

BRAND PRESENTATION

Designed for Lantern Grove Studio
Created by Nick Săvescu



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BRAND INTRODUCTION

Lantern Grove Studio is an indie game studio focused on cozy simulation and management games centered around creativity, exploration, and thoughtful worldbuilding.

Inspired by the charm of classic sandbox experiences, the studio creates atmospheric games that reward curiosity, experimentation, and player freedom.

Through playful mechanics and evolving systems, Lantern Grove Studio crafts worlds that feel imaginative, relaxing, and rewarding to return to.





BRAND MISSION

Worlds to Shape

Lantern Grove Studio creates simulation games that encourage experimentation, customization, and player-driven worlds.

Built With Wonder

Every experience blends cozy environments, playful mechanics, and immersive visuals designed to feel warm and memorable.

Wander Further

The studio creates relaxing experiences that feel rewarding to return to through building, exploration, and discovery.



BRAND PURPOSE

Lantern Grove Studio was created to build games that feel less rushed and more intentional. In a space often driven by competition and constant progression, the studio focuses on creating relaxing experiences where players are encouraged to slow down, experiment, and shape the world around them at their own pace.

By combining cozy atmosphere with rewarding gameplay, Lantern Grove Studio aims to create worlds that players can escape into, revisit over time, and form a lasting connection with through creativity, exploration, and discovery.

BRAND VALUES



Curiosity

Encouraging players to explore, experiment, and discover new possibilities within every world.

Creativity

Designing experiences that give players the freedom to build, shape, and play in their own way.

Atmosphere

Crafting immersive environments filled with warmth, wonder, and memorable details.

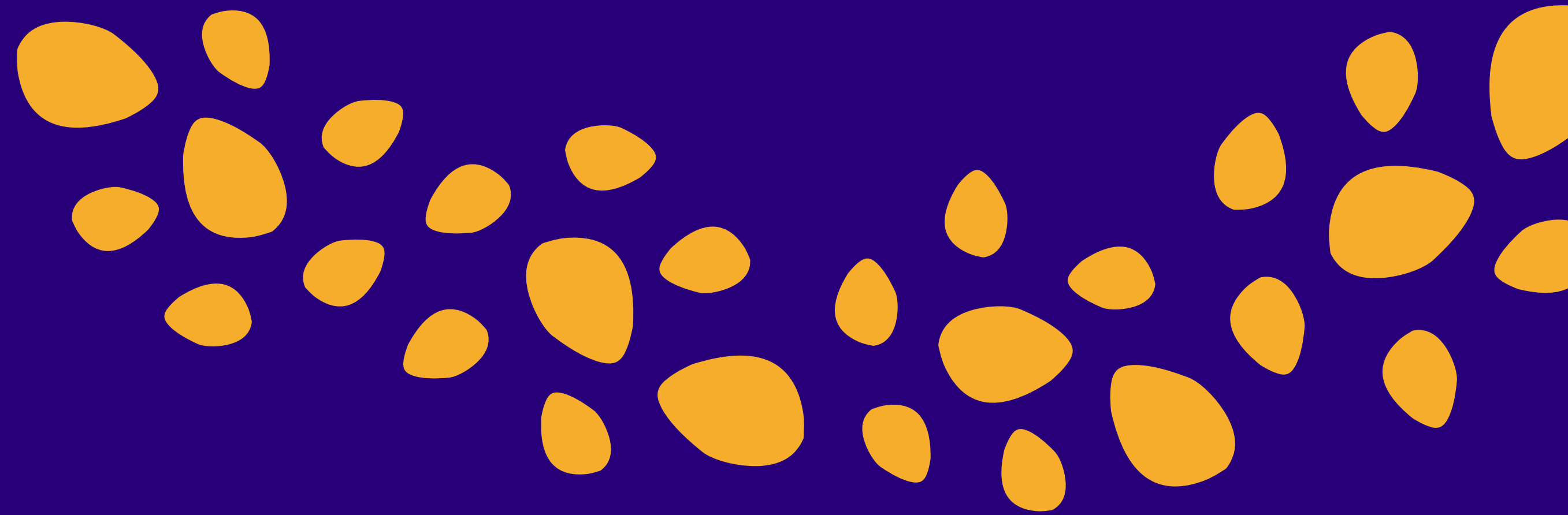
Comfort

Creating relaxing worlds players can return to for a sense of familiarity, escape, and calm.

