

Review & Creator Guide

[Demo / Kickstarter / Launch edition] · [Month DD, 2027] ·
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HELLO FROM MITCH



Thanks for playing Huey! I'm Mitch, a pixel artist, designer and engineer in Longmont, Colorado. I created concepts for Huey in 2011 and never stopped thinking about him but I couldn't seem to bring everything together to bring the game into reality.

I have always wanted to make a game for a Nintendo console and my all time favorite system is the Game Boy Advance, so when I started building Huey in 2026 I knew that was the perfect home for Huey. I hope you have as much fun playing as I did creating this world.

Mitch Ray, Meteor Labs

EMBARGO AND ETIQUETTE

Coverage can go live on [Day, Month DD] at [10:00 PT / 13:00 ET / 18:00 GMT]

Written and video	One time for both: reviews, impressions, streams and videos.
Please don’t	Post that you have a code, or share these embargo terms, before the time above.
Your code	Is for coverage only, one per outlet. Please don’t pass it on.

MEET HUEY

A gray hatchling in a family of brilliant colors

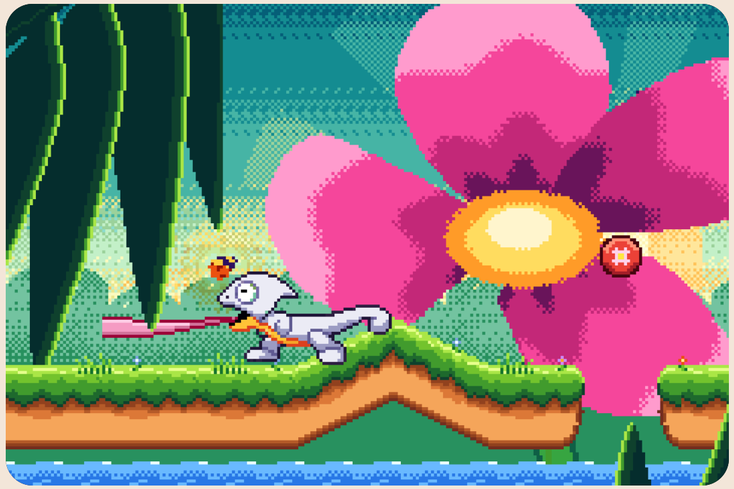
Huey hatches colorless into a family of brilliant chameleons and is soon left behind. To find his colors, he eats glowing fireflies and takes on their powers.

Color is his whole story: each one changes how he moves, and his journey runs from waterfall cliffs to snowy peaks, through a world sized for someone very, very small.



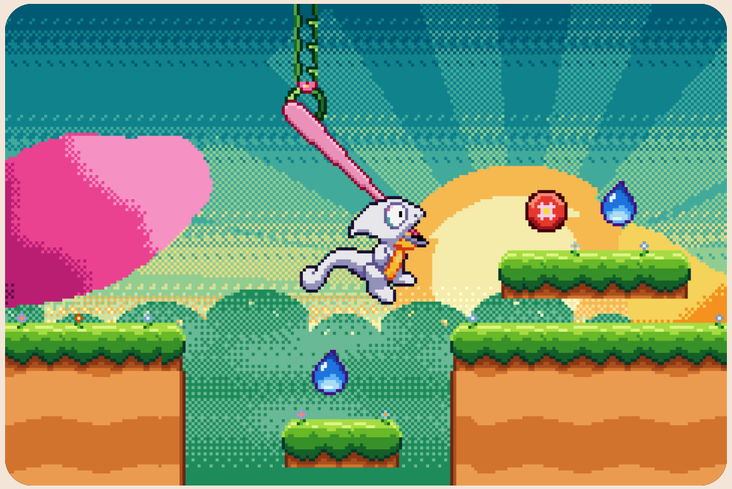
HOW HUEY PLAYS

Eat, swing, power up



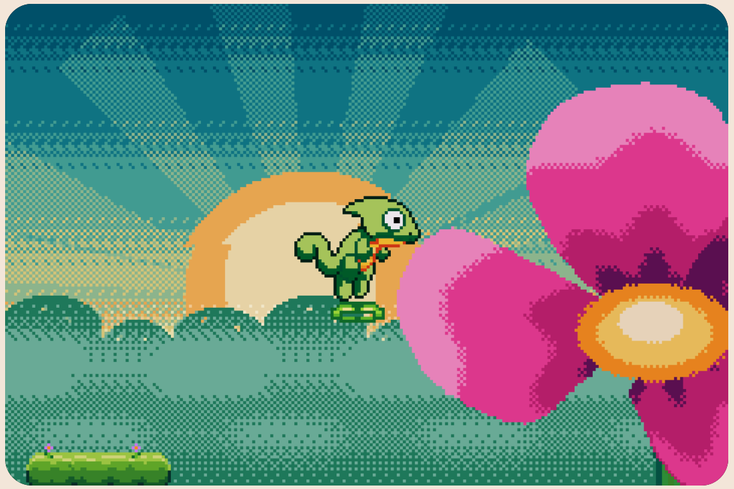
Eat

His tongue snatches fireflies for their colors, and swallows small enemies to spit back out.



Swing

The same tongue grabs swing rings and flowers to carry him over gaps.



Power up

Each firefly color gives him a new power, and two colors mix into a new one.

