



Brand Guidelines

The Complete Visual Guide
2024-2025



Little Star

The Complete Visual Guide

2024-2025



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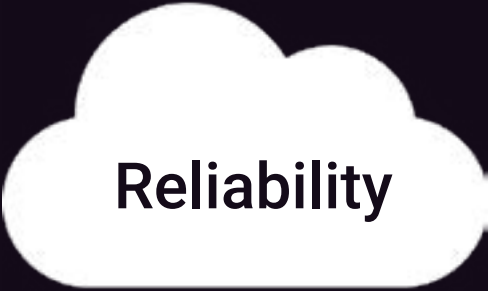
Our Brand

Brand values &
Tone of voice

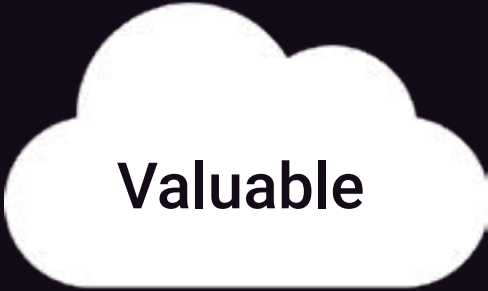
Brand values



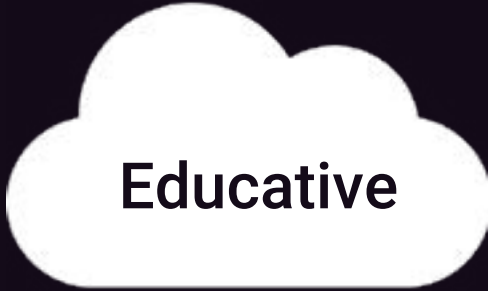
Inclusivity



Reliability



Valuable

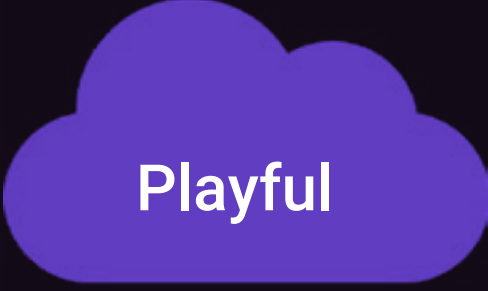


Educative

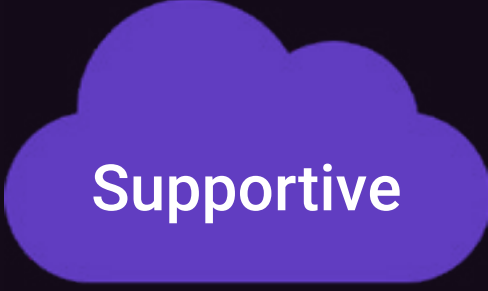
Tone of voice



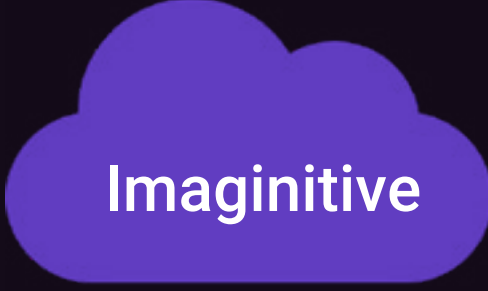
Approachable



Playful



Supportive



Imaginative

The Logo

Logo guidelines



Main Logo

Logo guidelines

The logo illustrates our little stars. It also represents the joy one can get from reading and imagining freely.



