



softlife

Brand sheet · v1

Master logo: Shades On (31) · 14 October 2026 · playsoftlife.com

The wordmark's own 's', cut out like a sticker, rimmed in hot-pink neon, filled with the city at golden hour, and wearing gold rhinestone shades. Warm, funny, generous, a little extra, never mean.

LOGO



Horizontal · light



Horizontal · dark



App icon



Small (16–40 px)



Symbol

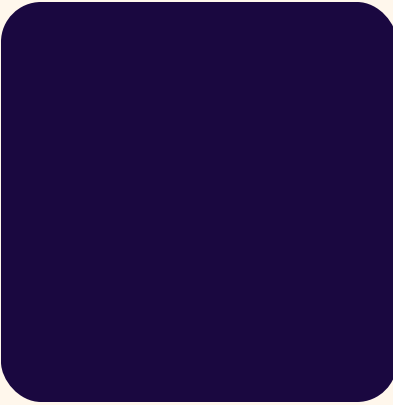


One colour · ink



One colour · white

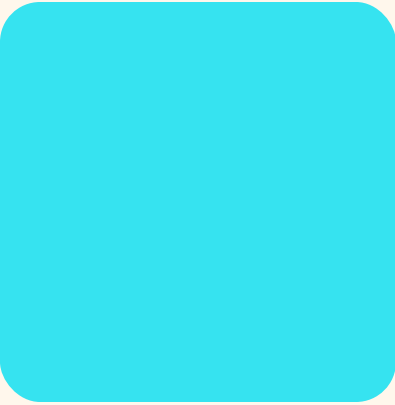
COLOUR



Night
#1A0840



Hot pink
#FF4FA3



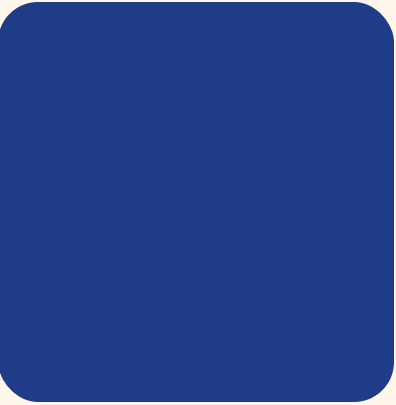
Neon cyan
#36E3F0



Window yellow
#FFD34D



Rhinestone gold
#E8B23A



Postcard navy
#1F3C88



Lagoon
#18A3A6



Ink
#1B1B1B



Paper
#FFF7EC



Mint
#7FE3C2



Golden-hour sky: #3B1A86 #C2287F #FF8A4A (illustration only)

Contrast: white, lilac, yellow, cyan and pink all pass on night. Pink text on white only at 24 px and up; for small pink text on light use pink-ink #C2185B. Buttons: pink with night text, never white on pink.

TYPE

Bagel Fat One

soft life o'clock

Display only: the wordmark, big lowercase headlines, stickers. Never for body text, and it has no ₦ sign, so set prices in Bricolage.

Bricolage Grotesque

The good life, played.

₦5,000 buys ₦5 million. Spend it like you mean it.

Everything else: headings 700–800, body 400, labels 700 in caps. Load the latin-ext file for ₦ and other currency signs. Both fonts are SIL Open Font License.

USE IT WELL

- Clear space: the height of the 'o' in the wordmark, on every side.
- Minimum: symbol 32 px (small version below 48 px); horizontal lockup 140 px wide.
- Night background by default; on light, use the classic wordmark.
- On photos and busy art, put the logo on a night or white plate.
- Don't stretch, tilt, recolour, drop the sticker outline, or take the shades off.
- No drinks in nightlife art used in ads (alcohol is age-gated).

VOICE

Sounds like the friend who always knows the party: warm, funny, generous, a little extra, never mean. Specific and local (Banana Island, Third Mainland, owambe, ajo). Honest that it's play money.

Words we use

play money, ₦, soft life, crew, party, spray, your city, free to start, no cash value

Words we never use

earn money, win cash, invest, withdraw, token, airdrop, guaranteed, get rich