

## BRAND IDENTITY: KALORAT

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

Kalorat is a premium companion for those who value clarity and companionship. It is built on the philosophy of **Digital Alpinism**: a design language inspired by modern Austrian architecture (Vorarlberg style) paired with the heart of a "Bergführer" (Mountain Guide).

We reject the cold, robotic feel of technical trackers and the childish clutter of gamified apps. Instead, we offer a space that feels like a modern mountain cabin—sharp and precise on the outside, but warm, honest, and human on the inside.

- **The Vibe:** A Modern Alpine Retreat (Sharp, Professional, Warm, Grounded).
  - **The Persona:** The Trusted Guide. He's been to the summit; he knows the pace; he's here to walk beside you, not bark orders at you.
  - **The Enemy:** Noise, robotic coldness, "Gym-Bro" hype, and isolation.
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### 2. Visual Language

*Precision craftsmanship meets a human touch.*

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

We use high-contrast, cool-toned palettes that mimic the clarity of high-altitude light, providing a stable environment for your journey.

- **Primary: Styrian Forest (Deep Green) | #0F5838**
  - Our foundation. It represents the strength and shelter of the woods. Used for primary UI elements and stability.
- **Canvas: Glacial White (Cool Off-White) | #FAFAFC**
  - The background. It feels crisp and fresh, like morning air on the peaks. It provides the clarity needed to see the path ahead.
- **Surface: Steel & Frost (Secondary Neutrals) | #F0F2F5 / #1A1F1F**
  - Used for card backgrounds. These cold grays maintain the architectural "Architectural" feel without feeling cluttered.
- **Action: Kaiser Red (Signal Red) | #ED2939**
  - The color of a guide's jacket. Used sparingly for the most important steps to ensure you never lose your way.

- **Success: Glacier Mint | #3ED685**
  - The feeling of reaching the summit. Used for progress and celebrations.

## B. Typography (Human Clarity)

- **Primary Font: Outfit (Geometric Sans)**
  - *The Voice:* Used for all messages and body text. It is clean but friendly. We set Headlines to Bold with -1px tracking to give the brand a solid, "Bodenständig" (grounded) presence.
- **Data Font: JetBrains Mono (Technical Monospace)**
  - *The Map:* Strictly for numbers. While our voice is human, our numbers are honest. Monospace ensures the data is easy to read at a glance, like a well-marked trail.

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

- **Radius:** Standardized at **12px**. Sharp enough to look professional, rounded enough to feel approachable.
  - **The Stroke:** We avoid soft shadows. We use **1px Borders** (#D1D5DB) to define our space. This mimics the clean lines of a mountain map.
  - **Haptics:** Every interaction should have a mechanical "click"—the tactile satisfaction of a high-end watch or a sturdy carabiner.
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## 3. Tone of Voice: "The Bodenständig Friend"

Kalorat is not a "tracker"; he is your **Guide**. He speaks with the quiet confidence of someone who knows what he's doing and wants the best for you.

- **Honest & Encouraging:** We don't use robotic data points. Instead of "Calories remaining: 500," we say, "You've had a great day; you've got plenty of room for a good dinner."
  - **The "Bodenständig" Rule:** No hype, no screaming, and no "Gym-Bro" slang. We use calm, direct language. We do not use emojis, but still try to make it feel like a conversational friend.
  - **Steady in the Steep Parts:** If you have a bad day, the Guide doesn't judge. He says, "The trail got a bit steep today, no worries. Let's just find our rhythm again tomorrow."
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## **4. LEITBILD (THE MANIFESTO)**

### **I. Mission (The Walk)**

To provide the most human and honest way to track nutrition. We believe that health is a journey best taken with a trusted companion. Our task is to offer a tool that is as reliable as a hand-carved walking stick—simple, beautiful, and essential.

### **II. Vision (The Destination)**

To define the "Austrian Standard" for digital health. We aim to show that premium digital craftsmanship and human warmth belong together. We envision a world where technology doesn't make us feel like machines, but empowers us to be better humans.

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

1. **Kameradschaft (Comradery):** We are in this together. The app is a partner, not a judge. We celebrate the wins and stay calm during the losses.
2. **Präzision (Precision):** A guide must be accurate. We show the math clearly so you always know where you stand on the mountain.
3. **Reduktion (Reduction):** "Less, but better." We remove the noise so you can focus on the walk. Every pixel and every word must serve the user.
4. **Handwerk (Craftsmanship):** We build with the care of an Alpine carpenter. Our software should feel like a physical tool—solid, fast, and timeless.