

# 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    AirPods 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

illustration here



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



No Sauce  
#6B7280



Tech Bro  
#F97316



Creative  
#FBBF24



Gen Z  
#A855F7



Sports  
#EAB308



Traveler  
#14B8A6



Data  
#3B82F6

## 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.