PopAgent

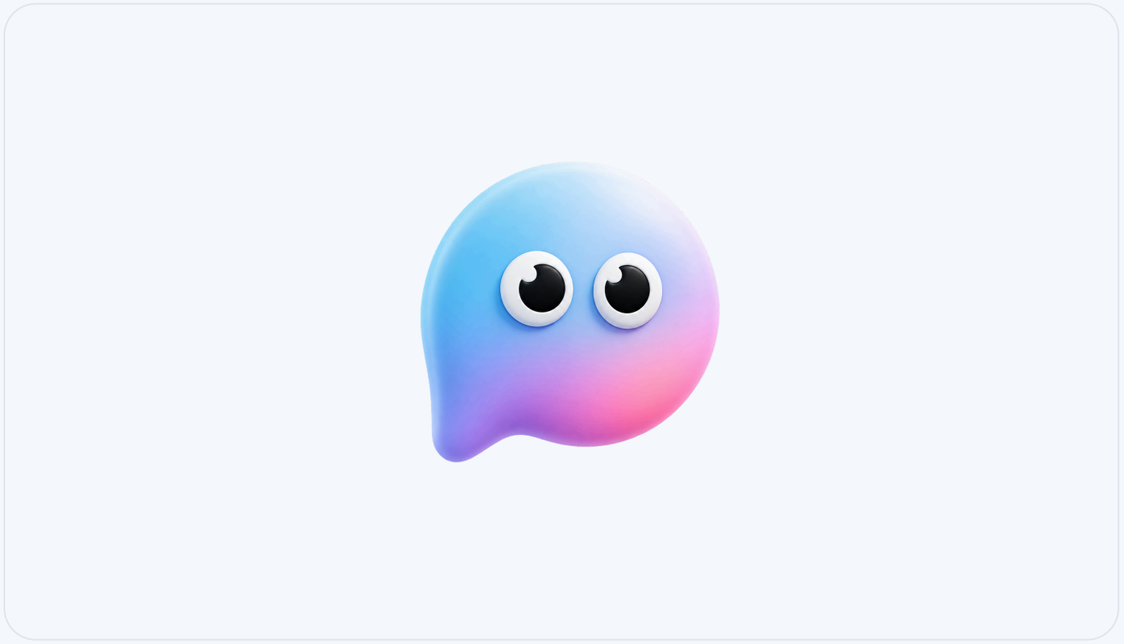
Brand guidelines

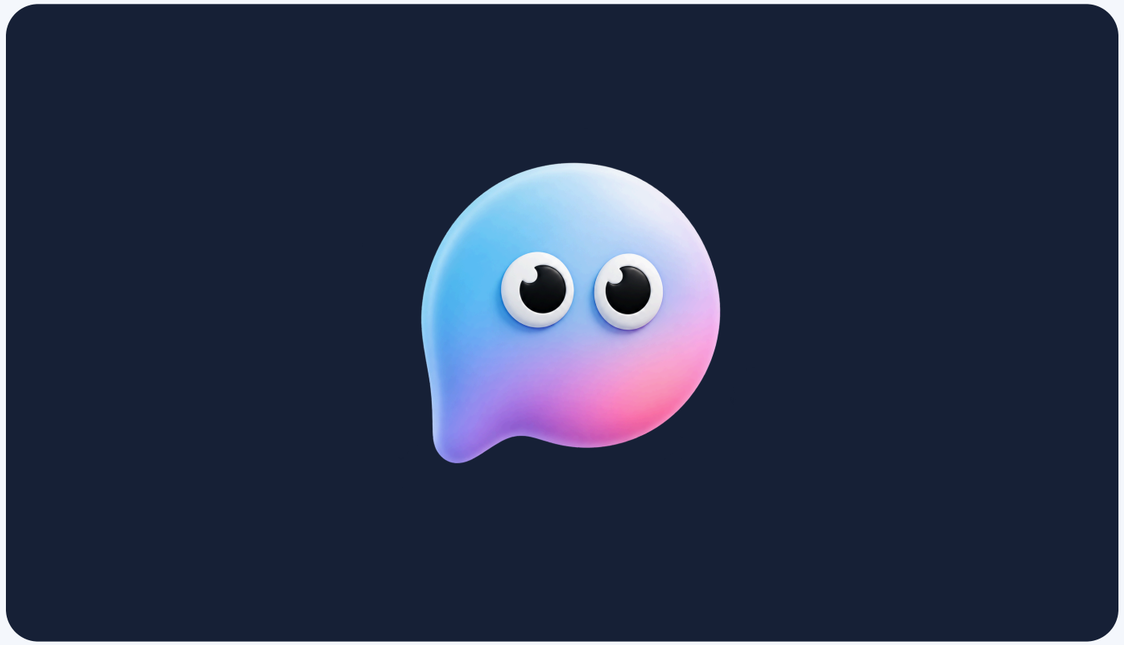
One character, two quiet base colours and a single spot of pink.

