

BRAND BIBLE



# Goalaroo

Responsibility unlocks freedom. Make doing the right thing  
feel like leveling up.

COMPLETE BRAND IDENTITY SYSTEM

COLOR · LOGO · TYPE · MASCOT · VOICE · COMPONENTS

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# What GoalaRoo Is

The foundation everything else in this book is built on.

A gamified parenting platform that turns screen time into something kids earn. Parents assign tasks and responsibilities; kids complete them to unlock screen time, app access, and real-world rewards.

## Personality

Energetic. Encouraging. Trustworthy. **Playful without being childish** - it has to work for an anxious parent and a distractible eight-year-old in the same five seconds.

## Primary Audience

Parents of children aged 5–14 who want to encourage responsibility and reduce passive screen time - and, inside the product, the kids themselves.

## Brand Promise

"Make doing the right thing feel like leveling up." Every visual and copy decision should make that promise easier to feel, not harder.

## Two Taglines, Two Jobs

**"Responsibility unlocks freedom."** - splash screens, hero moments, first impressions. **"Make doing the right thing feel like leveling up."** - the underlying brand promise, used in longer-form brand contexts.

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# The Two-State Principle

Every color in this system earns its place by doing one job. Two jobs matter more than any others.

## Ember Orange = energy, in motion

One warm orange carries every action and every in-progress moment: buttons, tags, badges, progress fills, the streak counter. A single consistent action color is easier to build and easier to read at a glance than a split system - the eye only has to learn one signal for "this is active."

## Meadow Lemon = done, unlocked

The only color that means a goal is finished and a reward has been earned. It appears the instant something completes, and nowhere else. This is the entire emotional payoff of the product compressed into one color change - protect it accordingly.

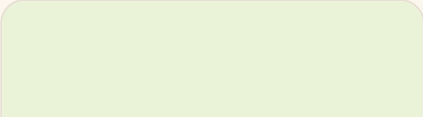
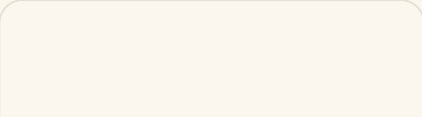
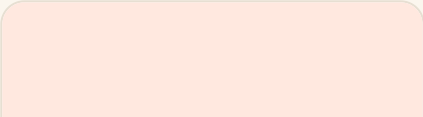
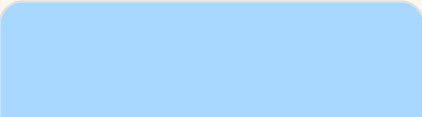
## The Rule

- 1 **Not started** - neutral surface (Warm Cream / Soft Peach). No color signal; nothing has earned attention yet.
- 2 **In progress** - Ember Orange, at whatever fill level the task has reached. One color for the entire "underway" range.
- 3 **Complete / unlocked** - Meadow Lemon. Never used for anything still in motion, however close to finished.

Kangaroo → outback → grassland → growth is the throughline: Meadow Lemon isn't an arbitrary favorite color, it's the one that ties "finishing a goal" back to the brand's own animal and setting. Build on it deliberately - level-up moments, streak milestones, and future achievement tiers all belong in this color family.

# The Palette

Ten colors. Every one has exactly one job. No exceptions, no substitutions.

|                                                                                                                                                                                                                                          |                                                                                                                                                                                                             |                                                                                                                                                                                                 |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  <p><b>Cocoa Brown</b><br/>#4E3629<br/>Primary text, dark surfaces, mascot outlines, nav active state.</p>                                              |  <p><b>Ember Orange</b><br/>#E67E22<br/>The single action color - buttons, tags, progress fills, badges, streak icon.</p> |  <p><b>Ember Deep</b><br/>#AC5E19<br/>Button fill specifically when carrying white label text (see p.5).</p> |
|  <p><b>Meadow Lemon</b><br/>#8FC33E<br/>Sole owner of "complete / unlocked." Never used for anything else.</p>                                          |  <p><b>Lemon Mist</b><br/>#EAF3D8<br/>Light tint for completed-card surfaces.</p>                                         |  <p><b>Warm Cream</b><br/>#FBF6EE<br/>Primary page and screen background.</p>                                |
|  <p><b>Off-White</b><br/>#FFFD9<br/>Secondary neutral background, card fields.</p>                                                                      |  <p><b>Soft Peach</b><br/>#FFE8DF<br/>Card backgrounds, icon badges, hover states.</p>                                    |  <p><b>Sky Blue</b><br/>#A8D8FF<br/>Info states, empty states, calm UI moments.</p>                          |
|  <p><b>Clay Red</b><br/>#C1443A<br/>Error / danger only - form validation, destructive actions, error states.<br/><b>5.05 : 1 white text - AA</b></p> |                                                                                                                                                                                                             |                                                                                                                                                                                                 |

