

BRAND
BOOK
2026



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01

ABOUT FUNIVERSE

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**

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

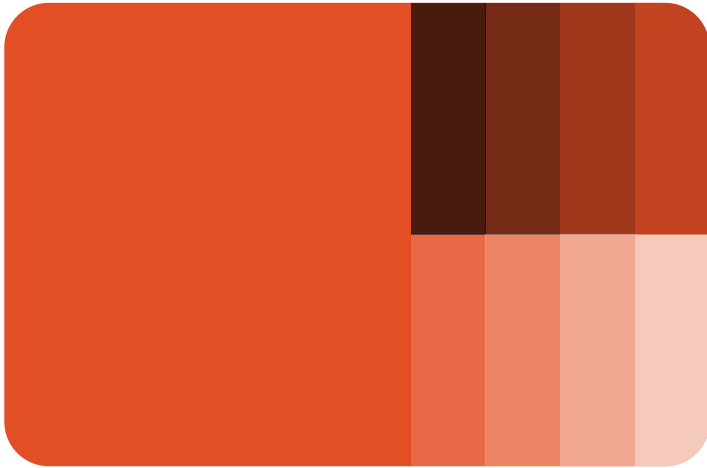
HEX	#9EC9E5
RGB	158, 201, 229
HSB	204, 31%, 90%
CMYK	36, 10, 3, 0

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

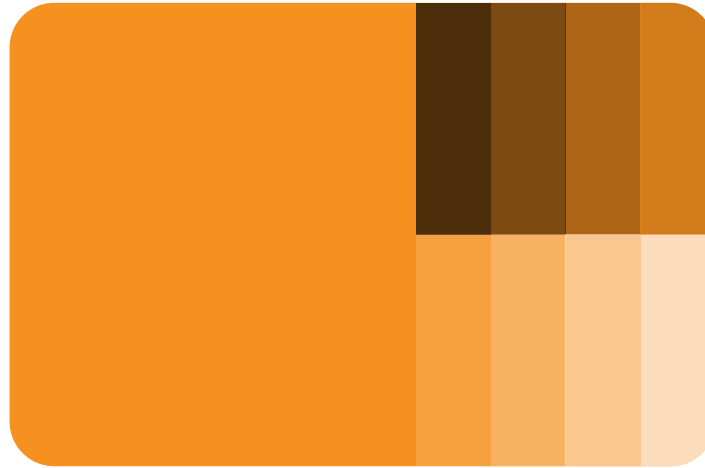
HEX	#1B1B1B
RGB	27, 27, 27
HSB	0, 0%, 11%
CMYK	72, 66, 65, 77

COLOURS

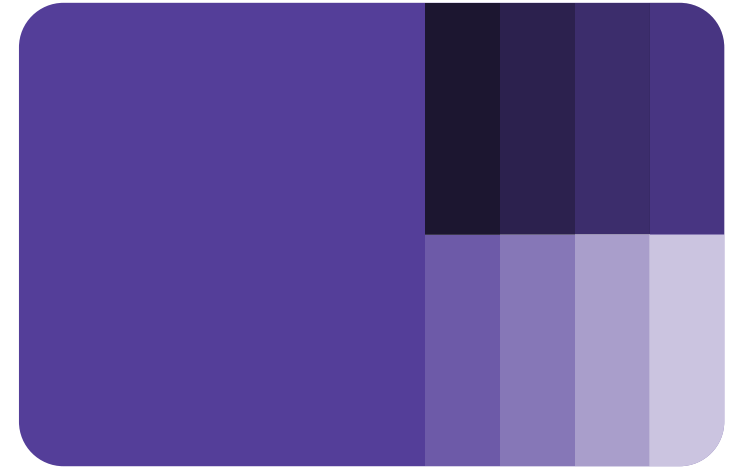
Primary



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

AA

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	
		<i>Italic</i>	
		Medium	
		Bold	
		Black	The quick brown fox jumps over the lazy dog

