



# Concept 01: North Star

Inspired by the wonder of the cosmos and its connection to biblical themes. The stars represent heavenly guidance, like the star of Bethlehem guided the wise men, so we encourage our kids to look to God for direction. The color palette and usage conveys the idea of finding joy and truth in the light of the gospel.



truplayz



tru  
play



truplay

Combining celestial motifs with a playful hand-lettered wordmark gives this concept a sense of both wonderment and youth.



Play in the light



*tru play*

Play in the light

*tru  
play*

Play in the light



Headline (Comfortaa Regular)

# Every Child Deserves to Play

Tagline (Comfortaa Bold)

## Play in the light

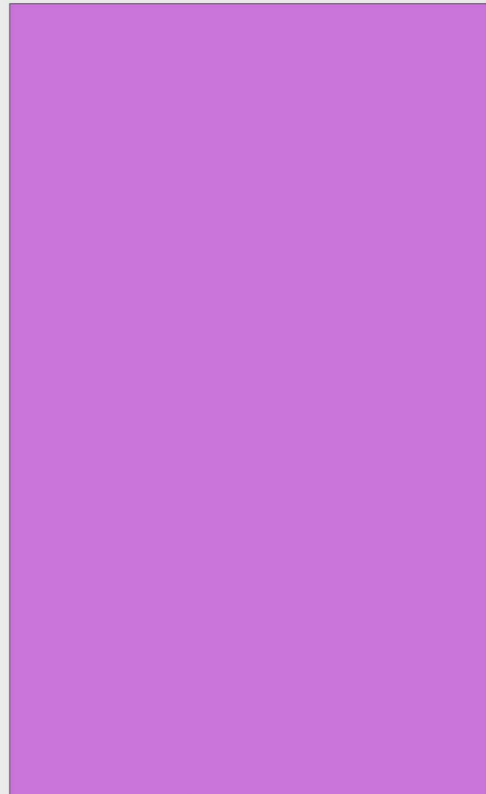
Body Copy (Barlow)

Our mission is to create worlds that inspire joy, faith, and wonder filled with God's Truth. At TruPlay, every person who joins our virtual doors, truly believes that every child has the opportunity to play safely and to experience non-toxic, high-quality video games that nourish them spiritually. What drives every developer at TruPlay is that this generation of kids enjoy a deep, loving relationship with Jesus early in their lives. It's our responsibility.

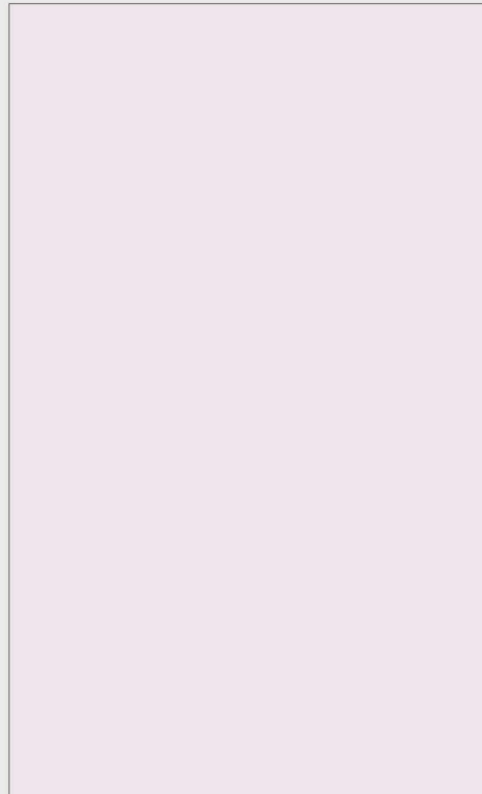
We don't want to force Biblical Truth unnaturally. We want the Gospel message to come across beautifully and effortlessly within all our products. We don't want to be another "family friendly" option that serves as mere entertainment. The world needs video games that conveys God's Truth.