CREATIVE DIRECTION

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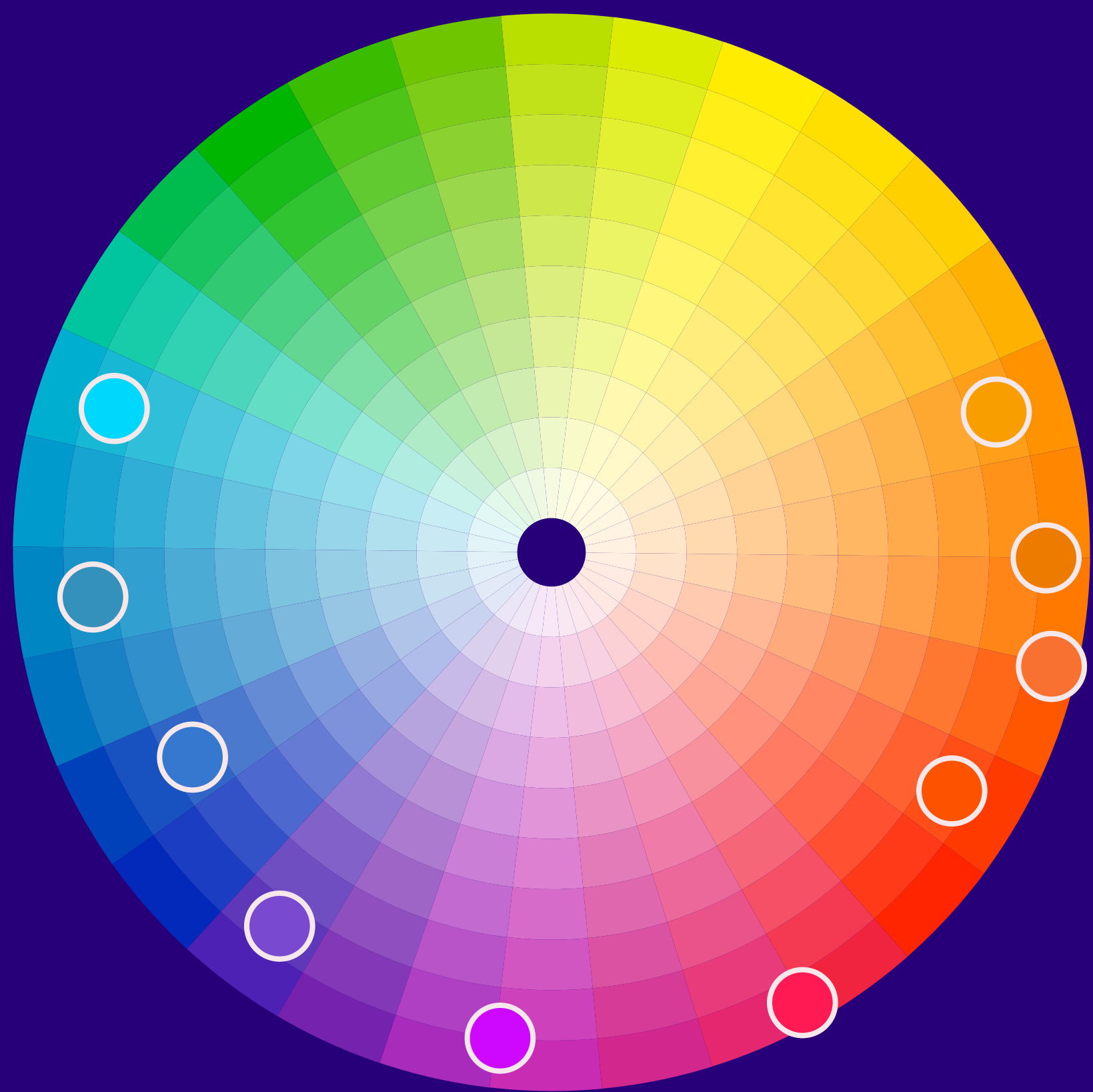
COMPETITOR IDENTITIES



Pathea



CORE COMPETITORS COLORS



CORE COMPETITORS TYPOGRAPHY

WE ALSO MAKE NEAT STUFF!

We've not only got our own shirts, posters, pins and plushies, but we've even got a line of socks too. How cool is that? Go on, take a peek!

LET'S SCHOOL IS NOW OFFICIALLY RELEASED ON STEAM!

The long-awaited moment has arrived! Today, we are thrilled to announce the official release of Let's School on Steam

[LEARN MORE](#)

COZY APOCALYPSE SURVIVAL / 2024

I AM FUTURE

You're all alone on the roof in a sunken city on the ruins of civilization. But who said that the post apocalypse has got to be dire?

Welcome

So what's the story with Spry Fox?

Well, it's pretty simple. We want to make the world a happier place and we're using games to do it. We want to help people connect with their old friends and make new ones. We want to give people more ways to express and challenge themselves. But mostly, we just want to give people more ways to have fun and enjoy their lives!

Who We Are

Recently founded in the remote region of Yogyakarta, our multinational team consists of specialists in many fields, including artists, engineers, developers, and more.

About Luma Island

Seeking a fresh start, you've bought Old Man Jeffrey's farm and rustic caravan on Luma Island. Explore, craft, mine, fish, uncover secrets, build your dream farm & collect magical Lumas in an awesome 1-4 player adventure. No stamina bars, no inventory limits, and no checks on your creativity! Play your way: Cozy, Adventure, or Hero mode, solo or with friends.



CORE COMPETITORS

KEY TAKEAWAYS

Logo styles

- Mascots
- Typography-driven identities
- Symbols
- Illustrative marks

Colors

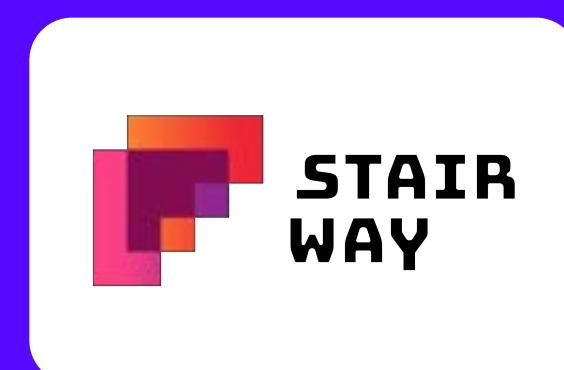
- Saturated accent colors
- Bright high-visibility palettes
- Warm energetic tones
- Strong contrast between elements

Typography

- Bold display typography
- Readable high-impact headlines
- Condensed and geometric forms
- Clean supporting body text

Opportunity

Create a more atmospheric and immersive identity within the cozy simulation space through handcrafted visuals, nighttime fantasy aesthetics, and worldbuilding-driven branding.



