



Our kind of play.

A guide to how Flownauts looks,
speaks and shows up in the world.



Find your way.

A practical reference for the people who write, design and make things for Flownauts.

The idea	03–05	Our identity	06–12
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Games you'll love getting lost in.

Puzzles, pocket worlds,
and happy little detours.

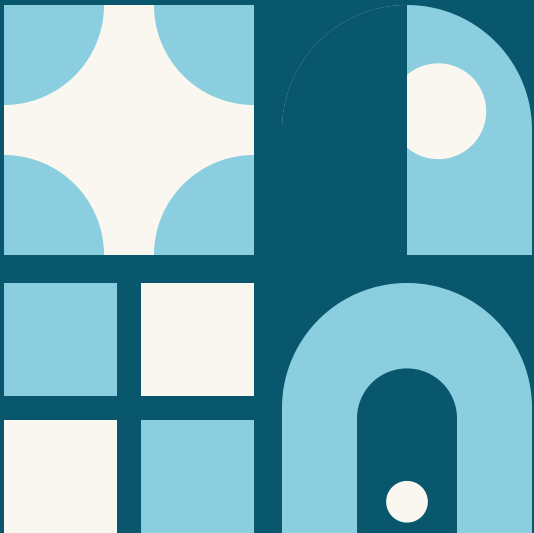
“Flownauts is an independent game studio. We make room for curiosity: a small challenge, a satisfying discovery, a world worth returning to.”

— Seth Yates, Founder and CEO, Flownauts

Our audience is a person with a moment to play. Speak to their curiosity and agency, without assuming their age, skill or available time.

A good place to spend a moment.

Four principles turn a visual identity into a recognizable experience.



Room to breathe

Leave space on the page. Leave choice with the player.

An invitation can be quiet. Avoid pressure, countdowns and a screen full of competing requests.



Something to discover

Show a world. Give curiosity somewhere to go.

Use real game detail, distinctive materials and a specific idea. One memorable detail is enough.



Care in the small things

A clear instruction. A well-placed piece of type.

Make the next step obvious. Every label, edge and line break should feel considered.



A fair invitation

Say what is true. Make it easy to decide.

Never invent availability, prices, player counts, benefits or urgency to make an example persuasive.

One idea. Different jobs.

Give each message a role. Our name and brand line stay steady; campaign headlines can play.

Brand line

**Games you'll love
getting lost in.**

The enduring promise. Use it when introducing Flownauts; it does not need to accompany every logo.

One-sentence description

Flownauts is an independent game studio making puzzles and pocket worlds for curious people.

Studio boilerplate

Flownauts is an independent game studio. We make puzzles and pocket worlds that invite curiosity, reward discovery and give people a reason to return. Explore our games at flownauts.com.

Campaign & editorial headlines

“Our kind of play.” and “Make room for a little flow.” are expressive headlines. Change them to suit the story; keep the description concrete.

Fluid. Grounded. Flownauts.

The logo for Flownauts features the word "flow" in a teal, cursive script font, followed by "nauts" in a dark navy, bold, sans-serif font. A small "TM" trademark symbol is positioned at the top right of the word "nauts".

flownautsTM

A little flow

The connected teal lettering brings movement and a human touch. Its curves belong to the artwork, not to a typeface.

A place to land

The solid, distinct “nauts” letters give the mark its steadiness. Preserve the exact transition between the two halves.

Use the supplied outlined SVG. Never rebuild the wordmark by typing “flownauts”, tracing a screenshot or generating replacement lettering.

One identity. The right version.

Choose the artwork that belongs on the surface. Keep both halves easy to read.



Primary · Teal + Ink on Warm Paper, white or a quiet light ground.



Inverse · Aqua + Ivory on Night or another tested dark ground.

flownauts™

One color · Ink on a light ground.



One color · Logo Ivory on a dark ground.