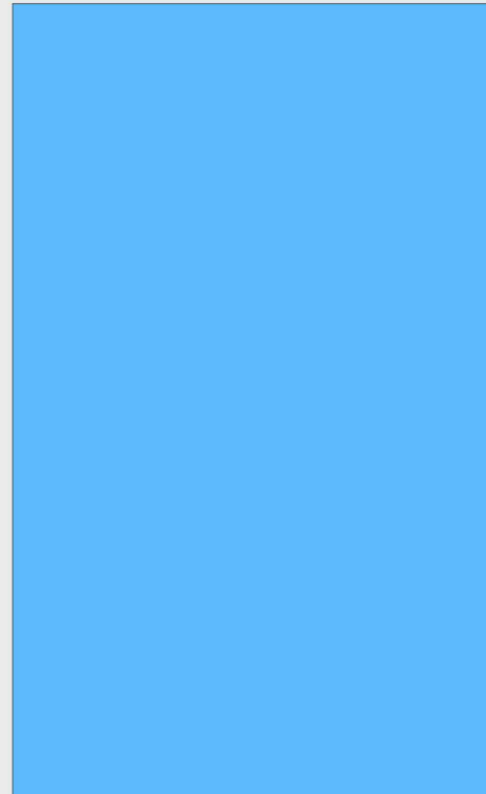
**Violet**  
HEX = 381566

A vertical rectangular color swatch in a deep, dark purple hue. The text is white and positioned in the bottom right corner of the swatch.

**French Mauve**  
HEX = C874D9

A vertical rectangular color swatch in a medium purple or mauve hue. The text is white and positioned in the bottom right corner of the swatch.

**Lavender Blush**  
HEX = EEE5E9

A vertical rectangular color swatch in a very light, pale lavender hue. The text is black and positioned in the bottom right corner of the swatch.

