

ListenStories

BRAND GUIDELINES

Brand book

Version 1.0 · October 2026

How to use this book

ListenStories already has a look of its own: a night sky, the warm gold of the stars, lavender, and a moon that puts on headphones to listen to a story. This book gathers those decisions in one place, so that every post, flyer and presentation looks as if it came from the same story.

Everything described here comes straight from listenstories.app: the colours, typefaces and graphic elements are the very ones the app uses. When something changes on the website, it changes here too.

Working files

The logo (SVG, PNG), colour palettes (ASE, GPL, CSS, JSON) and fonts can be downloaded from listenstories.app/press. Never redraw the logo or type the name out yourself — always use the supplied files.

Questions

If something is missing, or you are not sure whether a particular use is all right, write to contact@listenstories.app.

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Bedtime stories, made just for your child

WHAT WE DO

A parent describes an idea — a hero, a theme, or something their child is going through. AI writes a safe story from it and a warm narrator's voice records it. A moment later you listen together, as the words light up in time with the narration.

MISSION

We help parents turn an ordinary evening into a calm moment together — with a story made only for their child.

PROMISE

Your idea, a safe story and a warm narrator's voice — in moments. The first story is free, with no credit card needed.

WHO WE ARE FOR

Parents of children aged 2 to 10 — and grandparents, aunts and carers too. We picture them at one particular moment: **evening, a dimmed room, a phone in one hand, a child falling asleep beside them.** Everything we design has to respect that moment: little glare, few decisions, plenty of calm.

24
languages the stories are written in

5
app languages: PL, EN, DE, ES, FR

15
warm narrator voices (10 in every plan)

2–10
years — the listeners' age, in three bands

Personality and values

If ListenStories were a person, it would be someone you would trust with the bedtime story without a second thought: a warm, attentive storyteller with a little magic in their pocket.

WE ARE… BUT NEVER…

Warm	BUT NOT	saccharine
Calm	BUT NOT	dull
Magical	BUT NOT	childish
Caring	BUT NOT	scaremongering
Simple	BUT NOT	technical

ARCHETYPE

The Caregiver with a touch of the Magician. The Caregiver brings a sense of safety, the Magician a little wonder. Always in that order.

VALUES

Safety
Every idea and every story passes several layers of checks before a child hears it.

Calm
We design for the evening: dark backgrounds, dimmed light, gentle motion.

One of a kind
Every story is made once — for one child, from their parent's idea.

Respect
We keep to the parent's idea and to the heroes' names. A short idea with a typo is still a fine start for a story.

Privacy
We do not profile families or use their data for advertising. Our materials never show children's faces.

How we speak

The way you tell a story at the bedside: warmly, calmly and simply. We speak to the parent directly — “you” in English, “Ty” in Polish (capitalised on the website), “du” in German, “tú” in Spanish and “vous” in French.

1

Warm and human

Short sentences, everyday words. We say “story”, “narrator” and “idea” — not “content”, “synthetic voice” or “prompt”.

2

Calm

No strings of exclamation marks, no capitals, no time pressure. Bedtime is not a sale.

3

Honest

We write “about 5 minutes”, not “exactly 5 minutes”. We say plainly that AI writes the stories. We only promise what the app really does.

4

A touch of magic

Stars, dreams and the moon belong in pictures and slogans. Prices, limits and steps are always described plainly.

DO	DON'T
✓ Describe an idea, and AI will write and record a story for your child.	✗ Generate personalised audio content in 30 seconds!!!
✓ About 10 minutes of new story for every evening.	✗ Exactly 10 minutes — guaranteed.
✓ Every story is checked before your child hears it.	✗ Zero risk, 100% safe!
✓ Tonight's bedtime story can be one of a kind.	✗ Don't let your child down — buy Premium before it's too late!

Name, slogans and vocabulary

NAME

ListenStories

- One word, capital L and S: **ListenStories**.
- Never: Listen Stories, Listenstories, listenStories, LS.
- In Polish the name is not declined: „w ListenStories", „z ListenStories".
- The domain is always lower case: **listenstories.app**.
- Capitals (LISTENSTORIES) only in the eyebrow next to the mark.