## Why two oranges

Ember Orange is the brand's true color and should appear everywhere it isn't carrying small text - icon fills, large bold headlines, progress bars. Ember Deep exists purely so a solid button with white label copy stays readable (see the contrast table on the next page). Same hue family, one calibrated for text-safe use.

# Usage Rules & Accessibility

Checked against WCAG 2.1 contrast minimums so this survives contact with a real build.

## Usage Rules

- 1 Meadow Lemon never appears on anything still in-progress. If a task is 90% done, it is still Ember Orange.
- 2 Solid buttons with white label text use Ember Deep, not bright Ember Orange (contrast, see below).
- 3 Text on Meadow Lemon is always Cocoa Brown - never white.
- 4 Default text pairing: Cocoa Brown on Warm Cream.
- 5 Never use pure black (#000000). Always Cocoa Brown.
- 6 No more than 3 palette colors in a single UI component.
- 7 Lemon Mist never carries body text below 18px, regardless of background. It is a fill/accent color only.
- 8 Clay Red is reserved for error and danger states only - form validation, destructive actions, alerts. Never used decoratively.

## Contrast Reference (WCAG 2.1)

|                                              |                       |
|----------------------------------------------|-----------------------|
| Cocoa Brown text on Warm Cream background    | 10.4 : 1 - AAA        |
| White text on Cocoa Brown background         | 11.2 : 1 - AAA        |
| White text on Ember Deep background          | 4.81 : 1 - AA         |
| Cocoa Brown text on Meadow Lemon background  | 5.3 : 1 - AA          |
| Cocoa Brown text on Sky Blue background      | 7.4 : 1 - AAA         |
| White text on bright Ember Orange background | 2.85 : 1 - do not use |
| White text on Meadow Lemon background        | 2.1 : 1 - do not use  |
| White text on Clay Red background            | 5.05 : 1 - AA         |

This is the entire reason Ember Deep exists as its own token: bright Ember Orange under standard white button text fails accessibility minimums outright. Rather than dull the brand's hero color everywhere, only the text-bearing button fill uses the deepened variant.

# Lockup & Variants

One wordmark, one icon, four ways to use them.



# Goalaroo

Primary lockup: the Roo icon beside the wordmark, set in Fredoka One, single-color. Cocoa Brown on light backgrounds, Warm Cream on dark ones.

## Variants

- 1 Primary** - icon + wordmark, on Warm Cream.
- 2 Dark** - same lockup on a Cocoa Brown field.
- 3 Icon only** - Roo alone, for app icons, favicons, splash screens, profile badges.
- 4 Compact pill** - wordmark on an Ember Orange pill, for nav bars and small badges.

## Clear Space & Don'ts

Minimum padding on all sides equals the height of the wordmark's capital "G."

- ✗ Do not stretch, recolor, or rearrange the lockup.
- ✗ Do not use a placeholder icon in place of Roo anywhere the mascot icon is called for.
- ✗ Do not place the logo on a busy or patterned background.
- ✗ Do not introduce a second accent color into the wordmark - it stays single-color.

# Three Typefaces, Three Jobs

Each typeface is scoped to exactly one role. Never let them compete on the same screen.

## Fredoka One - Display

Hero headlines, the logo wordmark, big numbers (streaks, levels), mascot speech-bubble moments. Used sparingly, for moments that should feel like an event.

## Quicksand - Section Heads

H2/H3, card titles, dashboard section headers. Calmer and more premium than Fredoka One at small sizes, while staying rounded enough to feel consistent.

## Nunito - Body & UI

Body copy, labels, captions, buttons, input text. Reads clearly at small sizes across the whole product.

