

Springfolk

Brand Book

SPRINGFOLK · 2026

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 colours, 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 write Springfolk



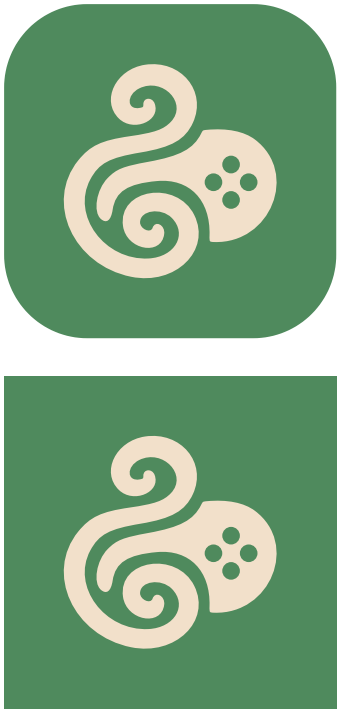






Rule of thumb: **on white or Paper, use the full-colour logo.** The one-colour Soil and Spring versions are for printing in a single ink and for quiet places. On pure black, use the version with the white name. The name never appears without the mark.

Tiles for icons and avatars



GREEN TILE · SPRING



INK TILE · SOIL



DARK TILE · NIGHT

The mark works on its own — Spring on white or Paper, Sprout on black or Night. For app icons, favicons and profile pictures, use the ready-made tiles: rounded ones where the platform doesn't round corners, square ones where it crops the picture itself.

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 recognisable down to favicon size — the four little button dots melting together at tiny sizes is fine.



Five colours, plus white and black.

Spring
#4F8A5D

Our green. The mark on white or Paper, and green tiles. Never used for text.

Sprout
#7FE09A

A bright green for the mark on black and on dark tiles — that's its only job.

Soil
#4F4239

Our ink. All text and the name on light backgrounds, and ink tiles. Warmer than black, like good potting soil.

Paper
#F2E0CA

Our warm light background, and the mark on green and ink tiles. Like nice old notepaper.

Night
#2E2722

Our darkest brown, only for dark tiles and dark profile pictures.

Pure white and pure black are fine as backgrounds too. On black, the name is pure white and the mark is Sprout.

Soil on Paper · 7.5:1
everyday text — always readable

White on Black · 21:1
the name on black

Sprout on Night · 9.1:1
the mark on dark tiles

Spring on White · 4.1:1
the mark only — never sentences

Paper on Spring · 3.2:1
the mark on green — never sentences



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 reading: PT Serif

AaBbCcDdEeFfGg 0123456789

Body text, articles and descriptions are set in **PT Serif**. It's free for any use, commercial included, and reads well in all four of our languages.

For headings and small things: Ubuntu

AaBbCcDdEeFfGg 0123456789

Headings, labels, captions, buttons and small print are set in **Ubuntu**, the family of our name, also free. Both are on Google Fonts. Where they can't be installed (a plain web page, an email), the nearest system font is fine. The name in the logo is never typed.

Three habits that keep us looking good



✓ **Match the background.** White or Paper → full-colour logo. Pure black → the version with the white name. That's the whole trick.



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



✓ **On black, the name turns white.** The mark switches to bright Sprout green; nothing else changes.

Please don't — even with the best intentions

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



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

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



✗ Don't flip, rotate, or recolour. The critter faces right, stands upright, and only wears its own colours.



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

✎ redrawn "improved" logo

✗ 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.



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Thanks for helping our little critter look its best.