Principle

The mascot is the only gradient. Everything around it stays quiet.

The icon's two plates are the base of the brand, so a page and the App's icon agree before anything else is chosen. The mascot's blue, lilac and pink stay on the mascot: lifted onto a page, they read as any AI product's gradient, and they stop being its own.





Mascot, wordmark and lockup





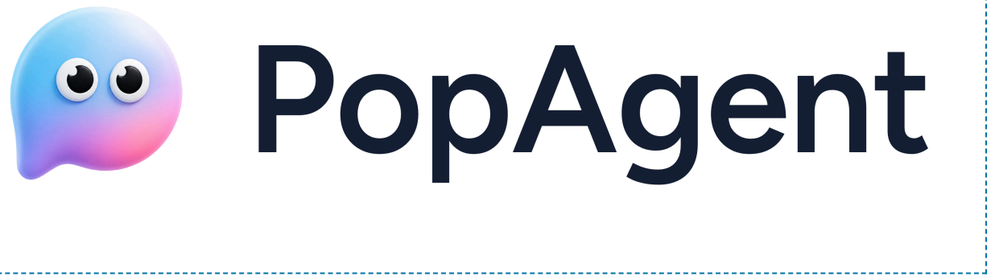


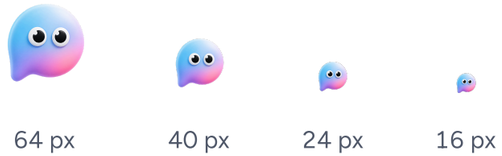




Use the lockup when PopAgent is being introduced, and the mascot alone once the name is already on the page. The white mono mascot is for dark, single-colour settings.

Clear space is a quarter of the mascot's height





Below 24 px the eyes begin to close up: 16 px is for favicons alone. The lockup's smallest height is 24 px on screen.

Colour: base

Midnight and Mist carry the brand

Midnight
#162036

Mist
#F4F7FC

White
#FFFFFF

Midnight Raised
#1F2A42

Slate 700
#343D50

Slate 500
#505869

Slate 400
#656C7D

Slate 300
#9EA5B2

Slate 200
#C9CED9

Slate 100
#E1E5ED

The neutrals are all tinted to Midnight's hue, at low chroma, so grey never drifts warm against the mascot's cool body. Midnight is also the primary button and the dark page.

Pink says "look here". Sky says "you can act here".

Pop Pink
#CD3381

Pop Pink Light
#FC8BBA

Sky
#0072A3

Sky Light
#6EC6F6

Pop Pink

- One spot per view: a badge, a highlight.
- Never a page wash, a large fill or a border.

Sky

- Links, focus rings and selected states.
- Primary actions stay Midnight on light, Mist on dark.

