



Brand guidelines

Latest Update

Logo & Symbolic

This is the primary logo used across key brand applications.

This trademark enables audiences to easily recognize Winking in e-commerce platforms, online content, advertisements, and events. The Winking Studios logo reflects our distinctive design spirit, highlighted by the unique presence of the letter “G.” More than just a symbol of brand recognition, Winking Studios’ corporate identity also represents the creative character that defines who we are.



Let the logo breathe

Clear space
We respect the logo by giving it adequate space.
The minimum clear space that must surround the logo is equivalent to the height of its capital N.

Minimum size
In print, the logo should never be smaller than 1 inch (25 mm).
For digital use, it must appear at a minimum width of 70 pixels.

Clear space



Minimum size



Digital: 120 px
Print: 1" (25 mm)

Clear space



Minimum size



Digital: 200 px
Print: 1" (50 mm)

Logo misuse

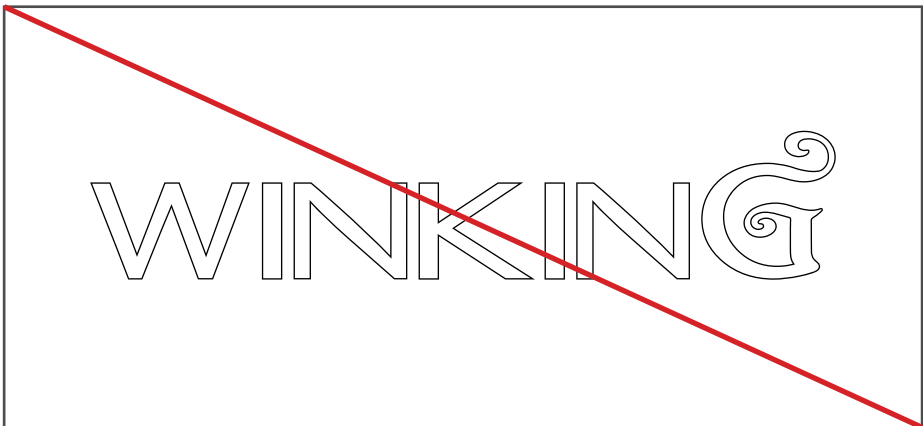
The Winking logo must maintain its integrity and presence.

The size and proportions of the logo must remain consistent and should never be stretched, skewed, or displayed in incorrect colors.

Please pay special attention by referring to the common incorrect uses of the logo.



1 Do not use colors other than those specified in this guideline.



2 Do not outline the logo.



3 Do not use low-resolutions of the logo.



4 Do not apply 3D effects to the logo.



5 Do not skew or compress the logo dimensions.



6 Do not place the logo within or among text.



7 Do not reflect or reverse the logo.



8 Do not add effects such as shadows, dimensions, and gradients to the logo.



9 Do not alter the letterspacing of the wordmark.

Logo color on backgrounds

When placing the brand logo on primary color backgrounds, always ensure clear visibility and readability.

Avoid layering overly bright colors together or placing dark logos on dark backgrounds, as this reduces legibility and weakens brand recognition.



Black 0	Black 15	Black 30	Black 45	Black 60	Black 75	Black 90	Black 100	Winking Red



Black 0	Black 15	Black 30	Black 45	Black 60	Black 75	Black 90	Black 100	Winking Red

Slogan

The Winking slogan is an English phrase and should not be translated or combined with other languages, except where legally required prior to registration.

It is intended for large-scale use only. Avoid using it at small sizes, as it may become illegible. Do not recreate or modify the slogan.

Slogan: “Two Decades of Creative Excellence”.

The slogan may be used together in two formats:

- A horizontal layout
- A stacked two-line layout



Color

Our primary color palette is based on warm tones, reinforcing the brand equity we’ve established through our signature use of dark red.

WINKING Red

Pantone 1955C

#901C3B

C 0

M 100

Y 35

K 50

R 145

G 0

B 55

Dynamic Gradient

WINKING Black

C 60

M 40

Y 40

K 100

R 4

G 4

B 5

White

Usage Proportions



Typeface - English

Primary typeface : Montserrat

Secondary typeface : Sui Generis

The primary typeface is intended for dense body copy and information-heavy content.

The secondary typeface is used exclusively for headlines to express our brand personality.

Montserrat

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

Sui Generis

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

ExtraLight	AAA Art Outsourcing & Game Development
Light	AAA Art Outsourcing & Game Development
Medium	AAA Art Outsourcing & Game Development
SemiBold	AAA Art Outsourcing & Game Development
Bold	AAA Art Outsourcing & Game Development
ExtraBold	AAA Art Outsourcing & Game Development
Black	AAA Art Outsourcing & Game Development

UltraLight	AAA Art Outsourcing & Game Development
ExtraLight	AAA Art Outsourcing & Game Development
Light	AAA Art Outsourcing & Game Development
Book	AAA Art Outsourcing & Game Development
Bold	AAA Art Outsourcing & Game Development
Heavy	AAA Art Outsourcing & Game Development

Typeface - Chinese

Traditional Chinese : vivo Sans

Simplified Chinese : vivo Sans

Designed for high legibility, the font is used across all Chinese content, including both headlines and body text. Its clean and modern aesthetic ensures consistency and professionalism throughout all brand communications.

vivo Sans - Traditional Chinese

vivo Sans - Thin	唯晶科技為全球規模最大的遊戲美術外包和遊戲開發工作室之一。
vivo Sans - Light	唯晶科技為全球規模最大的遊戲美術外包和遊戲開發工作室之一。
vivo Sans - Regular	唯晶科技為全球規模最大的遊戲美術外包和遊戲開發工作室之一。
vivo Sans - Demibold	唯晶科技為全球規模最大的遊戲美術外包和遊戲開發工作室之一。
vivo Sans - Bold	唯晶科技為全球規模最大的遊戲美術外包和遊戲開發工作室之一。
vivo Sans - Extrabold	唯晶科技為全球規模最大的遊戲美術外包和遊戲開發工作室之一。

vivo Sans - Simplified Chinese

vivo Sans - Thin	唯晶科技为全球规模最大的游戏美术外包和游戏开发工作室之一。
vivo Sans - Light	唯晶科技为全球规模最大的游戏美术外包和游戏开发工作室之一。
vivo Sans - Regular	唯晶科技为全球规模最大的游戏美术外包和游戏开发工作室之一。
vivo Sans - Demibold	唯晶科技为全球规模最大的游戏美术外包和游戏开发工作室之一。
vivo Sans - Bold	唯晶科技为全球规模最大的游戏美术外包和游戏开发工作室之一。
vivo Sans - Extrabold	唯晶科技为全球规模最大的游戏美术外包和游戏开发工作室之一。