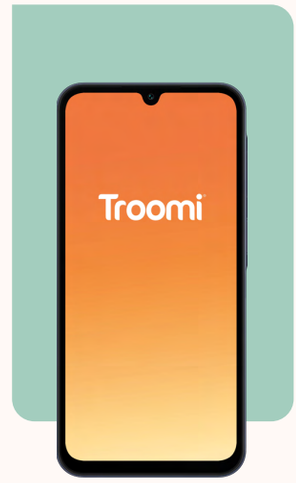
Troomi®
DIGITAL WELLNESS

Brand Guidelines



Primary Logo

The primary logo is the central element of the Troomi visual identity. To enhance brand recognition and ownership of the word "Troomi," the standalone wordmark should be the default option in most instances. This emphasizes the simplicity and strength of the brand, making "Troomi" easily identifiable. The goal is to build lasting brand equity around the single word “Troomi,” making it synonymous with digital safety and wellness for children and families.

Troomi®

Secondary Logo

The secondary logo builds on the primary wordmark by including "Digital Wellness" beneath "Troomi." This version can be used when there’s a need to communicate the full scope of the brand’s mission more clearly. While the word "Troomi" remains unique and the focal point of the brand, the additional "Digital Wellness" helps convey the brand's focus on mental health and safety in the digital age. However, the preference is still to develop the brand around the single, powerful word "Troomi" whenever possible.

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Safe Area

To maintain the clarity and impact of the Troomi logo, it should always be isolated from other design elements. A helpful guideline is to use the "o" from the word "Troomi" as the minimum safe space around the logo. This ensures sufficient breathing room for the logo and prevents any visual clutter from undermining its prominence. Consistently applying this safe area across all digital and print materials will protect the integrity of the brand.

Acceptable Logo Usage

Unacceptable Logo Usage

The Troomi brand includes a variety of colors in its palette, but the logo should only be used in specific color combinations to maintain brand integrity and legibility. Acceptable combinations include:

- White or solid background with the logo in Orange or Black.
- Primary color backgrounds with the logo in White.

Avoid using secondary or tertiary colors for the logo itself, as they may reduce its visual impact.

Additionally, do not combine multiple colors within the logo or distort its proportions. The alignment of the logo must also remain intact across all applications to preserve consistency. When using the primary color Orange, ensure it contrasts well with the background to maintain legibility.

Color Palette

The Troomi color palette was carefully selected to differentiate Troomi within the industry and reflect the brand's core values of safety, wellness, and empowerment. These colors are vital in conveying the essence of the brand and ensuring visual consistency across all marketing, digital, and business materials. Strict adherence to this color palette is essential to maintain brand uniformity and recognition. Each color has a specific role in creating a cohesive brand experience, so variations or unapproved combinations are not permitted.

Primary Colors

#F68551

#FFF9F6 #FFE3D6 #F47336 #D4541D

background color

#A3CDBE

#EBF3F0 #C3E0D6 #6FAD97 #528976

background color

#475467

#7B8DA7 #49638A

This color is used primarily for body copy.

#FFFFFF

Secondary Colors

#7A3B69

#AD7A99 #925E78

#FEA634

#FFB759 #ED8C0E

#FFC31F

#FFD86C #EAAD08

Tertiary Colors

#FAFAFA

#D9D9D9 #2F3132

Typography

Primary Typeface; Headlines **Poppins, Bold**

Secondary Typeface; Body Open Sans, Regular

Poppins, Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklnmopqrstuvwxyz

Promo Headers: caps and no period. Ex: Let Kids Enjoy Spring Safely
All other headlines are sentence case, ending in a period. Ex: Only the best devices.

Open Sans, Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklnmopqrstuvwxyz

Photography Treatments

Photo cutout on colored shape

Color Overlays

Use a 10% full color overlay. If text is hard to read or other issues arise, use 20% color overlay

10% Full Color Overlay - Troomi Orange

10% Full Color Overlay - Troomi Purple

10% Full Color Overlay - Troomi Mint

No color overlay

Two-sided drop shadow

Most images should have rounded corners - radii of 20.

Photography Lifestyle

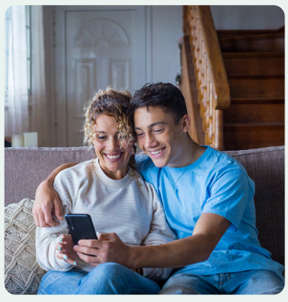
Our lifestyle photography must consistently reflect Troomi's commitment to child safety, digital balance, and family connection. Images should portray children using phones in interactive, healthy, and social contexts —never in isolation. This approach reinforces the idea that Troomi phones are tools for safety and peace of mind, not devices that promote isolation or excessive screen time.

