

1. Core Identity

Name:

The System

Mission and Vision:

This startup exists to help create a fun and engaging way for people to track and improve any of their habits/skills using a game-like system that gives them missions to improve their skills and an experience tracker that shows their progress over time as they complete their missions.

Values:

The System values supporting the user through an uplifting and hopeful tone through its mission and streak system.

Brand Personality:

The brand is uplifting, technical, expansive, and supportive.

2. Visual Identity

Logo:



Color Pallate:

Primary: 8EE3EF

Secondary: 254E70

Accent Colors:

18020C

37718E
F5F0F6

Typography:
Headline / Display font:

Roboto Condensed

Body font:

Outfit

Fallback fonts:

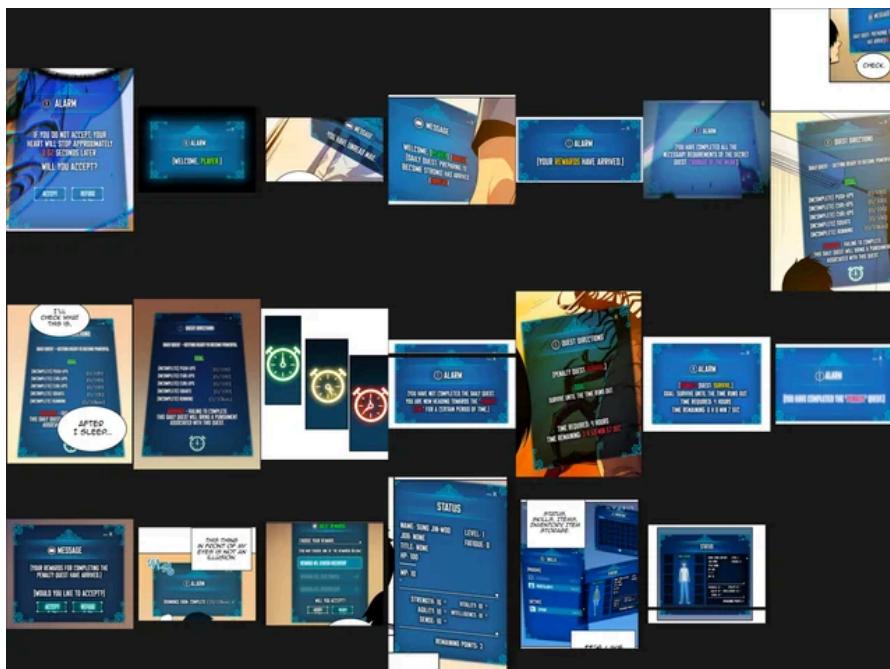
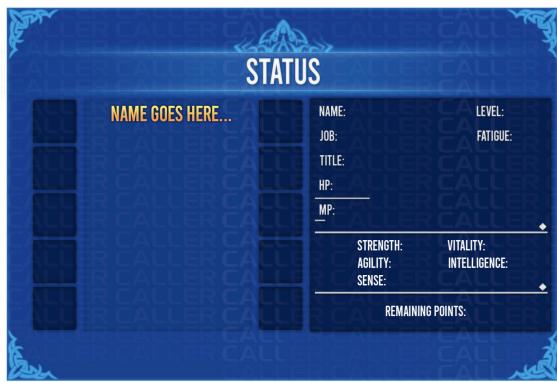
Nunito

Hierarchy / rules:

1. Headline (largest)
2. Subheadline / section headings
3. Body text / paragraph copy
4. Smaller labels / captions
5. UI text/buttons

Imagery and Graphics:
Inspiration





3. Voice and tone

Brand voice:

The brand is formal but sometimes playful to keep the hopeful tone for users

Tone guidelines:

Context	Tone tweaks
Social / Ads	More energetic, punchy, shorter sentences, question hooks ("Ever tried ...?"), challenge vibe
Email / Newsletters	Slightly more warm and explanatory; can share stories, be more detailed
Onboarding / Product UI	Clear, guiding, helpful; less personality, more focus on "how to" and reassurance
Customer support / help	Empathetic, patient, helpful; even if playful elsewhere, here clarity and kindness take priority
Technical / Documentation	More formal, more precise; still friendly but with less slang, more structure so people can follow easily

Key Messaging:

Tagline: something short that encapsulates the promise. E.g. "*Level up what you love*" or "*Make growth feel like a game.*"

Elevator pitch (≈ 30-60 seconds / one paragraph):

This is an app that lets you turn your interests and habits into missions. You tackle daily or weekly tasks, build streaks, level up, and track progress all in a playful, game-inspired way. It's for people who struggle to stay motivated but want growth that feels fun, not forced.

Boilerplate description

- **50-word version:**

An app that gamifies habit-formation and skill improvement. Pick something you care about, unlock missions, keep streaks, and level up. Designed for people who want to make progress without pressure, lose procrastination, and grow with every mission. Early access available.

- **100-word version:**

We believe improvement should feel like achievement, and that everyone deserves a way to stay motivated. Our platform turns habits and interests into missions that you can track, streak, and level up. Instead of feeling guilty when you miss a day or fall off track, you get rewarded for consistency. Whether you want to get better at art, fitness, coding, writing, or any passion, this app meets you where you are. Join early access to be part of the first group shaping how this works.