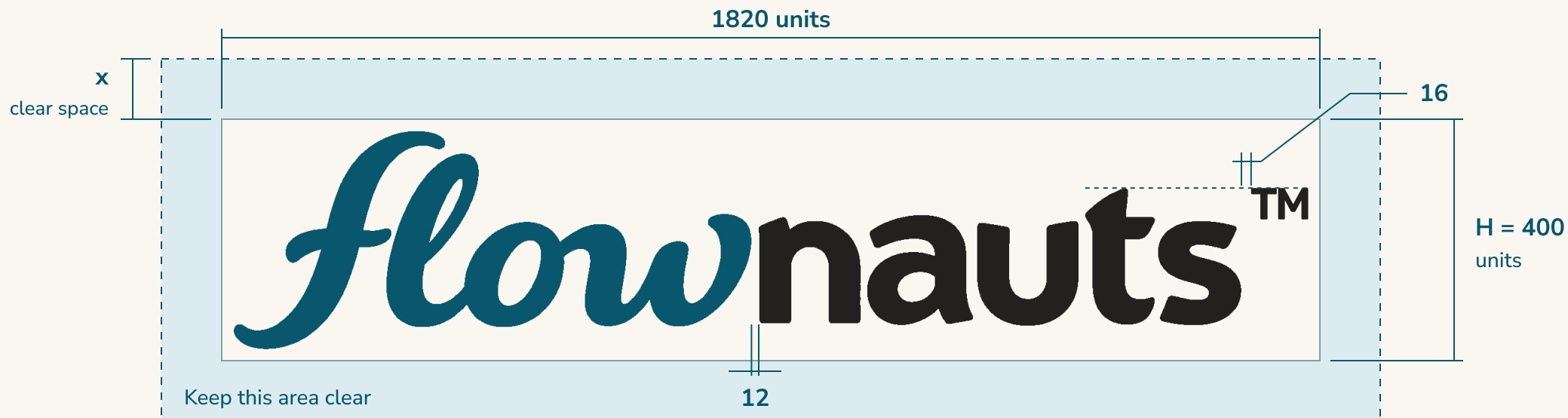
The compact mark

Use the supplied “fn” monogram for favicons and constrained avatars. In unfamiliar contexts, include the full Flownauts name nearby.

All full wordmarks share the same geometry. Use the supplied single-color master when the process allows only one ink or thread.

Give the mark its own space.

Keep the supplied geometry intact. Scale the artwork as one complete mark.



The master canvas

1820 × 400 units

Ratio 4.55 : 1. At 100 mm wide, the canvas is 21.978 mm high. Keep its transparent padding.

Use the supplied SVG; do not rebuild the mark. ViewBox: -20 -20 1820 400. Measurements describe the supplied master.

The internal gaps

w-n: 12 · s-™: 16

Horizontal gaps between outline bounds. At 100 mm canvas width: 0.659 mm and 0.879 mm.

The trademark

94.651 × 52 units

Top-left (1686, 94), from the SVG origin. Align the top of ™ with the top of the "t".

The clear space

x = H ÷ 4 = 100

Leave x beyond every canvas edge. At 100 mm wide, that's 5.495 mm on each side.

Small enough. Still unmistakable.

Recommended starting sizes. The production method and a real-size proof decide the final minimum.



160 px wide

Full wordmark · digital starting minimum



35 mm wide

Full wordmark · clean paper print starting minimum



Rounded / full-bleed

Use the supplied icon exports

For a screen

Use rounded favicons for browser tabs. Use full-bleed for square or touch icons, and the separate maskable set for app launchers. Check at native size.

For fabric or thread

On a production sample at finished size, the “l” loop must stay open and distinct; “w” and “n” must stay separate; and TM must read as two letters. All strokes must remain intact. If details fill in or merge, enlarge or change process.

A complete icon kit.

16 · 32 · 48 · 96 · 180 · 192 · 256 · 300 · 512 · 1024 px

Both treatments in PNG, plus SVG masters and ICOs. Maskable: 192 / 512 px.

[Download the kit](#)

[View every size](#)

The illustrations on this page are a size comparison. The PDF is a presentation document, not an actual-size production gauge.

Use the logo as supplied.

The examples below show treatments to avoid.

The logo is shown in its correct, unaltered form with the word 'flow' in a blue script font and 'naughts' in a black sans-serif font, followed by a trademark symbol.

- ✗ **Do not stretch.**
Lock the aspect ratio when resizing.

The logo is shown tilted at an angle, which is incorrect.

- ✗ **Do not tilt.**
Keep the complete wordmark level.

The logo is shown in a brown color, which is not the defined color for the brand.

- ✗ **Do not improvise color.**
Use the defined light or inverse artwork.

The word 'flownaughts' is shown in a simple, generic sans-serif font, which is not the custom script used in the logo.

- ✗ **Do not typeset a substitute.**
The custom letters are the identity.

The logo is shown with a dark shadow or drop shadow effect behind the letters, which is not part of the brand identity.

- ✗ **Do not add effects.**
No shadows, outlines, bevels or gradients.

The logo is shown in a very light, low-contrast color scheme, which makes it difficult to read and lose its visual impact.

- ✗ **Do not lose the contrast.**
Move it to a quiet, readable field.

Also avoid cropping, separating the two halves, changing the trademark, adding a slogan inside the artwork, or placing a hole or stitch line through it.

Many worlds. One studio.

Flownauts is the masterbrand. Product names and game identities have specific jobs.

The logo for Flownauts, featuring the word "flow" in a teal script font and "nauts" in a bold black sans-serif font, with a trademark symbol (TM).

The studio. Lead company communication, clothing and brand-led merchandise with Flownauts.

The logo for Flowaccount, featuring the word "flow" in a teal script font and "account" in a bold black sans-serif font, with a superscripted "SM" (Service Mark).

The account. Identify account services clearly. Account and security messages use the same plain, calm voice.

The logo for Flowpass, featuring the word "flow" in a teal script font and "pass" in a bold black sans-serif font, with a superscripted "SM" (Service Mark).

The membership. Use the supplied product wordmark where the subject is FlowPass. Only describe benefits and availability verified for that surface.

Each game can keep its own world, palette and character. A studio endorsement should not flatten those identities into one teal template.

Write the name with care.

For use in text, keep names consistent and apply the right symbol.

We're **Flownauts™**.

Games you'll love getting lost in.

Sign in to your **FlowAccount™**
when you're ready.

Meet **FlowPass™**.

Make room for a little play.

