



Remmi

B R A N D P L A Y B O O K

ABOUT THIS PLAYBOOK

This document is the single source of truth for the Remmi brand. It ensures that every expression of our identity is consistent, cohesive, and true to our mission.

Every person who creates, designs, writes, or communicates on behalf of Remmi should use this playbook as their guide. It is a living document that will evolve as the brand grows, but the principles within it are foundational and enduring.

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PART 01

Our Foundation

The strategic bedrock of the Remmi brand. Our essence, promise, archetypes, and the principles that guide every decision.

BRAND ESSENCE

Compassionate Companionship

Everything we do flows from this single idea. We believe that transformation is delivered through support, not pressure. The companionship never stops; only the energy shifts.

Brand Promise

We make living with ADHD easier.

We promise to make the experience of living with ADHD **easier**, not to make it "easy." This distinction is critical. We are honest about the genuine difficulty of the condition. We refuse to gaslight our users into thinking ADHD can be solved with a quick fix.



"Comfort preceding excellence."

BRAND ARCHETYPES

The Caregiver & The Magician

Our brand personality is a unique blend of two archetypes that work in careful sequence. Safety first, then possibility. The Caregiver creates trust; the Magician delivers wonder.

The Caregiver (Companion) 70%

The Magician 30%

The Caregiver (Companion)

Leads the relationship. Specifically the **Companion** expression: not the Guardian, not the Nurturer, not the Healer. We are the friend who walks alongside. Warmth, safety, presence, understanding, acceptance.

The Magician

Follows with transformation. The catalyst that helps users turn chaos into control and self-doubt into self-belief. Wonder, possibility, insight, "what if?", breakthrough.

The sequencing matters. The Caregiver never disappears. It remains the roots of the relationship, even as the Magician leads the energy in later stages.

THE USER JOURNEY

Two Stages of Growth

STAGE 1: FOUNDATION

Mostly Caregiver

The Caregiver is dominant at over 90%. The goal is to remove shame, provide presence, and eliminate isolation. The brand says: "I'm here with you. You're not alone. Let's figure it out together."

STAGE 2: FLOURISH

Magician Emerges

The Magician takes the lead. Users begin achieving things they did not think they could. The energy shifts from "you're safe" to "look at what's possible." But the Caregiver never leaves.

The visual identity, logo, and core palette stay constant across both stages. What shifts is the tone, energy, and emphasis of the messaging.

BRAND PILLARS

Our Non-Negotiable Commitments

Genuine Care

Every decision asks: "Does this genuinely help users live easier lives?" User wellbeing is prioritized over revenue. Zero predatory pricing, zero manipulation, zero dark patterns.

Ethical Integrity

An absolute prohibition on exploitation. No dark patterns, no shame-based engagement, no manipulation. Built by people with ADHD for people with ADHD.

Purpose-Built for ADHD

Built specifically for how ADHD minds work, not a generic solution retrofitted. Every feature, every interaction is designed for the neurodivergent brain.

Complete Journey Support

Present for the whole journey, from diagnosis confusion through daily thriving, through setbacks and failures. We do not abandon users when things get hard.

BRAND POSITIONING

Our Position in the World

For individuals navigating the challenges of executive dysfunction associated with ADHD, **Remmi** is the voice-activated AI companion that provides compassionate, non-judgmental support to make daily life easier. Unlike productivity tools that demand you change for them, Remmi is purpose-built for the ADHD brain, offering gentle guidance and celebrating small wins to turn overwhelm into calm and potential into reality.

The Role We Play

The user is the hero of their own story. They overcome challenges, build habits, and transform their relationship with themselves. They achieve the victory.

Remmi is the faithful companion who makes that victory possible. We are Sam to their Frodo: present through the whole journey, believing in them when they do not believe in themselves. Never above users. Alongside them.

THE PATTERN WE ARE BREAKING

ADHD users have been failed by brands that adopt the wrong archetypes.

The following archetypes were explicitly rejected because they contradict our mission.

