
Seriously®
PRESENTS
THE WORLD
of
BEST FIENDS®
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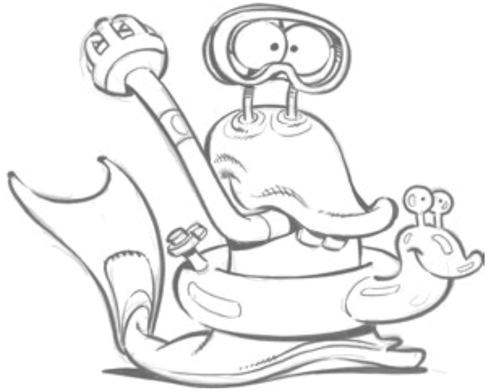





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THESE PAGES *Slug concept art for Visit Minutia* • *Miguel Francisco*











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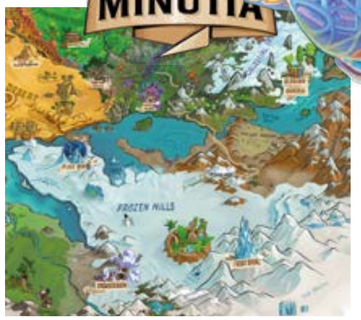

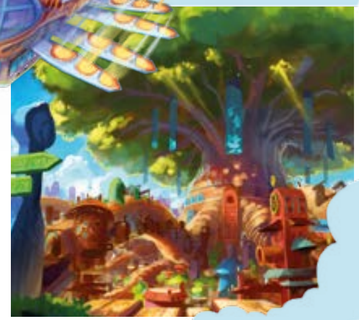

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WELCOME TO THE WORLD OF

BEST FIENDS!

Creating this universe has been an exciting journey of discovery and wonder for the entire Seriously team. We've been uncovering the secrets of Minutia, creating new challenges and adventures for our fans, and falling in love with the Fiends (and, secretly, the Slugs too). With each new chapter, addition, and update, the story of Best Fiends just keeps getting better.

Best Fiends is not only a series of games but also a much larger story - one of growth, discovery, the quest for harmony, and most of all, the idea that small things can make a big difference. The world and characters are a labor of love that we approach with passion and dedication every day. We feel lucky to be a part of a team that puts so much care into every little detail. Basically we sweat the small stuff!

What you are about to see in this book is just the beginning. We want you to be able to see what we've accomplished so far and join us as our story continues to unfold.

We hope you enjoy this window into our world. And a special thanks to Kati Nohynek who helped design the collection of work with beauty and grace.



NOW ENOUGH ABOUT US; IT'S TIME FOR THE REAL STARS, OUR BEST FIENDS!

PETRI JÄRVILEHTO
Chief Creative Officer

ANDREW STALBOW
CEO

ON THE LEFT *Layout • Tuomas Kälviäinen*



WHAT IS BEST FIENDS?

Best Fiends is a series of games designed to be visually stunning and yet casual and approachable entertainment for everyone! They're great entertainment for just a quick few minutes between meetings or for epic sessions going long into the wee hours of the night.

The games are filled with vibrant animations that bring the charming characters to life. Each game opens new stories about our adorable little critters. Collect them all and keep leveling up to discover all of their special powers – a few might surprise you. And each game provides new and different game play experiences, yet collectively they tell the story of our unlikely heroes' epic journey as they save the world of Minutia from the Slugs of Mount Boom.

FIENDSHIP LASTS FOREVER!

THIS SPREAD *Splash Artwork • Best Fiends Rivals*



MEET THE FIENDS

"It's not the size of the Fiend in the fight, it's the size of the fight in the Fiend."

Meet the Best Fiends. These mite-sized heroes are all that's left after the Slugs rampaged across Minutia, scouring the world and eating everything and every fiend in sight! Now, in a desperate race against slime, they must grow and level up quickly. They need to work together and unlock awesome new powers to build a team capable of taking down an entire Slug Horde!

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THE CORE CAST

BRITTLE
HOUSEFLY



KWINCY
SPIDER

JOJO
BUTTERFLY

TEMPER
MITE

GORDON
SCORPION

HOWIE
LIZARD

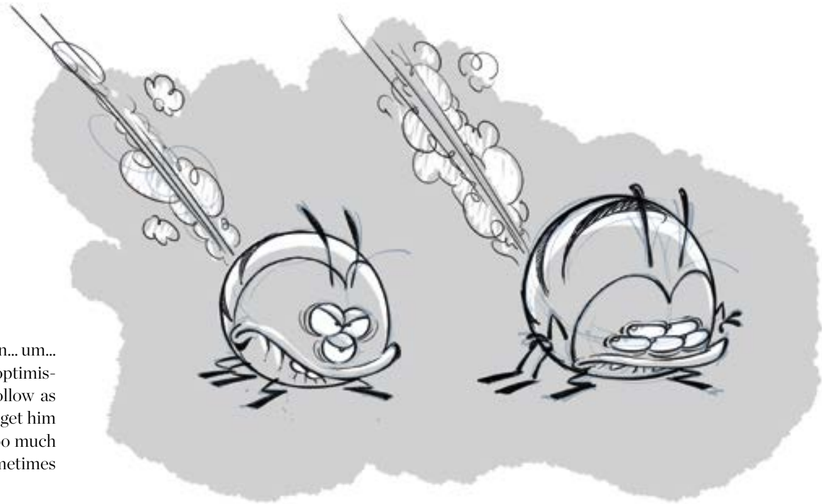


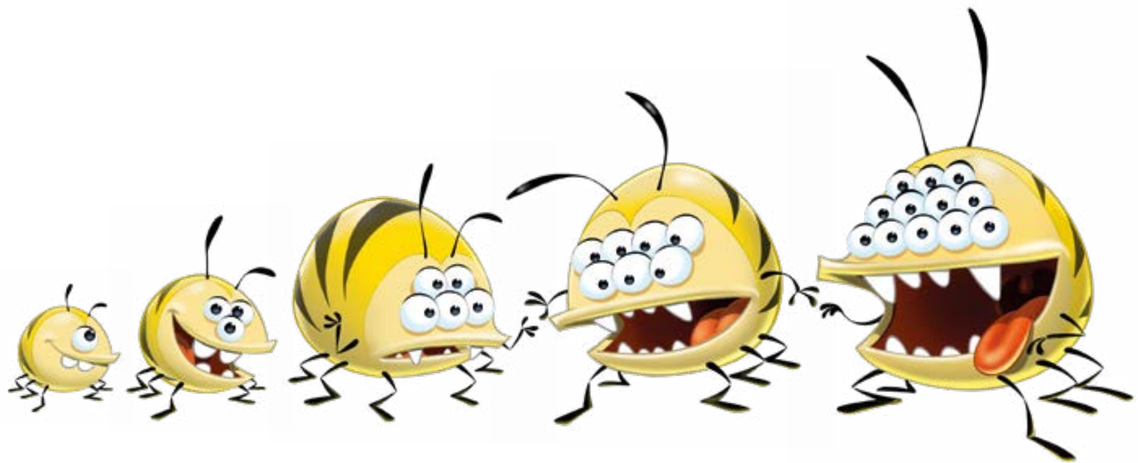
– The Core Cast –

KWINCY

SPECIES: SPIDER
GENDER: MALE
COLOR: YELLOW

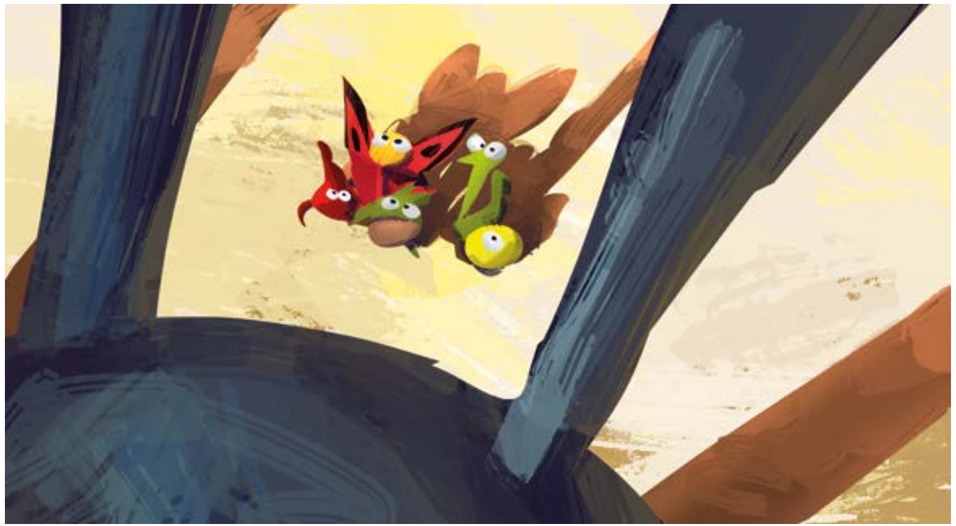
What Kwincy lacks in brains, he makes up for in... um... eyes? Fiends describe him as derpy, goofy, optimistic, and above all else, loyal. He's happy to follow as long as you don't move too fast; all those eyes get him confused. He's impulsive and spends a little too much time in his own little world. Watch out, he sometimes squeezes a spiderweb out of his butt!













– The Core Cast –

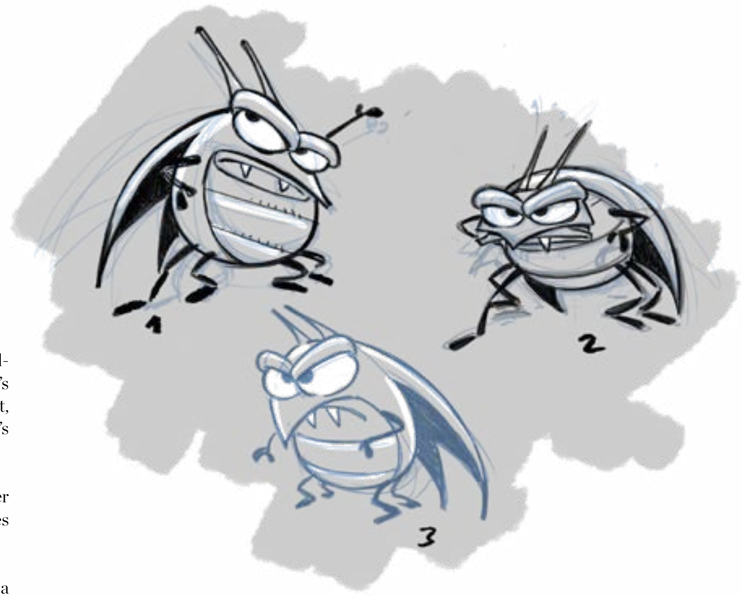
TEMPER

SPECIES: MITE
GENDER: MALE
COLOR: GREEN

Temper is a small mite with a big ego. He's always really, really, really wanted to be a super hero – and now's his chance, sort of. But, other than dressing the part, he can never quite get there. Everyone else thinks he's more super cute than super heroic.

But, despite his shortcomings (pun intended), he never gives up. Although be careful, his bravado sometimes gets the Fiends in trouble.

Plus his alter ego, The Dark Mite, is rumored to have a Mite Cave somewhere in the Frozen Hills.







THIS SPREAD *Visit Minutia • Temper's adventure ends badly*



The rest of the Fiends are comfortable with JoJo taking the lead. Temper still insists that he's the natural born leader of the group, but he mostly gets ignored.

– The Core Cast –

JOJO

SPECIES: BUTTERFLY
GENDER: FEMALE
COLOR: YELLOW

You've heard of the butterfly effect? She's the inspiration. JoJo busted out of her cocoon with purpose. Her brains, beauty, and leadership skills make her the backbone of the group, despite lacking an exoskeleton. She's strong, independent and all business, yet occasionally temperamental. She wears her emotions on her wings... literally. They always display her true emotions, even when she tries to hide them.





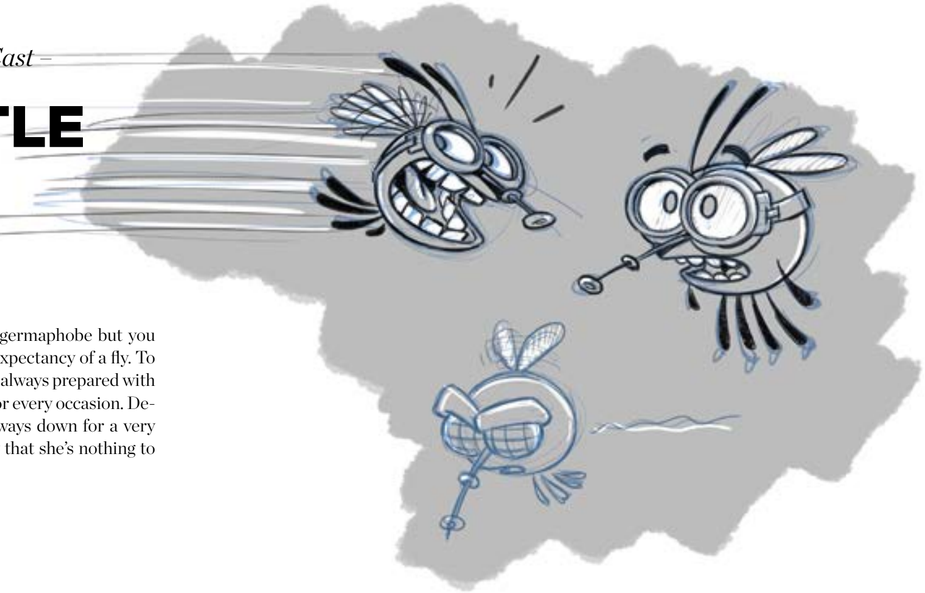




BRITTLE

SPECIES: HOUSEFLY
GENDER: FEMALE
COLOR: PURPLE

Brittle might be a little bit of a germaphobe but you would be too if you had the life expectancy of a fly. To combat her anxious nature, she's always prepared with a barrage of tools stashed away for every occasion. Despite her hypochondria, she's always down for a very well-planned adventure, proving that she's nothing to swat at.







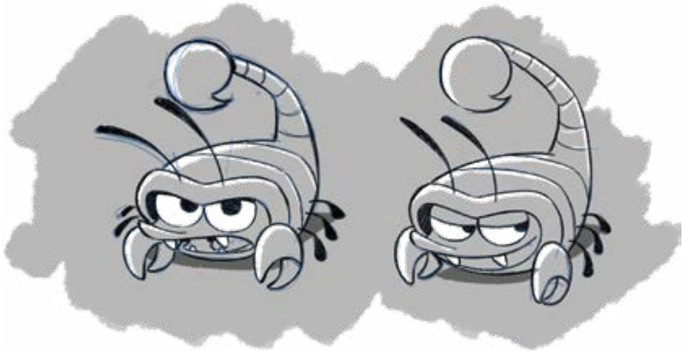


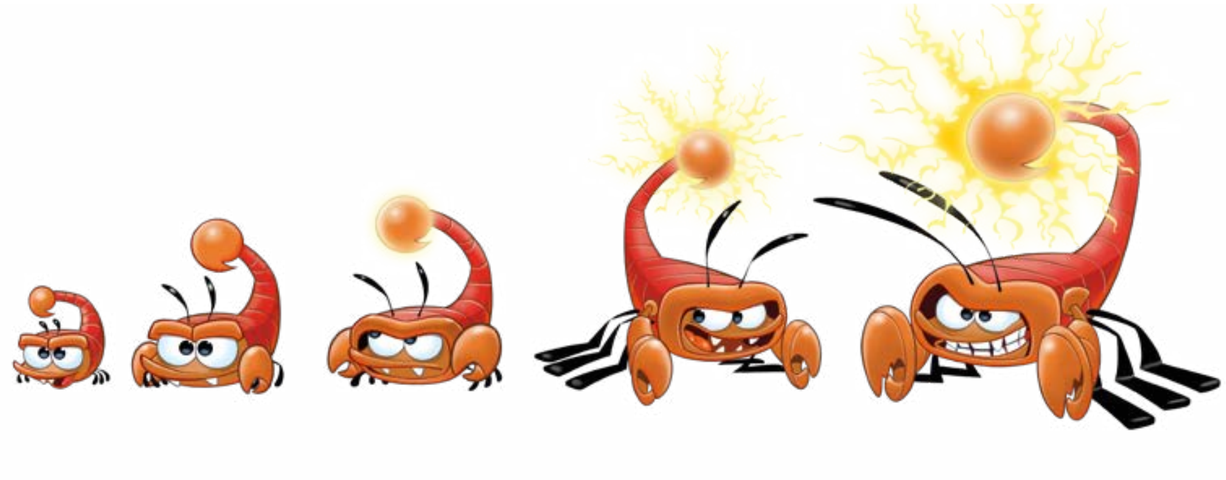
– The Core Cast –

GORDON

SPECIES: SCORPION
GENDER: MALE
COLOR: RED

Gordon is the warrior of the group. He gets the job done and leaps into the fray without a second thought, or even a first thought either. His answer to everything is fight, fight, fight. He sticks to his morals and is uncompromising by nature, but don't let his hard exterior fool you into thinking he's mean. He stands by his Fiends and won't let anyone poison his mind.







