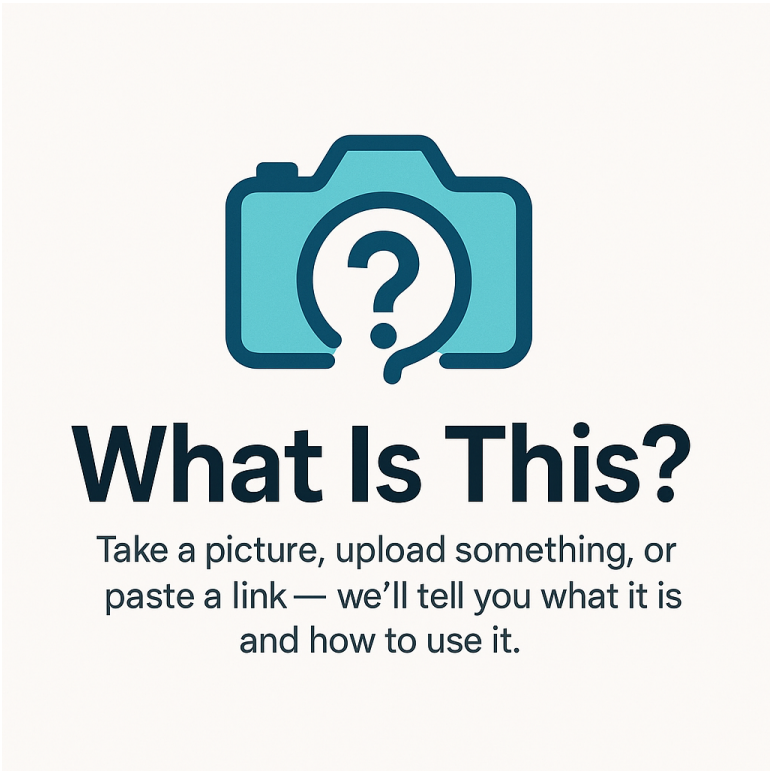


# What Is This? — Brand Guidelines

Visual identity system, color palette, fonts, and UI usage



## Color Palette

Usage	Color	Hex	Purpose
Primary	■ Deep Teal	#006D7E	Trustworthy, modern; used for primary actions and brand elements
Secondary	■ Coral	#FF6F61	Friendly and warm; used for CTA buttons, highlights
Accent	■ Soft Yellow	#FFC857	Draws attention gently; tooltips, guides, and onboarding
Background Light	■ Light Grey	#F5F5F5	Clean neutral background
Text/Dark	■ Charcoal	#333333	High-contrast, used for primary text

## Font System

Headings / Logo Font: Poppins — Bold geometric sans-serif, modern and distinctive.

Body / UI Font: Nunito — Rounded sans-serif, highly readable, friendly for both older adults and ESL users.

## UI/Brand Use Examples

Home Screen CTA: “Take a Picture” – deep teal button with coral hover

Upload Box: Light grey with yellow accent borders

Results Page: Heading in Poppins, result in Nunito, e.g., “Here’s what you’re looking at...” in coral highlight