craft.

VISUAL IDENTITY / EDITION 02

Brand guide.

A creative home for the people who make worlds.

TRYCRAFT.NET / NOVEMBER 2026



FIG. 01 / CREATOR WORLD

Find what you need.

Use the logo masters when you publish. Use these pages when you need to make a design decision.

Brand and audience	Who builds here, and how we speak to them	03
Logo system	Construction, clear space and small sizes	04–05
Color and typography	Working palette, contrast pairs and type scale	06–08
Art and interface	Creator World, motion and product surfaces	09–11
Writing and applications	Product copy, responsive layouts and studio stationery	12–16
Delivery	File choices, credits and source materials	17–18

The creator makes the decisions.

Craft gives Roblox creators a place to shape a game idea, gather its files and review the next change with a crew or an agent.

First game

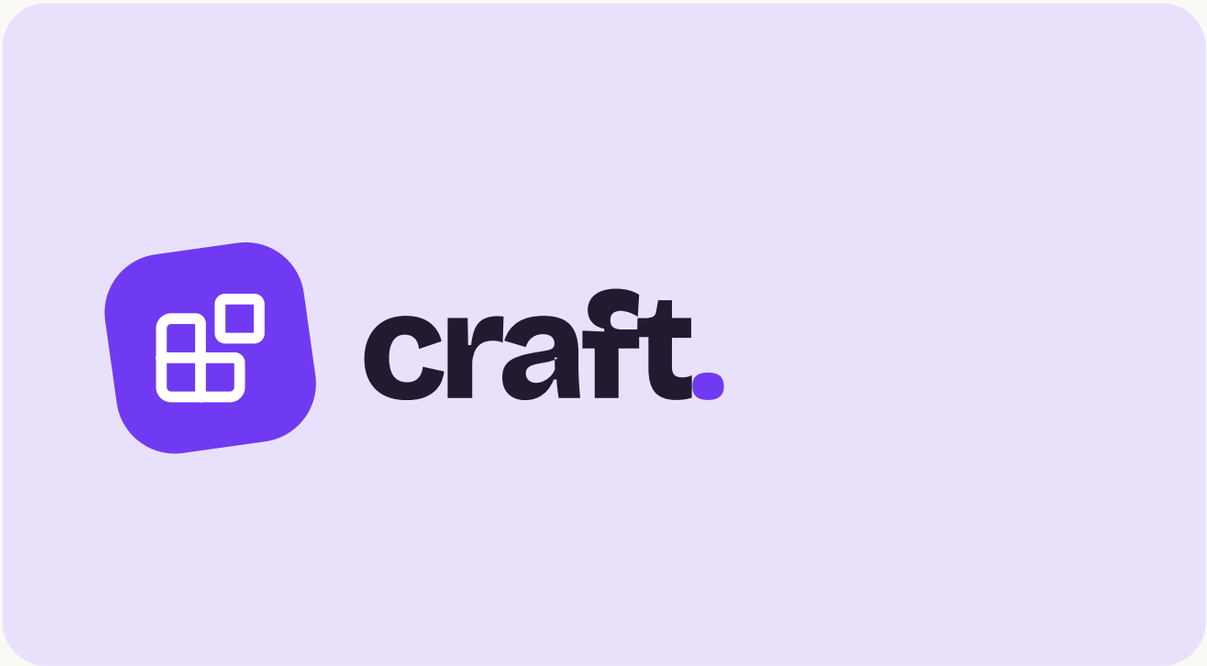
Offer one small starting point. An obby idea and a blank brief give a new builder something they can change immediately.

Returning crew

Put project files, review and permissions within reach. Use the same plain language when an experienced developer opens an advanced tool.

A block waiting to be placed.

The loose block belongs to the same grid as the other three. The slight turn of the badge adds movement while the building pieces stay upright.





WORDMARK

Lowercase craft. Bold Bricolage lettering ends with a violet dot, keeping the voice playful and clear.

BADGE

A 41 px violet tile with a 12 px corner radius turns 8° counterclockwise around an upright white glyph.

Give the mark room.

Measure X as one quarter of the unrotated tile width. Keep at least X clear on every side of the visible lockup, including the terminal dot.



DIGITAL SIZE PROOF



Use the icon alone below the compact lockup. Keep its accessible name on controls.