– The Core Cast –

HOWIE

SPECIES: LIZARD
GENDER: MALE
COLOR: BLUE

While reptiles usually end up in the cauldron, Howie stayed out of hot water and developed his own magical Lizarding powers. Howie can be a bit pompous or even perceived as condescending but don't be fooled – he's just British. While his magic can cause wonderment, his language can cause scorn, as he's known to have to censor his tongue, at least for Kwincy's sake.





– The Core Cast –

SCALE



Average short human



THIS SPREAD *Art work • Antti Kemppainen*

THE WORLD of MINUTIA

Minutia remains largely unmapped and undiscovered, awaiting a brave adventurer to conquer the wilderness. Until then, what has been discovered is quite pleasing – from the majestic mountains of the Rockstock Range, through the scorching dunes of the Endless Desert, and on to the breathtaking lush forests of the Towering Treetops.

Minutia's different regions are divided by natural formations and ecosystems that create very different and separate villages and towns. Every inch of Minutia crawls (and yes, most of it crawls) with a vast variety of flora and fauna but the two most famous factions in Minutia are the Fiends, consisting of all kinds of insects and small critters, and the Slugs, who have united under the King Slug after the awakening of Mount Boom (see Timeline).

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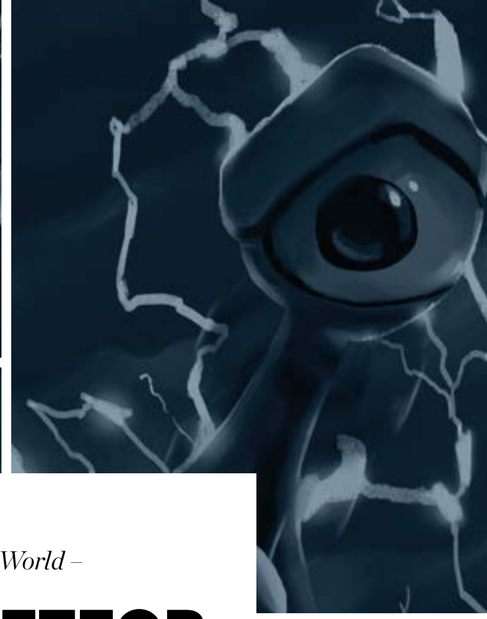












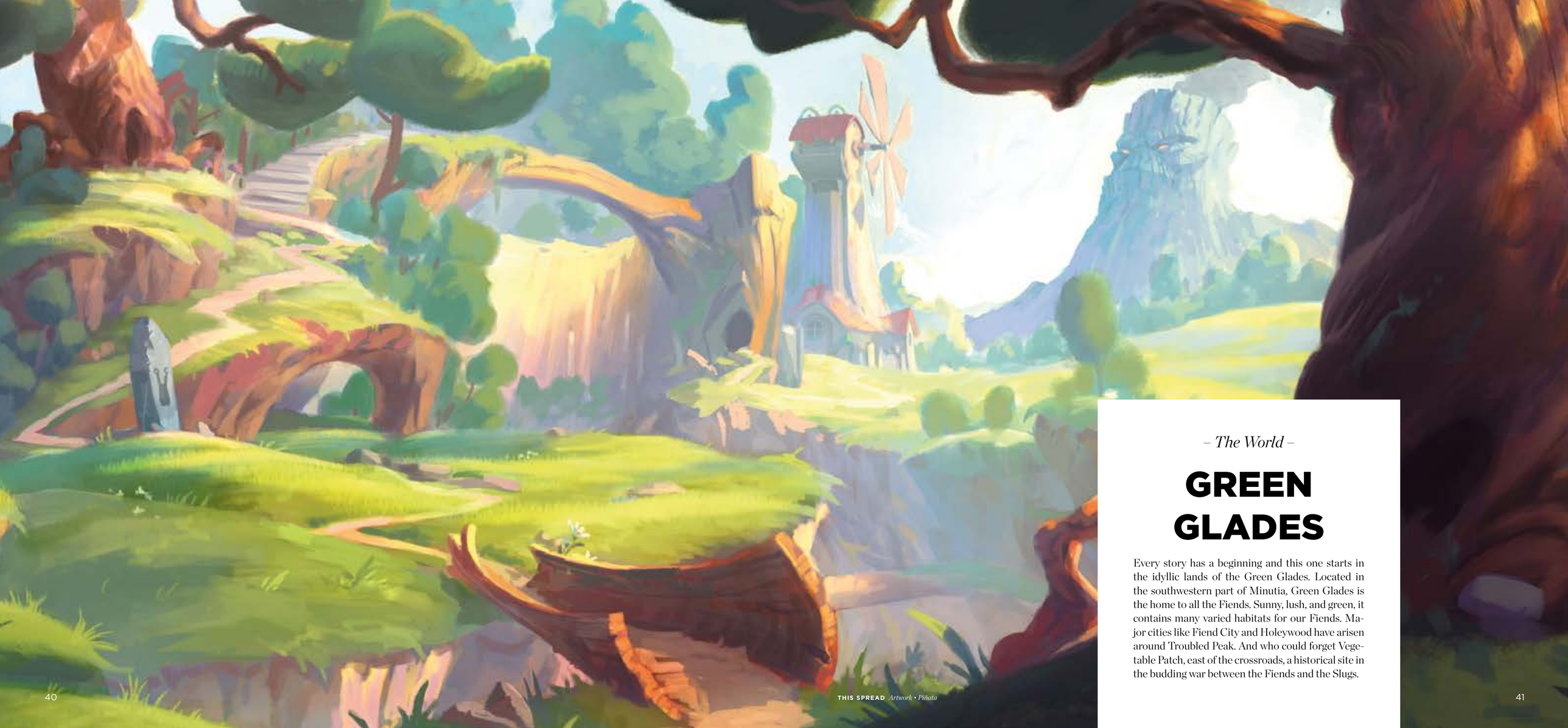
THIS SPREAD *Artwork • Pilot Studios*

– The World –

THE METEOR

The world of Minutia was peaceful; sure, there was the occasional kerfuffle or commotion with the Slugs living in the Mount Boom region, but, for the most part, Minutia was a great place to raise young Fiends, until the day a large meteor appeared in the sky. It came with a foreboding red glow and it screamed across the sky and hit Mount Boom with a, well, boom. That's when everything went horribly, horribly wrong. The Slugs turned large and evil after inhaling the meteor's dust. They ravaged the land, scorched the forests, captured the Fiends, and left nothing but slime in their wake.

Now, a small group of young Fiends have set out on a journey of rescue and discovery. Their only hope is to make their way across uncharted lands to Mount Boom and find the answers to the mystery that will help them reclaim the world of Minutia (fingers crossed)!



– The World –

GREEN GLADES

Every story has a beginning and this one starts in the idyllic lands of the Green Glades. Located in the southwestern part of Minutia, Green Glades is the home to all the Fiends. Sunny, lush, and green, it contains many varied habitats for our Fiends. Major cities like Fiend City and Holeywood have arisen around Troubled Peak. And who could forget Vegetable Patch, east of the crossroads, a historical site in the budding war between the Fiends and the Slugs.

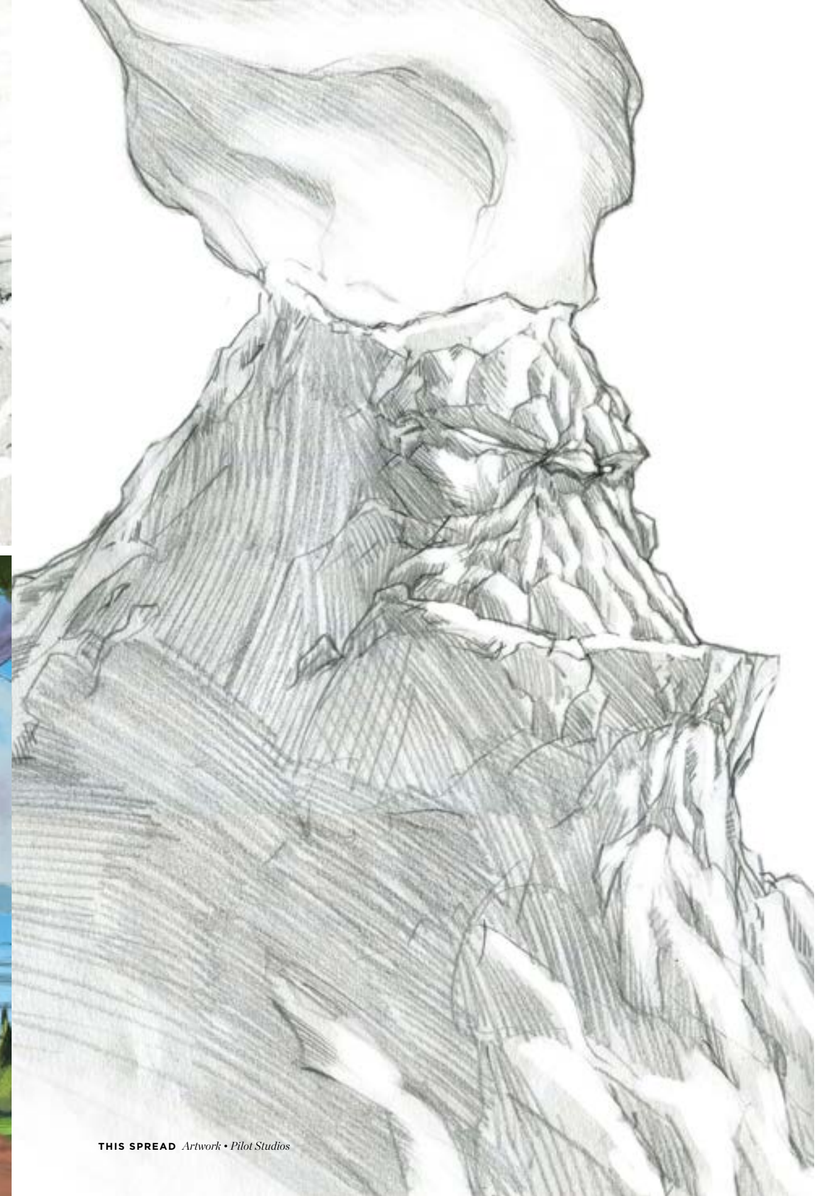
THIS SPREAD *Artwork • Piñata*











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– The World –

MOUNT BOOM

Dormant volcano or mountain with a bellyache? Scientists may never know. What is known is the flanks of Mount Boom are home to a large colony of Slugs. And on that fateful day when the meteor flew across the skies of Minutia and slammed into the mountain's side, those Slugs were corrupted... plus something else awoke within the mountain.

That meteor made the mountain erupt with massive booms that sounded to the untrained ear almost like laughter, shaking Minutia to its core. Mount Boom is the largest landmark in Northern Minutia and the range contains some of Minutia's most treacherous passes and peaks. The entire region trembles with perilous volcanic activity.

– The World –

FROZEN HILLS

Cold but beautiful, Frozen Hills is home to many secrets. Ancient, hairy Yeti Slugs slumber amidst precarious crevasses. Massive caverns of ice are hidden beneath the snow. And yet, perhaps the weirdest secret of them all is a place called Hot Spot - an old volcanic caldera that's almost tropical! Frozen Hills is the domain of the mysterious Ice Queen who guards and rules over her colony of Slugs with a frosty glare.



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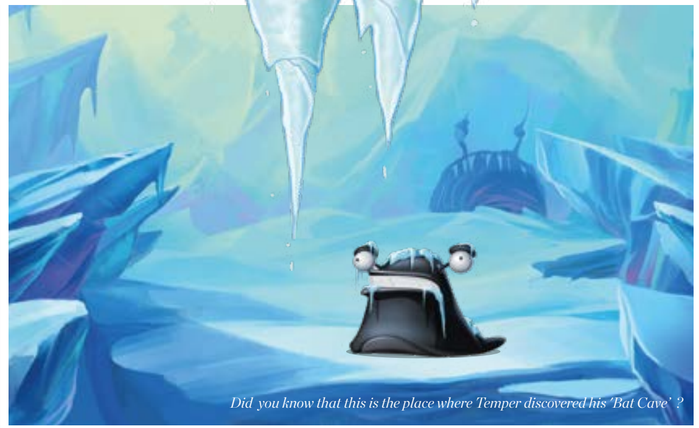


Did you know that this is the place where Temper discovered his 'Bat Cave'?





THIS SPREAD *Artwork • Piñata*

– The World –

ENDLESS DESERT

Don't worry – it's not *really* endless; it just feels that way. Blisteringly hot by day and freezing cold by night, the Endless Desert is a place of many wonders – and a lot of sand! The primordial Slug civilization even built their pyramids here, though they're now mostly crumbled (and a little eaten). Some say the abandoned underground caverns contain a colony of mummified Slugs (more dry than slime). Entering the Desert from the South, one can't miss the Eye in the Desert, a quagmire of sand that lures you in. Enter with caution - adventurers come in but they don't come out.



THIS SPREAD *Artwork • Petri Räsänen*



THIS SPREAD *Artwork • Pilot Studios*

TOMB OF SLUGYMANDIAS

"My name is Slugymandias, King of Kings. Look on my works, ye Mighty, and despair!" So reads the inscription on the broken pedestal of the immense statue of Slugymandias, staring forlornly into the horizon. Nobody knows who he was or when he lived, but it's probably fair to say that whatever positive traits he might have had, being humble wasn't one of them.



THIS SPREAD *Artwork • Kaisa Kirmanen*

– The World –

OMINOUS OCEAN

Ahh... who doesn't love the peaceful sounds of the Ominous Ocean? The seagulls' lazy calls, the waves crashing against the sand, the creaking of abandoned spooky pirate ships, the bloodcurdling screams of the Kraken that lives beneath... You know what, maybe the Ominous Ocean isn't as peaceful as we originally thought.

The Fiends still refuse to talk about the Kraken Incident. They blame Kwincy.



– The World –

TOWERING TREETOPS

The Towering Treetops region is hot, humid, and lush, with greenery from top to bottom – like a sauna, but with moss and vegetation. The oldest trees tower hundreds of feet high with webs of vines and structures from ages past hanging from their upper branches. It's not all jungle though – there are windy canyons, ancient pyramids, and rumors of a huge, wizened tree that holds the nest of the fabled Phoenix!

