

# Sally Face

## STRANGE NIGHTMARES



DESIGNER - STEVE GABRY  
DEVELOPER - JOE BROGNO

WATCH HOW  
TO PLAY  
AND MORE!



Ages 13+



1-5 Players



45-60 mins







# SETUP

When you set up for the first time, follow the steps below.

## 1 Create the Apartment

- Place the 5 Apartment Floors sequentially in the center of the play space, placing the 1st Floor at the bottom and 5th Floor at the top.

## 2 Choose Your Character

- Each player picks a character and takes the corresponding Character board, standee and stand, Curse (⚡) card, Starting Item card, and 1 Character Charge token.
- Place your Character on the elevator of the Floor shown on their Character board.
- Select your Character die (listed on the back of the Character board)

## 3 Prepare the Cards and Trackers

- Place the Base Mystery Deck (20 cards) face down next to the Apartment.
- Place the Base Item Deck (10 cards) face down next to the Apartment.
- Place the Corruption tracker with the Corruption (🔴) token on zero.
- Place the Consecration token on the Corruption tracker.

## 4 Separate the Component Piles

- Place the Progress cubes, Cops, Corrupted Spirits, Cultists, Ghost die, and Insanity die next to the Apartment within easy reach of all players.

## 5 Choose First Player

- Whoever last ate a bologna sandwich is the starting player (otherwise chosen randomly) and is given the 6 Ability dice.

## 6 Choose the Story

*Sally Face: Strange Nightmares* is separated into multiple stories. Stories can be played in any order, but we recommend playing them chronologically the first time through the game, starting with "Another Dead Body".

Open the chosen Story pack and identify all of the components. The steps below will generally cover Story-based setup, though more specific directions will be given in each Story pack.

- Place the Story deck face down next to the apartment, but DO NOT SHUFFLE it.
- Shuffle the new Mystery cards into the Base Mystery deck.
- Shuffle the Finale cards and place the deck next to the Apartment face down.
- Shuffle the new Item cards into the Base Item deck.
- If the Story includes Floor Ability cards, replace the current ones with the new ones.
- Place the game boards associated with the Story next to the Apartment.
- Hand out any new components to the respective players.





## How To Win

Players must work together to solve Mysteries and complete the Story deck. Each Story presents a different challenge, taking players on a terrifying journey through the world of *Sally Face*. Complete each Story's goals to win. By the end of each Story, you've either won or are doomed to repeat the horrific events again.

## How To Lose

During your efforts to overcome the tribulations of each Story, you'll find the Corruption of the Red Eyed Demon has taken root in your mind and soul, slowly claiming your existence.

If a single player's ♥ and/or 🧠 reaches 0, you do not lose! (See page 8, Ghost and Insanity Dice)

However, if ALL players have become either a Ghost (♥ = 0) or Insane (🧠 = 0), reality crumbles and the game is lost.

If the Corruption tracker ever reaches 20, the game ends immediately. (See page 7, Corruption)



### Todo's Tips

Work as a team and make sure everyone is heard! Only a strong team prevails.



## GAMEPLAY

During your turn, you are considered the active player.

A turn consists of:

