



Brand & Visual Identity Guide

Our Logos

More Than Just a Symbol

Our logo isn't just a design—it represents everything Duskbloom Littles stands for: imagination, learning, and curiosity. It's our visual fingerprint, capturing the heart of our brand in one neat little mark.

Our Logo

The following standards apply to all Duskbloom Littles branding unless specified otherwise.



Full Colour Logo

This is our primary logo and the one we use by default whenever possible. It captures the essence of our brand, so please don't edit, recolour, or modify it without permission.

Two-Colour Logo

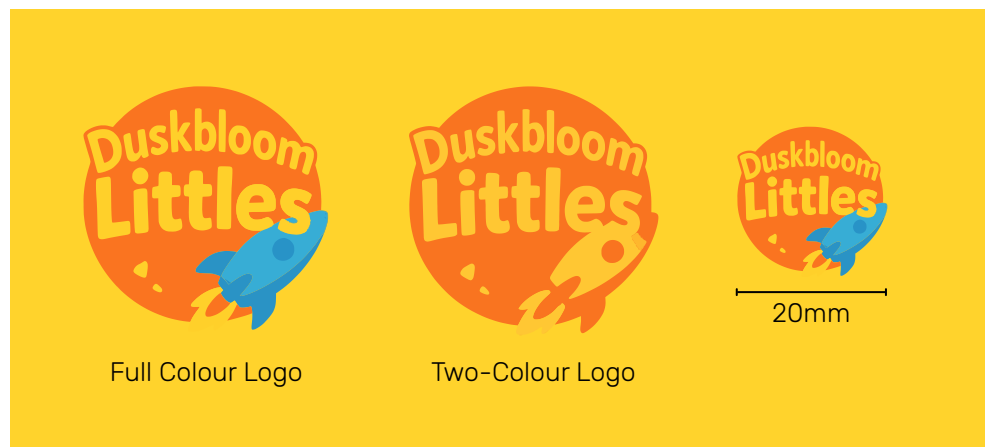
This simplified version is reserved exclusively for certain educational materials. It has a specific use and shouldn't be applied to any other media or design.

Digital vs. Print

To ensure our logo looks sharp on any platform, we've created both RGB and CMYK versions. Use RGB for anything digital and CMYK when preparing for print.

Minimum Size

To keep our logo legible and strong, it should never appear smaller than 20mm in length. You can scale it up as much as you like—but don't go below that minimum.



Our Logos

We get it—but please don't...

We know it might be tempting to tweak things, but our logo has been carefully crafted for a reason. To keep everything looking polished and on-brand, please stick to the official versions and follow these guidelines closely. That means no edits, alterations, or improvised designs—ever (yes, we really mean it). And always use the original artwork files we've provided—our team worked hard to make them just right.



