



DriveThru  RPG

2022

## ***THE BRIEF***

PocketQuest 2022 was DriveThruRPG's first game jam. It was a two-month, summer camp-themed promotion and community event, where both seasoned and new game developers could digitally publish their original, rules lite, 20 page or less tabletop RPGs. As titles earned scout-like badges for various achievements, publishers could self-promote on social media or promote their peers and their favorite games from the PQ22 community. Layout and illustration produced with Adobe CC graphic design applications.

Promotions, Marketing, Event Planning—Lysa Penrose  
Logo Design—Meredith Gerber  
Visual Design and Layout—Sandra Lefever





# THE ASSETS

- 1 THE STARTER KIT –  
THE CHALLENGE
- 2 THE ROAD MAP
- 3 THE MERIT BADGE LIST
- 4 THE BADGES  
*(ACHIEVEMENT PROMOS  
FOR SOCIAL MEDIA)*
- 5 EVENT LAUNCH ANNOUNCEMENTS  
AND WEB BANNERS
- 6 PROJECT PALETTE  
*(INTERNAL USE ONLY)*

# Join us this summer for a PocketQuest!

## Announcing **DriveThruRPG**'s first-ever game design jam!

*PocketQuest challenges you to design a themed, pocket-size TTRPG in two months — the perfect opportunity for aspiring designers to get their feet wet and for seasoned designers to join the community fun.*

### Why should I accept this quest?

- **First-Timer Support.**  
Our PocketQuest starter kit includes templates, guides, and graphics to help you get started creating and marketing your game. It's a great time to become a new publisher!
- **Step into the Spotlight.**  
We're celebrating all things PocketQuest in August, including featuring submissions on the DriveThruRPG front page, newsletters, and social media pages.
- **Earn Badges.**  
Earn and share badges for your PocketQuest submission and for supporting other publishers in the community. More information about badges can be found in the PocketQuest starter kit.

### How do I upload my completed PocketQuest submission?

- If you are new to DriveThruRPG, find detailed information about creating a publisher account and uploading your title to our marketplace in the PocketQuest starter kit.
- After uploading your title, email [lysa@onebookshelf.com](mailto:lysa@onebookshelf.com) with your Publisher Name and PocketQuest submission name. Your title will receive a special filter on the backend so that it can be included in front-page site promotions in August.

### What are the PocketQuest design jam's rules?

- **Rules Lite.**  
PocketQuest 2022 submissions should be no longer than 20 pages. Ideal submissions are concise and easy-to-learn.
- **Themed.**  
PocketQuest 2022's theme is SUMMER CAMP. Whether it's a light-hearted fishing sim or a cryptid horror game to rival campfire stories, anything goes as long as it's inspired by the theme.
- **Deadline.**  
PocketQuest 2022 submissions must be uploaded by August 1, 2022 @ 10am ET. See below for more upload instructions.
- **#PocketQuest.**  
Want us to see your ideas and discussions? Use hashtag #PocketQuest during the challenge, so we can boost your creativity!
- **Optional Template.**  
The templates in the PocketQuest starter kit are optional. If you already have the design and layout chops, go ahead and do what you like!

### I have another question!

Email [lysa@onebookshelf.com](mailto:lysa@onebookshelf.com) with your PocketQuest 2022 questions.

# POCKET QUEST

# POCKET QUEST

Your TTRPG PDF is ready!

How do you publish it on **DriveThruRPG**?

## You will need:

- your TRPG PDF
- a product description
- a preview PDF or a page range from your TRPG PDF
- a cover image for your title listing (350–900px wide, 72–144 dpi, under 400kb)

## More questions as a publisher?

Visit the Publisher Knowledge Base linked on the Publisher Hub

**Congratulations!**  
You did it!

After you have at least 2 paid public products that are at least one month old, you can request to become a Verified Publisher. (Contact <publisherservice@onebookshelf.com> to make that happen.) When you are Verified, your titles no longer require approval, and you receive access to advanced tools on your Publisher Hub!

## First:

- Register an account at [drivethrurpg.com](http://drivethrurpg.com) or use your customer account
- Upgrade your account to a Publisher account at [drivethrurpg.com/joinchoice.php](http://drivethrurpg.com/joinchoice.php)
- Visit the Publish tab (top navigation bar) This takes you to your Publisher Hub!

