

**A little wink.
A lot of possibility.**



Welcome.

A shared guide for everyone who designs, writes or builds with Pufy.

Use the approved artwork and the rules here to create one recognizable experience.

Helpful by nature.
Playful by design.

Pufy is a mobile home for AI agents: a friendly way to turn an intention into a useful next step. The visual identity combines organic lettering, an expressive symbol and confident blocks of color.

Brand positioning and application copy in this guide establish a proposed creative direction. Product examples are illustrative.

Contents.

From the foundations of the brand to the details of everyday application.

01	Brand foundation	04
02	Color system	08
03	Typography	14
04	Visual language	18
05	Logo system	23
06	Brand applications	32
07	Handoff & summary	39

Brand foundation.

Positioning / values / voice

01

Positioning.

A useful companion for everyday ideas, questions and tasks.

PURPOSE

Make AI feel approachable, useful and easy to begin.

PROMISE

Help people move from “I need to...” to a clear next step.

PERSONALITY

Curious, warm and capable. A little playful, always clear.

Core values.

These principles guide the way Pufy looks, speaks and behaves.

Helpful

Start with the user’s goal. Make the next action easy to find.

Clear

Use plain language. Explain outcomes and uncertainties.

Curious

Invite exploration. Offer useful possibilities without pressure.

Considerate

Respect attention. Give people control over important actions.

Voice & tone.

Warm and direct. Use playfulness in moments of discovery, and calm precision when something needs attention.

STARTING A TASK

"What would you like to get done?"

Invite one clear action.

SHOWING PROGRESS

"I'm comparing the options."

Describe real work; avoid vague promises.

NEEDING A RETRY

"That didn't go through. Try again?"

Explain the issue and offer a next step.

Color system.

One signature color. Five supporting variations.

02

Pufy Lime.

Our primary color creates recognition across the app, campaigns and brand moments.

Keep lime present in the overall experience, even when a supporting color leads one composition.



PUFY LIME

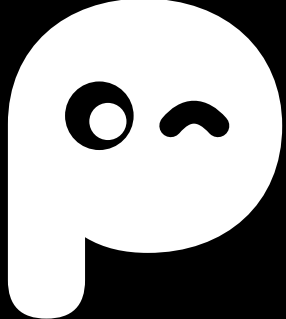
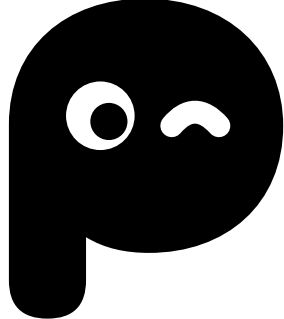
#DFFF00

RGB 223 / 255 / 0

Supporting colors.

Black and white form the foundation. Blue, orange and green add variety to agent categories and expressive brand surfaces.

Use one accent per composition.

				
Black #000000 0 / 0 / 0	White #FFFFFF 255 / 255 / 255	Sky Blue #31A8FF 49 / 168 / 255	Signal Orange #F15715 241 / 87 / 21	Fresh Green #3EDB84 62 / 219 / 132

Palette specification.

Use these exact values for digital work.

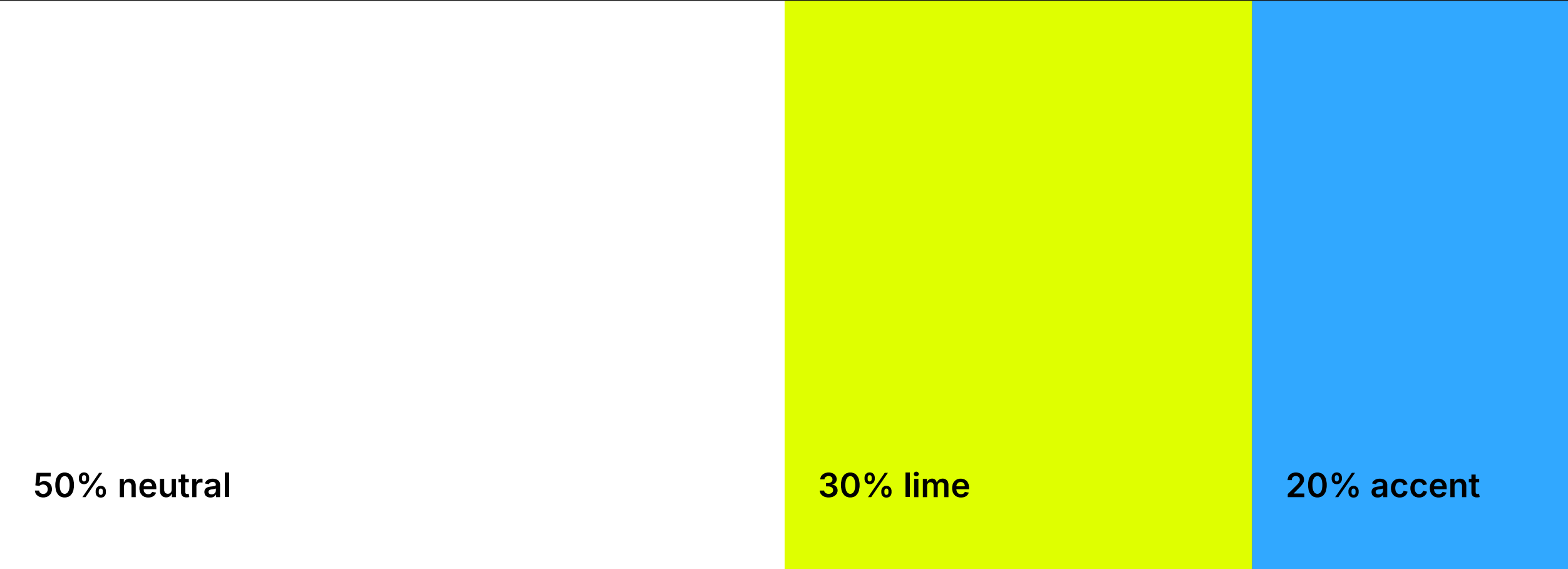
CMYK values are approximate mathematical conversions. Match a physical proof to the intended paper and print profile, especially for vivid lime.

