Brand Identity Guide — Language Learning Course

FLASH ME

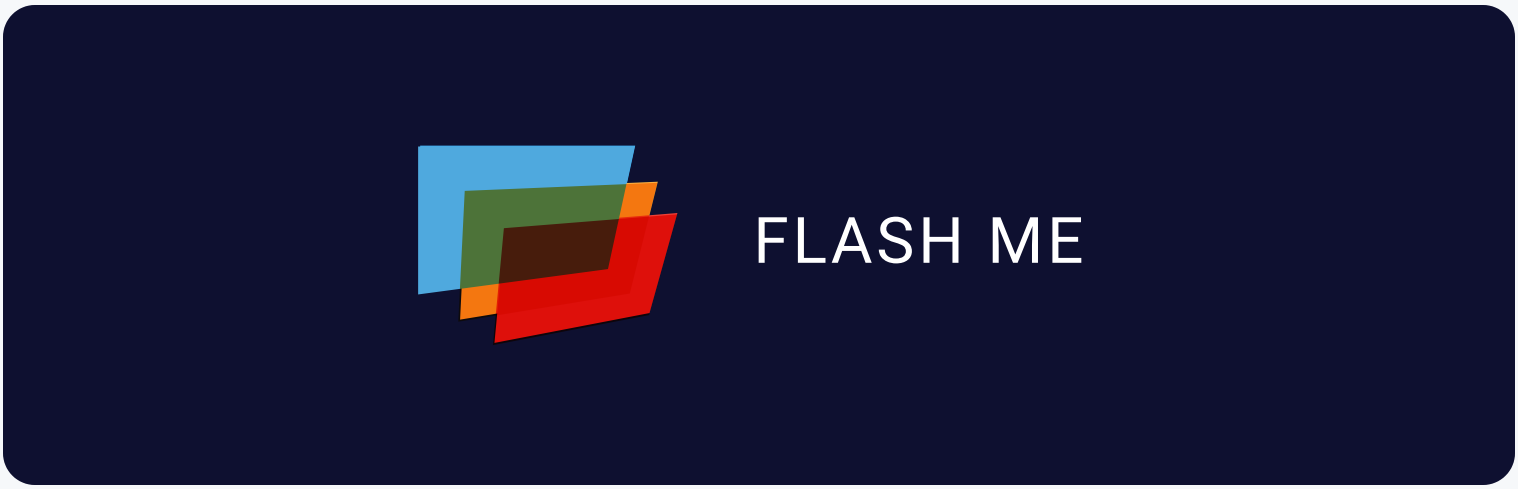
Four cards. One deck. Every language you're learning.

Flash Me is built on the flashcard — the fastest way anyone has ever learned a word. The mark is four translucent cards, fanned and overlapping, each a different color. Where two cards meet, a new color appears — a language clicking into place. This guide sets how that idea carries through color, type, and voice.

The mark

The four cards stay translucent, fanned, and overlapping — never flattened into solid shapes, never straightened into a neat stack. The overlap is the point.





On Ink, the cards keep their full translucency and color — they don't need to shift for a dark surface.



Clear space: leave a margin equal to the height of the amber sliver on every side. Keep the wordmark's letter-spacing exactly as supplied — don't tighten it to save room.



Minimum size: the card mark alone holds up to 40px (an app icon, a favicon). Below that, the overlaps blur together — drop to a single flat card in Sky Blue instead.

The deck

Four colors, one per card, plus Ink for the wordmark and body text. Use each card color the way you'd use a real deck — to sort and label, not to decorate.

Sky Blue

Card one — beginner decks

HEX 4FA9DE
RGB 79, 169, 222

Amber

Card two — everyday phrases

HEX F9AE42
RGB 249, 174, 66

Coral Red

Card three — challenge decks

HEX EE4037
RGB 238, 64, 55

Overlap Green

Born where two cards meet

HEX 4D7339
RGB 77, 115, 57

Beginner Phrases Challenge Review

A practical use of the deck: color-coding lesson categories or difficulty levels, the way the cards already suggest.

Type

Roboto carries the wordmark's geometric, slightly technical character into headlines. Work Sans handles lessons, instructions, and anything meant to be read quickly mid-lesson.

DISPLAY Roboto

Say it. Flash it. Keep it.

HEADING Roboto · Semibold

You've learned 40 words this week.

BODY Roboto · Regular, 16–18px, 1.6 line height

Body copy sets in Ink on Paper or white, or white on Ink. Card colors work well for short UI labels and tags, but keep them off long paragraphs— a full sentence in Amber or Sky Blue is harder to read than it looks in a swatch.

Using the mark

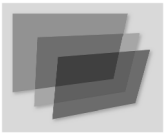
The four cards only work as an overlapping set — pulling one out on its own breaks the idea.

Do



Keep all four cards, their transparency, and their fan angle exactly as supplied.

Don't



Don't flatten the cards to solid color, add outlines, or drop the transparency.

Do



Scale the whole mark as one unit, wordmark included, without stretching either axis.

Don't



Don't stretch the cards, square them up, or use a single card as a stand-in icon.

Voice

Flash Me talks the way a good study partner does — quick, encouraging, never condescending about a wrong answer.

Quick

Short lines, short lessons. If it takes longer to read the instruction than to do the exercise, cut it.

Encouraging

A missed answer gets the right one and a reason, not a scolding. Progress gets named, not just scored.

Plainspoken

No grammar jargon unless a lesson is actually about grammar. Say "how you'd actually say it," not "the imperative form."