REJECTED ARCHETYPE	WHY IT WAS REJECTED
The Hero (Nike, fitness apps)	No hustle culture. Our users are exhausted from being told to try harder.
The Sage (clinicians)	We do not lecture from above. We walk alongside as equals.
The Ruler (premium brands)	We reject hierarchy. The user is the hero; we are the support.
The Innocent (Dove, Coca-Cola)	We refuse to gaslight. ADHD is genuinely hard.
The Creator (Adobe, Lego)	Not about creating more. It is about less friction.
The Outlaw (Harley-Davidson)	We are warm and trustworthy, not rebellious or edgy.

BRAND IDENTITY

What We Are vs. What We Are Not

We Are	We Are Not
A compassionate companion Warm, human, and relatable walking alongside as equals	A clinical doctor or therapist Cold, technical, or intimidating A teacher lecturing students
Built specifically for ADHD brains present for the whole journey Honest about difficulty while holding Transformative hope through support	A neurotypical tool adapted A quick fix that abandons you Promising miracles or cures
	Exploitative or manipulative

PART 02

Our Name & Story

The name Remmi, how it was chosen, and the story behind the brand.

OUR NAME

Remmi

The name was chosen through a rigorous process guided by five criteria: two syllables, phonetically soft and warm, non-gendered, unique enough to stand alone as a business name, and no direct reference to ADHD.

Remmi meets every criterion. It is soft and approachable, with a gentle rhythm that feels like the name of a trusted friend. The double "m" creates a warm, humming quality. The "rem" root subtly connects to remedy and remembering, hinting at function without being literal.

It is a name you would feel comfortable saying out loud, which is essential for a voice-activated companion.

Alternative: Koda

Means "friend" or "companion" in several languages. Retained as a documented alternative should the primary name encounter unforeseen conflicts.

Remmi

Two Syllables Soft & Warm Non-Gendered Unique
Voice-Friendly

OUR STORY

Remmi was born from a simple, powerful wish:

"I wish I had a friend who just got it."

Created by people with ADHD who were tired of neurotypical productivity systems designed for a different kind of brain. We were not looking for a drill sergeant or a lecturer. We were looking for a companion to walk alongside us through the chaos and the calm.

Our story is one of turning personal struggle into shared support. Remmi is our answer to the shame, the frustration, and the isolation. A testament to our belief that with the right scaffolding, neurodivergent people have an equal chance at being happy and successful.

PART 03

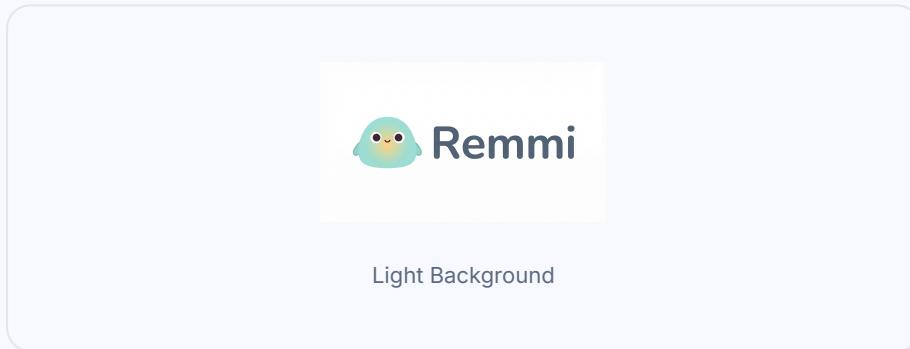
Our Visual Identity

The tangible expression of our brand. Warm, accessible, professional, and quietly magical.