COLOR	HEX	RGB	CMYK %
 Pufy Lime	#DFFF00	223 / 255 / 0	13 / 0 / 100 / 0
 Black	#000000	0 / 0 / 0	0 / 0 / 0 / 100
 White	#FFFFFF	255 / 255 / 255	0 / 0 / 0 / 0
 Sky Blue	#31A8FF	49 / 168 / 255	81 / 34 / 0 / 0
 Signal Orange	#F15715	241 / 87 / 21	0 / 64 / 91 / 5
 Fresh Green	#3EDB84	62 / 219 / 132	72 / 0 / 40 / 14

Color balance.

Lime is the signature, not the background of every screen.

Use neutral surfaces for sustained reading. Let color support hierarchy, navigation and moments of expression.



Suggested balance for a campaign or a set of screens, not a fixed formula for every layout. Black can replace white in dark compositions; select blue, orange or green as the accent.

Contrast & readability.

Use black text on all four bright colors. Use white on black.

Pair state colors with labels or icons so the meaning does not depend on color alone.

Aa / Pufy

Black text: 18.44:1
White text: 1.14:1 — avoid for body

Aa / Pufy

Black text: 8.18:1
White text: 2.57:1 — avoid for body

Aa / Pufy

Black text: 6.11:1
White text: 3.43:1 — avoid for body

Aa / Pufy

Black text: 11.67:1
White text: 1.80:1 — avoid for body

Typography.

Expressive headlines. Effortless reading.

03

Primary typeface.

Anton Regular / 400

Bold, condensed and expressive. Use for headlines, short statements and campaign messages.

The Pufy wordmark is custom artwork; never recreate it with a font.

AaBbCc

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 !?&@

Make room for your next idea.

Secondary typeface.

Inter Regular / 400

Inter SemiBold / 600

Use for body copy, buttons, labels and interface text. Use native system text styles when required by the platform.

AaBbCc

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 !?&@

Clear words. Useful next steps.

Scale & hierarchy.

A practical starting scale for digital layouts.

Use sentence case. Keep body text comfortably spaced and allow interface text to grow with accessibility settings.

Display 64 / 70

H1 48 / 54

H2 32 / 40

H3 24 / 32

Body 16 / 24

Label 14 / 20

Your next idea.

A little help goes far.

What are we making?

Choose an agent

Tell Pufy what you want to get done.

Continue

Visual language.

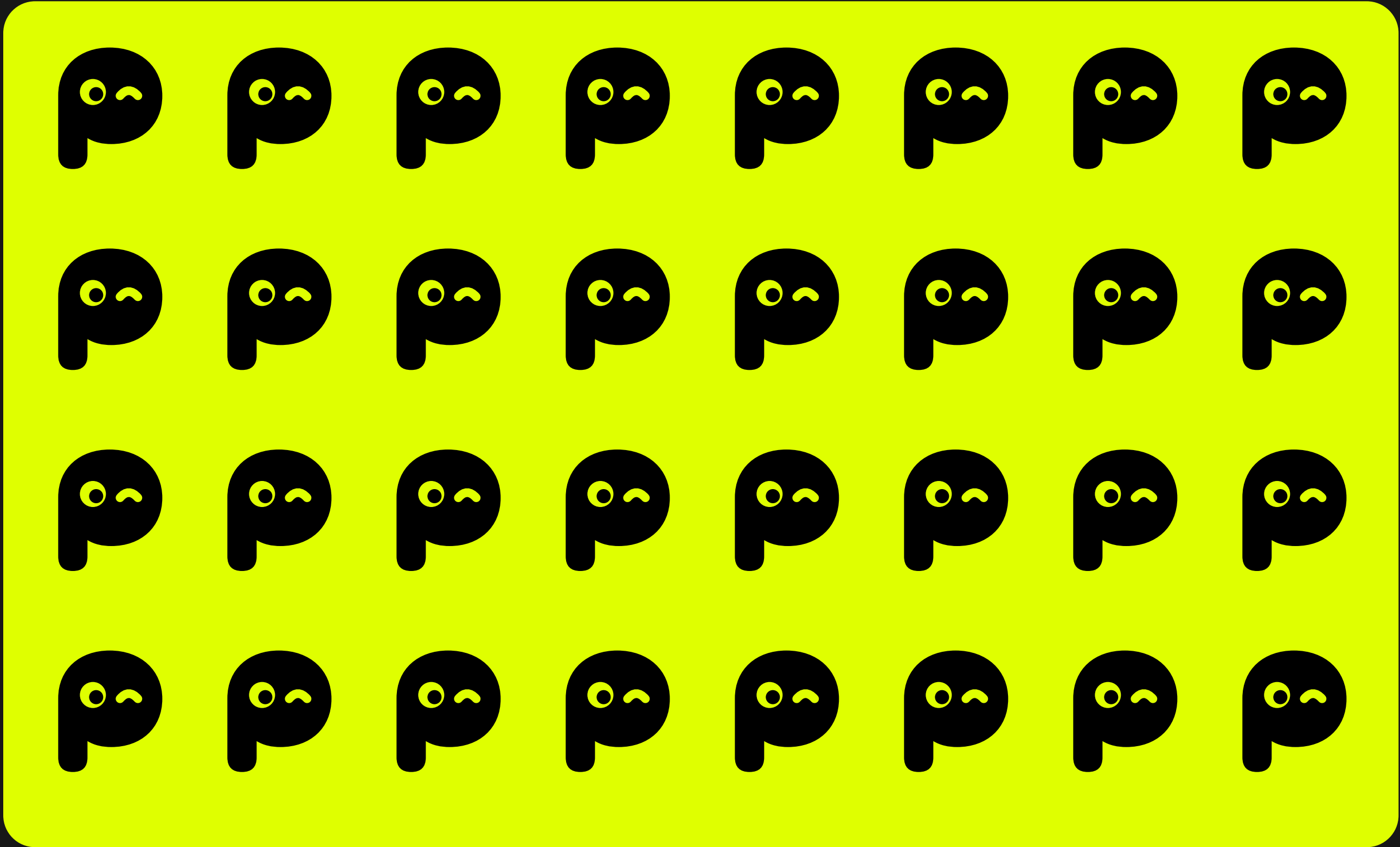
Patterns / icons / imagery / layout

04

Pattern system.

Repeat the approved symbol in regular rows with generous spacing.

