A practical identity for the worlds ahead.



LOGOS / SOCIAL / TEMPLATES / MOTION

Inside a room. Beyond its walls.

The emblem joins a structured room with an open, flowing world. The W lives inside the architecture. This is a studio identity with space for different genres, stories and visual styles.



01 **Keep the mark clear.**

Use the supplied artwork. Let its silhouette carry the identity.

02 **Give the work room.**

Use generous margins and a single strong focal point.

03 **Use the accent with intent.**

A small Signal detail is enough. The game artwork sets the mood.

One identity. Four useful forms.

Every lockup is supplied in black, white and Ink, as SVG and transparent PNG.



01 STACKED / PRIMARY SIGNATURE

Use on title screens, studio introductions and open layouts.





02 HORIZONTAL / SHALLOW SPACES

Use in headers, footers, sponsorship credits and trailer end cards.



Emblem: profile images and standalone studio recognition.



Micro W: the outlined wordmark W, adapted for tiny spaces.

Protect the shape.

The following are starting recommendations for this kit, not platform requirements.



Leave at least half the height of a WILDEROOM capital letter around the visible logo. Keep the full emblem and both detached shapes inside that space.

Suggested minimums

Stacked signature	**320 px wide**
Horizontal signature	**440 px wide**
Wordmark	**280 px wide**
Full emblem	**96 px wide**
Micro W	**16-64 px**

If STUDIOS or the star cutouts become hard to read, move to a simpler lockup. For profile images, use the padded avatar exports.

Quiet foundations. One signal.

The logo stays monochrome. Color supports the surrounding layout.



Ink

#14171A

RGB 20 / 23 / 26

PRIMARY DARK

Paper

#F3F1EB

RGB 243 / 241 / 235

PRIMARY LIGHT

Signal

#D8F267

RGB 216 / 242 / 103

ACCENT



Stone

#8A9092

RGB 138 / 144 / 146

RULES AND METADATA

Use Ink text on Paper or Signal. Use the white logo on Ink. Reserve Signal for small markers, rules and occasional panels. Keep backgrounds behind the full logo calm.

Digital colors are defined in sRGB. For physical production, ask the printer to match the chosen paper and ink process.

Character in the headline. Clarity below.

HEADLINES / SPACE GROTESK BOLD

Development update 01.

Use Space Grotesk for headings, short statements and display numbers. Keep line spacing tight and let scale create hierarchy.

BODY / MANROPE REGULAR + SEMIBOLD

WILDEROOM STUDIOS is an independent game studio. Follow development updates, explore work in progress, and find the latest project announcements.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 / Æ Ø Å æ ø å

The wordmark is custom artwork. Do not recreate it by typing WILDEROOM in a font. Use the supplied paths for the studio signature.

The kit includes original variable fonts, useful static weights, and their SIL Open Font License files. Install the static weights before editing the templates. [5][6]

Build for the crop.

These assets use the official platform guidance listed on the reference page. Dimensions are width x height.

01

YouTube

2560 x 1440

Keep essential logo and text in the centered 1500 x 400 content box. The export fits inside the safe area scaled from Google's minimum canvas. Maximum upload: 6 MB. [1]

02

X

1500 x 500

The design keeps essential content away from the top and bottom 60 pixels and leaves the lower-left area quiet for the profile image. [2]

03

Discord

960 x 540

The banner uses abstract room planes with a simple top 48 pixels. Use the emblem in the server icon; Discord recommends keeping logos and text out of the banner. [3]

04

Steam developer page

1500 x 220

A quiet dark background supports Steam's own text and fading edges. Use the separate 184 x 184 studio icon. These assets are for the studio homepage. [4]

A repeatable rhythm.

A clear headline, a recognizable studio signature, and space for the game.