## Type Scale

|                 |         |                                             |
|-----------------|---------|---------------------------------------------|
| Display         | 48–64px | Fredoka One                                 |
| H1              | 36–40px | Fredoka One                                 |
| H2              | 28–32px | Quicksand Bold                              |
| H3              | 22–24px | Quicksand Bold                              |
| Body            | 15–17px | Nunito SemiBold (600)                       |
| Caption / Label | 11–13px | Nunito ExtraBold (800), tracking 0.15–0.2em |
| Button          | 14px    | Nunito ExtraBold (800), tracking 0.1em      |

## Rules

- Headlines use sentence case, never all-caps. Labels use uppercase with wide tracking.
- Use at most two of the three typefaces on a single screen. Hero/onboarding: Fredoka One + Nunito. Dashboard/list: Quicksand + Nunito. Never pair Fredoka One and Quicksand as co-headlines.
- Line length: keep body copy under 75 characters per line.
- Any live-updating or countdown number (timers, live counters) uses tabular figures ( `font-variant-numeric: tabular-nums` ) so digits don't shift width as the value changes.

# Roo

Ambitious, warm, a little cheeky. Always in motion. Carries a gold star in his pouch - goals are always with him.



## Color Spec

|                            |                                                |
|----------------------------|------------------------------------------------|
| Body                       | <span style="color: #E87810;">■</span> #E87810 |
| Inner ear / belly / muzzle | <span style="color: #F8D8B8;">■</span> #F8D8B8 |
| Shading                    | <span style="color: #C86010;">■</span> #C86010 |
| Outlines / nose / paw pads | <span style="color: #7A3A1D;">■</span> #7A3A1D |
| Flag                       | <span style="color: #F8B808;">■</span> #F8B808 |

Sampled directly from the final artwork. The body orange lands almost on top of Ember Orange #E67E22 and the outline brown is the same family as Cocoa Brown #4E3629, so Roo reads as part of the same system as the UI without needing a recolor.

## Pose Library

All four poses are finished artwork, cropped and cleaned to spec, ready for production use.

**Happy / Default**  
Arms out, flag in hand. Hero moments and announcements.

**Celebrating**  
Mid-jump, arms raised, stars flying. Goal completions and wins - pairs with Meadow Lemon UI chrome.

**Focused**  
Holding a checklist, determined brows. Tips and feature education.

**Cheeky**  
Winking, peace sign. Casual and community content.

## Usage Rules

- 1 Always place Roo on a brand-colored or Warm Cream background. Never on white alone.
- 2 Do not crop Roo's ears or tail in any frame.
- 3 Do not rotate Roo beyond 15 degrees in either direction.
- 4 Do not recolor Roo outside the defined spec - including with Meadow Lemon. State-color changes happen in the UI chrome around him (a badge, a ring, a background), never on the character.
- 5 Do not use Roo in legal, financial, or error-state contexts.
- 6 **Resolution:** error states use a plain icon + Clay Red text instead - never the mascot, never a new pose (see Master Don'ts, p.15).

# Mascot Artwork Spec

Roo is a finished illustration, not a component tree. This page is the usage and regeneration spec, not a build guide.



**Format:** PNG, transparent background, cropped tight to the figure with a small even margin. Source master is roughly 1190 by 1290px, more than enough for print and any current app surface; export smaller raster sizes from this master rather than re-generating at low resolution.

**Origin:** AI-generated illustration, semi-3D cel-shaded style, produced from the prompt below. This is now the reference asset: treat it the way a photographed product shot is treated, retouch and crop it, but do not hand-redraw or vector-trace it.

**Anatomy this pose gets right, keep it in every future pose:** long legs bent at a visible knee, a thick tail resting on the ground as a third point of balance, small forearms held close to the chest, an elongated snout, tall upright ears. These are the cues that make Roo read as a kangaroo rather than a generic mascot, and the two failed drafts before this one are the reason this line is here.

## Original Generation Brief (Happy / Default Pose) - For Reference

Historical reference only. All four poses are finished artwork already in the library (p.08) - this prompt is kept on file for provenance and for any future pose additions.

