



BRAND GUIDELINES

MAY 2025

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BRAND SPIRIT

The world building tool

May 2025



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Comfy is maximalist, pro, loud, acid, kinetic, and very comfy. The Comfy potential is always infinite and the tool always yours. Comfy dares you to do it. Imagine if Lego was so powerful it allowed you to build spaceships. Comfy feels like 120BPM Tamagotchi. Purikura booth for weird dreams.

The wide open eyes of a 14 year old kid opening their first Tamiya model kit. Pure maximalist creative energy. The optimistic Sony tech vibe that imagines a space rave CD player and just goes for it. Dance Dance Revolution and fast cars anime.

Comfy is for those who know. Comfy welcomes everyone but it does not sugar coat creativity. Comfy is not a button but a screwdriver. Comfy demands a lot and gives back even more. The hardest tool with the best community. The world building tool.

LOGO

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WORDMARK

The Comfy logo (also called wordmark) evokes all the energy and optimism of the early 2000s with the infinitely playful spirit of our node based environment.

Our logo is punchy, energetic and visually loud. Do not be afraid to push it to huge sizes because this is how it is meant to work: Loud, proud, and optimistic.





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BRANDS EXTENSIONS

Our UI, Org, Cloud, and Blog brand extensions work the way you see here.

Every extension is inseparable from the Comfy root so please never split it.



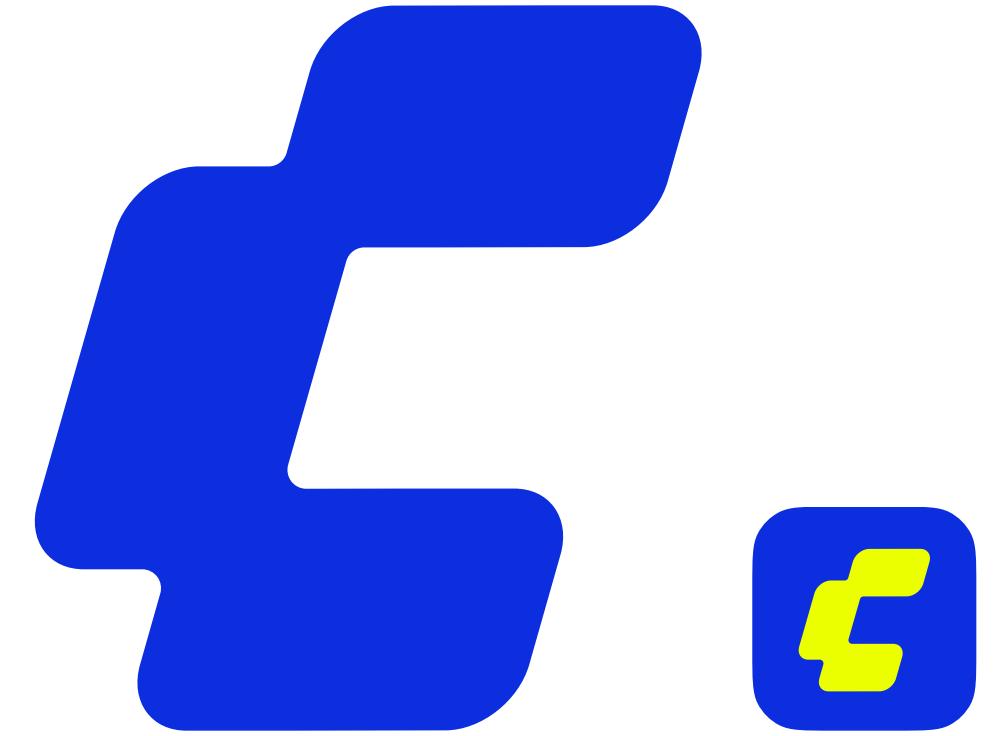


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THE C

For extremely small and square spaces like App icons, our logo can compress into the Comfy C which has a ton of personality just by itself.

You can also use the C in bigger applications if it is not the main logo application. A good example is the last page of this document.





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Do not rotate the logo at
any other angle but 0°
or 90°



Do not break up apart
the logo



Do not delete the
sprues



BAD USES

There are many very tempting ways of modifying the logo that can be super fun but they can also dilute the Comfy identity. Avoid these uses and keep the logo clean, big, proud, and loud as you can see it working in this document.

