gameloom

The original weave.
A new chapter.



A practical guide to the Gameloom identity.
For the worlds we have yet to make together.

BRAND SYSTEM / 2026

A small system.
Room to create.

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Begin with the supplied artwork. Use these rules to make choices around it: surfaces, type, space, language and atmosphere. The guide describes the approved 2026 identity and an early product direction. It does not announce a released product, launch date or feature set.

THE ENDURING IDEA

Making a game can be part of *playing together.*

Inviting · Inventive · Human · Considered

What Gameloom stands for

Personal ideas becoming shared experiences. A small spark, a meaningful rule, another person joining in. The weave expresses separate threads becoming something richer together.

We begin with games we author on a shared, composable engine. Distinct worlds shape that foundation; a wider community will eventually create with it.

Public positioning: “Different worlds. A common weave.” Invite people to follow the games and engine taking shape. Show the research, the working pieces and the evidence behind each claim.

2012

Early designs explore the woven mark: separate threads becoming something richer together.

2013

Detailed plans and a public website give Gameloom its first visible shape, with the woven mark and rounded, lowercase identity.

2026

The archive becomes a starting point again. Authored games, a shared engine and an open development journey begin a new chapter.

One weave. Several useful forms.

The four ribbon paths retain the recovered geometry. Soft gradients add depth; the outlined Nunito wordmark brings the mark into the present. The primary composition is always upright.

PRIMARY / ON DARK



PRIMARY / ON LIGHT



COMPACT / STACKED

Use where a square or vertical footprint suits the composition.



ONE COLOUR / PRINT AND CONSTRAINED PRODUCTION



Use the supplied one-colour artwork; do not desaturate the gradients.

Give the weave room to breathe.



Diagram is illustrative. Measure the actual visible paths, excluding the SVG canvas padding. Keep text, edges and competing artwork outside the dashed boundary.

One ribbon is the unit.

Let **x** be one ribbon's width. The original path geometry is 408.5 units high and the ribbon is 88.5 units wide.

$$x = 88.5 / 408.5 \times H$$

21.7% of the visible icon height

Leave at least x on every side of the entire logo or standalone icon. For the primary 1025 × 240 master, the visible icon height is 196 units, so x is approximately 42.5 units. The master includes only a small margin; add space in the layout.

gameloom

140 px full logo



24 px icon

Practical screen minima, not mechanical guarantees. Use the icon alone below 140 px. Use the dedicated favicon files at browser sizes. Proof physical output at final size; production methods vary.

Four threads. A quieter spectrum.

Green

Highlight / 0%	#D4F7B2
Midtone / 42%	#8ECB5E
Shade / 100%	#38673A

Cyan

Highlight / 0%	#A0F0F0
Midtone / 48%	#45B6C6
Shade / 100%	#235263

Violet

Highlight / 0%	#E3C1EF
Midtone / 45%	#AE74C8
Shade / 100%	#5E3D82

Gold

Highlight / 0%	#F4DFA2
Midtone / 50%	#D7A44D
Shade / 100%	#786234

Night / surface
#0B0D10

Paper / primary text
#EEEEE8

Warm / light surface
#F1F0E9

Ink / light text
#24292B

Sage / quiet neutral tint
#C8E1C3

These are sRGB values. The master SVGs define exact gradient direction and edge highlights; use their fills unchanged. Swatches illustrate the progression. Supporting neutrals: elevated surface **#15191D** and secondary text **#AAB7B1**.

No thread is the default accent. Sections take turns, one thread each; a pair marks a shared moment and all four mark the whole. Italic accent lines use the four-thread gradient: highlights on dark, shades on light. Sage is a quiet neutral tint, never the accent. Keep surfaces neutral and never use colour alone to communicate status. Print needs the printer's profile and a physical proof.

Chapter 1
Green

Chapter 2
Cyan

Chapter 3
Violet

Chapter 4
Gold

A shared moment
Two threads

The whole
All four

Warmth in the headline. *Clarity everywhere.*

Worlds waiting

to be woven.

Nunito Regular carries headings. Arial or the platform sans-serif carries body copy and controls. Georgia italic adds a short, editorial change of pace.

