The Indie Game Press Kit Template

A fill-in-the-blank press kit for indie devs who don't enjoy making press kits

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Why this exists

Press kits matter more than developers think. They're the first asset a journalist sees when deciding whether to cover your game, the first thing a streamer scans when they're considering a video, and the artifact every PR-related conversation references for the next 12 months.

Most indie press kits I get sent are bad. Not because devs are bad at writing, because they're trying to write a marketing brochure when they should be filling in a form.

This template is the form. Replace every `[PLACEHOLDER]` with your actual content. Don't change the structure. Don't add a "philosophy" section. Journalists scan; they don't read.

If you do nothing else: fill in the **Fact Sheet** and **Asset List**. Those are 80% of the value.

How to use this

1. **Copy this entire document.** Use Notion, Google Docs, a Markdown file, whatever you'll keep updated.
2. **Replace every** `[PLACEHOLDER]` with your real content. Don't leave any.
3. **Host it publicly.** Either at `yourgame.com/press`, on dopresskit.com, or as a Notion page set to public.
4. **Link from your Steam page, Discord, and email signature.** The press kit URL should be three clicks from anywhere.
5. **Update it every time something material changes** (new trailer, new platform, new review quote, release date confirmed).

Date the file. Add a "Last updated: YYYY-MM-DD" line at the top. Journalists check.

SECTION 1: Fact Sheet

This is the single most important page. Most journalists copy-paste directly from it.

Developer: `[Studio Name]` ***Based in:*** `[City, Country]` ***Founding date:*** `[YYYY-MM-DD]` ***Website:*** `[https://yourstudio.com]` ***Press / Business contact:*** `[press@yourstudio.com]` ***Social media:*** `[handles for X, Bluesky, TikTok, YouTube, Instagram]`

Game title: `[Game Title]` **Platforms:** `[PC (Steam), Mac, Linux, Switch (planned), PS5 (TBA), Xbox Series X|S (TBA)]` **Release date:** `[YYYY-MM-DD or "Q3 2026" or "TBA"]` **Genre:** `[Primary genre, pick one, e.g. "Action Roguelike"]` **Sub-genres / tags:** `[3–5 sub-tags, e.g. "Top-down, Pixel Art, Story-Rich"]` **Game modes:** `[Single-player, Co-op (online), Local multiplayer 2–4, etc.]` **Price:** `[$19.99 USD / €19.99 EUR, or "TBD"]` **Languages supported at launch:** `[List exactly. "English, Polish, German, Simplified Chinese, Russian, Brazilian Portuguese"]` **ESRB / PEGI rating:** `[E10+ / PEGI 12 / Pending]` **Age rating contentnotes:** `[Mild violence, occasional strong language, etc.]` **Engine:** `[Unity / Unreal / Godot / Custom]`

SECTION 2: Descriptions

Write three lengths. Journalists pick whichever fits their format. Don't make them paraphrase.

One-liner (under 150 characters)

> `[The game in one sentence. Hook first, mechanics second. "A roguelite about a courier delivering parcels in a city that rewrites itself overnight."]`

Short description (under 300 characters, this is your Steam short description)

> `[Two to three sentences. Lead with the hook. End with a clear genre marker. This appears in wishlist notification emails, make it count.]`

Medium description (under 1000 characters)

> `[A paragraph or two. Cover: what the player does, what makes it different, what mood/setting/genre signals matter, who it's for. Aim for "I get it" within 30 seconds of reading.]`

Long description (under 3000 characters)

> `[Three to five paragraphs. Paragraph 1: hook + premise. Paragraph 2: core mechanics + what makes them special. Paragraph 3: setting / atmosphere / world. Paragraph 4: features (use a bulleted list). Paragraph 5: team / studio credibility / development backstory.]`

Features (bullet points, for everywhere):

- `[Distinct mechanic #1, be specific, not "fun gameplay"]`
- `[Distinct mechanic #2]`
- `[Distinct mechanic #3]`

- `[Distinct mechanic #4]`
- `[Distinct mechanic #5]`

SECTION 3: Required Assets

Every asset listed below should be directly downloadable from your press kit URL. No "request access" walls. No Google Drives that require login.

