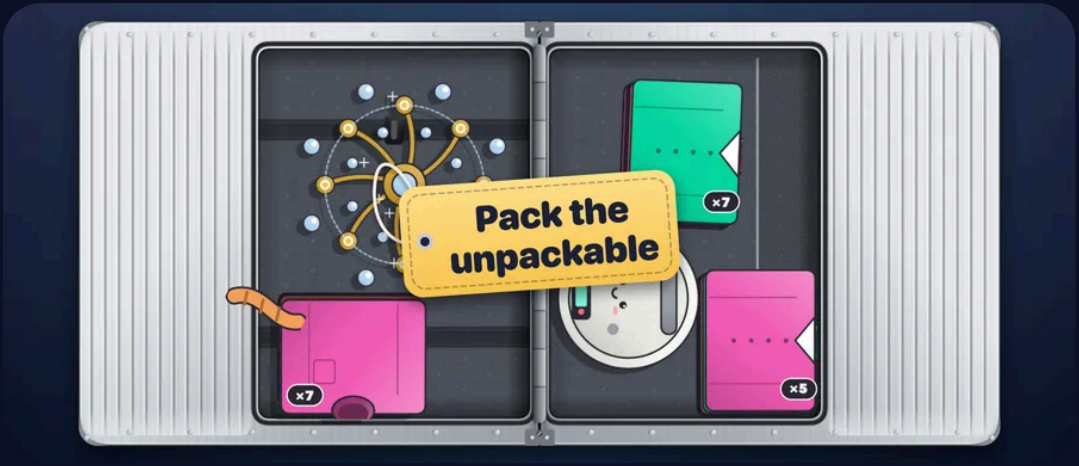
PASSENGER YOU → MELBOURNE

BAG 5.5 KG · LIMIT 7 KG

SF Mono (Bold) for boarding passes, tickets, stamps and labels. Use **Space Mono** Bold on the web.

06 · VISUAL LANGUAGE

Stickers, tags, stamps and aluminium



Travel stickers

PARIS TOKYO VEGAS MELB

Security stamps

CLEARED OVERWEIGHT LEFT BEHIND DENIED

How it's drawn

Flat, top-down, with soft shading and a thin ink outline. Everything sits on the grooved aluminium case or the quilted bedspread. Headlines go on stickers and luggage tags, slapped on at a slight tilt.

07 · THE CAST

Thirty-six things and six passengers



Nana Beryl
Brings snacks for the whole plane. "Lovely, dear. Have a biscuit."

Chad
Never skips leg day. Or bowling. "Absolute unit of a suitcase."

Marguerite
Packs light. Allegedly. "Barely overpacked. Iconic."

Prof. Pemberton
Never checks a bag without a book. "A paper-worthy result."

Ziggy (age 7)
Has opinions about flamingos. "BEST. SUITCASE. EVER."

You
Just trying to get through bag drop.

08 · VOICE

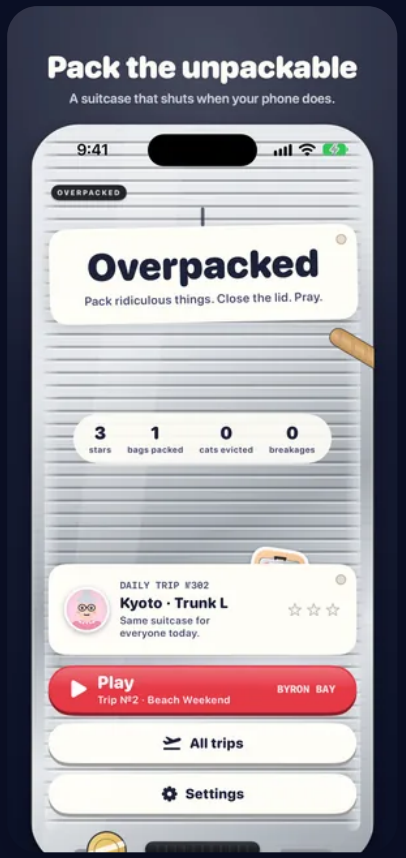
Deadpan. Short. A little tired of your nonsense.

