

Iro press kit

Iro is a colour game for phones and tablets: a colour appears, and you name it in three numbers (its hue, its saturation and its lightness).

Status

Iro isn't out yet. An Android build is in internal testing on Google Play, which nobody outside the test can open. The Android public release is planned for 1 November 2026. Iro is also planned for iOS, with no date set.

Links

- Website: <https://theirowgame.com>
- Privacy policy: <https://theirowgame.com/privacy>

Contact

hello@theirowgame.com

Package

Press kit v04, last updated 10 October 2026.

FOLDER	WHAT'S IN IT	SIZE
00-readme	This file; facts-and-descriptions.md : the facts, three descriptions (one line, about 60 words, about 150 words) and five key features; faq-and-access.md : twelve common questions, plus access and embargo; developer-and-origin.md : who makes Iro and where the idea came from; credits-and-usage.md : credits, and how this package may be used; asset-index.md : every file in the package, with its size and details; press-release.md : the launch press release, for 1 November 2026	304 KB
01-logos	The IRO wordmark for light and dark grounds and the avatar, as PNGs, with logo-notes.md on how to use them	359 KB
02-artwork	Key art in landscape (1920 × 1080) and portrait (1080 × 1920), each without words and with the wordmark	7.5 MB
03-screenshots	Eight phone screenshots and three alternates, 1080 × 1920 PNG, with a caption and alt text for each in screenshots.md	13.9 MB
04-video	Two cutdowns of the launch trailer, 8 and 15 seconds, each in portrait (1080 × 1920) and landscape (1920 × 1080), and a 34-second how-to-play video in portrait, MP4 with sound	27.3 MB

Colour game Iro is out now on Google Play, free on Android

LJUBLJANA, 1 November 2026. Iro, a colour game by Ljubljana designer Tomaž Drnovšek, is out today on Google Play for Android phones and tablets running Android 7.0 or later. It's free on Android, with no ads, no in-app purchases and no account, and it plays offline. A colour appears, and you name it in three numbers.

Each round starts with a colour on the screen, and it stays there the whole time. You name it in hue, saturation and lightness, setting all three numbers before you see the colour they make. Then you commit. Your colour appears beside the target, the guess is scored out of 100 for how close it looks, and the game tells you which way each number needs to move and roughly how far. Your top-scoring guess, not your last, is the one that counts. There's no timer, no lives and no fail state. You don't need any colour theory: six short opening rounds take you once round the hue circle first.

The game is laid out in three parts it calls Books, each of nine chapters of twelve rounds. What changes from one Book to the next is how many colours a round holds: one in Form, two in Change, three in Stillness. Form walks the hue circle once, red round to red. Change looks between neighbouring colour families. Stillness turns to quiet materials (wood, stone, paper, ink) and then to the whole circle again. The colours don't get harder to see as you go. Every chapter, from Dawn and Ember to Moss, Tide and Ink, has a scene of its own, and every scene moves. Alongside the Books there's a colour a day, the same for everyone on the same date, drawn each month from a palette named after *kasane no irome*, the Japanese practice of layered colour.

Links

- Google Play: <https://play.google.com/store/apps/details?id=com.tomazdrnovsek.iro>
- Website: <https://theirogame.com>
- Sample round, in the browser: <https://theirogame.com/#try>

About Iro

Iro is a colour game for Android phones and tablets, made by Tomaž Drnovšek, a UI/UX and digital product designer based in Ljubljana, Slovenia. The idea grew out of the basic concepts he uses in his daily work. Iro is in English and is free on Android, with no subscription and no in-game currency. It makes no network calls while you play, and your progress stays on your device. Drnovšek made all of the game with the help of AI. Iro is also planned for iOS, with no date set.

