

# Brand Style Guide - EcoNova

## 1. Brand Overview

EcoNova is a sustainability-focused tech startup aimed at helping Gen Z users build climate-positive habits through gamified mobile experiences.

## 2. Color Palette

- \* Primary: #00FFAB (Mint Green)
- \* Secondary: #005F73 (Deep Teal)
- \* Accent: #FFD166 (Warm Yellow)

## 3. Typography

- \* Heading Font: Montserrat Bold
- \* Body Font: Open Sans Regular

## 4. Design Elements

- \* Minimal, clean UI
- \* Rounded buttons and cards
- \* Leaf or eco-symbol-based icons

## 5. Moodboard

The app should evoke a sense of freshness, clarity, and eco-empowerment. Designs should feel light, modern, and youthful.

## 6. Sample Screens

[Insert mockup or UI sketch here]

## 7. Keywords

eco-friendly, sustainable, green startup, climate change, Gen Z, modern UI, gamification, progress tracking, carbon footprint