1. Reveal
2. Refresh
3. Roll
4. Act
5. Pass

## First Turn Only

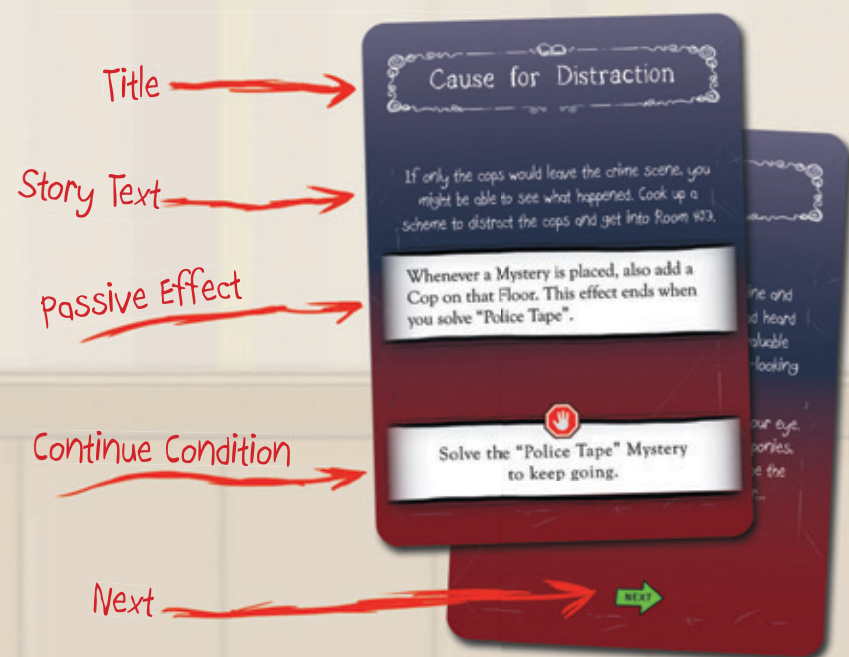
On the starting player's first turn, flip the top card (#1) of the Story deck face up and place it in a pile next to the Story deck. This is considered the "current Story card". Continue to step 1.b.

## 1. REVEAL

At the start of each turn:

- a. If the current Story card continue condition has NOT been met, reveal a Mystery card.  
**OR**
- b. If the continue condition HAS been met, reveal, read, and resolve the next Story card. Continue doing this until you reveal a Story card with a Stop (🛑). If a Story Mystery card is revealed, follow the rules for Mystery cards, and then reveal the next Story card.

## STORY CARD



Read and resolve the current Story card top to bottom. Follow all directions, and pay attention to any passive effects, which remain active until the next Story card is revealed.



Reveal the next Story card, then read and resolve all instructions on the card.



Do not reveal another Story card. If the conditions haven't been met, during the Reveal phase of the next player's turn, they will reveal a Mystery card and resolve it. This continues until the conditions to proceed have been met.

If the current Story card is a Story Mystery card, follow the Mystery card steps, then reveal the next Story card.

Continue revealing and resolving Story cards until the current Story card has a 🔥. These cards provide a task you must accomplish in order to progress the Story.

Finale

If you manage to reach a Story’s Finale, you’ll be given new gameplay rules to follow. Read them carefully!

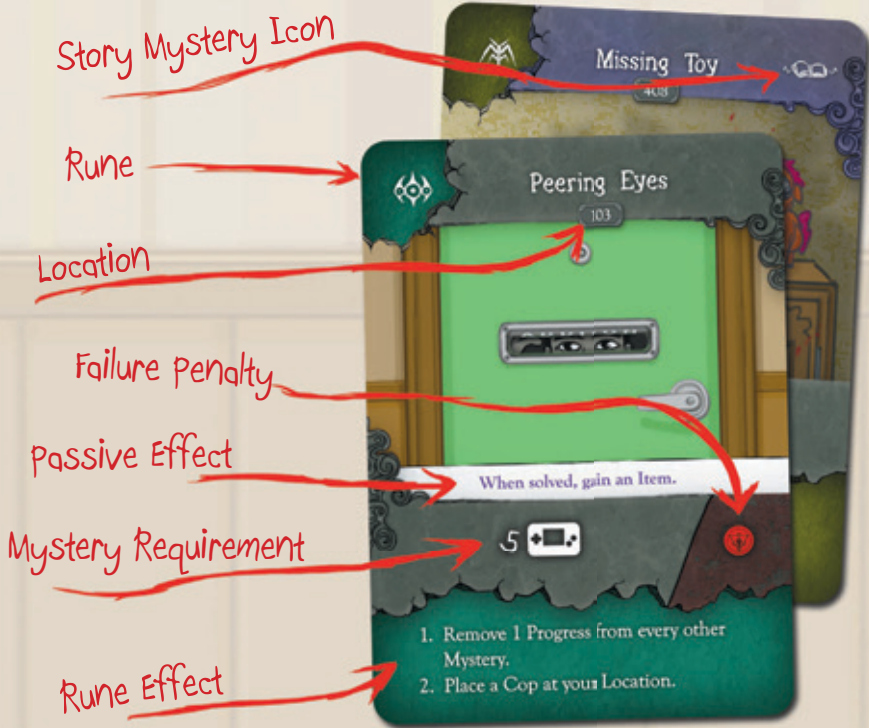
During the Finale, be sure to read and follow all directions on each of the Finale cards. If any cards say “At the start of your turn” make sure to perform all of them, one at a time, left to right.