DESIGN DIRECTION



The Mark

The logo combines a tree and a treehouse to represent creativity, exploration, and immersive worldbuilding. The illuminated windows reinforce the cozy and imaginative atmosphere behind Lantern Grove Studio.

Aa

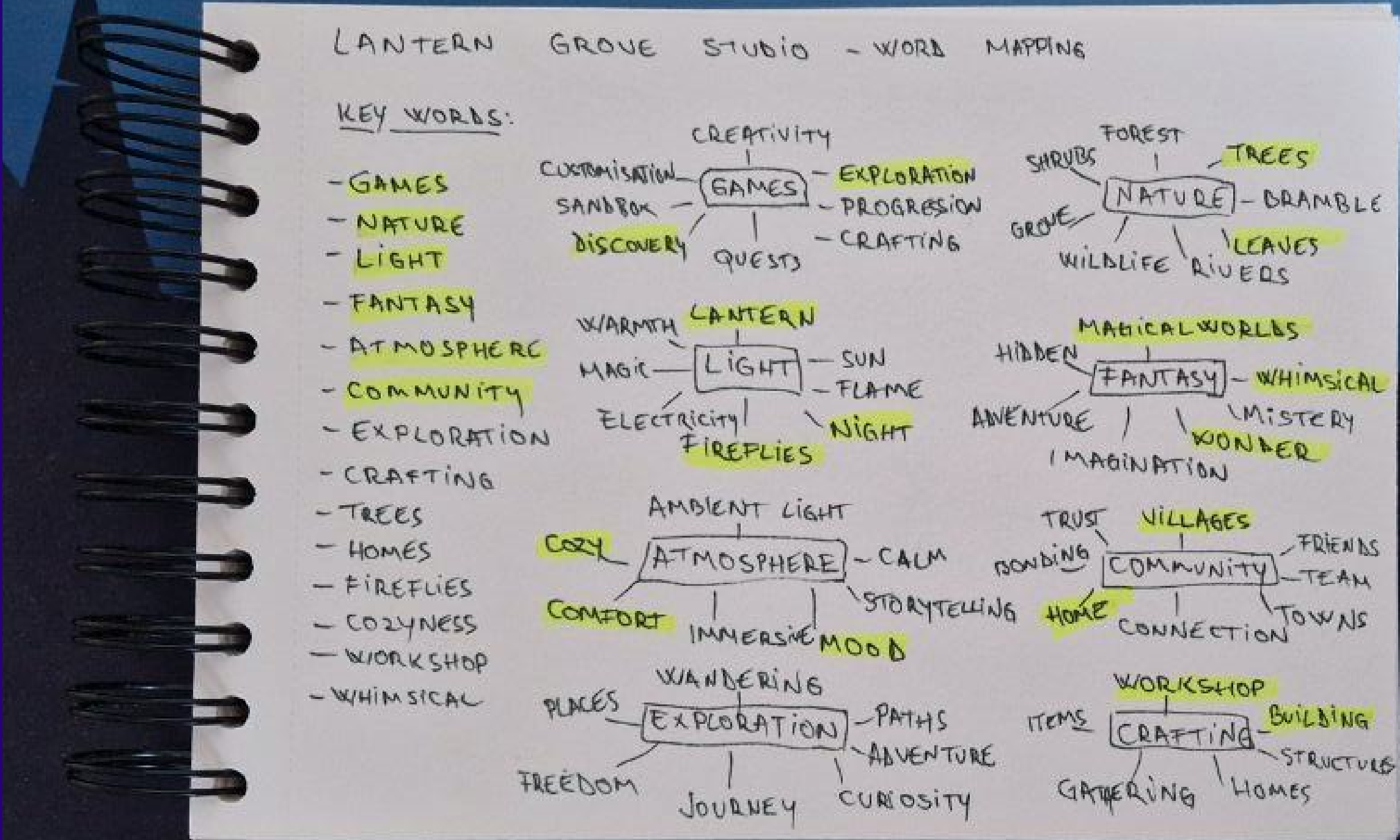
The Typography

Rounded typography balances playfulness with readability, giving the brand a bold yet welcoming personality.



The Color Palette

Deep indigo tones and warm lantern golds create a cozy nighttime atmosphere inspired by fantasy forests and exploration.



Games

creativity • exploration • progression • crafting • quests • discovery • sandbox • customisation