Names follow the surrounding text. These examples use [™] because our bundled fonts do not include SM.

Never use ® unless registration has been confirmed. Do not add symbols to URLs, code, filenames, email addresses or "Flownauts LLC". Leave supplied logo artwork intact. Confirm current legal status before a new production run.

1

First or most prominent use

Mark the first or most prominent mention on a surface. Repeated mentions on that surface do not need another symbol.

2

Keep the exact spelling

Flownauts, FlowAccount and FlowPass. Use ordinary capitalization in prose; the lowercase artwork remains an asset.

3

Use the right symbol

In text, FlowAccount and FlowPass use SM when the font supports it; otherwise use [™]. Never fake a superscript "SM" in text.

**Deep enough
to get lost in.**

Flownauts Teal
#08576D

Room to play.

Warm Paper
#FAF7F0

**A steady
presence.**

Ink
#232020

**A moment
of joy.**

Aqua
#8ACEDF

A small palette, used with purpose.

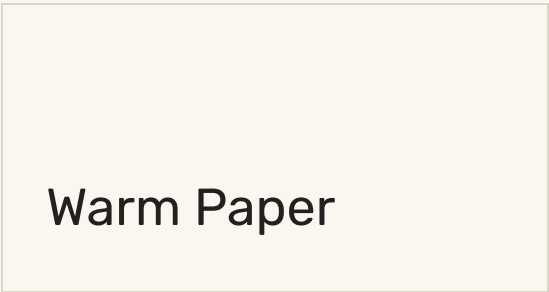
Flownauts Teal leads. Warm Paper gives it space. Ink adds clarity. Aqua brings a little joy.



#08576D

RGB 8 · 87 · 109

The signature. Logo, headings, links and primary actions.



#FAF7F0

RGB 250 · 247 · 240

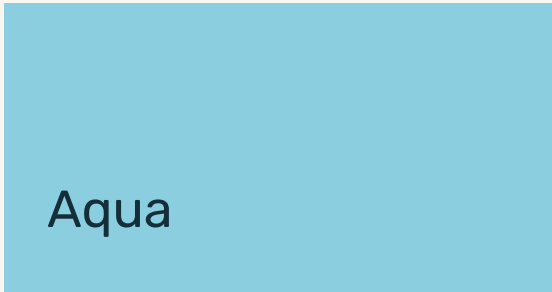
The canvas. A warm, open setting for the work.



#232020

RGB 35 · 32 · 32

Reading color. Body text and the primary “nauts” lettering.



#8ACEDF

RGB 138 · 206 · 223

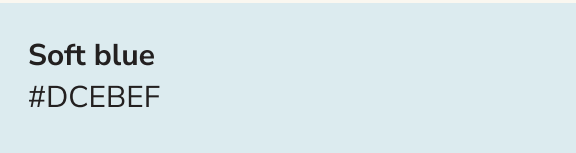
The inverse accent. Use on dark grounds; not body text on Warm Paper.



Night
#142F3A



Logo Ivory
#FBF7EE



Soft blue
#DCEBEF



Muted ink
#62635C

Use Night #142F3A for dark backgrounds and Logo Ivory #FBF7EE for inverse artwork. Keep Logo Ivory distinct from Warm Paper #FAF7F0.

Every color, in print.

Pantone comparisons across the full palette. Use the specified library when reviewing physical chips.

Flownauts color	Digital target	Pantone reference	Color library
 Flownauts Teal	#08576D	7708 C	Solid Coated
 Warm Paper	#FAF7F0	9060 C	Pastels & Neons Coated
 Ink	#232020	Neutral Black C	Solid Coated
 Aqua	#8ACEDF	636 C	Solid Coated
 Night	#142F3A	547 C	Solid Coated
 Logo Ivory	#FBF7EE	9060 C	Pastels & Neons Coated
 Soft blue	#DCEBEF	656 C	Solid Coated
 Muted ink	#62635C	417 C	Solid Coated

Physical approval pending. Warm Paper and Logo Ivory share 9060 C as a starting comparison; their digital values remain distinct. Approve a sample for each material and process.

Contrast is part of the identity.

Use these tested sRGB pairings. A quiet palette should still be easy to read.

A little flow.

7.57 : 1

Clearly said.

15.11 : 1

After hours.

8.00 : 1

Foreground / background	Ratio	Body text
Muted ink / Warm Paper	5.67	Pass
Ivory / Night	13.12	Pass
Aqua / Warm Paper	1.64	Avoid
Fine line / Warm Paper	1.35	Not text

Ratios calculated from the exact colors in this guide. Use 4.5:1 for normal text and 3:1 for large text. “Large” means at least 24 CSS px regular, or about 18.7 px bold.

More than color. Pair states with words, icons or patterns. A red/green distinction must never be the only way to understand a board or message.

Re-test the actual surface. Opacity, images, dark-mode tokens and substrate can change the result. These numbers are screen contrast, not a print-proof guarantee.

Two families. Every word covered.

Headlines • Rubik

Aa

Follow your curiosity.
0123456789

Our display voice. Use for headlines, titles and short statements.

Variable 300–900
Headlines 500–650

Reading • Nunito Sans

Aa

There's another way through.
0123456789

Our reading voice. Use for paragraphs, navigation, instructions and captions.