Todo's Tip

At the end of each Story there’s a terrifying Finale so stay healthy and sane!



Mystery Card

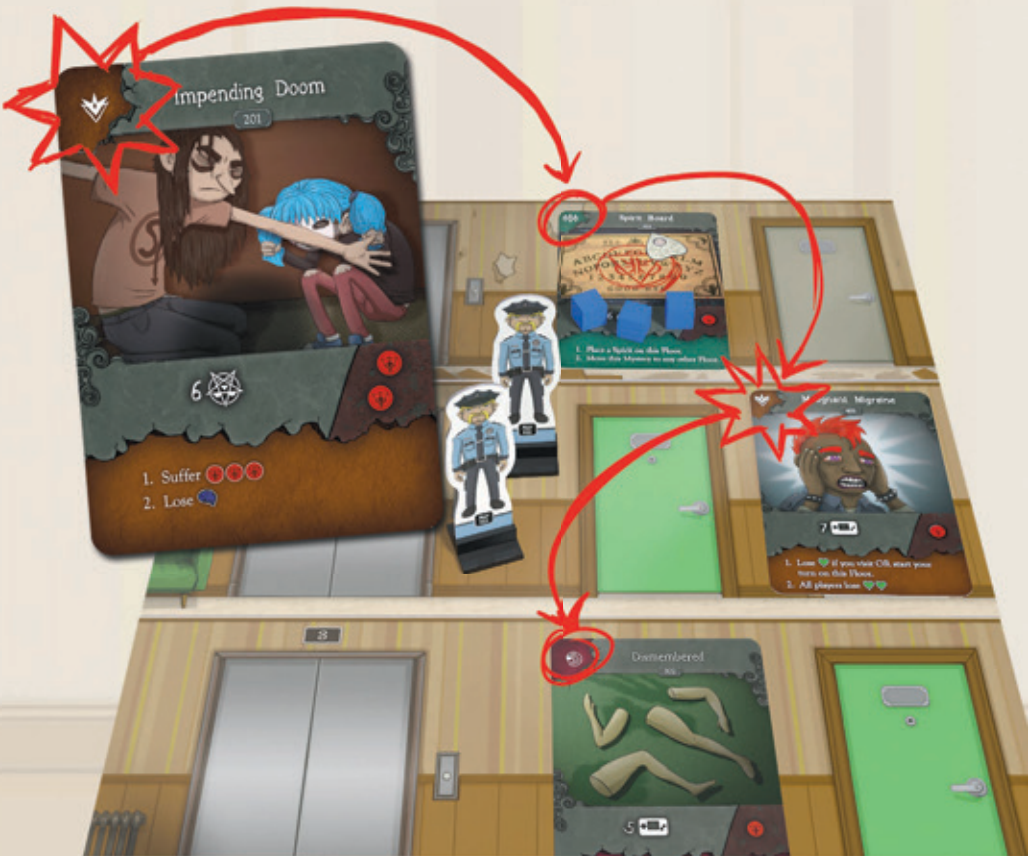


Rune Effects

When you reveal a Mystery card, first check the Rune. If it matches the Rune on any Mystery card currently at any Location, trigger the Rune effect of those cards.

NOTE: Do not trigger the Rune effect of the Mystery card just revealed. Only Mysteries already placed at a Location will have their Rune effects trigger.