Press contact

hello@theirogame.com

Iro: facts and descriptions

Facts

Title	Iro. The wordmark is set in capitals, IRO; in running text the name is Iro.
Developer	Tomaž Drnovšek, Ljubljana, Slovenia
Platform	Android phones and tablets, portrait only. Also planned for iOS, with no date set.
Status	Not yet released to the public. An Android build is in internal testing on Google Play, which nobody outside the test can open.
Release	Android public release planned for 1 November 2026
Price	Free on Android
Monetisation	No ads, no in-app purchases, no subscription and no in-game currency. Nothing in the game differs by store.
Genre	Puzzle. Google Play category Game › Puzzle, tags Puzzle and Casual.
Language	English
Requires	Android 7.0 or later (API level 24)
Version at release	1.0
Website	https://theirogame.com
Privacy policy	https://theirogame.com/privacy
Social accounts	None
Press contact	hello@theirogame.com

Descriptions

One line

Iro is a colour game for phones and tablets: a colour appears, and you name it in three numbers (its hue, its saturation and its lightness).

About 60 words

See colour. Understand it. Master it.

Iro is a colour game for phones and tablets. A colour appears, and you name it in three numbers: hue, saturation and lightness. You set them before you see the colour they make. Then you commit, see how close you were, and find out which way each number needs to move. No timer, no lives, no ads.

About 150 words

See colour. Understand it. Master it.

Iro is a colour game for phones and tablets. A colour appears, and you name it in three numbers: its hue, its saturation and its lightness. You set your numbers before you see the colour they make. After each guess, the game tells you which way each number needs to move, and your top-scoring try is the one that counts.

You don't need to know anything about colour to start. A few short opening rounds walk you round the colour circle. Then come three Books of nine chapters, each a small world of its own: dawn light, embers, moss, a tide, ink. Later chapters ask you to read two or three colours in a row. Master one and it leaves an object behind for your collection.

There's a colour a day too, the same for everyone. No timer, no lives, no ads, no account. Iro works offline, and your progress stays on your device.

Key features

You see the target. You see your own colour only after you commit. The colour you're asked to name stays on screen for the whole round. The colour your three numbers make doesn't. You set hue, saturation and lightness, commit the guess, and only then does your colour appear beside the target.

Feedback on each of the three numbers. After every guess the game takes your numbers one at a time and tells you which way each of them needs to move. Then you go again, knowing which number to change.

Three Books, twenty-seven chapters. The game is laid out in three parts, which it calls Books, of nine chapters each. Every chapter is a small world of its own: dawn light, embers, moss, a tide, ink. Later chapters ask you to read two or three colours in a row, and a chapter you master leaves an object behind for your collection. A few short opening rounds come first, so you don't need to know anything about colour to start.

A colour a day, and a koan. Each day there's one colour, the same for everyone who plays. There's also a koan: a small daily challenge that changes one rule of the game for the day.

Offline Android play, with nothing to buy. Iro is free on Android and plays offline. There are no ads, no in-app purchases and no account to make. Your progress stays on your device.

Iro: FAQ and access

1. What does the player do?

A colour appears, and you name it in three numbers: its hue, its saturation and its lightness. Each guess is scored out of 100 by how close it looks to the target. After every guess the game tells you, in words, which way each of the three numbers has to move and roughly how far. Then you go again.

In the first Book you get three guesses a round, and the round's score is your top-scoring guess, not your last. While the round is running, the game never tells you the target's numbers. Once it's scored, it names them.

There's no timer, no lives and no fail state. Every round ends in a score, and a round below three stars can be retried as often as you like, with a fresh colour each time. If you want it harder, you can call a round before your first guess: one guess instead of three.

2. Why can't you see your colour before committing?

Your colour never previews before you commit, so every guess is your own read.

The colour you're naming stays on screen the whole time.

3. Do I need to know colour theory?

No. The first time you open Iro, six short opening rounds come before everything else. The game calls them the kata. Each one gives you the saturation and lightness and asks only for the hue, at six points sixty degrees apart, once round the hue circle. There's no score and no stars, nothing is recorded, and you can skip them in one press.

4. How do the three Books differ?

Iro's journey is split into three Books of nine chapters, twelve rounds each. What changes from one Book to the next is how many colours a round holds: one, two or three. It's the only rule that differs between them. The game's own rule line for each:

BOOK	COLOURS A ROUND	RULE
Book I · Form	One	One colour in every round.
Book II · Change	Two	Two colours in every round. Read the first; your values carry into the second.
Book III · Stillness	Three	Three colours in every round. Your values carry through all three.

