

**MYSORE
MASALA
STUDIOS**

THE TASTE OF PLAY, REIMAGINED.

THE BRAND PLAYBOOK

Friendship at the beginning. Food at the heart.
Fun, funny games. A warm, cute identity.



25 PAGES / ONE SHARED SPIRIT

Logo. Colour. Type. Layout.
Artwork. Voice. Real applications.

Choose your next level.

Use this book as a practical reference, not a set of decorations to apply all at once.

01

THE STUDIO

03-05

Origin, purpose, personality and voice.

02

THE MARK

06-09

Masters, spacing, placement and misuse.

03

THE PALETTE

10-12

Roles, situations and contrast.

04

THE TYPE

13-16

Core pairing, scale and six directions.

05

THE WORLD

17-19

Layout, food art and project imagery.

06

THE BUILD

20-22

Components, classes and combinations.

07

PUT IT TO PLAY

23-25

Applications, website and handoff.

Fixed: logo masters, core colours and core type.

Flexible: project art and one controlled campaign accent.

A game can have its own identity. The studio signature stays stable.

Four best friends. A favourite dosa.

A college beginning, a shared love of food, and an idea carried forward by one of the four.

Four best friends. A college in Chennai. A shared love of food. Mysore Masala Dosa, on repeat.

A simple beginning, with friendship and a favourite dish at the centre. The presence of those friendships, and a love of food, carried into a game-studio idea by one of the four.

The heart of Mysore Masala Studios: that connection, expressed through play.

Fun games. Funny moments. A special love for food.

A warm, cute identity, with beautiful details and room for a little mischief. Food as a source of charm, comic timing and playful possibilities.

The direction ahead: games made for enjoyment, with food woven into the imagination.

THE ROOTS

Four best friends at a college in Chennai. A shared love of Mysore Masala Dosa.

THE NEXT STEP

One friend taking the idea forward, inspired by a love of food and the presence of those friendships.

THE PURPOSE

Fun, funny games, with a special love for food.

Public origin copy stays within these facts. Friend names, college name, dates and private moments stay out of the story.

Fun first. Food close to the heart.

A warm, cute game-studio identity shaped by friendship and a particular love of food.

Fun games. Funny moments. A special love for food.

A game studio with a clear ambition: enjoyable play, warm humour and food full of personality. Beautiful details, friendly forms and comic timing give that ambition a recognisable visual character.

THE CREATIVE PURPOSE

Fun at the heart of the play. Humour in the details.
Food as a source of charm and playful possibilities.

WARM

Welcoming language, creamy surfaces and the warmth of friendship.

FUNNY

Light mischief, expressive reactions and clear comic timing.

CUTE + CRAFTED

Friendly proportions, beautiful food and intentional details.

Keep the warmth. Keep the facts.

Impersonal origin copy. Short, specific studio language. Humour with a light touch.

Situation	Use	Avoid
Introducing the studio	Fun, funny games, with a special love for food.	Corporate capability lists that hide the game personality.
Sharing the beginning	Four best friends. A college in Chennai. Mysore Masala Dosa.	Invented campus routines, dialogue, names or dates.
Sharing progress	Food-game art study / experiment in comic timing.	A released-game claim without a confirmed release.
Adding humour	Dosa enthusiasm. Game-studio ambition.	Forced puns in every label or private jokes about the friends.

NAME

Use "Mysore Masala Studios" in prose. Keep the full name on first mention.

TAGLINE

"The Taste of Play, Reimagined." Keep it separate from the logo master.

One name. Three useful signatures.

These proposed v1 vector masters translate the reference wordmark into a reproducible system. Use the supplied SVGs.



PRIMARY / STACKED

Default for the website, cover, social identity and studio sign-offs. Preserve the three-line relationship.



WIDE / HORIZONTAL

Use in short headers, end cards and partner rows when vertical space is limited.



SMALL / MM

Use for avatars and tiny placements. Give the full studio name nearby or in an accessible label.

The source mockups did not include original vector artwork. These are consistent new masters, not a claim to reproduce an unidentified custom typeface.

Give the mark room to breathe.

