Brainstruct brand rules

Learning kids love, on screen and off.

Logo

Clear space: keep X clear on every side, where X is the height of the mark. Minimum size: wordmark 80 px wide, icon 16 px tall.
Don't stretch, rotate, recolor, crop, or add effects. Don't place it on a busy image or a low-contrast surface. Don't crowd it.
Never apply the Perizer gold-to-coral signature to this mark: each brand stands on its own.

Color

Brainstruct Indigo	#4F4DF2	RGB 79 77 242 CMYK 67 68 0 5
Brainstruct Orange	#FF704B	RGB 255 112 75 CMYK 0 56 71 0
Sand	#F3DEA7	RGB 243 222 167 CMYK 0 9 31 5
Deep Indigo	#24236D	RGB 36 35 109 CMYK 67 68 0 57
Periwinkle	#7F7AF5	RGB 127 122 245 CMYK 48 50 0 4
Mint	#56D7B0	RGB 86 215 176 CMYK 60 0 18 16



CMYK is computed from sRGB: proof it before print.

Type

Bowlby One: Big display lines. Weights 400. SIL Open Font License 1.1.
https://fonts.google.com/specimen/Bowlby+One
Funnel Display: Headings and navigation. Weights 400, 500, 600, 700. SIL Open Font License 1.1.
https://fonts.google.com/specimen/Funnel+Display
Poppins: Small print. Weights 400, 500, 600. SIL Open Font License 1.1. https://fonts.google.com/specimen/Poppins

Voice

Warm, specific, child as the hero.
Writes from the parent's side of the screen: open on a moment they've felt.

Say: play, curious, little minds, Build Box, Braineers
Never: screen-time guilt, world-class, revolutionary, just an app

Before: Our revolutionary, world-class curriculum replaces harmful screen time.
After: The letters they can't wait to show you, on screen and off.

Questions about usage: hello@perizer.com. https://brainstruct.com