TWOFOLD
GAMES

Our Vision

Giving more depth to casual gaming on mobile by mixing in culture, good story-telling, art and unique experiences that stay with you long after you switch off your device.

Our Strategy

We believe that entertainment must have at least two active ingredients to have a lasting effect on the person consuming it. One being entertainment. The other is the transfer of knowledge and/or emotions.

This is how we express ourselves. It's how people experience us and our games.

Our Promise

We build quality experiences you can carry around.

Our products focus on themes that are rarely explored in video games and we choose to work on topics that are close to our hearts. Bite-sized interactive entertainment in the form of mobile video games.

Audience & Tone

We are ones with the urge to create. From the moment we picked up our first controller, we instinctively wanted to invent, to have fun creating and sharing our games.

We are not requested to do this, nor do we need this to survive. It is not just a pastime. For us, this is a way to connect and trade valuable experiences with an audience we might never meet. Our focus is to deliver bite-sized experiences that can be enjoyed without asking too much of the player's time. We trust that our approach to the craft resonates with you, the player.

TwoFold's brand is a reflection of its audience. It is inclusive, direct in communication, treats gamers as adults and is not afraid to take risks.

LOGO

The minimalistic and modern isometric look of our logo complements the way we approach game design. Direct and clear. Forward and isometric. The quasi parallelism and the belief that things are better in pairs.
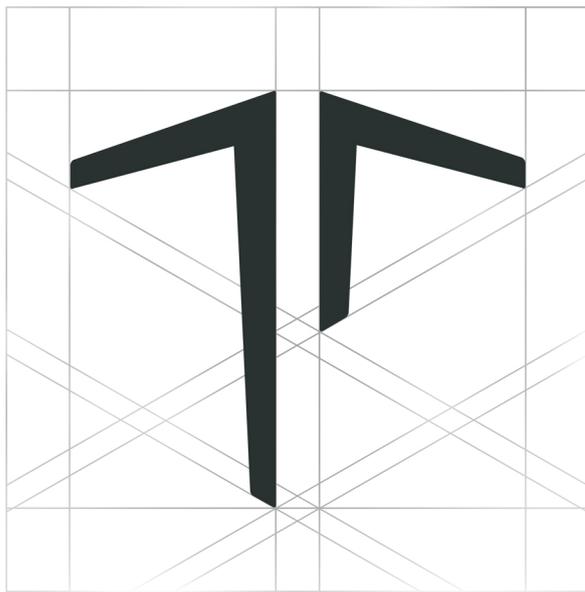
T   2   Isometric

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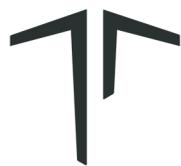
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Brand Colors

There are six main colors in the Twofold color palette. The brand should be mainly monochromic, using tints of the darkest color of each set. The accent (highlighter) color can be used sparingly to create contrast when needed. Gradients should be avoided.

TF Green Set
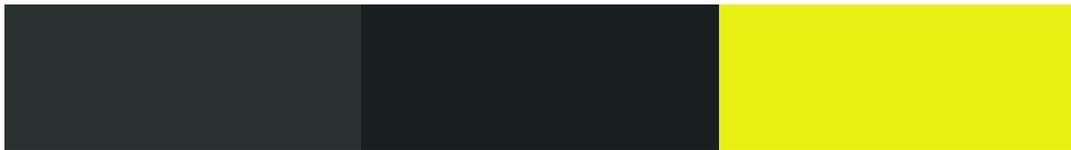
| TF Green	TF Dark Green	TF Yellow
#293131	#191f1f	#e8f013
C.75 M.62 Y.63 K.61	C.76 M.65 Y.65 K.75	C.14 M.0 Y.97 K.0

TF Brown Set
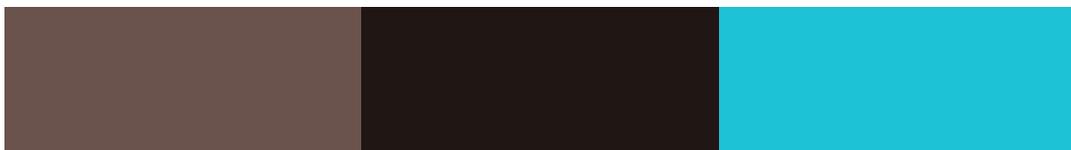
TF Brown	TF Dark Brown	TF Blue
#69534c	#201614	#1dc2d6
C.51 M.60 Y.61 K.32	C.66 M.69 Y.69 K.80	C.67 M.0 Y.17 K.0