In addition to photos featuring phones, we aim to show a balance of images where children are not using devices, capturing moments of adventure, exploration, and family bonding. These images help convey the message that while Troomi devices support children's digital experiences, real-life adventures and connections remain a core part of their world.

The main age group we focus on is preteens (typically ages 7-15), reflecting the target audience for Troomi products.

Different photo types to include:

- **Child only** – with or without a phone, engaging in active or imaginative play.
- **Group of friends** – with or without phones, interacting in fun, cooperative ways.
- **Parent and child** – with or without a phone, emphasizing connection and trust.
- **Parent only** – showcasing peace of mind and confidence in the Troomi platform.



Iconography

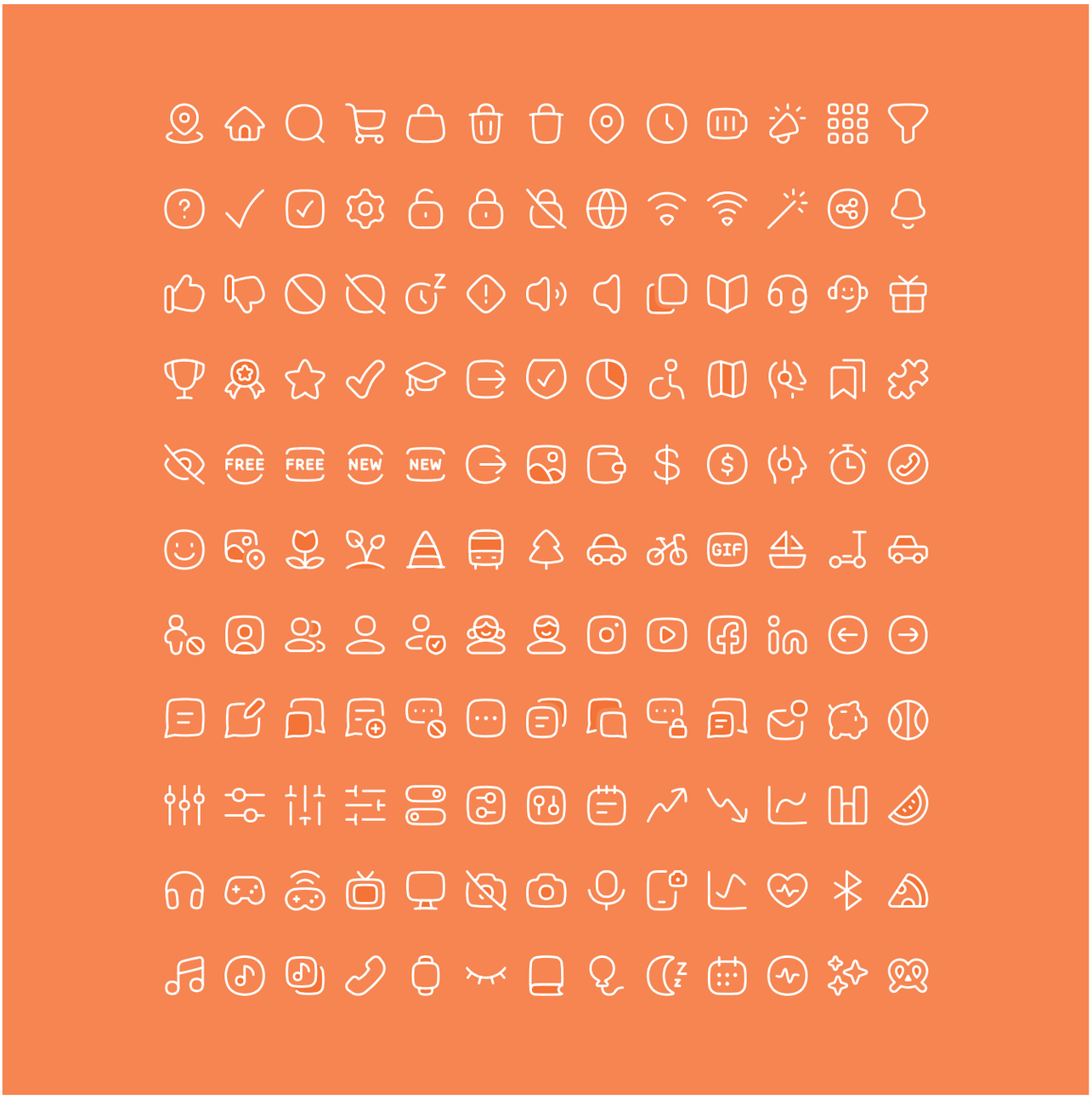
Iconography in Troomi should be used sparingly to add a touch of playfulness while maintaining a clean, professional look. Icons should support content without overpowering it, creating a balance between fun and sophistication. Consistency in style, size, and color is essential to maintain brand uniformity across all materials.