This region has seen the demise of a multitude of Slug hordes, having gotten lost in the foliage and never found their way back to the true gem of the Towering Treetops – the skytrail that connects the Ominous Ocean to Mushroom Valley.

THIS SPREAD *Artwork • Petri Räsänen*



THIS SPREAD *Artwork • Scott Davidson, Petri Räsänen*



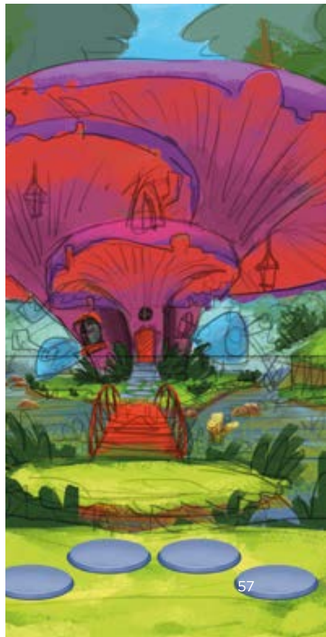


– The World –

MUSHROOM VALLEY

Mushroom Valley looks gorgeous and inviting with its plethora of colorful, shiny, luminous mushrooms. But if you look closer, you realize that the beautiful sheen is caused by a thick layer of slime. That, combined with the rain and fog, means everything is moist and very slippery. Don't think you can just go around either – the terrain largely consists of an elaborate network of gorges, cliffs, and sheer rock walls. But don't worry, up north, there's a vast network of confusing swamps. Wait... did we say don't worry? Sorry, we meant worry.

The Valley arcs off towards Celestial Springs, but if travelers are feeling adventurous, they can venture into a massive, horizon-stretching swamp where no one knows what lies beyond...





– The World –

CELESTIAL SPRINGS

Here, far above the clouds, the air is clear and biting, the weather is cool but not too cool, and the sunshine feels good on your skin. Not to mention the view! You can see forever in every direction! The Springs are nothing to sniff at either. Their icy cold waters plummet off the cliffs into nothingness and create a lasting impression. The Celestial Springs are rumored to grant a visitor enlightenment, wisdom, and eternal youth. Whatever the rumors, Celestial Peak is a remarkable setting with an old Slug fortress nestled at the highest point in Minutia, even higher than the mountains and the Towering Treetops.

THIS SPREAD *Artwork • Pilot Studios*



THIS SPREAD *Artwork • Kaisa Kirmanen*

– The World –

WAYWARD WATERS

East of the Celestial Springs are the massive deltas and estuaries of Wayward Waters. Not much is known of this unusual waterway, except that it's a myriad of marshes, swampland, and very dangerous currents. Old Slug ruins seem to suggest this was once a fairly important place, especially since it's well-connected to the Ominous Ocean and the rest of Minutia. Sadly, few now wander here and fewer wander back.



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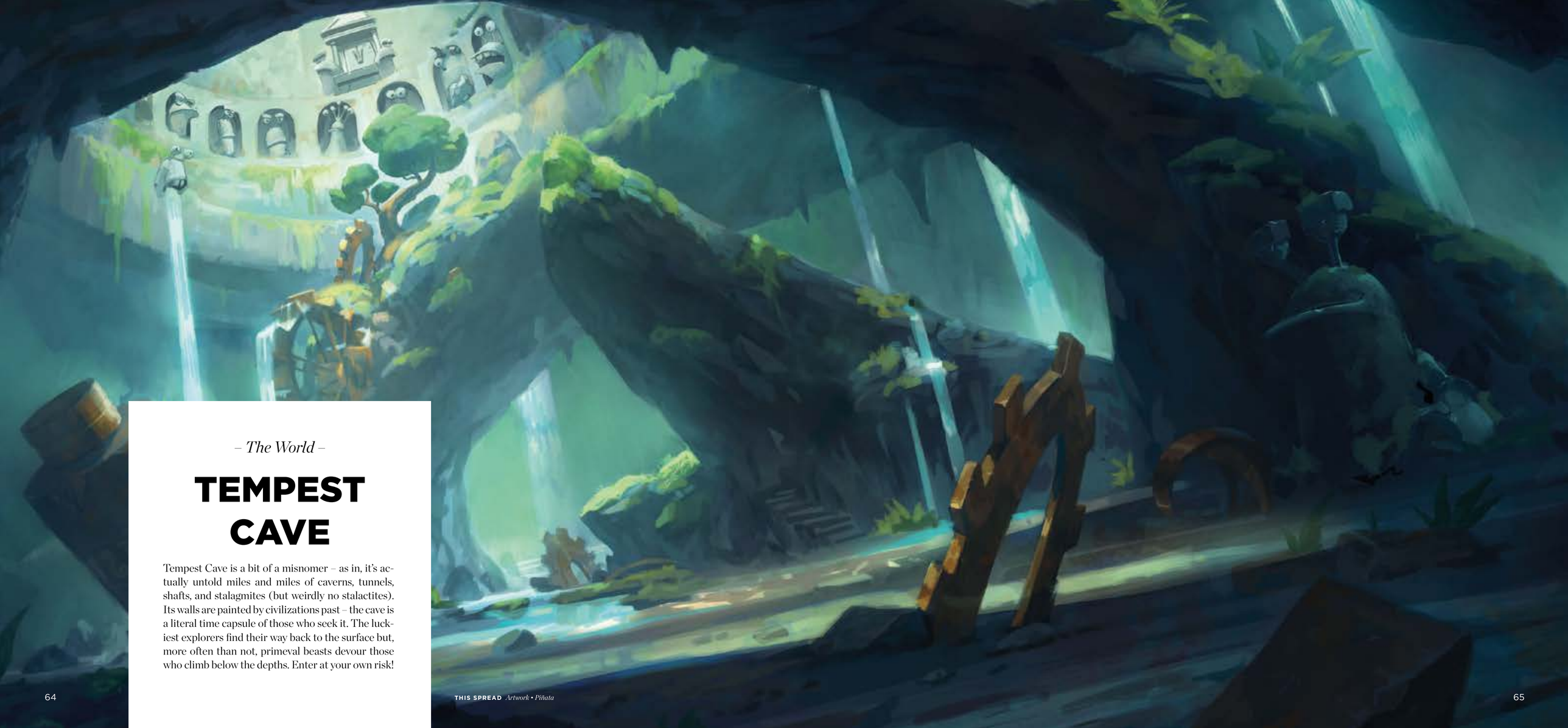

– The World –

TEMPEST CAVE

Tempest Cave is a bit of a misnomer – as in, it's actually untold miles and miles of caverns, tunnels, shafts, and stalagmites (but weirdly no stalactites). Its walls are painted by civilizations past – the cave is a literal time capsule of those who seek it. The luckiest explorers find their way back to the surface but, more often than not, primeval beasts devour those who climb below the depths. Enter at your own risk!

THIS SPREAD *Artwork • Piñata*





– The World –

LOOT BALLOON

The Lootballoon is the airship of the nefarious Commander Lug. Sure, there are other airships in the sky, but Lug's craft is the most famous, or should we say infamous, due to the legendary exploits of its crew. Often seen flying above the world of Minutia, it's a contraption that's held together mostly by luck. Lug might be tiny but his taste for treasure is large and his craft is filled to the brim with riches. Lug spends most of his time in the Lootballoon, flying high across Minutia... unless he's just been on a mission, in which case, the crew will be busy patching up the Lootballoon for weeks.

– The World –

THE CITY OF FIENDS

No one knows when the City was first established – it wasn't there in the 'days of yore' or even during the 'good old times,' and it certainly wasn't there during the 'mediocre middle-aged era.' Just at some point, after the Meteor struck Mount Boom, buildings started popping up on the roots of the ancient ash tree that seems to reach the heavens.

And where there are buildings, there are Fiends. And where there are Fiends, there are peddlers selling deep-fried leaves and nuts glazed with honey. Suddenly a camp becomes a town and a town becomes a village and a village becomes a city with a bustling center filled with commotion, town criers, and performers. The City's makeshift beginnings are celebrated with the annual 'Rivalries,' where the best of the best meet to compete against each other for the chance to be crowned the champion.

THIS SPREAD *Artwork • Petri Räsänen*



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RED FIENDS

They live in
STRAWBERRY PATCH



BOB GORDON TANTRUM WU BAM MOOSE ROSE

BOB

GENDER: Male
SPECIES: Ladybug

Grumpy ladybug Bob just wants to get back to his family's aphid farm. If he has to take out every Slug between here and there to make it happen, so be it.





GORDON

GENDER: Male
SPECIES: Scorpion

Born with a warrior's heart but stuck in the shadow of his formidable father, Gordon the scorpion can't wait to carve out his own legend in the war against the Slugs!





TANTRUM

GENDER: Male
SPECIES: Dung Beetle

This tough-talking engineer is a battle-hardened veteran of the Vegetable Patch Raid. Dung beetle he may be, but Tantrum don't take no crap from nobody!





WU

GENDER: Male
SPIECES: Tarsier

This simian sage has been perfecting his own martial art: Kung Wu. And what better test subject than the harrowing horde of horrific Slugs?





MOOSE

GENDER: Male
SPECIES: Stag Beetle

Moose gets his name from his impressive antlers. Just don't tell anyone they're actually stuck to his hat, not his head!





BAM

GENDER: Male
SPECIES: Caterpillar

Long ago Bam was uncomfortable with his fuzzy physique. Never one to give up, this heartwarming hero turned coiffing his cocoon into a calling, and is now the happy-go-lucky hairdresser for all the Fiends!





ROSE

GENDER: Female
SPECIES: Orchid Mantis

A rose by any other name would still be as deadly. This orchid mantis might look delicate and pretty but she packs quite a punch. Just ask her exes. Oh wait...





GREEN FIENDS

They live in
LEAFY GROVE



TEMPER GENE LAPOLEON KARMA LACEY SNAP VINCENT

TEMPER

GENDER: Male
SPECIES: Mite

This masked mite may be small but his courage knows no bounds. He's a pint-sized powerhouse on his meandering way to superhero status!



GENE

GENDER: Male
SPECIES: Centipede

Toe-tapping Gene, the showbiz centipede, was on the road to fame when the Slugs slimed it all up for him. Now he's ready for revenge in act two!



LAPOLEON

GENDER: Male
SPECIES: Cockroach

Rugged roaches can withstand an atomic blast, and doesn't Lapoleon know it! He's waiting for the day when cockroaches inherit the world and he becomes Emperor of Everything.



KARMA

GENDER: Female
SPECIES: Chameleon

Color-blind chameleon Karma has an uncanny ability to stand out in any crowd. She may not be a master of disguise, but when there's trouble, she always comes through with flying colors.





SNAP

GENDER: Female
SPECIES: Dragon Caterpillar

This dragon caterpillar has more moves than she has legs. Her multi-limbed martial arts make her much feared amongst the Slugs, at least those who survive the battle.





LACEY

GENDER: Female
SPECIES: Lacewing

Lacey is an adventurer at heart and would love to soar through the skies, exploring Minutia. But unfortunately for her (and her wings), she's scared of heights!





SUPER RARE

VINCENT

GENDER: Male
SPECIES: Moth

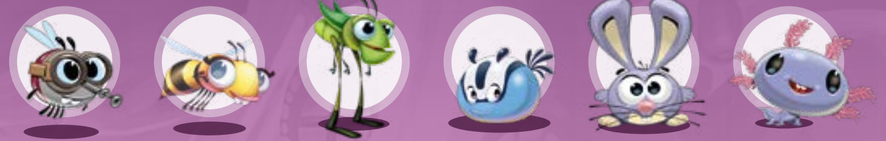
He's a nocturnal ninja whose only weakness is the occassional light. Once he gets sucked in by their siren glow, he forgets everything else and bee-lines it to the bulb.





PURPLE FIENDS

They live in
MUSHROOM VALLEY



BRITTLE

GENDER: Female
SPECIES: Housefly

Nervous housefly Brittle expects to get swatted at any moment. That's what keeps her moving and gathering up the goodies.





WHISPER

GENDER: Female
SPECIES: Wasp

Whisper is a yellow jacket who wishes she'd been born a bee. She's even been working on her own recipe for honey and it's put her in a bit of a sticky situation.





DENNIS

GENDER: Male
SPECIES: Grasshopper

Dennis the grasshopper is the group's 'goodtime grub.' He can dance a mean jig, and he can't wait to hop on the ruins of the Slug empire.





BO

GENDER: Male
SPECIES: Glaucus Atlanticus

Bo's a slug. But before you attack, check out those fancy flippers. This guy's a dragon slug, the colorful king of the ocean floor, and anyone who says otherwise is gonna get... well, slugged!





POP

GENDER: Female
SPECIES: Axolot

Pop crawled out of the Ominous Ocean and never looked back. Who wouldn't want both legs and fins? Just don't call her a fish 'cause she's so much more!





RASCAL

GENDER: Male
SPECIES: Easter Bunny

Easter Bunny Rascal is more bunny than bug, but he lays eggs like the best insect around! If you catch him hopping around, consider yourself lucky – he's super rare!





More coming soon...

BLUE FIENDS

They live in
DEWDROP DISTRICT



HOWIE

GENDER: Male
SPECIES: Lizard

This lizard wizard from across the pond might speak the Queen's English but that doesn't mean he's not afraid to attack a King Slug!



EDWARD

GENDER: Male
SPECIES: Mosquito

Ashamed of his bloodsucking nature, this sensitive and romantic chap gets by on a diet of coconut water, which he carries around on his back like scuba gear.



BUGGLES

GENDER: Male
SPECIES: Dragonfly

Speedfreak Buggles is the flying ace of the group. Ok, so he can't actually breathe fire, but he can smoke anyone with his flying skills.



NOG

GENDER: Male
SPECIES: Wheat Weevil

Nog the wheat weevil is determined to prove he's a bug of action, like his hero, canyon-jumping daredevil Weevil Knievel. If only he can get his allergies under control!





FREDDIE

GENDER: Male
SPECIES: Cricket

Freddie's riffs are a favorite among the Fiends. Whether he's rockin' an axe or an accordion, he's always ready to make the Slugs face the music.





TERRY

GENDER: Male
SPECIES: Tarantula

Terry is renowned for his sweet tooth. In his spare time, he even writes a food column called "Terry Tries Treats" for the Green Glades Gazette!





More coming soon...

YELLOW FIENDS

They live in
CACTUS COVE



KWINCY

GENDER: Male
SPECIES: Spider

Can a spider be an 'ugly duckling'? Because inside this big-eyed, big-butted bulldozer, there's a handsome hero waiting to burst out!



JOJO

GENDER: Female
SPECIES: Butterfly

JoJo gives new meaning to the term "butterfly effect." When she wallops a Slug here, it can be felt by a Slug three thousand miles away!



VEGA

GENDER: Female
SPECIES: Firefly

If you send Vega in first, there's always a light at the end of the tunnel. She shows us the way with her gigantic luminous rear end!



NEWT

GENDER: Male
SPECIES: Frog

Newt got his name when an apple fell on his head when he was just a tadpole. While science isn't his forté, his lightning-fast tongue defies the laws of physics!



BEEBERT

GENDER: Male
SPECIES: Bumblebee

Beebert's a movie-buff bumblebee. After the Meteor hit, he's been on two quests: battling the Slug menace and finding a pair of 3D glasses that will fit over his prescription specs!



WOODY

GENDER: Male
SPECIES: Woodlouse

Don't be fooled when Woody the Woodlouse curls up when danger looms. He's just morphing into a living, breathing, armor-plated cannonball!



