

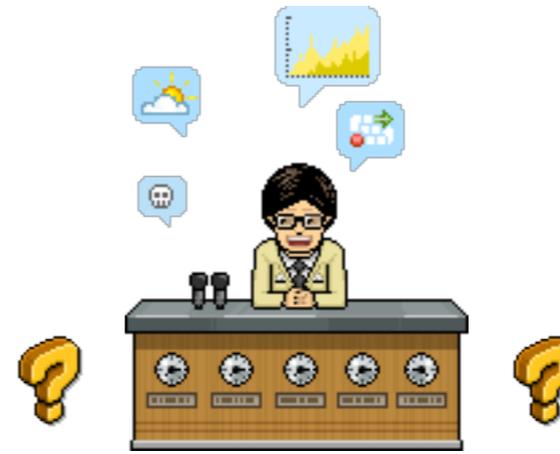
The GUIDE

A general rule-set for materials 'n' stuff



Section 1:

An introduction before diving in...



Where to start...

This document aims to give a brief overview of the types of materials that are allowed for fansite submissions as well as a “best practice” for those materials. Follow these simple guidelines and the materials you submit will be the envy of all and cause the production team to weep massive tears of joy and sing your praise for all time (or until they end work for the day, which ever comes first really). **Failure** to follow the guides will also cause the production team to weep... because they’ll sadly have to **reject** your submission.

So what is Pixel Art anyway?

Think of your computer screen like a massive sheet made up of tiny little squares. Each of those squares is an individual pixel. It is the job of the pixel artist to control the creation of an image on that pixel level, square by square, much like creating a mosaic from ceramic tiles. The end result of that controlled pixel placement is pixel art (or it might just be the precursor to OCD. The verdict is still out)! This is important to know because if it’s not pixel art it’s not Habbo and will not be approved for use.

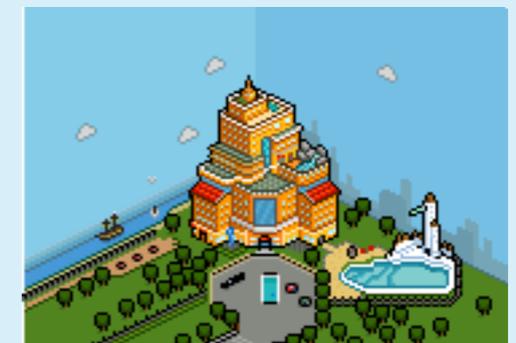


The pencil tool is your best friend.



A grid of 7x4 pixels (scaled 1000%!!)

A pixel art hotel!



Ok. I get that. What's NOT Pixel Art then?

Pretty much everything else. Yeah, that just about covers it. No seriously. Anything that is not worked on at the pixel level is not pixel art.

Includes: Digital photography, scanned drawings, digital paintings, vectors.



This is a photo of some guy



This is a photo of some guy converted to vectors



Squee fangirl digital painting edition

SQUEEEEE! <3



Note: Smooth gradients are NOT pixel art, and should not be used. If the gradient tool was used, it's wrong.

What about a pixelized photo! That works right!?

NO! That's not pixel art. That's a pixelized... photo. Saving a photo in a reduced palette to create the look of pixel art creates a rather messy image without the precision and clarity of pixel art.

I'd block that too.



When saving images of this kind an automatic dither is often used to help bridge colors to give the look of smoother transitions between them. **Habbo DOES NOT use automatic dithering. AT ALL**