Clear space is measured from the visible mark. The SVG itself is trimmed; add the protected space in the layout.

x



For full wordmarks, x equals the cap height of STUDIOS. Keep at least 1x free on every side, including from page edges, buttons and partner marks.

MINIMUM SIZES / ACTUAL OUTPUT

Master	Digital width	Print width
Stacked	96 px	25 mm
Horizontal	180 px	48 mm
MM micro	24 px	6.5 mm

Micro clear space: x = one quarter of its visible width.

These are minimums, not target sizes. Check legibility at final size; increase the mark for rough stock, embroidery or distant viewing.

Place the signature with purpose.

Default to a quiet corner. Centre it when the brand is the message. These layouts are scaled examples; apply minimum sizes at the final output.



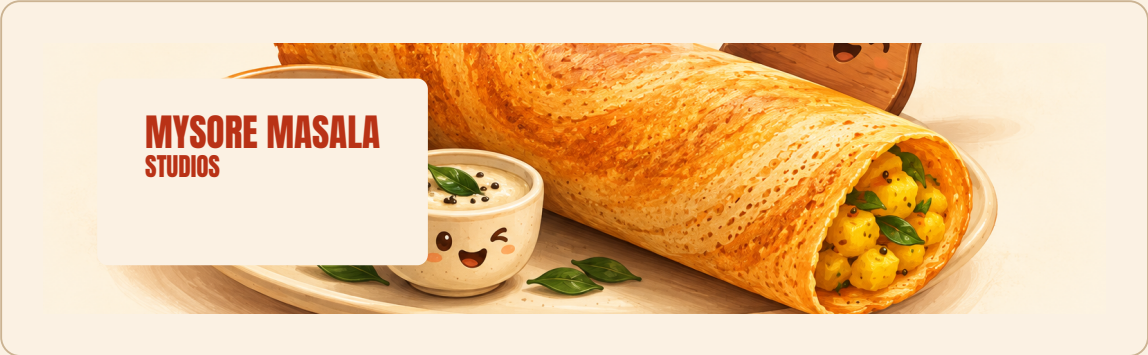
WEB HEADER / TOP LEFT



STUDIO END CARD / CENTRED



PARTNER ROW / BALANCED



ON ARTWORK / QUIET PLATE

Keep the logo outside busy images whenever possible. Match partner marks by optical weight, not identical width. Never imply a partnership that has not been confirmed.

The mark is not a playground.

Experiment around the identity. Keep the signature intact.



AVOID / Do not stretch.



AVOID / Do not rotate.



AVOID / Do not recolour by line.



AVOID / Do not swap the font.



AVOID / Do not bury it in artwork.

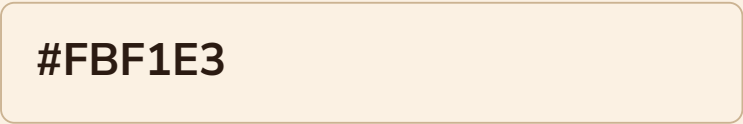


AVOID / Do not crop or crowd it.

Also avoid outlines, drop shadows, gradients, new spacing, unapproved symbols, attached taglines and screenshot exports of the mark.

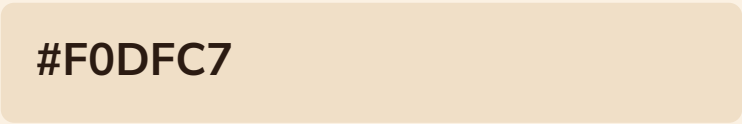
A palette with a little more flavour.

Use exact sRGB values in digital work. Project artwork may contain other colours; the surrounding studio identity remains stable.



Warm Paper

Main surface / inverse text
RGB 251, 241, 227



Parchment

Cards / soft groupings
RGB 240, 223, 199



Chilli Red

Brand / heading / primary action
RGB 185, 50, 22



Roasted Chilli

Hover / pressed action
RGB 146, 39, 15



Turmeric Gold

Small accent / dark links
RGB 236, 164, 52



Curry Leaf

Small accent / success
RGB 83, 97, 46



Espresso

Body / dark surfaces
RGB 43, 27, 18



Toasted Brown

Secondary text / input border
RGB 114, 91, 70



Sandstone

Decorative dividers
RGB 203, 179, 146

Print: convert through the printer's chosen profile and proof the stock. Do not treat a generic RGB-to-CMYK conversion as a fixed brand match.

