



MROOT TECH

# Brand guide

Logo, color, type, voice and how it all fits together.

01 · THE BRAND

# Useful software, down to the root.

MRoot Tech is an independent software company that builds focused apps for everyday life. Each app does one job well, respects people’s time and attention, and keeps getting better.

Its job as a brand: be the trustworthy signature behind every app, then step back so each product can have its own personality.

PERSONALITY

Capable not corporate

Warm not childish

Confident not boastful

Distinctive not decorative

Say it “em-root”. Write it **MRoot**: capital M, capital R. Use “MRoot Tech” on first mention, then “MRoot”. Never Mroot, M-Root or MROOT.



## 02 · THE MARK

# √m: the root of m.

One stroke that does three jobs, plus the first letter of the name.

1

### The tick

It begins as a check mark: useful things, done. A natural fit for tasks, routines and goals.

2

### The roof

The bar shelters what sits under it: a home for each product.

3

### The m

The root of m. The name, written as a symbol, so the mark and the name reinforce each other.

Call it the root sign. Avoid “radical sign” in public copy: “radical” carries the wrong meaning in many markets.

03 · LOGO SYSTEM

# Six versions, one drawing.



**Primary**

The default, wherever it fits: website header, documents, slides.



**Stacked**

Square spaces: posters, merchandise, splash screens.



**Symbol**

When the name is already nearby, or space is tight. 24 px and up.



**Compact tile**

Favicons, avatars and anything under 24 px.



**Wordmark**

Rare: text-only lines and co-branding where the symbol already appears.



**Arabic lockup**

Arabic-language materials. The symbol leads on the right.

04 · COLOR VERSIONS

# Pick the version, not the colors.

Every version is supplied as a file. Never recolor the logo by hand.



**Color** · on Paper, white and light backgrounds



**Reversed** · on Midnight and dark backgrounds



**Midnight** · one color, on Ember or light tints



**Black** · one-color print, stamps, fax-quality documents



**White** · photos and colored backgrounds where Ember won't hold



**Symbol, reversed** · avatars and app-store style tiles

05 · SPACE AND SIZE

# Give it room.

Keep clear space equal to *x*, the height of the m in the symbol, on every side.  
Nothing else enters that space.



MINIMUM SIZES

Primary

120 px on screen · 30 mm in print



Stacked

72 px · 20 mm



Symbol

24 px · 7 mm



Compact tile

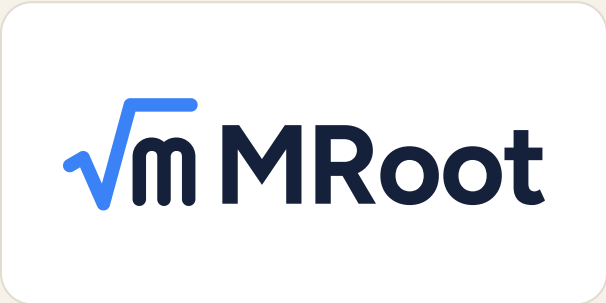
16 px · favicons only



Below the symbol's minimum, switch to the compact tile: the m can't be read smaller than 24 px.

06 · MISUSE

# Please don't.



✗ Recolor it, or swap Ember for another orange



✗ Stretch or squash it



✗ Rotate or tilt it



✗ Add shadows, glows, outlines or gradients



✗ Mirror the root sign, even in Arabic layouts



✗ Retype the wordmark in any font



✗ Put the color logo on Ember or busy images



✗ Rearrange, resize or separate the parts

07 · COLOR

# Ember and Midnight, on Paper.



#15213B

RGB 21 33 59

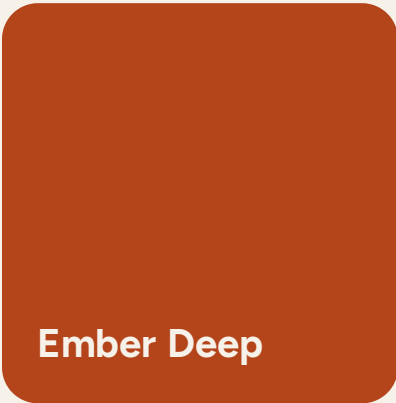
Primary. Text, the m, dark backgrounds.



