

VORLI BRAND GUIDELINES (1 page)

Look and feel

Premium, minimal, Apple-keynote clean.

Often: white background, premium phone render, aurora accents (teal -> blue -> purple), subtle glassmorphism.

Logo use

- Do not stretch or skew the logo.
- Do not recolor the logo outside approved mono versions.
- Keep clear space around the logo (minimum: height of the "O" in VORLI).
- Use primary logo on light backgrounds.
- Use mono white logo on dark backgrounds.

Color palette (core)

- Deep Navy: #020617
- Teal: #00D2C6
- Blue: #238CFF
- Purple: #8B5CFF

Typography

Clean, modern sans-serif. Keep headlines short and concrete.

Do

- Use large, correct words only if text is needed in visuals.
- Keep layouts airy with strong hierarchy.
- Be transparent and factual (no platform claims unless true).

Don't

- No Duolingo branding (concept-only: "Duolingo Debt" is OK).
- No fake/random UI text, placeholders, or incorrect numbers.
- No watermarks.

Press contact

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Website: <https://vorli.app/>

Press kit: <https://vorli.app/press-kit.html>