

Prompt & Pause Brand Guidelines

Brand Identity

Mission Statement

Prompt & Pause helps individuals cultivate mindfulness through daily reflection prompts, enabling personal growth and emotional awareness.

Brand Values

- **Mindfulness:** Encouraging presence and awareness
 - **Growth:** Supporting continuous personal development
 - **Simplicity:** Clean, uncluttered experiences
 - **Privacy:** Respecting user data and personal reflections
 - **Consistency:** Building daily habits for lasting change
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Logo

Primary Logo

The Prompt & Pause logo represents a moment of pause in our busy lives. The ampersand (&) symbolizes the connection between prompting reflection and pausing to think.

Logo Variations

Variation	File	Use Case
Primary	logo-primary.svg	Light backgrounds
White	logo-white.svg	Dark backgrounds
Icon Only	logo-icon.svg	App icons, favicons
Rounded Icon	logo-icon-rounded.png	App stores, social profiles

Clear Space

Maintain a minimum clear space around the logo equal to the height of the ampersand symbol.

Minimum Size

- Digital: 24px height minimum
 - Print: 0.5 inch height minimum
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Color Palette

Primary Colors

Forest Green

- **Hex:** #384c37
- **RGB:** 56, 76, 55
- **Usage:** Primary brand color, headings, buttons, links

Light Forest

- **Hex:** #4a6349
- **RGB:** 74, 99, 73
- **Usage:** Hover states, gradients, secondary buttons

Secondary Colors

Sage

- **Hex:** #a1a79e
- **RGB:** 161, 167, 158
- **Usage:** Borders, subtle accents, icons

Warm Cream

- **Hex:** #f4f0eb
- **RGB:** 244, 240, 235
- **Usage:** Light mode backgrounds

Soft Cream

- **Hex:** #f8f6f3
- **RGB:** 248, 246, 243
- **Usage:** Card backgrounds, sections

Accent Colors

Warm Gold

- **Hex:** #c9a227
- **RGB:** 201, 162, 39
- **Usage:** Premium features, highlights, special CTAs

Dark Mode Colors

Slate Dark

- **Hex:** #1e293b
- **RGB:** 30, 41, 59
- **Usage:** Dark mode background, footer

Slate Gray

- **Hex:** #475569
- **RGB:** 71, 85, 105
- **Usage:** Secondary text

Slate Muted

- **Hex:** #94a3b8
 - **RGB:** 148, 163, 184
 - **Usage:** Muted text, placeholders
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Typography

Font Stack

```
font-family: -apple-system, BlinkMacSystemFont, 'Segoe UI', Roboto, 'Helvetica Neue', Arial,
```

Type Scale

Element	Size	Weight	Line Height
H1	26-32px	700	1.2
H2	20-24px	600	1.3
H3	16-18px	600	1.4
Body	15-16px	400	1.65
Small	13-14px	400	1.5
Caption	11-12px	400	1.4

Text Colors

- **Primary Text:** #1e293b (Slate Dark)
 - **Secondary Text:** #475569 (Slate Gray)
 - **Muted Text:** #94a3b8 (Slate Muted)
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Imagery

Photography Style

- Natural, soft lighting
- Calm, peaceful environments
- Authentic moments of reflection
- Minimal, uncluttered compositions

Illustration Style

- Clean, minimal line work
 - Soft, muted color palette
 - Abstract representations of mindfulness
 - Avoid overly complex or busy designs
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Voice & Tone

Brand Voice

- **Calm:** Peaceful, unhurried communication
- **Supportive:** Encouraging without being pushy
- **Thoughtful:** Considered, meaningful messaging
- **Authentic:** Genuine, honest communication

Writing Guidelines

- Use simple, clear language
- Avoid jargon and complex terminology
- Write in second person (“you”) to feel personal
- Keep sentences concise
- Use active voice

Example Phrases

- “Take a moment to reflect”
 - “Your thoughts matter”
 - “Pause. Reflect. Grow.”
 - “Maximize your productivity!”
 - “Crush your goals!”
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UI Components

Buttons

Primary Button

```
background: linear-gradient(135deg, #384c37 0%, #4a6349 100%);  
color: #ffffff;  
padding: 14px 32px;  
border-radius: 10px;  
font-weight: 600;  
box-shadow: 0 4px 14px rgba(56, 76, 55, 0.25);
```

Secondary Button

```
background: transparent;  
color: #384c37;  
border: 1.5px solid #384c37;  
padding: 14px 32px;  
border-radius: 10px;  
font-weight: 600;
```

Cards

```
background: #ffffff;  
border-radius: 16px;  
border: 1px solid #e2e8f0;  
box-shadow: 0 2px 12px rgba(0, 0, 0, 0.04);
```

Info Boxes

```
background: linear-gradient(135deg, #f8f6f3 0%, #ffffff 100%);  
border-left: 3px solid #384c37;  
border-radius: 0 12px 12px 0;  
padding: 20px 24px;
```

Social Media

Profile Images

Use the rounded icon (`logo-icon-rounded.png`) for profile pictures.

Cover Images

- Dimensions: 1500x500px (Twitter), 820x312px (Facebook)
- Use brand colors with subtle gradients
- Include tagline: “Pause. Reflect. Grow.”

Hashtags

- `#PromptAndPause`
 - `#DailyReflection`
 - `#Mindfulness`
 - `#SelfReflection`
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Contact

For brand-related inquiries: - **Email:** brand@promptandpause.com - **Press:** press@promptandpause.com - **Website:** <https://promptandpause.com>

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