SLOGANS

Main

Bedtime stories woven from starlight

PL: Bajki na dobranoc utkane z gwiezdnego pyłu

Descriptive

Bedtime stories, made just for your child.

Short

- One sentence. A whole story.
- Tonight's bedtime story can be one of a kind.
- Your first story is free.

VOCABULARY

WE SAY	WE AVOID
story, bedtime story	~~content~~
narrator, narrator's voice	~~synthetic voice, robot, TTS~~
idea	~~prompt, input~~
create a story	~~generate~~
safety-checked story	~~censored, filtered~~
Free Trial, Standard, Premium	~~Free, Basic, Pro~~
about 5 minutes	~~5 minutes (without "about")~~



The moon in headphones

The moon itself settles down for the night and puts on headphones to listen to tonight's story. The closed eyes and the smile say that all is calm and safe, and the little star beside it is the story drifting by.



Moon

Warm gold — the light at bedtime.



Headphones

Lavender — listening and the narrator's voice.



Face

Closed eyes and a smile — calm.



Star

The story and a little magic.

The mark is a closed illustration: we never change its proportions, colours or parts. On the website, hover over the moon in the sky and it briefly puts on the same headphones — our little secret.

Logo versions



Horizontal logo — the primary version
Headers, footers, e-mails, presentations. `listenstories-logo-horizontal-*.svg`



Mark
When the name is nearby or space is tight.



App icon
Phone home screen, browser tab.



Avatar
Social media profiles.



Stacked logo
Covers, posters, square and portrait formats. `listenstories-logo-stacked-*.svg`

The lettering is outlined from Fraunces (SemiBold, SOFT 30, optical size 36) — the same typeface and weight as the website header. Every version exists for dark backgrounds, for light backgrounds and in a single colour.

Clear space

Keep a clear space of **x** around the logo — the height of the capital L in the lettering. Nothing may enter it: no text, no edge of the page, no other logo.



Minimum sizes

Below these sizes the logo stops being legible. On screen we measure in pixels, in print in millimetres.

ListenStories

Horizontal logo
120 px wide · 30 mm

ListenStories

Stacked logo
80 px wide · 20 mm

Mark
24 px · 6 mm. The 16–32 px favicon has its own fine-tuned files.

The logo on different backgrounds

The night sky is the brand's home, and that is where the logo looks its best. On light backgrounds we use the version with navy lettering and deeper lavender headphones; where only one colour is available, the single-colour version.



Night sky
Version for dark backgrounds — the primary one.



Night navy
Cards and surfaces — version for dark backgrounds.



Single colour: cream
Engraving, embossing, dark photographs.



Cream
Version for light backgrounds: navy lettering.



White
Documents, invoices, letters.



Single colour: navy
Stamps, one-colour print, gold backgrounds.

What we never do with the logo



Don't stretch or squash it
Always scale it proportionally.



Don't change the colours
Use only the supplied colour versions.



Don't rotate it
The logo always sits level.



Don't add effects
No shadows, outlines, glows or textures.



Don't place it on light, busy backgrounds
The dark-background version needs a dark, calm background.



Don't retype or rearrange it
The lettering is a drawing, not typed text. The mark always sits on the left.

Colours of the night sky

The palette is the evening outside the window: deep navy, the warm gold of the stars, a lavender dusk and the cream light of a bedside lamp. Gold is precious, like a star — there is little of it, so it shines.

Night sky
Page and graphic backgrounds

HEX #070B1A
RGB 7 11 26
CMYK 73 58 0 90
Token `night-950`

Night navy
Cards and surfaces

HEX #161F45
RGB 22 31 69
CMYK 68 55 0 73
Token `night-800`

Star gold
Primary button

HEX #F5C542
RGB 245 197 66
CMYK 0 20 73 4
Token `star-500`

Wordmark gold
Wordmark, accents

HEX #FFD76B
RGB 255 215 107
CMYK 0 16 58 0
Token `star-400`

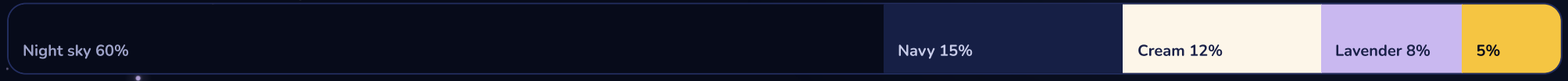
Lavender
Eyebrows, details

HEX #C9B8F0
RGB 201 184 240
CMYK 16 23 0 6
Token `lavender-300`

Cream
Body text

HEX #FDF6E9
RGB 253 246 233
CMYK 0 3 8 1
Token `cream-100`

PROPORTIONS ON SCREEN AND IN GRAPHICS



Full scale

NIGHT SKY

950	900	800	700	600	500	ground
#070B1A	#0E1530	#161F45	#232E60	#33407C	#5A69A8	#0A1027