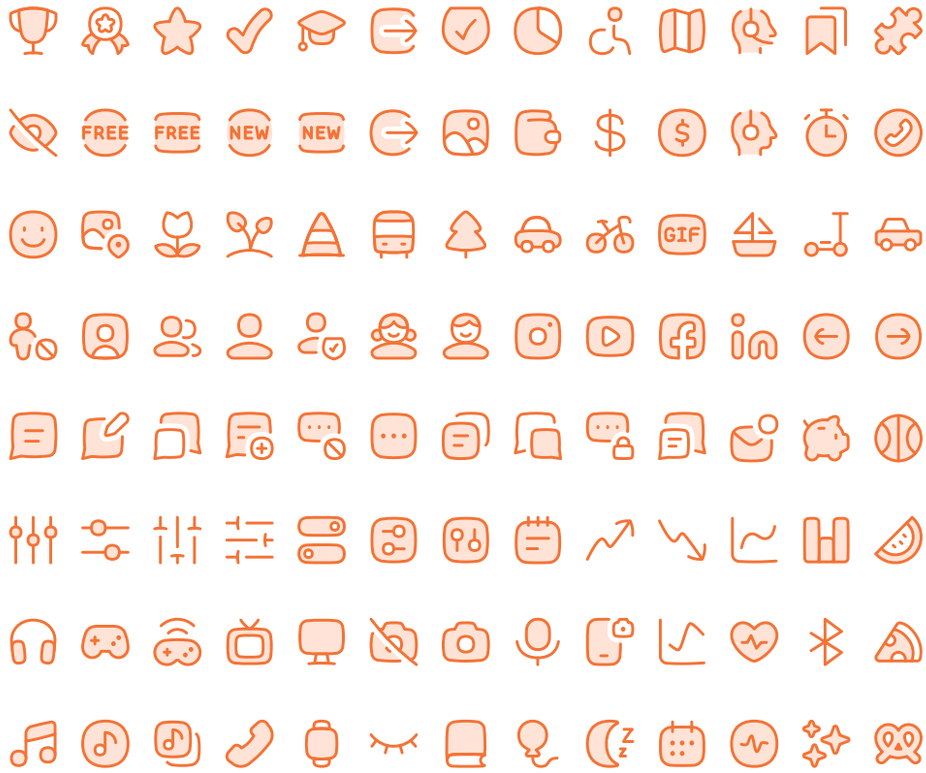
Flourishes

Elements designed to awaken and celebrate the joy of everyone's inner child. Playful and whimsical touches are intentionally crafted to evoke warmth, wonder, and a sense of discovery, inviting viewers to embrace the simple joy within.

Icon System // Streamline, Flex Duo Icons

Download as 46px, change outline to 2.5 points in Figma.