Do not create new
logo lockups



Never use the extension
separately from the
Comfy root



COLOUR

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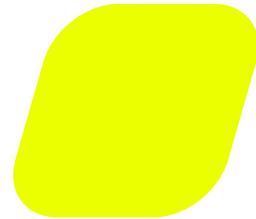
May 2025



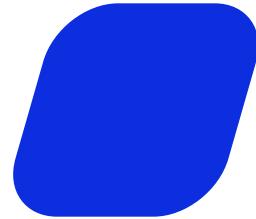
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PRIMARY COLOURS

Our primary brand colours are super simple but also super punchy and loud (specially on P3 colour space). Keep them clean and big like our logo and the brand will stick in people's minds.



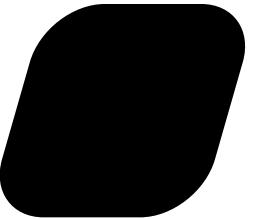
A **#FOFF41**



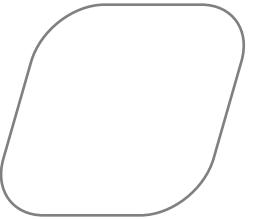
B **#172DD7**

SECONDARY COLOURS

The secondary colour should be shades of black and white. You can use broken white and dark greys if necessary but always use them in a way that allow our brand yellow and blue stand out.



A **BLACK**



B **WHITE**

COLOUR PROPORTION

It is hard to measure colour proportion per use but overall, the brand applications should make our brand colours feel like super special and memorable accents over mostly black and white backgrounds.



10%



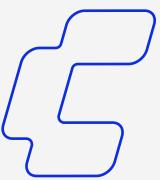
30%



30%



30%



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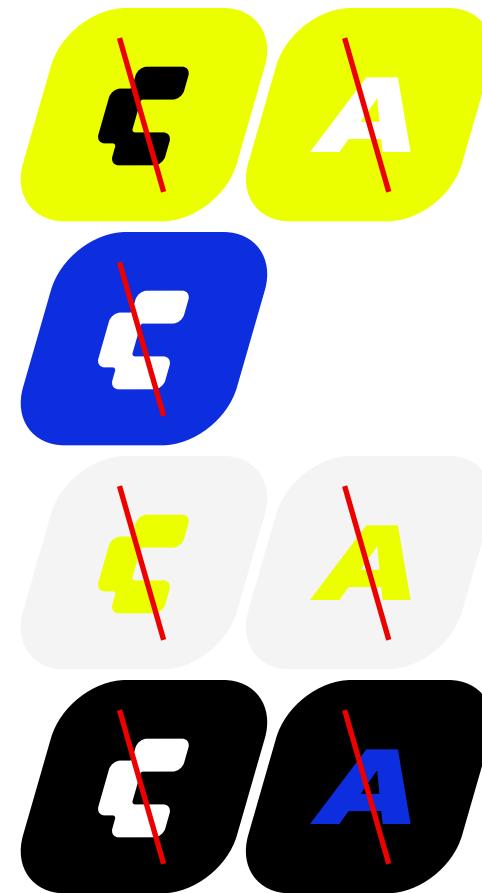
ALLOWED COMBOS

As you can see here, our logo can only appear in our brand yellow and blue while titles and text can appear in our brand colours, black, and white.



NOT ALLOWED COMBOS

Our logo should never appear black or white. Type on the other hand can be any of any colour as long as it is easy to read and AA if possible.





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TERTIARY PALETTE USE

There will be occasions for which black, white, yellow, and blue can become somewhat limited. This is where this palette can help you do more.

