



## The Player's Guide

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Encouraging curiosity and supporting creativity



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Learn more about Clown Alley Creator:


<https://www.gbgames.com/freshly-squeezed-entertainment/clown-alley-creator/>

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## What's a Clown Alley?

According to multiple sources, in a circus, the clowns needed a space to store their props and put on make-up. It needed to be close to the main tent so they could quickly enter and leave, and so that space served the same purpose of an alley next to a building.



Since there are so many potentially dangerous acts at a circus, things can go wrong, and so clowns might get called in to provide an entertaining distraction. The command from the ringmaster is “Clowns, allez!” which is French for “Clowns, go!”

A clown alley is also the name of a group of clowns, which is what you’ll create for yourself in [Clown Alley Creator!](#)

## How It Works: Gallery Mode

### It's empty?

That's because you haven't created any clowns yet!

To start creating your first clown, press the **New Clown** button, which will take you to Creator Mode.

See **page 6** for details on Creator Mode.



### Oh, there they are!

Once you create some clowns, you'll be able to see them in the Gallery View.

If your clown alley becomes large enough, they won't all fit on the screen at once, but you'll be able to use the arrow buttons to **navigate left and right** through the gallery.



## Clown Close-up

Select a clown in the gallery, and you'll see a close-up view. From here you can view your clown's name, edit the clown, or remove the clown from the gallery.



**Editing** a clown allows you to change all aspects of a specific clown, including the clown's name, in Creator Mode.

**Removing** a clown from your clown alley is a permanent change. Don't worry, though, as you'll be given an opportunity to change your mind.



## How It Works: Creator Mode

In Creator mode, you are presented with a blank clown face in the **clown preview**.

There is also a menu which allows you to choose your new clown's:

- skin color
- eyes
- hairstyle
- nose
- make-up

As you choose options, you'll see them reflected in the clown preview.



## Skin Color

Besides the default white face clown, you can choose a variety of skin tones.

*Fun fact: in clowning, white face clowns were typically the “boss” clown of the circus.*



## Eyes

Choose your clown's eyes (you'll be able to apply eye shadow later in the Make-up submenu) and then choose a primary and secondary color for your selection.

They don't have to be typical eye colors. What would your clown look like with violet eyes?





## Hairstyle

Time to pick a hairdo! Whether curly or straight, long or short, or even no hair at all, you can find something that makes it feel like your clown just left the salon!

Many hairstyles offer a split-dye option, which means that while you could have your primary and secondary colors mixed together, they could also be split on each side of the head.



## Nose

Ah, the iconic clown nose. You could go with a traditional red, round nose, or you can go with something more bulbous, or even more petite.

There are also some special noses, such as heart shapes, star shapes, and flower shapes, and variations that look a bit more sparkly.



## Make-up

Applying a clown's make-up is an art in itself. Just like with real make-up, you can apply it in layers.