Variable 200–1000
Body 400–600 · emphasis 700–800

Story • Nunito Sans italic

Aa

“A world worth returning to.”
0123456789

A quieter shift in tone for quotations and personal observations. Keep headlines in Rubik.

Use the supplied true italic.
No extra accent family.

Make words comfortable to read.

A little logic.

A little sunshine.

Set a steady rhythm

Use sentence case and left alignment. Begin with a 68ch reading measure, generous line spacing and a clear break between thoughts.

Let the fonts be themselves

Use real variable weights. Do not squash letters, fake italic or outline body text. Keep the logo as artwork. Use tabular numerals when values need to align.

Respect every script

Use Noto Sans CJK SC for Simplified Chinese, TC for Traditional Chinese, JP for Japanese and KR for Korean. Use Noto Sans for Greek. Match the role and weight; let each script set its own line spacing.

Rubik and Nunito Sans are supplied with their SIL Open Font licenses. Full script-companion families are linked in the kit; have a native reader review line breaks and punctuation.

Let the hierarchy do the work.

A few clear steps. Space that belongs to the sentence. No need to make every line loud.

Follow your curiosity.

Puzzles and pocket worlds. Find a new challenge, make a discovery, come back for another.

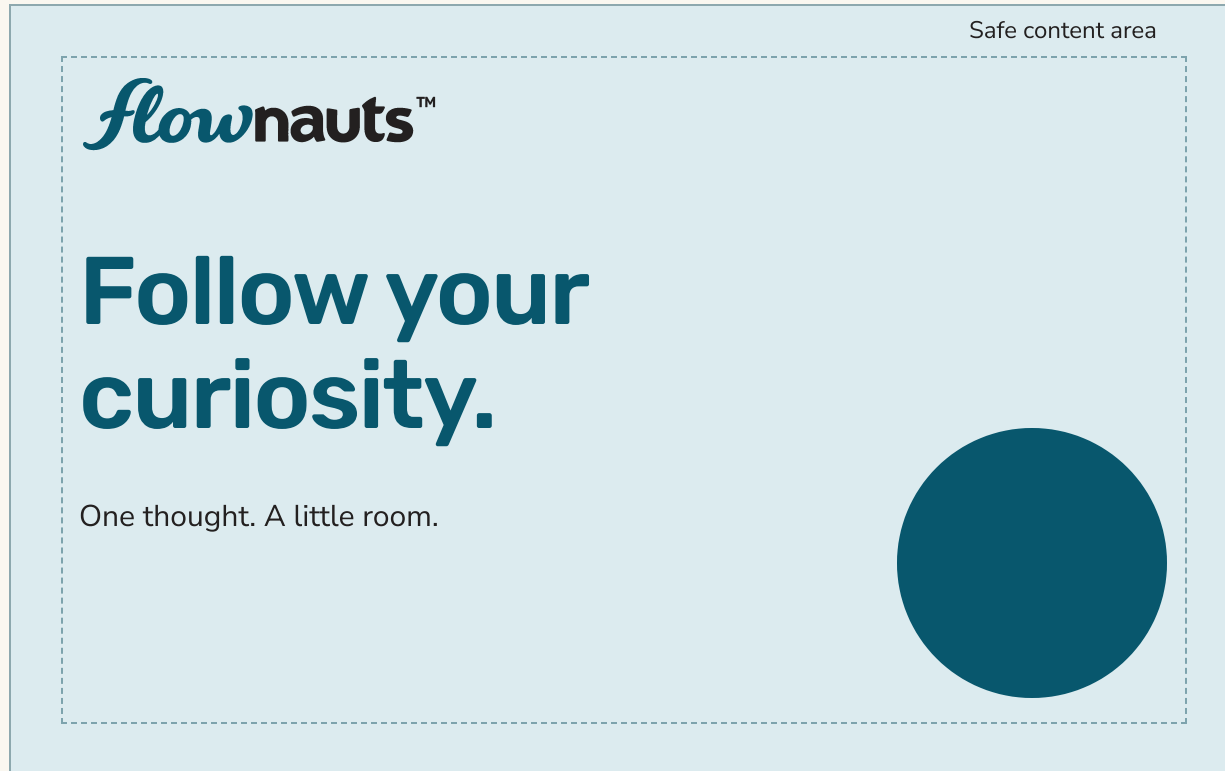
Explore the games

Illustrative brand copy and layout.

Display	Rubik 550–600 · 56–80 px Line height 1.05–1.12 · tracking –0.035 em
Title	Rubik 550–600 · 28–40 px Line height 1.12–1.2 · tracking –0.02 em
Body	Nunito Sans 400–600 · 17–20 px Line height 1.45–1.6 · normal tracking
Detail	Nunito Sans 600–800 · 15–17 px Line height 1.4–1.5 · keep contrast strong

On screen, use these four levels. On paper, preserve their relative emphasis and check readability at the finished size.

Build a calm frame. Then give it life.



Begin with the content

One main message per composition. Give the game, product or story the largest useful space.

Align deliberately

Align the headline, description and next step to one edge. Let artwork occupy its own field; keep its edges clear of text.