STAR GOLD AND LAVENDER

200	300	400	500	lavender 300	lavender 400
#FFF4CF	#FFE9A8	#FFD76B	#F5C542	#C9B8F0	#A78BDC

TEXT

cream 100	cream 200	secondary	subtle
#FDF6E9	#F5EAD3	#C7CBE8	#9EA3C9

MARK (CLOSED ILLUSTRATION)

moon	moon	craters	headphones	ink
#FFD98A	#F0B429	#E3A81F	#C9B8FF	#1A2148

STATUS — INTERFACE ONLY

success	warning	error	in progress
#93D3A2	#F0A875	#F2909B	#8EA9E8

Contrast

WCAG AA asks for at least 4.5:1 for text and 3:1 for interface elements. Our text colours start at 6.5:1.

Aa	Cream on the night sky	18.2:1
Aa	Cream on a card	14.8:1
Aa	Secondary text on a card	10.0:1
Aa	Subtle text on a card	6.5:1
Aa	Gold on the night sky	12.1:1
Aa	Lavender on the night sky	10.8:1
Aa	Label on the gold button	12.1:1
Aa	Navy logo lettering on cream	14.4:1
	Field border on a card	3.1:1

Print: the CMYK values are approximate. Run a test print before the full run, and agree the deep navy with the printer as a rich black with added cyan and magenta.

Three typefaces, three jobs

HEADINGS AND SLOGANS

Aa

Fraunces

A soft serif with character, like the cover of a book. Brand settings: SemiBold 600, softness SOFT 30; the main slogan also uses the WONK alternates.

AĄBCĆDEĘFGHIJKLŁMNŃOÓP RSŚTUWYZŹŻ aąbcćdeęfghijklł mnńoóprsśtuwyzźż 0123456789

TEXT AND INTERFACE

Aa

Nunito

Rounded, friendly and very legible on a phone. Regular 400 for text, SemiBold 600 for buttons, Bold 700 for eyebrows.

AĄBCĆDEĘFGHIJKLŁMNŃOÓPRSŚTUWYZ ŹŻ aąbcćdeęfghijklłmnńoóprsśtuwyzźż 0123 456789

READING STORIES

Aa

Literata

A typeface designed for long reading on screen. In the app, it is the face in which the narrated words light up.

AĄBCĆDEĘFGHIJKLŁMNŃOÓPRSŚTUW YZŹŻ aąbcćdeęfghijklłmnńoóprsśtuwyzźż 0123456789

Sphinx of black quartz, judge my vow.

Sphinx of black quartz, judge my vow.

Sphinx of black quartz, judge my vow.

All three typefaces are licensed under the SIL Open Font License 1.1 — free, including for commercial use, print and apps. Files: listenstories.app/press; source: Google Fonts.

Text hierarchy

Slogan
Fraunces 600 · SOFT 45 · WONK 1 · moonlight · −2.5%

Bedtime stories woven from starlight

Heading
Fraunces 600 · SOFT 30 · cream

How it works

Eyebrow
Nunito 700 · capitals · +0.22 em · lavender

WATCH A STORY BEING BORN

Lead
Nunito 400 · secondary text

Describe an idea, and AI will write and record a story for your child.

Body
Nunito 400 · line-height 1.65

A few sentences about tonight's story — a hero, a theme, or something your child is going through right now.

Button
Nunito 600 · navy on gold

Create your first story for free

Story text
Literata 400 · line height 1.75

Dusty had cleaned the same flat for three hundred and twenty days in a row, and knew exactly how many steps it was from the sofa to the front door.

