



T W O F O L D
G A M E S

BRAND GUIDELINES

OUR VISION

Giving more depth to casual gaming on mobile by mixing in culture, good story-telling, art and unique experiences that stay with you long after you switch off your device.

OUR STRATEGY

We believe that entertainment must have at least two active ingredients to have a lasting effect on the person consuming it. One being entertainment. The other is the transfer of knowledge and/or emotions.

This is how we express ourselves. It's how people experience us and our games.

OUR PROMISE

We build quality experiences you can carry around.

Our products focus on themes that are rarely explored in video games and we choose to work on topics that are close to our hearts. Bite-sized interactive entertainment in the form of mobile video games.

AUDIENCE & TONE

The demographic makeup of gamers has broadened significantly over the past decade as mobile devices became more powerful and pervasive. Our audience matured and refined their expectations of what a gaming experience should feel like. The gaming landscape embraced more diversity. In short, gaming has grown up.

TwoFold's brand is a reflection of its audience. It is inclusive, direct in communication, treats gamers as adults and is not afraid to take risks.

LOGO

The minimalist and modern isometric look of our logo complements the way we approach game design. Direct, bold and isometric is most instances.



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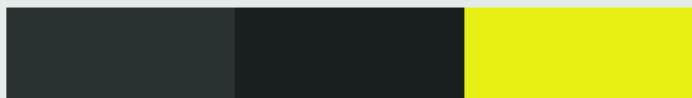
T W O F O L D
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Note: This document will not display incorrect usage of logos. If it is not stated here, do not do it.

BRAND COLORS

There are six main colors in the Twofold color palette. The brand should be mainly monochromatic, using tints of the darkest color of each set. The accent (highlighter) color can be used sparingly to create contrast when needed. Gradients should be avoided.

TF Green Set



TF Green

#293131
C.75 M.62 Y.63 K.61

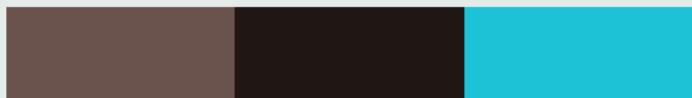
TF Dark Green

#191f1f
C.76 M.65 Y.65 K.75

TF Yellow

#e8f013
C.14 M.0 Y.97 K.0

TF Brown Set



TF Brown

#69534c
C.51 M.60 Y.61 K.32

TF Dark Brown

#201614
C.66 M.69 Y.69 K.80

TF Blue

#1dc2d6
C.67 M.0 Y.17 K.0



TYPEFACE

Primary & Web

Make use of Open Sans font for everything web and for clear informal communication. Body copy should never be smaller than 9 points. Legal copy should be 7 points or less.

Aa Open Sans Semi Bold
THIS IS A HEADLINE EXAMPLE

Aa Open Sans Regular
This is a body copy example

Aa Open Sans Regular
This is sub-text copy example

Light 300

Light 300 Italic

Normal 400

Normal 400 Italic

Semi-Bold 600

Semi-Bold 600 Italic

Bold 700

Bold 700 Italic

TYPEFACE

Formal communication

When communicating in a formal manner use the brand's serif font. Formal documentation, legal paperwork, and such documents should follow the instructions indicated below.

Aa CONSTANTINE REGULAR
AA THIS IS A HEADLINE EXAMPLE

Aa Open Sans Regular
This Is a Sub Title Example

Aa Baskerville Regular
This is a body copy example

Normal 400

Normal 400 Italic

Semi-Bold 600

Bold 700

TYPEFACE

Display

The display typeface for Twofold Games is BEYNO. It should only be used for display purposes such as offer titles, announcements or product names. It is not to be used in a typical paragraph styling.

ΔΔ BEYNO THIS IS A HEADLINE EXAMPLE

ΔΔ BEYNO THIS IS A SUB TITLE EXAMPLE

IMAGERY & PHOTOGRAPHY

Clean, Bold and Minimalistic. Our games make use of minimalistic design styles, therefore our imagery should reflect the idea of removing everything that is not deemed necessary. On the rare occasion where photos are needed, use dark monochromic photos.

Use imagery depicting architecture, arenas, mazes for promotions. Whenever a game is approaching the release date, shift the subject to match the theme of the game.

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