Use as main logo



Use for social media

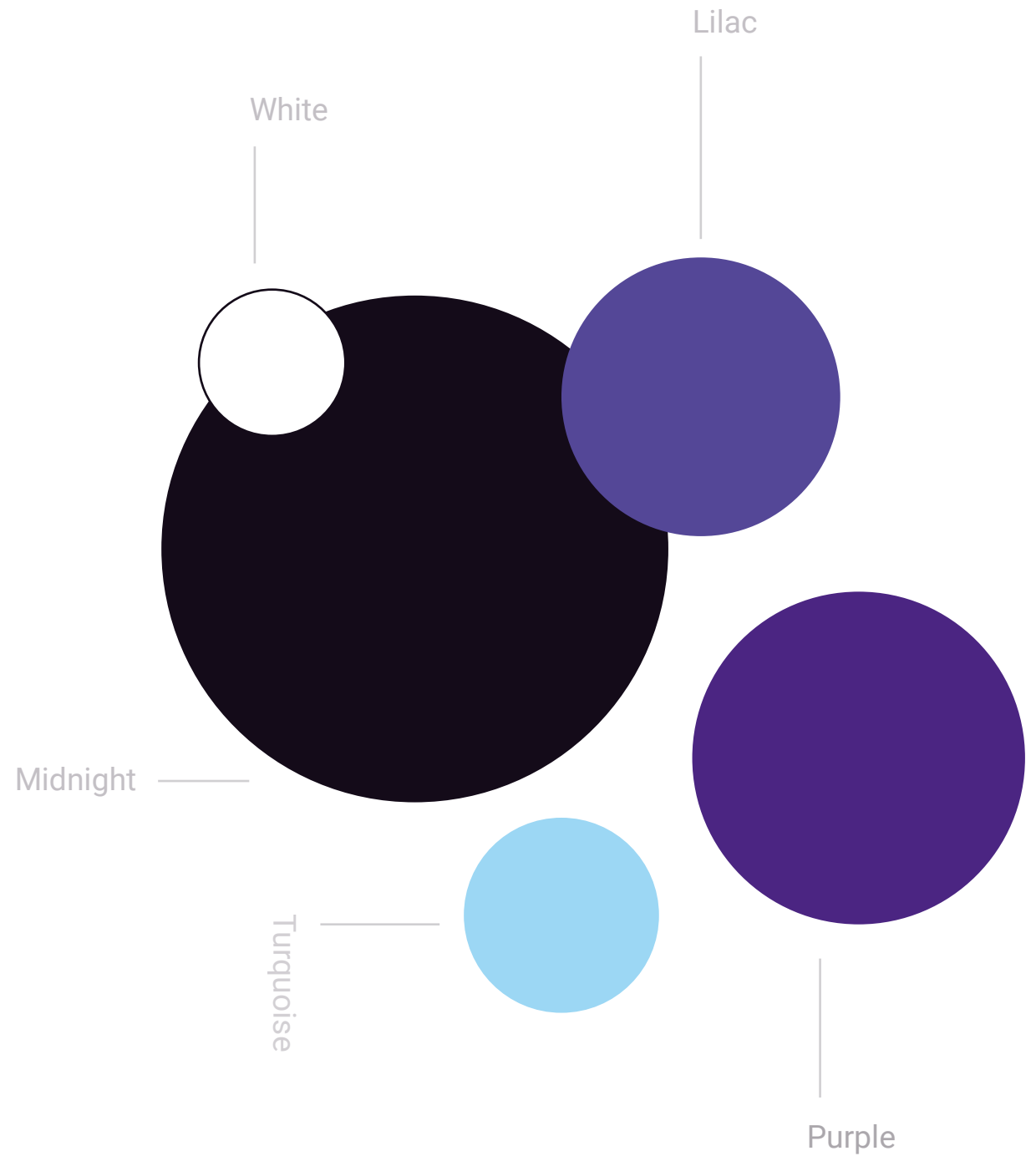


Other types of content



Brand Colors

Color palette



Aa. Aa.

Roboto

Updock

Hoofdstuk 1

Updock, Headings

Finn op avontuur

Roboto Medium, Headings

Er was eens een klein dorpje aan de rand van een groot, mysterieus bos, waar de bomen zo hoog waren dat hun toppen in de wolken verdwenen. In dat dorpje woonde een jongen genaamd Finn, die altijd op zoek was naar avontuur.

Roboto Regular, P

Typography

Selected fonts & Usage



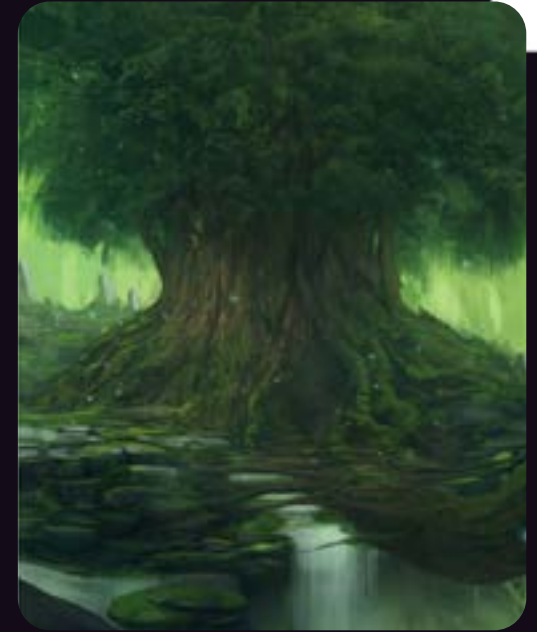
Imagery

Book covers &
Story illustrations



AI generated images

The imagery that represents our brand, are AI generated images. The user will enjoy these AI generated illustrations and book covers while using our app.



Little Star

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Enchantix