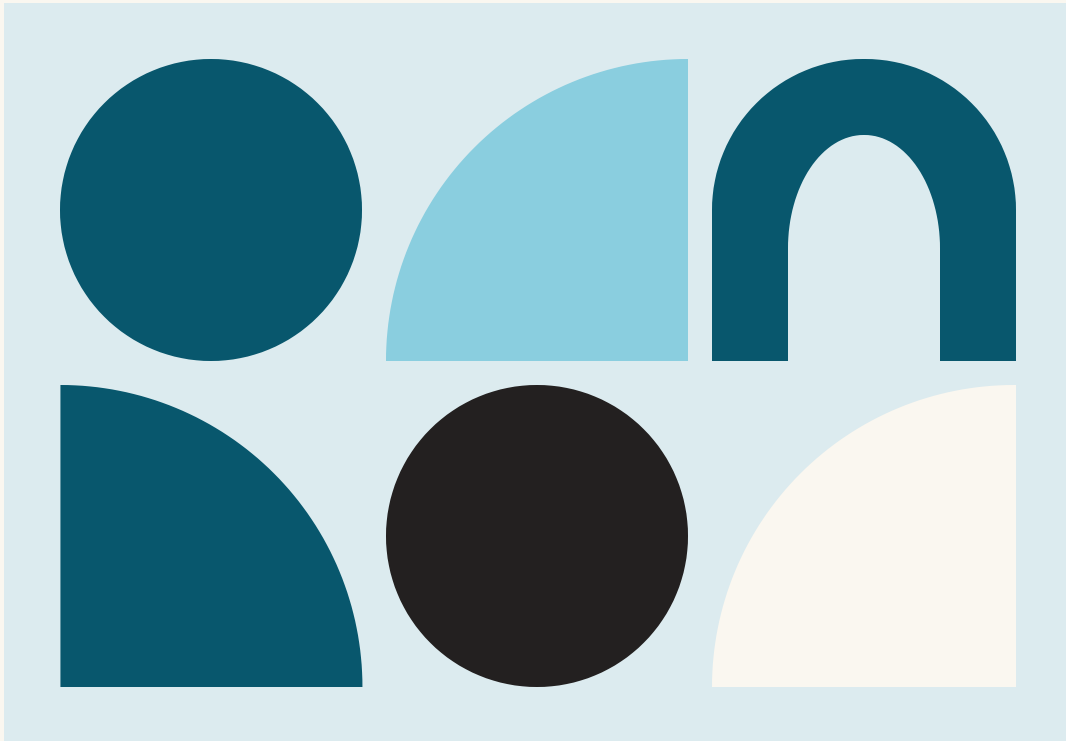
Make play specific

Use our counters and arcs for studio stories. For a game story, give the game's own board, palette and lettering the lead.

The studio frame uses an 8 px spacing rhythm and a 5% inset on 16:9 compositions. Keep one continuous area of Warm Paper around the message.

A small vocabulary. Room to play.

Counters, quarter circles and arches make the studio recognizable without borrowing a game's identity.



Equal modules · one shared gap · deliberate quarter turns

For game-led work, use the game's artwork. The studio shapes belong in the surrounding frame, an introduction or an end card.

Build on one module

Begin with a square. The circle fills it, the quarter circle shares its radius, and the arch has an opening half its width. Use an 8% module gap.

Turn, don't distort

Rotate geometric pieces in 90° steps. Keep their proportions. Cards may tilt and overlap; keep every word readable and the logo level.

Give the shapes a home

Use Teal as the anchor, Aqua for contrast and Ink sparingly. Keep shapes in an image field or a margin, clear of text and logo clear space.

Warm. Brief. Plain.

Warm

Share the pleasure of noticing: a satisfying fit, a surprising route, a neat solution. Celebrate what the player did.

Brief

Lead with the action or discovery. Let a short, specific observation carry the personality.

Plain

Use concrete words. “That last piece found its home” earns its charm; repeating “little”, “moment” or “detour” does not.

Meet the person where they are.

The personality stays consistent. The amount of warmth, detail and playfulness changes with the moment.

Moment	How to sound	Illustrative copy
Welcome	Open, lightly playful	There's more than one way in.
Instruction	Direct, concrete	Connect the matching dots without crossing a line.
Success	Warm, understated	Every piece in its place. Nicely done!
Retry	Patient, neutral	Try another route.
Error	Calm, useful	We couldn't save your changes. Try again.
Support	Attentive, specific	Thanks for letting us know. Tell us which game you were playing.
Payment / privacy	Precise, unambiguous	Show the actual price, terms and choice in plain language.

Let delight follow the player's achievement. Keep errors, payments and privacy calm and literal.

Invite. Explain. Leave the choice.

Write like this

Explore the games

See what fits

Explore
Daylight Sudoku

One gap.
A new way in.

Your progress is
saved on this device.

Leave these behind

Click

here

Epic rewards

await!

Last chance.

Don't miss
out.

You failed.

Try harder.

The world's

best game.

An unsupported superlative is still a claim.

Use sentence case. An occasional exclamation can celebrate something earned. Avoid pressure and inflated claims. Explain the intent of wordplay so translators can recreate it.

