LOGO USAGE SYSTEM



Production rules for the approved BIFANA / Bifana Studio identity.

Master identity locked: wordmark + Studio lockup + B/star symbol.

PRIMARY MARK

BIFANA

BIFANA

Use when the brand name is already clear from context: game splash, social, merch, publisher credit.

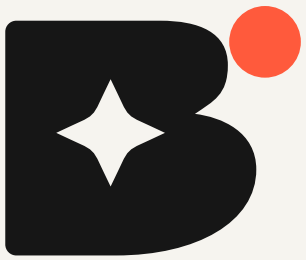
OFFICIAL STUDIO LOCKUP

BIFANA
STUDIO

BIFANA STUDIO

Default corporate signature for website header, press, legal-facing brand material

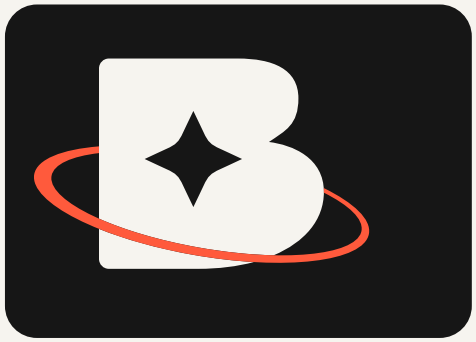
SYMBOL



B + star

Avatar, favicon, app icon, small-format signature.

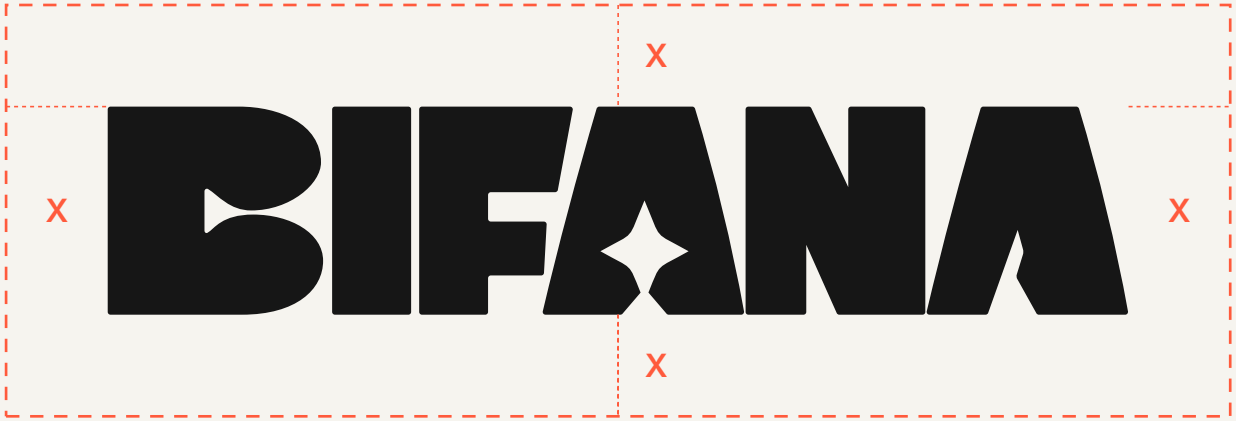
ORBITAL EXPRESSION



Motion / campaign device only

Give the mark room to breathe.

Clear space is measured from X, where X equals the height of the internal star cutout in the A.



RULE

Minimum clear space: 1X on all four sides.

Prefer 1.5X-2X in editorial, web hero and key art applications.

ALIGNMENT

Align to the visible black/white silhouette - never to an invisible export canvas.

Protect recognition at small sizes.

PRIMARY WORDMARK



Digital: 120 px wide

Print: 25 mm wide

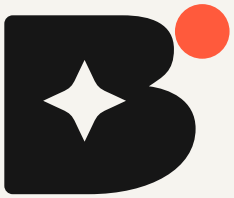
STUDIO LOCKUP



Digital: 220 px wide

Print: 40 mm wide

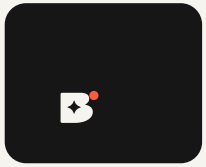
SYMBOL



Digital: 24 x 24 px

Print: 8 mm

SYMBOL LEGIBILITY TEST



16 px - avoid



20 px - avoid



24 px - minimum



32 px



48 px

Default to contrast, not decoration.



Light background



Dark background



Brand orange



Lavender

PRIMARY COLOR RULE

Use black on light backgrounds and white on dark/high-chroma backgrounds.

The red-orange accent belongs to the symbol, motion and supporting graphics; do not recolor the wordmark arbitrarily.

APPROVED PALETTE

CHARCOAL

OFFWHITE

RED

LAVENDER

SLATE

The logo must remain immediate.



PASS - clean light field



PASS - dark field



PASS - controlled accent



FAIL - low contrast

IMAGE RULE

On photography, place the mark only over visually calm areas or use a solid field/gradient behind it.

Never add drop shadows, outlines or glows to rescue contrast.

Do not redesign the logo in use.

01 / STRETCH



02 / ROTATE



03 / RANDOM COLOR



04 / NO CLEAR SPACE



01 Do not stretch, condense or skew.

02 Do not rotate the mark.

03 Do not invent color combinations.

04 Do not violate minimum clear space.

05 Do not replace the custom wordmark with typed text.

06 Do not separate or redraw the internal star.

07 Do not add shadows, strokes, bevels or effects.

08 Do not use the orbital device as the default corporate logo.

Master-file status.

PASS	Vector masters use SVG paths; no embedded raster imagery.
PASS	Black and white master variants use the same geometry.
PASS	Studio descriptor is converted to outlines; no font dependency inside logo SVG.
PASS	Symbol exports remain readable at 24 px and above.
PASS	PDF and EPS versions are available for production compatibility.
RULE	Use SVG for web/UI whenever possible; use PDF/EPS for vendors and print workflows.
RULE	Use PNG only where vector formats are not accepted.
LOCK	Approved identity: BIFANA / Bifana Studio. Do not use “Independent Game Studio” in the official lockup.

NEXT PRODUCTION STAGE

03_COLOR - freeze exact palette values and create ASE / CSS / JSON design tokens.