... add a shadow behind the logo



... crop the logo



... change any colours in the logo



... remove the circle from behind the logo



... distort the logo



... change the orientation



... place text on the logo



... put the logo in a box



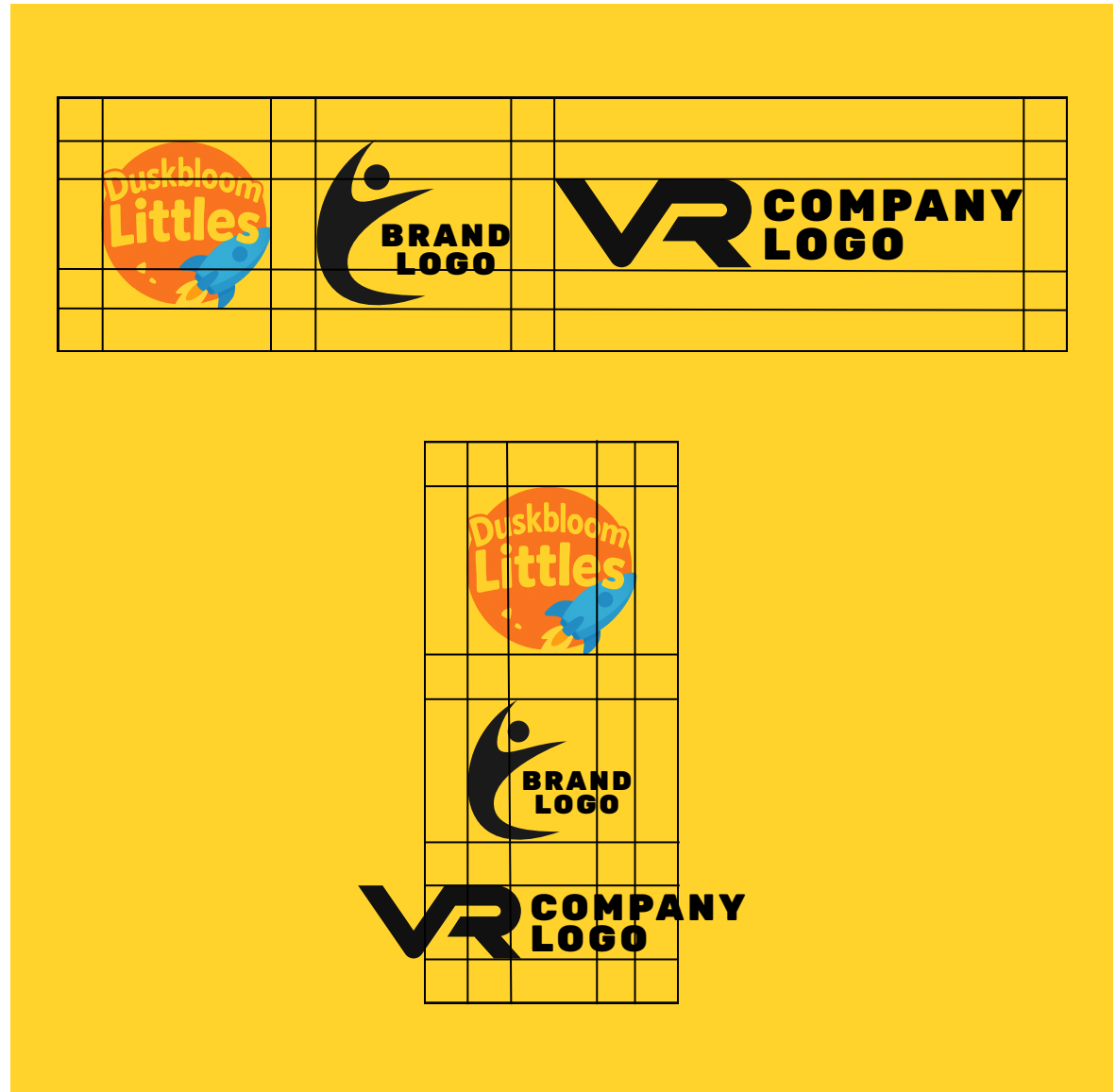
... outline the logo

Our Logos

Partnering with Other Logos

We're all about collaboration, but that comes with a few simple ground rules. When displaying our logo alongside others, it's important to follow the correct visual hierarchy—especially if one brand is leading a project and the other is supporting it. In those cases, the leading brand's logo should appear first (to the left or above).

No matter its position, the Duskbloom Littles logo should always sit on a colored background and be the same size as any partnering logo—never larger, never smaller.



Our Logos & Mascot

Responsive Logo Use

Our branding needs to look great everywhere—from desktops to tiny mobile screens. That's why we've designed alternate versions of our logo that adapt to smaller spaces. Use these responsive options anytime the standard logo is too detailed or large for the format.

Mini "D" Logo

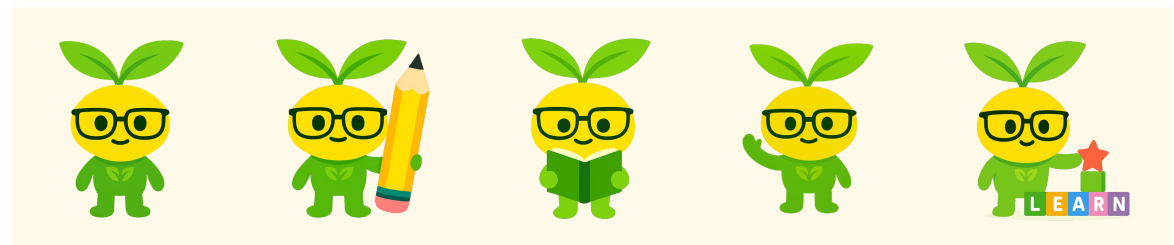
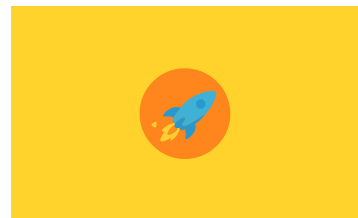
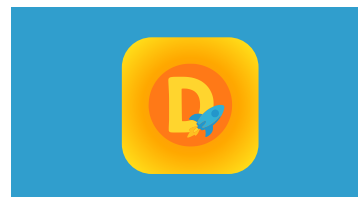
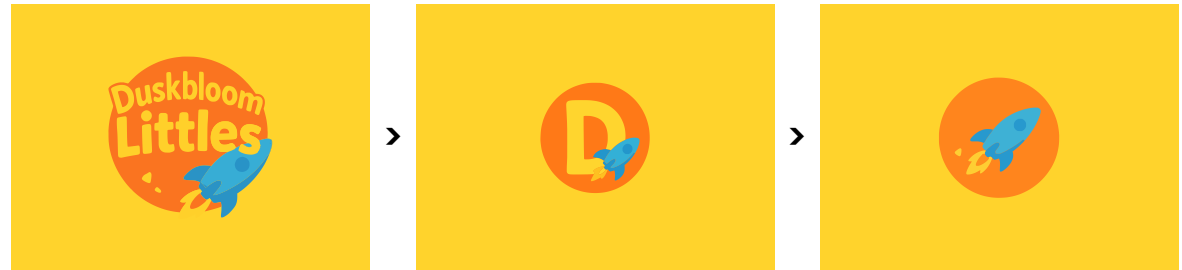
Perfect for small spaces like app icons, the "D" and rocket keeps our visual identity strong even when scaled down. It's compact, clear, and still unmistakably us.