Rune effects are triggered one at a time, top to bottom, left to right. Start with the 5th Floor and continue down to the 1st Floor. Then resolve any Rune effects triggered on Mystery cards on the other game boards, left to right on each board.



Place at a Location

After resolving Rune effects, the new Mystery card is placed at the indicated Location. Every Mystery card has an icon showing you where the card should be placed.

- ??? Place the Mystery card at any location.
- 402 Place the Mystery card at the specific floor.
- Place the Mystery card at Nockfell High.
- Place the Mystery card at Temple.



Mystery cards placed in the Apartment are based on the Room Number. Place them on the respective Floor, in either of the two available spots, and without regard for specific order or matching number.



Locations may only have 2 Mystery cards placed at them.

### Failing a Mystery

If placing a new Mystery card would result in three Mystery cards at the same Location, one of the previous Mysteries at that Location fails and is discarded before placing the new Mystery card. Suffer the penalty, then return any Progress cubes to the pile. If players cannot agree on which Mystery to fail, the active player makes the final decision.



#### Todo's Tips

If you have to fail a Mystery, choose based on the severity of the Rune effect, or the Rune type itself to reduce the number of Rune effects triggered at one time.



NOTE: Story Mystery cards cannot fail and be discarded this way. In the rare instance that a Location is filled with Story Mystery cards, the third Mystery card would instead fail and be discarded, never to be placed.

Failing a Mystery card causes you to suffer as shown on that Mystery card. (See page 7, Corruption)

## 2. REFRESH

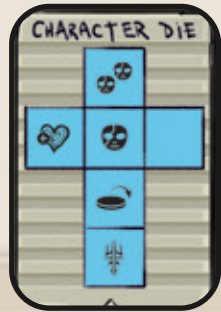
Flip your Charge token(s) from the exhausted side (gray) to the refreshed side (colored). (See page 8, Charge token)



## 3. ROLL

Ability dice are used to solve Mysteries, activate Floor abilities, and to activate certain Items. Some cards will affect Ability dice and/or the number of rolls you can make. Pay close attention to the passive (purple text) effects and new rules that may show up on Mystery, Story, and Finale cards.

Roll the 6 Ability dice and any other dice applicable to the active player such as each player's unique Character die. This counts as your first roll.



If any dice show a Demon () , set them aside; They may not be re-rolled, and are considered locked. If after rolling, you have at least , trigger the active player's Curse . (See page 9, Curses)

You can roll all of your dice up to 3 times. You may stop rolling at any time and lock the dice. If you liked some of your results, you can set those aside and only roll the ones you didn't like again. During any roll, if you change your mind, you can roll any dice you set aside again, along with any that you still don't like.

#### Todo's Tips

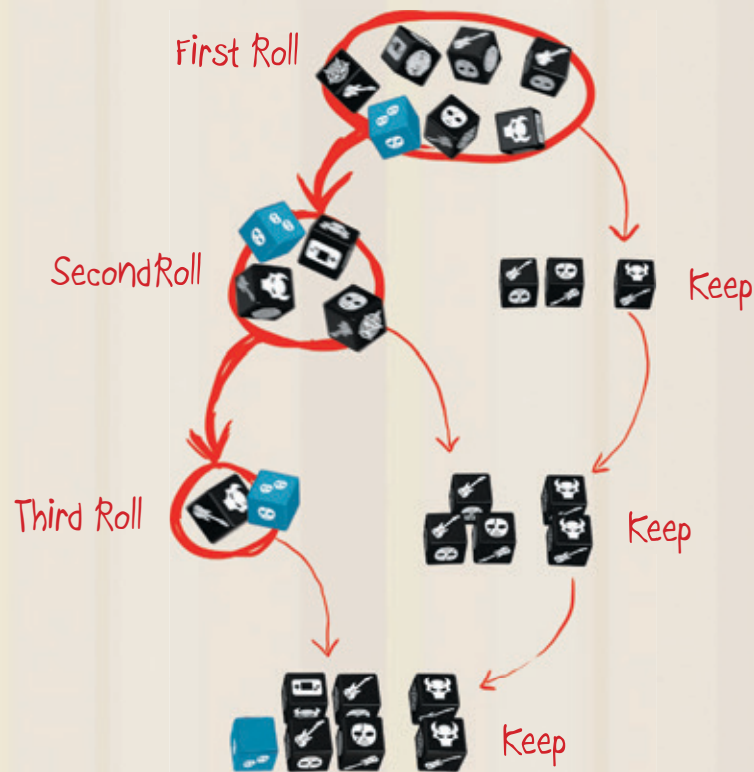
If you like your roll results, you aren't required to roll again! It's okay to stop before you use all 3 of your rolls.