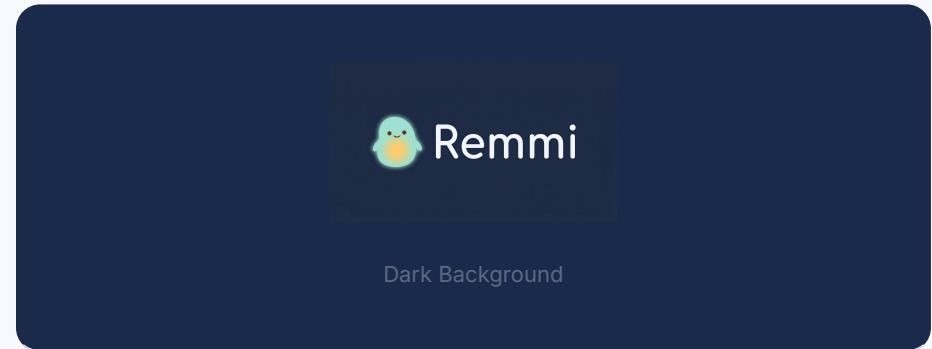
LOGO SYSTEM

Primary Logo

The primary logo features the Remmi mascot alongside the wordmark. This is the default, most-used version. Available for both light and dark backgrounds.



Light Background



Dark Background

LOGO VARIATIONS

Flexible for Every Context

**Horizontal Lockup**

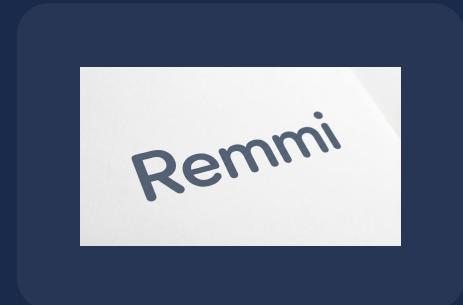
Default. Website headers, presentations.

**Stacked**

Social media, square placements.

**App Icon**

Mobile devices. Mascot only.

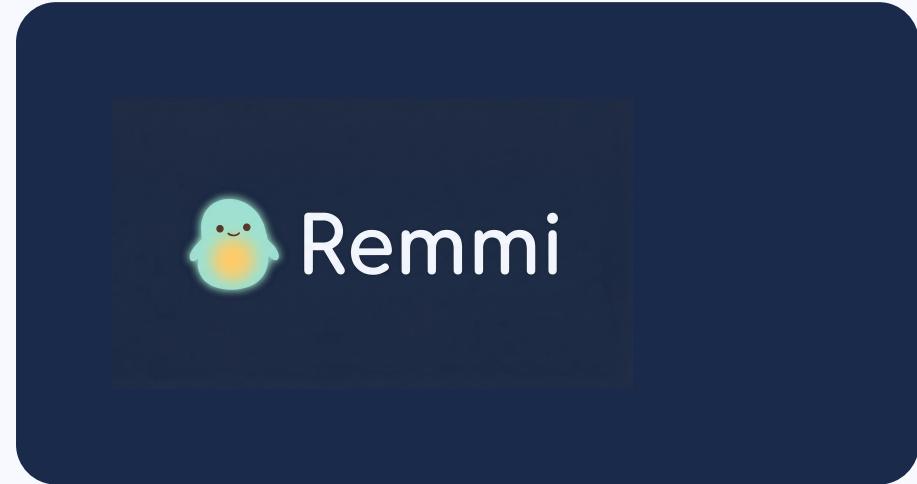
**Wordmark Only**

B2B, contracts, formal docs.

LOGO USAGE

Rules & Guidelines

RULE	GUIDANCE
Clear Space	Maintain minimum clear space equal to the height of the mascot on all sides.
Minimum Size	Horizontal logo: min 120px wide (digital) or 30mm (print).
Background	Use light version on light backgrounds, dark version on dark. Never on busy backgrounds.
Do Not	Do not stretch, rotate, recolor, add effects, or alter the logo in any way.



OUR MASCOT

Meet Remmi

Remmi is the heart of our brand. Not merely a logo element, but the user's companion. A soft, gentle, friendly being that embodies Compassionate Companionship.

