



FLYING
CAKES **STUDIOS**

LOGO GUIDELINES



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THE BRAND





The creation of a brand's name is not something simple: a name should demonstrate the essence, the values, the purpose of the brand. It also has to speak with its audience, and tell in what field it operates.

It was with that in mind that the most brand new games studio from **VIPware** came up with this name:

FLYING CAKES STUDIOS

A game development studio "coming right out the oven" with a fun and quirky take that always strive to think outside the box in its projects, and that brings in its games some element of interaction and connection between those who play them.

"outside the box"
quirky
interact
connect people
fun

creative
distinctive
+competitive
party/arcade
games



this was the word lcloud that guided the project

food fight,
a friendly
contest



cakes!
always brings
everyone together

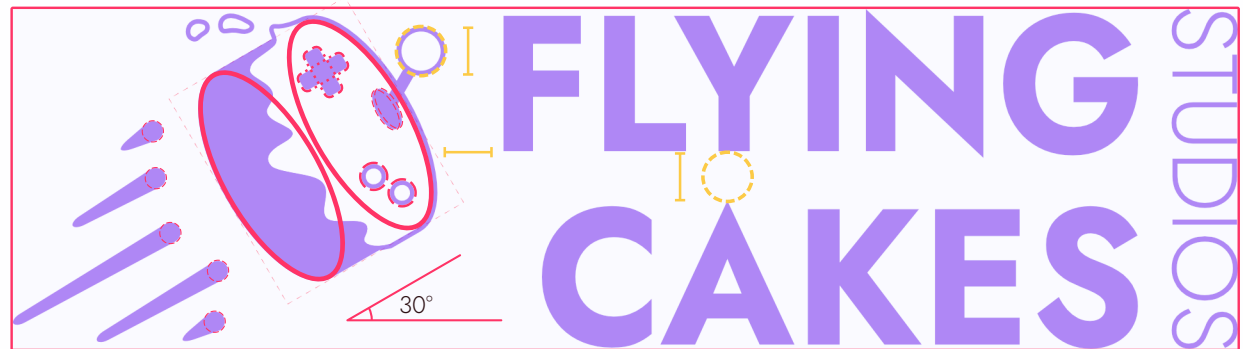


FLYING CAKES STUDIOS



The logo is composed by geometric shapes and regular angles for a balanced, light and modern look. At the same time, it has illustrated elements and rounded corners that brings personality to the brand for its special fun "feel".

The idea of the logo came from the literal illustrated representation of its name, uniting the concept of the **flying cake** to the world of **games** with the joystick and controller buttons.





The logotype is the most important visual element for identifying a brand. It is it that will differ the **Flying Cakes Studios** from other adversary brands, and for that reason it is necessary to guarantee its consistency and coherence when applied.

To the sime we have the primary logo, which is its main version and must be used with priority always. Because of its colours variation it is best applied in neutral or light backgrounds.

Also important to notice is its horizontal orientation.

logo secundário



The secondary logo on the other hand is to be used when applying the main version is not possible. This stacked variant is made to be used when the situation favors its vertical, more square, orientation, and is also ideal for smaller spaces.

sublogo / icon



The sublogo in this case is also the logo's icon. Therefore, it is a very flexible option that serves both for applying in extremely small spaces as for in greater sizes.

Because it is an pictoric element and part of the brand's iconography, the icon can be used in the composition of graphic pieces as an design element.

monochromatic version



This version is used in cases of limited reproduction conditions or in situations of such kind in which it is not possible to use any other preferred versions of the brand.

all versions, in short



It is very important that the application of the logo is done correctly, because it is the main point of contact that connect the brand with the audience.

To make sure there is visual coherency, there is the main version and many more that provides flexibility to be used in different cases - **it is necessary to always be mindful to the specifics of its use.**

breathing area and reduction

The breathing area is the space that protects the brand from external elements. It must always be respected when using the logo so as to guarantee a clear reading, avoiding any sort of misinterpretation or highlight loss.

It is also necessary to be careful when reducing the logo, always respecting its maximum reduction size so that it can be legible even in the smallest places.



25mm
295px



15mm
180px

use in coloured backgrounds



It is not always possible to use the logotype in its main version in a legible way depending on the background. Therefore, in each case it is needed to alternate between the colours of the palette to maintain a **good contrast** in any sort of background.

To the side we see some examples of the proper logo behavior in colours outside the brand.

It is worth noting that the monochromatic versions usually are the most easy to apply, independent of the background.



incorrect uses

The incorrect use of the logotype risks causing a negative impact to the brand, and for that it is important to be careful not only as to how the logo *should* be used, but also how it *should NOT* be used.



redimension without proportions



alter colours



reconfigure



apply distortion effects



add outlines



add elements



use in outlines



change fonts

THE COLOURS



colour palette

The colour palette of **Flying Cakes Studios** was defined to reflect its values and work philosophy: create fun, innovative and quirky games that connect its players and that can be enjoyed in company, be it directly or indirectly.

The vibrant colours were selected thinking of the gaming world with 4 different players in coop, therefore havin 4 colours "for each player" that represent the elemnts of interativity and fun. These colours can be used to create variations.

Meanwhile, the BLACK and WHITE shades act as secondary colours that provide support to the rest of the palette in a modern and light way.

VIOLET R102 G16 B242 C75 M80 Y0 K0 #6610F2	RED R255 G51 B102 C0 M93 Y42 K0 #FF3366	YELLOW R252 G202 B70 C0 M21 Y84 K0 #FCCA46	BLUE R90 G219 B255 C51 M0 Y2 K0 #5ADBFF	BLACK R45 G17 B21 C56 M76 Y66 K77 #2D1115	WHITE R254 G254 B255 C0 M0 Y0 K0 #FEFEFF
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logo variations

The choice for this diverse palette allows the creation of visual variants of the logo and in communication materials of the brand, bringing a dynamic, distinctive and fun aspect to it.

The vibrant colours can act both as for in groups as for substituting each other, acting as a primary colour for a design, secondary or even just as a highlight.



this version is a variant of the primary logo, completely in colour.



here we see in action the logo variation between the colours of the palette



this version also varies in colours, but in a special way, which could be used in motion animations.



combinations

In the same way that the logo has several variations, it is also necessary to think of the backgrounds in which each logo will be inserted to, inside the brand's visual identity.

To the side we see a few of the options from the brand's palette that form harmonious combinations, always having in mind **the contrast between logo and background.**



THE TYPOGRAPHY



To represent the brand on text there is the Jost font type, a sans-serif that blends characteristics from the Modern and Humanist types. This makes of it a font with great legibility, with iconic and dynamic shapes.

Their visual brings modern geometry and rounded shapes along with a personalization of the characters that dialogues with the conception of the **Flying Cakes Studios's** logo.

**FLYING
CAKES**

STUDIOS

Jost Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 % ! @ # \$ & * () - + " / [] | { } : ?

Jost Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 % ! @ # \$ & * () - + " / [] | { } : ?



The jost font type also provides a variety of typographic weights for greater flexibility in use on longer bodies of text, titles, highlights and others, having also vitalic versions for each.

Jost Medium

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Jost Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Jost Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Jost ExtraLight

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Jost Thin

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Jost Black

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Jost ExtraBold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Jost Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Jost SemiBold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z