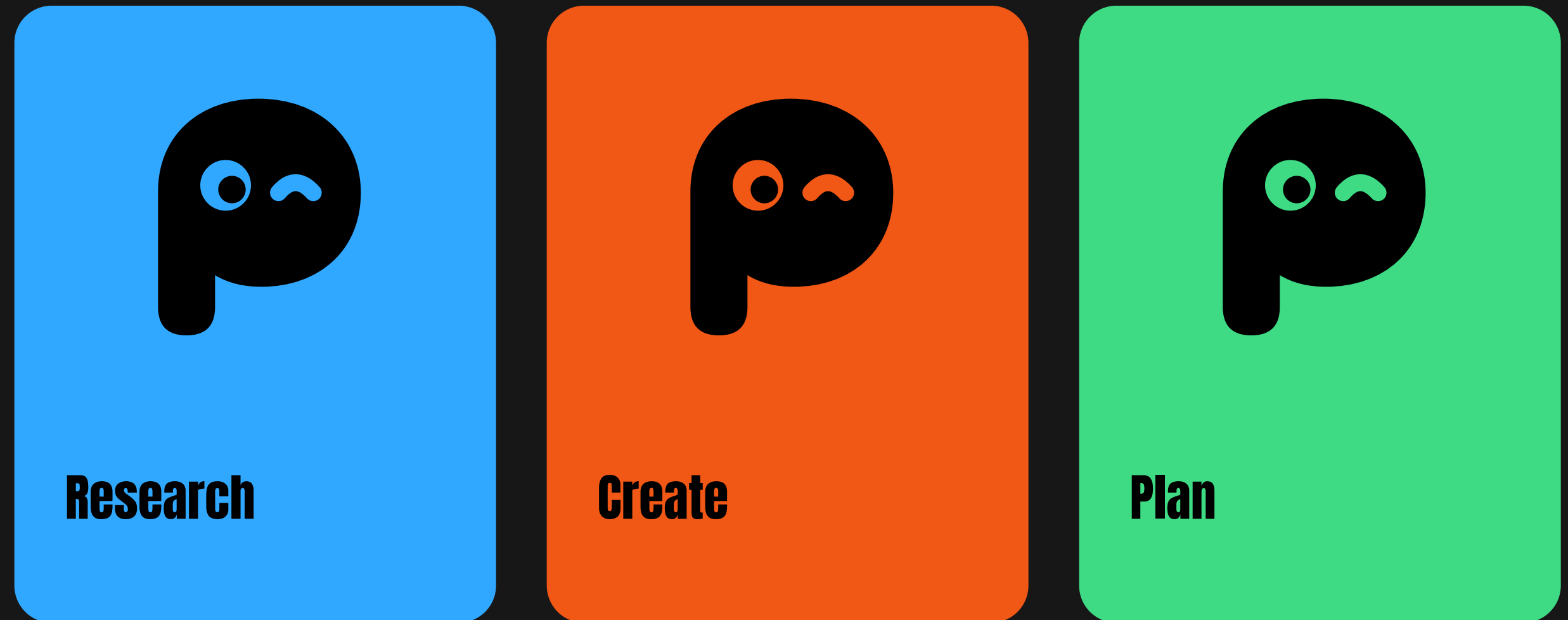
Keep patterns in supporting areas: packaging, covers and campaign backgrounds. Avoid placing body copy over a pattern.



Icons & agents.

Use rounded line icons with a consistent stroke and open shapes.

Agent categories may use blue, orange or green. Add a label beside each icon; category color never replaces the name.

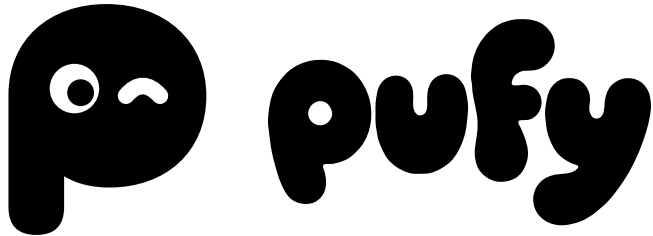


The approved Pufy symbol is the master brand. Agent illustrations can have their own personality without redrawing the brand logo.

Layout system.

Build on an 8-unit spacing rhythm. Align headlines, body copy and actions to a shared edge.

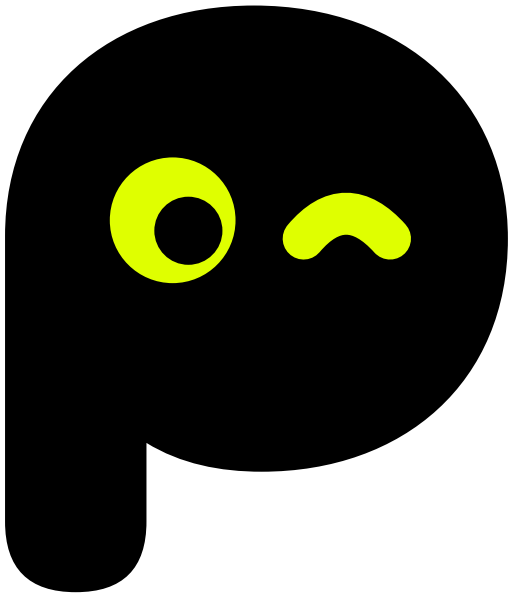
Use generous margins and one main message. Corners are softly rounded; avoid decorative clutter.



**Less juggling.
More doing.**

Meet the agents ready to help with
your next task.

Explore Pufy



Imagery & motion.

Keep imagery friendly, direct and uncluttered. Choose real tasks, natural moments and simple backgrounds.

Motion should acknowledge an action or guide attention. Keep loops gentle and respect reduced-motion preferences.



One clear subject

Leave space for the message.



A human purpose

Show what the task enables.



A gentle response

Small movement; clear feedback.

Logo system.

The approved symbol and original letterforms.

05

Primary logo.

The horizontal combination is the preferred signature for broad spaces.

Use the supplied vector artwork. Preserve the symbol, letter shapes, counter shapes and original spacing.



