

BRAND  
BOOK  
2026



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01

**ABOUT  
FUNIVERSE**

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## WHAT IS FUNIVERSE?...

Funiverse is a family entertainment space where play comes naturally. A place where kids explore freely, parents feel at ease, and friends and families spend time together.

### We Believe...

Playing together brings people closer. Laughing together makes strong memories.



### Here, Play Is About...

being present. Jumping in, sharing laughs, and enjoying the moment together. In a busy world, Funiverse is a place to slow down

### At Funiverse,...

showing up is enough. The rest flows on its own.

## WHAT MAKES FUNIVERSE DIFFERENT?

### Entertainment spaces...

are often built around performance and constant stimulation. Funiverse is built around comfort, shared energy, and moments that feel easy and natural.

### It is a place...

Where fun feels welcoming, not overwhelming.

Where energy exists, but never at the cost of comfort.

Where moments are shared, and play feels effortless

### The space...

visuals, language, and characters are designed to help everyone feel welcome rather than judged.

Whether someone is confident, shy, young, older, or simply tired, Funiverse meets them as they are.

## HOW FUNIVERSE SHOULD FEEL WHEN SOMEONE WALKS IN

Funiverse should feel safe, lively, inviting, playful, and friendly. It's a space where people can move at their own pace, feel comfortable being themselves, and belong from the moment they arrive.

Here, fun feels natural and shared.  
Unhurried, welcoming, and free from pressure.

As Funiverse grows into new locations, formats, and experiences, this feeling remains constant.  
Every idea, design, campaign, or activity should support play that feels comfortable, inclusive, and easy to step into.

This definition acts as a  
guiding checkpoint

**Ensures that everything  
we build continues to feel  
true to the Funiverse experience.**

# WHO COMES TO FUNIVERSE?

Funiverse is not built for one type of person.

It is built for different people from various age groups, demographics, and backgrounds sharing the same space at the same time. Visitors come alone, They come as families, groups, or mixed age circles. This is important because everyone enters with a different mindset.

## KIDS

Kids come here with curiosity and energy, but not always confident. Some jump in immediately. Some wait and watch. Some take time before trying. Funiverse believes in making kids feel safe and comforted while they play and enjoy themselves. The environment at Funiverse quietly encourages them to participate at their own pace and have fun.

## TEENS

Teens arrive curious and full of energy, but sometimes unsure of where they fit. Some dive in right away. Some observe and take their time. Some look for guidance before joining in. Funiverse believes in creating a space where teens feel respected and supported while exploring, learning, and having fun. The environment at Funiverse encourages them to engage at their own pace and enjoy the experience.

## WORKING PROFESSIONALS

Professionals come in focused and goal-oriented, yet looking for a break from routine. Some jump straight into activities. Some take a moment to settle in. Some need gentle encouragement before participating. Funiverse believes in making corporates feel welcomed and relaxed while they collaborate and unwind. The environment at Funiverse allows them to participate at their own pace and enjoy the experience.

## PARENTS

Parents Arrive Alert And Protective. They Notice Safety, Hygiene, Behaviour, And Supervision Before They Relax. When Parents Feel Comfortable, Kids Enjoy Freely. Once Parents Feel Safe, They Allow Their Children To Enjoy The Space Freely.

# WHAT WE CARE ABOUT

## At the core of Funiverse is a simple belief

Fun is meant to feel comfortable. We believe in building, designing, and communicating everything that makes people feel at ease before exciting them.

## Our priorities

- Making people feel welcomed before they feel impressed.
- We care about shared experiences more than individual performances.
- Creating spaces where everyone feels accepted.

**LOGO  
DESIGN**

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# LOGO

## Master Version



The Funiverse logo represents openness, movement, and togetherness.

It must always feel friendly, balanced, and easy to approach, never aggressive or competitive.

# LOGO

## Secondary Logo & Usage

The primary Funiverse logo is the wordmark combined with the logo mark.