MILES

GENDER: Male
SPECIES: Inchworm

Miles the inchworm gets his name from his persistence. He can and will literally inch his way forward for as long as it takes. He's a big fan of football, but it might take him a while to traverse the field.



EARTHWORMS



DEE

GENDER: Female
SPECIES: Earthworm

Dee's a shrewd earthworm always willing to go the extra mile, but sometimes gets into trouble for acting in haste!



KIM

GENDER: Female
SPECIES: Earthworm

Kim was integral in taking out Granny's Orchard, multiple Boot Camps, and sinking Captain Slug's boat, and now she's a full-fledged member of the Fiends!



ABE

GENDER: Male
SPECIES: Earthworm

Abe knows all the movies, books, and games by heart - yet he completely nerded out when he heard he was accepted by the Fiends!



DOT

GENDER: Female
SPECIES: Earthworm

Dot is known to be silent most of the time, only to utter something inane at the worst possible moments! Yet she punches way above her weight!



TIM

GENDER: Male
SPECIES: Earthworm

After joining the Fiends, the others realized Tim is best used as a distraction. Whatever Tim ends up talking about doesn't make much sense!









































– Best Fiends –

SEASONS

The world of Minutia is defined by its seasons. The Fiends' favorite times of the year are the times when Fiends gather together to celebrate, such as Harvest, Halloween, and Winter Holidays. During the Summer, they hit the beach and both Mother's Day and Father's Day are celebrated by small Fiends every year.

With each new holiday, Best Fiends creates new custom splash artwork to celebrate the season and highlight new exciting things happening in the world of Minutia!











Best Fiends

1st Era
Pre-Mount Boom Minutia

The First Slug War













2nd Era
Rise and Fall of the Slug Civilization

The Long March























Overnight, the meteor changed everything—
the slugs took over Minutia and forced the fiends into their long
journey to uncover what happened at Mount Boom.

3rd Era
The Rise of the King

The Time of Regrowth







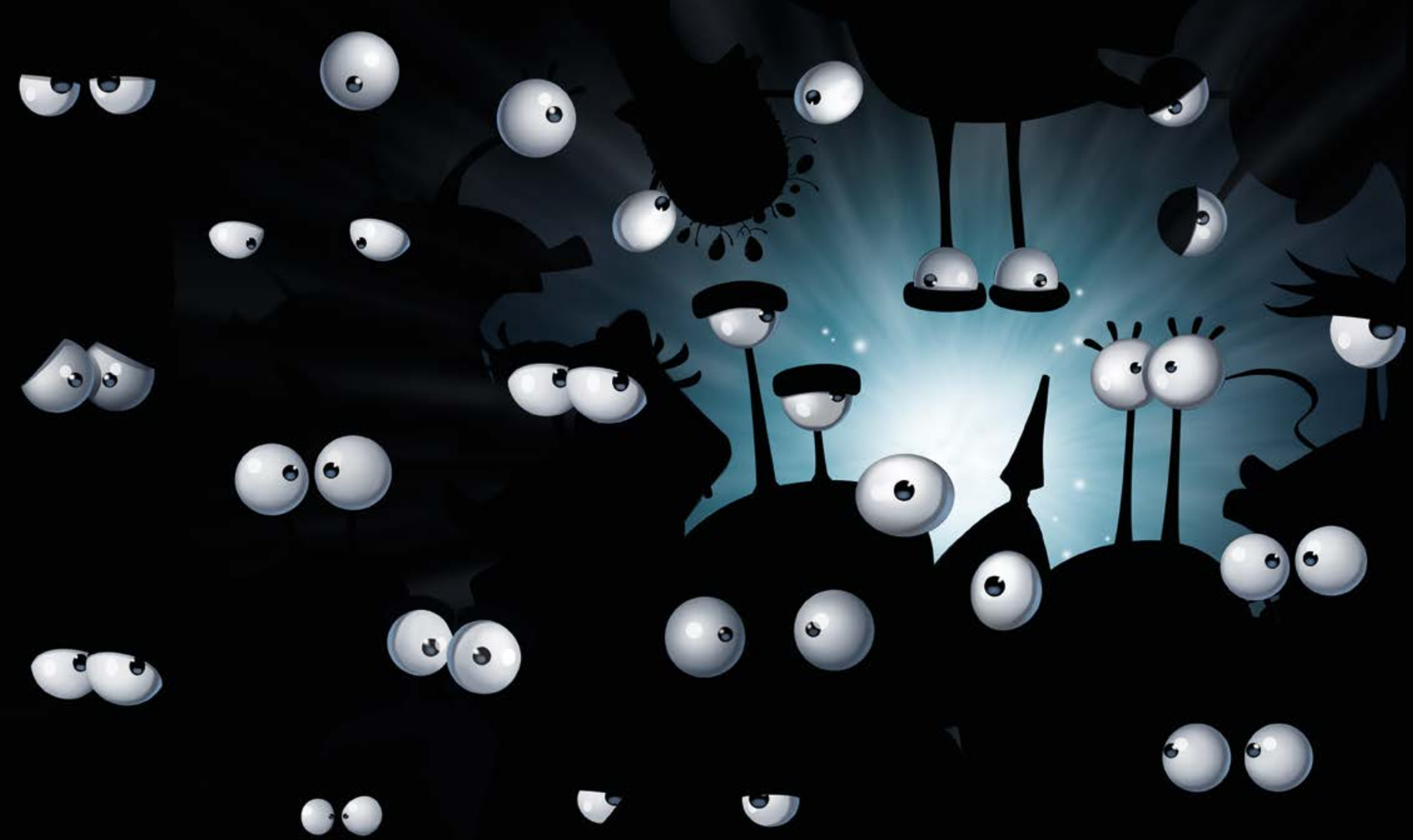




Best Fiends Forever


Best
FiENDS


Best
FiENDS



THIS SPREAD *Artwork • Kati Nohynek*

THE SLUGS

Hapless, goofy, simple creatures that devour everything in their way – most Slugs are harmless, although not necessarily aware of their actions or surroundings. The bigger Slugs, driven by endless hunger, can be rather malicious. They are ruled by the iron fist of the Slug King, who is hell-bent on conquering the entire world of Minutia.

The Slugs have always lived in Minutia, although their civilizations have waxed and waned over centuries. Remnants of their past lives can be found in the variety of ruins and statues littered throughout Minutia. In more recent times, the Slugs had been happily living on the flanks of Mount Boom, chomping on leaves and bothering no one, until the Meteor hit...

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– The Slugs –

SLUG KING

He's the ruler of all the Slugs in Minutia and his head has finally grown as big as his body. Due to his massive size, he can barely move. Before the Meteor struck, he was just a small, ambitious Slug with a crazy idea. As the Meteor soared across the sky, the soon-to-be King placed himself at the epicenter of the eventual strike. It transformed him into the power-hungry, slightly crazed, self-appointed ruler of all the Slugs.

Full of malice and with his ulterior motives unknown, he tells high-ranking Slugs what to do and they follow him like lemmings. Just don't call a Slug a lemming. He has plenty of Pawns and Rooks at his disposal but unfortunately they can't handle any complicated scheming. Often his grandiose plans get diluted as they trickle down the chain of command.

Like any ruler, the Slug King wants to leave his mark on Minutia. The King is obsessed with the ancient Slug texts of old found in the Minutian Archives, which is where he got the idea for his meteor plan in the first place. Who knows what else he has up his slime, as he broods amidst the sentient Mount Boom.







THIS SPREAD *Artwork • Pilot studios & Miguel Francisco*



GENERAL

The General is responsible for the overall training of the Slug King's armies in the thousands of Boot Camps set up across Minutia. However, somewhere along the looong chain of command, the Slug King's orders get misunderstood in a multitude of ways and the training at the Boot Camps ultimately reflects this.



COMMANDER LUG

Lug operates as an independent commander of the legendary Lootballoon, striking hard and fast anywhere around Minutia. And once the dust settles, he can be found fixing said Lootballoon for days while not so silently heaping curses on his crew.



ROOKS

Easily identifiable by their eyes that are attached to their upper body, the Rooks are usually in charge of leading bigger groups of low-ranking Slugs, such as Pawns.



GRANNY

She's mean, leathery, and comes with cheek-pinching power. She's amassed a hoard of loot, stolen from Green Glades. She's got her eyes on you, and on those Earthworms, who have started to loiter near her orchard.



COUNT SLUGULA

A large devourer Slug with a huge set of teeth, an affection for drama, and a tendency to overbite, it's easy to see where the idea to wear a black cape came from.



CAPTAIN SLUG

This commander sea Slug rose through the ranks of the King's armada. Just as Commander Lug rules the skies, Captain Slug controls the slimy seas. He'd better stay out of the water, since sea salt and Slugs don't mix.

ICE QUEEN

She's the self-appointed leader of Frozen Hills, running her own kingdom from her court in the Frost Spiral. She doesn't associate with the Slug King; rejecting his showboating persona, she prefers to instead keep her cards close to her chest. Their relationship is strained and might lead to future conflict.





– The Slugs –

MID-LEVEL BOSSES

Once the strange Meteor had unleashed its powers, the Slugs started mutating and growing in previously unseen ways. Some remained as regular Slugs, albeit with ravenous hunger, while some grew into veritable giants.

The Slugs come in a variety of shapes. Rooks are bigger (and a bit mean). Hairy Slugs survive in cold temperatures, but also signal their weakness via the color of their fur. The most common Slugs are called Pawns. They are generally just slightly annoying, but mostly harmless unless part of a horde of Pawns.





– Tier 1 –

SLUGS

Basic



– Tier 2 –

SLUGS

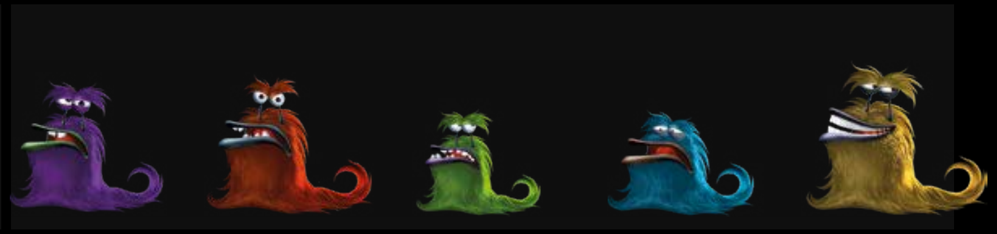
Resistant



– Tier 3 –

SLUGS

Hairy



– Tier 4 –

SLUGS

Pirates



– Tier 5 –

SLUGS

Soldiers



– Tier 6 –

SLUGS

Halloween



– Tier 7 –

SLUGS

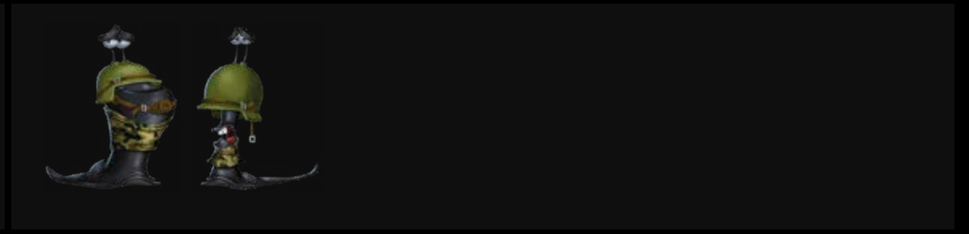
Special



– Tier 8 –

SLUGS

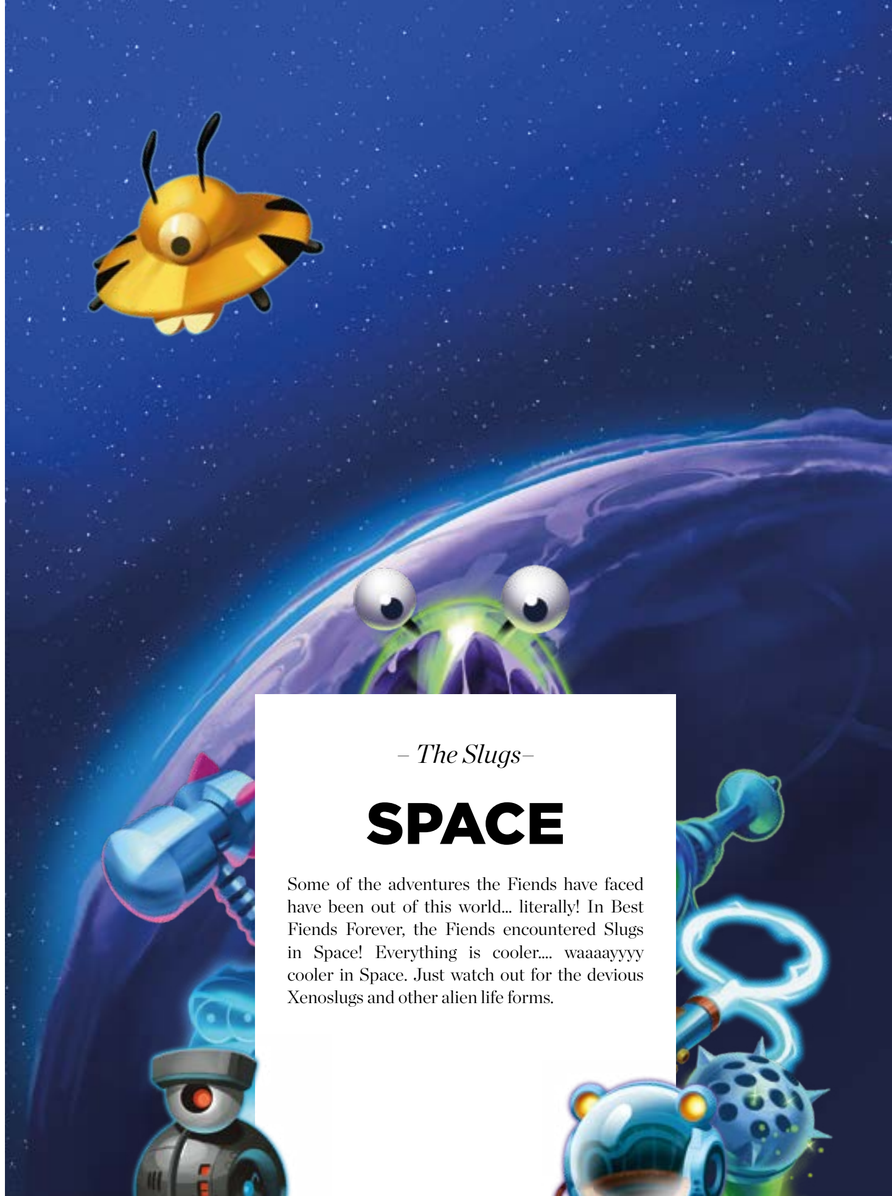
Hank & Roger











– The Slugs–

SPACE

Some of the adventures the Fiends have faced have been out of this world... literally! In Best Fiends Forever, the Fiends encountered Slugs in Space! Everything is cooler.... waaaayyyy cooler in Space. Just watch out for the devious Xenoslugs and other alien life forms.


SLUG
IFE



THIS SPREAD *Artwork • Pilot Studios*



– Animation –

SHORT FILMS

Released in 2017, the first Best Fiends short films, *Boot Camp* and *Visit Minutia*, were met with acclaim from both critics and fans alike. Directed by Augusto Schillaci (*Book of Life, Enchanted*) and written by Stewart Burns (*The Simpsons, Futurama*), the shorts helped establish the Fiends, Minutia, and the Slugs as a fully realized world for the first time.