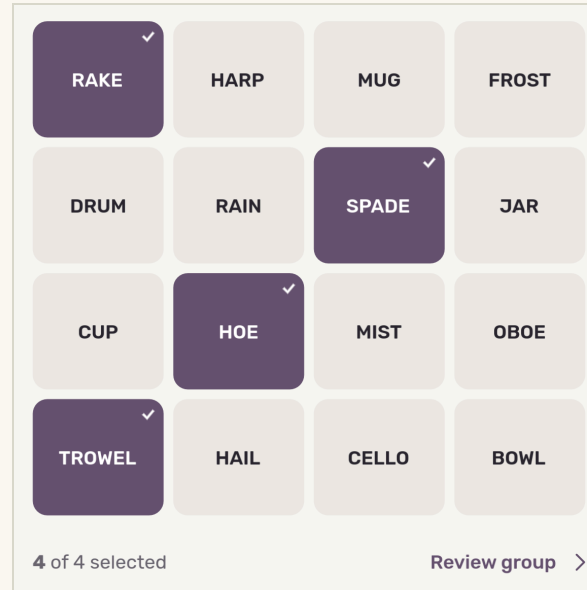
The work is the image.

Show a real game mechanic, an intentional material or a character with a reason to be there.



Daylight Sudoku

Gameplay detail



Orderly

Gameplay detail

Game imagery

Use current, representative screenshots. Keep the board readable and preserve each game's own palette.

Photography

Prefer believable light, natural material and an uncluttered setting. Keep color edits faithful to the actual product.

Concept imagery

Identify concept images as concepts. Keep the intended material, color and proportions believable.

Useful icons. Unhurried motion.

Draw the action clearly



Use the website's Lucide icons for studio interfaces: 24 px grid, 2 px strokes and rounded ends. Pair unfamiliar actions with a label. Each game can retain its own icon system.

Make change understandable



A small movement.
A clear relationship.

Motion can connect a move to its result, reveal a new state or celebrate gently. Keep essential content visible from the start.

For interface transitions, begin around 160–240 ms and adjust to the task. Honor reduced-motion settings; use an immediate state change instead.

One game. One recognizable story.

Daylight Sudoku leads. The Flownauts frame connects the feature, newsletter and social formats.

flownauts™

Daylight Sudoku

**A little logic.
A little sunshine.**

A fresh view of a familiar puzzle.

[Explore Daylight Sudoku](#)

5	3	4	6	7	8	9	1	2
6	7	2	1	9	5			
	9	8		4			6	
8	^{1 2} 5	¹ 5 ₉		6				3
4			8	⁵ 5	3			1
7				2				6
	6	^{1 3} 5 _{7 9}				2	8	
			4	1	9			5
^{1 2 3}				8			7	9

Website feature · generous game image, one invitation

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Daylight Sudoku

**A little logic.
A little sunshine.**

A fresh view of a familiar puzzle.

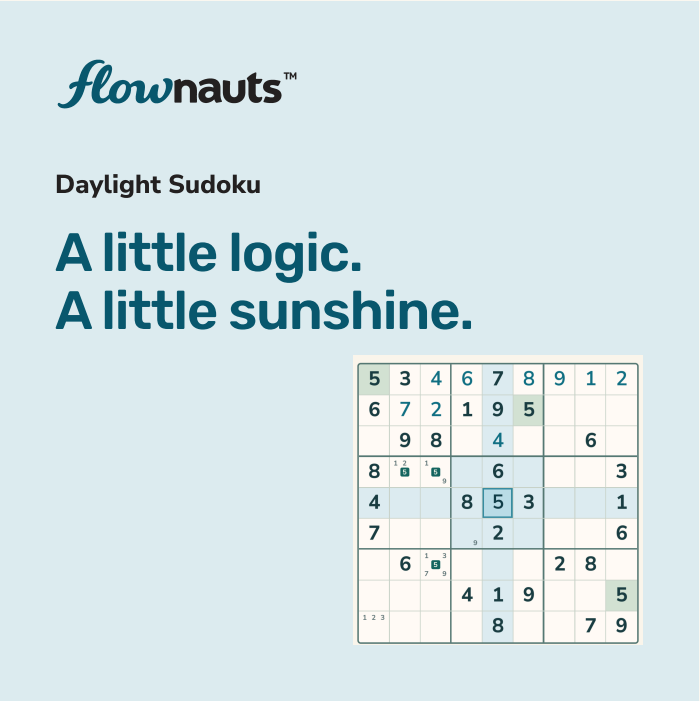
[Explore Daylight Sudoku](#)

5	3	4	6	7	8	9	1	2
6	7	2	1	9	5			
	9	8		4			6	
8	^{1 2} 5	¹ 5 ₉		6				3
4			8	⁵ 5	3			1
7				2				6
	6	^{1 3} 5 _{7 9}				2	8	
			4	1	9			5
^{1 2 3}				8			7	9

