Zaza Promptly Brand Guidelines

Brand Colors:

Primary Purple: #8B5CF6

Secondary Blue: #3B82F6

Accent Colors: #10B981, #F59E0B

Typography:

Primary: Inter, system-ui, sans-serif

Secondary: Georgia, serif

Logo Usage:

- Minimum size: 120px width

- Clear space: Equal to logo height

- Backgrounds: Use on light backgrounds

Voice & Tone:

- Professional yet approachable

- Empathetic to teacher challenges

- Solution-focused messaging

- Clear and concise communication