



Brand Identity Guidelines

Ideas, made playable.

A practical system for presenting SFS Games with the same curiosity, craft, and playful energy across every touchpoint.

VERSION 1.0

A4 / DIGITAL

AUG 2026



PRIMARY MARK

INDEPENDENT GAME STUDIO

Bahrain

Founded 2018

WHAT WE MAKE

Games / Gamification / Game Design

Mobile + PC / digital experiences



Play starts with curiosity.

SFS Games is an independent Bahraini studio turning ideas into games, gamification experiences, and playful digital products people want to explore.



THE BRAND SEED

2018

FOUNDED

BAHRAIN

HOME

MOBILE + PC

PLATFORMS

01

Curiosity

Begin with the question that makes someone want to explore.

02

Craft

Turn playful ideas into clear, dependable experiences.

03

Play

Make interaction meaningful, rewarding, and memorable.

VOICE

CURIOUS

not childish

DIRECT

not dry

PLAYFUL

not noisy

CONFIDENT

not corporate



LOGO SYSTEM / 02

One mark. Built to play.

The stacked mark remains primary. Use the horizontal secondary when height is constrained. Preserve original shadows; use clean Ink only when the artwork sits directly on Gold.



PRIMARY / STACKED

01

Original light

SHADOWED / DARK FIELDS

PRIMARY / STACKED



SFS1.SVG

SECONDARY / HORIZONTAL



SFS1-HORIZONTAL.SVG

02

Original tonal

SHADOWED / LIGHT FIELDS

PRIMARY / STACKED



SFS.SVG

SECONDARY / HORIZONTAL



SFS-HORIZONTAL.SVG

03 / NEW

Clean Ink / Gold

SHADOW-FREE / GOLD ONLY

PRIMARY / STACKED



SFS-CLEAN-DARK.SVG

SECONDARY / HORIZONTAL



SFS-CLEAN-DARK-HORIZONTAL.SVG

04 / LEGACY

Heritage lockup

EXISTING HORIZONTAL

**SUNFLOWER SEED GAMES**

APPROVAL REQUIRED



Give the mark room to breathe.

Clear space protects recognition. Scale from the supplied master and never rebuild the mark from type.



MINIMUM SIZE

**48 PX**

STANDARD DIGITAL

**32 PX**

CONTEXTUAL ONLY

**16 MM**

STANDARD PRINT

WORKING RULES

**KEEP**

Original proportions

**KEEP**

Controlled contrast

**AVOID**

Effects or outlines

**AVOID**

Busy-image placement





COLOR SYSTEM / 04

Warm at heart. Electric in motion.

Use Ink and Paper as the foundation. Gold signals action. Green, Indigo, and Coral add meaning without competing for attention.

SEED BLACK

#16171C

FOUNDATION

SHELL WHITE

#F8F8F2

FOUNDATION

SUNFLOWER GOLD

#F2C94C

PRIMARY SIGNAL

LEAF

#2F7D5B

INDIGO

#4F46E5

CORAL

#E85D4A

PANEL

#202127

TEXT PAIRINGS

Aa

SHELL WHITE
ON SEED BLACK

Aa

SEED BLACK
ON SUNFLOWER GOLD

Aa

SHELL WHITE
ON INDIGO

Aa

SHELL WHITE
ON LEAF



— TYPOGRAPHY / 05

Type that moves like a game.