The body is rendered in **Mint Soothe** with a subtle inner glow of **Amber Glow** radiating from its center. This inner glow represents the Magician archetype: the spark of potential within every user.

Dark eyes and a simple curved smile. Small, stubby arms for expressiveness. On dark backgrounds, a soft outer aura makes Remmi glow.



Remmi's Expressions

REMMI

Warm, gentle companion. Soft, asymmetric blob with a faint inner glow.



■ Main Body: #A0EADE (Soft Teal-Mint)

■ Inner Glow: #FFD166 (Very Subtle Amber-Gold)

EXPRESSION GUIDE

When to Use Each Expression

Remmi's expression should always match the emotional context of the interaction. Consistency builds trust.

EXPRESSION	WHEN TO USE
Happy	Task completion, positive feedback, greetings
Calm	Default resting state, meditation, wind-down moments
Thinking	Processing, loading states, planning screens
Listening	Voice input active, user sharing feelings
Celebrating	Major milestones, streaks, achievements
Encouraging	Gentle nudges, reminders, motivational moments

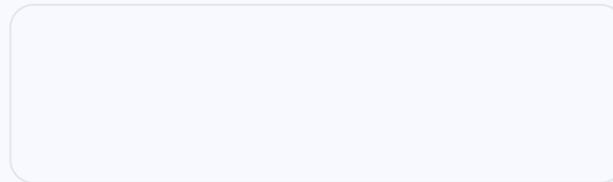
COLOR PALETTE

Our Colors

Warm, accessible, and professional. Calming blues and greys with vibrant, optimistic accents. All primary combinations meet WCAG AA standards.

PRIMARY PALETTE

Midnight Blue
#1A2A4A



Cloud White
#F7F9FF



Slate Grey
#5C6A82

ACCENT PALETTE

Coral Spark
#FF6B6B



Amber Glow
#FFD166



Mint Soothe
#A0EADE

COLOR USAGE

How to Apply Our Colors

CONTEXT	COLORS TO USE
Dark Mode / Hero Sections	Midnight Blue background, Cloud White text, accent colors for emphasis
Light Mode / Content Areas	Cloud White background, Slate Grey text, Midnight Blue for headings
Primary Buttons / CTAs	Coral Spark background, Cloud White text
Success / Completion	Mint Soothe for backgrounds or icons
Warnings / Attention	Amber Glow for highlights or borders
Backgrounds	Never use pure white (#FFFFFF) or pure black (#000000)

TYPOGRAPHY

Our Type System

Chosen for exceptional readability, especially for users with ADHD and dyslexia, while maintaining warmth and approachability.

Display: Recoleta		Primary: Inter	
A B C D E F G H I J K L M N O P Q R	S T U V W X Y Z	A B C D E F G H I J K L M N O P Q R	S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z	a b c d e f g h i j k l m n o p q r s t u v w x y z	a b c d e f g h i j k l m n o p q r s t u v w x y z	a b c d e f g h i j k l m n o p q r s t u v w x y z
0123456789		0123456789	
<p>Life with ADHD is hard. We make it easier.</p>		<p>Remmi is the voice-activated AI companion that provides compassionate, non-judgmental support to make daily life easier. Built specifically for the ADHD brain.</p>	
H1 (Recoleta Bold, 32pt)	H2 (Inter Bold, 24pt)	H3 (Inter SemiBold, 20pt) Body (Inter Regular, 16pt)	Caption (Inter Medium, 14pt)
Your Path to a Better Day	Compassionate Support, Key Features & Benefits Always Available	Remmi helps you stay organized and focused, providing gentle reminders and encouragement throughout your day.	Available on iOS and Android devices.

TYPOGRAPHY

Typographic Hierarchy

LEVEL	TYPEFACE	WEIGHT	SIZE	USE
H1	Recoleta	Bold	32pt	Page titles, hero headings
H2	Inter	Bold	24pt	Section titles
H3	Inter	SemiBold	20pt	Sub- headings
Body	Inter	Regular	16pt	Paragraphs, descriptions
Caption	Inter	Medium	14pt	Labels, metadata

DISPLAY: RECOLETA

A warm serif with soft, rounded forms. Used sparingly for H1 headings to bring in the warmth of the Caregiver archetype. Inviting rather than clinical.