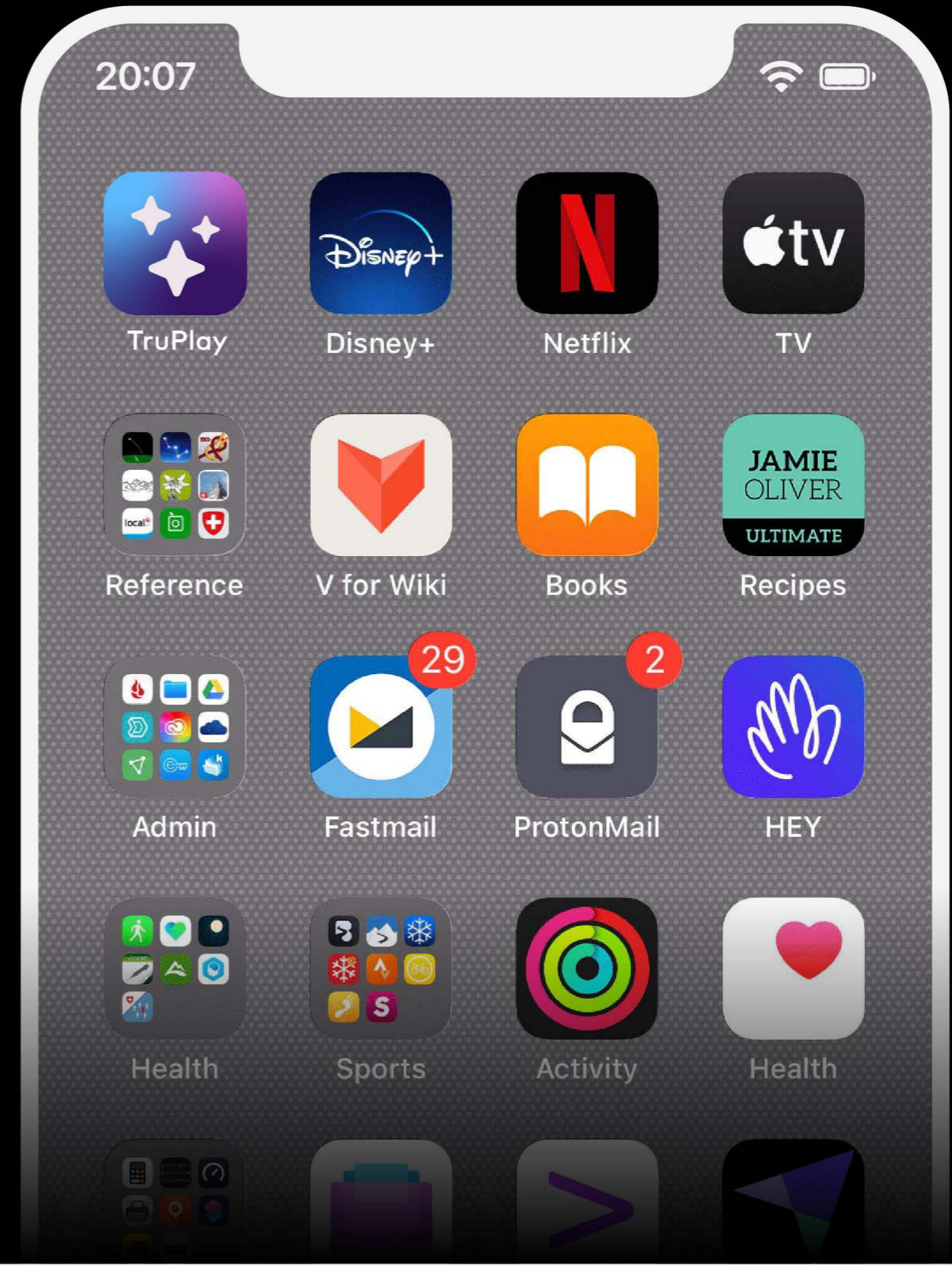
**Blue Jeans**  
HEX = 5DBBFD

A vertical rectangular color swatch in a bright, vibrant blue hue. The text is black and positioned in the bottom right corner of the swatch.

**Indigo**  
HEX = 0C397A

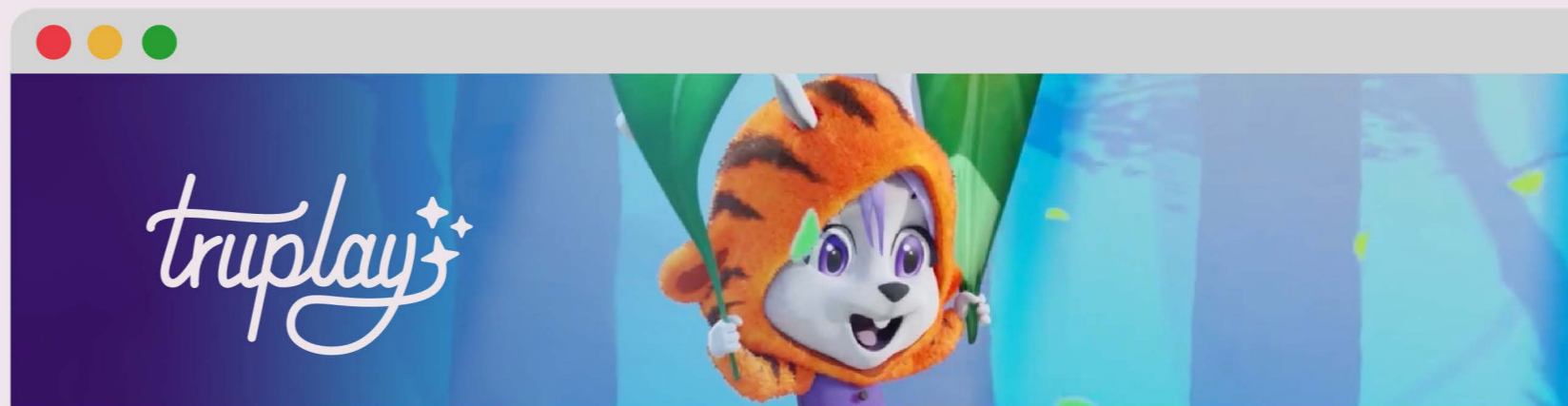
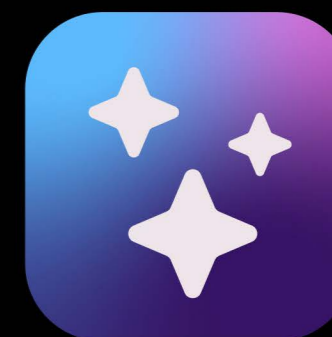
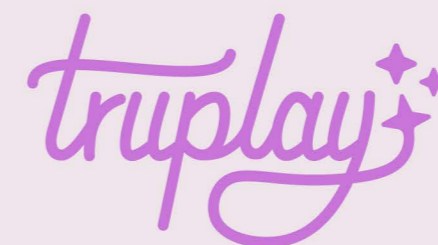
A vertical rectangular color swatch in a dark, rich blue hue. The text is white and positioned in the bottom right corner of the swatch.