Suggested web scale
Display 48-96 px / 1.05 line height
Section 32-48 px / 1.15
Body 16-18 px / 1.6; labels 12-14 px / 1.5

Use responsive sizes and real text. Keep long paragraphs around 45-75 characters per line. Do not imitate the logo by typing the name: use its outlined artwork.

Readable colour pairs

Computed from the solid sRGB values below using relative luminance. Ratios are rounded for display; pass/fail uses the unrounded value.

FOREGROUND / BACKGROUND	RATIO	NORMAL TEXT
Paper / Night	16.71:1	Pass
Muted / Night	9.37:1	Pass
Sage / Night	13.91:1	Pass
Ink / Warm	12.88:1	Pass
Cyan / Warm	2.10:1	Fail

Use at least 4.5:1 for normal text and 3:1 for large text under WCAG 2.2, contrast minimum. Large text means at least 24 CSS px regular or about 18.7 px bold. Check overlays, gradients and interactive states separately.

The logo exception is not a blanket exemption for brand copy. Keep focus indicators visible, label controls, provide meaningful image alt text, and never use colour as the only cue.

Atmosphere, with a human pace.



Space

Start with an 8 px rhythm. Use broad outer margins and generous space between sections.

Hierarchy

One focal point, one headline, a short supporting thought. Keep the eye's route clear.

Threads, light and restraint

Use fine curves, sparse nodes and soft pools of light to suggest connection and possibility. Keep them behind content. Decorative lines can be subtle; functional boundaries must remain visible.

Let the mark supply the main colour. Use one accent in a composition. Avoid dense particle fields, stock gaming clichés, neon frames and invented product screenshots.

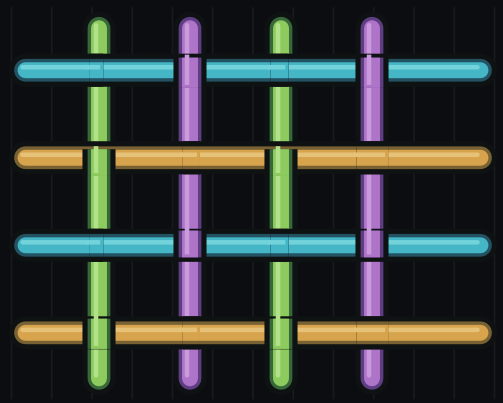
Movement is optional.

Ambient motion should be slow and slight: a small drift, a gentle change in light. A hero illustration may tilt roughly 6-9 degrees; navigation, document and partner logos stay upright.

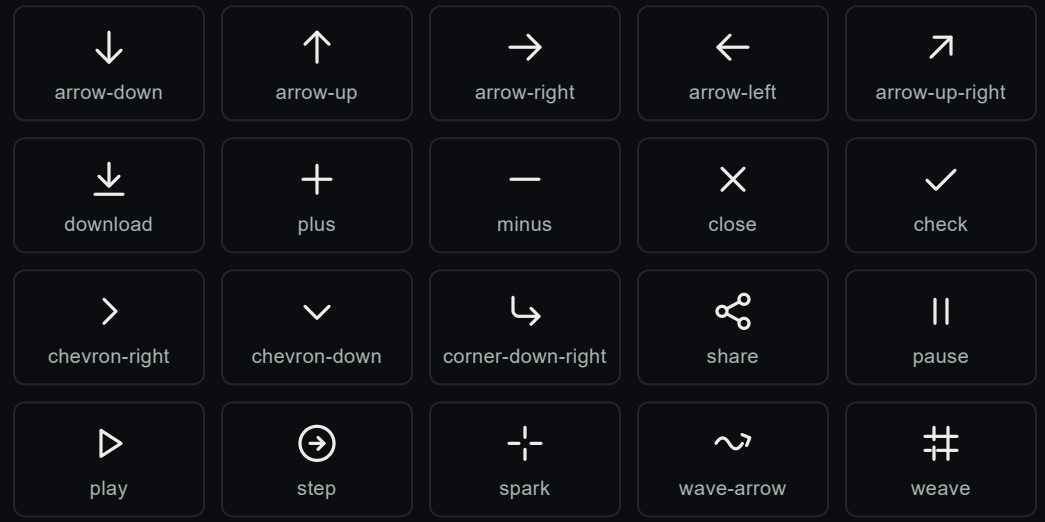
Respect `prefers-reduced-motion`. Offer a visible pause control for continuing animation and keep all content visible when paused or without JavaScript. Avoid autoplay sound, flashing and scroll-dependent access to information.