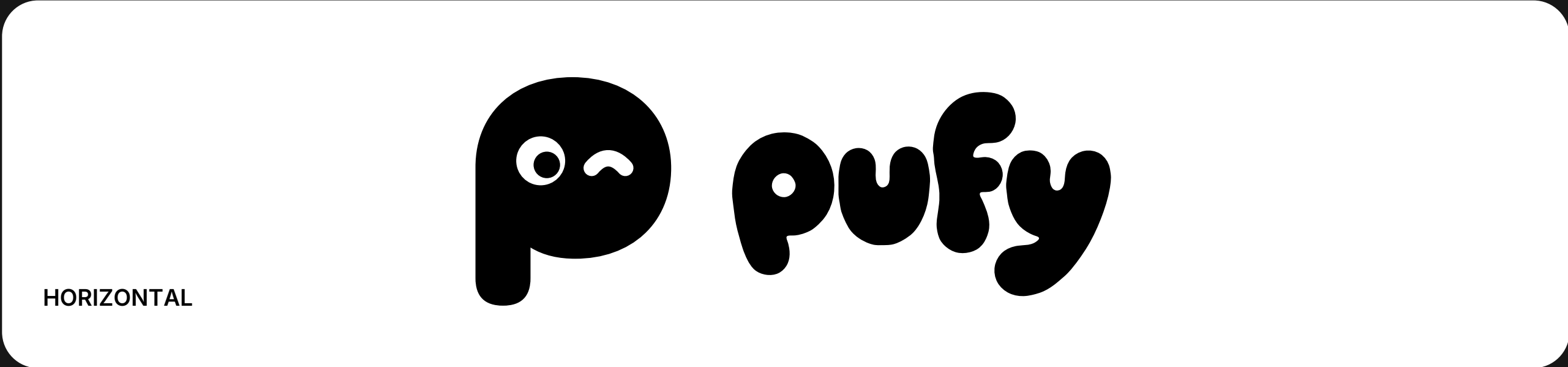
PRIMARY / HORIZONTAL

Logo family.

Choose the version that fits the available space.

Use the symbol alone where the name is already clear.

Keep the wordmark readable in compact placements.



Shape integrity.

The lettering has an intentional organic rhythm. The p and y descend; the f rises above the other letters.

Never align every letter to a new baseline, round off the notches, or replace the lettering with a similar typeface.



Only use the approved contour-corrected master. Scale the entire wordmark proportionally.

Clear space.

Define x as the height of the wordmark’s p counter. Keep at least x free around the visible artwork.

For the symbol alone, use one outer eye diameter as the minimum clear-space unit.



MINIMUM CLEAR SPACE

Minimum sizes.

Starting minimums for clean digital display. Test at actual size on the intended screen.

Use the symbol at compact sizes; if the face becomes unclear, increase the size.

HORIZONTAL LOGO / MINIMUM 160 PX



160 px wide



200 px wide



260 px wide

SYMBOL / PREFERRED MINIMUM 32 PX



32 px



48 px

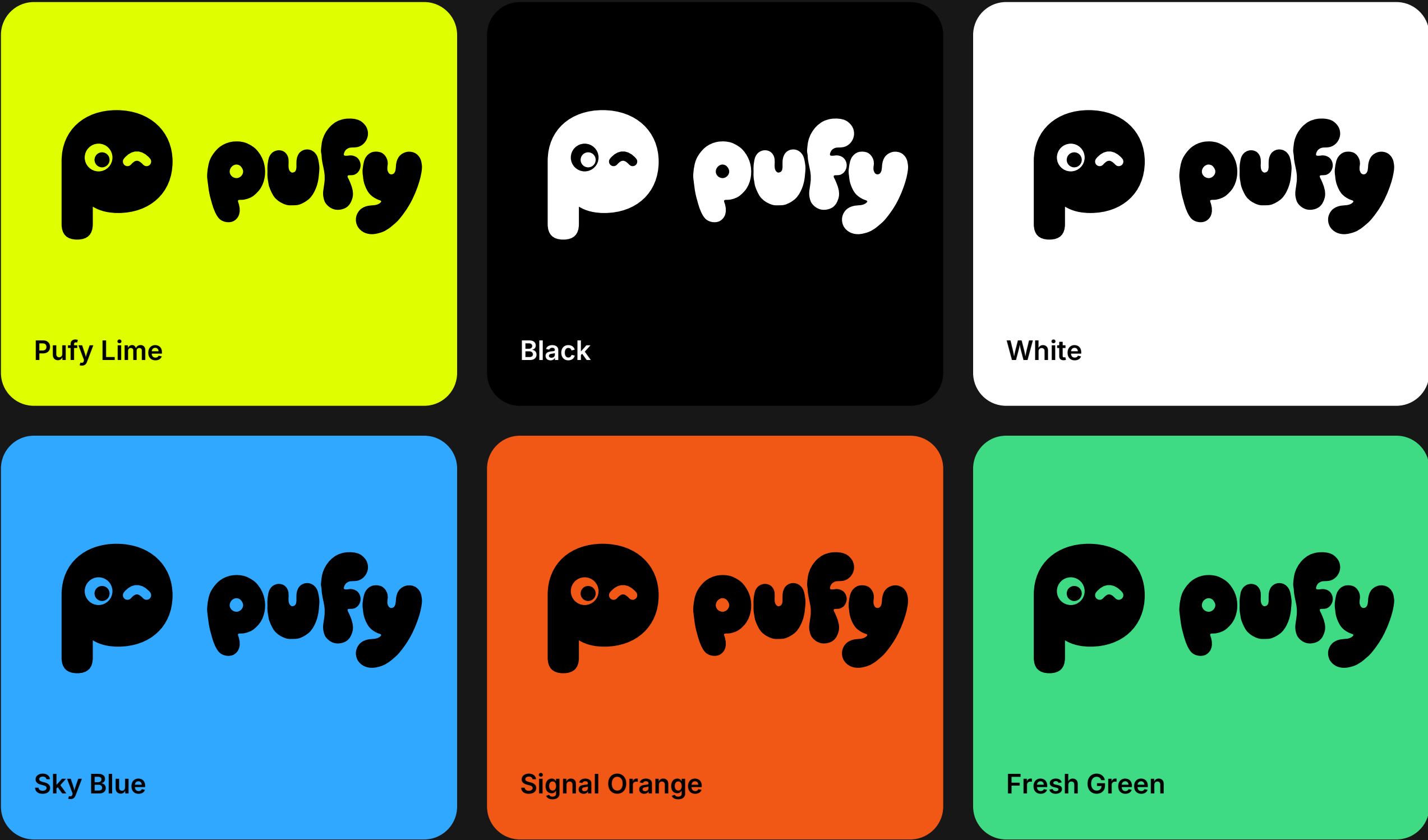


64 px

Background variations.