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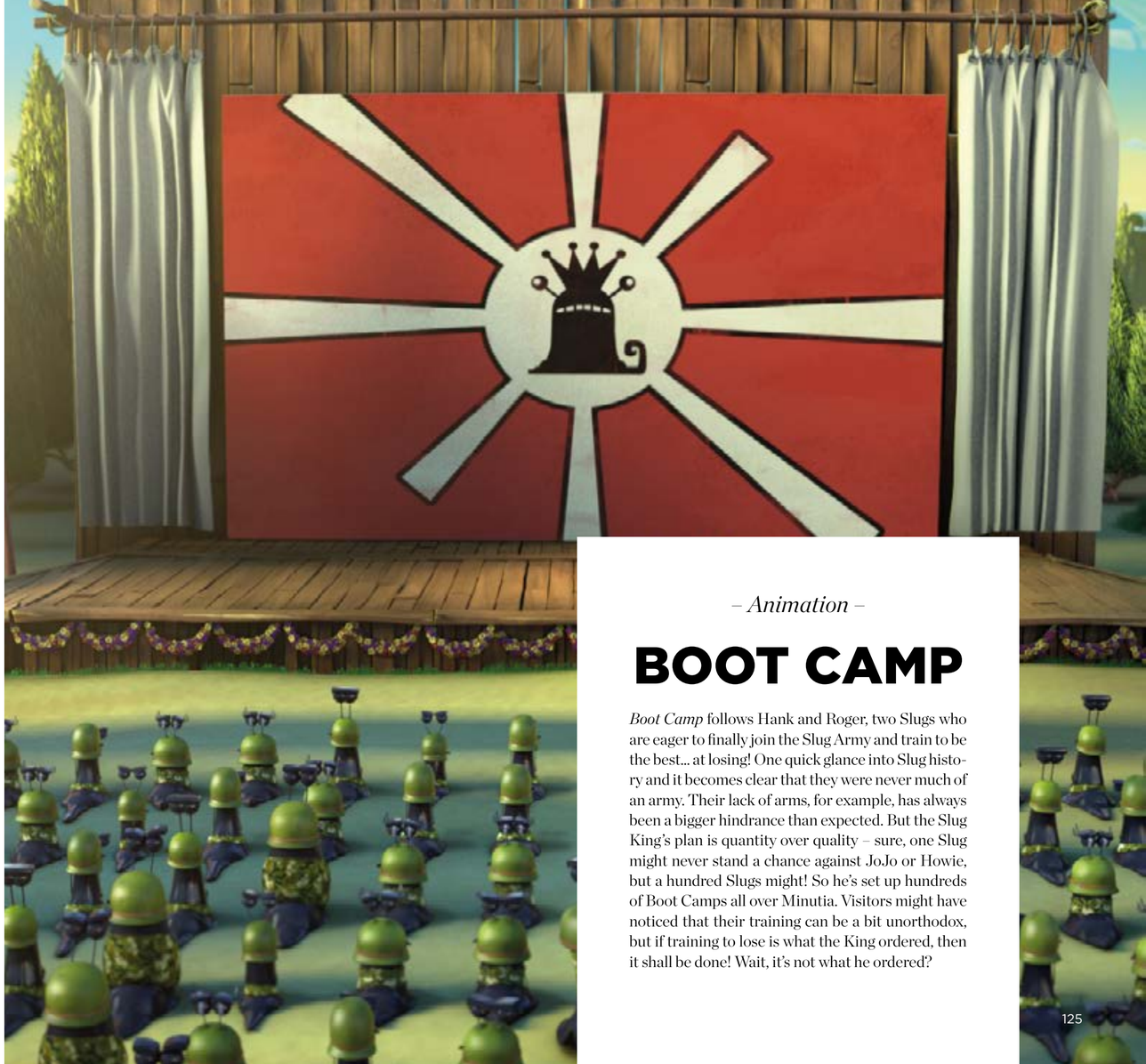
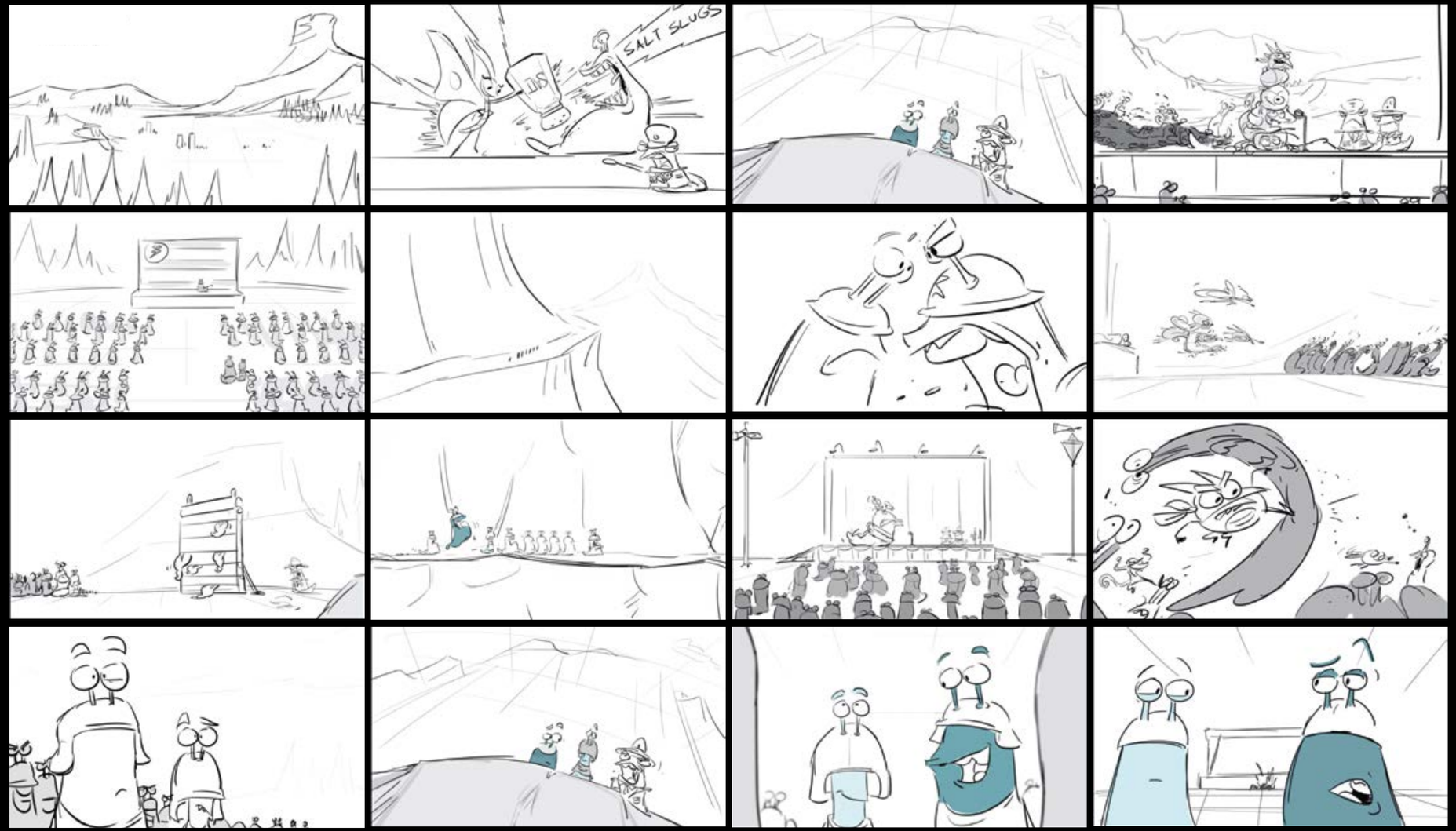


– Animation –

BOOT CAMP

Boot Camp follows Hank and Roger, two Slugs who are eager to finally join the Slug Army and train to be the best... at losing! One quick glance into Slug history and it becomes clear that they were never much of an army. Their lack of arms, for example, has always been a bigger hindrance than expected. But the Slug King's plan is quantity over quality – sure, one Slug might never stand a chance against JoJo or Howie, but a hundred Slugs might! So he's set up hundreds of Boot Camps all over Minutia. Visitors might have noticed that their training can be a bit unorthodox, but if training to lose is what the King ordered, then it shall be done! Wait, it's not what he ordered?



– Animation –

BOOT CAMP STORYBOARDS

Once a script is complete, we storyboard each scene, working with black and white concepts and a simplified form of animation called animatics. This is the phase when the pacing of the entire animation is locked, readying it for the next step.



– Animation –

COLOR KEYS

The next step in the process is creating color keys. The team at ReelFX and our director Augusto really exceeded our expectations with this stage – see how the color accents and emphasizes the mood in each shot.

NEXT PAGE *Color Key – Mount Boom, early morning*





– Animation –

FINAL RENDERING

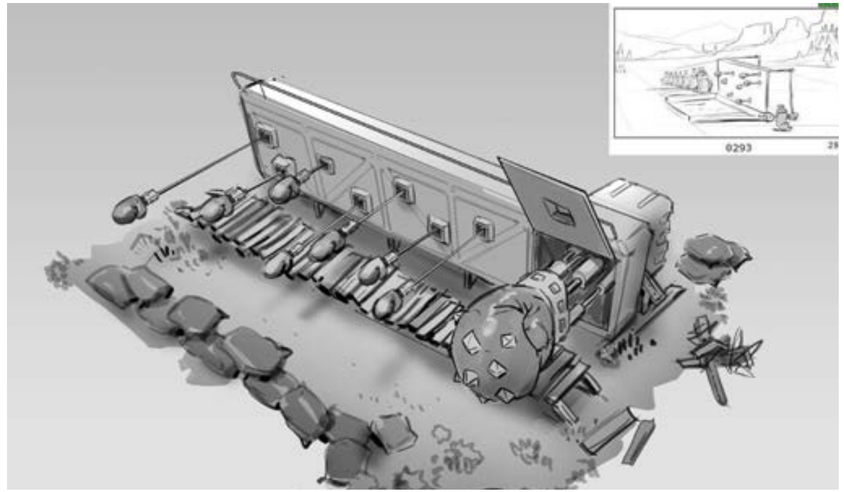
The final rendering treatment is painstakingly crafted. The lighting, materials, and atmosphere of each scene are polished to perfection. If you pause the short at any point, you can see an awe-inspiring attention to detail.

But the characters couldn't come to life without our extremely talented and accomplished voice cast that we were so lucky to work with. (We think you might recognize a few names.)

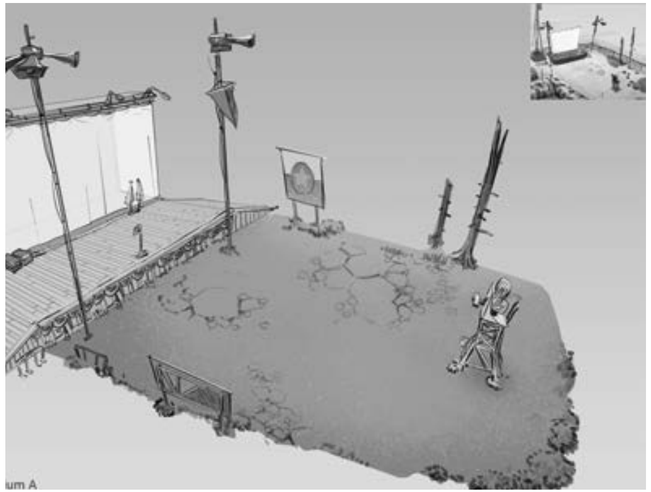
Boot Camp written by Stewart Burns and directed by Augusto Schillaci.

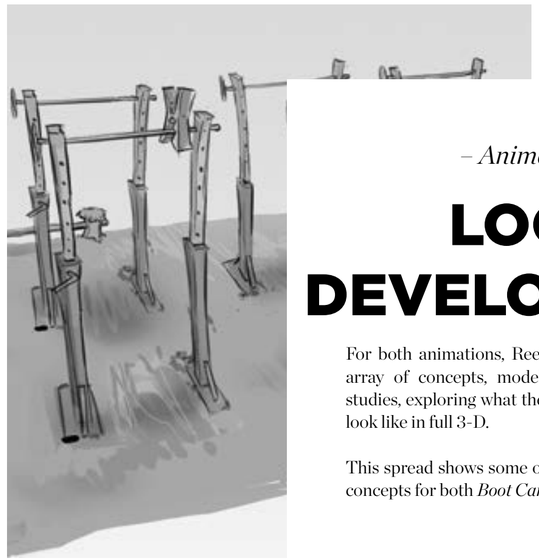
VOICE CAST
Kate Walsh (*Grey's Anatomy*)
Mark Hamill (*Star Wars*)
Pamela Adlon (*Better Things*)
Dave Herman (*Office Space*)
Billy West (*Futurama*)
Maurice Lamarche (*The Simpsons*)











– Animation –

LOOK DEVELOPMENT

For both animations, ReelFX developed a diverse array of concepts, modeling, and environmental studies, exploring what the world of Minutia would look like in full 3-D.

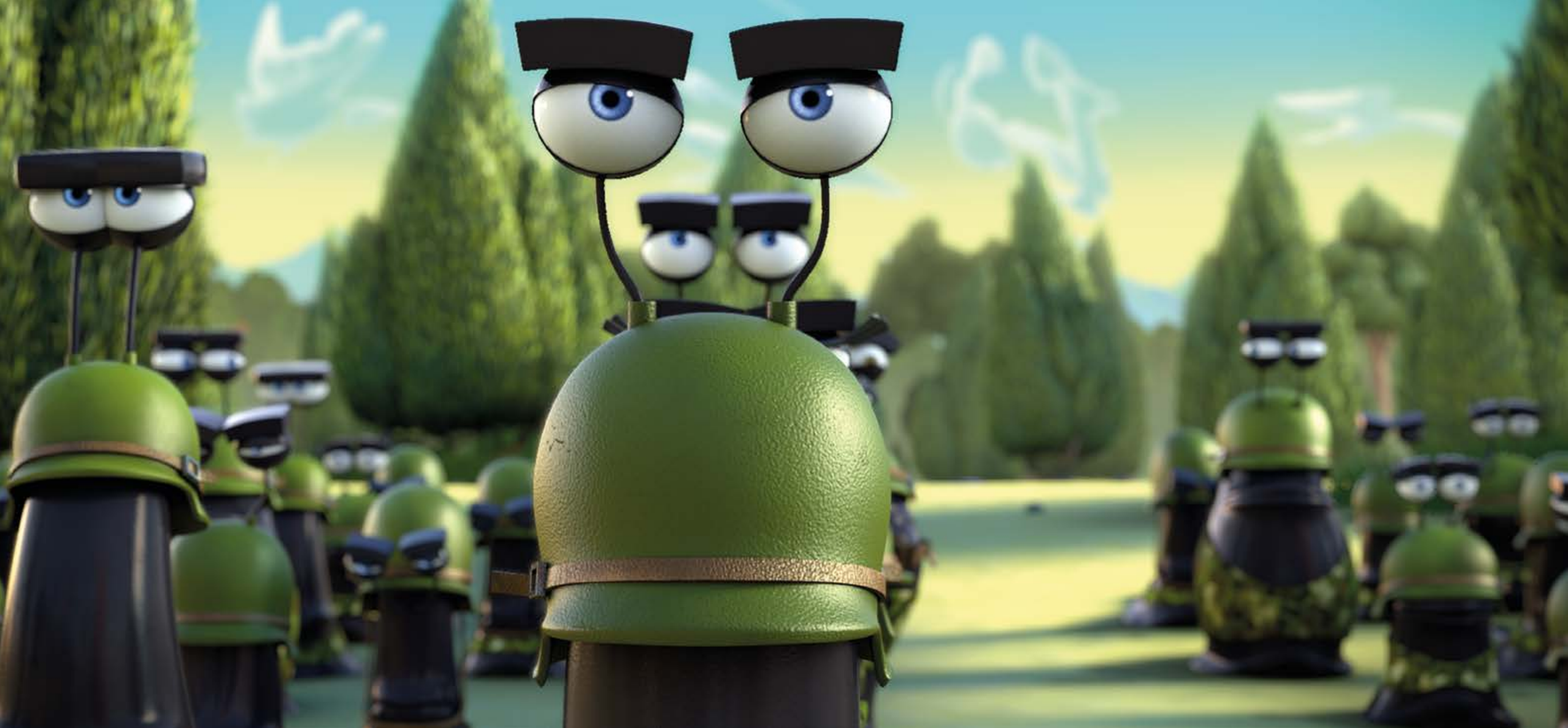
This spread shows some of the details, objects, and concepts for both *Boot Camp* and *Visit Minutia*.