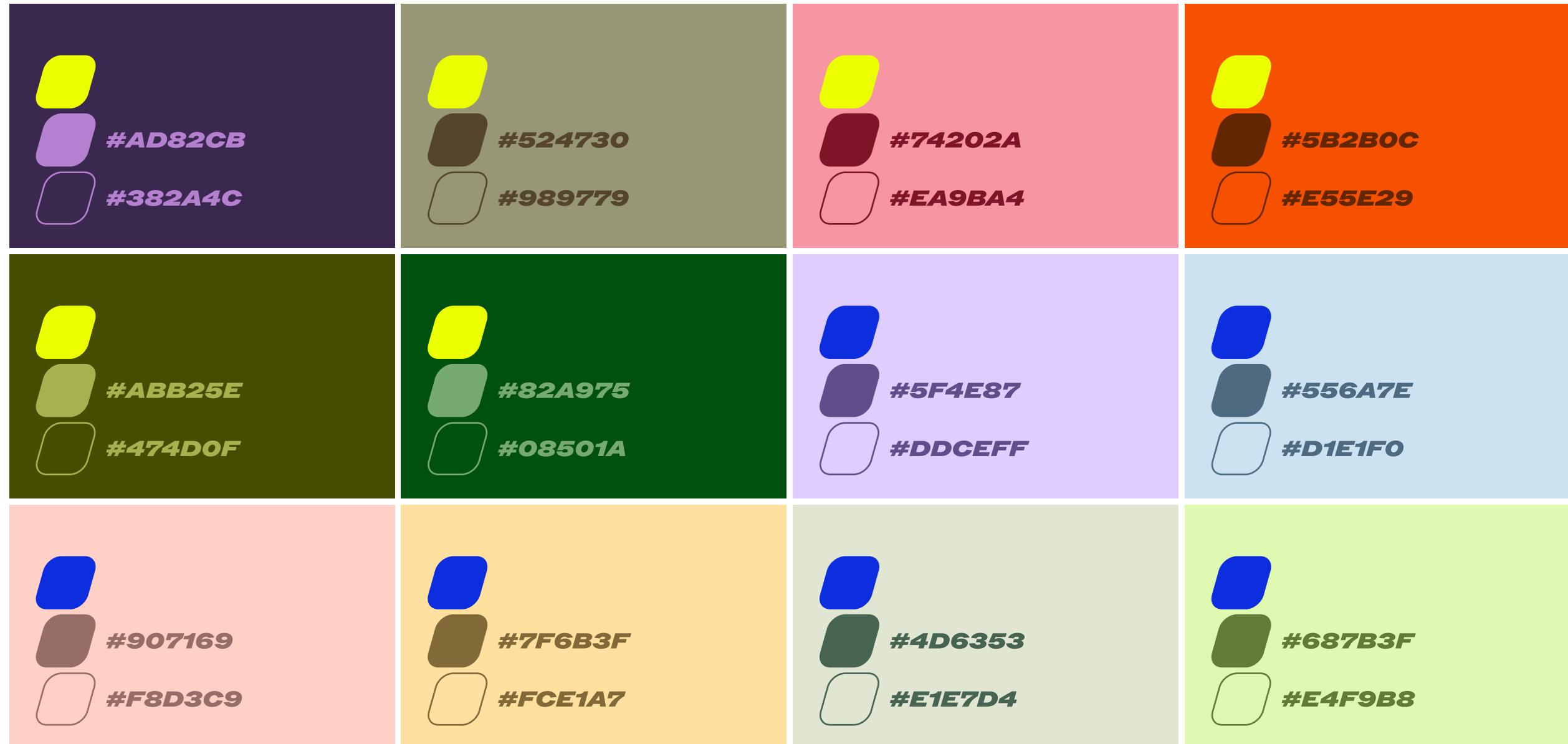
You can use this combos or these colours by themselves but always remember that the overall look of the brand should be Comfy yellow and blue.





TERTIARY PALETTE VALUES

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TYPOGRAPHY

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TITLE FONT

Our title typeface is almost as bold as our logo and just like our logo, it is bursting with positive energy.

It is a beautiful typeface that you can scale as much as you want and it will always be beautiful. Do not be afraid to oversize it.

