



WELCOME

A small book about how Springfolk looks – and why.

Springfolk is an indie videogame studio. Everything we make is small, warm, and made by hand – and our look should feel the same way. This book shows you our logo, our colors, and the handful of simple rules that keep them looking their best.

You don't need any design experience to use it. If you only remember one thing, remember this: **use the files as they are, and give the logo room to breathe.** Everything else in here is just detail.



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A fern, unfurling

The two spirals are a young fern frond opening in spring – new life, new ideas, things growing at their own pace.

A game controller

Look at the right side: a controller lobe with four button dots. Games are what all that growing is *for*.

A friendly creature

Squint, and the whole thing becomes a curious little critter – one of the "folk". It's hand-drawn and slightly wobbly on purpose. Please don't tidy it up.

Four ways to say Springfolk



FULL LOGO · LIGHT BACKGROUNDS



FULL LOGO · DARK BACKGROUNDS



MARK ALONE · LIGHT BACKGROUNDS



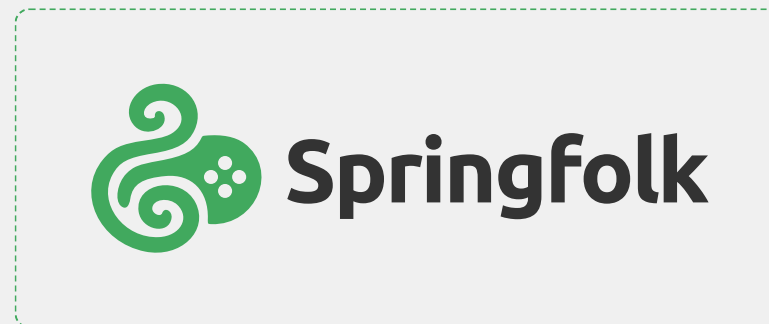
MARK ALONE · DARK BACKGROUNDS

Simple rule of thumb: **if there's room for the name, use the full logo; if not, use the mark alone.** Then pick light or dark to match the background. The name never appears without the mark.

Give it space, keep it big enough.

The logo works best with a little quiet around it. Keep other text, pictures, and page edges away by at least **a third of the logo's height** – the dashed line opposite shows the safe zone.

And don't let it get too small: once the name becomes hard to read (roughly the width of your thumb on screen), switch to the mark alone. The mark stays recognizable down to favicon size – the four little button dots melting together at tiny sizes is fine.



Four colors. That's the whole box of crayons.

Spring

#41A95E

Our green. The logo on light backgrounds, and big friendly surfaces. Never used for text.

Sprout

#77D491

A lighter green that glows on dark backgrounds – that's its only job.

Soil

#333333

Our "black". All text, and our dark backgrounds. Softer than pure black, like good potting soil.

Paper

#F0F0F0

Our "white". Backgrounds and text on dark. Softer than pure white, like nice notepaper.

Soil on Paper

everyday text – always readable

Sprout on Soil

the mark at night – also fine for short labels

Spring on Paper

the logo only – never sentences

Paper on Spring

white logo & headlines on green





The name is set in Ubuntu

The "Springfolk" lettering in the logo is set in the **Ubuntu** typeface, but it's baked into the logo files as shapes – so you never need to install anything to use the logo. Just use the files as they are, and never retype the name.

For everything else: Nunito Sans

AaBbCcDdEeFfGg 0123456789

A free, friendly, rounded typeface (free to download from Google Fonts) for websites, documents, and anything with sentences in it. If it's ever unavailable, any soft rounded sans-serif will do.

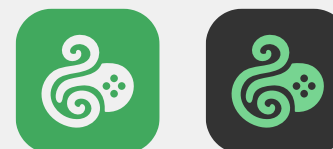
Three habits that keep us looking good



✓ **Match the background.** Light background
→ light-background version. Dark background
→ dark version. That's the whole trick.



✓ **Use the mark when space is tight.**
Avatars, icons, watermarks, corners of
screenshots – the mark alone carries the brand.



✓ **Use the ready-made tiles for icons.** App
icons and avatars come pre-composed with the
right padding – nothing to arrange.

Please don't – even with the best intentions



X Don't squash or stretch. If it doesn't fit, make it smaller or use the mark alone – never reshape it.



X Don't put green on green (or on anything busy). The mark disappears into foliage, grass, and patterns.

Springfolk

X Don't write in green. Our green is for the mark, not for words – green text is genuinely hard to read.



X Don't flip, rotate, or recolor. The critter faces right, stands upright, and only wears its own four colors.



X Don't make it ghostly. A small, solid mark beats a big see-through one – always full strength.

 redrawn "improved" logo

X Don't redraw or "fix" it. The wobble is hand-made on purpose. Always start from the original files.



What it looks like out there



These ready-made images (and every logo file in this book) live in the shared **assets** folder – use them as they are, and when in doubt, just ask. We'd much rather answer a question than see a stretched logo.



Springfolk · Brand Book · 2026
Thanks for helping our little critter look its best.