Use the primary logo when:

- *Space allows full visibility*
- *Branding is the main focus*
- *On entrances, large signage, posters, and digital banners*

The primary logo should always be the first choice.

**FUNIVERSE**

**FUNIVERSE**

One Line



PRIMARY LOGO

# BACKGROUND COLOUR USAGE

The logo must always appear on backgrounds that provide sufficient contrast.  
Avoid low-contrast or busy backgrounds.



# BACKGROUND COLOUR USAGE

**FUNIVERSE**

**FUNIVERSE**

**FUNIVERSE**

**FUNIVERSE**

**FUNIVERSE**

**FUNIVERSE**

# COLOURS

## Primary Palette

Funiverse colours are designed to feel warm, energetic, and welcoming. They balance excitement with comfort, ensures the environment feels playful without being overwhelming.

HEX #E14F26  
RGB 225, 79, 38  
HSB 13, 83%, 88%  
CMYK 6, 84, 100, 1

HEX #FCEE23  
RGB 252, 238, 35  
HSB 56, 86%, 99%  
CMYK 4, 0, 93, 0

HEX #F7901E  
RGB 247, 144, 30  
HSB 32, 88%, 97%  
CMYK 0, 52, 100, 0

HEX #FFFFFF  
RGB 255, 255, 255  
HSB 0, 0%, 100%  
CMYK 0, 0, 0, 0

COLOURS

Secondary Palette

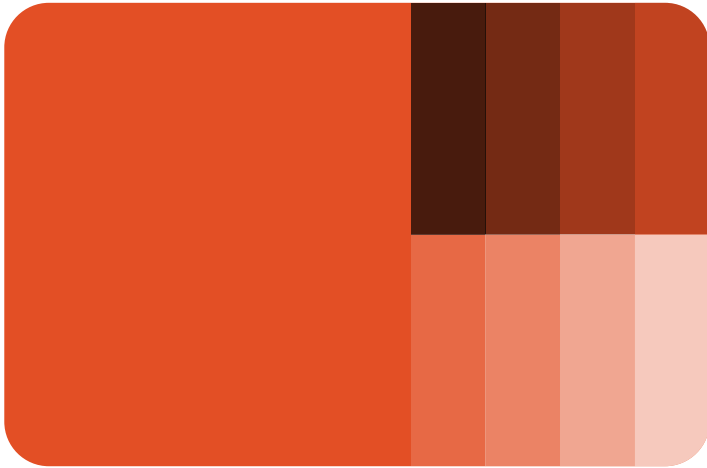
|      |               |
|------|---------------|
| HEX  | #9EC9E5       |
| RGB  | 158, 201, 229 |
| HSB  | 204, 31%, 90% |
| CMYK | 36, 10, 3, 0  |

|      |               |
|------|---------------|
| HEX  | #FFFFFF       |
| RGB  | 255, 255, 255 |
| HSB  | 0, 0%, 100%   |
| CMYK | 0, 0, 0, 0    |

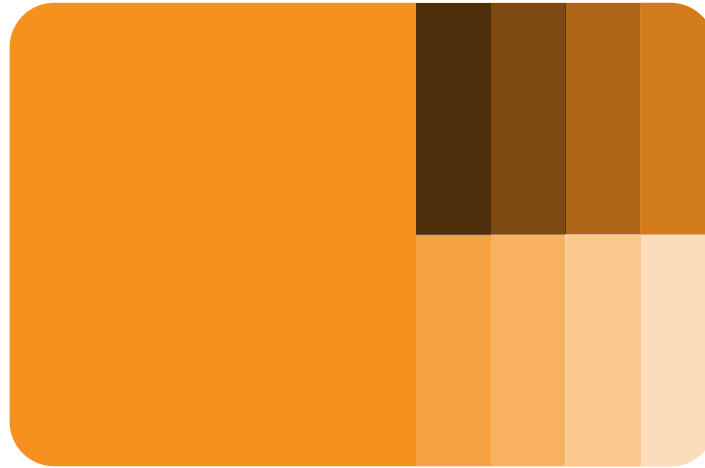
|      |                |
|------|----------------|
| HEX  | #1B1B1B        |
| RGB  | 27, 27, 27     |
| HSB  | 0, 0%, 11%     |
| CMYK | 72, 66, 65, 77 |