***LOREM IPSUM DOLOR SIT
AMET CONSECTETUR HAC
LACINIA SCELERISQUE ID
SCELERISQUE.***

***QUAM FRINGILLA PRETIUM
LOBORTIS SIT ORCI NUNC
NUNC MI QUIS.***

ABC ROM Extended Black Italic

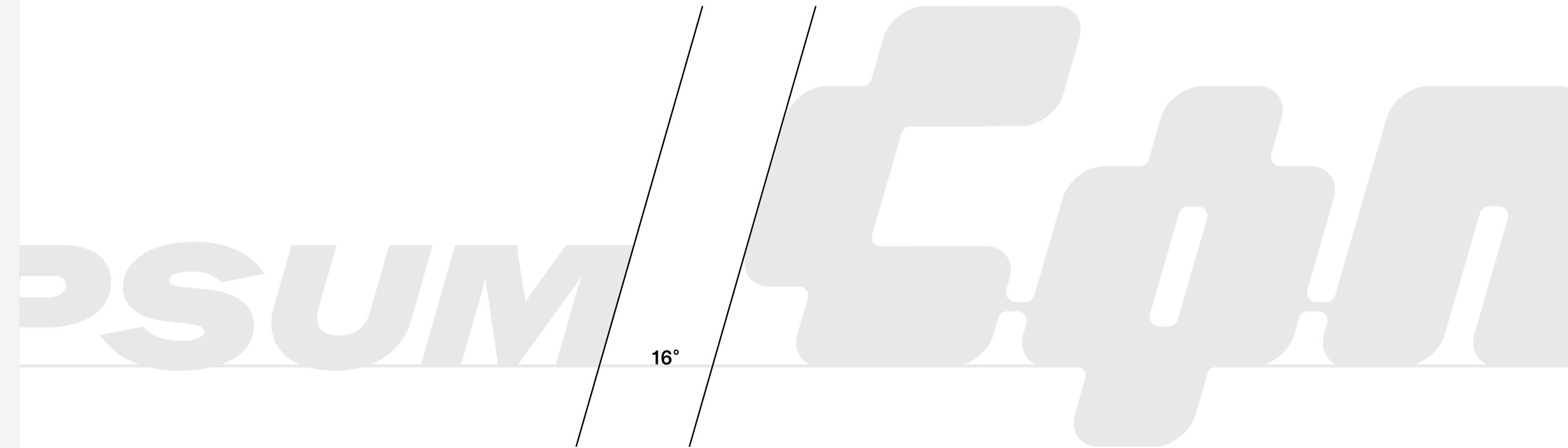


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THE ANGLE

ABC Rom Black Italic has been chosen because it has the same slant degree as our logo and they are inseparable.

Our title typeface has no replacement available so please do not use any free Google font even if it looks the same at first sight. The devil is in the details.





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BODY TYPE

The body type should work humbly in the background without calling too much attention to itself.

We love Neue Haas Unica but you can replace it with any classic and hard-working sans like Inter, San Francisco or Helvetica.

Lorem ipsum dolor sit amet consectetur. Aliquam viverra pharetra platea in. Vestibulum convallis justo sed congue tempus amet amet tempor commodo. Viverra libero nunc at diam. Sapien mattis odio tortor praesent pulvinar. Sem venenatis magna cursus diam odio neque ultrices sem. Nibh cras lacus dui sit luctus feugiat risus.

Neue Haas Unica / Inter

IMAGERY

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NO-STYLE

Comfy does not have an image style because we want to leave that in the hands of creators but, if you are talking about the company, wink and nod to our origins with classic anime girls and fennec foxes.



Do not reuse these images since they have been created with MidJourney for illustrative purposes.

VISUAL EXAMPLES



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A sandwich of solid logo, imagery and line logo looks great and it almost always works.