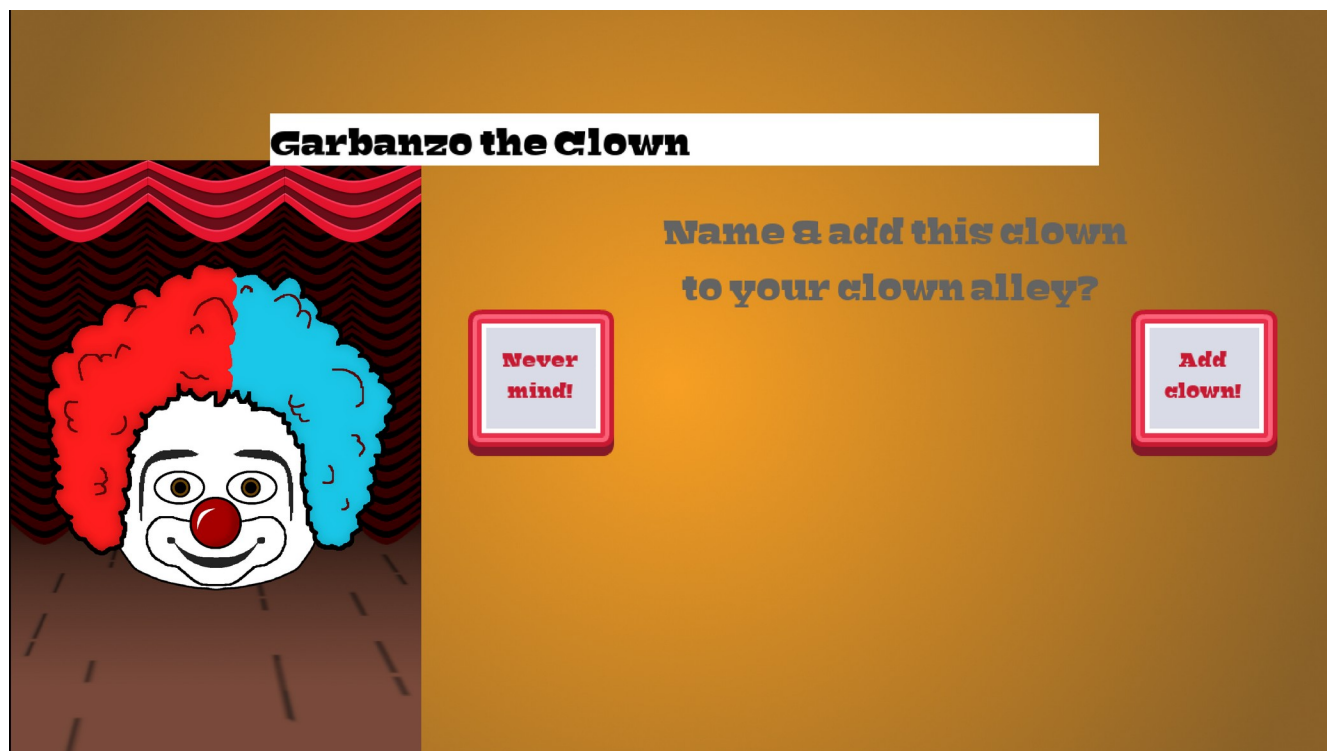
That is, you can apply a base make-up option, then overlay it with other make-up options.

You can use all four layers, or go for a more minimalist look to emphasize other features.



## Name Your Clown

When you are satisfied with getting just the right nose and perfected the hairdo, it's time to name your clown!



And you've done it! You've added a new clown to your clown alley! You'll be able to see your new clown, and all of your clowns, in the **gallery**.

When you **edit** an existing clown, you'll also be able to change their name.

## Types of Circus Clowns

Did you know that real clowns come in a few varieties? Below is an explanation of each type of clown:

### Whiteface

Whiteface clowns are usually the smart clowns in a circus, or at least find themselves as the leaders of the other clowns. The white clown will be the one setting up the gags and pranks for the other clowns, but is rarely the one getting a pie to the face or getting tricked.

They tend to have a face completely covered in white (hence the name), with simple features outlined often in a single color such as black, red, or blue. Their wardrobe tends to be more stylish and sophisticated to match their attitude.

### Auguste

While the whiteface clown is the sensible one, the Auguste clown tends to be the fool. These types of clowns are zany and over-the-top, with an appearance to match. That said, they are earnest, trying to follow directions or do their best even as they find themselves in tricky and hilarious situations.

Auguste clowns tend to have a base skin tone with much more colorful make-up that exaggerates their facial features. Their wardrobe tends to be wild, flamboyant, and colorful as well.

### Character

The character clown is known as such because they take on a particular role, often in an exaggerated way. They might portray doctors, lawyers, shopkeepers, baristas, basketball players, or any number of common, everyday occupations. They may even impersonate famous politicians or celebrities.

Character clowns rely on their expressive personality rather than their make-up, which can be as exaggerated as an Auguste's or be very subdued or even missing. Their wardrobe will likely match the role they are playing in a way that makes it obvious. For example, an oversized firefighter helmet and giant badge might help a clown clearly communicate they are supposed to be a firefighter.

## Kid-safe: No ads

The game [Clown Alley Creator](#) has no ads, no personal data tracking, and therefore no sharing of that data with third-parties.

It means that when you and your loved ones create your own fun and zany clowns, you know they are safe.

Free apps and games are everywhere and seem like a great deal, but in some cases, a free app is not truly free. With some apps, the cost is your privacy and safety.

Some apps will report data secretly to the creator of the app or to other companies. Examples of data that can be tracked and reported include your device's physical location, your IP address (which can be matched to other apps you use and websites you visit to determine who you are), your email address, your phone number, and more.

Often this data is tracked in order to serve ads that are better targeted at your specific interests, but it can be a problem when children enter the picture. No one wants their own children tracked and sold to.

The Children's Online Privacy Protection Act, or COPPA, is a U.S. law that regulates the online collection of personal information about children under the age of 13. Among other things, it requires clear and comprehensive privacy policies, verifiable parental consent prior to personal information collection of children, and the ability to safely disclose or release such data to parties who are also able to keep it safe.