FULL LOCKUP

Keep the badge at least 31 px high for compact navigation. Use a 41 px badge at the standard size.

ONE-COLOR PRODUCTION

Choose the supplied ink or white knockout artwork for a single-color job. Proof the glyph at final size.

The working palette.

Start with paper and ink. Give violet the largest colored area. Reserve lime for the action you want a creator to take.

#703AF2

Electric violet

Identity and active states

#D9FF58

Acid lime

One primary action

#211A30

Deep ink

Reading and outlines

#FAF9F5

Warm paper

Main canvas

#FF805F

Coral

Sparks and portals

#BCE6FF

Sky

Secondary details

#E9E1FC

Lavender

Quiet color fields

Digital masters use sRGB. Use the matched CSS and JSON tokens when extending the product.

Choose ink by background.

These ratios apply to opaque, solid color pairs. Recheck contrast when text crosses an image, a gradient, or a disabled overlay.

15.88 : 1

Ink on paper

14.66 : 1

Ink on lime

5.87 : 1

White on violet

5.57 : 1

Violet on paper

5.49 : 1

Muted ink on paper

6.78 : 1

Ink on coral

Use a check, a label and a visible focus ring for selection. When a permission changes, write the new role or allowed action in the interface.

DISPLAY / BRICOLAGE GROTESQUE 800

Wild worlds.

DM Sans

Use a familiar reading rhythm for briefs, instructions, navigation and permissions. Give a sentence time to wrap on a small screen.

Hero	48–96 px / 1.0	Bricolage 800
Section	32–52 px / 1.05	Bricolage 750–800
Body	16–20 px / 1.5	DM Sans 400–500
Control	16 px / 1.3	DM Sans 650–750

Use the product monospace stack for Luau, file paths and API identifiers. Keep long-form text in sentence case.

Inside Creator World.



CREATOR WORLD / ORIGINAL CONCEPT ART

Use the landscape master beside a headline. Place the transparent cutout on a quiet, solid field.

01 View

A slightly elevated isometric view makes the route, the obstacles and the next platform legible together.

02 Materials

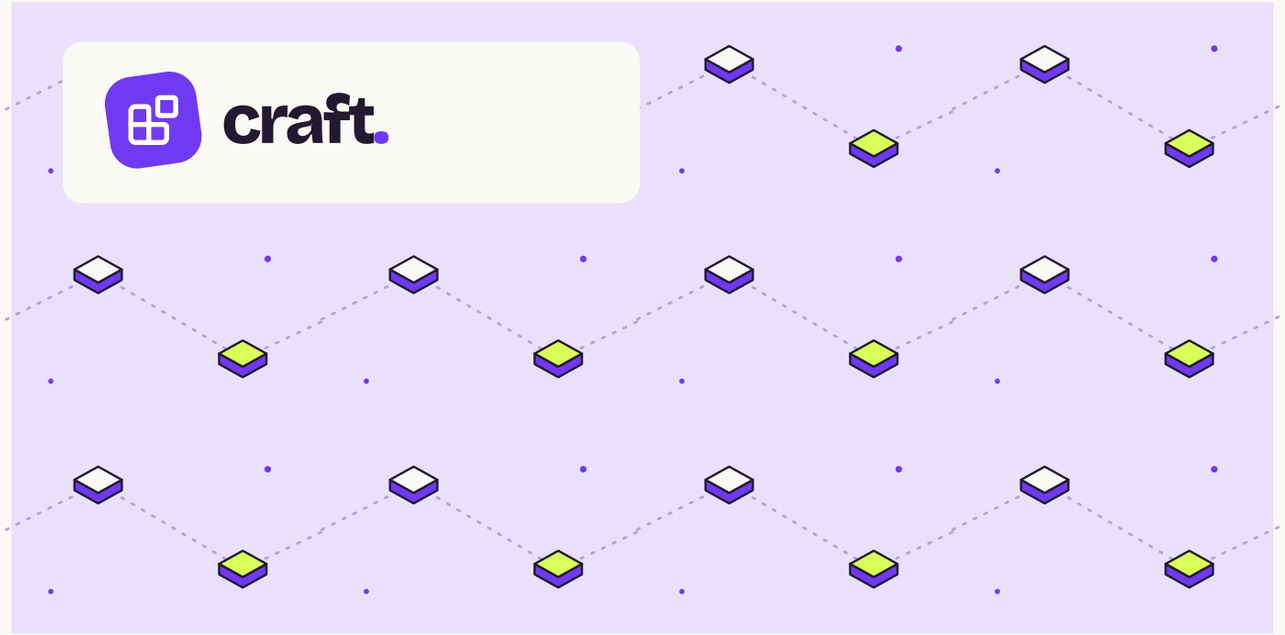
Use soft shadows and chunky, polished shapes. Violet paths and a coral portal lead the eye across lime platforms.