Brand Spirit

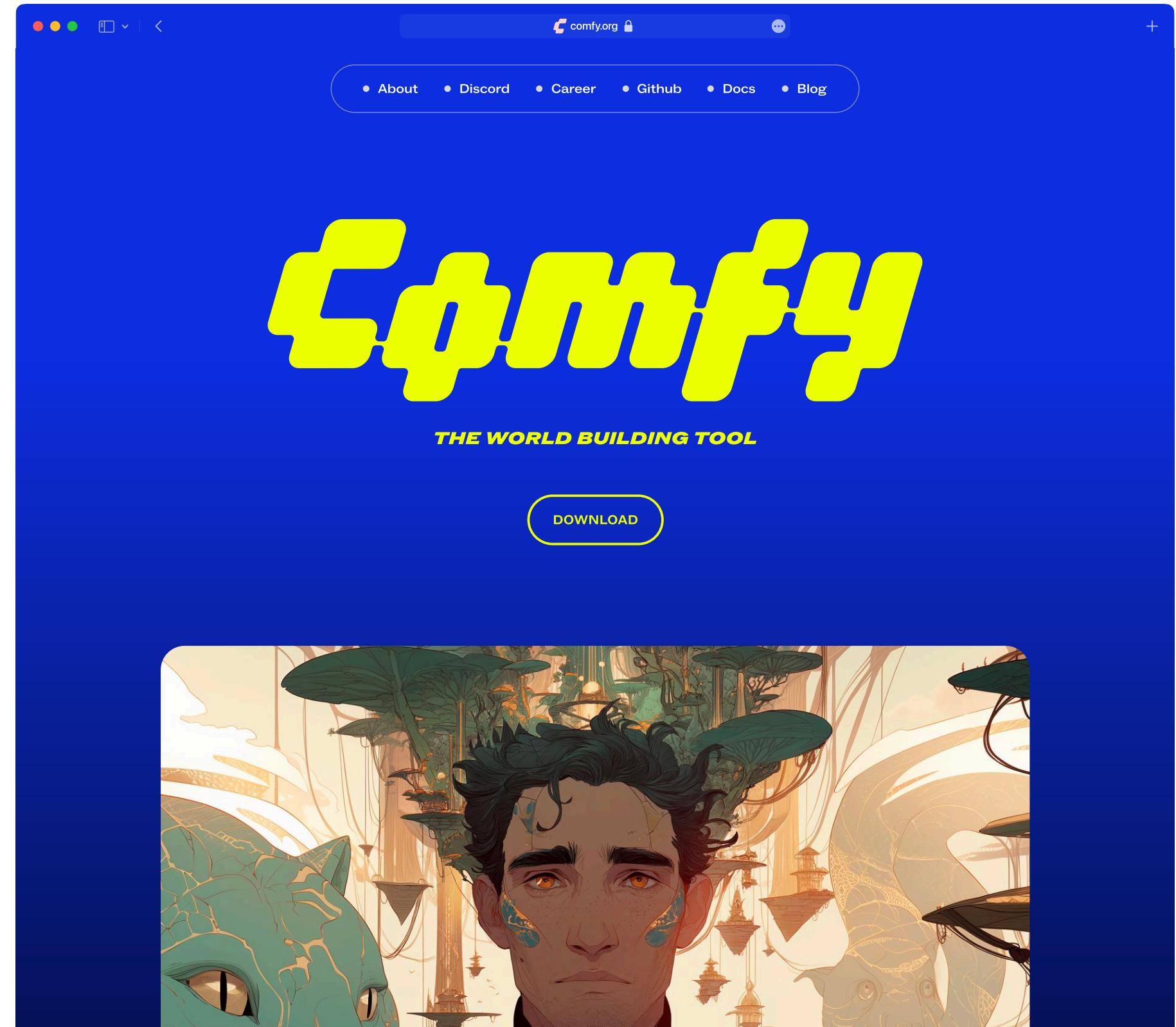
Logo

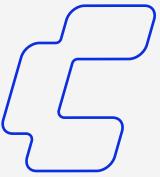
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The C as unit in an animated pattern feels like a 90s racing anime and it looks fantastic.