Apply black artwork on lime, white, blue, orange or green. Use white artwork on black.

Let the face use the background color for a single-color knockout treatment.



Logo misuse.

Protect the original silhouette and its legibility.

Do not stretch, rotate, re-space letters, add outlines, add effects, or use low-contrast combinations.



Co-branding & placement.

Keep partner marks optically balanced. Separate them with at least two clear-space units.

Align the visible centers; never fuse partner artwork into the Pufy logo.



Place the signature on a clear margin, aligned with the main text edge. Avoid crowding interface controls, device cutouts or social platform overlays.

Brand applications.

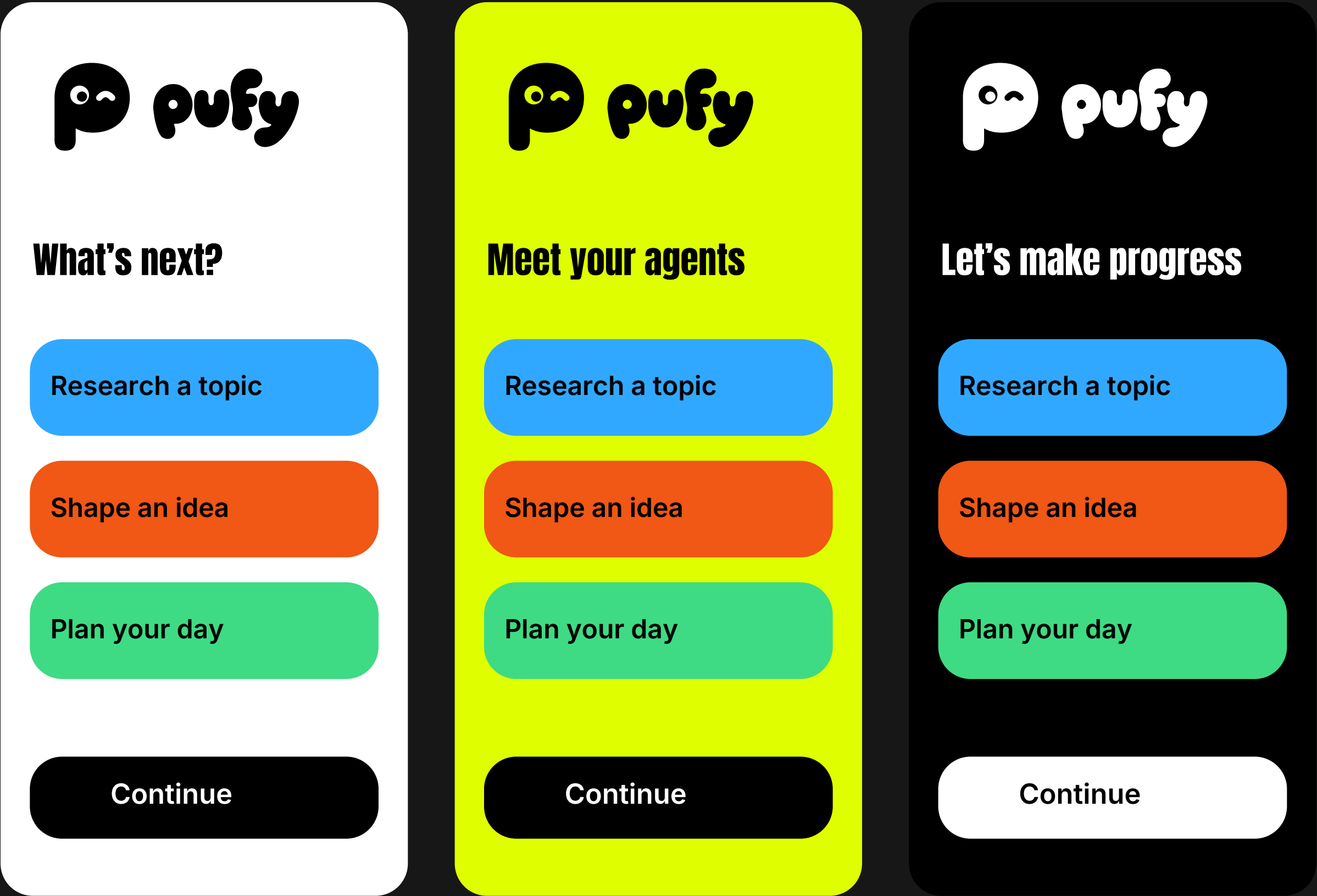
Mobile / social / web / stationery

06

Mobile app.

Let content and actions lead.
Use lime for the primary action
and supporting colors for
agent discovery.

These screens demonstrate
the visual language; they are
not product specifications.



App icon & favicon.

Center the approved symbol with breathing room. Use the lime tile as the default app identity.

Prepare square source artwork and apply the platform’s current masking and export requirements at delivery.