Typesetting rules

- Headings are balanced — never a single word on the last line.
- In Polish texts, one-letter words (a, i, o, u, w, z) move to the next line.
- We never set whole sentences in capitals or underline text for emphasis.
- Fraunces only for headings and slogans — never for long interface paragraphs.
- German and French texts can run 30% longer: leave them room.
- Without the brand fonts (e-mail, Word): Georgia instead of Fraunces, Arial or Segoe UI instead of Nunito.

One scene: night over the hills

Every element comes from one picture — the night sky over the hills, the moon, the stars and a house where someone is listening to a story right now.



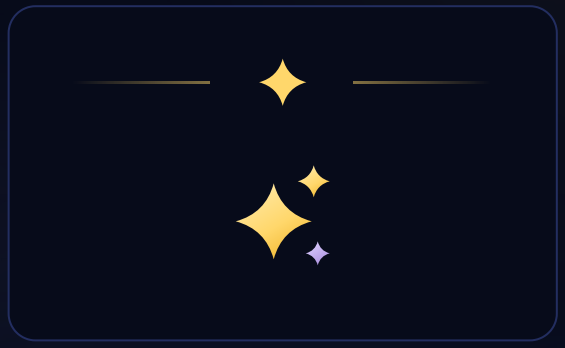
Night sky

Three layers of tiny stars and a faint nebula. A backdrop, not a pattern.



Moon

A soft, dimmed sphere. Scenery, not a light source — always darker than the headline and the button.



Star

The four-point star from the mark. Between two fine lines, it separates sections.



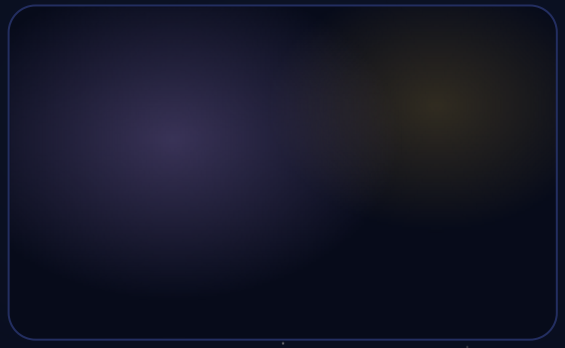
Horizon

Hills, spruces and a house with one lit window — the child's room where the story is being told. It closes every page.



Waveform

The vertical bars of a recording: the played part in gold, the rest in navy. Decoration, not a chart.



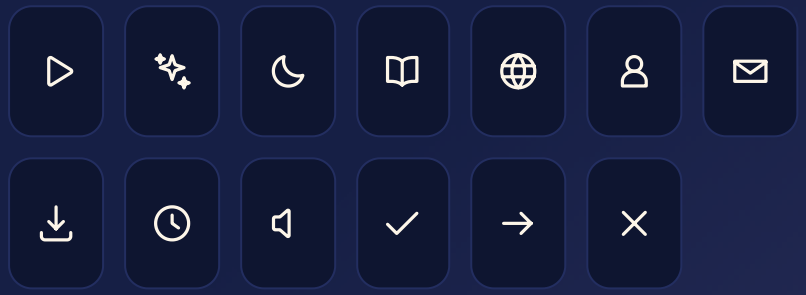
Glow

Soft patches of lavender and gold behind text. Very faint — atmosphere, not a spotlight.

Icons, illustrations and photographs

INTERFACE ICONS

Line icons on a 24 px grid, 1.75 px stroke, rounded ends. They take the colour of the text next to them.



Source: the app's own icon set. We never mix it with other icon libraries.

ILLUSTRATIONS IN GRAPHICS

Flat, in the style of the mark: gold, lavender and night ink. They replace emoji.



Flat shapes without outlines, light from the top left (as on the moon), at most two brand colours plus ink.

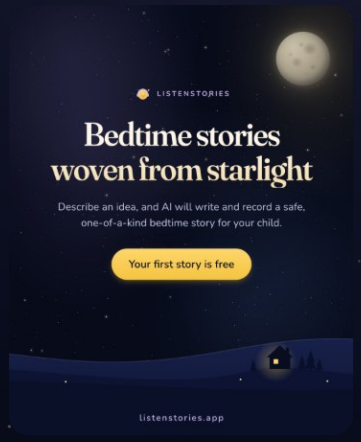
EMOJI

On the website, emoji describe the kinds of stories (a rocket, a smile, a satellite) and the “how it works” steps — that is where they stay. **We do not use them in marketing graphics:** they are drawn by phone makers, look different on every device and do not belong to us. We use the illustrations instead.