Choose the surface before the accent.

The palette has roles. A colour should help someone understand the content or the next action.

DEFAULT / PAPER

Made for play.

Fun, funny games.
A special love for food.

Explore the games

Website, documentation and everyday brand content.

CINEMATIC / ESPRESSO

Made for play.

Fun, funny games.
A special love for food.

Get in touch

Project showcases, contact bands and studio end cards.

STORY / CHILLI

Made for play.

Fun, funny games.
A special love for food.

Get in touch

A short statement, launch announcement or occasional story section.

TARGET BALANCE / INTERFACE SURFACES



65% paper family / 20% espresso / 10% chilli / 5% gold and leaf

Good flavour needs clear contrast.

Aim for at least 4.5:1 for normal text. Meaning must also be visible through labels, icons, underlines or shape.

Verified solid-colour pairing	Ratio
Espresso on Paper	14.82:1
Chilli on Paper	5.32:1
Paper on Chilli	5.32:1
Brown on Paper	5.69:1
Brown on Parchment	4.87:1
Paper on Espresso	14.82:1
Leaf on Paper	6.03:1
Espresso on Gold	7.83:1

Hard to read.

AVOID / Gold body text on Paper / 1.89:1

Hard to read.

AVOID / Paper labels on Gold / 1.89:1

Hard to read.

AVOID / Sandstone essential text / 1.81:1

WCAG: large text may use 3:1 (18 pt regular or 14 pt bold). Essential control boundaries and state indicators require 3:1 against adjacent colours. Recheck textures and image overlays. Sources: p25.

Bold character. Easy conversation.

Primary pairing: Anton for short display headlines; Nunito Sans for everything people need to read comfortably.

The Taste of Play, Reimagined.

ANTON / REGULAR 400

Use for the logo masters, short hero headlines and section titles. Its compact weight provides the punch. Do not fake bold or italic, and do not use it for paragraphs.

Nunito Sans

A friendly, open reading voice for project descriptions, navigation, buttons, forms and the guide itself.

400 / body and long copy

600 / navigation and labels

700 / buttons and subheads

Web fallback: Anton -> Impact -> sans-serif; Nunito Sans -> system-ui -> sans-serif. The outlined logo stays unchanged when fonts fail to load.

Make the order obvious.

Use a small, repeatable scale. Sizes below are CSS pixels, not the point sizes of this guidebook.

Role	Desktop / mobile	Typeface / line height
Hero	48-88 / 48-56	Anton 400 / 1.05
Section title	32-48 / 32-36	Anton 400 / 1.05
Subheading	24 / 22	Nunito Sans 700 / 1.25
Body	18 / 16	Nunito Sans 400 / 1.55
Navigation / button	16 / 16	Nunito Sans 600-700 / 1.2
Eyebrow / caption	12 / 12	Nunito Sans 600-700 / 1.4

KEEP IT COMFORTABLE

Body measure: about 45-65 characters per line. Prefer sentence case. Avoid long centred paragraphs and full justification.

A SMALL EXAMPLE

SELECTED WORK

A little food.
A lot of fun.

Give each project a short title, a clear description and one useful next step.

[View the project](#)

Six ways to carry the same spirit.

One core pairing for daily use. Choose one alternate heading family only for a defined campaign or document, with Nunito Sans body text.

ANTON / CORE

The Taste of Play

Website, studio identity, general marketing.

FREDOKA / 600

The Taste of Play

Cute food-art campaigns and playful announcements.

SORA / 600

The Taste of Play

Partner pitches and technical presentation headings.

BARLOW CONDENSED / 700

The Taste of Play

Compact launch headers and event posters.

BREE SERIF / 400

The Taste of Play

Dev diaries, editorial stories and warm invitations.

NUNITO SANS / 800

The Taste of Play

Friendly announcements and long-form editorial covers.

Keep the same logo, colours and layout rhythm. Do not rotate fonts between sections or use all six together. These are controlled directions, not six competing identities.

Fun does not need six loud voices.