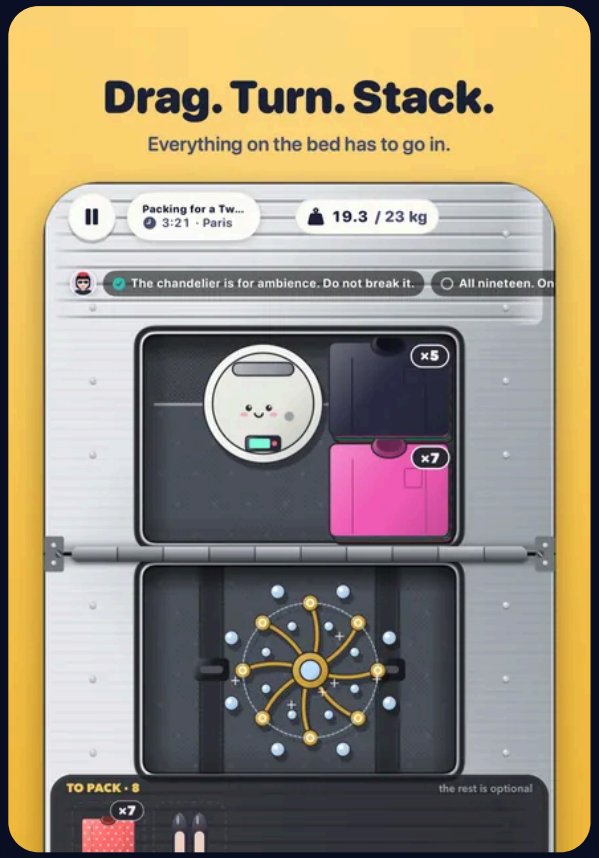
Overpacked talks like an airport security officer who has seen everything. Short sentences. Full stops for timing. The joke is in the facts, never in exclamation marks. Australian English spelling (colour, favourite).

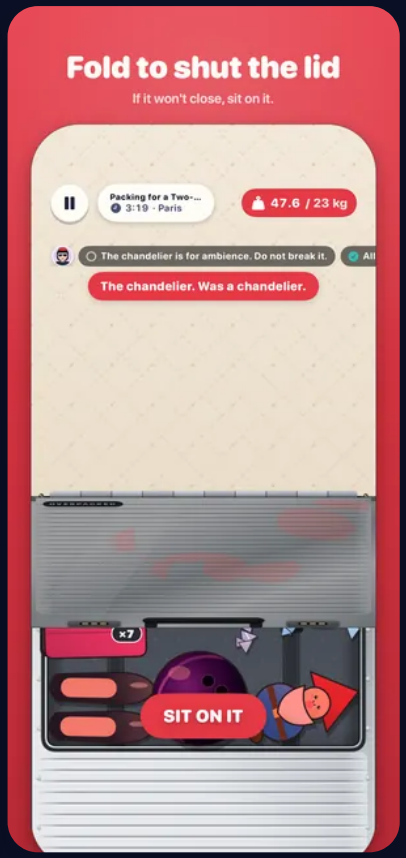
MOMENT	SOUNDS LIKE OVERPACKED	DOESN'T
X-ray remark	"A bowling ball. Seven kilos of commitment."	"Wow, that's super heavy!!"
Something breaks	"The chandelier. Was a chandelier."	"Oops! Your chandelier broke 😢 "
A demand	"The chandelier is for ambience. Do not break it."	"Please be careful with fragile items."
The cat	"Sir. Your bag is purring."	"There's a cat in your bag, LOL!"
Marketing headline	"If it won't close, sit on it."	"The most addictive puzzle game of the year!"

09 · SCREENS

In the store









Overpacked

overpacked.lol · overpacked.lol/press

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