It has been in effect since 2000, yet in recent years multiple advertising firms have been fined for failing to comply. Google, which owns YouTube, paid a \$170 million penalty in a settlement with the FTC when it was found that YouTube tracked and sold ads targeted to children.

The easiest way to avoid disclosing the personal data of children is to not collect it in the first place, which is why [Clown Alley Creator](#) will not feature ads or collect data.

## The Clown Alley Creator Privacy Policy

You can find the game's privacy policy at <https://www.gbgames.com/clown-alley-creator-privacy-policy/> but here is a copy of the text:

I believe privacy is important for myself and my customers.

Therefore, I make privacy a central consideration of my game design process, starting from the original idea, throughout development, and all the way through to release, including bug fixes and feature updates.

Privacy policies disclose what data is collected, how it used, and with whom that data is shared.

The [Clown Alley Creator](#) privacy policy is simple: **the app collects NO personal data**, such as your name, email address, phone number, or location. The app handles no financial or payment information. The app does not handle your phonebook or contact information. The app does not handle passwords or other method of authentication. It does not use your device's microphones or cameras.

Clown Alley Creator does not collect data, so there is no data used by GBGames or shared with 3rd parties such as ad networks.

However, in the app, there are links that take you to the GBGames website, and that link provides analytics-related data that provides information on the following:

- Which button on which game menu was pressed (for example: the Main menu, with a way to determine what text over the button was presented at the time)
- What OS (Android, iOS, Linux, etc)

The above data does not tie to any particular player, and is used solely to help me figure out how I can make games better.

**NO ADS, NO IN-APP PURCHASES, NO INVASIONS OF PRIVACY, AND NO VIOLENCE**

**Have peace of mind with an ad-free, safe game.**

## Kid-safe: No in-app purchases

In [Clown Alley Creator](#), there are no in-app purchases, so you can be assured that no one will accidentally use a credit card and surprise you with a budget-busting bill.

The major app stores provide convenient ways to purchase apps or pay for things within an app, but sometimes it can be a little too convenient.

Apple and Google each provide tools to prevent children from making in-app purchases, but some parents learn the hard way about the existence of these tools, usually after they receive the next month's bill.

And so it can be reassuring when a game can be played by the entire family without needing to worry about accidental purchases and surprise expenses.

Clown Alley Creator offers no in-app items to purchase. The entire game is provided upfront, and so you can be certain that when you and your family are choosing the perfect clown nose or hairstyle that it won't impact your real-life budget.



## Kid-safe: No violence

There is no fighting, violence, or any mature content in [Clown Alley Creator](#).

Many games do feature characters who attack each other, whether in a cartoony or realistic way. Some of these games are quite popular. Entire battles and wars can be played out, sometimes quite realistically, although they are not often given much context for younger children to understand.

But some games are about different, less violent struggles. They feature conflicting choices and their consequences.

For example, in [Toy Factory Fixer](#), my first Freshly Squeezed Entertainment project about hiring and manager workers at a toy factory, you might find that you need to decide between waiting to save up money to hire a specialist worker or to immediately hire a Normal worker now. You and your family will solve your problems with some planning and strategic thought, but you will never find yourself solving them with violence.

And some games are more like creativity tools and toys. They are more about expressing yourself. Clown Alley Creator lets you create fun and zany clowns, and you can rest assured that there is no violence involved.

## Why I Created Clown Alley Creator

I have always been a fan of clowns. I grew up watching Bozo the Clown on TV and seeing the Ringling Bros and Barnum & Bailey Circus when they came to town. My aunt used to dress up as a clown to come to my birthday parties!

Many years ago I read a news piece that said that there was a clown shortage in the world, as fewer people were getting into the profession. The COVID-19 pandemic also really hurt clowns all over the world who could no longer perform with a live audience.

Clowns bring joy to the world, and so I wanted to create something that could help people find their inner clown and bring it out.

So at the end of 2024, I started working on a family-friendly and accessible creativity tool that eventually became Clown Alley Creator after more than six months of development.

I wanted to make sure it allowed people to express their creativity. I did not want to make mindless entertainment.

I think I succeeded in making it fairly accessible, as I wanted to make sure that anyone could play it.

And I wanted it to be safe for kids to play. While there might be a lot of money in selling data to third-party ad networks or mindlessly violent games, I wanted to create something that a family could feel peace of mind playing. So there would be no ads, no in-app purchases, and no violence in Clown Alley Creator.

Thank you for playing, and stay curious!

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