Rocket Logo

When space is extremely limited—like a browser tab or favicon—use our simplest mark: the standalone letter rocket. It ensures brand recognition, even at the tiniest sizes.

Brand Mascot: "Bloomy"

Bloomy is our curious little guide, ready to explore, learn, and grow with you. Always doing something new, yet unmistakably him!



Our Products

A bloom of creations

Our creations are like little blossoms—we've nurtured each one with care. And just like petals on the same flower, they all share the Duskbloom visual style, so it's easy to tell they belong together. Every product logo should always appear exactly as shown here, displayed on its dedicated brand colour. No tweaks, no swaps—just beautifully consistent branding.



Colour

We're kind of picky about colour

To keep everything looking clean and unified, we've narrowed our palette down to just a few signature shades. Duskbloom Littles primarily uses three key colours—white, purple, and teal—as our brand anchors. Any other colours should only be used sparingly, and only when there's a good reason.

Colour Swatches for Print

CMYK Breakdown

Use the CMYK values we've provided to match our brand colours closely in print.

Colour Swatches for Screen

RGB Values

For digital projects like websites or presentations, use the RGB equivalents to ensure the colours look just right on screen.

Primary Swatches



Duskbloom Littles Orange

CO M53 Y87 K2
R249 G116 B32
#F97420

80%	#FA8F4C
60%	#FBA874
40%	#FCC19C

Secondary Swatches



Duskbloom Littles Yellow

CO M18 Y83 K0
R254 G209 B42
#FED12A

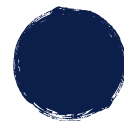
80%	#2A9DDF
60%	#4EADE4
40%	#71BEEA
20%	#E1F9FF



Duskbloom Littles Blue

C85 M31 Y0 K26
R28 G131 B189
#1C83BD

Tertiary Swatches



Duskbloom Littles Dark Blue

C84 M59 Y0 K71
R12 G30 B74
#0C1E4A

80%	#14317B	40%	#1F4DC1
60%	#1A3F9E	20%	#7394E8



Duskbloom Littles Dark Graphite

C18 Y7 M0 K82
R37 G42 B45
#252A2D

80%	#4A5359	40%	#BCC3C7
60%	#859199	20%	#ECF0F1



Duskbloom Littles Green

C39 M0 Y100 K52
R75 G122 B0
#4B7A00

80%	#65A300	40%	#A9FF1F
60%	#7ECC00	20%	#FOFFD8



Duskbloom Littles Purple

C45 M85 Y0 K0
R156 G39 B176
#9C27B0

80%	#AF44BB	40%	#DA9CDB
60%	#C46FCA	10%	#F8E5F5

Typefaces

DM Sans

Black

DM Sans is our go-to for headlines and standout text. It's clean, confident, and helps our key messages shine. We stick with bold weight for clarity and impact—perfect for headers, page titles, and large callouts.

Jetbrains Mono

Extra Bold Bold Medium Regular

This monospaced font is perfect for subheadings and tech-flavored elements. It adds structure and clarity, especially when we're laying out information step by step. JetBrains Mono keeps things neat, smart, and easy to scan.

Rubik

Black Bold Semibold Medium Regular Light

Rubik is our body text hero. It's friendly, readable, and versatile enough for paragraphs, descriptions, and learning content. We use the regular weight to keep things approachable and easy on the eyes—great for young readers and grown-ups alike!

Mali

Bold Medium Regular Extra Light

Mali is our fun text choice. It's friendly, readable, and used sparingly for our content

Brand Voice

Our brand voice is warm, curious, and imaginative. It is designed to connect with children, educators, and families by making learning feel exciting, welcoming, and approachable. We speak with clarity and a sense of wonder, using language that is age-appropriate yet rich with meaning. Our tone invites discovery and exploration while maintaining respect for our audience's intelligence and creativity.

We combine playfulness with purpose. Whether we're introducing a new concept, guiding a child through a game, or offering support to educators, our voice remains steady: kind, thoughtful, and full of heart. Duskbloom Littles encourages questions, nurtures curiosity, and celebrates growth. We aim to speak with children rather than at them, building a joyful and trusting learning experience through every piece of content we create.