Light

sun • flame • night • fireflies • electricity • magic • warmth • lantern

Atmosphere

ambient light • calm • storytelling • mood • cozy • comfort • immersive

Nature

forest • trees • bramble • leaves • wildlife • rivers • grove • shrubs

Fantasy

magical worlds • whimsical • mystery • wonder • imagination • adventure • hidden

Community

villages • friends • team • towns • connection • homes • bonding • trust



BRAND THEMES

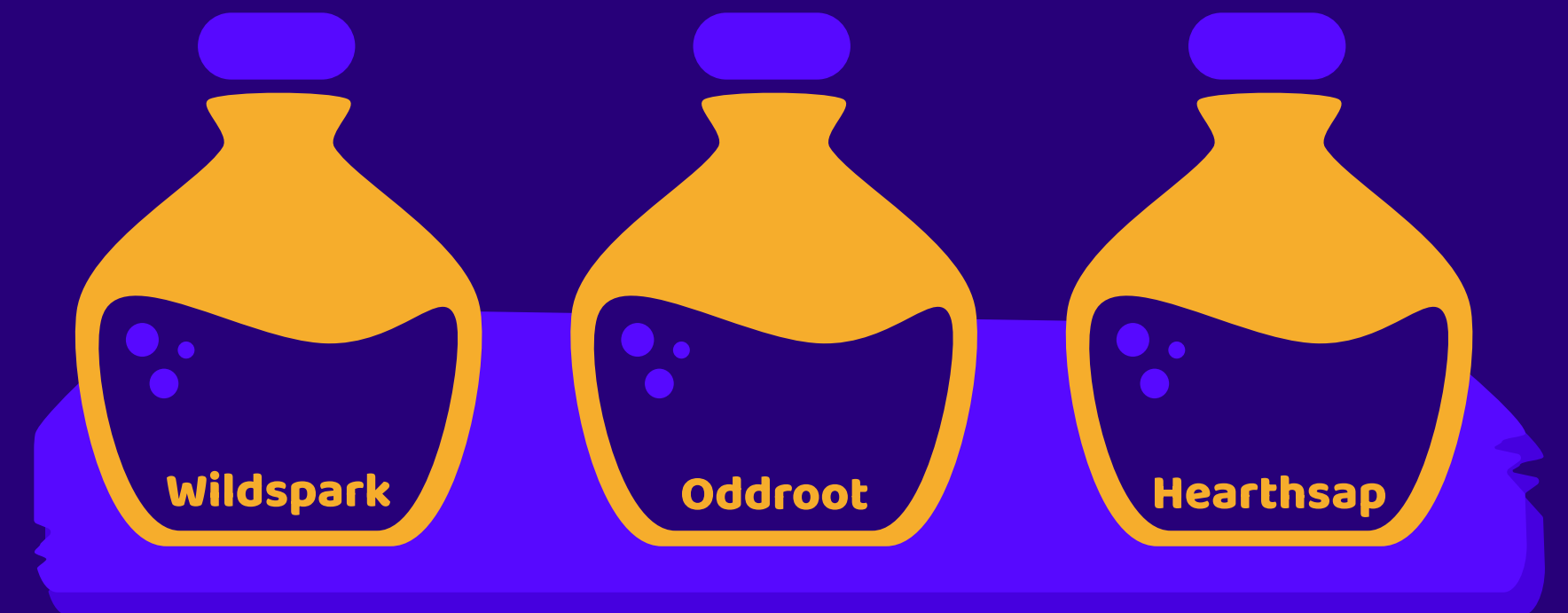
Fantasy	Exploration	Villages	Community	Wonder	Whimsical
Crafting	Treehouses	Cozyness	Fireflies	Lanterns	Discovery
Atmosphere	Nighttime	Creativity	Warmth	Escapism	Adventure



VOICE & MESSAGING

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PERSONALITY TRAITS



Inventive

Always experimenting with new ideas, systems, and ways to bring worlds to life.

Adventurous

Driven by exploration, discovery, and the excitement of uncovering something new.

Quirky

Full of charm, odd little details, and personality that make the world feel alive.

Witty

Lighthearted and clever, with a playful sense of humor woven into the experience.

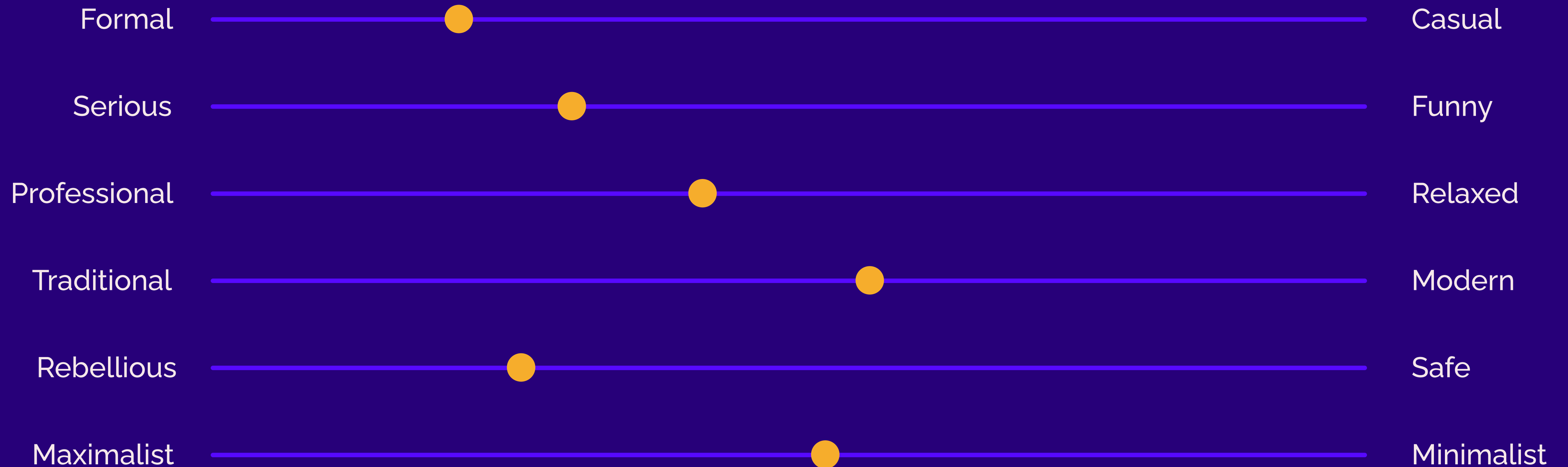
Nostalgic

Inspired by the comfort of returning to worlds that feel familiar and timeless.