All dice must be rolled and locked BEFORE spending them.

Anything that costs dice, or effects triggered as a result of a roll are done so AFTER the dice are locked. This includes any effects.

(See page 11, Glossary)



#### Today's Tips

Rolling 🐼 🐼 🐼 will trigger your Curse! It may be a good idea to stop rolling if you already have 🐼 🐼.



## 4. ACT

During the rest of your turn, you may perform any of these actions, any number of times, and in any order.

- Solve - Add progress to Mystery and Finale cards
- Move to a different Location
- Activate a Location Ability (once per Location)
- Activate an Item

## SOLVE MYSTERY AND FINALE CARDS

At your current Location, you may spend dice that match the Mystery Requirement to add Progress to a Mystery or Finale card. Each die spent this way converts to one Progress cube added to the card.

You will see 6 different symbols:



Arcana



Intellect



Might



Specialty



Sally Face



Demon

NOTE: All Enemies at the Location must be defeated before adding any Progress to Mysteries or Finales there.



You can't place any Progress on "Malignant Migraine" until the Cops have been defeated.


When the number of Progress cubes are equal to the total Mystery Requirements, the Mystery is solved. Check for and resolve any rewards for solving that Mystery. Place that card into the Mystery discard pile next to the Mystery deck, and return any Progress cubes on the card to the pile.