DISPLAY

Aa

SPACE GROTESK

500 / 600 / 700

TIGHT / DIRECT / EDITORIAL

BODY

Aa

DM SANS

400 / 500 / 600 / 700

CLEAR / HUMAN / PRACTICAL

HIERARCHY

DISPLAY

Space Grotesk 600

40-57 PT / 0.94 LEADING / -4% TO -6.5%

HEADING

Space Grotesk 600

24-36 PT / COMPACT LEADING

BODY

DM Sans 400

10.5-12 PT / 1.55 LEADING

LABEL

Space Grotesk 700

7.5-8.5 PT / UPPERCASE / +14%

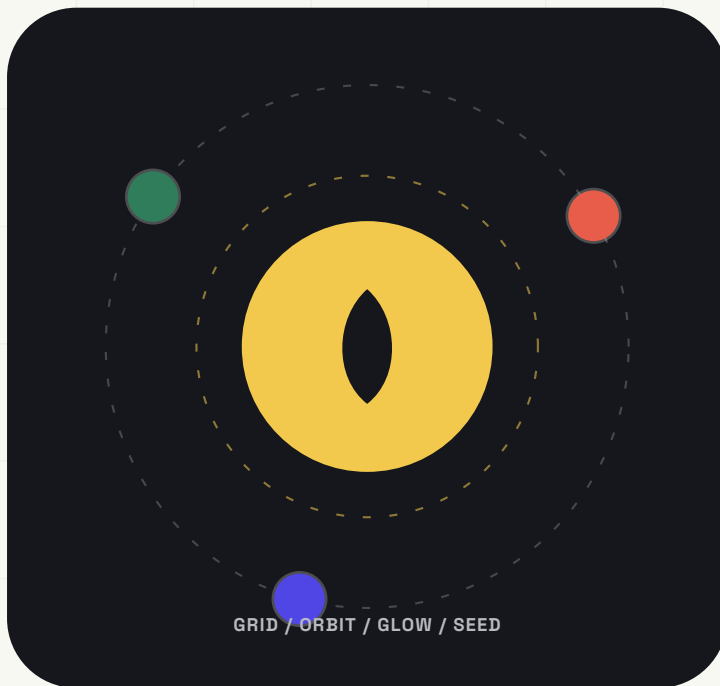
Ideas, made playable.

One strong idea. One clear explanation.



A system of signals and play.

The visual language is modular: a precise grid underneath, expressive orbit and seed geometry above it, and soft containers that keep content usable.



Seed

01

The recurring origin point. Tile small or use once as an end mark.

Grid

02

44 pt in this document; 36–48 px in digital layouts.

Orbit

03

Thin rings connect ideas and frame hero assets.

Glow

04

Gold and Indigo atmosphere, never glossy gradients.

LAYOUT TOKENS

8

14

18

24

32

48

72

96

RADII

14

SMALL

24

MEDIUM

36

LARGE

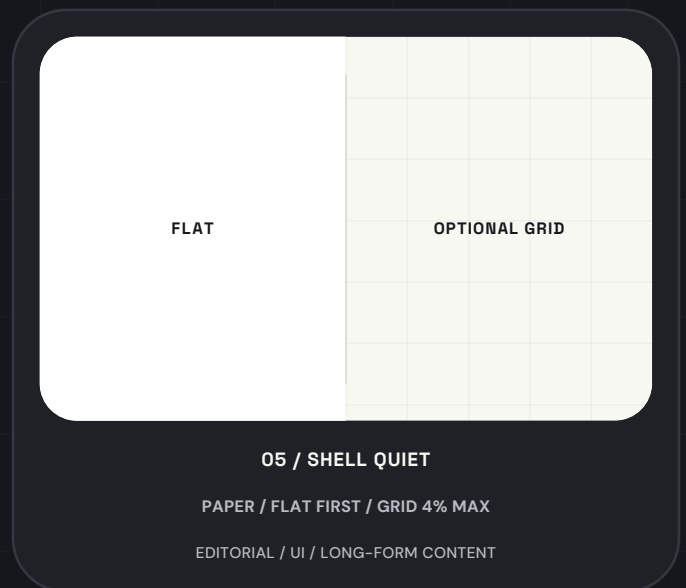
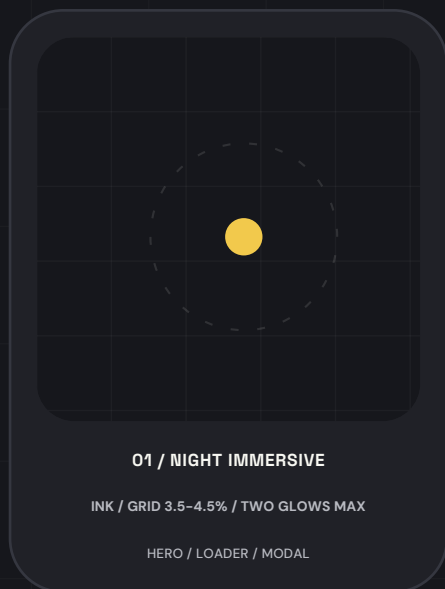
PILL / 999



BACKGROUND & PATTERNS / 07

Structure first. Atmosphere second.