Avoid these treatments in studio branding. A game title may have its own art direction without changing the studio identity.

CONDENSED PARAGRAPHS

Long copy needs room to breathe.

AVOID / Too dense for body copy.

MONOSPACE MARKETING

The Taste of Play

AVOID / Reserve monospace for code.

ARTIFICIAL STRETCH

Reimagined.

AVOID / Never distort letter shapes.

Also avoid novelty pixel fonts for everyday UI, fake bold/italic, outline headlines and body copy placed directly over busy artwork.

SCRIPT NAVIGATION

Work Studio Contact

AVOID / Too ornamental for navigation.

TINY SUPPORTING TYPE

A crucial project description at a tiny size.

AVOID / Keep essential web copy at 16 px or above.

CONSTANT ALL CAPS

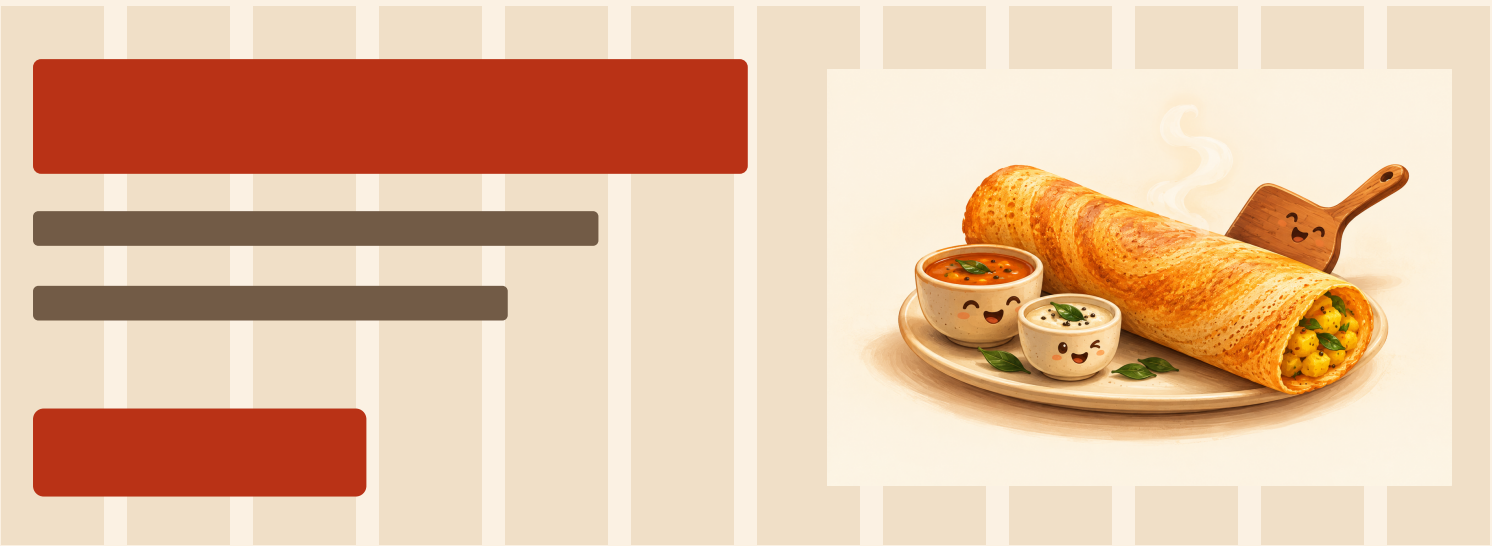
EVERY LINE IS SHOUTING

AVOID / Keep capitals for short labels.

Leave room for the player.

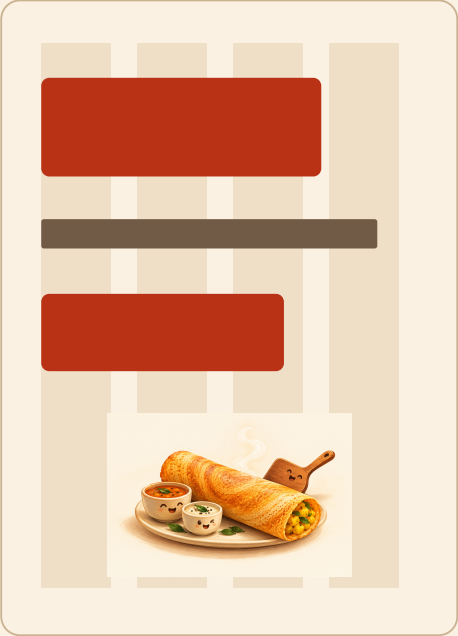
A page should have one main idea, one dominant image and one obvious next action in each section.