03 Crop

Keep the portal and at least one stretch of playable path visible. Move type into its own field on portrait layouts.

Follow the platforms.

Two small platforms and a dotted route make a repeatable background from a familiar moment in an obby. Use it for a campaign edge or a divider on a studio handout.



ORIGINAL REPEAT TILE / 240 × 160

PLACEMENT

Leave a solid patch behind the logo. Keep text, touch targets and permission labels on a quiet reading surface.

SCALE

Repeat the tile at one consistent scale. Preserve the 3:2 ratio so the two platforms share the same perspective.

Play outside. Focus inside.

Let the landing page invite exploration. Once a creator opens a project, give the brief, files and conversation the clearest place on screen.

LANDING / EXAMPLE

Big ideas. Wild worlds.

Explore the workspace

PROJECT BRIEF

Moonbase obby

Players jump between drifting platforms to bring power back to the station.

Review project files

MOTION

Use native scrolling and subtle layer movement. Reduced-motion visitors get every chapter in reading order.

RESPONSIVE

Stack fields before shortening labels. Keep navigation reachable by touch and keyboard, with visible focus.

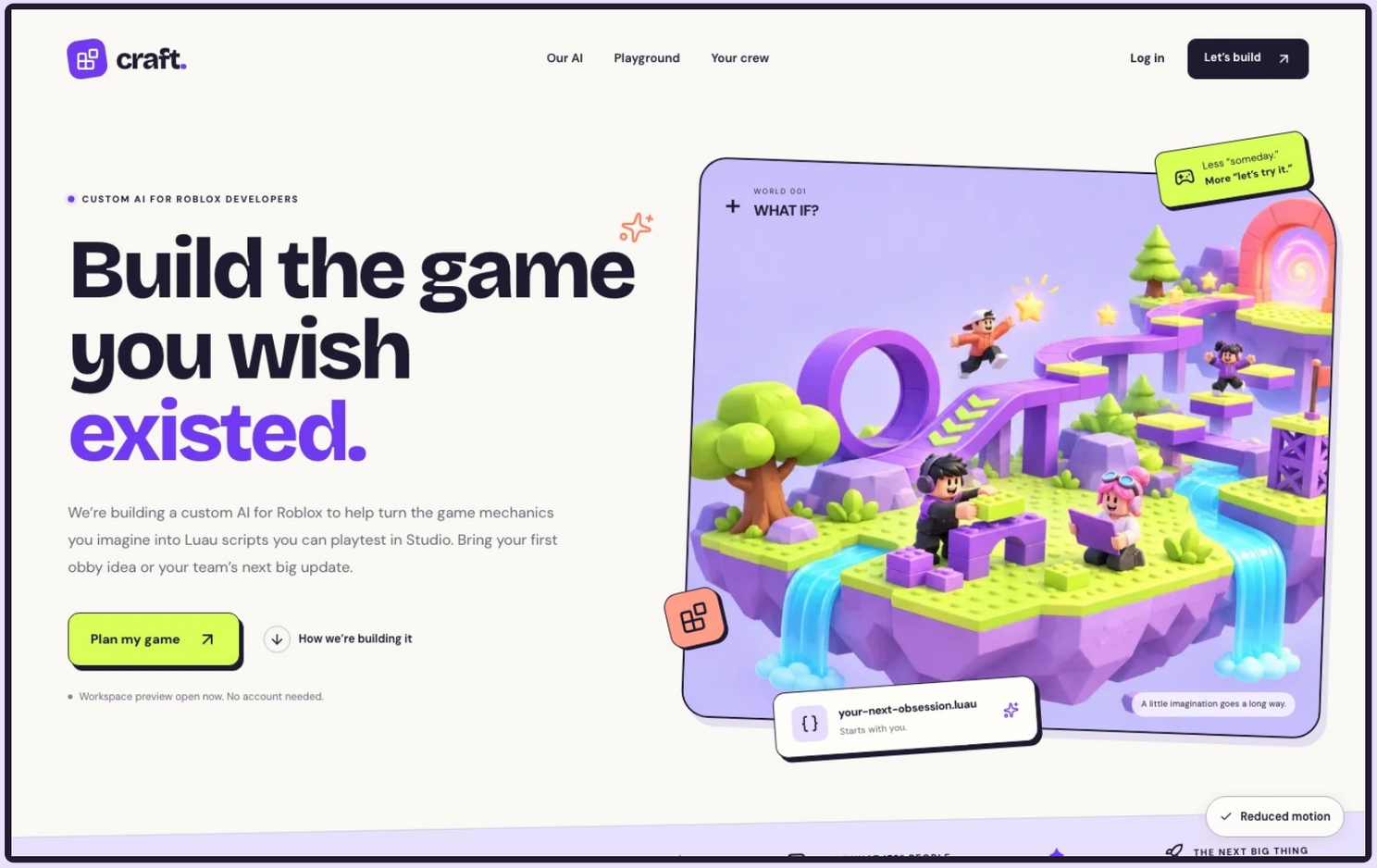
Write to the builder.