#E8622C

RGB 232 98 44

Accent. The root sign, buttons, large text.



#B4441A

RGB 180 68 26

Orange text and links on light backgrounds.



#F6F2EA

RGB 246 242 234

Main background. Warmer than white.



#FFFFFF

RGB 255 255 255

Cards and content surfaces.

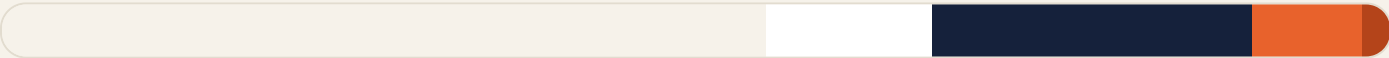


#5E6470

RGB 94 100 112

Secondary text and captions.

ROUGH PROPORTIONS



Mostly Paper and white, Midnight for text and weight, Ember as the spark. Ember works because it is used sparingly.

SUPPORTING TONES

 **Ember Tint · #FBE7DC**  
Highlights, pills

 **Midnight 2 · #1F2C4B**  
Raised dark surfaces

 **Line · #E2DCCF**  
Hairlines, borders

Print: ask your printer to match the HEX values against a proof. Don't convert by eye.

08 · ACCESSIBLE PAIRS

# Contrast you can rely on.

Measured with the WCAG 2.x formula. Body text needs 4.5 : 1; text 24 px and larger, and meaningful graphics, need 3 : 1.

**The one rule to remember:** bright Ember is for shapes and big type. When orange words are small, they are Ember Deep.

|               |                     |          |                                       |
|---------------|---------------------|----------|---------------------------------------|
| <div>Aa</div> | Midnight on Paper   | 14.3 : 1 | All text                              |
| <div>Aa</div> | Midnight on White   | 16.0 : 1 | All text                              |
| <div>Aa</div> | Paper on Midnight   | 14.3 : 1 | All text                              |
| <div>Aa</div> | Ember Deep on Paper | 5.0 : 1  | All text, links                       |
| <div>Aa</div> | Stone on Paper      | 5.3 : 1  | All text                              |
| <div>Aa</div> | Midnight on Ember   | 4.7 : 1  | All text: use this on Ember buttons   |
| <div>Aa</div> | Ember on Midnight   | 4.7 : 1  | All text                              |
| <div>Aa</div> | Ember on Paper      | 3.0 : 1  | Large text (24 px+) and graphics only |
| <div>Aa</div> | White on Ember      | 3.4 : 1  | Avoid: use Midnight on Ember instead  |

09 · TYPOGRAPHY

A warm serif over a friendly sans.

Fraunces

Headlines and display. Its soft serifs keep the root sign from feeling like maths.

Figtree

Wordmark, interface and body text. Round, clear and easy to read on phones.

برمجيات مفيدة

Arabic: Noto Kufi Arabic for headings, Noto Sans Arabic for text.

All four families are free under the SIL Open Font License 1.1 (Google Fonts): fine for commercial use, apps and embedding.

