

LOGO NAME: SUMMAFLOW

LOGO COLOR PALLETE:

**Recommended: Trust + Clarity**

- Primary: Deep blue (#2563eb)
- Secondary: Light blue (#60a5fa)
- Accent: Green (#10b981)
- Background: Clean white/light gray

**LOGO Theme: Clean Minimalism with Learning Elements**

**Visual Style:**

- Flat design with subtle shadows
- Simple line art illustrations
- Geometric shapes and icons
- Plenty of whitespace

**Illustration Elements:**

- Simple human figures reading/studying
- Abstract representations of text (lines, paragraphs as shapes)
- Progress indicators and completion checkmarks
- Globe/world elements (international ESL audience)

**Style Guidelines:**

- **Stroke weight:** Medium (2-3px)
- **Corners:** Rounded for friendliness
- **Complexity:** Maximum 3-4 elements per illustration
- **Consistency:** Same line style throughout

**Avoid:**

- Overly complex illustrations
- Cultural-specific imagery
- Text-heavy graphics
- Busy backgrounds

**Best approach:** Think "friendly textbook" meets "modern app" - professional but not intimidating, clear but not boring.