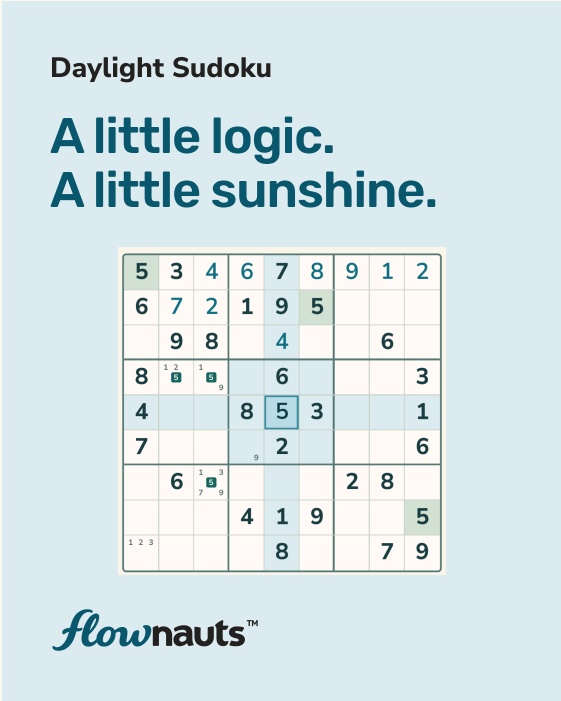
Newsletter · same headline, tighter composition

Application studies use actual gameplay imagery. Publication copy must describe current availability and confirmed product behavior.

Recompose. Keep the story.



Square · 1080 × 1080



Portrait · 1080 × 1350

Keep the anchor

Use the same game title, headline and board. Preserve the game colors; let Warm Paper frame them.

Move with the format

Keep an 8% inset for essential content. Adjust the board size and logo position to fit; never stretch the composition.

Make the destination clear

Put the descriptive link in the accompanying post. Use captions and alt text to carry meaning beyond the image.

The game has its own world.

Flownauts is the maker. Give the game its own name, color and atmosphere, with a clear studio endorsement.

5	3	4	6	7	8	9	1	2
6	7	2	1	9	5			
	9	8		4			6	
8	^{1 2} 5	¹ 8		6				3
4			8	5	3			1
7				2				6
	6	^{1 3} 7				2	8	
			4	1	9			5
^{1 2 3}				8			7	9

Daylight Sudoku

**A little logic.
A little sunshine.**

A game by

flownauts™

Game-led · the game is the story; Flownauts signs it.

flownauts™

**Games you'll love
getting lost in.**

flownauts.com

Studio-led · a trailer end card or portfolio introduction.

Keep the marks separate. Do not rebuild a game title in the Flownauts wordmark style or recolor gameplay to match the studio palette.

**Off-screen.
Still Flownauts.**

*flow*nauts

*flow*nauts

Let the object wear the identity.

Begin with the garment, its construction and the decoration process. Then size the artwork.



A quiet front

Use the full master for a chest print. Keep it level and away from seams, pockets and folds that interrupt the mark.

Concept placement · a quiet chest mark, clear of the collar and seams.

Scale for the object

Make the wordmark feel intentional on the garment. Use generous breathing room and check the visible mark when the item is worn.

Choose the process early

Use the primary wordmark when two colors reproduce clearly. Use the supplied single-color master for a quieter finish or a one-color process.

Keep the master intact

The loop in “l”, the gap between “w” and “n” and both letters of TM must remain distinct. Enlarge the mark or choose another process if they close up.

A little care, on paper.

Warm materials, confident color and room to breathe.



Illustrative postcard and insert designs

Across postcards, inserts and packaging, aim for something considered, welcoming and worth keeping.

Begin with warmth

Prefer warm-white, uncoated or matte paper. Let the stock's natural color provide Warm Paper where possible; compare the finished piece with the palette.

Give color a purpose

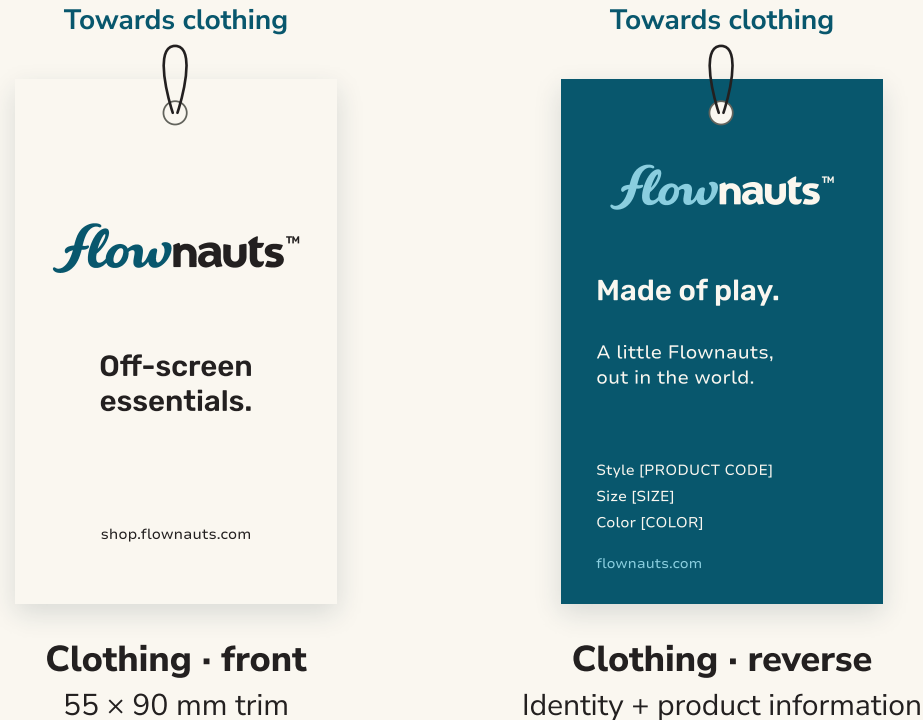
Let Flownauts Teal lead, balanced with generous Warm Paper. Use Ink for reading and Aqua for a small moment of joy.