Be playful where someone is exploring. Be literal where someone is granting access, saving work or approving a change.

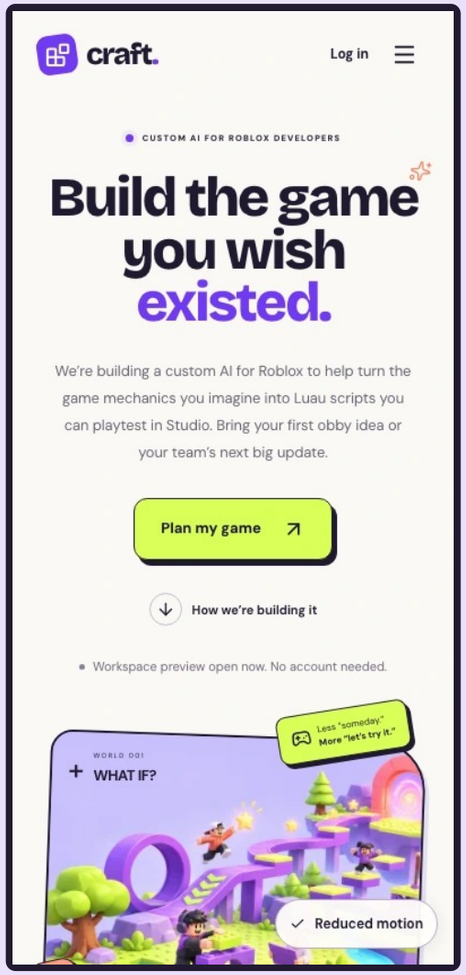
INSPIRATION	“What does the player do in their first 30 seconds?” A concrete question helps a creator describe the loop.
PERMISSION	“Viewers can read this workspace.” Name the role and the action a teammate can take.
REVIEW	“Review the proposed files before you apply them.” Separate a suggestion from a confirmed change.
RECOVERY	“Copy your draft, then try saving again.” Give one practical next step when a save fails.

The same world, reflowed.

Use the full composition on a wide canvas. Move the art beneath the invitation on a phone so a creator can read and act before scrolling.