# COLOURS

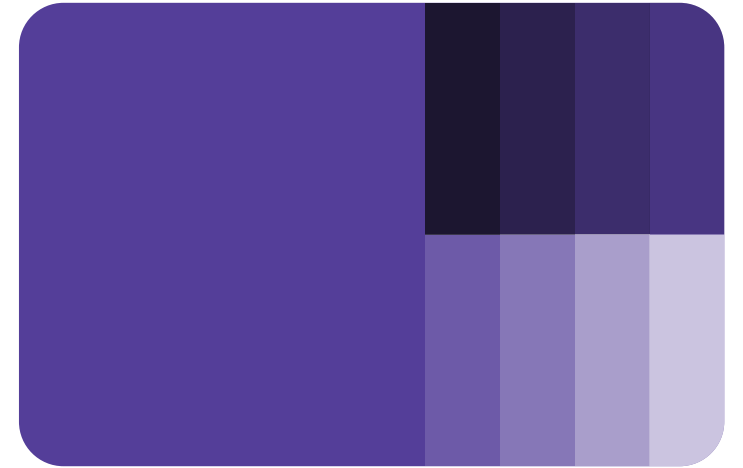
Primary



Secondary



Dark



Text

**FUNIVERSE**  
FUNIVERSE  
FUNIVERSE

Semantic colors



- *Red* for negative / urgent
- *Green* for Positive / success
- *Yellow* for Postive / need attention
- *Highlight* for informative task

# GRADIENTS



# TYPOGRAPHY

Primary Typeface

Font Name : Marvin Regular

## Usable Weights

*Marvin's bold, rounded letterforms express joy, fun, and approachability. It adds personality without feeling childish and pairs naturally with Funiverse's energetic visual language.*

## Usable Weights

- Headlines
- Section titles
- Taglines
- Key brand statements
- Large signage



## Usable Weights

**REGULAR**

## Usable Weights

**THE QUICK BROWN FOX  
JUMPS OVER THE LAZY DOG**

# TYPOGRAPHY

Secondary Typeface  
Font Name : Cera Pro

## Overview

*Cera Pro is clean, modern, and highly legible. It balances Marvin's playful tone with clarity and structure, ensures content is easy to consume for both kids and adults.*

## Usage

- *Body text*
- *Descriptions*
- *Instructions*
- *Captions*
- *Digital UI and print content*

|                                                                                    |  | Usable Weights | Example                                            |
|------------------------------------------------------------------------------------|--|----------------|----------------------------------------------------|
|  |  | Light          | <p>The quick brown fox jumps over the lazy dog</p> |
|                                                                                    |  | <i>Italic</i>  |                                                    |
|                                                                                    |  | Medium         |                                                    |
|                                                                                    |  | <b>Bold</b>    |                                                    |
|                                                                                    |  | <b>Black</b>   |                                                    |

# TYPOGRAPHY

## Type Scale

**HEADLINE 0**

---

Type Size : 72pt

Line-Height : 100%

Tracking : 0%

**HEADLINE 1**

---

Type Size : 48pt

Line-Height : 100%

Tracking : 0%

**HEADLINE 2**

---

Type Size : 24pt

Line-Height : 100%

Tracking : 0%

**HEADLINE 3**

---

Type Size : 18pt

Line-Height : 100%

Tracking : 0%

# TYPOGRAPHY

## Type Scale

### Paragraph 1

---

Type Size : 24pt

Line-Height : 100%

Tracking : 0%

### Paragraph 2

---

Type Size : 18pt

Line-Height : 100%

Tracking : 0%

### Paragraph 3

---

Type Size : 12pt

Line-Height : 100%

Tracking : 0%

### Paragraph 4

---

Type Size : 10pt

Line-Height : 100%

Tracking : 0%

### Button text 1

---

Type Size : 21pt

Line-Height : 100%

Tracking : 0%

### Button text 2

---

Type Size : 14pt

Line-Height : 100%

Tracking : 0%

03

**MASCOT**

---

# MEET NOVA

NOVA comes from the Funiverse, a space built on joy, games, and togetherness. He arrives at Funiverse to spread fun.