FOUR COLORS

Every color changes how Huey moves



Red

Ember

Spit a fiery ember that toasts enemies.



Blue

Bubble Bounce

Blow a bouncy bubble that pops enemies.



Green

Air Jump

Jump again in midair to reach higher ledges.



Yellow

Zap Dash

Dash through enemies and zap them.

SIX MIXES

Eat two colors, get a new power



Purple

Plasma Bubble

red + blue

Air: Steam Float



Copper

Fire Whirl

red + green

Air: Fire Slam



Amber

Blaze Dash

red + yellow

Air: Bolt Dive



Teal

Gust Bubble

blue + green

Air: Spout Jump



Azure

Wave Dash

blue + yellow

Air: Spark Float



Lime

Vortex Dash

green + yellow

Air: Spark Jump

A mixed Huey wears both colors as a gradient. R fires the mix's power; jumping again in midair uses its air move.

WHERE TO LOOK

Don’t miss these

The first mix	[Level]: the moment two colors become one.	**No spoiler**
Hornbuster	The first boss, in the Rain Forest.	**Light spoiler**
The builders	[Level]: old ruins left by someone who came before.	**Light spoiler**
A bonus level	[Level]: unlocked with medallions.	**Medium spoiler**



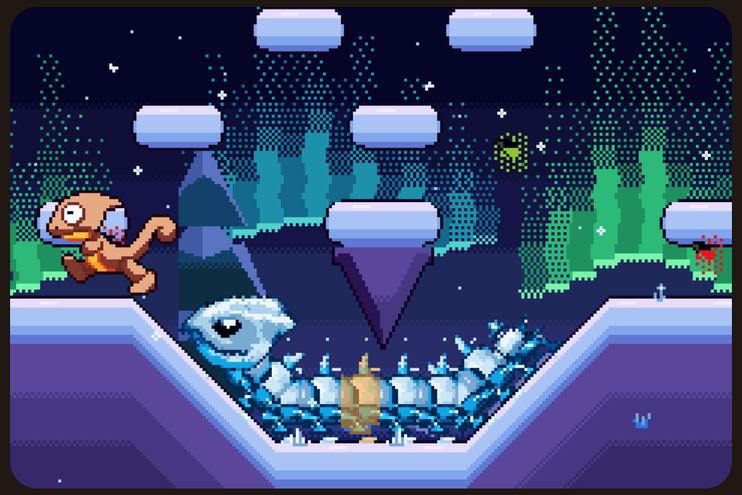
Please don’t show the final boss or the ending.

BOSSES

Nine giant bugs, each beaten with the right color



Zipwing, Savannas



Frostpede, Snowy Peaks



Mothgloom, Mountains

Each boss has a weak moment and a color that lands the hit. Six hits win; after three, it gets angry.

CONTROLS

Six buttons, one chameleon



D-pad	Move
A	Jump; press again in the air for the color's air move
B	Tongue: eat, grab and swing
L	Spit a swallowed enemy
R	Color power
Start	Pause

[Controls follow the v2 scheme; confirm after the move lab decision before sending]

MITCH'S FAVORITES

Three stories from making Huey

FAVORITE STAGE

"It's hard to pick a favorite stage, but I think Bamboo Grove is the one that I am most proud of. I really love the rainy atmosphere of the levels, the way the level cadence and art align, and the boss enrage theme is probably my favorite song in the game."

THE TOUGHEST PART

"Honestly, balancing all of the bosses was difficult. They really pushed the boundaries of the console and the game's mechanics. I really spent a lot of time figuring out how to combine the levels' mechanics and colors to create gameplay worthy of a boss fight."

WORKING WITH THE GBA

"Working with the GBA limitations has been so much fun. I've learned so much and spent hours researching specs for RAM types, sprite limitations, and hardware features. The hardware tricks are my absolute favorite part because they really make the game feel authentic and unique to the GBA system."

— Mitch Ray

HOW TO PLAY IT

Play it on original hardware or an emulator

Your copy	A .gba ROM file: [download link and code].
Hardware	Any flash cart on a GBA, GBA SP or DS Lite. Tested on: [list after cart tests].
Emulators	mGBA recommended; [others tested].
Saves	[Save type and how to keep your save.]
Found a bug?	press@hueythechameleon.com, with the level and what happened.



Box and cartridge shown are design mockups, not the finished products.

FACTS AND CONTACT

Game	Huey the Chameleon
Pitch	A color-mixing adventure platformer for the Game Boy Advance
Developer	Meteor Labs (Mitch Ray), Longmont, Colorado
Platform	Game Boy Advance: physical cartridge and digital ROM
Release	[Date]
Price	[ROM $__ / cartridge $__]
Press kit	hueythechameleon.com/press

Press contact

press@hueythechameleon.com

Streaming and videos

You're welcome to stream, record and monetize videos of Huey the Chameleon on any platform. Please link hueythechameleon.com in your description.

Huey the Chameleon is an unofficial, unlicensed release for the Game Boy Advance and is not affiliated with or endorsed by Nintendo. Nintendo and Game Boy Advance are trademarks of Nintendo.

THANK YOU

Thanks for playing!

And a huge thank-you to [our Kickstarter backers and] everyone who played early builds and helped shape Huey.

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