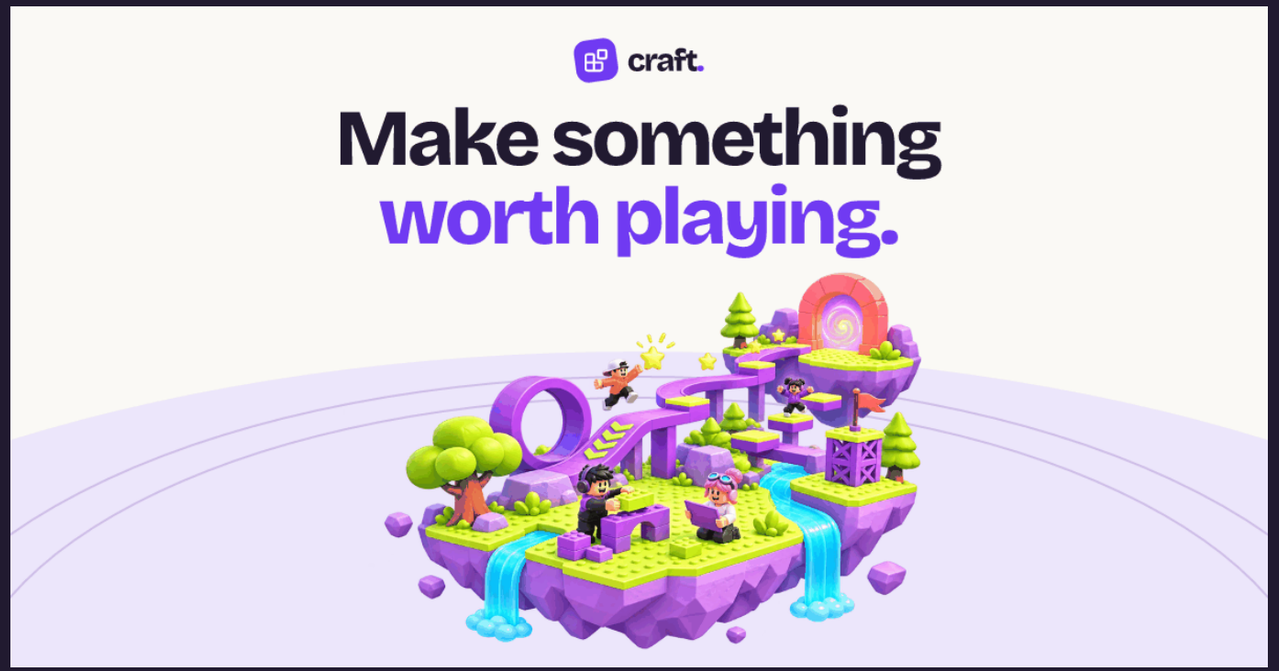
DESKTOP / 1440 PX



PHONE / 390 PX

One idea per frame.

Choose a literal project idea or a short invitation. Give the words and the world separate space, especially in a link preview.



LINK PREVIEW / 1200 × 630

Share card

Keep the name and subject in the central area. The preview should still read when a chat app shrinks the card to thumbnail size.

Social templates

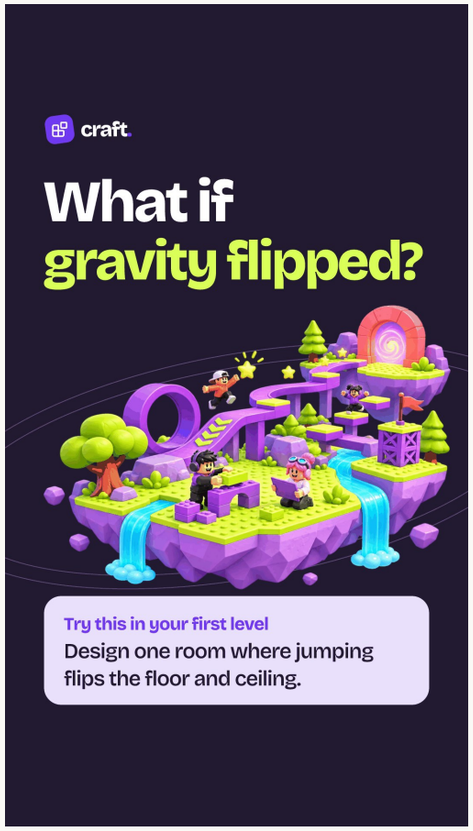
Change the headline in the editable source. Read the export at phone size before posting.

From feed to story.

Use the square for a finished thought. The portrait template leaves room for a question a creator can answer.



