

Little worlds. Big discoveries.

The identity for a family of children's games.



Brand guide

Logo, colour, type, character and voice.

Built around the approved Gentle wave identity.

THE IDENTITY

An invitation to play.

Our golden voxel friend waves through a sky-blue window. It is a simple, recognisable hello from Peekka Creation.



PRIMARY LOGO



SUPPORTING SYMBOL



APPROVED SYMBOL + UPPERCASE WORDMARK

- **Use the full name first.** The primary logo introduces the studio. Use the symbol with the approved wordmark in wider spaces.
- **Keep the lettering.** Use the supplied uppercase block artwork beside the icon. Do not replace it with generic lowercase type.
- **Choose the right format.** Dimensional PNGs are raster masters. Flat SVG companions are separately drawn simplifications.

SPACE AND SIZE

Let the hello breathe.

Keep the complete name, face and wave visible. Choose the asset that remains readable at its actual display size.



CLEAR SPACE: AT LEAST HALF THE HEIGHT OF THE P

180 px / 32 mm

A starting point for the full dimensional logo on screen / in print. Check that CREATION reads clearly.

48 px

A starting point for the detailed symbol. At smaller sizes, use the supplied simplified companion and inspect the result.

Do not stretch, rearrange, retype, crop away the wave, add an extra frame or combine unused concepts with the approved master. Use the avatar export for circular placements.

COLOUR

Bright accents. A calm home.

Cream and forest create the readable foundation. Leaf, sky, coral and sun bring the playful moments.

**Forest**

#284B3B

**Cream**

#F6F4E8

**Leaf**

#62B83C

**Sky**

#21B8E5

**Coral**

#F26454

**Sun**

#F7C830

A little discovery.

Cream on forest

A little discovery.

Forest on a light field

These are supporting flat colours. The rendered logos include highlights, shadows and extra tones. Keep those masters intact. Use bright accents carefully around small text and check contrast. Digital masters are RGB; request a print proof.

TYPE AND NAMING

Friendly, clear and confident.

Nunito is for supporting text. Use the supplied uppercase chunky artwork for the studio wordmark, including beside the icon.

NUNITO 900 / DISPLAY

**Follow your
curiosity.**

NUNITO 800 / LABELS

Meet a new friend

Nunito 400 gives body text a warm, open rhythm. Use short paragraphs, comfortable line spacing and concrete words.

Peeka Creation

Two words in prose. Creation is singular.
Use the complete name on a first
introduction.

Peekawild

One word for the first game. Keep the studio
identity separate from the game wordmark.

Font files and the SIL Open Font License are included. Use Nunito 900 for large headings, 800 for buttons and labels, and 400 for body copy. Sentence case works well for everyday communication.

CHARACTER AND WORLD

Voxel friends. Low-poly places.

The two visual languages have different jobs: the character connects; the environment supports.



CHARACTER / VOXEL



SCENERY / BROAD FACETS

Keep the character recognisable.

Golden cuboids, cream face, square eye highlights, a clear smile and the welcoming wave. Use visible steps without tiny visual noise.

Let the setting stay simple.

Terrain, trees, rocks and water use broad polygon faces and flat shading. Avoid dense scenery behind the name or a voxel-built landscape.

Future games can explore new subjects while sharing this art language. Do not add a game-specific animal cast or landscape to the studio logo.

VOICE AND APPLICATIONS

Speak like a friendly guide.

Warm, curious, specific. Invite people into play without making promises the product cannot support.

Little worlds. Big discoveries.

The primary studio line. Short enough to sit beside the mark, broad enough to welcome different games.

- **Be concrete.** Say "Meet a new animal" or "Explore a little world" instead of jargon.
- **Be truthful.** Describe features. Do not invent learning outcomes, ratings, awards or release promises.
- **Keep one focal point.** Use one main message and generous space in social posts and banners.
- **Protect the crop.** Keep the face and full name inside the central safe area. Check the destination crop preview.
- **Choose the right introduction.** Full logo for covers and studio pages; symbol for compact profiles; mascot beside copy with the studio name nearby.

Export dimensions are useful presets, not promises about every platform interface. Check actual output size, crop and readability before publishing.

Ready for your next little world.

Masters

Approved transparent dimensional logo, uppercase wordmark, supporting symbol and standalone mascot.



Useful exports

Web, avatar, social and banner layouts, plus simplified flat logo companions.

Working sources

Editable layouts, colour data, fonts and licence, generation prompts and this guide.

Credit: Peeka Creation / LabLamb Works Limited

Dimensional artwork was generated and refined with built-in imagegen using the approved direction and Peekawild references. Flat SVG companions are separately drawn simplifications. Logo PNGs are not vector masters.

Supplied for identification and coverage. Preserve proportions and relevant credits. Contact the studio for other uses or additional artwork.

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