For kids, NOVA is like a playful friend who joins in. For teens, he is a cool, easy-to-hang-around friend. For parents, he feels positive and trustworthy.

NOVA plays. He cheers. He celebrates wins along with everyone, making the space feel lively, welcoming, and full of energy.



# KNOW NOVA

## DEMOGRAPHY:

- Age: Ageless
- Gender: Male
- Role: Friend, Guardian, guide, companion
- Environment: Family spaces, activity zones, community hubs

## PSYCHOGRAPHY:

### PERSONALITY:

- Curious about people and how they play
- Optimistic in a calm, reassuring way
- Confident, never dominant
- Playful, never aggressive
- Approachable for kids and parents alike

### VALUES:

- Togetherness with friendly competition
- Fun without pressure

### NOVA IS:

Nova is a guide, not a hero.  
A companion, not a performer.

### BEHAVIOUR:

- Welcomes First-time visitors and hesitant players
- Encourages gently rather than directing loudly
- Celebrates small moments, not just big wins
- Never rushes, never judges, never intimidates

# CHARACTER TRAITS

Friendly



Calmly Confident



Curious Observer



Fun-First Mindset



Emotionally Safe Presence



Social Connector



## HOW SHOULD PEOPLE DESCRIBE NOVA?

- Comforting.
- Inviting.
- Fun without pressure.

# WHAT NOVA IS NOT

NOVA is not a superhero meant to impress.  
He is not loud or intimidating, but competitive in a friendly way. not at all intimidating.  
He is not there to steal focus from the experience.

NOVA supports the environment rather than dominating it.

In simple terms  
NOVA helps people feel comfortable before they start having fun.



# HOW NOVA SHOULD LOOK

He is designed to make people feel comfortable the moment they see him, not impressed or intimidated

*Nova has a human-like form with subtle alien details to remind people that he comes from the Universe of Fun.*

## Face and expression

*Nova's face should always feel calm and welcoming. His expressions are gentle and clear. A soft smile and curious eyes are key. Strong or extreme emotions should never be shown*

*His body proportions are balanced and healthy. He should never appear bulky, overly muscular, or dominant.*



Flat 2D vector

## Overall look

# HOW NOVA SHOULD LOOK

In simple terms  
Nova should look like someone  
you would feel at ease standing  
next to.

## Clothing and style

*Nova wears casual clothing with light superhero elements. His outfit should feel familiar, practical, and easy to relate to. It should support movement and play without feeling costume-heavy*

## Colours

*Nova uses a bright, friendly colour palette that reflects warmth and positivity. Colours should never feel dark, harsh, or aggressive. Only the approved palette should be used to maintain*



## Overall look

# ALLOWED EXPRESSIONS

A soft smile, relaxed eyes, and open facial expressions are encouraged. His emotions should always feel natural and controlled.

Nova should never appear extremely angry, sad, scared, or aggressive

*Curious*



*Calm*



**NOVA CAN  
APPEAR**

*Happy*



*Gently  
Playful.*



# ALLOWED POSES

Nova's poses should feel open and inviting.

## Poses to avoid

No hard clenched fists, threatening body language, or dramatic superhero postures.

## In simple terms

Nova should always look like he is welcoming someone in, not challenging them in a bad way. A friendly, welcoming posture always works.