Keep the finish quiet

A tactile detail can reward a closer look. Keep foil, embossing and varnish subtle, with lettering clear and the wordmark intact.

A small introduction to the brand.

The goods carry Flownauts.



Warm uncoated stock, soft corners and a simple cord. Keep the front for the identity; let the reverse carry product information.

Tag and label illustrations show the intended appearance. Production artwork requires verified product content and a physical sample.

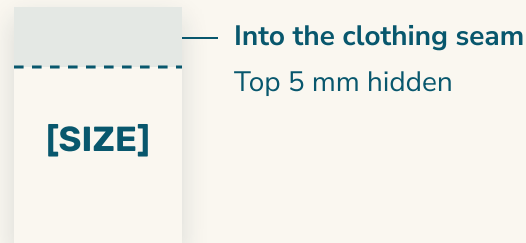
Small, soft and considered.

Keep brand, size and care information legible. Reserve the parts that will disappear into a seam.

Fold under · stitch at both ends



Neck label · 60 × 20 mm cut · 50 × 20 mm visible face



Size tab
14 × 20 mm cut

Neck label

Keep the full identity within the 50 mm visible face. The folded ends sit outside the artwork.

Size tab

Keep the size centered in the visible tab, with 5 mm at the top reserved for the seam.

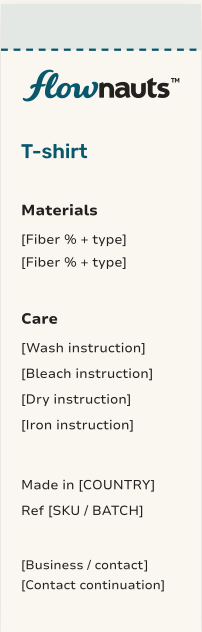
Weave or print?

Choose the finish that keeps the lettering distinct, the edges soft and the label comfortable against skin.

Useful for the whole life of the product.

Care and identity information belongs on a durable label, with room for verified content.

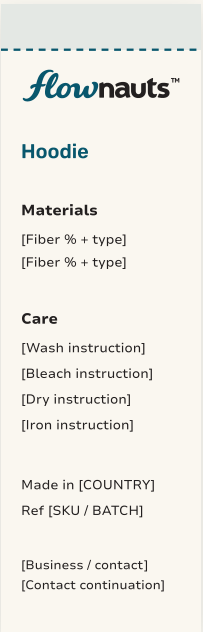
Top edge into seam



Tee

35 × 110 mm cut

Top edge into seam



Hoodie

35 × 110 mm cut

Keep the top 8 mm clear for the seam. Use a durable, high-contrast print; product composition and care instructions must remain readable throughout the item’s life.

Good company. Clear relationships.

The logo for Flownavts, featuring the word "flow" in a teal script font and "navts" in a dark blue sans-serif font, with a trademark symbol (TM) to the upper right.

Partner name

Illustrative relationship only · no partnership implied

Give both room

Balance optical weight rather than matching bounding-box height. Keep each mark's clear space and use a neutral field.

Name the relationship

Say "Supported by", "Available on" or another accurate description. Never make an endorsement or affiliation look broader than it is.

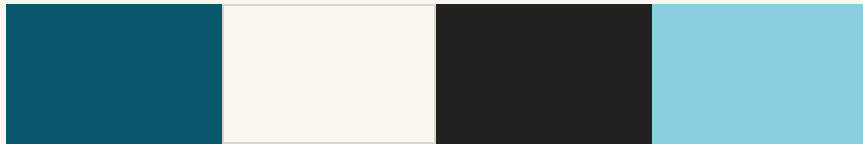
Respect both systems

Use current partner assets and permission terms. Do not merge paths, recolor a partner mark or build an improvised hybrid logo.

Apply these spacing and relationship rules to co-branded work. Clearly identify paid or sponsored material.

The essentials, together.

*flownauts*TM



#08576D · #FAF7F0 · #232020 · #8ACEDF

Rubik for the headline.

Nunito Sans for the reading.

Nunito Sans italic for a personal note.

Look like Flownauts

Use real artwork, warm space, clear hierarchy and a specific piece of play. Preserve each game's world.

Sound like Flownauts

Warm, brief, plain. Notice something specific.
Celebrate earned progress. Leave pressure and inflated claims behind.

Make it with care

Choose materials and finishes that feel considered, welcoming and made to last.

Make room for a little flow.



A recognizable identity is made through repetition.
A loved one is made through care.

Flownavts Brand Guidelines · Edition 1.1 · 8 October 2026
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