Wholesome

Built around warmth, comfort, and meaningful shared moments.

VOICE SPECTRUM



VOICE & TONE APPLICATIONS

Example 1 - Update Post

Lantern Grove Patch 0.4

A few wandering fireflies escaped into the workshop again.

This update introduces:

- new village decorations
- expanded crafting options
- improved lighting across nighttime environments
- and a handful of bug fixes quietly causing chaos behind the scenes.

Thanks for continuing to explore the grove with us.

Example 2 - Community Post

Lantern Festival Begins Tonight

The lanterns are lit, the soup is warm, and someone definitely brought too many mushrooms again.

Join us tonight for:

- seasonal decorations
- limited-time rewards
- cozy village activities
- and a few hidden surprises scattered throughout the forest.

Bring a friend. Stay awhile.

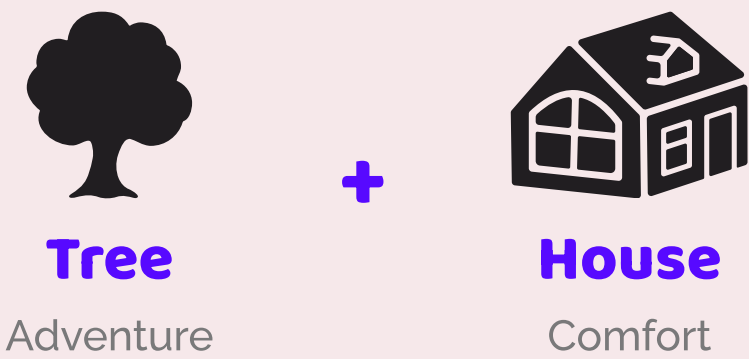


THE LOGO DESIGN

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The brandmark combines two core elements into a single recognizable symbol. The tree represents nature, growth, and exploration, while the house introduces a sense of warmth, comfort, and belonging. By merging the two into a treehouse, the mark captures the whimsical and adventurous spirit of Lantern Grove Studio, creating a symbol rooted in storytelling, imagination, and playful escapism.

Recognizable

The simple silhouette and treehouse concept create a memorable mark that remains clear across sizes and applications.

Balanced Simplicity

The mark uses simplified shapes and minimal detail to remain versatile, scalable, and visually clear across digital and print applications.

Organic Structure

Rounded forms and natural curves give the mark a warm, approachable feel inspired by nature and handcrafted worlds.



Whimsical

The treehouse concept introduces charm, imagination, and a playful sense of adventure without losing clarity or readability.

Cozy & Adventurous

The balance of comfort and exploration reflects the emotional tone behind the brand's worlds and experiences.

Story-Driven

By combining a tree and house into one symbol, the mark reflects storytelling, exploration, and imagination.



TYPOGRAPHY SYSTEM

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Created by Nick Săvescu



Rounded Personality

The soft rounded letterforms create a warm and approachable identity that reflects the studio’s whimsical and imaginative tone.

Bold Presence

The heavy weight gives the wordmark strong visibility and recognizability across digital platforms and promotional materials.

Structured Balance

The secondary “Studio” lockup introduces contrast and structure, balancing the playful personality of the primary wordmark.



Friendly Geometry

Rounded forms and simple construction help the typography pair naturally with the organic silhouette of the brandmark.

Distinct Character

The expressive letterforms give the wordmark a recognizable personality that feels memorable and unique.

Modern Clarity

The typography remains clean and highly legible while preserving the cozy and adventurous personality of the brand.



TYPE SYSTEM

H1-H2 Headings & Display

Baloo 2, ExtraBold

Free for personal and commercial use on Google Fonts.

H3 Headings, Body Copy & Labels

Raleway, Medium, SemiBold & Bold

Lantern Grove Studio builds whimsical worlds shaped by curiosity, comfort, and adventure. From quiet villages to hidden forest paths, every experience is crafted to spark imagination and create moments players want to return to.

Free for personal and commercial use on Google Fonts.

Typography In Use

Primary Button

Start Adventure

Secondary Button

Join Wishlist

Chips / Tags

Cozy RPG





Horizontal



Brandmark



Badge lock up



Vertically stacked



Horizontal wordmark



Vertically stacked wordmark



COLOR PALETTE

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COLOR SYSTEM

Primary Palette

Midnight Purple

HEX #27007A HSB 259°, 100%, 48%
RGB 39, 0, 122 CMYK 68%, 100%, 0%, 52%

Magic Indigo

HEX #580AFF HSB 259°, 96%, 100%
RGB 88, 10, 255 CMYK 65%, 96%, 0%, 0%

Honey Gold

HEX #0F6AE2D HSB 39°, 82%, 96%
RGB 246, 174, 45 CMYK 0%, 29%, 82%, 4%

Shadow Black

HEX #221E22 HSB 300°, 12%, 13%
RGB 34, 30, 34 CMYK 0%, 12%, 0%, 87%

Cloud White

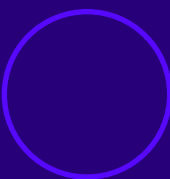
HEX #F6E8EA HSB 351°, 6%, 96%
RGB 246, 232, 234 CMYK 0%, 6%, 5%, 4%

Where Wonder Meets Warmth and Storytelling

The palette balances mystery and warmth through deep twilight purples, a glowing golden accent, and soft neutral tones.