SQUARE / 1080 × 1080



STORY / 1080 × 1920

EDITING

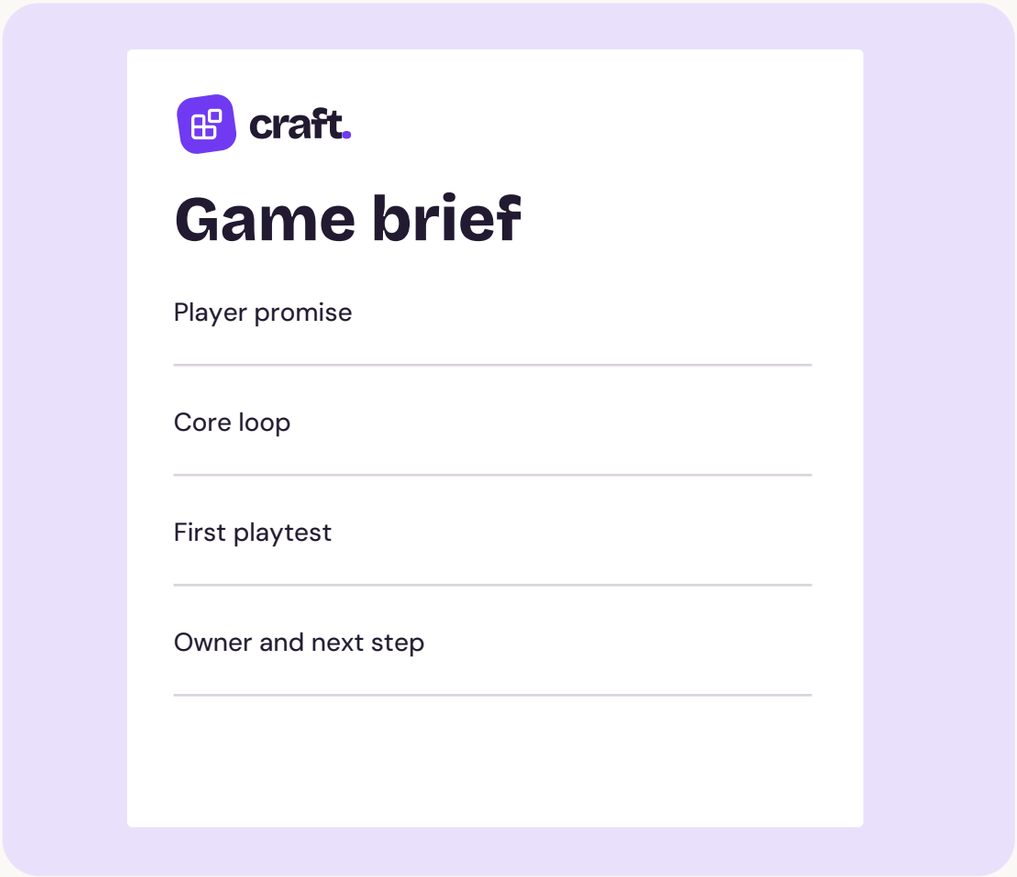
Install the included Bricolage font, open a social SVG in a vector editor, and change the headline with the text tool.

SAFE AREA

On the story canvas, keep text at least 90 px from the sides, 250 px from the top and 270 px from the bottom.

A brief people can use.

A single-page worksheet carries the identity into a small team’s actual planning meeting. Use the same structure in a printout or browser.



What goes on it

One player promise, the repeatable action, the smallest playable test and the person taking it forward.

How to use it

Open the editable game brief in a browser. Type into the fields, then print or save a PDF for the crew.

Pick the right source file.

Logos	Outlined SVGs scale for web and print. Use the dark master on ink and the light master on paper.
Icons	Choose the standalone mark for an app tile, avatar or compact navigation. The favicon has its own export.
Social	Use a PNG for posting and the paired editable artwork for a new campaign. Keep a copy of your master.
Templates	The printable game brief works offline. Store a separate copy for each project.
Tokens and fonts	Match product colors to the shared values. Keep the OFL documents alongside redistributed fonts.
Illustration	The full landscape and alpha cutout show an original concept world. Label them as concept artwork.

Credits and provenance.

Craft carries forward the approved November 2026 creator-world identity: the palette, tilted block tile and original artwork, with its new lowercase wordmark.

ARTWORK AND LETTERING

Creator World is original concept artwork commissioned for Craft and adapted into a transparent cutout. Bricolage Grotesque and DM Sans use the SIL Open Font License. The Blocks glyph comes from Lucide. Keep the license notices with distributed source files.

Bricolage Grotesque and DM Sans sources

Lucide Blocks

DESIGN RESEARCH

Softriver's public portfolio pairs logo decisions with examples of a brand in use. Its handoff lists guidelines, source files and campaign applications. This Craft edition uses that sequence with Craft's own creative direction.

Softriver project studies

Softriver sample identity book