

BRAND KIT · v1.0

jemi

JEMI

Sun-Faded 70s Surf



The complete brand book

Voice, colour, typography, mascots, and the social media artwork pack — everything you need to build, write, and design for JEMI in one calm, retro-warm reference.

Family organisation, simplified.

[jemi.app](https://jemi.app/brand-kit) · /brand-kit

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A guided tour of the JEMI brand system

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Reducing the family mental load

JEMI is a calm, shared place for everything that keeps a household running.

JEMI began with a simple observation: the parent who carries the family calendar in their head is exhausted. Schedules, chores, school events, meal plans, grocery runs — it's invisible work, and it never stops. JEMI exists to make that work visible, shareable, and a little bit joyful.

We're not a productivity app. We're a family companion. Every interaction should feel like a warm cup of something on a slow Sunday morning — never urgent, never naggy, never another thing to manage.

Promises we make to families

Calm by default

We never shout. No red badges, no urgent banners, no anxiety design.

Shared, not surveilled

Families coordinate together. Children's privacy is protected by design.

Forgiving

Miss a chore? We gently nudge. Stay focused on the rhythm, not the streak.

Warm and human

Real mascots, real warmth. Software that feels like it likes you back.

Who JEMI is for

Busy households of every shape — two-parent, single-parent, blended, multi-generational. The common thread is a primary organiser (often, but not always, a mum) who wants the rest of the family to share the load without being micromanaged.

The JEMI mark

One wordmark, one icon, infinite warmth.



Wordmark — primary brand expression



App icon — for app stores, avatars, profile circles

Clear space

Always leave breathing room around the JEMI mark equal to at least the height of the lowercase 'e'. Don't crowd it with other logos, taglines, or decorative shapes.

Things to never do

- Don't recolour the mark outside the brand palette.
- Don't stretch, skew, or rotate it.
- Don't add drop shadows, outlines, or bevels.
- Don't place it on busy photos without a solid card behind it.
- Don't combine it with another wordmark unless the partnership is approved.

The Sun-Faded 70s Surf palette

Warm peach, calm teal, and soft cream — a palette that feels like late-afternoon light.

Sunset Peach

#FBA882

Primary surfaces, hero areas, warmth

Surf Teal

#46B8A7

Primary actions, headings, links

Lagoon

#7FC7BE

Secondary accents, illustrations

Driftwood Cream

#F7F3E9

Page backgrounds, calm canvases

Coral Alert

#FA7A53

Priority states, gentle alerts only

Espresso Text

#4A3F35

Primary body text, headings

Driftwood Text

#6C635A

Secondary text, captions, helpers

Warm Sand

#F0E7D5

Card backgrounds, dividers

Use Coral Alert sparingly — it's reserved for genuine priority moments. JEMI never shouts.

Comfortaa

Rounded, friendly, instantly recognisable. Comfortaa is JEMI's only typeface.

Aa

Comfortaa · Light · Regular · Bold

Type scale

Display · 36pt

A calm shared family calendar.

Headline · 28pt

A calm shared family calendar.

Title · 22pt

A calm shared family calendar.

Subtitle · 17pt

A calm shared family calendar.

Body · 14pt

A calm shared family calendar.

Caption · 11pt

A calm shared family calendar.

Micro · 9pt

A calm shared family calendar.

Source

Comfortaa is free under the SIL Open Font License. Download the full family from Google Fonts: fonts.google.com/specimen/Comfortaa

Meet the JEMI seven

Each mascot has a personality. Use them to add warmth, never to decorate empty space.



Toto the Turtle

Planning, slow + steady reminders



Kira the Koala

Chores, cosy household tasks



Leo the Lion

Mornings, energy, getting going



Pip the Penguin

To-dos, focused work



Fern the Fox

Clever shortcuts, smart tips



Po the Panda

Rest, screen-time balance, quiet moments



Dash the Dog

Loyalty, family rituals, school runs

How JEMI speaks

Warm, plain, and slightly playful. Always on the family's side.

Voice principles

Plain over clever

We pick the simplest word. A six-year-old should follow along.

Warm, not corporate

We say 'we' and 'you'. We don't say 'users' or 'leverage'.

Calm, never urgent

We never shout in caps or stack exclamation marks. One per page, max.

Forgiving

We don't moralise about missed tasks. Tomorrow is another day.

No jargon, ever

If a word would make a tired parent sigh, we cut it.

Say this, not that

You missed your chore.

No worries — fancy doing it now?

Failed to load events.

We can't reach the calendar right now. Pull down to try again.

You earned 5 points!

Nice one — that's R5 in your pocket money jar.

URGENT: Action required

Quick heads-up — your daughter's school trip needs a sign-off.

Inclusive by default

JEMI meets WCAG 2.2 AA. Tired parents and children both deserve a calm, readable interface.

Contrast checks

COMBINATION	RATIO	RATING
Espresso on Cream	12.4:1	AAA
Espresso on Peach	5.6:1	AA
White on Teal	4.7:1	AA
White on Coral	3.4:1	AA Large on
Driftwood on Cream	4.9:1	AA

Touch targets

Every interactive element is at least 44 × 44 points. Buttons, toggles, and tap zones never sit closer than 8pt apart.

Motion & haptics

Animations honour the user's Reduce Motion setting. Haptics are short and meaningful — never decorative.

For engineers

Everything builders need to build JEMI screens consistently.

Spacing scale (4pt grid)

xs4pt
sm8pt
md12pt
lg16pt
xl24pt
2xl32pt
3xl48pt

Radius

sm8pt —
pills, chips
md14pt —
cards
lg20pt —
sheets,
modals
full999pt —
circular
avatars,
FABs

Elevation

JEMI uses background colour shifts (cream → sand → paper) to suggest elevation rather than drop shadows. This keeps the surf-faded look soft and printable.

Where every file lives

All brand files ship inside the JEMI repo. Paths are relative to the project root.

Wordmark assets/images/jemi-
logo.png

App icon assets/images/jemi-
icon.png

Mascots (avatars) assets/
images/avatar-`{turtle,koala,lion,p
enguin,fox,panda,dog}`.png

Mascot scenes assets/images/
`{koala-chores,koala-cooking,lion-
todo,penguin-todo,turtle-
shopping,dog-plan}`.png

Calendar background assets/
images/calendar-bg.png

Android adaptive icon assets/
images/android-icon-`{backgroun
d,foreground,monochrome}`.png

Empty states assets/images/
`{plan-empty,todo-empty}`.png

Social media pack assets/
images/social/ (10 PNGs)

Brand kit (web) server/
templates/brand-kit.html → /
brand-kit

Brand kit (PDF) assets/brand-
kit/jemi-brand-kit.pdf → /brand-
kit/pdf

Ready-to-post artwork

Hand-drawn 70s surf style — drop straight into Instagram and Facebook.

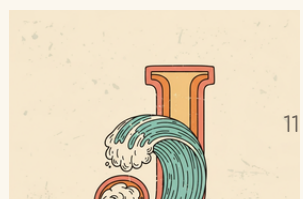
Instagram square posts (1080×1080)



Instagram stories (1080×1920)



Facebook & avatars



Build with warmth.

Every pixel, every word, every interaction in JEMI exists to give a busy parent five seconds of calm.

Thank you for helping us protect that promise.