PRIMARY: INTER

A highly legible sans-serif designed for user interfaces. Tall x-height, clear letterforms, excellent rendering at all sizes. Ideal for users who may struggle with reading.

PART 04

Our Voice & Messaging

How we speak, what we say, and the emotional signature we leave with every interaction.

BRAND VOICE

How We Sound

Our voice is **Warm, Understanding, Supportive, Grounded, Reassuring, and Gently Hopeful**. Think of it as the voice of a trusted friend who happens to be really helpful. We communicate as equals who genuinely understand the lived experience of ADHD.

Warm

Understanding

Supportive

Grounded

Reassuring

Gently Hopeful

Emotional Signature: A warm embrace. A sigh of relief. With moments of wonder about what is possible.

On humor: We use humor intentionally and warmly. Self-deprecating, gentle, and never at the user's expense. The kind that makes someone feel seen and understood.

OUR TAGLINE

Life with ADHD is hard. We make it easier.

A simple, honest acknowledgment of our user's reality and our role in it. No
miracles. No minimizing. Meeting users where they are and offering
something real.

LANGUAGE GUIDANCE

Words That Build Up

The words we use matter deeply. They can either build a user up or reinforce the shame they already carry.

WE SAY

"Let's try this together."

WE DO NOT SAY

"You should do this."

WE SAY

"It's okay to have tough days."

WE DO NOT SAY

"Just try harder."

WE SAY

"This is designed for your brain."

WE DO NOT SAY

"This is the right way."

WE SAY

"Progress, not perfection."

WE DO NOT SAY

"You failed."

LANGUAGE CATEGORIES

Words to Embrace & Avoid

EMBRACE

alongside with you support understand care here for you journey together gentle safe relief friend companion
no judgment transform possible imagine what if unlock your brain built for ADHD

AVOID

patient treatment compliance disorder symptoms just simply easy no excuses you should you need to the right way
revolutionary game-changing miracle cure hack optimize normal try harder

THE TRANSFORMATION

Before & After Remmi

BEFORE REMMI

Chaotic and overwhelmed

Scraping by daily

Ashamed and self-critical

Exhausted from failing

Feeling broken and alone

AFTER REMMI

In control and calm

Thriving and progressing

Self-accepting and understood

Equipped with tools that work

Supported and never alone

PART 05

Our Brand in Action

Practical guidance for applying the Remmi brand to real-world design and product decisions.

Designing for ADHD

Clarity Over Clutter

Cognitive load is the enemy. Every element must have a clear purpose. White space is breathing room for the ADHD brain.

Celebrate Small Wins

Acknowledge progress, no matter how small. Positive reinforcement, rewarding animations, encouraging messages.

Gentle Guidance, Not Rigid Rules

Soft nudges, flexible structures. No aggressive notifications or rigid deadlines. The system adapts to the user.

From Calm to Magic

Default state: calm and serene (Caregiver). Moments of completion: a touch of magic (Magician) through animation and color.