Play in the light



## Every Child Deserves to Play

Our mission is to create worlds that inspire joy, faith, and wonder filled with God's Truth. At TruPlay, every person who joins our virtual doors, truly believes that every child has the opportunity to play safely and to experience non-toxic, high-quality video games that nourish them spiritually. What drives every developer at TruPlay is that this generation of kids enjoy a deep, loving relationship with Jesus early in their lives. It's our responsibility.

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# Concept 02: Halo

Spiritual and astronomical symbolism come together to convey the brand story and personality. Soft, diffused light and blurred textures are used to create an ethereal sense that hints at God's light. Blue hues capture a celestial feeling while pops of bright orange bring in some fun and excitement.



The logo for 'FruPlay' is centered on the page. It features a dark blue, stylized 'F' that incorporates a circular swoosh and three small, four-pointed starburst shapes above it. The word 'ruPlay' follows in a dark blue, serif font.



A decorative graphic consisting of three small, four-pointed starburst shapes arranged in a triangular pattern above a stylized, swirling blue line that forms a partial circle.  
tru  
Play



TruPlay

Combining a few different symbols here creates an overall brand that can lean on any and all of them. First is the halo as a symbol of holiness. This ring can also be interpreted as a planetary orbit, pulling inspiration from celestial bodies. Finally, when combined with the "T" in TruPlay, it forms a cross-like shape, symbolizing Christ.





*Play in the light*





**truPlay**  
*Play in the light*

**tru  
Play**  
*Play in the light*





Headline (Asul Regular)

## Every Child Deserves to Play

Tagline (Rosario Light Italic)

*Play in the light*

Body Copy (Montserrat Regular)

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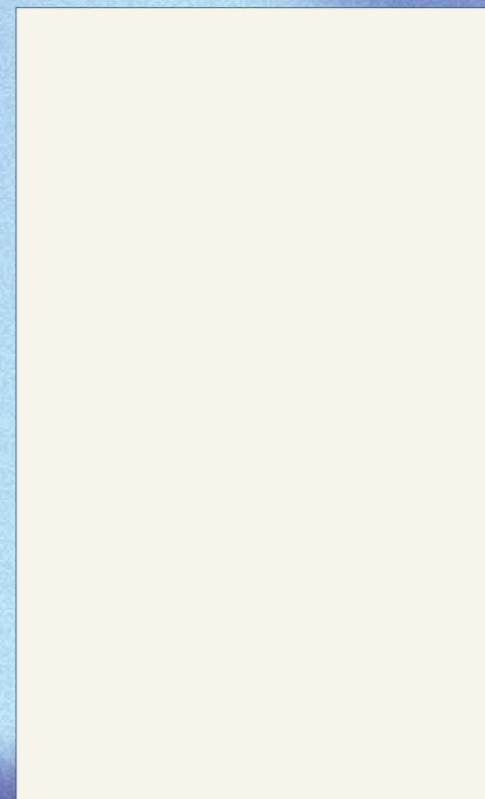




**Midnight Blue**  
HEX = 313B72

A vertical rectangular color swatch of a dark, rich blue. The text is white and positioned in the lower portion of the swatch.

**Columbia Blue**  
HEX = C0E8F9

A vertical rectangular color swatch of a light, pale blue. The text is black and positioned in the lower portion of the swatch.

**Alabaster**  
HEX = F7F4EA

A vertical rectangular color swatch of a light cream or off-white color. The text is black and positioned in the lower portion of the swatch.