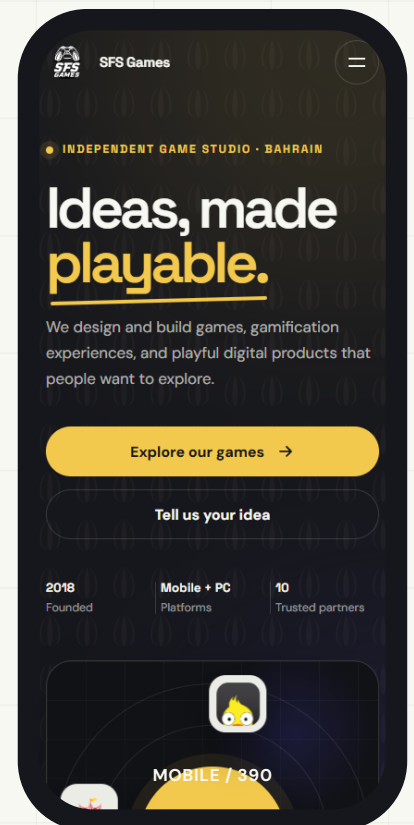
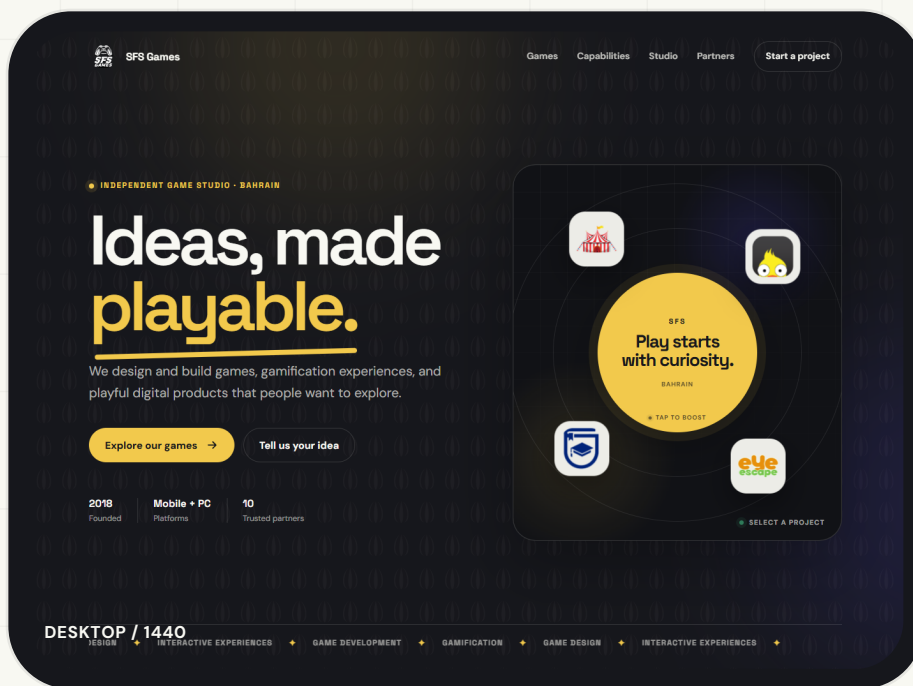
Backgrounds should establish hierarchy before they add atmosphere. Start with one approved field, add one repeating pattern, then use glows or orbit rings only around a focal idea.





Consistent across every screen.

Preserve the same hierarchy as the layout responds: clear editorial message, gold action, controlled dark field, and an orbit of playable work.



COMPONENT BEHAVIOR

EXPLORE OUR GAMES ->

03

NUMBERED CARD

Quiet container / clear action



APP ICON

Digital sample

Good games start with good collaborators.

Partner identities are normalized through equal neutral tiles. Keep their original artwork, preserve clear space, and never force a shared recolor.



CONTACT

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digital experiences, made in Bahrain.

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MADE TO PLAY.