Together they create a visual language that feels imaginative, memorable, and built for exploration.

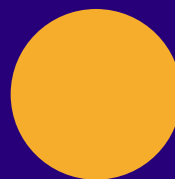
Color Roles



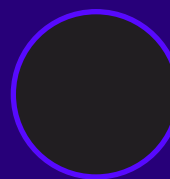
Midnight Purple
Foundation • Mystery
• Night



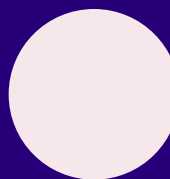
Magic Indigo
Energy • Creativity
• Discovery



Honey Gold
Warmth • Guidance
• Wonder



Shadow Black
Contrast • Depth
• Structure



Cloud White
Balance • Comfort
• Readability

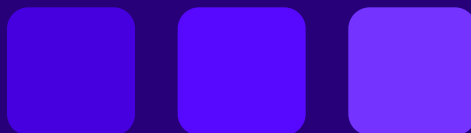
Supporting tones

Supporting tones for depth, hierarchy, and visual flexibility.

Midnight Purple



Magic Indigo



Honey Gold







ADDITIONAL ASSETS

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SUPPORTING VISUAL LANGUAGE

Designed to complement the core identity, these assets add personality, enrich storytelling, and help Lantern Grove create a world that feels warm, whimsical, and full of wonder.