Use a static composition for email, social images and print. See W3C's pause, stop, hide guidance.

Woven, not drawn around.
Icons, never symbols.



- Illustrate with the threads themselves. Draw subjects from the mark's silk ribbons rather than placing the mark beside a diagram.
- Silk, not lines. Each ribbon has a shade edge, a midtone body and a soft sheen, as in the logo strands.
- Over and under. Where threads cross, the upper one passes over with a fine dark edge, the way the mark separates its strands.
- Neutral ground. A faint loom warp and neutral markers sit behind the colour; illustrations stay labelled as concepts.



- One line family. 24 px grid, 1.6 stroke, round caps and joins, drawn in the current text colour and sized to the type.
- Never substitute characters. Unicode arrows, ticks, crosses and separator dots are not icons; use the supplied set or extend it in the same style.
- Pair icons with words. An icon supports a label or carries an accessible name; it never stands alone as the only meaning.

An invitation to imagine.
An honest account of what exists.

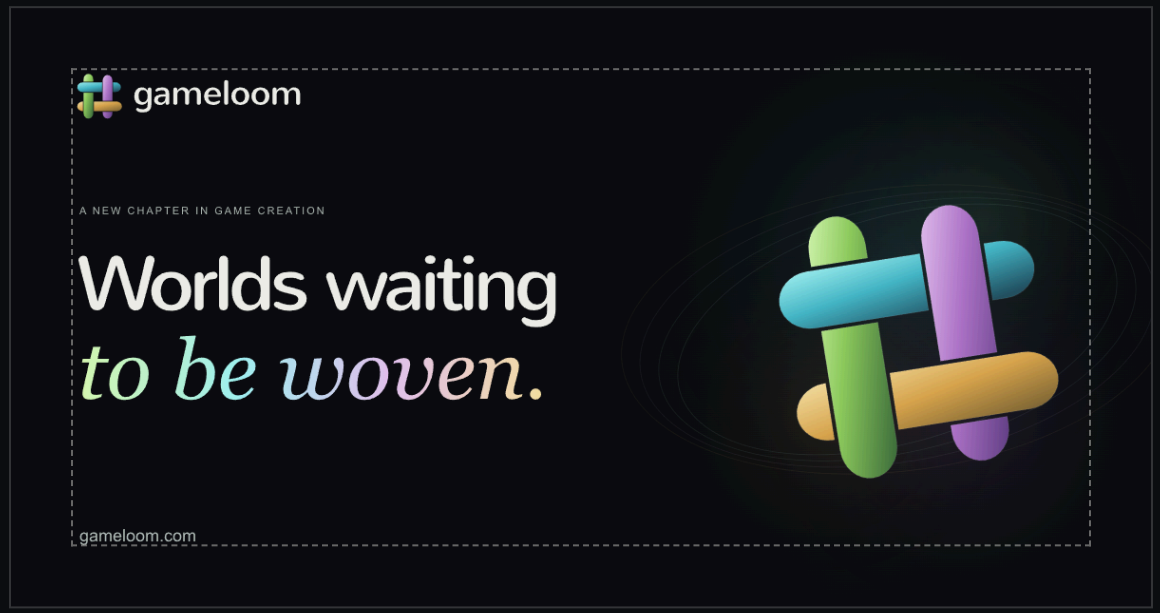
Write with curiosity, warmth and precision. Prefer people, ideas, rules and games to platform jargon. A teaser can be poetic; product information should be concrete. Keep the distinction clear.

MOVE AWAY FROM	USE INSTEAD
“The revolutionary platform that lets anyone build anything.”	“We're reimagining how ideas become games, and how games bring us together.”
“Create any multiplayer game instantly. No limits.”	“Different worlds. A common weave. Follow the games and engine taking shape together.”
“Sign up now. Launching soon. Limited places.”	“A new chapter is taking shape.” Only add a signup or launch date when it exists and is intended.
“The future of games has arrived.”	“Discover the ideas and experiments behind the worlds we're making.”