– Animation –

VISUAL DEVELOPMENT

This page shows an unreleased in-house animation sequence that was built for a process called look development, exploring how Kwincy would move and react in the world. This sequence was the first time we played around with the world of Minutia and the characters in the same 3-D scene. It was a fascinating exploration in scale, as well as in character development and rendering materials.

In the 30-second clip, we open with the dormant Mount Boom breathing peacefully and we move to a sleeping Kwincy who immediately gets startled by the camera.

The images on the following page show Brittle and Kwincy in a short holiday special, another wonderful opportunity for us to explore these characters and their movement.












BEST
FIENDS


Happy Holidays!
BEST
FIENDS

CHARACTER DEVELOPMENT

Defining our characters is something we take very, well, SERIOUSLY! For each Fiend, we start with a mountain of sketches and concepts. Then we start looking for the right fit into the Fiendex.

The following pages will give you some insight into the process behind all this.

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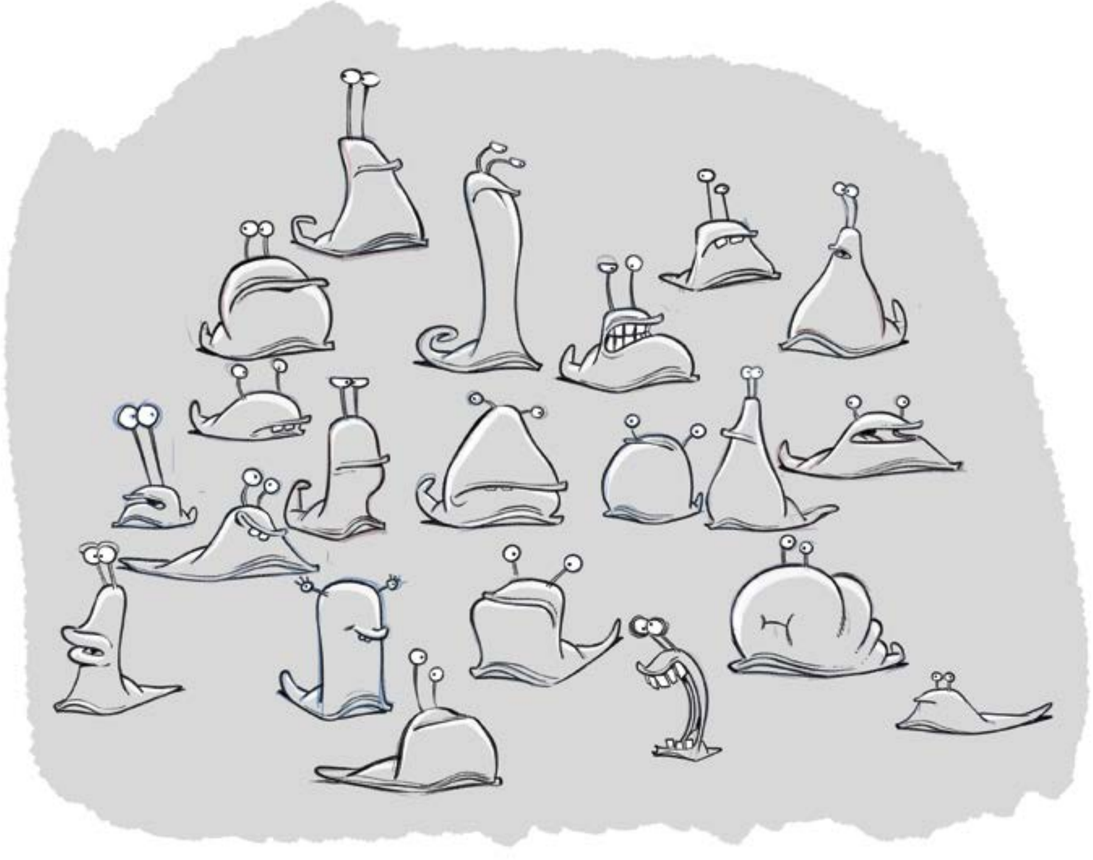
– Character Development –

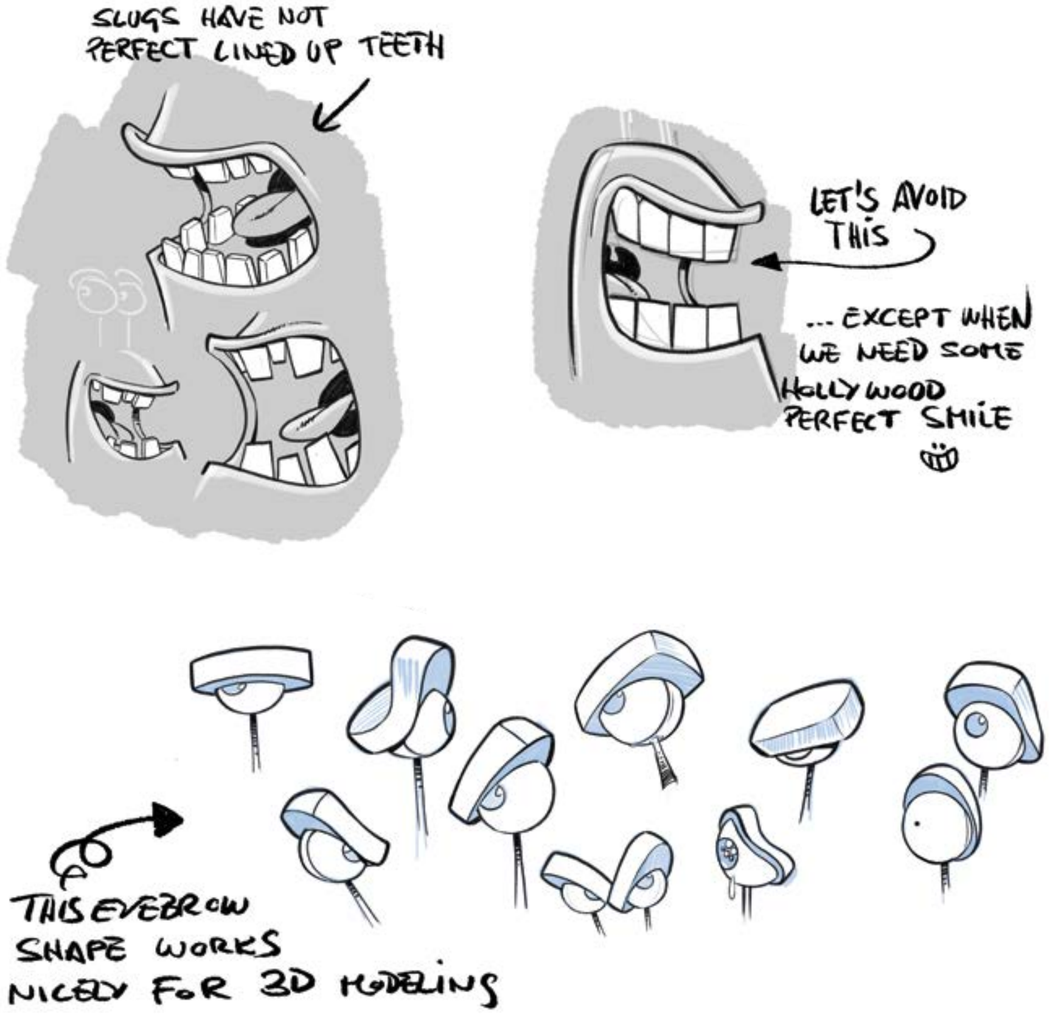
MIGUEL FRANCISCO

Our lead character artist, Miguel, has more than 20 years of experience in illustration and art direction for both comics and games. He was responsible for making our Fiends come to life! His unique style captures cuteness and warmth, as well as a definite level of 'fiendishness' that we really love.

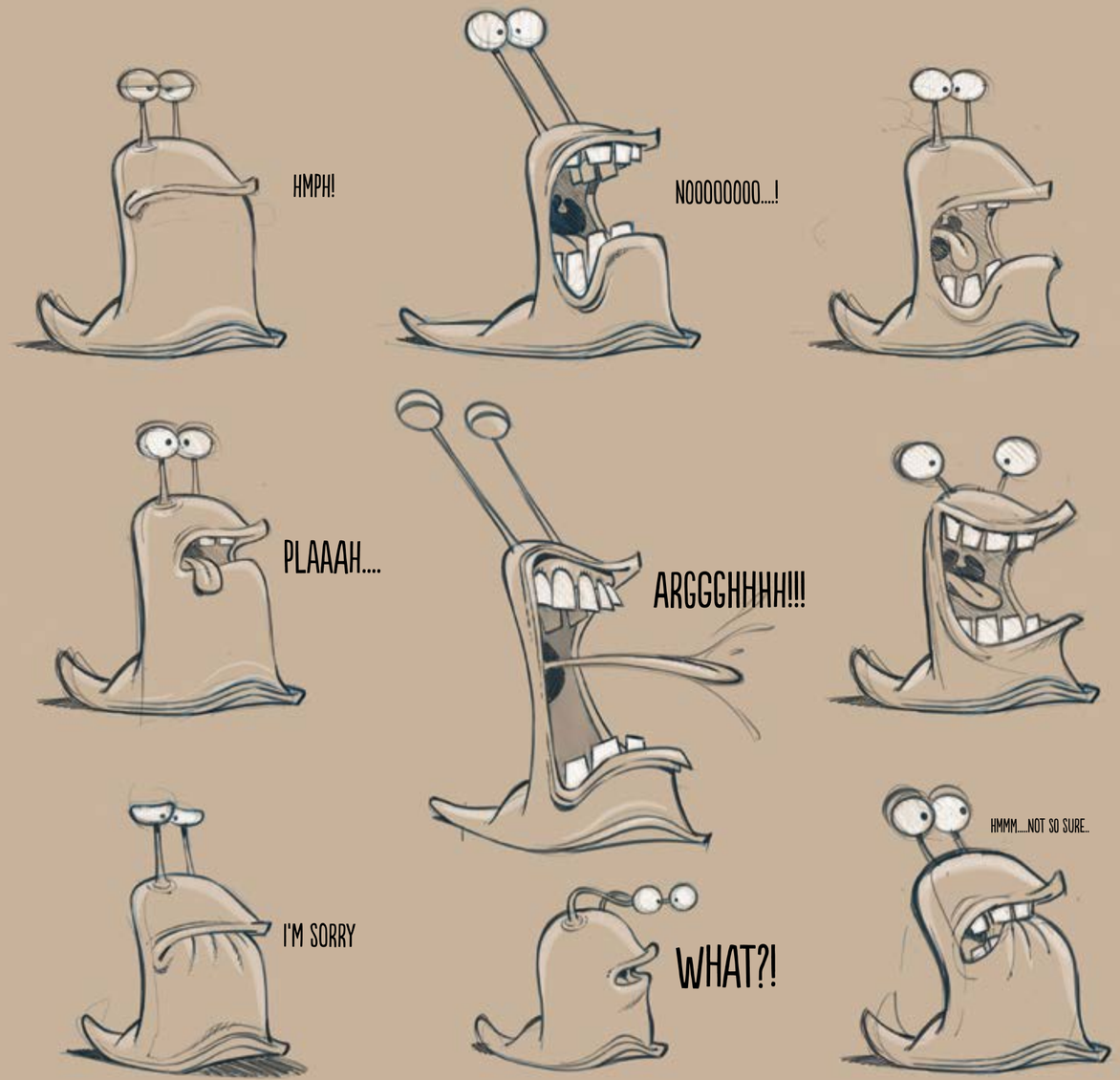
As a side note, many of the concept pieces include Miguel's notes on the images, offering his own commentary on what he thinks works and what does not.

HOW TO DRAW SLUGS



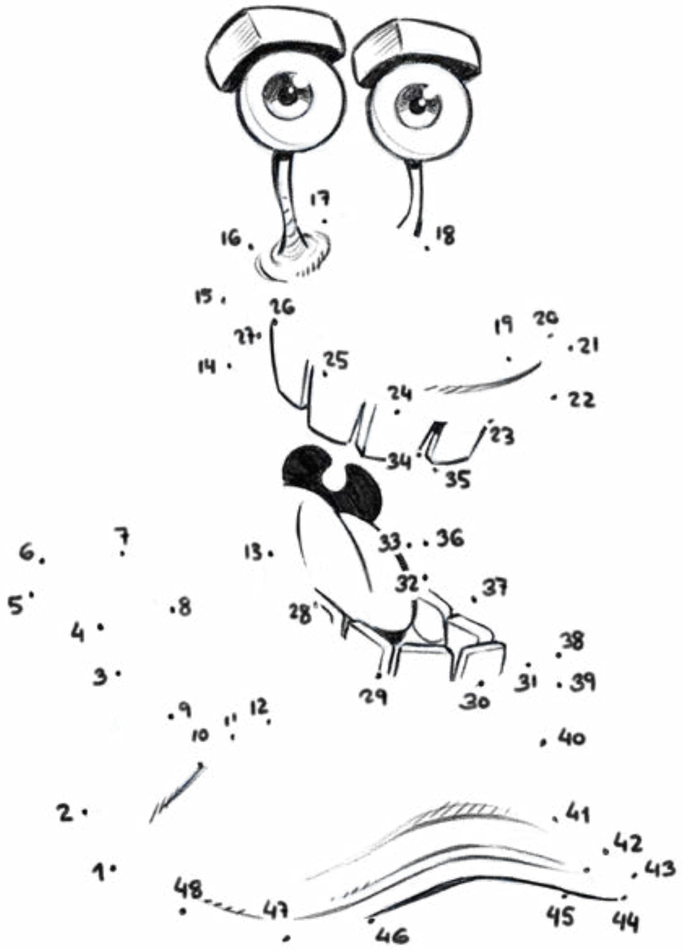


THIS SPREAD *Artwork • Miguel Francisco*



NOW IT'S YOUR TURN TO DRAW



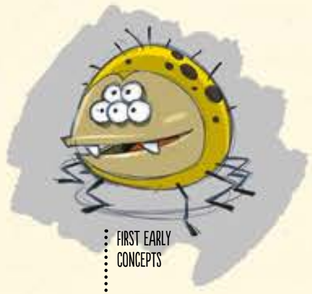


THIS SPREAD *Artwork • Miguel Francisco*

– Character Development –

KWINCY

Here's a timeline that shows the character evolution from the first initial concepts and explorations into the great look the Fiends have today. Kwincy is one of our favorite characters and, in addition to being part of the core cast, he's also been a star of the (RED) campaign we did with Apple, where he appeared as The Red Hero.



FIRST EARLY CONCEPTS



FURTHER SHAPE STUDIES



SKETCH EARLY VERSIONS



KWINCY AS A SUPERHERO



KWINCY THE DETECTIVE



KWINCY AS A BABY

COLOR STUDIES (YES, IT DOESN'T WORK)







EXPLORING SHAPES



FINAL CHARACTER



KWINCY AS IT IS !