pattern

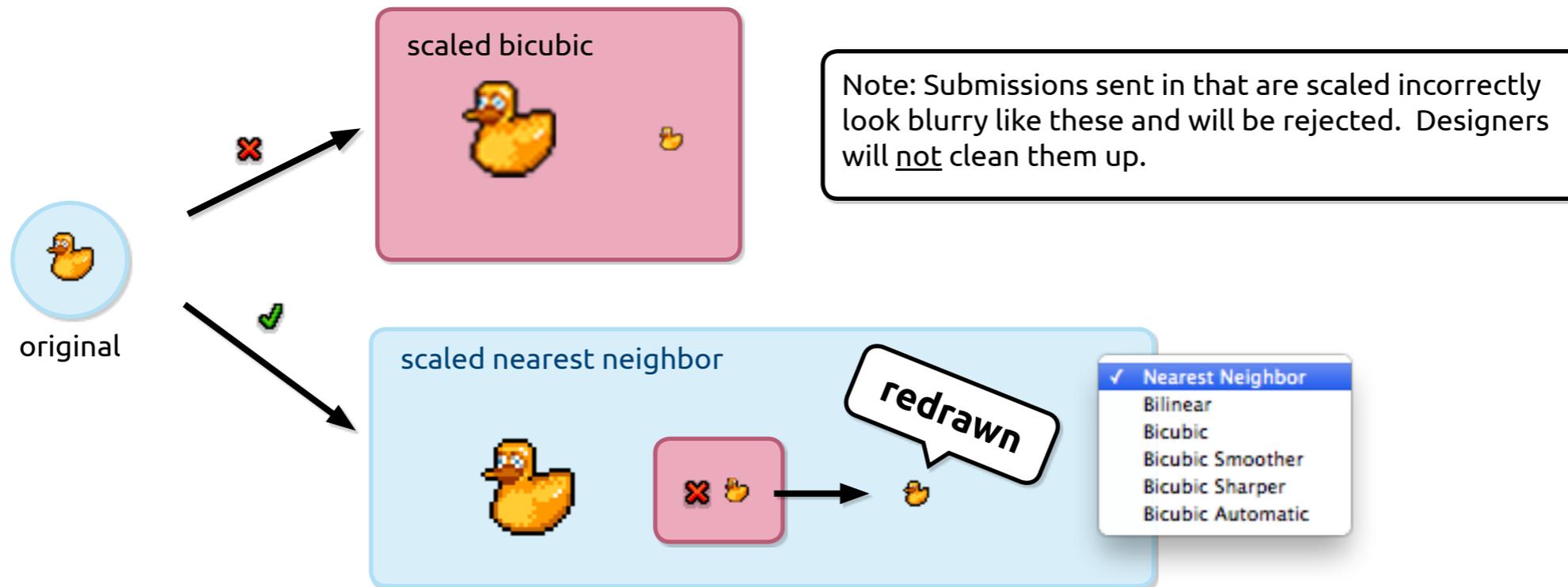


diffusion



I can scale pixel art right?

Mostly no. You can scale pixel art **up** in whole hundreds of percents (200%, 300%, 400%) while using Nearest Neighbor interpolation to keep the pixels sharp. You **cannot** scale pixel art down unless it's redrawn. You **cannot** scale in any other image interpolation mode but Nearest Neighbor. In general, it's good practice to avoid scaling pixel art all together.



What defines the Habbo Pixel Art style then?

Habbo pixel art can really be boiled down to 3 main characteristics:

- The dark (often black) outline that surrounds Habbos main graphics. This is used to help separate elements from other elements.
- The angle at which the world is laid out and items are drawn. That world view is a slightly tilted angle that has no vanishing point. It's called (near) Isometric.
- The vibrant colors and simple rendering (that is it's not made to look like a real thing/photo-realistic).

When these characteristics come together you get an image that is easy to understand quickly and all the elements can stand on their own yet still work together.



Section 2:

General Image Guidelines



What cannot be used?

While we allow fansites to use our assets on their web sites and in their submissions, we don't allow the usage of certain elements. These types of assets are linked to our subscriptions, clubs, mascots, and iconography used in the User-Interface (UI). Both old and new incarnations of these elements are all off limits.

Restricted elements

Staff related imagery



Subscriptions: HC, BC, old VIP



Achievements: all styles
(limited example)



Original VIP badge



Official fansites (no alterations of)



Frank + bots



Infobus



Beta rat



User help groups: Guardians, habboX's, Ambassadors



Discontinued elements :battle ball, snowstorm, wobble squabble, pixels



ALL FX icons (limited example)



Catalog icons (limited example)



ANY UI iconography (limited example)



Habbo logo and logo font + Stories



What else isn't allowed?

✘ blurring pixels. oh the horror



✔ better



✘ soft drop shadows



Modern graphics programs are great with all the tools and filters they offer but unfortunately using most of them ruins pixel art. So please be kind to your pixels and don't use them :p

You'll see with most of these no-no's the end result is not allowed because the pixel-level of control which is characteristic of pixel art is lost. Blurring, soft shadows, and smooth gradients also eat up a lot of color space which in turns adds file weight (kb's)- something we try to avoid bloating needlessly.