In Change and Stillness you read the round colour by colour, with two guesses for each, and the round's score is the average of each colour's top-scoring guess. It's still one round with one score.

Form walks the hue circle once, red round to red. Change looks between neighbouring colour families. Stillness studies quiet materials (wood, stone, paper, ink) and then returns to the whole circle. The colours don't get harder to see as you go.

5. What is the daily colour?

One colour a day, the same for everyone on the same date, outside the main journey. Each month draws its colours from a named palette after *kasane no irome*, the Japanese practice of layered colour.

Reading it fills in a garden of raked sand, one stone for each day of the week you read it. A streak counts the days on which you finish at least one round, and play banks rests: a missed day spends one instead of ending the run.

6. What is a koan, and is it scored?

A koan is the day's side challenge: one colour, read with one rule of the game changed. There are eight, and everyone gets the same one on a given date. In Memory, for example, the colour shows for three seconds and you read it from memory. In Silence, you get no feedback between guesses; the full reading shows once, at the end.

It isn't scored. A koan never shows you a score and never changes one. You get one play a day, and you can leave it and come back.

7. What does it cost?

Iro is free on Android. There are no ads, no in-app purchases, no subscription and no in-game currency.

Iro is also planned for iOS, and its price there hasn't been set. Nothing in the game differs by store.

8. Does it need internet or an account?

No. There's no account, no sign-in, no cloud sync and no leaderboard. The game makes no network calls while you play, and it has no tracking, analytics or telemetry.

The Android app can't use the internet at all. It's built without Android's internet permission; the only permission it asks for is vibration. Your save lives in the app's own storage on your phone. If you have Android's device backup turned on, it may copy that save to your own Google account; the app neither sends nor reads that copy. You can export your save as a file or as text and import it back. Uninstalling deletes everything the app kept.

The website is separate. theiroweb.com runs Vercel Analytics and Speed Insights, and its launch signup is an email link rather than a form. The privacy policy (<https://theiroweb.com/privacy>) covers the game and the website separately.

9. Can I play in a browser?

Iro is planned for iOS and Android. If you'd like to try the idea first, theirowgame.com has a single sample round you can play in the browser, and it scores and answers the way the game does.

10. What about colour-vision differences?

The interface never says anything with hue alone. Every state carries a glyph, a star count or a word as well, so menus, feedback and progress don't depend on telling colours apart.

The core task does. Naming a colour in numbers is colour discrimination, and Iro doesn't pretend otherwise. There's no whole-screen colour-blindness filter, because filtering the display doesn't change what the game asks you to do.

Iro has a paper theme and a shadow theme, a high-contrast mode, and it follows your device's reduced-motion setting.

11. Is it on iOS?

Not yet. Iro is planned for iOS, with no date and no price set. The Android public release is planned for 1 November 2026.

12. How do reviewers get access and report problems?

Access details to follow. To report a problem, write to hello@theirowgame.com.

No embargo.

Developer and origin

Tomaž Drnovšek is a UI/UX and digital product designer based in Ljubljana, Slovenia, and the developer of Iro.

The colour challenge comes from his daily job. He wanted to make a game out of the basic concepts he uses at work.

The game plays offline and without interruptions because he wanted to keep it simple.

The design problem he cared about was making the UI look good and be functional.

He made all of the game with the help of AI.

Iro: credits and usage

Using this package

The screenshots and videos in this package may be reproduced for editorial coverage and reviews of Iro, including articles and videos. Please show the game accurately and use the credits below. Other uses need permission.

The game's music and sound may be used in coverage too. To ask about anything else, write to hello@theirogame.com.

Coverage does not need to be positive.

Credits

Iro is made by Tomaž Drnovšek, Ljubljana, Slovenia.

Artwork was created with generative image tools and directed, selected and cut by Tomaž Drnovšek.

All rights to the game's artwork, music and sound effects are held by Tomaž Drnovšek.

Credit line for screenshots and videos: Iro, Tomaž Drnovšek.

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