BIFANA STUDIO

BRAND VOICE

Small team. Strange ideas.

Equipo pequeño. Ideas raras.

Bilingual voice system / English + Spanish / v1.0

Say less. Mean more.

Bifana Studio should sound like people making games, not a corporation explaining a positioning framework. The games carry the spectacle. The studio voice stays clear, curious and slightly playful.

CORE PERSONALITY

CURIOUS

PLAYFUL

CONFIDENT

HUMAN

INDEPENDENT

TASTEFUL

BRAND LINES

PRIMARY BRAND LINE

Small team. Strange ideas.

Equipo pequeño. Ideas raras.

Use for studio introductions, headers, launch communication and high-level brand moments. It is expressive, not descriptive.

SUPPORTING LINE

Games for curious people.

Juegos para gente curiosa.

Use when we need to explain what Bifana makes and who it is for. Do not force both lines into every layout.

HOW WE SOUND

DO

- Short sentences.
- Specific words.
- Dry wit.
- Natural bilingual copy.
- Confidence without hype.

DON'T

- Startup jargon.
- AAA-style grandiosity.
- Forced jokes.
- Literal translations.
- Calling everything innovative.

Avoid: We craft boundary-pushing interactive experiences designed to redefine digital entertainment.

Prefer: We make games.

BIOS & DESCRIPTIONS

SOCIAL BIO / EN

Bifana Studio. Small team. Strange ideas. Games for curious people.

SOCIAL BIO / ES

Bifana Studio. Equipo pequeño. Ideas raras. Juegos para gente curiosa.

WEBSITE / PRESS SHORT

Bifana Studio is an independent game studio making distinctive games for curious people.

STEAM / PUBLISHER

Small team. Strange ideas. Bifana Studio makes distinctive games for curious people.

PRESS BOILERPLATE

ENGLISH

Bifana Studio is an independent videogame studio based in the Iberian Peninsula. We make distinctive games built around strong ideas, careful craft and the freedom to explore different genres, worlds and visual styles.

ESPAÑOL

Bifana Studio es un estudio independiente de videojuegos de la península ibérica. Creamos juegos con personalidad, construidos alrededor de ideas potentes, mucho cuidado por el detalle y la libertad de explorar géneros, mundos y estilos visuales diferentes.

PRESS RULE

The boilerplate may be adapted for a specific game, but the studio description should never lock Bifana to one genre or visual style.

Bifana frames the game. It does not replace it.

Bifana Studio presents	Splash screens, trailers, announcements.
A Bifana Studio Game	Key art, store pages, press material.
By Bifana Studio	Compact credits and attribution.

NAMING RULE

Official studio name: Bifana Studio. Do not use Bifana Games, Bifana Games Studio or Bifana Independent Game Studio.

Before we publish, ask:

01 Could a real person at the studio say this naturally?

02 Is it shorter than the corporate version?

03 Does the game still have room for its own personality?

04 Does the ES/EN version sound native rather than translated?

05 Does it sound like Bifana rather than a generic startup or AAA publisher?

If the answer is no, rewrite it. Brand voice is a filter, not decoration.