SCALE · DESKTOP / MOBILE

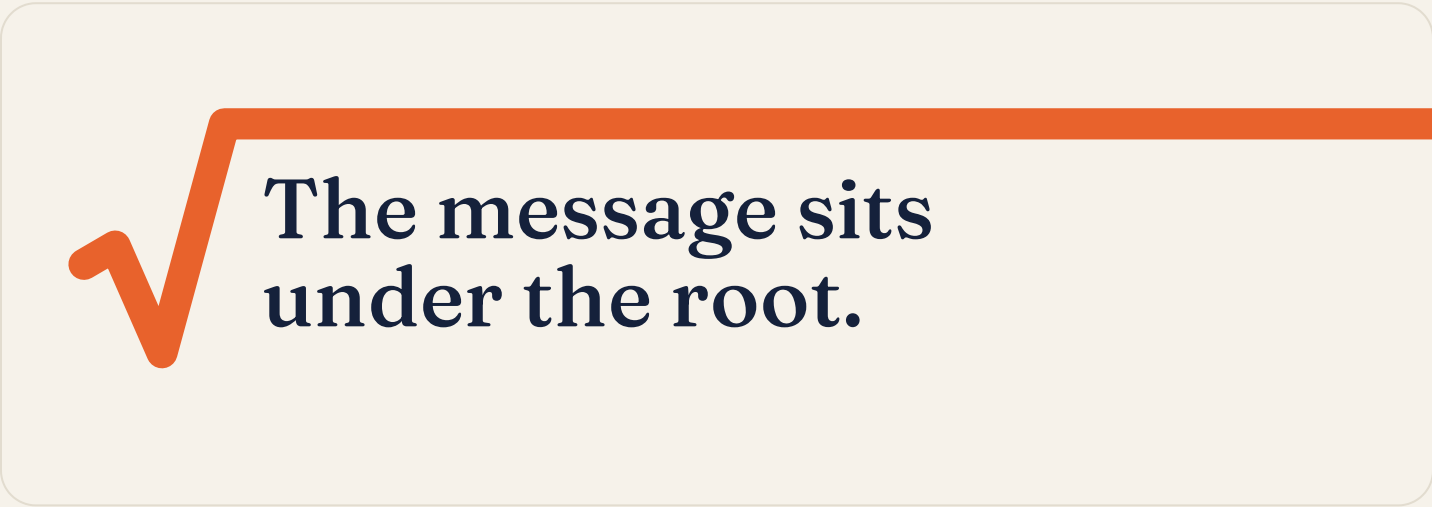
|         |                       |                                 |
|---------|-----------------------|---------------------------------|
| Display | Everyday life, easier | Fraunces 500 · 76 / 44 px       |
| Heading | Everyday life, easier | Fraunces 500 · 48 / 34 px       |
| Title   | Everyday life, easier | Figtree 700 · 22 / 21 px        |
| Lead    | Everyday life, easier | Figtree 400 · 21 / 19 px        |
| Body    | Everyday life, easier | Figtree 400 · 17 px             |
| Eyebrow | EVERYDAY LIFE, EASIER | Figtree 600, caps, +12% · 13 px |

Sentence case everywhere. Left-aligned text (right-aligned in Arabic). Line length under 75 characters.

10 · GRAPHIC ELEMENTS

# One big idea, a few small helpers.

## The root line

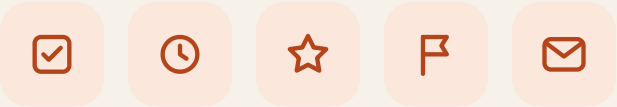


The logo’s root sign with its bar extended to the edge of the format. Headlines sit under the bar, to the right of the tick. Use one per layout, top left, in Ember. In Arabic layouts it mirrors, as Arabic maths notation does. The logo itself never mirrors.

## Tick bullets

- ✓ One job, done well
- ✓ Care in the details
- ✓ Looked after

## Icons



2 px rounded strokes on a 24 px grid, to match the mark’s round ends.

## Shapes



Corner radius 16–24 px. Buttons are pills. No gradients, no drop shadows.

11 · VOICE

# Sound like people who build things.

Clear, calm and specific. We write the way a thoughtful engineer explains something to a friend.

**Say what it does.**

✓ KidUp breaks morning routines into simple steps.

✗ ~~KidUp revolutionizes family life.~~

**Use plain words.**

✓ We fixed the sync delay you reported.

✗ ~~We've optimized synchronization performance.~~

**Be warm, not cute.**

✓ Nice work. That's three mornings in a row.

✗ ~~Yaaay!! You're a SUPERSTAR!!!~~

**Be honest about where we are.**

✓ KidUp is in development.

✗ ~~Trusted by thousands of families.~~

Mechanics: US English. Sentence case for headlines and buttons. Numbers as digits. No exclamation marks at company level. Never invent numbers, customers or awards.