*A friendly cartoon kangaroo mascot character, standing upright on two long powerful legs bent slightly at the knee, weight balanced with a thick tail resting on the ground behind it, small short forearms held close to the chest, an elongated snout with a dark rounded nose, tall upright oval ears, big round expressive eyes with a warm smile, arms open in a welcoming gesture with the right paw raised holding a small triangular flag on a short pole. Body fur in warm burnt orange, lighter peach cream belly and inner ears, soft cocoa brown facial features and outlines. Semi-3D cel-shaded illustration style, soft rim lighting, smooth rounded shapes, painterly shading, friendly children's app mascot aesthetic, centered full-body character, front-facing three-quarter view, no clothing, no accessories other than the flag, plain transparent background, square composition, high detail, professional character design.*

## Pose Generation Reference (Historical)

|                    |                                                                                                                                                       |
|--------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Celebrating</b> | Same character and reference image, mid-jump with both arms raised overhead, small yellow star shapes flying around, no flag.                         |
| <b>Focused</b>     | Same character and reference image, standing, holding a small rounded clipboard at chest height with both paws, focused eyebrows, no flag.            |
| <b>Cheeky</b>      | Same character and reference image, standing, one eye winking shut, one paw raised beside the head in a two-finger peace sign, playful grin, no flag. |

These briefs produced the finished Celebrating, Focused, and Cheeky poses now in the library (p.08). Kept on file for provenance and as the pattern for any future pose: generate with the Happy/Default image as visual reference (a character-reference or seed-lock feature, where the tool offers one) so proportions and palette hold, then crop and clean up the same way - tight bounding box, transparent background, no stray fringing at the edges.

# Building Blocks

The recurring pieces every screen is assembled from.

## Buttons

- **Primary** - Ember Deep fill, white text, 100px pill radius.
- **Secondary** - Warm Cream fill, Cocoa Brown text, thin border.
- **Inverted** - Cocoa Brown fill, Warm Cream text - for dark surfaces.
- **Outlined** - transparent fill, Cocoa Brown border and text.

## Streak Chip

A fixed header element on every main screen: flame icon + day count, in a Cocoa Brown pill. A permanent fixture, not a one-off - it's the at-a-glance reminder of the gamification loop.

## Bottom Navigation

Home / Missions / Rewards / Profile. Active tab: Cocoa Brown filled rounded-square, icon + label in Warm Cream. Inactive tabs: plain icon + label in muted gray, no fill.

## Icon Tile

Icon on top, label below, light neutral background, no fill or border. Used for feature navigation (e.g. "Routines," "Rewards") rather than actions - a third tile family alongside Primary and Secondary buttons.

### Insight Card

Icon badge (Soft Peach bg, Cocoa Brown icon) → bold headline → body copy with one bold Ember-Orange-italic emphasis phrase → smaller italic citation-style caption → a 2-up plain stat row below. Bordered in a thin Ember Orange outline - the only card type that gets a colored border.

### Selection State & Roo's Tip

**Selection:** a chosen card on a multi-select screen gets a small filled Ember Orange circular checkmark badge in its top-right corner.

**Roo's Tip:** a light card with a small paw/avatar icon and a bold "Roo's Tip" label, giving the mascot a direct-address voice separate from narrator copy.

# Building Blocks II

Five more pieces added to the system: states, inputs, and identity.

## Toggle / Switch



Track: Soft Peach (off) → Meadow Lemon (on). Knob: Cocoa Brown (off) → white (on). 38×21px track, 2px knob inset.

## Disabled State

Primary Button

Generic pattern for any disabled interactive component - buttons, chips, tiles, inputs alike: 40% opacity, no shadow/elevation. One consistent "not available yet" signal across the system.

## Input Field

### DEFAULT

Enter task name

### FOCUSED

Reading for 20 minutes

### ERROR

Task name

Task name can't be empty

12px radius throughout. Error state uses Clay Red border + Clay Red helper text - the field's only use of the error color.

## Multi-Select Chip

YouTube Kids

✓ Roblox

Unselected: outline pill, Cocoa Brown border and text. Selected: filled Ember Orange, white text + check. Used anywhere a list allows picking more than one - e.g. choosing apps.

## Empty-State Layout



### No missions yet

Once a parent sets one, it'll show up right here.

Refresh

Sky Blue is the dominant color for any empty state: icon + headline + subtext, centered, with an optional action below. Calm and informational, never an error.

## Multi-Child Avatar Convention

Child avatars rotate through **Soft Peach** → **Sky Blue** → **Lemon Mist tint** → **Cocoa-bordered Warm Cream**, in that order, across the children in a household. Never Ember Orange or Meadow Lemon for avatar identity - the Two-State Principle reserves those for in-motion/done signaling, not arbitrary identity.