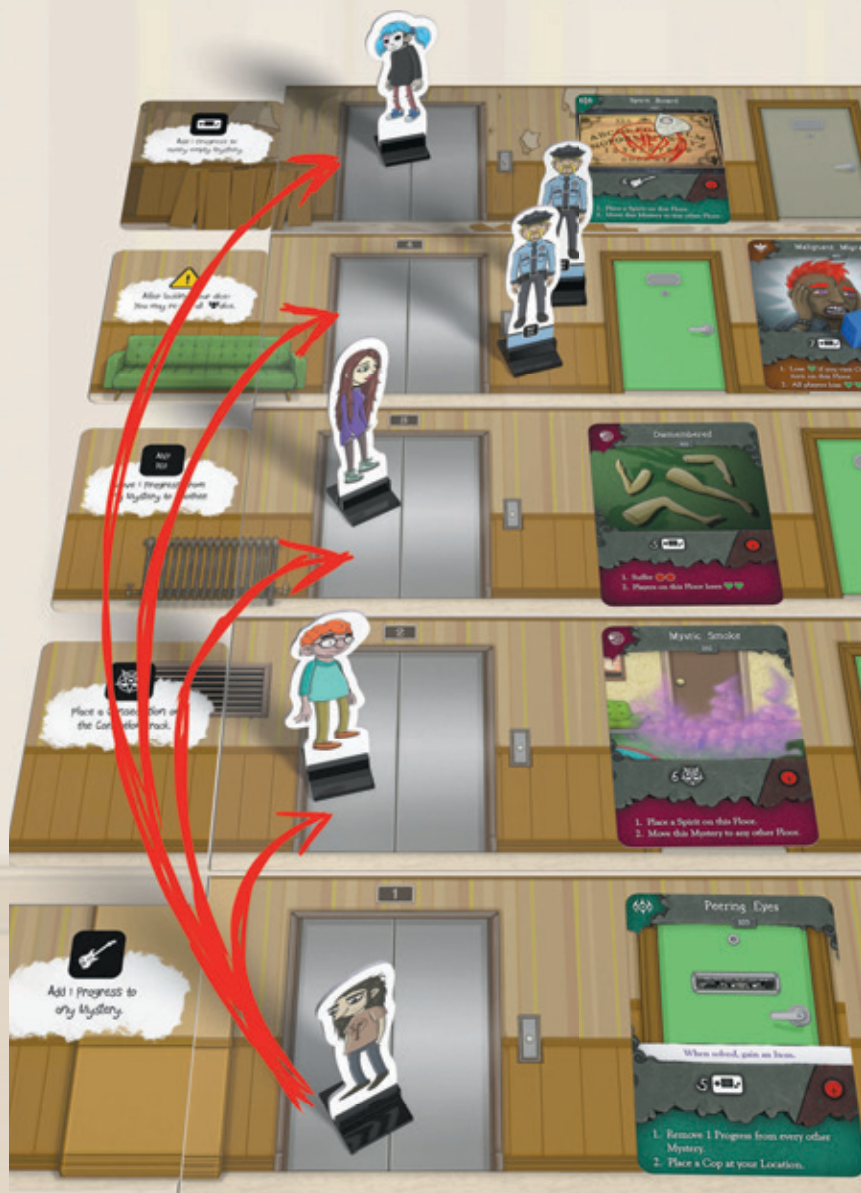


You may place Progress on more than one Mystery or Finale card each turn, unless otherwise specified. You do not need to solve a card in one turn; Progress cubes will remain on Mystery and Finale cards until they are solved or failed. Multiple characters can work towards solving the same Mystery or Finale card.



## MOVE

You may spend any locked dice, including  dice, to move your character to ANY Location. Each movement costs 1 die unless otherwise specified. Movement does not need to be to an adjacent location. Any number of characters, including enemies, may be at any Location, unless otherwise specified.



NOTE: Each separate game board is considered a Location (1st Floor, 2nd Floor, 3rd Floor, 4th Floor, 5th Floor, Apartment Room, Nockfell High, Temple, etc.) In some rare situations, individual cards can be considered Locations. Players must be at the same Location as a Mystery in order to solve it.

## ACTIVATE A LOCATION ABILITY

You may only activate a Location ability if your character is at that Location. Each Location ability may only be activated once per turn, but you may use any number of different Location abilities each turn.

If there is any conflict between a Location ability and another effect of any kind (other than a Story card), the Location ability will take precedence. Story cards always take the highest precedence.

### Todo's Tips

Don't forget about these powerful abilities. Especially the one that gives you a Consecration token!



## ACTIVATE AN ITEM

You may activate any number of your Items by spending the appropriate dice or Charge tokens. Passive type Items will tell you when they can be triggered. (See page 8, Items)

## 5. PASS

Once you are satisfied with the actions you've taken, you may end your turn. You do not have to spend all of your locked dice or Charge token(s) or activate any Items.

Play moves clockwise to the next player.

## CORRUPTION

The Red Eyed Demon has its eyes on you. This malignant force is proficient at causing suffering. It will stop at nothing to see your soul corrupted.

There are many sources of corruption, namely failing Mysteries, Rune effects, Story cards, Finale cards, and Finale rules.

For each corruption suffered, move the Corruption token up the Corruption tracker. If the Corruption tracker reaches 20, your soul is lost and so is the game.



When the Corruption token lands on or passes spaces marked with an Item (See page 8, Items) or a Curse (See page 9, Curses), trigger the respective effects in the order they were encountered. These triggers apply to the active player only.



1. The active player draws one Item and chooses a player to gain it.
2. The active player triggers their Curse.




## CONSECRATION TOKEN

A Consecration token may be earned through various means. When gained, place it on top of the Corruption token. If you would suffer any amount of  while you have a Consecration token, instead discard that Consecration token and suffer no .