12 · WORDS

Ready-to-use lines.

TAGLINE

Useful software, down to the root.

ALTERNATIVES

- Useful software. Done properly.
- One job, done well.
- Everyday software, made with care.
- Small apps for everyday life.

ARABIC (DRAFT FOR NATIVE REVIEW)

إم روت  
برمجيات مفيدة، من الجذر.

25 WORDS

MRoot Tech is an independent software company making focused, carefully built apps for everyday life. Its first app, KidUp, is a family app now in development.

50 WORDS

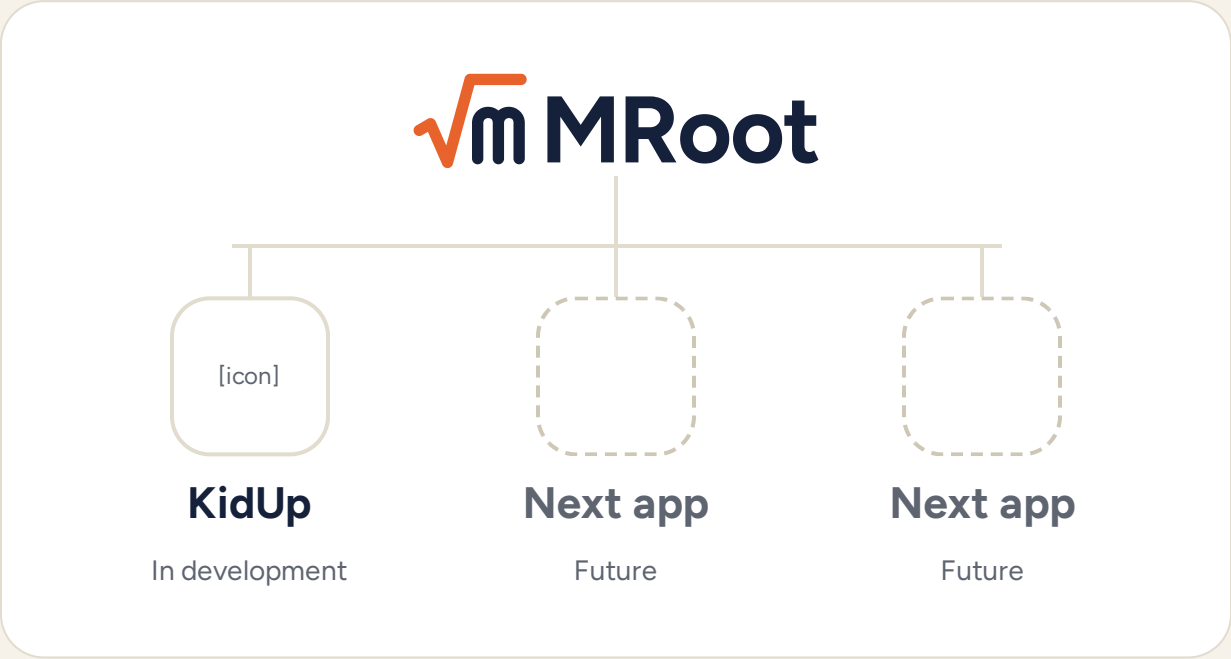
MRoot Tech is an independent software company that builds focused apps for everyday life. Each app does one job well, respects people’s time and attention, and keeps getting better. Its first product, KidUp, is a family app for tasks, routines, rewards and goals, currently in development. MRoot Tech is a brand of MerkleRoot Technologies, LLC.

LEGAL LINE

MRoot Tech is a brand of MerkleRoot Technologies, LLC.