# Icon System

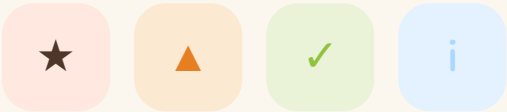
Rounded, filled, consistent - icons should never compete visually with Roo.

## Style

|        |                                    |
|--------|------------------------------------|
| Shape  | Rounded, filled. No sharp corners. |
| Stroke | 2–2.5px when outlined.             |
| Sizes  | 20 / 24 / 32 / 48px                |

## Allowed Fills

- Cocoa Brown - default icon color
- Ember Orange - action, tag, and badge icons
- **Meadow Lemon** - completion icons only
- **Sky Blue** - info and empty-state icons
- ✗ No greys in key icons



Left to right: brand/neutral, action, complete, info - one color, one meaning, every time.

# Grid, Radius, Elevation

The structural rules that keep every screen feeling like the same product.

## Grid & Spacing

|               |                                                   |
|---------------|---------------------------------------------------|
| Base unit     | 8px - all padding, margin, gap is a multiple of 8 |
| Common values | 8 / 16 / 24 / 32 / 48 / 64 / 96px                 |
| Page width    | Max 1200px, 12-column grid                        |

## Border Radius

|                     |            |
|---------------------|------------|
| Primary cards       | 20–28px    |
| Buttons (primary)   | 100px pill |
| Buttons (secondary) | 12px       |
| Input fields        | 12px       |
| Icon containers     | 12–16px    |

## Elevation & Shadow

|                 |                             |
|-----------------|-----------------------------|
| Resting card    | 0 4px 20px rgba(0,0,0,.06)  |
| Hover / raised  | 0 8px 40px rgba(0,0,0,.10)  |
| Modal / overlay | 0 16px 60px rgba(0,0,0,.15) |

No hard drop shadows anywhere. Low opacity, large blur - this is part of what keeps the brand feeling soft and non-disciplinary rather than like a compliance tool.



# How GoalaRoo Sounds

Encouraging, not preachy. Clear, not clinical. Fun, not goofy.

## Writing Rules

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- 1 Short sentences. Active voice.
  - 2 Celebrate small wins as loudly as big ones.
  - 3 Speak to parents as capable, caring people - not anxious ones.
  - 4 Speak to kids as capable, growing people - not problems to fix.
  - 5 No jargon. No guilt-tripping.
- 

## Sample Copy

---

*"Your kid just crushed their reading goal."*

*"Set a mission. Watch them rise."*

*"Screen time they actually earned."*

Completion moments get their own vocabulary: **"Unlocked"** and **"Earned it"** read stronger than a generic "Done," and pair naturally with the Meadow Lemon visual moment.

# Everything Ruled Out, In One Place

Consolidated from every section so no one has to hunt for it.

## Color

---

- ✗ Do not use pure black (#000000) anywhere in the product.
  - ✗ Do not use Meadow Lemon for anything that isn't a completed/unlocked state.
  - ✗ Do not use white text on bright Ember Orange or on Meadow Lemon.
  - ✗ Do not let the same component render the same state in two different colors.
  - ✗ Do not use more than 3 palette colors in a single UI component.
  - ✗ Do not set Lemon Mist body text below 18px, on any background - it is a fill/accent color only.
  - ✗ Do not use Clay Red for anything except error/danger states.
- 

## Mascot & Logo

---

- ✗ Do not recolor Roo outside the defined spec.
  - ✗ Do not crop Roo's ears or tail, or rotate him beyond 15°.
  - ✗ Do not use Roo in legal, financial, or error-state contexts. **Resolution:** error states use a plain icon + Clay Red text instead - never the mascot, never a new pose.
  - ✗ Do not introduce a second accent color into the wordmark.
- 

## Type & Voice

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- ✗ Do not mix Fredoka One with any other display typeface.
  - ✗ Do not pair Fredoka One and Quicksand as co-headlines in one view.
  - ✗ Do not make the brand feel disciplinary or restrictive - it's about earning, not losing.
  - ✗ Do not use gradient washes as decoration - only on mascot skin tones and background washes.
-