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

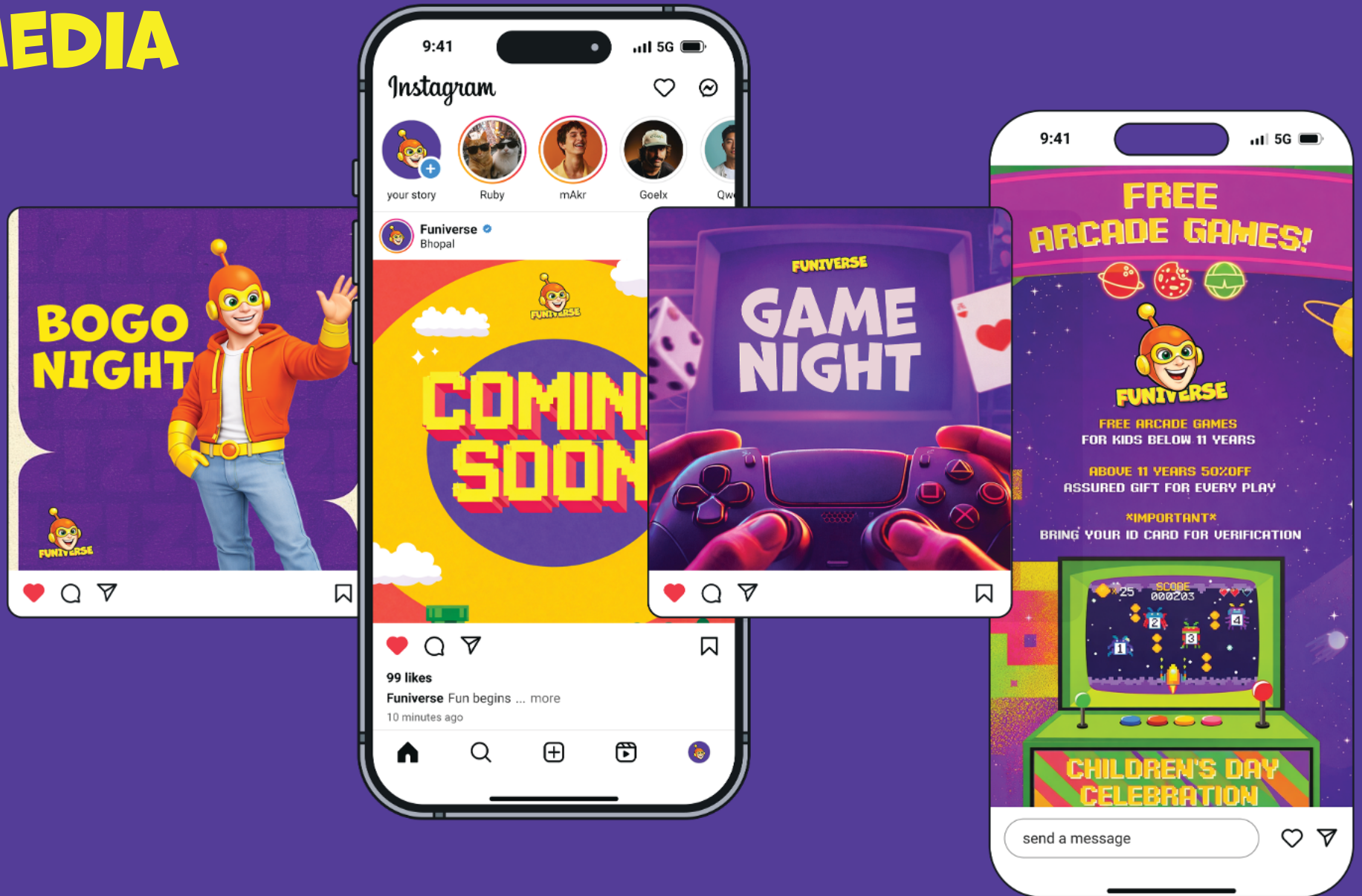
FUN KA UNIVERSE

FUN THAT FEELS RIGHT

BUILT FOR FUN

THIS IS WHERE FUN IS.

SOCIAL MEDIA



PRINTABLES

