

## BRAND IDENTITY: KALORAT

*The Altimeter for Your Nutrition*

### 1. Brand Essence: "Alpine Tech"

Kalorat is a precision instrument for human nutrition. It rejects the stressful, chaotic nature of modern fitness apps in favor of **Alpine Minimalism**. It is a digital tool that feels like high-quality mountain equipment: rugged, reliable, and functional. It is built for high-performance fueling but delivered with absolute calm.

- **The Vibe:** Modern Cable Car Station (Concrete, Glass, Steel, Moss).
  - **The Enemy:** Stress, Guilt, Clutter, and Annoying Ads.
  - **The Promise:** High-performance tracking with zero anxiety.
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### 2. Visual Language

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

We use organic, tactile tones found in the Austrian landscape, avoiding digital neon colors.

- **Primary: Styrian Forest (Deep Green)**
  - *Hex: #0F5838* | Dark, serious, and stable. Used for primary branding and headers.
- **Canvas: Limestone (Warm Off-White)**
  - *Hex: #F7F5F2* | The background canvas. Mimics premium unbleached paper or limestone rock. Reduces eye strain and feels "crafted."
- **Surface: Pebble & Slate (Neutrals)**
  - *Hex: #E8E6E1 (Light) / #2A3333 (Dark)* | Used for card surfaces and UI separation.
- **Action: Kaiser Red (Signal Red)**
  - *Hex: #ED2939* | Derived from the Austrian flag and Alpine trail markers. Used *only* for the primary Action Button (Add) or critical alerts.
- **Success: Glacier Mint**
  - *Hex: #3ED685* | Freshness and vitality. Used for progress bars and "Goal Reached" states.

#### B. Typography (Engineered Legibility)

- **Primary Font: Outfit (Geometric Sans)**
  - Used for all UI labels and body text. Clean, modern, and readable.
- **Data Font: Monospace (e.g., JetBrains Mono)**
  - Used specifically for **Calories and Macros**.
  - *Rationale:* Monospace fonts scream "Data," "Engineering," and "Measurement." It treats food as fuel/math.
- **Hierarchy:**
  - **Headlines:** Bold and tight. Standing like rocks.
  - **The Hero Number:** Massive, tabular figures. The calorie count is the hero of the screen.

## C. Shape, Texture & Form

- **Radius:** Standardized at **16px**. (Neither too round/childish nor too sharp/brutalist).
  - **Texture:** Strictly **Matte**. No gradients, no gloss, no "glassmorphism." It should feel like powder-coated aluminum or matte paper.
  - **Depth:** We use **1px Borders** instead of soft drop shadows. This defines boundaries clearly, like a topographic map.
  - **Haptics:** Short, solid vibration pulses to mimic the physical "click" of a high-end tool.
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## 3. Tone of Voice: "The Polite Assistant"

Kalorat is a "Silent Partner." It provides the facts without judgment or "Gym-Bro" hype.

- **Supportive, not Bossy:** "Daily fuel target reached" instead of "Stop eating!"
  - **Direct & Honest:** We don't sugarcoat data. We show it clearly.
  - **Grounded (Bodenständig):** No emojis, no screaming notifications, no exclamation marks.
  - **Austrian Soul:** Polite, efficient, and slightly formal.
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## LEITBILD (THE MANIFESTO)

## **1. Mission (Our Task)**

**To engineer the simplest calorie tracking experience in the world.** We provide a high-precision digital tool that allows users to log their fuel in seconds—through photos and intuitive inputs. We believe that health tracking should be as reliable and straightforward as an Austrian mountain map, prioritizing user focus by remaining free of the noise of advertisements.

## **2. Vision (Our Destination)**

**To become the "Standard-Werkzeug" for mindful nutrition.** We aim to prove that premium digital craftsmanship does not require a noisy or complex interface. Our vision is a health landscape where tools are invisible, data is honest, and the user is always in control of their own journey. We define the "Austrian Standard" for digital health: where high-tech engineering meets the stillness of the Alps.

## **3. Core Values (The Code)**

### **I. Präzision (Precision)**

We focus on the math and the mechanics. Our engineering ensures that tracking is accurate and fast. We do not hide essential data; we give the user the full picture immediately because we believe accuracy is the foundation of performance.

### **II. Bodenständigkeit (Groundedness)**

We are a "No-Nonsense" app. We do not follow fitness trends, we do not use hype-driven marketing, and we do not pretend to be a life coach. We are a tool. We remain humble, functional, and honest about our purpose.

### **III. Reduktion (Reduction)**

"Less, but better." We fight clutter. Every button must earn its place. If a user can log their meal in two steps instead of three, we re-engineer it. We reduce stress by removing ads and unnecessary notifications. We value the user's time and mental clarity above all else.

### **IV. Haptik & Handwerk (Tactility & Craftsmanship)**

Digital quality is felt through performance and flow. We build Kalorat with the same care an artisan uses to craft a watch or a mountain boot. Quality is found in the details—the speed of the app, the smoothness of transitions, and the clarity of the interface. We create a "tactile" digital experience that feels solid and intentional.