

## BRAND IDENTITY: KALORAT 2.0

### The Altimeter for Your Nutrition

#### 1. Brand Essence: "Digital Alpinism"

Kalorat is a **precision instrument** for human performance. We have evolved from "Alpine Minimalism" to **Digital Alpinism**: a design philosophy inspired by modern Austrian architecture (Vorarlberg style). It is sharp, high-contrast, and technically superior. It rejects the "gamified" clutter of fitness apps in favor of absolute clarity and engineered intent.

- **The Vibe:** Modern Glass & Concrete (Sharp, Cool, Expensive, Precise).
  - **The Enemy:** Clutter, Softness, Vague Data, and "Gym-Bro" Hype.
  - **The Promise:** High-performance fueling with zero friction and maximum precision.
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#### 2. Visual Language

##### A. The Color Palette (The Glacial Kit)

We use high-contrast, cool-toned palettes that mimic the clarity of high-altitude light.

- **Primary: Styrian Forest (Deep Green)**
  - **Hex: #0F5838** | Our "New Black." Used for all primary UI elements, solid buttons, and heavy headers. It signals depth and stability.
- **Canvas: Glacial White (Cool Off-White)**
  - **Hex: #FAFAFC** | The background. Replaces the old "Limestone." It feels crisp, digital, and fresh. It makes the OLED screen "pop" without the harshness of pure #FFFFFF.
- **Surface: Steel & Frost (Secondary Neutrals)**
  - **Hex: #F0F2F5 (Light) | #1A1F1F (Dark)** | Used for card backgrounds and UI containers. We use cold grays to maintain the "Architectural" feel.
- **Action: Kaiser Red (Signal Red)**
  - **Hex: #ED2939** | Used **sparingly** and only for critical alerts or the primary "Log Fuel" button to ensure it stands out instantly against the Green/White.
- **Success: Glacier Mint**

- **Hex: #3ED685** | Used for progress bars and achievement states. It represents the "reward" of high performance.

## B. Typography (Architectural Hierarchy)

- **Primary Font: Outfit (Geometric Sans)**
  - **Usage:** All UI labels and body text.
  - **Styling:** Set Headlines to **Bold** with **-1px tracking (letter spacing)**. This makes the type feel "tight" and engineered.
- **Data Font: JetBrains Mono (Technical Monospace)**
  - **Usage: Strictly for numbers** (Calories, Macros, Weights).
  - **Rationale:** Monospace treats nutrition as a mathematical value. It should be used at a **Massive Scale** to make data the "Hero" of the screen.

## C. Shape, Texture & Form (The Hardware Aesthetic)

- **Radius:** Standardized at **12px**. Shifting from 16px to 12px makes the interface look sharper, more "professional," and less "childish."
- **Depth (The Stroke):** We **strictly avoid soft drop shadows**. Instead, we use **1px Borders (#D1D5DB)** to define cards. This mimics topographic maps and technical drawings.
- **Texture:** Strictly Flat/Matte. No gradients. No glassmorphism.
- **Haptics:** Heavy reliance on "Taptic" feedback. Every button press should feel like the mechanical "click" of a Leica camera or a high-end mountain watch.

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## 3. Tone of Voice: "The Precision Instrument"

Kalorat is not a "Coach"; it is a **Silent Partner**. It does not cheer; it reports.

- **Fact-Based, Not Emotion-Based:** Instead of "You're doing great!", use **"Projected goal arrival: Oct 14."**
  - **Technical Language:** Use terms like **"Fuel," "Input," "Output,"** and **"Target."**
  - **The "Bodenständig" Rule:** No emojis. No exclamation marks. No "Gym-Bro" slang.
  - **Efficiency First:** If a sentence can be 3 words instead of 6, cut it.
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## 4. LEITBILD (THE MANIFESTO)

### I. Mission (Our Task)

To engineer the fastest calorie tracking interface in existence. We provide a digital tool that allows users to log their fuel in under 3 seconds. We believe health tracking should be as reliable as an Austrian mountain map: silent, accurate, and essential.

### II. Vision (Our Destination)

To define the "**Austrian Standard**" for digital health. We aim to prove that premium digital craftsmanship requires zero noise. Our vision is a world where data is honest, and the tool disappears so the performance can begin.

### III. Core Values (The Code)

1. **Präzision (Precision):** Accuracy is the foundation of performance. We do not round numbers; we show the math.
2. **Reduktion (Reduction):** "Less, but better." If a feature doesn't help a user log faster or understand better, it is deleted. Every pixel must earn its place.
3. **Handwerk (Craftsmanship):** Quality is found in the speed of the app and the smoothness of the transitions. We build software that feels like hardware.
4. **Klarheit (Clarity):** No ads, no distractions, no fluff. Just the data you need to reach the summit.