



brand identity & marketing guide

version 2.0

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the definitive guide to youlists visual identity, marketing language, and design system. this document establishes standards for consistent brand representation across all touchpoints.

confidential

for internal use and approved partners only

brand overview

youlists is an ai-powered playlist generation platform that transforms how people discover and organize music. our brand exists at the intersection of technology and personal expression.

mission

to make personalized music curation effortless and accessible to everyone, powered by ai that understands the nuance of human taste.

brand pillars

simplicity

clean interfaces, no clutter. every element earns its place.

intelligence

ai that feels intuitive, not mechanical. smart without showing off.

personal

your music, your taste, your playlists. always centered on you.

universal

works with spotify, apple music, or just a text list. no walls.

brand personality

lowercase / technical / warm / minimal / trustworthy

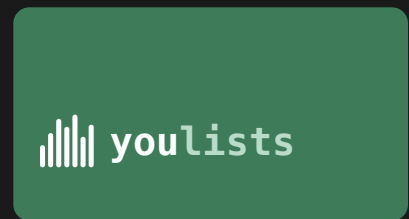
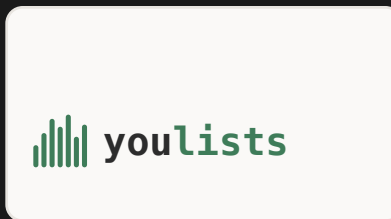
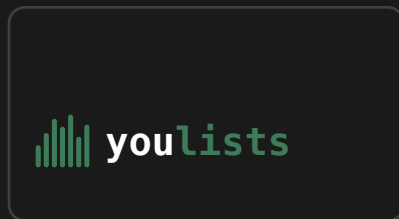
Logo & mark

the youlists logo combines two elements: a seven-bar pulse icon and the split-accent wordmark.

primary lockup / dark background



background variants



icon mark (standalone)



the pulse icon works standalone as app icon, favicon, and social avatar. corner radius: 22% of size.

anatomy

pulse icon

7 rounded bars at varying heights. represents rhythm, sound, and the act of generation. always sage green on dark/light, white on accent backgrounds.

wordmark

'you' in primary text color, 'lists' in accent green. always jetbrains mono / noto sans mono, weight 500.

clear space

maintain space equal to the height of the tallest bar on all sides of the complete lockup.

min size

icon alone: 16px. full lockup: 120px wide.

color palette

our palette is rooted in dark, neutral tones with a signature sage green accent. restrained and intentional.

primary accent

#3E7C59

sage green
rgb(62, 124, 89)

#4A9668

hover / active
rgb(74, 150, 104)

dark theme

#1a1a1a

bg-primary

#242424

bg-secondary

#2a2a2a

bg-tertiary

#404040

border

light theme

#faf9f7

bg-primary

#f5f4f1

bg-secondary

#ffffff

bg-tertiary

#e8e5e0

border

text hierarchy

primary

#ffffff

secondary

#cccccc

muted

#888888

accent

#3E7C59

the green accent should never exceed 15% of any composition. it is a punctuation mark, not a background.

typography

monospace typography exclusively. creates a technical, developer-adjacent feel that sets us apart.

primary typeface

Noto Sans Mono

fallback: jetbrains mono, dejavu sans mono

abcdefghijklmnopqrstuvwxyz 0123456789

type scale

48px	display	splash, hero
36px	h1	page headers
24px	h2	section headers
16px	h3	card titles
14px	body	primary content
12px	small	labels, metadata
10px	micro	badges

casing rules

all ui text is lowercase. no exceptions.

marketing headlines may use title case sparingly.

never use all-caps except single-word labels.

ui components

core components. 6px radius. 0.2s ease transitions.

buttons

generate playlist

primary

continue as guest

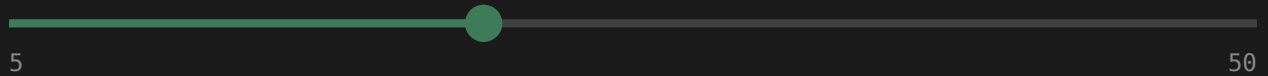
secondary

text input

e.g., upbeat indie rock for studying,
chill jazz for a rainy day...

slider

songs: 15



card

theme

choose your preferred app theme



navigation header

 youlists

se

hi

th

visual language

iconography

lucide icons exclusively. 1px stroke, rounded caps, 24px viewBox, never filled (except brand logos).