Logos

- [ ] **Game logo**, transparent PNG, full resolution (≥2000px wide). Provide both light and dark versions if the logo isn't legible on both.
- [ ] **Studio logo**, same requirements.
- [ ] **Logo guidelines** (optional but appreciated), minimum size, clear space, do's and don'ts.

Key art

- [ ] **Hero key art**, at least 3840×2160 (4K). PNG or high-quality JPG.
- [ ] **Vertical key art**, for posters, mobile, certain magazine layouts.
- [ ] **Steam capsule art**, exported at all Steam-required sizes:
  - Header Capsule (460×215)
  - Main Capsule (1232×706)
  - Small Capsule (231×87)
  - Library Capsule (600×900)
  - Library Hero (3840×1240)
  - Library Logo (1280×720)

Screenshots

- [ ] **At least 10 high-resolution screenshots** at 1920×1080 minimum (Steam max accepted resolution).
- [ ] **No watermarks. No UI overlays unique to dev builds.** Final game UI only.
- [ ] **Filenames are descriptive:** `gametitle_screenshot_01_combat.jpg`, not `IMG_2381.jpg`.
- [ ] **Both PNG and JPG variants** available (PNG for designers, JPG for fast web embedding).

Animated GIFs

- [ ] **At least 5 GIFs**, each ≤8MB, showing real gameplay moments (not menus, not splash screens).
- [ ] **Square (1:1) and landscape (16:9)** variants. Square performs better on X/Bluesky.

Trailers

- [ ] **Announcement trailer** (60–90 seconds), MP4 H.264, 1080p or 4K, downloadable.
- [ ] **Latest gameplay trailer**, same specs.
- [ ] **Launch trailer** (closer to release), same specs.
- [ ] **YouTube and Vimeo links** in addition to direct downloads.
- [ ] **15-second cutdown** for socials, vertical (9:16) version included.

Team photos & quotes

- [ ] **Team photos**, at least one group photo plus individual headshots for any quoted devs. Minimum 1500×1500.
- [ ] **Developer quotes** (short and long versions), see Section 5.
- [ ] **Studio history**, one paragraph, factual, with founding date and prior shipped games.

Brand assets

- [ ] **Brand color palette**, hex codes listed for designers laying out coverage.
- [ ] **Font names** (no licensed font files, just names so designers know what to match).

SECTION 4: Steam Page Companion Assets

If your game is on Steam, journalists often want assets that match what's on your store page.

- [ ] **Steam store page URL:** `[https://store.steampowered.com/app/XXXXX]`
- [ ] **Steam app ID:** `[XXXXX]`
- [ ] **Steamworks publisher page:** `[https://store.steampowered.com/developer/yourstudio]`
- [ ] **Demo URL** (if available): `[Steam URL or "Demo coming Q2 2026"]`
- [ ] **Reviewer keys / Curator Connect:** Note in press kit how to request keys. *Recommended template:* "Press keys available via [Keymailer / Lurkit / direct email]. Curator submissions accepted via Steam's Curator Connect."

SECTION 5: Quotes & Press Coverage

Developer quote (short, under 30 words)

> " `[A single sentence about the game's heart, said by the dev. Personal, specific. "I made this because I missed how games used to make me feel."]` " *[Name], [Title], [Studio]*

Developer quote (long, under 100 words)

> " `[A short paragraph. Why you made the game, what it means, what challenge it solves for players. Avoid marketing speak. Talk like a human.]` " *[Name], [Title], [Studio]*

Press coverage (update as it comes in)