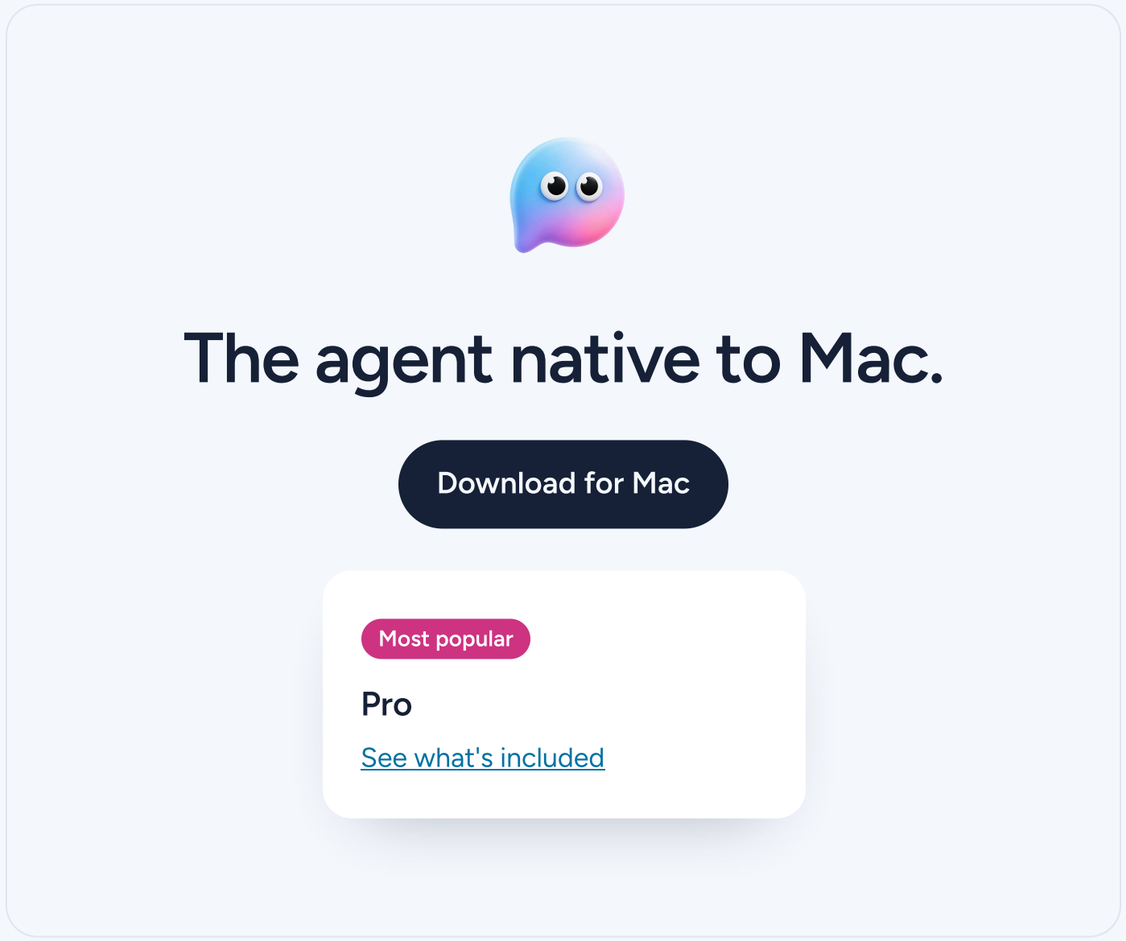


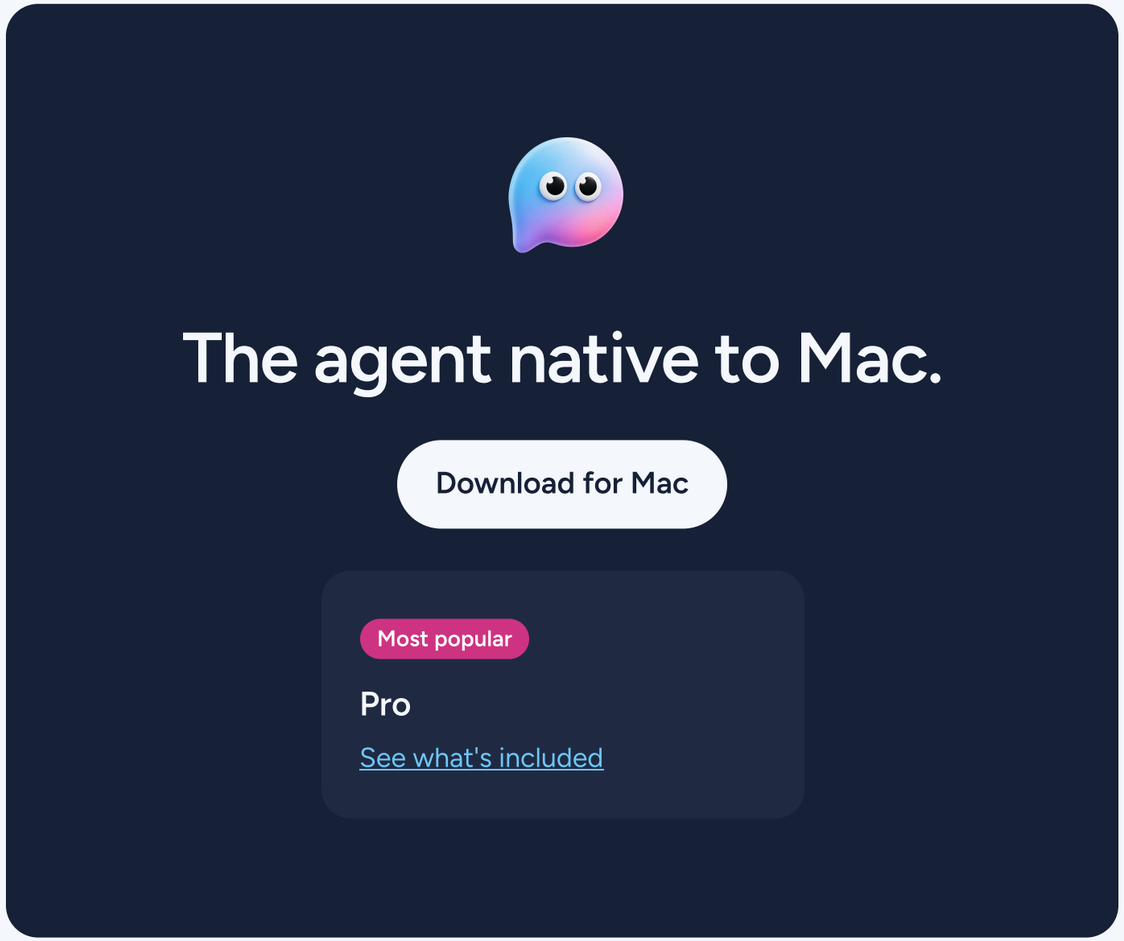
Every pairing here clears WCAG AA

Aa	Midnight on Mist	15.1:1
Aa	Slate 500 on Mist	6.6:1
Aa	Slate 400 on Mist	4.9:1
Aa	White on Pop Pink	4.8:1
Aa	White on Sky	5.3:1
Aa	Sky on Mist	5.0:1
Aa	Mist on Midnight	15.1:1
Aa	Slate 200 on Midnight	10.3:1
Aa	Slate 300 on Midnight	6.6:1
Aa	Pop Pink Light on Midnight	7.4:1
Aa	Sky Light on Midnight	8.6:1
Aa	Slate 300 on Midnight Raised	5.8:1
Aa	Mist on Midnight Raised	13.3:1

In use

How the pieces sit together





Misuse

Leave the mascot as it is



Don't recolour it



Don't stretch it



Don't tilt it



Don't add effects



Don't use its colours behind it



Don't crop it

Native on screen, open everywhere else

Type

- Product and web: the system font stack, so PopAgent reads as Mac.
- Logo, press and print: Figtree (SIL Open Font License). San Francisco's licence covers only interface mock-ups, not logos or artwork.
- Chinese and Japanese follow each script's own conventions; headings are not tracked.

Name

- PopAgent: one word, capital P and A.
- "PopAgent for Mac", not "Mac PopAgent"; Mac, iPhone and App Store stay in English in every language.
- Don't imply an association with Apple, and don't use the Apple logo in place of the word.
- Use of these assets to refer to PopAgent is welcome; don't build them into your own name or logo.