BEHIND THE SCENES

Building games and creating new entertainment properties are even more exciting when you start with a clean slate and get to build a team, a company, and a culture all at the same time. With offices in Helsinki and Los Angeles, our team comes to the table with a wide variety of perspectives and viewpoints, which we believe help create the best possible Fiend experiences.

But it's not always champagne and celebration. Creating Best Fiends and Seriously has been hard work and it takes a lot of commitment - sometimes it means working until 2 a.m. to submit a hotfix when the game has been glitching. Sometimes it means seemingly endless team meetings where we just keep hitting a wall. But when we finally get that hotfix out and when we finally break through to realize a great idea, and everything starts running smoothly again and we get to watch our millions of happy fans playing the game and participating in the community, that's what makes it all worthwhile.

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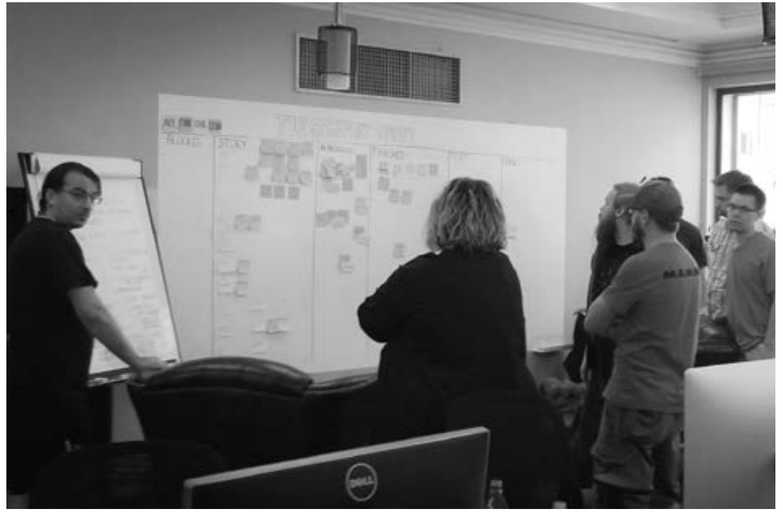




– Behind the Scenes–

2013 STARTING UP

We started with just an idea and that idea grew into two offices on different continents, a handful of dedicated people, seemingly endless cardboard boxes, computers, and a very ambitious goal – to create the Best Fiends universe. Being a software development startup isn't as glamorous as it seems. Everyone pitches in to do everything – whether it's building up a production pipeline, creating artwork, or even throwing away pizza boxes.

Pressure makes diamonds, right?







– Behind the Scenes–

2018 BEST FIENDS

Best Fiends launched in October 2014. We soft-launched in August and validated that the game worked and saw how it performed. It was nerve-racking. We knew we were on to a good thing, but it's always scary to release your product to the public. Would people like the game as much as we did? Would the characters resonate? Then we had more than a million downloads in the first six days and super high ratings, and for just a moment, we heaved a small sigh of relief. Then we got back to work...

Now, at the start of 2018, we're at over 75,000,000 downloads and counting. We've worked with some of the world's best talent and biggest celebrities, from Justin Bieber to Ellen DeGeneres. Best Fiends has traveled the world, visited Piccadilly Circus, is massively popular in Moscow and St. Petersburg, and has been in Apple Stores worldwide.

And, most importantly to us, we've grown a wonderful community of players who inspire us daily to work harder and exceed their expectations every moment of every day.







Miguel Francisco and Phillip Hickey at San Diego Comicon 2015



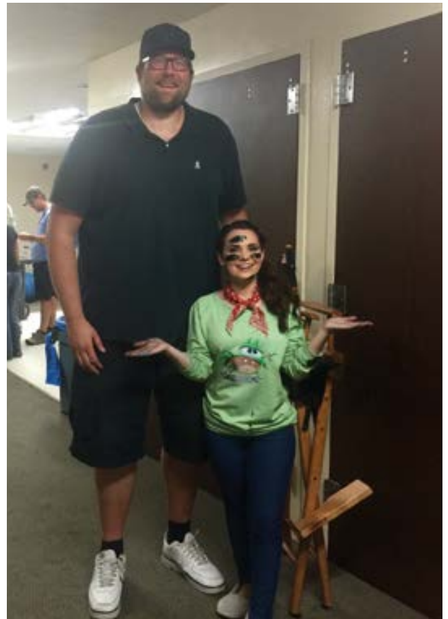


Variety of Instagram artwork done internally and with BLKBX.











PARTNERS

One of the core values of Seriously is that if you bring together the world's best creative talent and allow them to thrive, they will deliver. And we have succeeded in ways we didn't think were possible. Collaborating with super talented artists, designers, engineers, and writers has enabled us to push the envelope on the narrative, visuals, and audio – to create the best Best Fiends in the universe.

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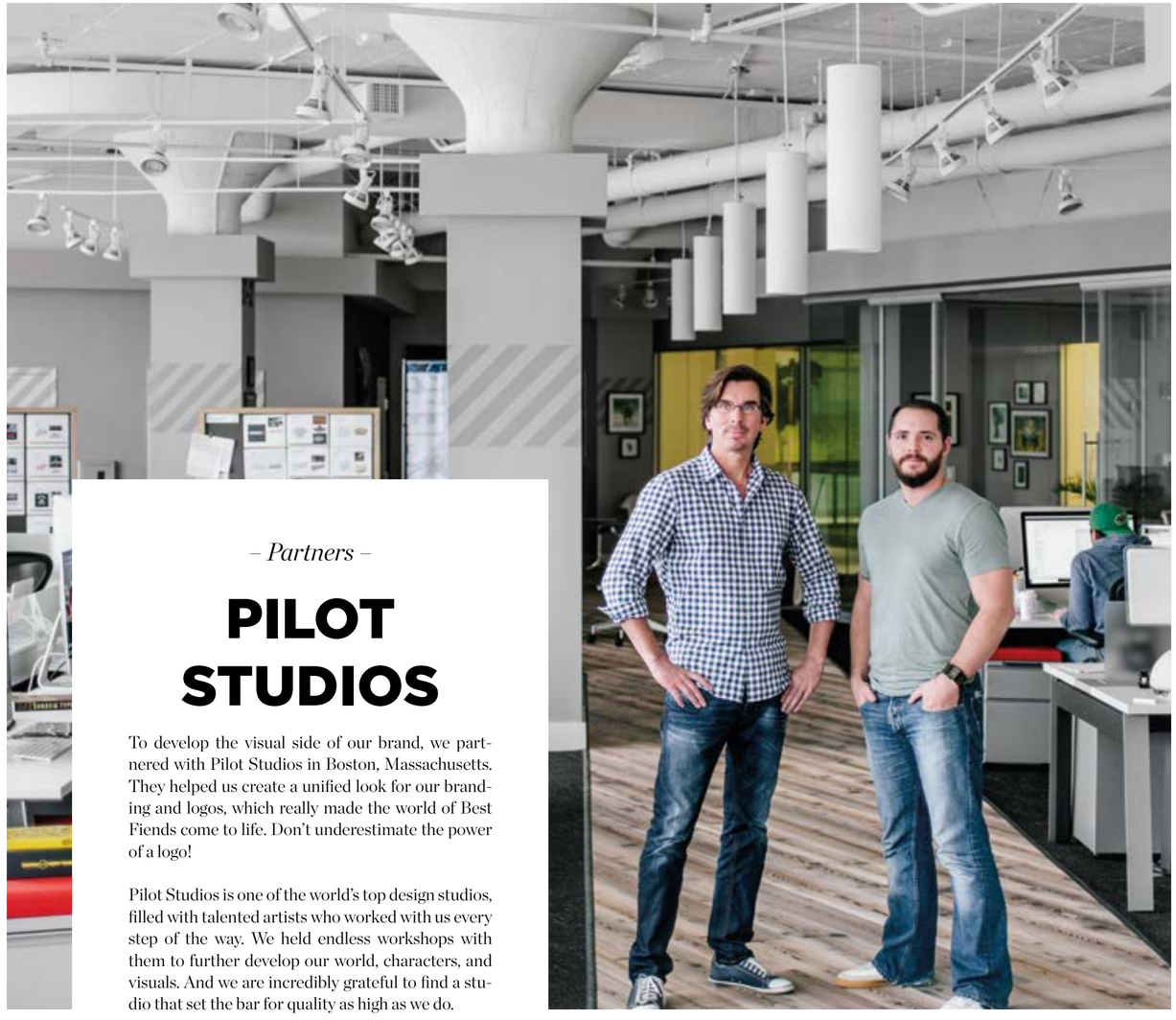
"Don't Download Best Fiends video shoot - behind the scenes"



– Partners –

PILOT STUDIOS

To develop the visual side of our brand, we partnered with Pilot Studios in Boston, Massachusetts. They helped us create a unified look for our branding and logos, which really made the world of Best Fiends come to life. Don't underestimate the power of a logo!

Pilot Studios is one of the world's top design studios, filled with talented artists who worked with us every step of the way. We held endless workshops with them to further develop our world, characters, and visuals. And we are incredibly grateful to find a studio that set the bar for quality as high as we do.





















– Partners –

HEITOR PEREIRA

Music might be the most underrated tool in game design. It can evoke emotion, set the atmosphere, and convey a message. It can make or break a game. With Best Fiends, we knew we needed our music to be extra special, which is why we worked together with the wonderful and passionate Heitor Pereira right from the start.

His unique sound can be heard in a wide variety of films, and he has created cinematic scores across the globe. Working with Best Fiends was the first time he created the audio world for a game and he definitely delivered. He composed the music in his studio in Los Angeles and the original theme for Best Fiends was recorded with the Budapest Orchestra.





– Partners –

DO THE RIGHT THING

We always wanted to build 'doing the right thing' directly into the DNA of Seriously. With our vast audience, we have a much larger reach than most and using that reach for good causes was important to us. We've built several important charitable partnerships starting right at the launch of Best Fiends. Some of the partners we've worked with over the years include:

Special Effect • Malaria No More • Oceana • World Wildlife Fund • (RED)



RACE AGAINST SLIME 2
Players teamed up with their favorite charities in Best Fiends! 100,000,000 Slugs were collectively defeated during the competition and *The Ellen DeGeneres Show* matched Seriously's donation to reach a total of $250,000 that went directly to the Cincinnati Children's Hospital!



MALARIA NO MORE
Since the launch of Best Fiends, the partnership with Malaria No More has helped support thousands of children in Africa being treated for the disease.

www.malarianomore.org

malaria NO MORE



APPS FOR EARTH
In 2016, we took part in the Apps for Earth campaign where players could buy Pandas that helped players in their quest and all the proceeds were donated to World Wildlife Fund.

www.worldwildlife.org

APPS FOR EARTH

WWF



RED
In 2016, we teamed up with Apple for their (RED) campaign, where all proceeds from our red Fiends in both Best Fiends and Best Fiends Forever were donated to the fight against AIDS!

www.red.org

(RED)



CONCEPT ART

In order to build up the world of the Fiends, we had to create a huge variety of concept art to explore how different scenes or events could look, and to find the right moods and themes for a range of environments. The following pages will give you an idea of the creative process and the vast amount of content needed to end up with a single polished final design, with most of it ending up on the cutting room floor!

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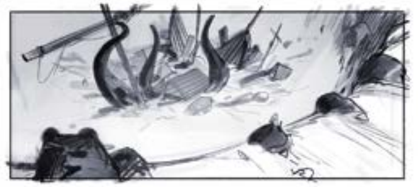