MASCOT IN THE UI

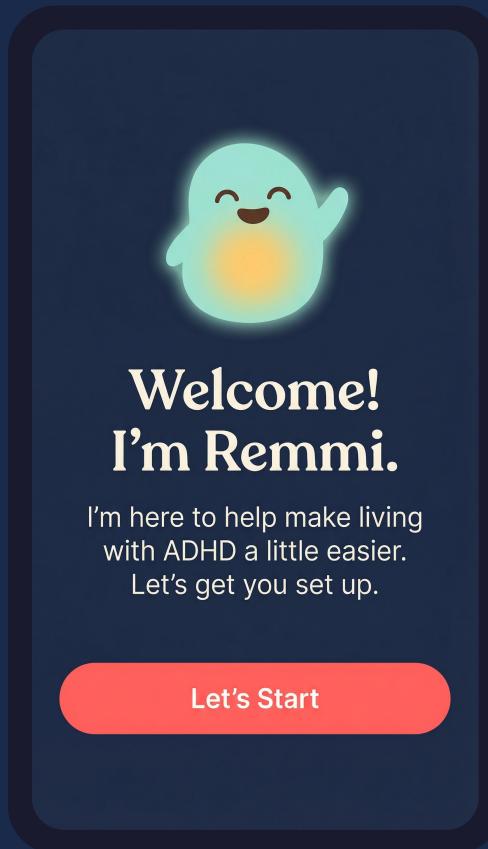
How Remmi Appears in the Product

Remmi is the user's companion within the application. Integrated thoughtfully to build emotional connection without becoming noise.

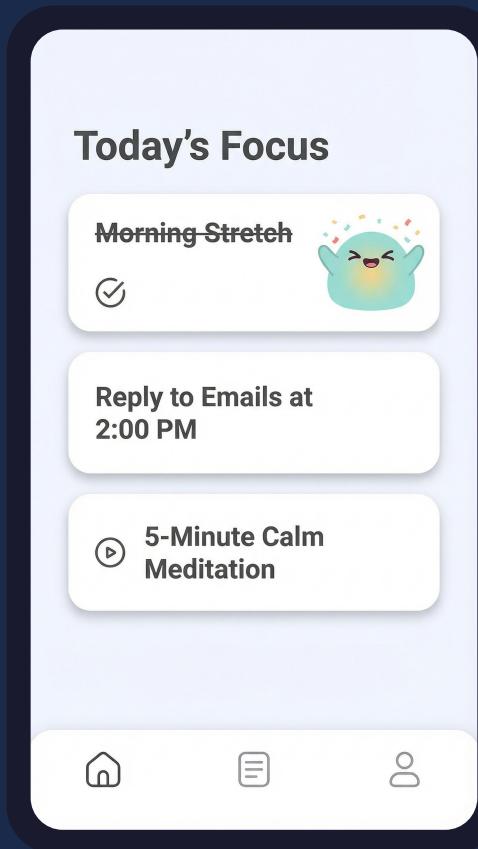
CONTEXT	EXPRESSION	HOW REMMI APPEARS
Onboarding	Happy / Encouraging	Guides user through setup with warmth
Empty States	Calm	Fills empty screens with encouragement
Task Completion	Celebrating	Celebrates with the user
Gentle Nudges	Encouraging	Delivers reminders as a friend
Loading States	Thinking	Inner glow pulses gently
Voice Input	Listening	Leans in, attentive

Rule: Do not overuse Remmi. Appearances should be meaningful. Never allow the mascot to obstruct the user's primary action.

