Prompt & Pause Media Press Kit

Welcome to the official Prompt & Pause press kit. This folder contains brand assets, logos, and guidelines for media use.

Contents

```
press-kit/
  logos/
      logo-primary.svg          # Primary logo (dark text)
      logo-white.svg            # White logo for dark backgrounds
      logo-icon.svg             # Icon only (no text)
      logo-icon-rounded.png     # Rounded app icon (512x512)
      logo-social.png           # Social media optimized (1200x630)
  brand-guidelines.md           # Full brand guidelines
  screenshots/
      dashboard-light.png       # Dashboard screenshot (light mode)
      dashboard-dark.png        # Dashboard screenshot (dark mode)
  boilerplate.md                # Company description & boilerplate text
  README.md                     # This file
```

Brand Colors

Color Name	Hex Code	Usage
Forest Green	#384c37	Primary brand color
Light Forest	#4a6349	Hover states, gradients
Sage	#a1a79e	Secondary accents
Warm Cream	#f4f0eb	Light backgrounds
Warm Gold	#c9a227	Premium features, highlights
Slate Dark	#1e293b	Dark mode, text

Typography

- **Primary Font**: System fonts (-apple-system, BlinkMacSystemFont, 'Segoe UI', Roboto)
- **Headings**: Font weight 700
- **Body**: Font weight 400

Brand Voice

Prompt & Pause uses a calm, reflective, and supportive tone. Our messaging emphasizes: - Mindfulness and self-reflection - Personal growth - Daily practice and consistency - Privacy and security

Logo Usage Guidelines

Do:

- Use the logo with adequate clear space around it
- Use the white logo on dark backgrounds
- Maintain the original aspect ratio
- Use the provided color variations

Don't:

- Stretch or distort the logo
- Change the logo colors
- Add effects (shadows, gradients, etc.)
- Place on busy backgrounds without contrast
- Use the logo smaller than 24px height

Media Contact

For press inquiries, please contact: - **Email**: press@promptandpause.com - **Website**: https://promptandpause.com

Quick Facts

- **Company Name**: Prompt & Pause
- **Founded**: 2025
- **Tagline**: "Pause. Reflect. Grow."
- **Website**: https://promptandpause.com
- **Category**: Mental Wellness / Self-Improvement / Journaling

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