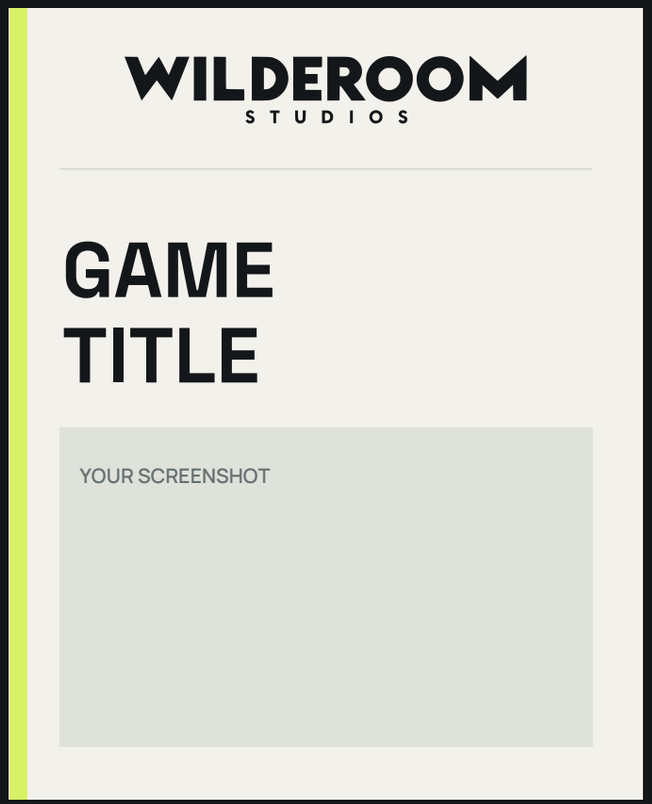
SQUARE



1080 x 1080

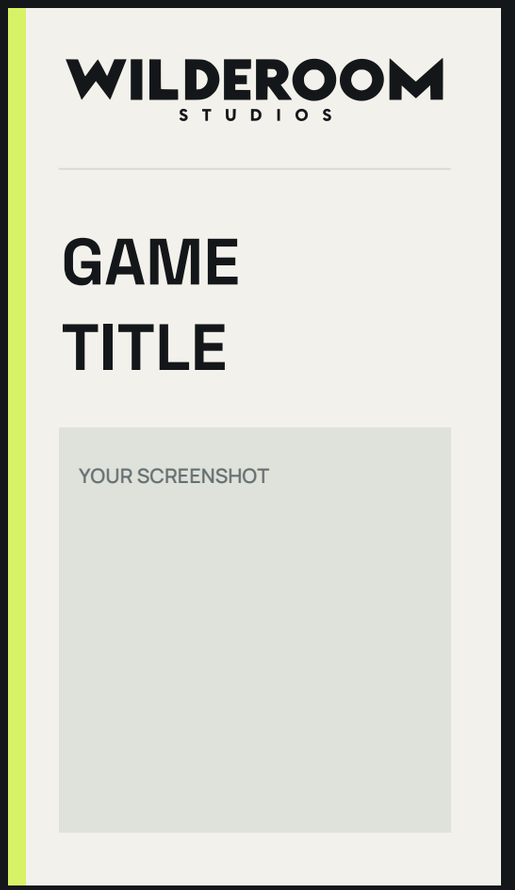
Generic social formats chosen for this kit. Replace placeholder copy and images before publishing. Editable sources are in 04_Templates.

PORTRAIT



1080 x 1350

VERTICAL



1080 x 1920

Keep it recognizable.





Use the supplied contrast.

White on Ink. Ink or black on Paper. Keep the logo in one solid color and preserve every negative-space cutout.

Preserve the proportions.

Scale from a corner. Keep symbol and wordmark relationships intact. Use the supplied horizontal or stacked version to fit the space.

Avoid: stretching, outlining the mark, adding shadows, filling the stars, clipping the flowing shapes, or setting the full signature over busy gameplay.

For very small use: switch to Micro W. For avatars, keep the complete emblem inside the circle-safe padding already provided.

Clear, factual, curious.

Speak about what is being made. Let the work supply the personality.

PROFILE BIO

Independent game studio developing original games. Project announcements and development updates from WILDEROOM STUDIOS.

ABOUT COPY

WILDEROOM STUDIOS is an independent game studio. Follow development updates, explore work in progress, and find the latest project announcements.

Use a verified project or community link when one is ready. No URL, release date, team size or award claim is built into this kit.

STUDIO INTRODUCTION

Introducing WILDEROOM STUDIOS.

An independent game studio developing original games.

Follow for project announcements and updates from development.

Start here.

01 Choose the signature.

Use stacked for open space, horizontal for headers, and the emblem for profile images.

02 Install the fonts.

Install the four static TTF files in 07_Fonts before opening an editable template.

03 Publish the right export.

Use PNG for uploads, SVG for editing and scaling, and the silent MP4 for a simple studio intro.

REFERENCES / CHECKED 19 OCTOBER 2026

[1] YouTube channel branding

support.google.com/youtube/answer/10456525?hl=en

[2] X profile and header guidance

help.x.com/en/managing-your-account/common-issues-when-uploadin...

[3] Discord server banners

support.discord.com/hc/en-us/articles/360028716472-Server-Banners

[4] Steam developer homepage example

partner.steamgames.com/doc/store/creator_homepage/example

[5] Space Grotesk / license

github.com/floriankarsten/space-grotesk

[6] Manrope / license

github.com/google/fonts/tree/main/ofl/manrope

The kit is a working visual system. Game titles, screenshots and verified links belong in the templates when they are ready.

Platform dimensions are external guidance. Colors, spacing, type hierarchy, minimum logo sizes and social master formats are design choices made for this kit. Full source links and licenses are included in the archive.