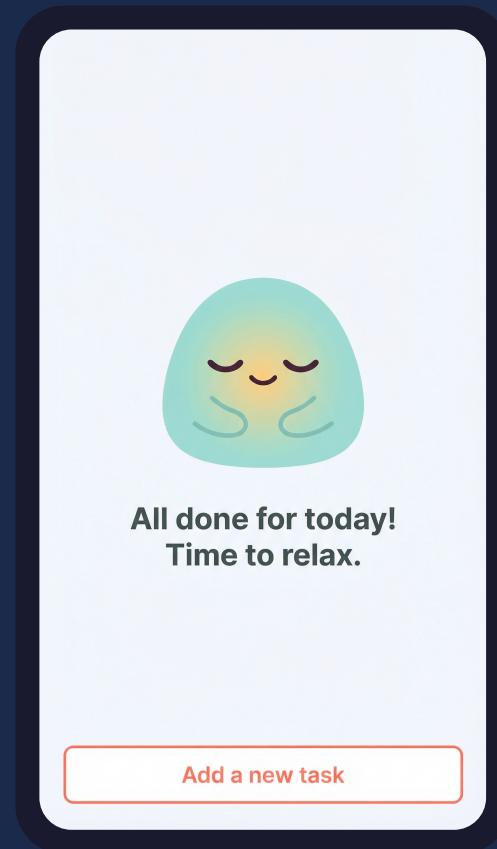
Product Screens



Onboarding



Dashboard



Empty State

Component Guidelines

COMPONENT	SPECIFICATION
Primary Button	Coral Spark bg, Cloud White text, pill shape, 16px/32px padding
Secondary Button	Cloud White bg, Slate Grey border and text, same rounded shape
Cards	Cloud White bg, subtle shadow, 12px radius, 16px+ padding
Input Fields	Slate Grey border. On focus: Amber Glow border
Icons	Simple, line-based, rounded, consistent stroke width

[Get Started](#)
[Learn More](#)

Example Card

Clean, generous padding, subtle shadow. Calm and readable.

Input field (inactive)

Input field (focused)

MOTION & ANIMATION

Movement That Feels Alive

All motion should feel organic, gentle, and purposeful. Never jarring, fast, or aggressive.

ELEMENT	GUIDANCE
UI Transitions	Soft ease-in-out (300-400ms). Fade transitions preferred over slides or bounces.
Micro-interactions	Subtle and delightful. Completed checkbox: small burst of Amber Glow particles. Button press: gentle scale-down.
Mascot Animation	Fluid and organic. Inner glow pulses gently. Subtle squash-and-stretch. Smooth expression transitions.
Loading	Remmi's inner glow pulses rhythmically. No spinning wheels or progress bars where possible.

PART 06

Healthcare Deployment

How the Remmi brand adapts for B2B healthcare contexts while staying true to its core identity.

TIERED BRAND PRESENTATION

Adapting for Every Audience

We adapt how we communicate about the brand, not the brand itself.

TIER 1

Patients / End-Users

Full brand, all colors, full expression.
Mascot front and center, fully expressive.
Caregiver-Magician tone. Focus:
compassionate companionship.

TIER 2

Healthcare Providers

Full brand, professional emphasis. Logo
lockup only. More Sage energy: evidence,
data, outcomes. Focus: patient
engagement, clinical validation.

TIER 3

Institutions / Payers

Wordmark only. Midnight Blue and Cloud
White. Professional, data-driven, formal.
Focus: integration, security, compliance,
ROI.

B2B MESSAGING

Speaking to Healthcare

Remmi is an evidence-based digital companion that delivers measurable improvements in daily functioning for adults with ADHD, extending your care beyond the consultation.

MESSAGE	DESCRIPTION
Patient Outcomes	Measurably improves emotional regulation, daily organization, and habit formation.
Care Extension	Daily companionship that reinforces treatment plans between appointments.
Evidence-Based	Purpose-built based on clinical research for the ADHD brain.
Easy Integration	Simple to recommend, easy to adopt, minimal friction for clinical workflows.
Ethical Alignment	No dark patterns, no exploitation. Built by people with ADHD for people with ADHD.

When communicating with providers, the Caregiver shifts from Companion to Guardian: "We help you deliver better care." The Magician shifts to Transformation Backed by Proof, leading with data and clinical validation.

QUICK REFERENCE

At a Glance

Brand Name	Remmi	#1A2A4A
Tagline	Life with ADHD is hard. We make it easier.	#F7F9FF
Brand Essence	Compassionate Companionship	#5C6A82
Primary Archetype	The Caregiver (Companion), 70%	#FF6B6B
Secondary Archetype	The Magician, 30%	#FFD166
Primary Font	Inter	#A0EADE
Display Font	Recoleta	
Voice	Warm, Understanding, Supportive, Grounded	
Alternative Name	Koda	



**"With the right scaffolding, neurodivergent
people have an equal chance at being
happy and successful."**

This playbook is more than guidelines. It is a commitment to the people
who use Remmi, to the providers who recommend it, and to the mission
that drives everything we do.