Patterns & Illustration

If you need to introduce further elements to accentuate the Twofold brand, always go for isometric patterns coupled with the logo.
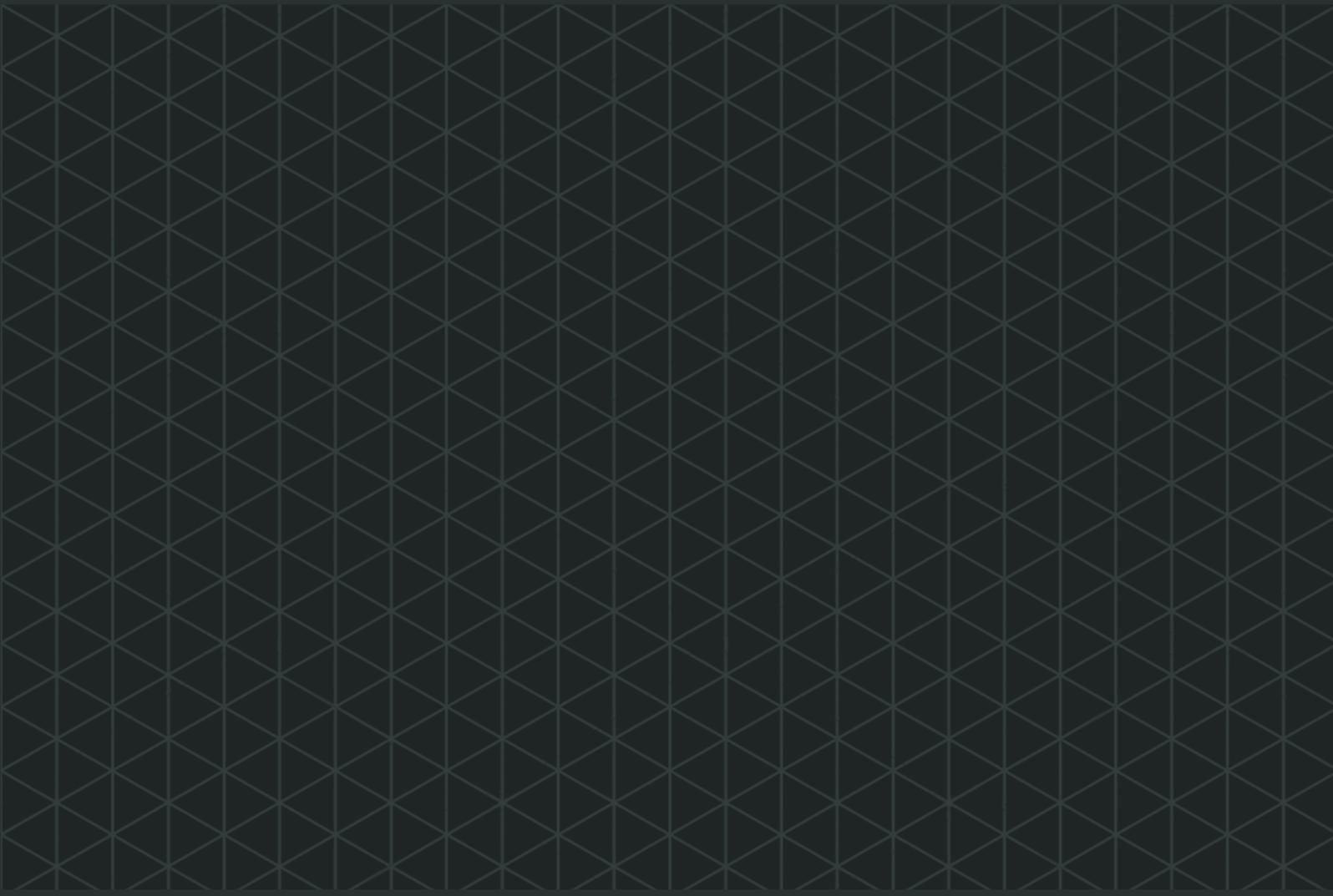
Typeface

Primary & Web

Make use of Open Sans font for everything web and for clear informal communication. Body copy should never be smaller than 9 points. Legal copy should be 7 points or less.

Aa **Open Sans Semi Bold**
THIS IS A HEADLINE EXAMPLE

Aa Open Sans Regular
This is a body copy example

Aa Open Sans Regular
This is sub-text copy example

Light 300
Normal 400
Semi-Bold 600
Bold 700

Light 300 Italic
Normal 400 Italic
Semi-Bold 600 Italic
Bold 700 Italic

Typeface

Formal communication

When communicating in a formal manner use the brand's serif font. Formal documentation, legal paperwork, and such documents should follow the instructions indicated below.

AA Constantine Regular
    THIS IS A HEADLINE EXAMPLE

Aa Open Sans Regular
    This Is a Sub Title Example

Aa Baskerville Regular
    This is a body copy example

Normal 400

Normal 400 Italic

Semi-Bold 600

Bold 700

Typeface

Display

The display typeface for Twofold Games is BEYNO. It should only be used for display purposes such as offer titles, announcements or product names. It is not to be used in a typical paragraph styling.

BEYNO
THIS IS A HEADLINE EXAMPLE

BEYNO
THIS IS A SUB TITLE EXAMPLE

Imagery

Clean, Bold and Minimalistic. Our games make use of minimalistic design styles, therefore our imagery should reflect the idea of removing everything that is not deemed necessary. On the rare occasion where photos are needed, use dark monochromic photos.

Whenever possible, show game imagery inside containers resembling the latest mobile devices. Isometric perspective is encouraged if the medium lends itself well enough.