# TAGLINE

## PRIMARY TAGLINE

**THE UNIVERSE OF FUN**

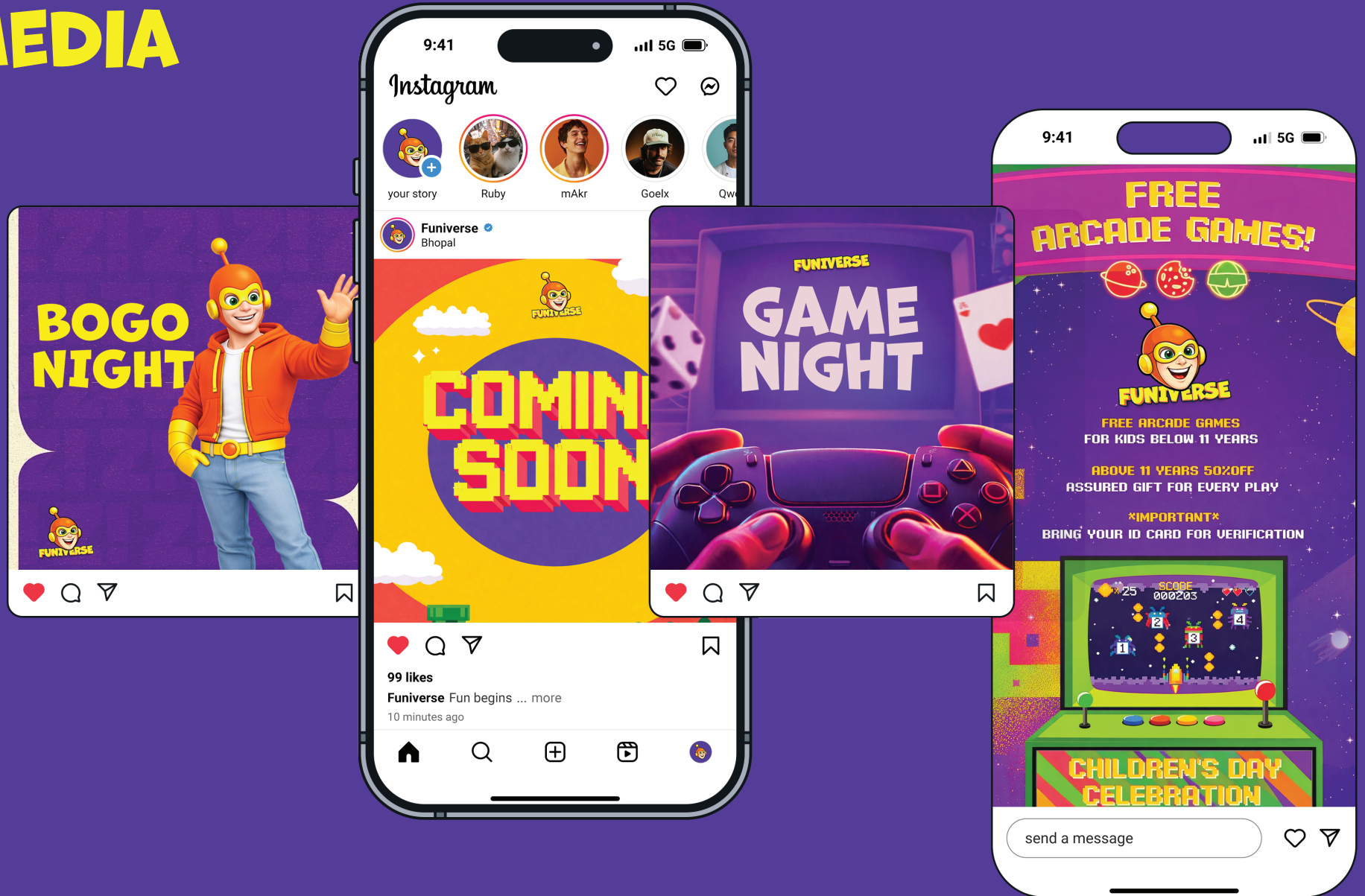
**FUN KA UNIVERSE**

**FUN THAT FEELS RIGHT**

**BUILT FOR FUN**

**THIS IS WHERE FUN IS.**

# SOCIAL MEDIA



# PRINTABLES