DESKTOP / 12-COLUMN GRID



Max content width 1200 px / gutter 24 px

MOBILE / 4 COLUMNS



24 px sides / 16 px grid gutter

SPACING SCALE / CSS PIXELS



Build spacing from 8 px steps. Use 4 px only for small internal details.

Cute food. A little mischief.

Food supplies the charm. Comic timing supplies the humour. Clear composition makes both readable.



DO / ONE CONTAINED SCENE

Warm light, expressive food and a clear focal subject. Give the image a defined frame and keep the headline outside it.

ILLUSTRATION

Use friendly food forms, rounded props and playful reactions. A funny detail should read at a glance.

ICONS

Use one consistent rounded line family at 2 px on a 24 px grid. Pair unfamiliar icons with a visible label.

TEXTURE

Paper grain may appear faintly in large empty areas. Start at 3-5% opacity, then check contrast at the actual output size.

Avoid scattered spices, repeated leaf borders, torn edges, tape, oversized paint blobs and a different icon style for each section.

Food with personality. Play with purpose.

A food-game visual direction with room for humour. Every game can have its own atmosphere and palette.



CROP WITH INTENT

Keep the main subject visible. Use a consistent image ratio for peers; never cut off a character's identifying features.

LABEL HONESTLY

Say concept, prototype, in development or released only when accurate. Separate studio identity from each game's title treatment.

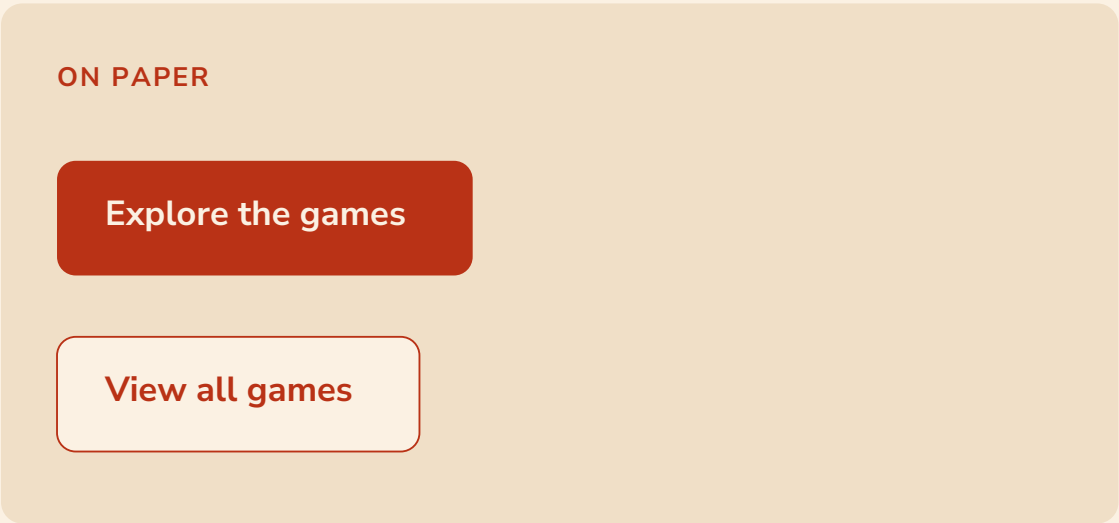
Food-game art direction

Illustrative aesthetic / concept only

This illustration demonstrates a cute, funny food-game aesthetic. It does not depict the real friends, a college event, an existing game or an approved mascot. Replace it with actual game artwork when available; label the project status accurately.

Clear actions. Gentle character.

Use one primary action per section. The shape stays consistent; the colour adapts to its surface.