✔ better



✘ smooth gradients



✔ better



Others' work (Trademarked and Copy-written)

Imagery from movies, tv shows, cartoons, comics, bands, games (realistically that's anything that is not Habbo) are **NOT** allowed. Previously uploaded imagery did not follow the same guidelines and will not be considered valid proof for new submission approval requests.

Pixel art made by other people from pixel art forums, deviant art, or other Habbos is also not allowed.

Simply: Your art must be original or exist within Habbo.

✘ NOOOOOOOO



Saw Movie



Hunger Games



Lana Del Rey



Bambi

Old Badges

Badges hold a special place in the hearts of many a Habbo so direct copies of old badges will not be permitted.



If any asset sneaks through the cracks and is uploaded with imagery that doesn't follow our guidelines it will be deleted and/or replaced with something else.

Section 3:

Badge Graphics



Specific Rules for Badges

Badges are used in our clients and on the web. It is important that these graphics are easy to understand in all contexts and must conform to the following rule-set in order to be approved.



pixel art
max size: 40x40 pixels
format: .gif

CANNOT contain
restricted materials

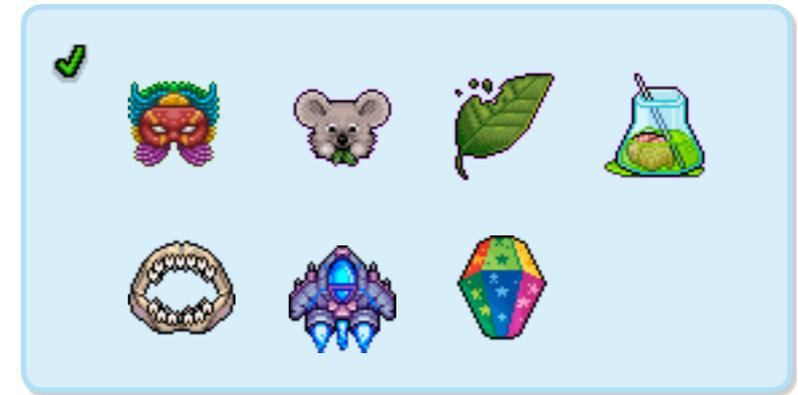
**MUST BE ORIGINAL
ARTWORK**

- Cannot be animated
- Empty space should be transparent, not filled in matte.
- No cropped image / multi part badges
- No copying of old designs
- **DON'T** save a .png and rename it to a gif... that's still a .png!



Tips

- Colorful and easily recognizable on both light and dark backgrounds.
- Simplicity / a single concept.
- Easy to understand quickly
- Badges that don't fill in the entire image space are generally more desirable.
- Designs that are pseudo 3d or have depth.



What to avoid

- Cluttered and unreadable
- Too dark
- Not following the guidelines

image cropped



multi-part



automatic dithering



outlined incorrectly



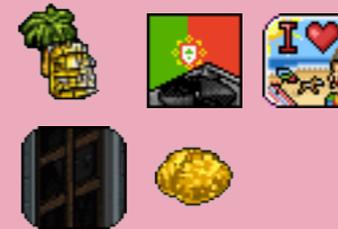
not Habbo looking



scaled incorrectly



unreadable



not pixel art + white background



COPY-WRITTEN



also has automatic dither ;)

Section 4:

Web Promo Graphics



Specific Rules for Web Promos

Web Promos are currently used on the community tab of the website and must conform to the following rule-set in order to be approved.



pixel art
max size: 759x300
format: .png (8bit)

Edges have rounded corners
and are transparent

left side (~375px) must be a
color that allows WHITE text
to be easily read.

The black shade bar at the
bottom is MANDATORY. No
graphics may be on top of
this bar.

No logos should be placed in
the black bar area

Doesn't contain
restricted materials

MUST BE ORIGINAL
ARTWORK

There is a template for this asset that should be utilized.