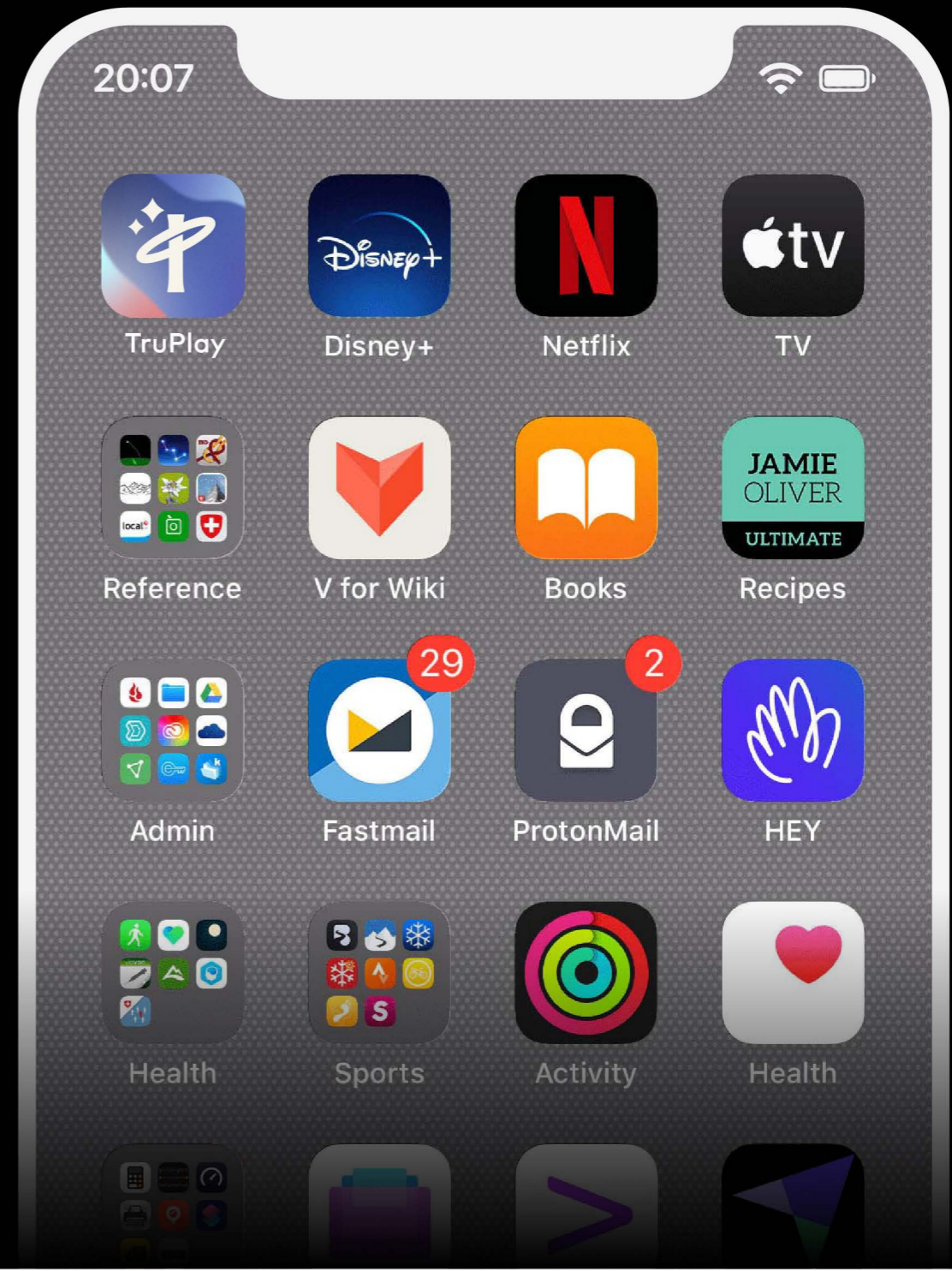
**Fire Opal**  
HEX = EB5E55

A vertical rectangular color swatch of a vibrant, saturated red. The text is white and positioned in the lower portion of the swatch.

**Liberty**  
HEX = 5462B6

A vertical rectangular color swatch of a medium-dark blue. The text is white and positioned in the lower portion of the swatch.









Tru Play

Tru Play

*Play in the light*

Tru Play

TruPlay

TruPlay



TruPlay

**Every Child Deserves to Play**

Our mission is to create worlds that inspire joy, faith, and Truth. At TruPlay, every person who joins our virtual world and every child has the opportunity to play safely and to experience video games that nourish them spiritually. What drives us is that this generation of kids enjoy a deep, loving relationship with God. It's our responsibility.

We don't want to force Biblical Truth unnaturally. We want it to come across beautifully and effortlessly within all our content. We're another "family friendly" option that serves as more than just video games that convey God's Truth.