FORM / LABEL, FIELD, MESSAGE

Your email

Error: enter a valid email address.



STATES

Hover: Roasted Chilli on paper. Focus: a 3 px leaf ring on light, gold on dark. Success and errors use words or icons as well as colour.

44 px minimum control height is the studio target. Disabled controls need a real disabled state; reduced opacity alone is not enough.

Build with named roles.

The included brand.css implements these classes. Add .mms-page to the outer wrapper; use modifiers together with their base class.

Class / modifier shorthand	Use	Avoid
.mms-page	Whole artifact / root tokens and fonts	An isolated colour utility
.mms-section + .mms-container	Section surface + readable width	A narrow nested card
.mms-heading + --hero / --section	Short headline with a clear level	Paragraphs or every label
.mms-body / .mms-eyebrow	Reading copy / short category label	Entire pages in capitals
.mms-surface	A supporting panel or grouped form	Every sentence in a card
.mms-art	Contained, responsive project image	A busy background under copy
.mms-logo + --horizontal / --micro	The matching supplied SVG master	Retyping the studio name
.mms-button + --primary / --secondary	One main action / optional quiet action	Many primary actions together
.mms-link / .mms-field	Underlined link / labelled input	Colour-only links or unlabeled fields
.mms-status + --success / --error	Explicit status message	Colour as the only signal

Modifier names are fully prefixed: .mms-heading--hero, .mms-button--primary, .mms-status--error. The table abbreviates modifiers for space.

Choose the recipe for the situation.

Use semantic themes instead of changing individual hex values. Themes go on .mms-section inside the .mms-page wrapper.

Scenario	Use this combination	Never combine
Website hero	Paper default + heading--hero + button--primary	Gold button with Paper text
Contact / end card	data-brand-theme="dark" + button--primary	Red heading on Espresso
Short brand story	data-brand-theme="story" + Paper logo	Leaf or Gold body text on Chilli
Project listing	.mms-art + .mms-body + .mms-link	Logo recoloured to match every image
Campaign heading	.mms-type--compact / --rounded / --story / --technical / --friendly	Changing the logo font or mixing alternatives
Form / error	.mms-field + .mms-status--error + visible label	Sandstone input outline or colour-only error

PATTERNS TO AVOID

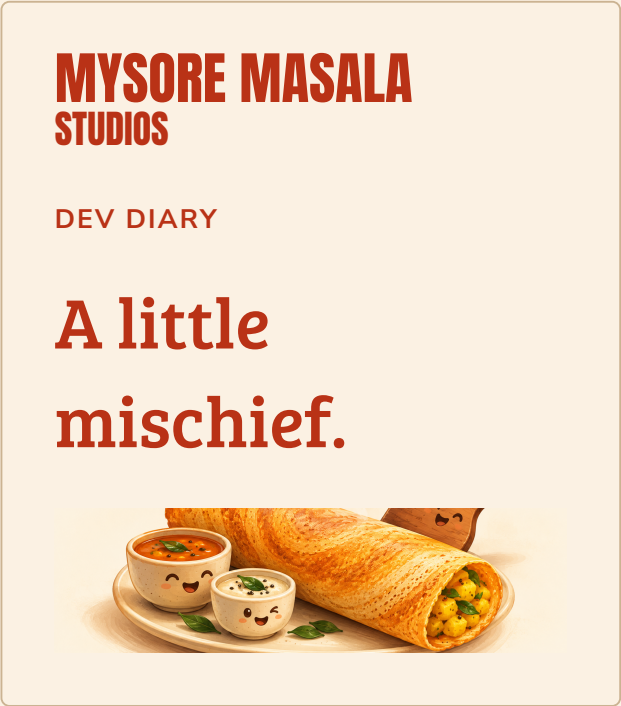
Do not introduce arbitrary .bg-neon, .text-gold-on-paper, .logo-stretch or per-page hex overrides. These are prohibited patterns, not classes defined by the kit.

The same studio, beyond the website.