Name and spelling
Write **Gameloom** in prose. The supplied wordmark is lowercase. Write **gameloom.com** for the address. Avoid “GameLoom”, “Game Loom” and added trademark symbols.

Status and evidence
Distinguish plans, recorded results and live exhibits. Tie “works” to demonstrated behavior and its scope; say “available” only for a verified release. An expert recommendation or passing diagnostic is not a shipped game.

Make the first impression feel like Gameloom.



1200 × 630 px / opaque PNG / sRGB. The dashed guide shows a minimum 64 px inset on all four edges; it is not part of the export.





1080 × 1080 square
512 × 512 avatar

Use the square composition for square posts. Keep the avatar's core mark inside a circular crop.

Share the finished artwork.

The landscape card is the default website preview. Keep the wordmark, short headline and distinctive weave together. Use the dedicated square artwork instead of cropping the landscape card.

Keep essential content at least 64 px from landscape edges. Platforms can crop or overlay content differently, so inspect the actual preview after upload. A safe area reduces risk; it does not guarantee a particular platform's crop.

For web sharing
Serve the PNG at a public HTTPS URL with an image content type. Set Open Graph and large-image card metadata, dimensions and a useful image description. The preview image must be reachable without a login.

After an update, check the fetched image and page metadata. Social platforms may cache earlier previews. Use descriptive alternative text in posts that support it.

Protect the relationships that make it familiar.



Do not stretch.

Scale the complete master proportionally. Keep the icon-to-wordmark relationship intact.



Do not tilt a lockup.

The hero icon may float. The logo in navigation, documents and signatures stays upright.



Do not recolour the weave.

Keep the ribbon order, gradients and over-and-under breaks. Use supplied mono artwork when needed.

Do not add effects to the master.

Avoid bevels, outlines, heavy glows, textures and drop shadows baked into the logo. Atmosphere belongs to the composition.

Do not lose contrast or space.

Choose the correct surface variant. Place it on a calm area, maintain clear space and avoid busy photography behind lettering.

Do not rebuild the name.

Keep the supplied outlines and spacing. Do not substitute a font, attach a slogan to the master, or rearrange the ribbons.

> Before handing work over: inspect it at its actual display size, check light and dark contexts, verify that the logo is complete, and confirm the copy describes the current product honestly. A clear, simple application is usually the strongest one.

Ready to use. Easy to keep consistent.

Master artwork	SVG for clean scaling. Primary, stacked, icon and one-colour variants. Lettering is outlined; no installed font is required to display the logos.
Raster artwork	PNG for office tools, slides and services that cannot use SVG. Logo exports are transparent; social cards and avatars include their intended background.
Sharing	Landscape preview, square artwork and avatar. SVG sources accompany the ready-to-publish PNGs.
Interface assets	Favicon, PNG icon sizes and touch icon under `icons/`. Use these at their intended sizes.
Implementation	CSS tokens and JSON tokens record the palette and foundational design values. Review a composed result, not just individual tokens.
Guide & inventory	Portable PDF, this editable HTML guide, and the asset directory. Keep the HTML beside its asset folders.

Credits, rights and provenance

The icon preserves the four paths from the recovered **logo23.svg**. The original evidence stays unchanged in the project archive. The 2026 gradients and composition are the approved modern identity.

The wordmark is outlined from the archived Nunito Regular font, credited to Vernon Adams (2011). A font copy and the SIL Open Font License 1.1 accompany this kit. Retain its notices and follow that license when redistributing or modifying the font.

Arial and Georgia are system typeface recommendations; their font files are not included. Use an appropriately licensed installation or a system fallback. Logo artwork does not require those fonts.

No trademark clearance or unrestricted license for the Gameloom name and artwork is asserted by this guide. The font's license is separate from the brand identity. Do not imply endorsement or permission beyond what the owner has granted.

Reference standards, checked 15 October 2026

W3C / Contrast minimum · Pause, stop, hide

SIL / Official Open Font License text