Brand Pattern

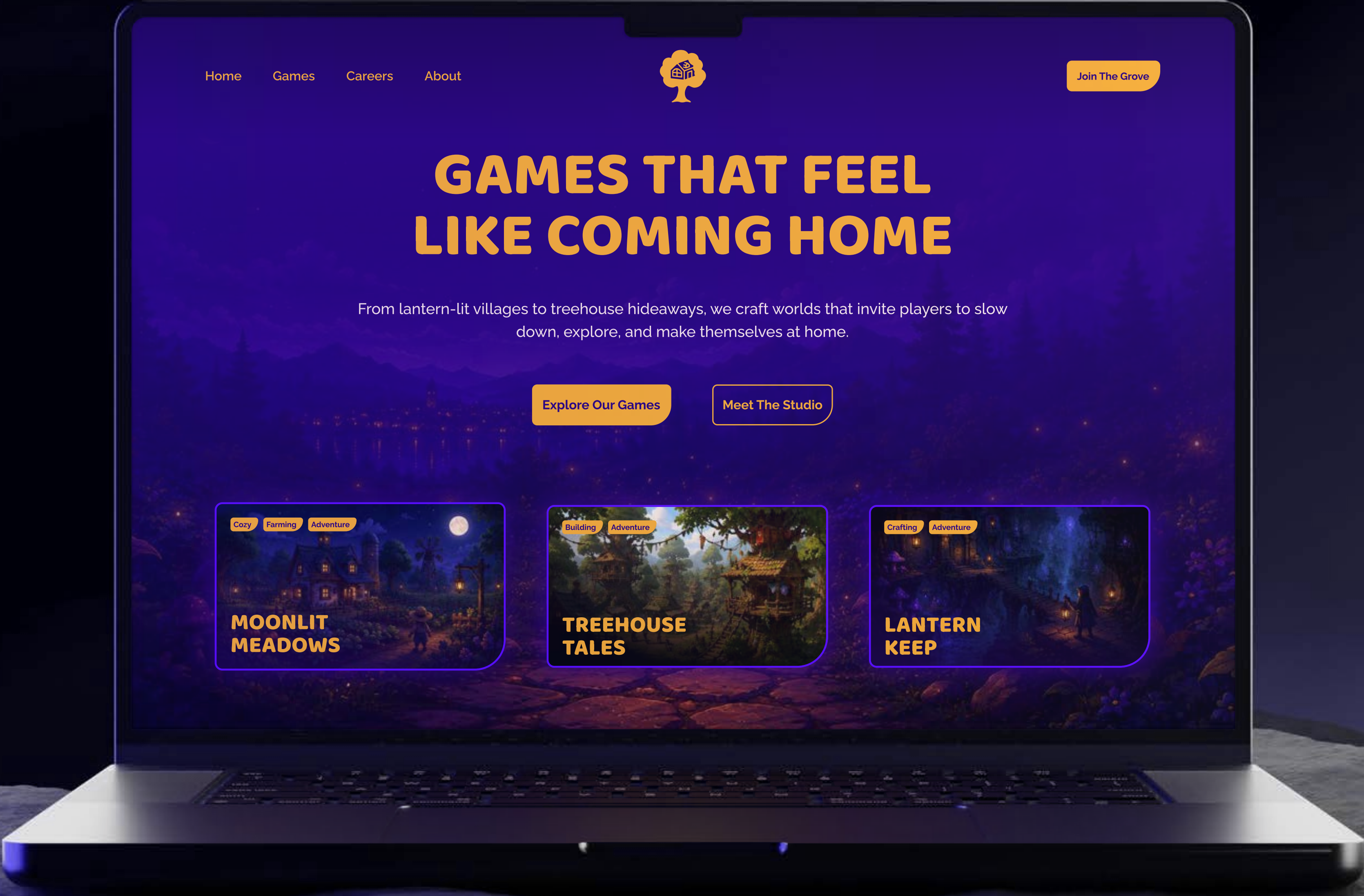


Brand Icons

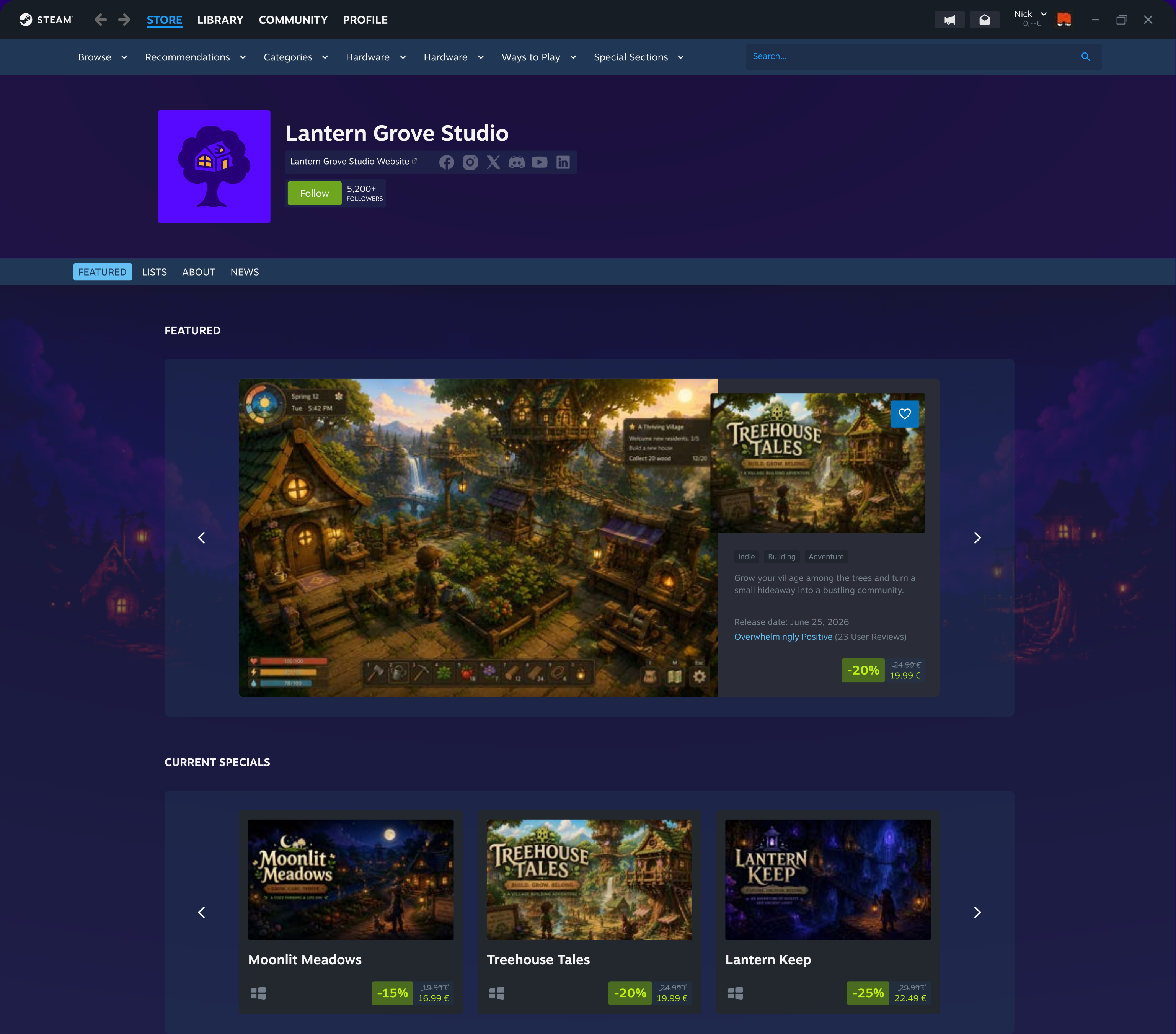


BRAND APPLICATIONS

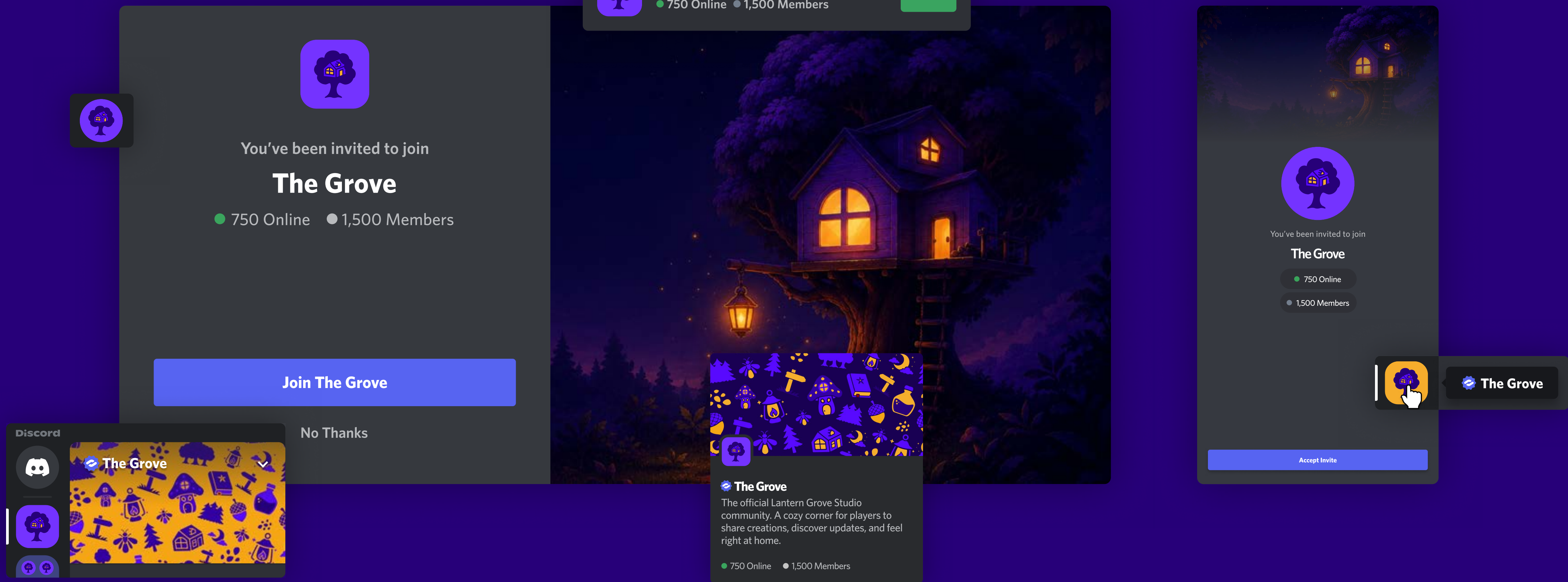
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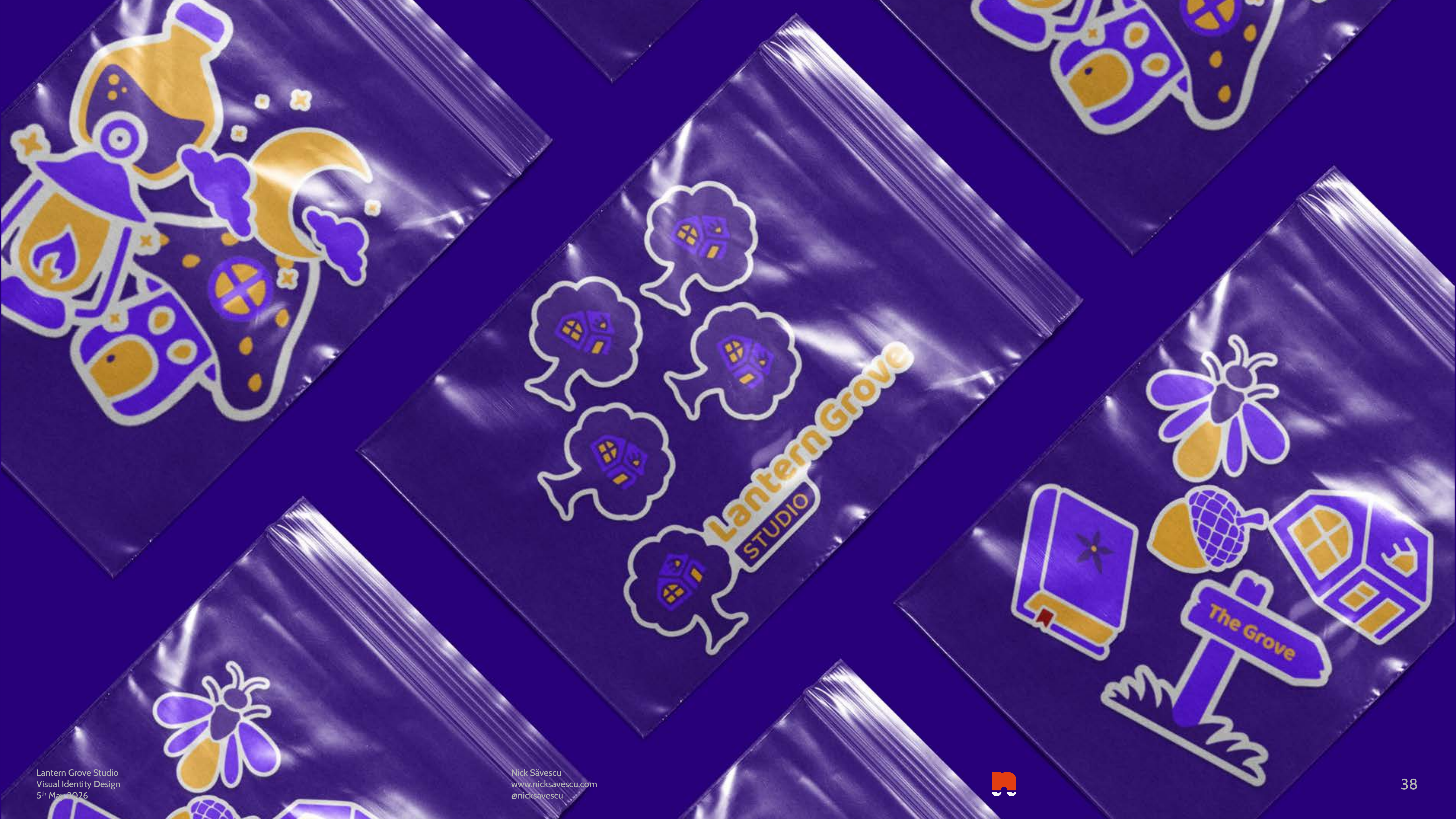


STEAM PUBLISHER



DISCORD COMMUNITY







EXPLORER'S JOURNAL





THANK YOU FOR EXPLORING THE GROVE

Lantern Grove Studio is a fictional concept created to showcase a complete brand identity system for a cozy indie game studio.

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Lantern Grove
STUDIO