spacing system

4px micro

8px small

12px medium

16px base

24px large

40px xlarge

border radius



4px badges



6px cards, inputs



12px toggles, pills



50px avatars

animation

all transitions: 0.2s ease. loading uses the pulse icon bars animating sequentially. no bouncy or spring animations. calm and precise.

brand voice

casual but competent

we know what we're doing, but we don't make it a big deal.

lowercase energy

our brand is lowercase. calm confidence. no shouting, no hype.

technical warmth

we use tech language naturally, not to intimidate.

concise over clever

say it in fewer words. skip the puns.

copy examples

tagline	ai-powered playlists for your music taste
cta	generate playlist
onboarding	describe your perfect playlist
subtitle	tell us what you're looking for and we'll create it
empty state	your playlist history is empty.
success	successfully exported to spotify!
loading	finding the perfect tracks...

words we use

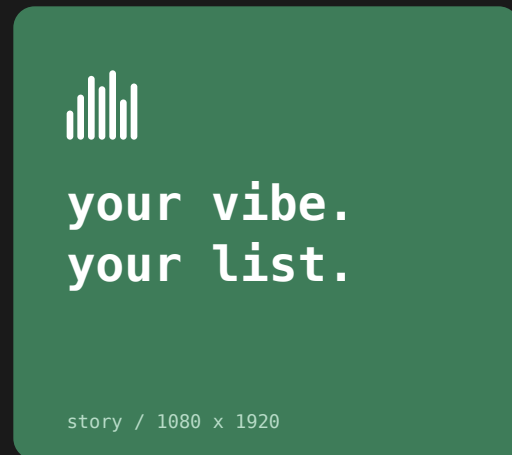
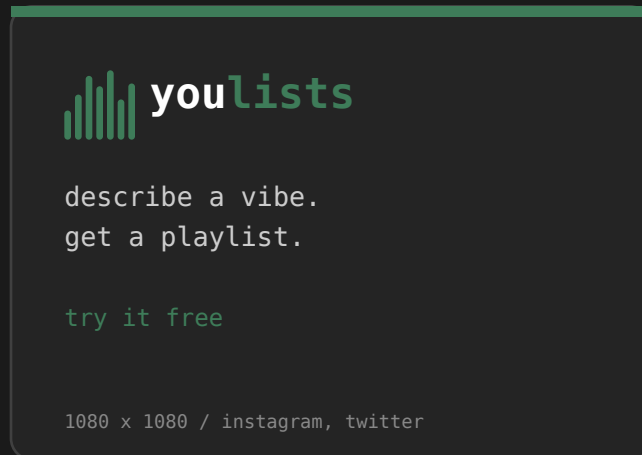
generate curate discover vibe taste tracks

words we avoid

revolutionary disrupt gamechanger magic amazing

marketing assets

social post template



app store copy

short description

ai-powered playlists for your music taste.
describe a vibe, upload a photo, or let ai
analyze your listening history.

keywords playlist, ai, spotify, music discovery

campaign themes

- > "describe it. we'll play it." (launch)
- > "your image, your playlist." (image feature)
- > "50 songs. one sentence." (power user)
- > "no account needed." (accessibility)

do's and don'ts

when in doubt, choose the quieter, simpler option.

do

- > use lowercase for all ui text
- > maintain generous whitespace
- > use the accent green sparingly
- > keep copy concise and direct
- > use monospace fonts exclusively
- > let dark backgrounds breathe
- > use 6px border radius consistently
- > keep animations subtle (0.2s)
- > use the pulse icon at proper sizes
- > export to multiple platforms
- > use lucide icons only
- > test both themes

don't

- ✗ use sans-serif or serif fonts
- ✗ add gradients or drop shadows
- ✗ use green as a background fill
- ✗ write marketing hype or buzzwords
- ✗ use all-caps text anywhere
- ✗ clutter layouts with decorations
- ✗ mix border radius values randomly
- ✗ add bouncy or playful animations
- ✗ stretch or recolor the pulse icon
- ✗ gate features behind logins
- ✗ use emoji in the interface
- ✗ forget the light theme variant

the youlists brand is defined by what we
leave out, not what we put in. every pixel,
every word should feel intentional and calm.