

Idea Machine

Character Illustration Reference Sheet — Notion-style minimalist illustrations for each Output Style personality

Master Style Guide

LINE QUALITY

Hand-drawn, slightly wobbly black ink outlines. Medium weight, organic imperfection.

COLOR APPROACH

Black outlines + white fill + ONE flat accent color per character. No gradients.

FACE STYLE

Simple dot eyes, single curved line for mouth. Personality via accessories.

HEAD SHAPE

Circular or rounded. Consistent across all characters for family cohesion.

AESTHETIC

"Sophisticated doodle" — playful yet professional. Mid-century modern influence.

SCALABILITY

Must work at 32px (icon) and larger hero sizes. Keep details minimal.

Character Specifications



No Sauce

The straight-shooter professional

Illustration here



Gray-blue #6B7280

KEY VISUAL ELEMENTS

Simple collar + tie Clipboard in hand
Small glasses (optional)

Expression: Neutral straight horizontal line mouth. Calm, professional, no-nonsense.



Tech Bro

The hoodie-wearing founder

Illustration here



Bright orange #F97316

KEY VISUAL ELEMENTS

Hoodie silhouette AirPod dots
Coffee cup in hand

Expression: Slight upward eye tilt, small confident smirk. Energetic startup energy.



Creative Strategist

The big-picture visionary

Illustration here



Warm yellow #FBBF24

KEY VISUAL ELEMENTS

Floating lightbulb above Wavy/tousled hair
Radiating idea lines

Expression: Eyes gazing upward, gentle inspired smile. Dreamy thinker energy.



Gen Z Coded

The trend-aware digital native

Illustration here



Electric purple #A855F7

KEY VISUAL ELEMENTS

Bucket hat or beanie Peace sign hand
Phone in hand

Expression: Relaxed asymmetric half-smile. Casual cool, effortlessly chill.



Sports Expert

The stats-driven analyst

Illustration here



Championship gold #EAB308

KEY VISUAL ELEMENTS

Baseball cap / visor Whistle around neck
Clipboard with X's & O's

Expression: Focused intensity, determined small smile. Coach energy.



World Traveler

The cultured explorer

Illustration here



Ocean teal #14B8A6

KEY VISUAL ELEMENTS

Backpack straps visible Camera around neck
Passport in hand

Expression: Curious wide eyes, warm gentle smile. Open and worldly.



Data Nerd

The analytical mind



Analytics blue #3B82F6

KEY VISUAL ELEMENTS

Prominent round glasses

Floating bar chart

Furrowed thinking brow

Expression: Slight brow furrow, concentrated mouth. Deep in thought.

Complete Color Palette



Designer Notes

- **Consistency matters most** — All characters should feel like siblings. Same line weights, head sizes, expression simplicity.
- **Imperfection is intentional** — The hand-drawn wobble is a feature. Don't over-polish or vectorize too cleanly.
- **One color rule is sacred** — Each character gets exactly ONE flat accent. The rest is black on white. This restraint = sophistication.
- **Faces stay minimal** — Dots for eyes, single line for mouth. Accessories and items convey personality, not facial detail.
- **Test at small sizes** — These need to work as 32px icons. If an element doesn't read at icon size, simplify it.
- **Reference Notion's style** — notion.so has the definitive examples. Match that level of playful professionalism.