PHOTOGRAPHS

For now the brand uses no photographs. If they ever appear: **warm, dimmed lamplight**, hands, a book, a duvet, a phone on the bedside table. No recognisable children's faces, no stock smiles at the camera and no bright daytime interiors.

Social media



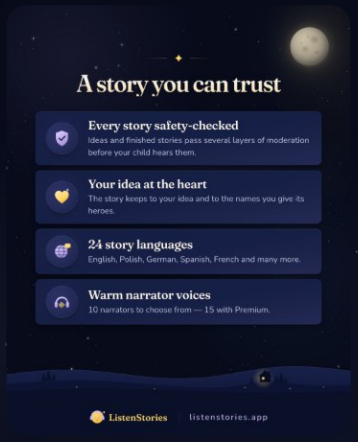
Post · slogan



Post · how it works



Post · idea to story



Post · trust



Story



Avatar



X profile header · 1500 × 500



Facebook cover · 1640 × 624

Formats: posts 1080 × 1350 (4:5), stories 1080 × 1920 — keep anything important clear of the top 250 and bottom 300 px. Every graphic ends with listenstories.app and, where possible, the horizon with the house.

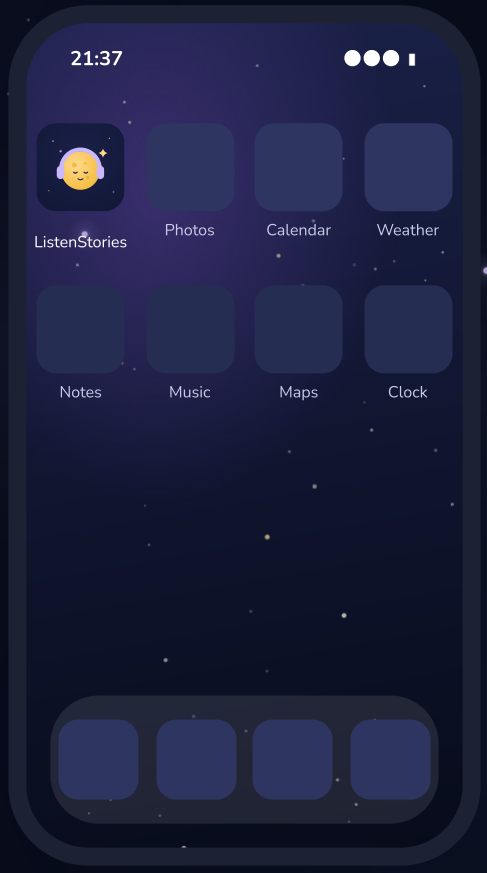
Website, e-mail and print



Link preview (Open Graph) · 1200 × 630

First Last
Role · ListenStories
contact@listenstories.app · **listenstories.app**
Bedtime stories, made just for your child.

E-mail signature (ready to paste into Gmail)



The app icon on a phone's home screen



A5 flyer with a QR code (print PDF, 3 mm bleed)

Calm, legibility, accessibility

These rules apply in the app, on the website and in every graphic. They follow from when and how people use ListenStories.

One gold call to action

A screen or a graphic has at most one gold button. Every other action is outlined or quiet.

Little glare

We design for a dark room: dark backgrounds, a dimmed moon, no white flashes and no bright full-bleed backgrounds.

Legibility

Text has a contrast of at least 4.5:1, interface elements 3:1. Colour is never the only signal.

Gentle motion

Animations are slow and quiet. We respect the system's “reduce motion” setting.

Comfortable touch

Buttons and links are at least 44 px — for a tired hand in the dark.

Five languages

Every text exists in Polish, English, German, Spanish and French. We design with room to spare.

ListenStories

LOGO
SVG and PNG, every version

FONTS
Fraunces, Nunito, Literata (OFL)

COLOURS
ASE, GPL, CSS, JSON

BRAND BOOK
PDF in English and Polish

Everything to download: listenstories.app/press

contact@listenstories.app · listenstories.app

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