13 · BRAND ARCHITECTURE

# An endorsed house of apps.



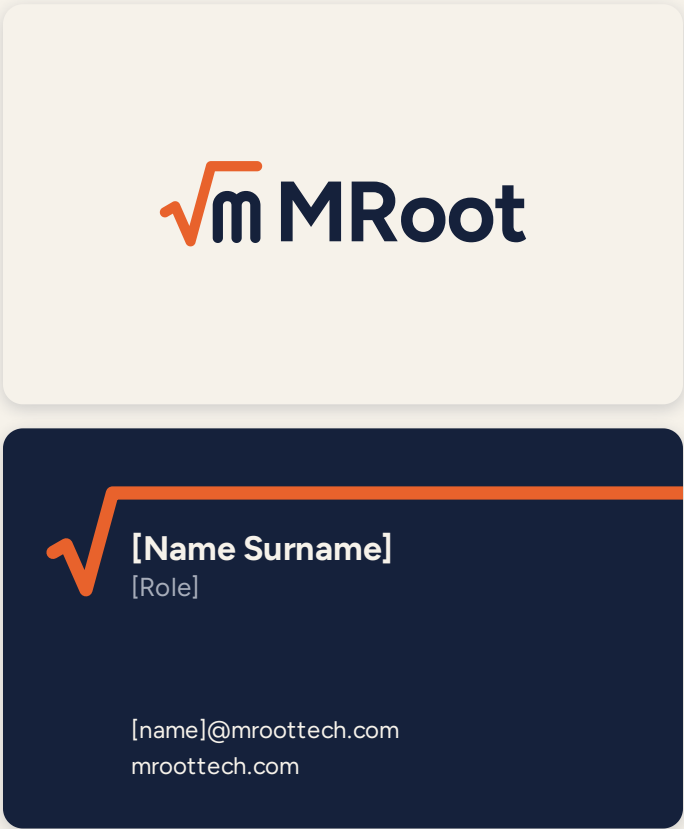
**KidUp** | by  **MRoot**

- ✓ **Products lead**  
Each app has its own name, icon and personality. MRoot signs underneath.
- ✓ **One endorsement line**  
“KidUp · by MRoot” in product site footers, the app’s About screen and press releases.
- ✓ **Keep the root sign for MRoot**  
Product icons don’t use the √ or Ember as their main color, so the company mark stays distinct.
- ✓ **Names stand alone**  
“KidUp”, never “MRoot KidUp”. App stores show MerkleRoot Technologies, LLC as the seller.
- ✓ **Shared foundations**  
Voice principles, accessibility standards and Figtree for interface text.

14 · IN USE

# How it looks out in the world.

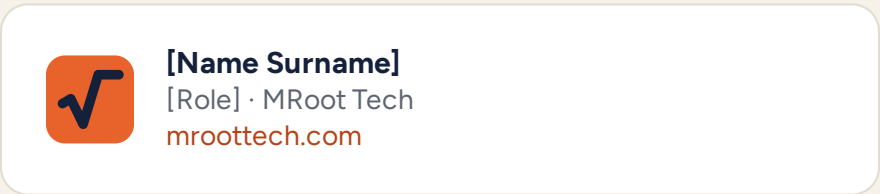
Business card, front and back



Slide title



Email signature



Social avatars



Cover banner



Placeholders in brackets. Personal details are added per person and never appear in shared brand materials.

15 · FILES

# What’s in the brand kit.

|                       |                                                                   |
|-----------------------|-------------------------------------------------------------------|
| Logos/svg             | Master vector files. Use for web, print and anything that scales. |
| Logos/png             | Transparent PNGs in several widths for documents and slides.      |
| favicon               | favicon.ico, favicon.svg, Apple touch icon, app-manifest icons.   |
| social                | Avatars (800 px), Open Graph image (1200 × 630), LinkedIn cover.  |
| MRoot-Brand-Guide.pdf | This guide.                                                       |

SVG files are fully outlined vectors: they don’t need the fonts installed. Fonts are free from Google Fonts: Fraunces, Figtree, Noto Kufi Arabic and Noto Sans Arabic.

FILE NAMES

-color

Light backgrounds

-reversed

Midnight and dark backgrounds

-midnight / -black / -white

One-color uses

QUESTIONS

Email **hello@mroottech.com** or visit **mroottech.com/brand.html**.

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