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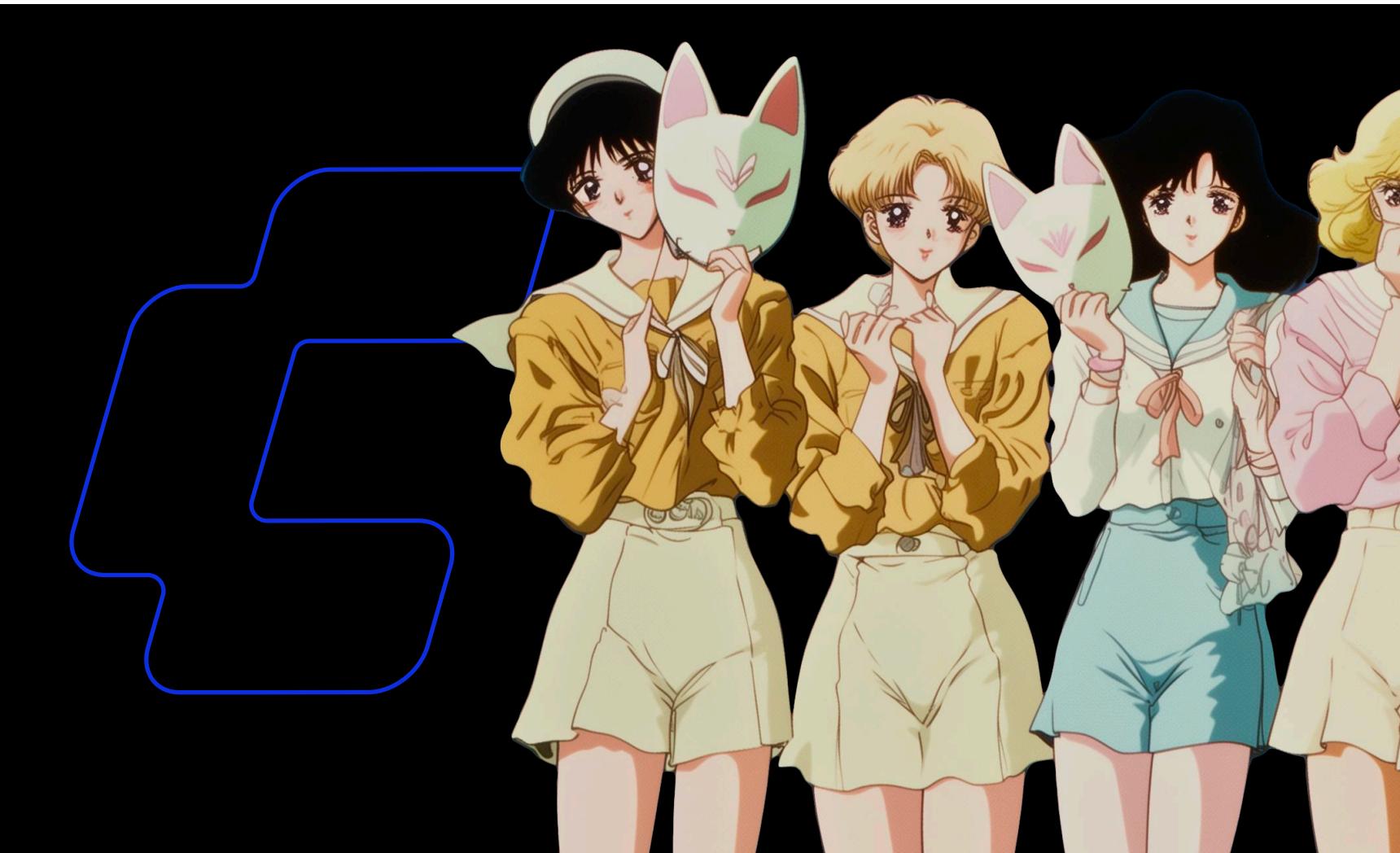
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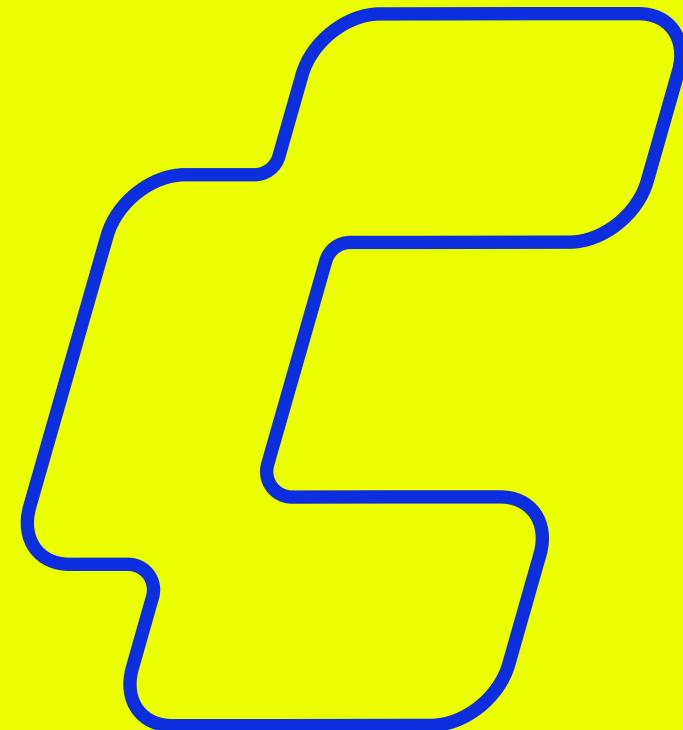
Since the logo is super simple and bold, it can fit super small sizes even in as a stroke for merch.





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