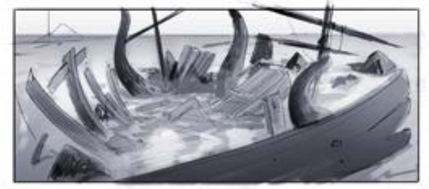



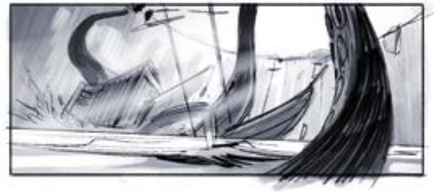









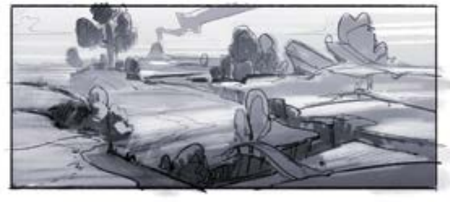







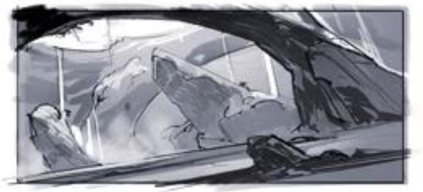







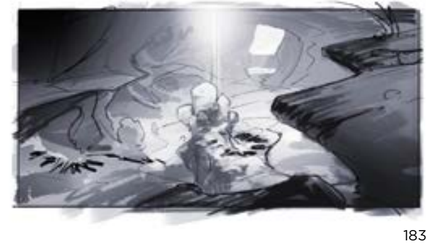

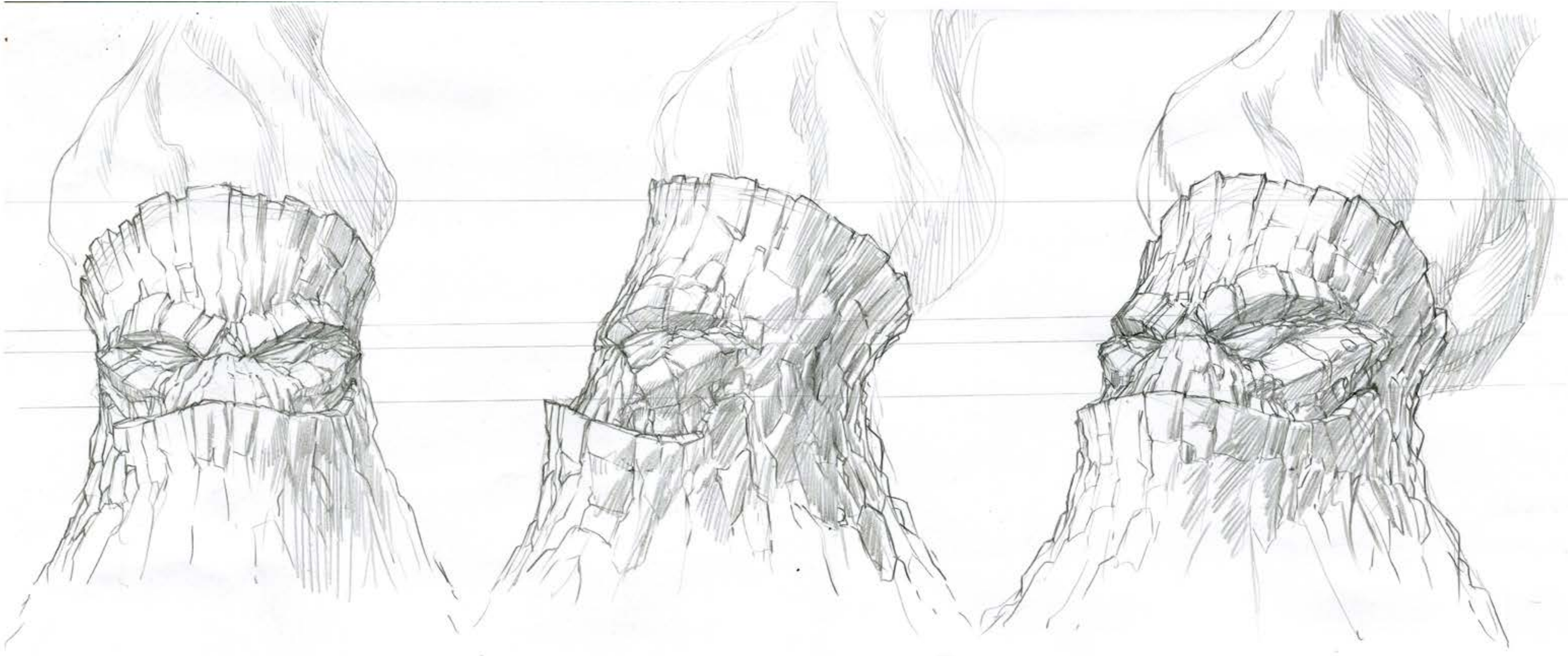

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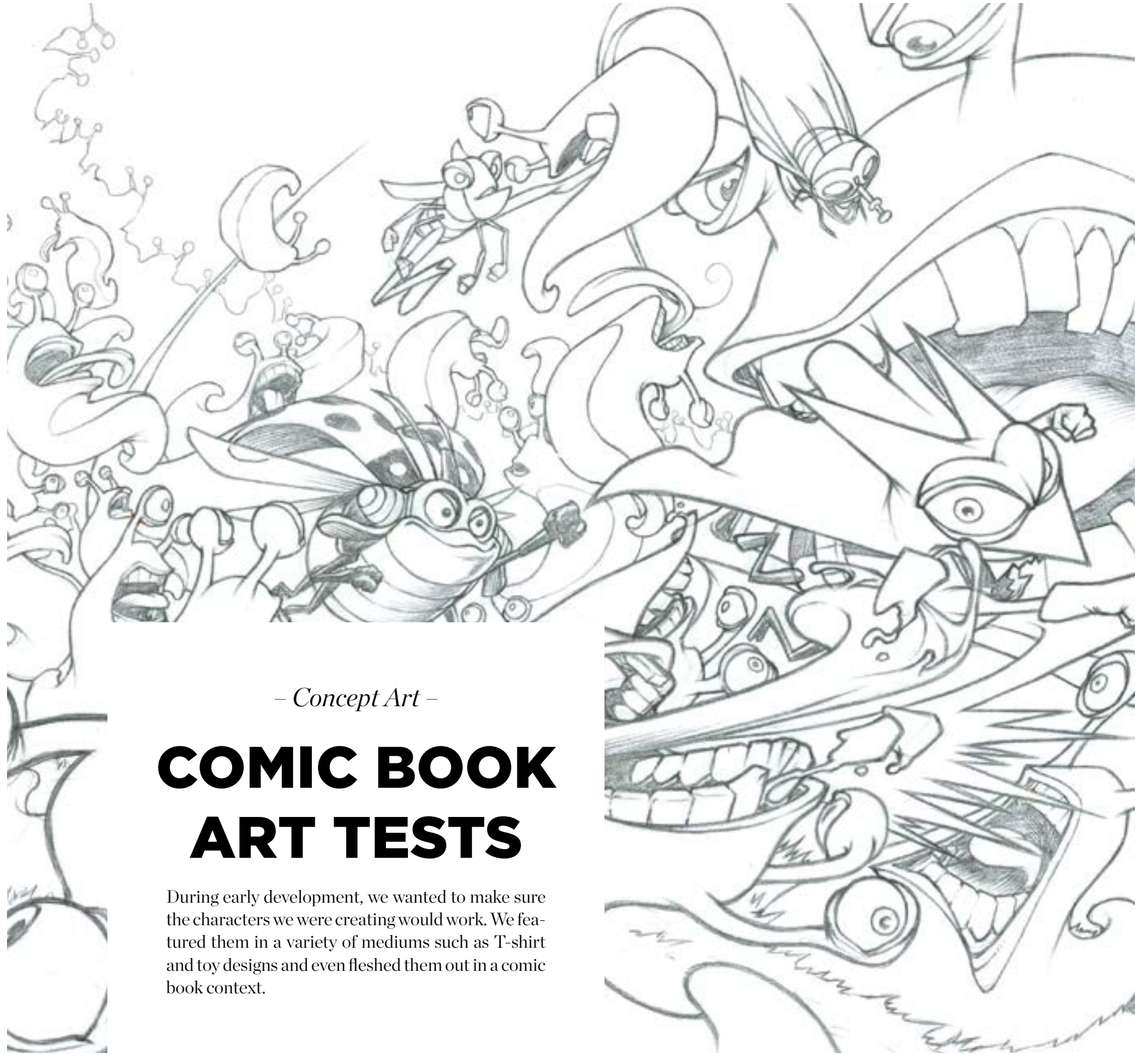


– Concept Art –

COMIC BOOK ART TESTS

During early development, we wanted to make sure the characters we were creating would work. We featured them in a variety of mediums such as T-shirt and toy designs and even fleshed them out in a comic book context.



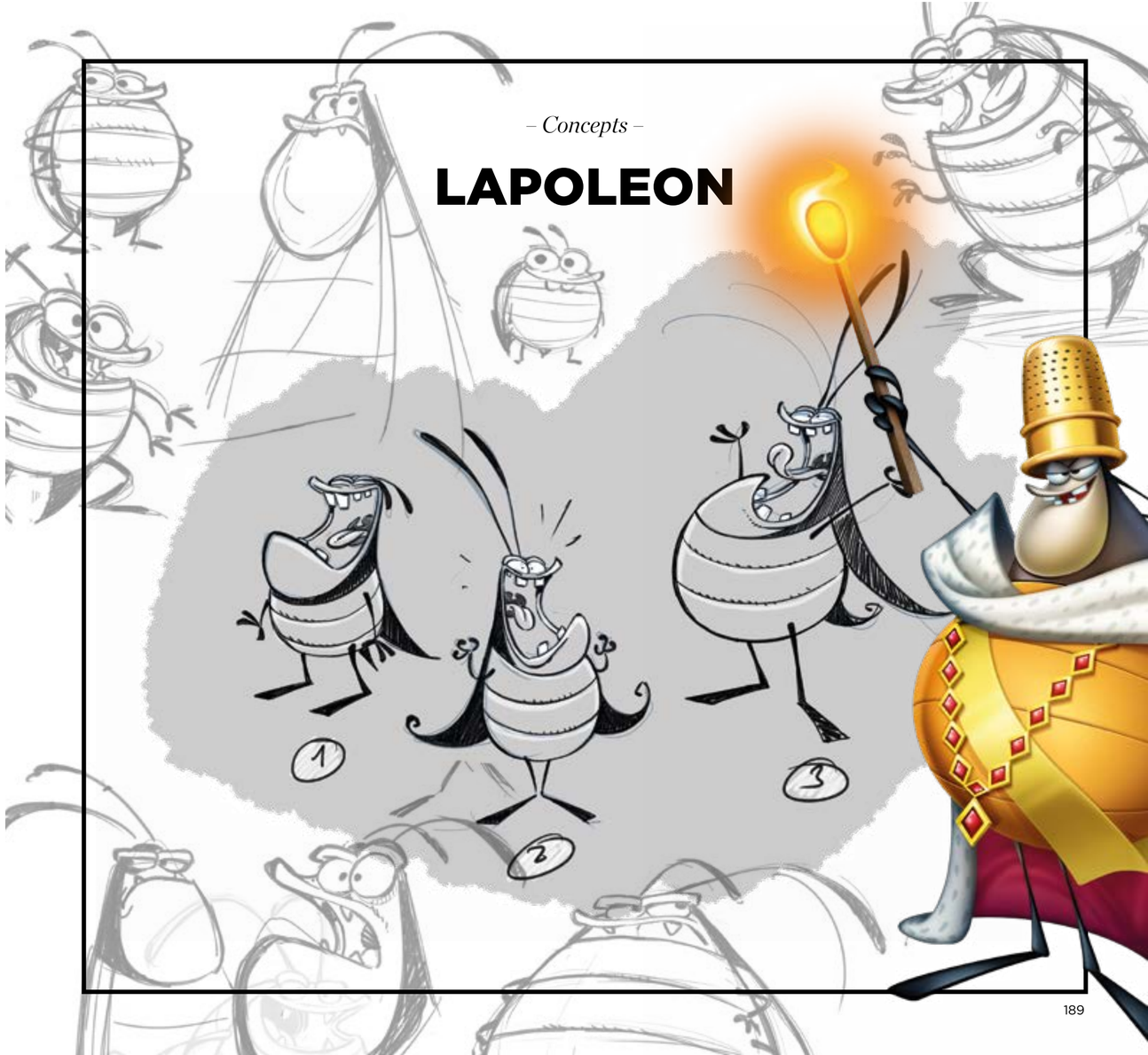
– Concepts –

FREDDIE



– Concepts –

LAPOLEON



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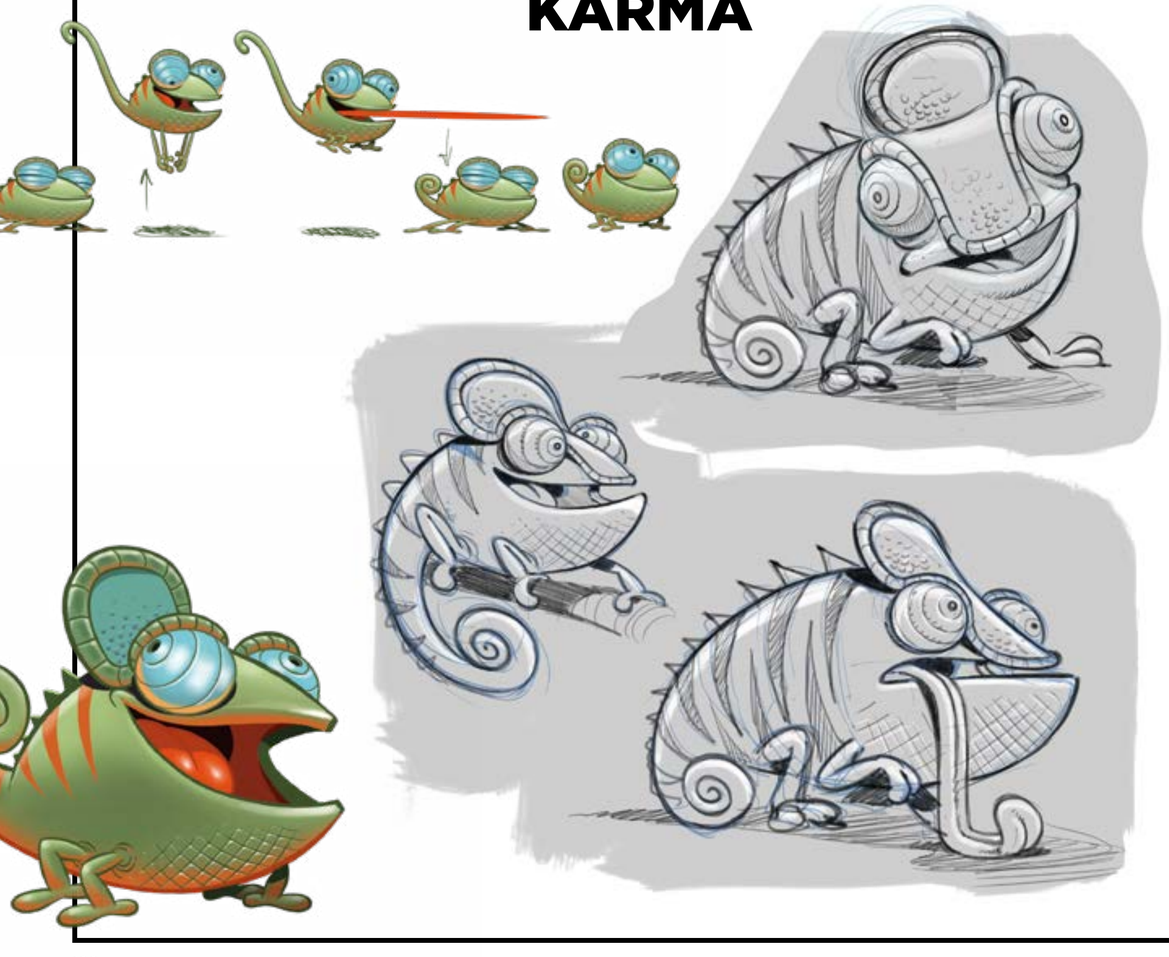

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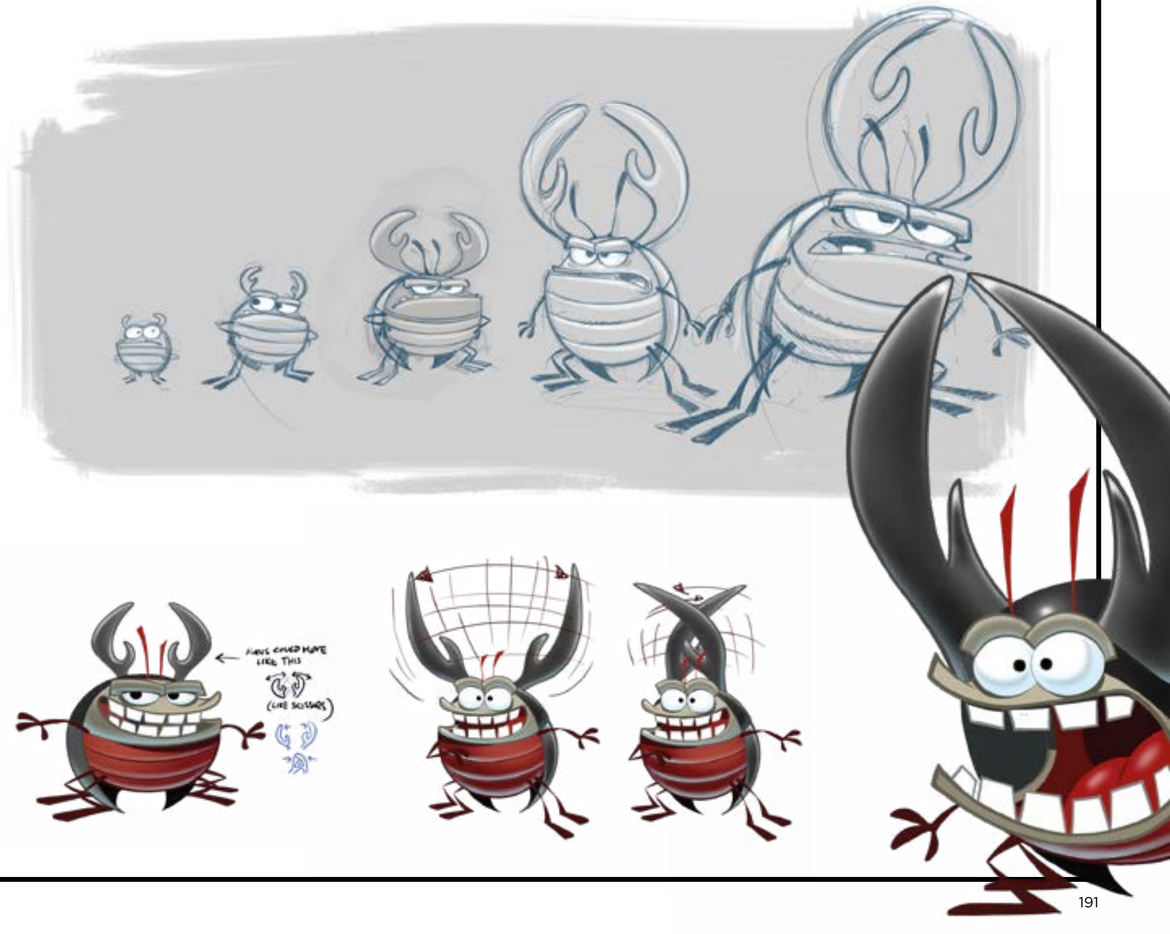





iMessage Sticker artwork



TO BE CONTINUED...