Tips

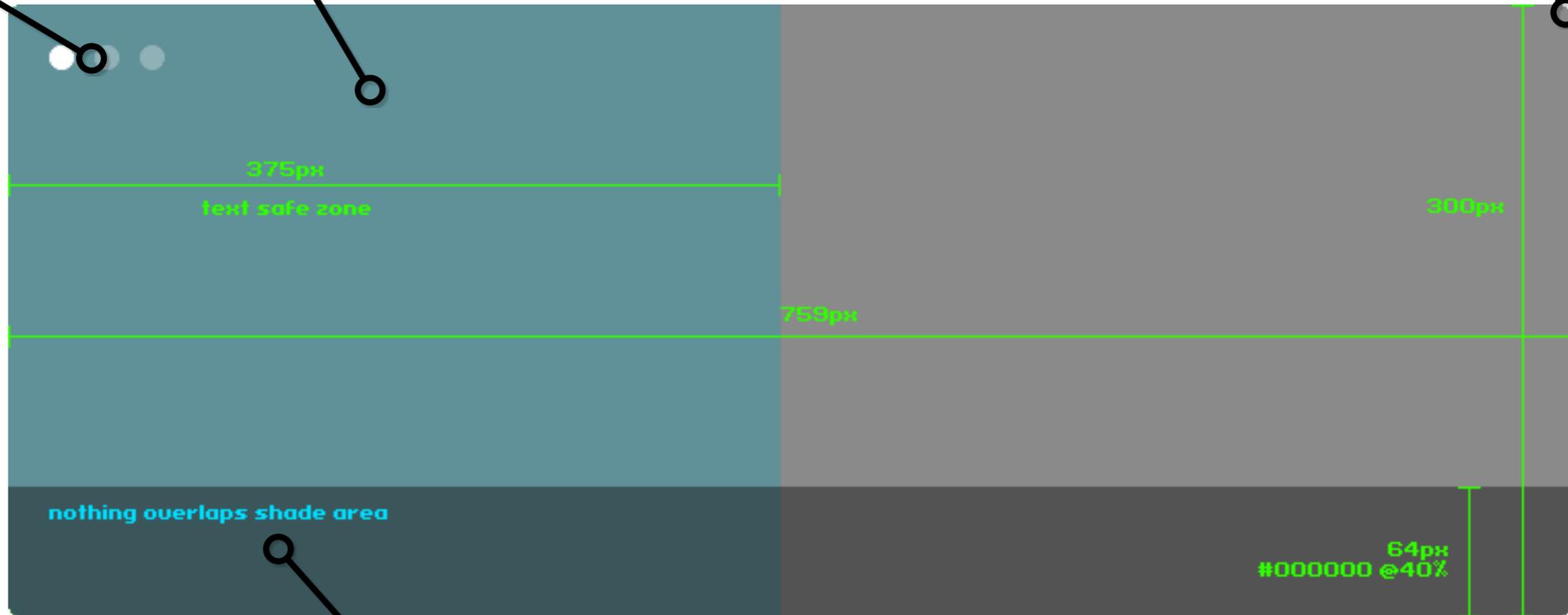
- Make sure the left is plain so the text is easy to read
- Keep the right simple and compact. Don't overdo it.
- Make sure it's lively and not dull or too dark.
- USE AVATARS.

Web Promo Breakdown

The text in text safe zone is displayed as white on the web. Backgrounds should take this into consideration.

Rounded corners with transparency.

article counter



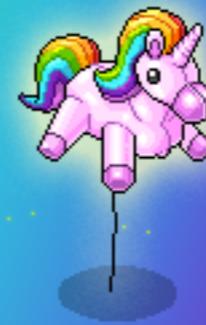
Shade is used to separate automatically added buttons from the underlying graphic. Nothing should extend over the shaded area.

examples

This is a GOOD web promo!



This is wrong



- No avatars
- Text is too hard to read quickly
- Gradient



This is also wrong.

HABBO
fansite

SHOCKNEWS

Officielt Habbo-fansite siden den 10. marts 2008!



- No black bar
- No place for text
- Frank is restricted



This is also also wrong.



- Left slice cuts into text badly
- No black bar
- Automatic Dithering



Section 5:

Small Promo Graphics



Specific Rules for Small Promos

Small Promos are used in the rotating news widget on the clients landing page and must conform to the following rule-set in order to be approved.



pixel art
max size: 150x150 pixels
format: .png (24bit allowed)

Doesn't contain
restricted materials
**MUST BE ORIGINAL
ARTWORK**

Tips

- Make sure it's lively and not dull or too dark.
- Avoid cropping or filling in the entire image area, if cropping is used it must be contained with an outline.
- Use at least one avatar if possible
- Don't overcrowd the image, keep it simple and illustrative



Fun
Expressive
Eye catching



no outline
dull
wasted space



wasted space
avatar is bland