Shapes and Patterns

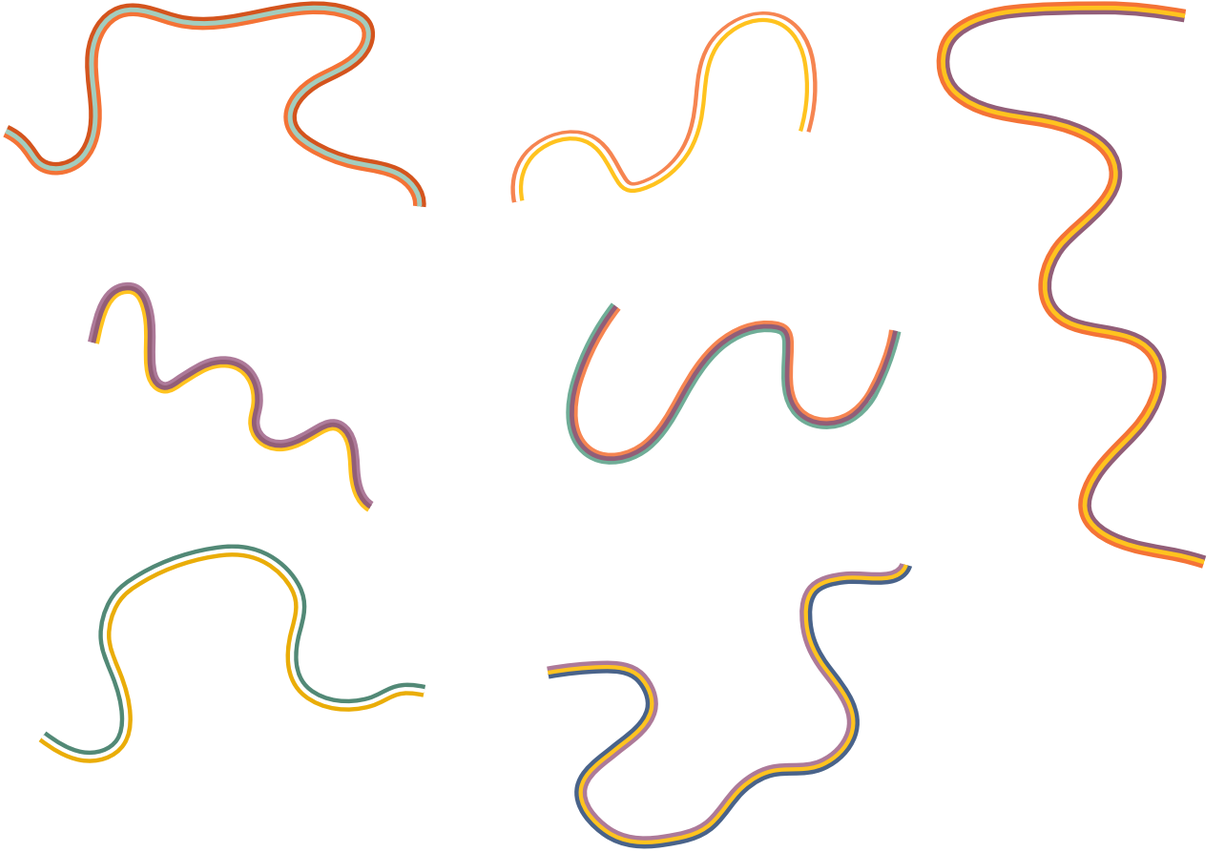
Shapes and patterns are primarily for social media, with solid shapes also used on the website and other marketing material.

Shapes

Shapes should have at least two rounded corners, with radii of 20, 120, or fully rounded for specific designs.

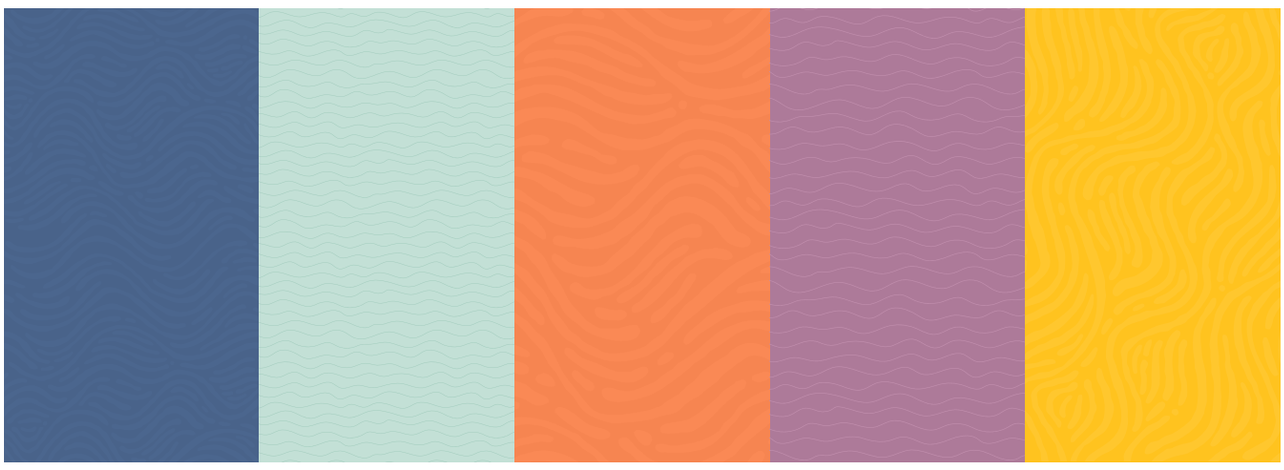
Shapes/Wavy Lines

Wavy lines are for social media only, featuring three connected, color-varied lines.



Patterns

Iconography can be used to create simple, repeating patterns.



Troodi AI

Troodi is an AI Mental Health Coach designed to support children's emotional well-being. It offers real-time insights and support, creating a safer and more supportive environment for families.

Troomi