Outlet	Headline	Date	Type	URL
`[PC Gamer]`	`[Headline]`	`[YYYY-MM-DD]`	Preview / Review / Interview	`[link]`
`[Eurogamer]`	`[Headline]`	`[YYYY-MM-DD]`	Preview / Review / Interview	`[link]`
`[Rock Paper Shotgun]`	`[Headline]`	`[YYYY-MM-DD]`	Preview / Review / Interview	`[link]`

Review quotes (with permission)

> " `[Quote from review, short, punchy, ideally <15 words.]` " *[Outlet], [YYYY-MM-DD] · [link to source]*

> " `[Quote #2]` " *[Outlet], [YYYY-MM-DD] · [link to source]*

Always link to the source. Out-of-context review quotes erode trust faster than they sell games.

SECTION 6: Awards & Festivals

If you have these. If not, delete this section, empty awards sections look worse than no awards section.

Award / Festival	Result	Year
`[Festival name]`	`[Nominated / Winner / Showcased]`	`[YYYY]`
`[Festival name]`	`[Nominated / Winner / Showcased]`	`[YYYY]`

SECTION 7: Team Bios

[Person Name], [Role]

[2–4 sentences. Background, prior titles, what they bring to this project. Link to LinkedIn/Twitter if they have a public presence. Be specific: "shipped 3 titles at Studio X" beats "10 years of experience."]

[Person Name], [Role]

[Same as above.]

[Person Name], [Role]

[Same as above.]

SECTION 8: Studio Information

Studio name:

`[Studio Name]`

Founded:

`[YYYY]`

Headcount:

`[Solo / 2–5 / 6–20 / 20+]`

Location:

`[City, Country]`

Prior shipped games:

`[List with release years]`

Publisher (if any):

`[Mad Octopus / Other / Self-published]`

Funding model:

`[Self-funded / Publisher-funded / Grant-funded / VC-backed / Mixed]`

Boilerplate (use in press releases)

> `[Studio Name] is an independent game studio based in [City, Country], founded in [year] by [founders]. The studio focuses on [genre or thematic area]. Its previous titles include [titles]. [Studio Name] is currently working on [Game Title], releasing on [platforms] in [year].`

SECTION 9: Contact

For press, interviews, and review keys:

`[press@yourstudio.com]`

For business inquiries (publishing, porting, licensing): *`[business@yourstudio.com]`*

For community / general: `[hello@yourstudio.com]` or Discord: `[link]`

Time zone: `[e.g. CET / UTC+1]`, useful for journalists scheduling interviews.

SECTION 10: Press Email Templates

Use these when sending out press releases or pitching individual journalists.

Cold pitch, first contact

Subject: `[Game Title], [hook in 4–5 words], [release window]`
Hi `[Journalist's first name]`,
I saw your `[recent specific article, link]` and thought `[Game Title]` might fit what you cover. It's `[one-line description]` releasing on Steam in `[release window]`.
Quick pitch: `[Two sentences. What's the hook? What's the unusual angle?]`
Press kit: `[direct URL]` Trailer: `[direct URL]` Steam: `[direct URL]`
Happy to send a Steam key if you'd like to take a look. Available for interview, video calls, or just a back-and-forth email, whatever fits your workflow.
Thanks, `[Your name]` `[Studio name]`

Announcement / news beat

Subject: `[Game Title]`, `[news beat, e.g. "Release date confirmed for September 12"]`
Hi `[Name]`,
Quick update on `[Game Title]`: `[the news, in 1–2 sentences]`.
Press release attached. Full assets at `[press kit URL]`. Embargo `[date/time]` if you'd like to publish ahead of the public announcement.
Let me know if you'd like a Steam key, a developer interview, or any additional materials.
Cheers, `[Your name]`

Pre-launch review key offer

Subject: Review key, `[Game Title]` (launching `[date]`)
Hi `[Name]`,
`[Game Title]` launches on `[date]`. Embargo lifts `[24h before]`.
If you'd like a review key, just reply and I'll send one. Press kit at `[URL]`, current build is fully playable with the launch version's content.
Anything specific you'd like access to (devs for interview, soundtrack, behind-the-scenes assets), happy to provide.
Best, `[Your name]`

SECTION 11: Hosting Your Press Kit

Where to host

Best options:

1. **Your own domain**, `yourgame.com/press`. Owned, controlled, branded.
2. **dopresskit.com**, Rami Ismail's free hosted press kit. Battle-tested format.
3. **Notion (public page)**, quick to set up, easy to update, looks decent.