### Todo's Tips



This is one of your best defenses against the Red Eyed Demon! Just one Consecration token will prevent all  gained from a single source.



## HEALTH AND SANITY

When you are instructed to lose  or , track this change with your Character Board. Your  and  can't go above 15. Reaching 0 on either tracking dial does not mean you lose.

## GHOST AND INSANITY DICE

When your  is reduced to 0, you are considered a Ghost. When your  is reduced to 0, you are considered Insane. You can be both a Ghost and Insane. If you are a Ghost or Insane, you must roll the appropriate die in addition to the Ability dice on your turn.



Ghost  
Die





Insanity  
Die





If you are a Ghost and would lose , instead suffer .

Similarly, if you are Insane and would lose , instead suffer .

It is possible to gain  and/or  at the Treehouse and through other means. If you go above 0 the respective Ghost and/or Insane status is removed.

### Todo's Tips

Be proactive! To avoid becoming a Ghost or going Insane, visit the Treehouse to keep your  and  levels up.



## CHARGE TOKEN

Each player starts with one Charge token, but can earn another one by completing the goal on their Character Board.

Charge tokens are used to activate Items at any time, unless otherwise specified. Indicate use by flipping a refreshed Charge token to its exhausted side. They are flipped to the colored side during the Refresh phase.



## ITEMS

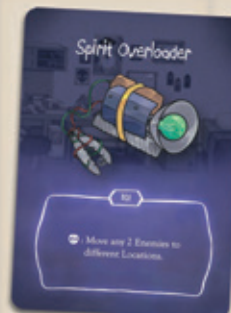
Players start with 1 Item, specific to the character they are playing. More items can be earned as rewards for completing some Mystery cards, and, more dangerously, by reaching specified spaces on the Corruption tracker. (See page 7, Corruption).

Items come in three types:



### Passive

These Item abilities trigger based on the occurrence of specific situations. These types of Items can only be activated by the active player.



### Die

These Item abilities are player-triggered by choosing to spend the associated locked dice, as listed by the Item. These types of Items can only be activated by the active player.



### Charge

These Item abilities are player-triggered, by choosing to spend their refreshed (color) Charge token, flipping it to the exhausted (gray) side. Refreshed Charge tokens may be spent on other player's turns, allowing the effect to benefit that player.



# CURSES

Each character has been cursed by the Red Eyed Demon. Only the active player can trigger their Curse, unless otherwise specified. This occurs most frequently on the Corruption tracker (See page 7, Corruption), failing Mysteries, and by rolling 3 or more . Occasionally a Story card, Mystery card, or Finale card may also cause your Curse to trigger.

When a Curse is triggered, the active player follows all directions on their Curse card.



# LOCATIONS

Each Location has its own set of rules written on the boards. Stories will let you know which Location boards to set up.



# ENEMIES

Cards and effects may instruct you to place one or more Enemies at your Location, a specific Location, or a Location of your choice. If there are no more Enemies of that type in the supply, you do not have to place any more of that Enemy.

Until all Enemies at a Location are defeated, you may not place Progress on any Mystery or Finale cards at that Location. Some abilities may override this restriction.

Each Enemy is defeated in their own specific way, and may also be defeated by using Items or other abilities.



## Cops

A Cop is defeated and removed from a Location by discarding any one die from your locked dice, including .



## Corrupted Spirits

A Spirit is defeated and removed from a Location by losing OR by spending an from your locked dice.



## Cultists

A Cultist is defeated and removed from a Location by losing OR by spending a from your locked dice.

### Todo's Tips

If you can't defeat an Enemy, maybe you can use an Item to move them. Also, don't forget that other players can use items on your turn to help you out!