Primary



Alternate



Alternate



Alternate

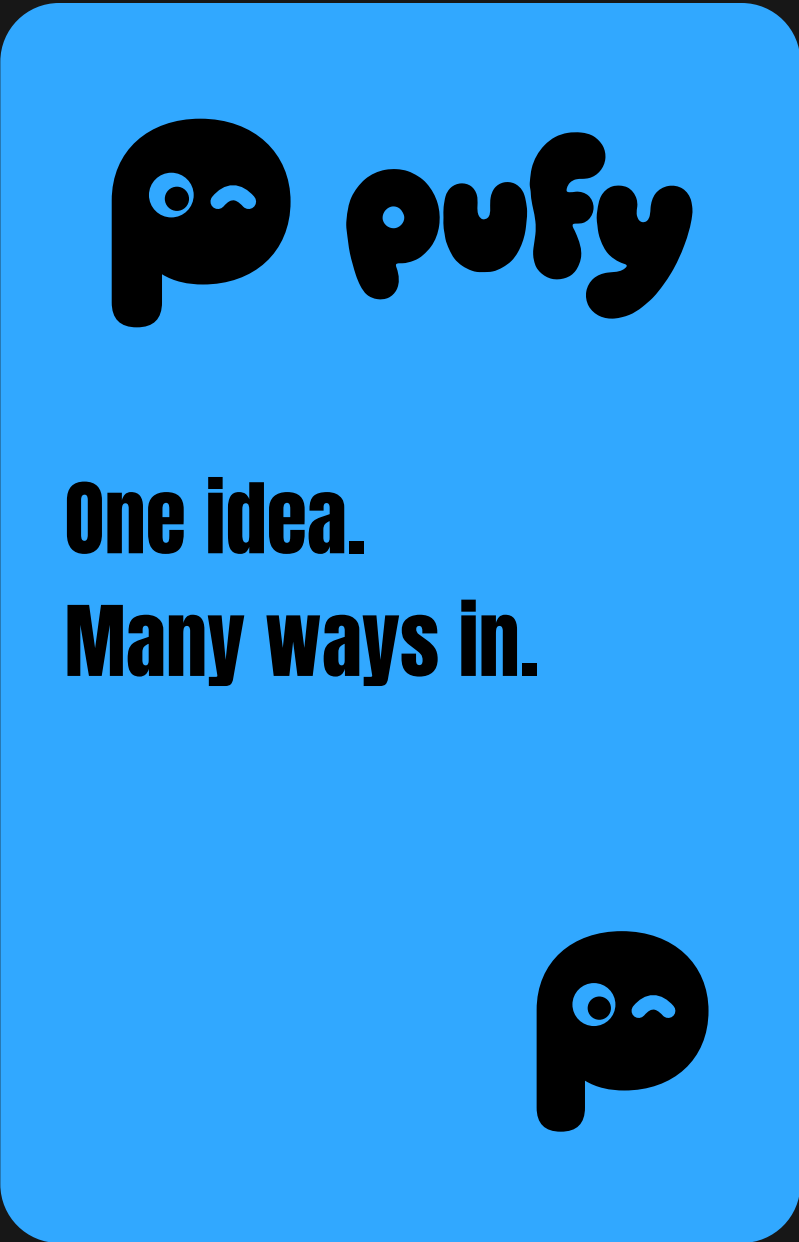
Social system.

Use one message per post and keep the logo away from crop boundaries.

Alternate neutral and bright compositions while maintaining typography and clear spacing.



CAMPAIGN / CONCEPT



CAMPAIGN / CONCEPT

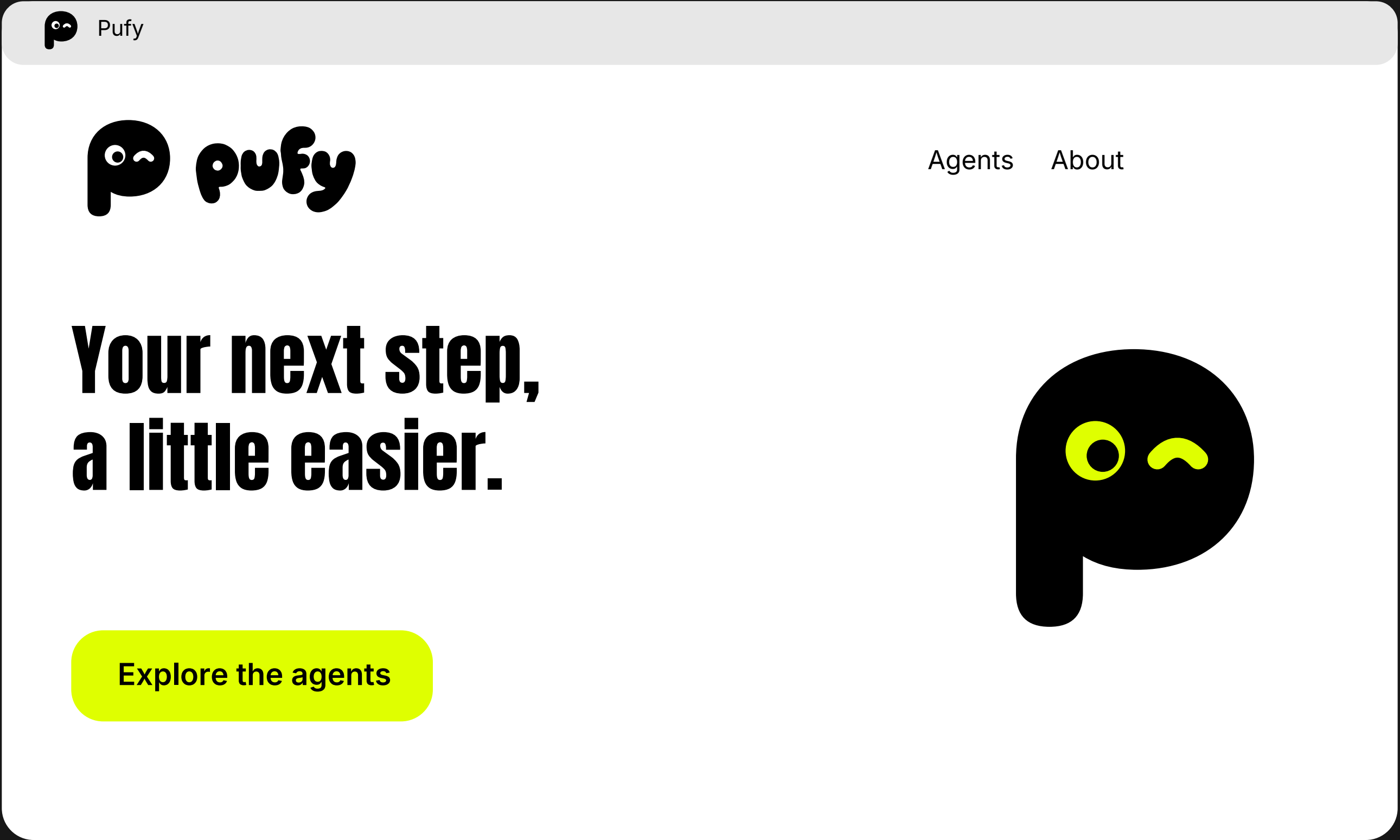


CAMPAIGN / CONCEPT

Website & browser.

Keep the header simple, the brand visible and the next step clear.

Use the symbol in the browser tab and the horizontal logo in the page header.



Corporate assets.