Join  
**DriveThruDiscord!**

## Next, select “Set up a new title” under Title Management to enter your title’s details

- **Tip!** Treat the product description like the back cover of a book Write some good “sell text”!
- **Tip!** Include graphics or art in your product description
- **Tip!** Figure out what portion of your book makes a good preview

## Then:


- Use “Upload digital download files” to add the product to your new listing
- On the Manage Digital Files Tool, click the “Request to Make Public” button once you are ready
- For new publishers, your request to activate goes into an approval queue
- Use “Manage preview of my titles” to upload a custom preview PDF or troubleshoot preview errors. If you’ve uploaded supporting files (e.g. image files for maps), make sure your TRPG PDF is the file selected for your previews
- Your title will be approved in 1-3 business days, or a representative will contact you



# POCKET QUEST



## *Earn PocketQuest Badges!*



Earn badges as your PocketQuest game reaches exciting milestones, and add them to your PDF, product description, and even social media pages!



## *How many will you earn?*

Find badge graphics in the PocketQuest Starter Kit.

- I DID IT! • Completed the game jam
- Out in the Wild • Made my first sale
- Trailblazer • Sold 10 copies
- Raining Stars • Earned my first review
- Bird Watching • Someone else tweeted or shared my game
- Rock Collector • Earned a best-seller medal
- Jack of All Trades • Designed my PocketQuest game solo
- Team Player • Collaborated on my PocketQuest game
- Arts and Crafts • Created art for my PocketQuest game
- Tour Guide • Shared someone else's PocketQuest game
- Scavenger Hunt • Collected 5+ badges
- Movie Night • Someone streamed my PocketQuest game



# SOCIAL MEDIA PROMOS: MERIT BADGE ACHIEVEMENTS

I EARNED THE I DID IT BADGE!  
I COMPLETED THE GAME JAM



POCKET QUEST DriveThruRPG

I EARNED THE JACK OF ALL TRADES BADGE!  
I DESIGNED MY POCKETQUEST GAME SOLO



POCKET QUEST DriveThruRPG

I EARNED THE ARTS & CRAFTS BADGE!  
I CREATED ART FOR MY POCKETQUEST GAME



POCKET QUEST DriveThruRPG

I EARNED THE TEAM PLAYER BADGE!  
I COLLABORATED ON MY POCKETQUEST GAME



POCKET QUEST DriveThruRPG

I EARNED THE OUT IN THE WILD BADGE!  
I MADE MY FIRST SALE




POCKET QUEST DriveThruRPG

I EARNED THE RAINING STARS BADGE!  
I EARNED MY FIRST REVIEW



POCKET QUEST DriveThruRPG

I EARNED THE TOUR GUIDE BADGE!  
I SHARED SOMEONE ELSE'S POCKETQUEST GAME



POCKET QUEST DriveThruRPG

I EARNED THE SCAVENGER HUNT BADGE!  
I COLLECTED 5+ BADGES




POCKET QUEST DriveThruRPG

I EARNED THE TRAILBLAZER BADGE!  
I SOLD 10 COPIES OF MY POCKETQUEST GAME



POCKET QUEST DriveThruRPG

I EARNED THE MOVIE NIGHT BADGE!  
SOMEONE STREAMED MY POCKETQUEST GAME



POCKET QUEST DriveThruRPG

I EARNED THE BIRD WATCHING BADGE!  
SOMEONE ELSE TWEETED OR SHARED MY GAME



POCKET QUEST DriveThruRPG

I EARNED THE ROCK COLLECTOR BADGE!  
I EARNED A BEST-SELLER MEDAL



POCKET QUEST DriveThruRPG



▼ EVENT ANNOUNCEMENT PROMOS AND WEB BANNERS

Join a  
**DriveThruRPG**  
Game Jam!

Theme: Summer Camp  
Deadline: August 1, 2022

**POCKET QUEST**

Become a game designer!  
Join the challenge!

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**DriveThruRPG**

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**DriveThruRPG**

Discover more PocketQuest 2022 Games!

**POCKET QUEST**

**DriveThruRPG**

**NEW RULES-LITE RPGS!**

**POCKET QUEST**

Extinction at Camp Summersaurus

Welcome to **CAMP OHGODGOD!**  
(oh-guh-doe-gud)

**Three Wasted Days**

An indie tabletop roleplaying game of Summer Camp Kid Hero and weird Happenings

**A SUMMER ON Tell Tale Island**

**DriveThruRPG**

▼ PARTICIPATING PRODUCT POST-EVENT BADGES

**POCKET QUEST**

**DriveThruRPG** 2022

**POCKET QUEST**

**DriveThruRPG**

▼ PARTICIPANT'S PRODUCT SHARE PROMO

I made this!

**POCKET QUEST**

**DriveThruRPG**



# POCKET QUEST

## Color Palette

Hex and RGB



100%

80%

60%

40%

20%

#C52B2B  
R197•B43•G43

#3C803D  
R60•B128•G61

#5CA9B4  
R92•B169•G180

#127C97  
R18•B124•G151

#145158  
R20•B81•G88

#2E3434  
R46•B52•G52