

Brand guide

Logos, colourways, type and formats for Wonko Games · v2 · October 2026

Five colourways



Yellow · default



Mint



Pink



Cyan



Mix · whole-studio pieces

- **Yellow is the default.** Use it on the website, in the app stores, in press material and anywhere the logo appears once.
- **Pink**, **cyan** and **mint** are for social posts, campaigns, events and merch, so the feed stays varied while the logo stays the same.
- **Mix** is for pieces about the whole Wonko universe: studio intros, multi-game posts, the cover of a deck.
- Use one colourway per piece, and match the accent colour in the layout to it.

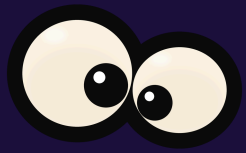
Logo formats



Wordmark · main logo



Round badge · avatars, stickers, merch



Eyes mark · app icon, favicon, tiny sizes

- Clear space around the logo is at least the height of the smaller eye.
- Minimum width: wordmark 120 px on screen / 30 mm in print. Below that, use the eyes mark.
- The logo is artwork. Never retype "WONKO GAMES" in a font.

Don't



Stretch or squash it



Put it on busy or colourful backgrounds



Invent new colours



Rotate it or add effects

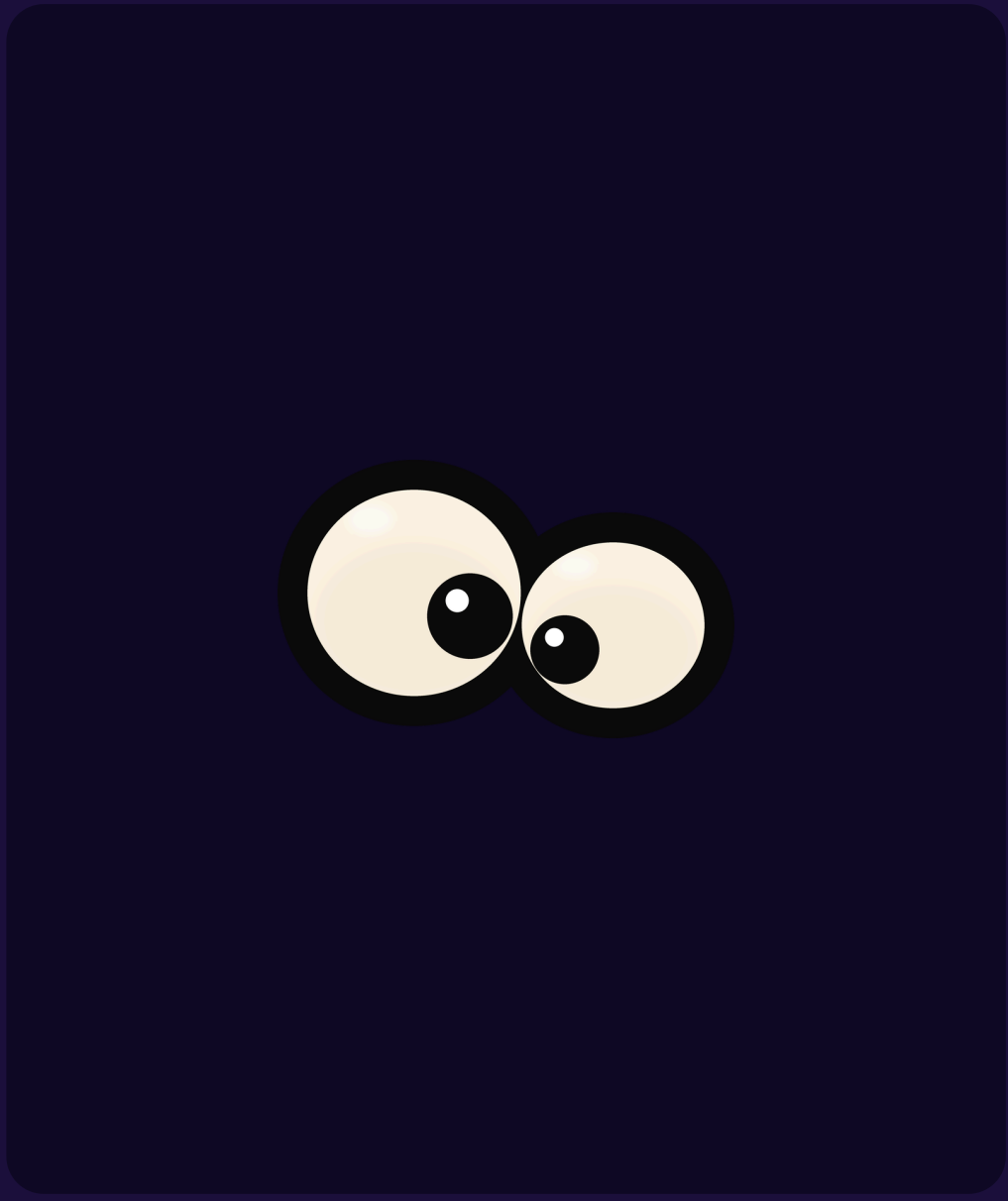
Only the five colourways in this guide exist. The cream letters, eyes and black outline never change colour.

Living eyes

The eyes are the personality of the brand. In the animated logo they glance at one side, then the other, blink, look at the viewer and settle back into the crossed look of the original logo. One loop is 4.8 seconds at 60 frames per second.

The blink uses real eyelids that close fast, rest for a moment and open softly. On the website the eyes also follow the cursor or the visitor's finger.

Every colourway has the same animations: animated/ (transparent WebP and WebM, MP4 on purple in 16:9, 1:1 and 9:16, GIF) and web/ (live logo).



Colour

Wonko Yellow

#FFD23F · Default colourway

Wonko Pink

#FF4FA3 · Colourway

Wonko Cyan

#3EC5FF · Colourway

Wonko Mint

#2EE6A8 · Colourway

Deep Purple

#1B0F3B · Main background

Night

#0E0824 · Footers, dark panels

Electric Violet

#7B3CFF · Highlight bands

Cream

#FDF4E4 · Logo letters, text on dark

The four accents are the logo colourways. Deep Purple is the home ground for everything; black and cream backgrounds also work.

Type

Display · Lilita One

Serious fun.

Headlines, buttons and short lines.

Text · Fredoka 400 / 600

Zero seriousness.

Everything else. Round and friendly, easy to read for kids and grown-ups.

Tone of voice: short, warm and a little cheeky. We talk like a friend, never like a company. Tagline: **Serious fun. Zero seriousness.** Studio line: **Two games. One crazy universe.**