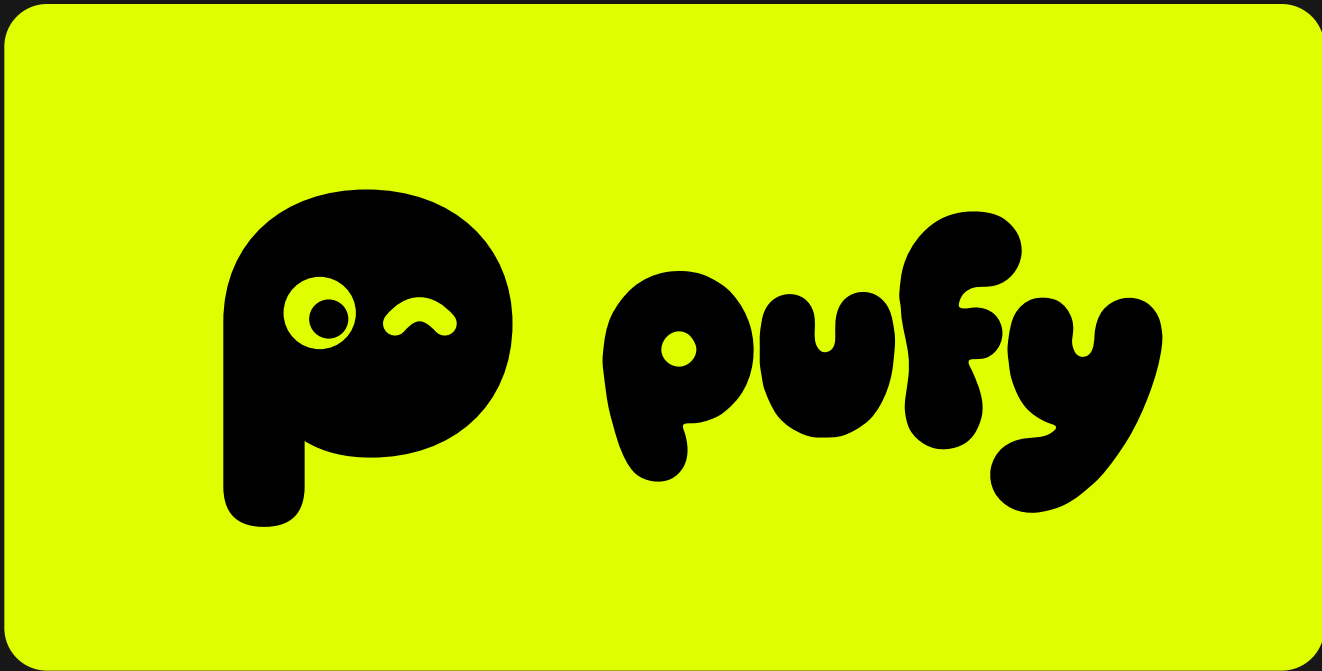
Use white for documents and lime for memorable covers. Keep contact information real, current and editable.

The fields shown here are placeholders for final production.



Hello [Name],

[Email] / [Website]



[Full name]

[Role]