In loving memory of Matt Hoffman

## About the Creator

Award-winning indie game creator Steve Gabry, has been creating hit games for 11 years. As the founder of Portable Moose (2015), Gabry's most known for his solo creation of the dark adventure game, *Sally Face* (2016-2019). He wears many hats, including artist, musician, writer, and game designer and often pulls inspiration from his dreams. Outside of creating games, Gabry loves all things horror and metal. He's regularly seeking out what weird things life has to offer. Gabry teamed up with Maestro Media to bring *Sally Face: Strange Nightmares* to the world of tabletop gaming in 2023. The Kickstarter campaign fully funded in less than 1 hour and raised over \$300K.

## The Maestro Team

Javon Frazier, Eric Bertrand, Lucy Martinez, Michael Johnson, Dustin Wessel, Beneeta Kaur, Cody Underwood, Charlie Gill, Daryl Andrews, The Development Team, Will Foster, Peter Wocken, Troy Thompson

Lead Developer: Joe Brogno

Graphic Designer: Paul Tseng

Additional Graphic Design: Peter Wocken

## Special Thanks

Thank you to all of our amazing Sally Face: Strange Nightmares Kickstarter backers! Your support has been incredible, and we couldn't have done it without you.

Our heartfelt thanks to all of our incredible playtesters, without whom this project wouldn't have been as awesome as it is! Your help was invaluable! A Kosling, Aaron Sempler, ack, Alex Cary, Anna Wayland, Arty, Aydan Moder, Bobby West, Box Meixner, Bri Moss, Brigid Nelson, Bryson Middleton, Camryn Grimes, Carmen Aloia, Chris Hern, Clemens Lohmann, Corin Lacicero, CRVSPY, Danielle Reynolds, David Gordon, Davor Knez, Emma Wayland, Hailie Sempler, Hal Rickenbaker, Hugh Nicholson, Ian Moss, Ivy Barbosa, Jackson Taylor, Joe Kania, John Glynn, Jordan Lacicero, Joseph Kania, Karly Kern, Lana Schoonover, Madelyn Logsdon, Maria Acker, Nik Fregozo, Nisha Hegde, Parker Sempler, Quinn Sempler, Rain McCoy, Ray Logsdon, Roger Healy, Sal Schneider, Sav Arsenault, Sofia Aloia, Sophia Healy, Tam Myaing, Taylor, Theo Acker, Tom Lacicero, Vanessa Schneider

## Super Special Thanks

Ross Misher

Lexi De Forest

Our friends and families who continue to be very understanding as we create impossible things.

The Discord Mods for wrangling cats.

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
Xeonsoda

Zowii-art

Zuzanna







# GLOSSARY

	Sanity
	Health
	Corruption
	Consecration
	Rune of Evolution
	Rune of Death
	Rune of Power
	Rune of Shadow
	Curse
	Stop
	Keep Going
	Attention
	Any Location
	Specific Location
	Nockfell High
	Temple
	Story card
	Movement (1 free movement on Friend card, see Solo rules sheet)



## Ability Dice (pg. 5)

Use these results to place a Progress cube on a Mystery, or pay for any ability that costs.

	Arcana
	Intellect
	Might
	Specialty




Use Specialty as the result shown on your Character Board. Each player has a different specialization:

- Sal's  = 
- Larry's  = 
- Ash's  = 
- Todd's  = 
- Travis's  = 

 Sally Face











This result is WILD and may be used as any result.

 Demon

You may NOT re-roll a , and if, after locking your dice, you have rolled 3 or more , you must immediately trigger your Curse .

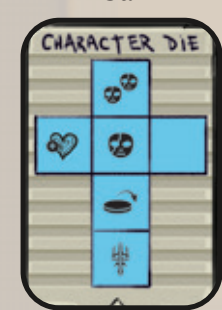






## Ghost and Insanity Dice (pg. 8)

-  You may NOT re-roll this result. It counts as 
-  All other players must lose 
-  All other players must lose 
-  All other players must lose 
-  All other players must lose 

## Character Dice

-  Gain 
-  Gain 
-  Counts as 
-  Counts as 
-  Counts as  
-  Refresh your Charge token(s)
-  Trigger your Curse

Sal	Ash	Larry
		
Todd	Travis	
		

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