Don't:

- Don't host on Google Drive with view permissions. Journalists hate sign-in walls.
- Don't host on Dropbox public links that expire.
- Don't bury it three clicks deep on your studio site.

File structure (regardless of platform)

```
press-kit/
├── README.txt        (one-line description + your contact)
├── fact-sheet.pdf
├── descriptions.txt  (short / medium / long)
├── logos/
│   ├── game-logo-light.png
│   ├── game-logo-dark.png
│   └── studio-logo.png
├── key-art/
│   ├── hero-4k.png
│   ├── vertical-4k.png
│   └── steam-capsules/
├── screenshots/
│   ├── screenshot-01-combat.png
│   ├── screenshot-02-exploration.png
│   └── ... (10+ files)
├── gifs/
│   ├── gameplay-loop.gif
│   ├── boss-fight.gif
│   └── ... (5+ files)
├── trailers/
│   ├── announce-trailer.mp4
```

```
│   ├── gameplay-trailer.mp4
│   └── launch-trailer.mp4
├── team/
│   ├── group-photo.jpg
│   └── individual-headshots/
└── press-coverage.pdf  (if you have coverage)
```

Everything in this folder should be **directly downloadable, no logins**. A journalist on deadline should be able to grab everything in under 60 seconds.

Appendix A, Press kit pre-launch checklist

- [ ] Fact sheet complete with no `[PLACEHOLDERS]` left
- [ ] Three description lengths written
- [ ] All five required asset categories covered (logos, key art, screenshots, GIFs, trailers)
- [ ] Press kit URL works in incognito mode (no login required)
- [ ] All file links work (no 404s, no expired Dropbox URLs)
- [ ] "Last updated" date present
- [ ] Press contact email is monitored daily
- [ ] Steam page URL is current (not a redirect)
- [ ] Reviewer key distribution method clearly stated
- [ ] At least one developer quote (short + long)
- [ ] Team bios for anyone quotable
- [ ] Boilerplate paragraph ready for press releases
- [ ] Press kit linked from: Steam page, studio website footer, Discord, X bio, email signature

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Appendix B, Common mistakes I see

The "still in alpha" press kit.

Screenshots from a 2-year-old build, half-baked descriptions, no trailer. Send these and journalists assume the game itself is half-baked. Wait until your assets reflect the actual game.

The hype-deck press kit. *All marketing speak, no specifics. "Revolutionary gameplay" tells a journalist nothing. "A 60-hour open-world RPG with branching dialogue and 40 endings" tells them something they can write about.*

The "request access" press kit. Locked Google Drives, password-protected Dropbox folders, "email me for assets." Journalists work on deadlines. You're optimizing for friction; they're optimizing for the next article. Friction loses.

The 100-screenshot dump. More is not better. 10 well-chosen, well-named screenshots beat 100 random ones. Journalists need *the right one*, make it easy to find.

The lone-wolf press kit. No team bios, no studio info, no human element. Even a one-person studio has a story. Tell it.

Need help with PR or your launch?

Mad Octopus runs PR, marketing, and full Steam launches for indie developers. We can write your press release, build your media list, and coordinate outreach, and we keep it transparent:

100% revenue to the developer until 1,000 copies sold, then 10% to us. Zero upfront fees.

If "PR" feels like a black box to you, talk to us at madoctopus.fun or join our Discord.

Good press kits don't guarantee coverage. But bad press kits guarantee you won't get any.

, Piotr