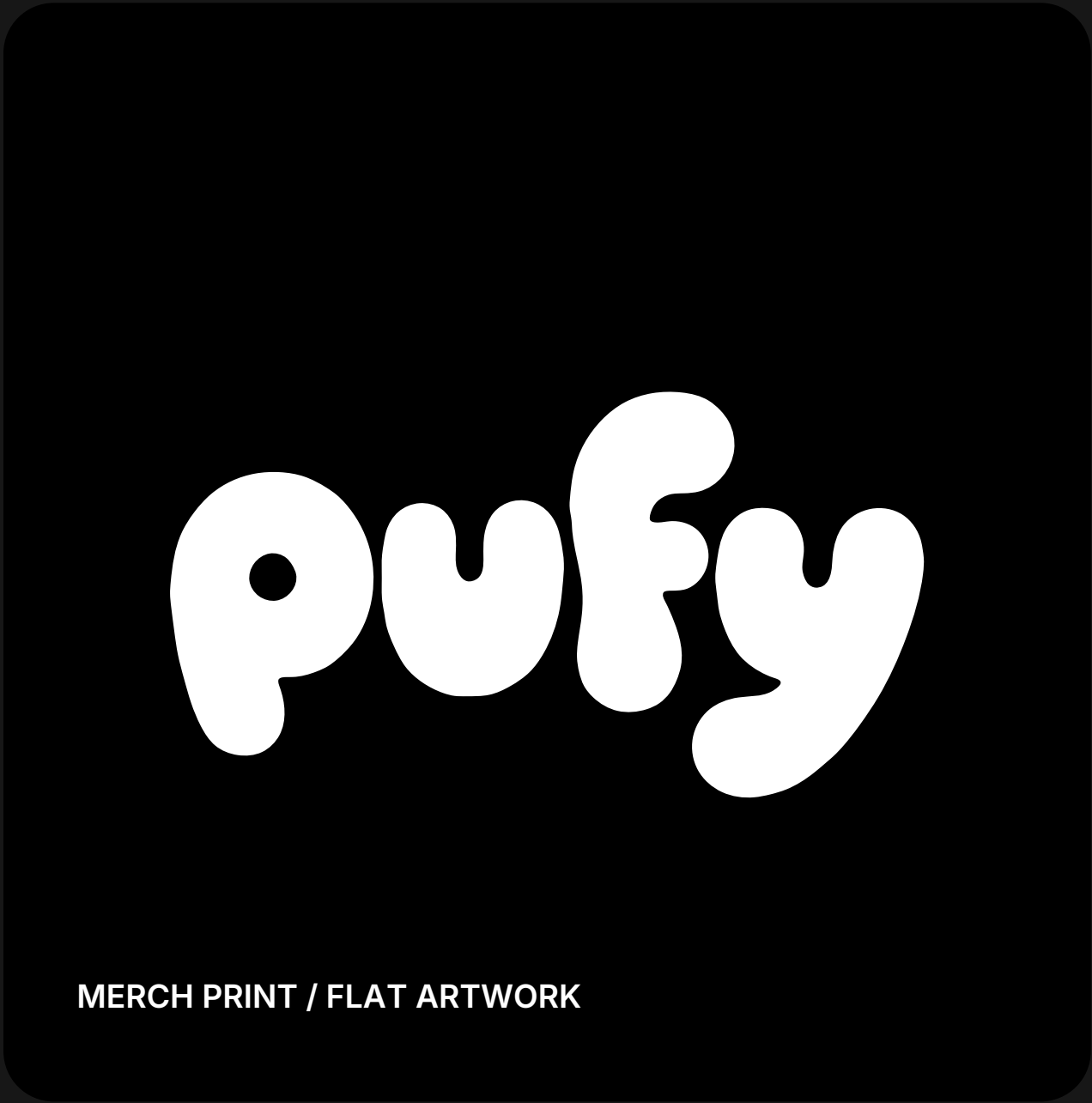
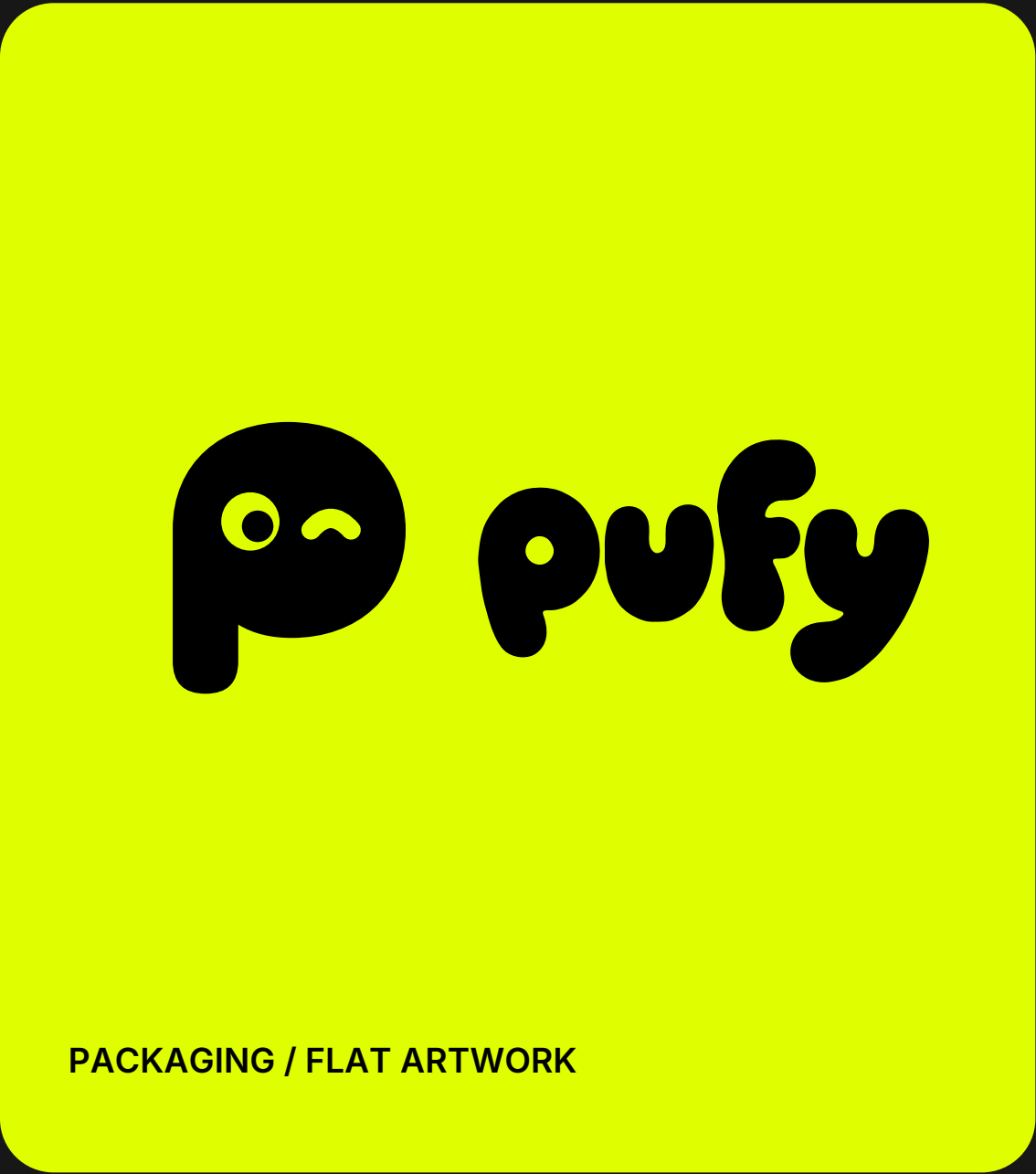
[Email]

[Website]

Physical applications.

Use simple, bold placement on merchandise and packaging.

For embroidery, simplify production details only with a separate approved small-scale master and a physical sample.



Ready to use.

Source files / production / brand at a glance

07

Handoff rules.

One master identity, used consistently.

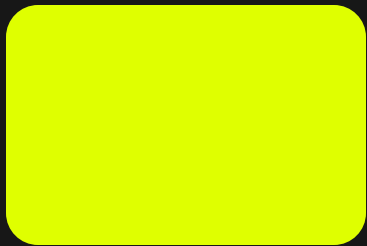
Use editable source artwork for production and export fresh raster files at the size you need.

SVG	Master logo artwork. Keep curves as vector paths.
PNG	Transparent digital artwork. Export at the target pixel size.
PDF	Guidelines and print-ready layouts after proofing.
TYPE	Anton Regular + Inter 400 / 600. Keep source licenses.
COLOR	Use exact HEX / RGB digitally. Proof print color on stock.

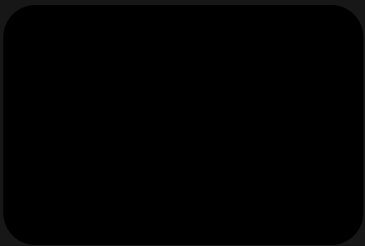
Brand at a glance.

A friendly symbol. Original organic lettering. One unmistakable lime.

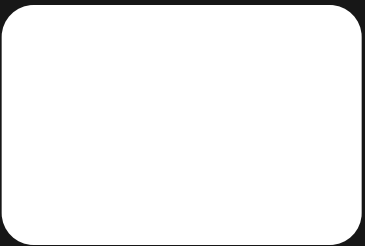
Keep the shapes, give them room, and make the next step clear.



#DFFF00



#000000



#FFFFFF



#31A8FF



#F15715



#3EDB84

Anton / Inter

puFY

A little wink. A lot of possibility.

PUFY / BRAND GUIDELINES / OCTOBER 2026