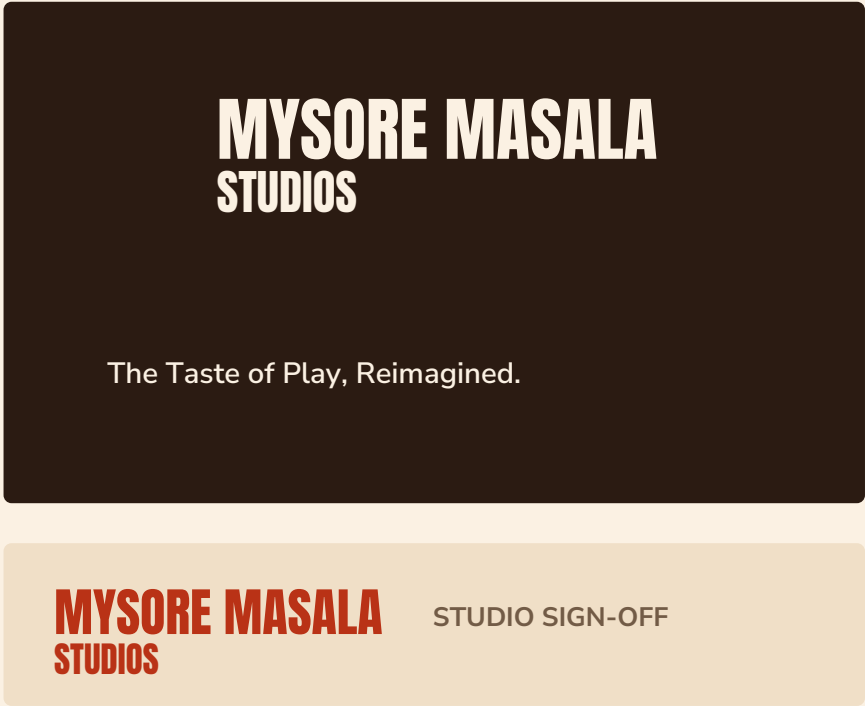
Keep the signature, palette and reading hierarchy recognizable across formats. Change the content and composition to suit the channel.



DO / SOCIAL / ONE MESSAGE



DO / EDITORIAL / ONE ACCENT



DO / VIDEO / STABLE SIGNATURE

For merchandise, use a one-colour master and proof the physical result. For partner decks, keep the full studio name visible. Give print layouts generous trim safety as well as logo clear space.

The games lead. The story gives warmth.

A concept layout with food-game imagery and factual origin copy. Use real project status before publishing.

MYSORE
MASALA
STUDIOS

Work Studio Contact

The Taste of Play, Reimagined.

Fun, funny games. A special love for food.

Explore the games



Food-game art direction / illustrative concept

Desktop: one opening, one food-game visual, then an origin section using the confirmed story on p03.
Clearly distinguish concept art from actual games.

MYSORE
MASALA
STUDIOS

Menu

The Taste of Play, Reimagined.

Fun games. Food close to the heart.

Explore the games



Mobile: stack copy, action and art. Keep controls
readable and respect logo clear space.

Ready to keep the spirit consistent.

Version 2 / 02 October 2026. Origin facts supplied by the user; design assets retained and applications rewritten.

BEFORE ANYTHING GOES OUT

- 01 Correct signature**
Matching SVG variant, minimum size and clear space.
- 02 Clear hierarchy**
One main idea and one primary action per section.
- 03 Stable type**
Core pairing, or one deliberate campaign heading variation.
- 04 Readable colour**
Check actual backgrounds, controls and final-size copy.
- 05 Factual origin**
Four friends, one idea carried forward. Protect private details.

THE REUSABLE KIT

- 9 outlined SVG logo masters
- 6 type directions + font licences
- brand.css with themes and component classes
- Factual brief + editable story copy + food art

PRIMARY REFERENCES / CLICK TO OPEN

- [Anton / Google Fonts](#)
- [Nunito Sans / Google Fonts](#)
- [Barlow Condensed / Google Fonts](#)
- [Fredoka / Google Fonts](#)
- [Bree Serif / Google Fonts](#)
- [Sora / Google Fonts](#)
- [W3C / Text contrast 1.4.3](#)
- [W3C / Non-text contrast 1.4.11](#)

The proposed v1 logo is derived from the reference layout. The kit includes full font licences. Any final custom-logo revision should update both masters and sizing rules.