



mellow.

the missing piece.

PART ONE

research.

Strategy, audience, promise, voice.

SECTION 01

introduction.

the brand at a glance.

A summary of who mellow is and what it does.

mellow is a personal audio companion for people who find starting and stopping hard. Wake, work, rest, sleep — mellow follows the day with music and voices that match each moment, so you don't have to decide what to play or when to move.

Set it once, and let it carry you. mellow doesn't push, doesn't perform, doesn't shout. It simply shows up, the way a good friend would. The product is delivered as a mobile app with an integrated alarm and a continuous web player for desktop use.

"just follow along, without thinking about it."

SECTION 01.1

the whole brand, on one page.

strategy, voice, visual.

NAME	mellow
TAGLINE	the missing piece.
CONCEPT	Audio that finds the moments you didn't know to fill.
CATEGORY	Audio companion app + web player
AUDIENCE	People who find transitions hard. You decide the use.
PERSONALITY	Warm. Comforting. Friendly.
VOICE	Plainspoken. Lowercase. A close friend.
KEY FEATURE	Continuous stream that follows the shape of a day
PALETTE	Cream, lavender, plum, ink — and one lime spark.
LIME	The helping hand. Used only at moments of guidance.

SECTION 02

the problem.

decision fatigue around starting and stopping.

Why most productivity tools miss the harder problem.

Most productivity tools assume motivation is already there. Most audio apps assume you know what you want to listen to. Both miss the harder problem: the cost of deciding, again and again, throughout the day.

Every transition — getting up, starting work, taking a break, winding down, going to sleep — is a small decision that drains focus and willpower. People who struggle with executive function feel this most sharply, but the friction is universal.

mellow exists to remove those decisions. Not by demanding more of the user, but by quietly carrying the day forward on their behalf.

THE FRICTION

The number of small choices a day demands — what to listen to, when to switch, when to rest. Each one a small tax on focus.

THE SYMPTOM

Stuckness. Procrastination. The hour spent scrolling before starting. The afternoon that never quite begins.

THE ANSWER

An audio companion that already knows the shape of a day, and walks the user through it without asking them to think about it.

SECTION 03

audience.

an executive function tool.

Use it for what you need. You decide.

mellow is an audio companion built for the harder parts of the day — the transitions, the starts, the stops, the moments between tasks where time disappears. It shows up so you don't have to decide.

Use it for focus. Use it for rest. Use it for getting started, or for putting things down. Use it when the morning won't begin, or when the evening refuses to end. You decide what you need; mellow handles the sound.

It is not a clinical tool, but it is built around what people with executive function challenges actually struggle with — and what helps. Anyone who finds transitions hard will recognise themselves in it.

FOR

People who find starting and stopping hard.

USES

Focus, rest, wake-up, wind-down, transitions.

PROMISE

You don't have to decide. mellow shows up.

NOT FOR

People chasing peak productivity or hype.

SECTION 04

promise & daily arc.

what mellow does.

A continuous stream that follows the shape of a day.

mellow is a personalised audio companion that follows the shape of a day. The user sets a wake-up time; the alarm opens directly into the morning programme. From there, the stream continues through working hours, an afternoon arc, an evening wind-down, and a calm late-night signal – adjusting energy, content, and voice as the day moves.

The user supplies their own taste. mellow blends it into a single continuous stream tuned to the time of day. No playlist building. No deciding what to play next. No breaking concentration to make another small choice.

06:00 – 11:00

morning.

Energetic. Voices. A clear, kind start. Music that rises with the room.

11:00 – 18:00

midday.

Focus and rhythm. Light talk, working music. Texture without distraction.

18:00 – 22:00

evening.

Slowing down. Reflection. A look at tomorrow. Softer music, fewer words.

22:00 – 06:00

night.

Calm. Sleep loops. The lime tucks itself away. A quiet signal until dawn.

PART TWO

design.

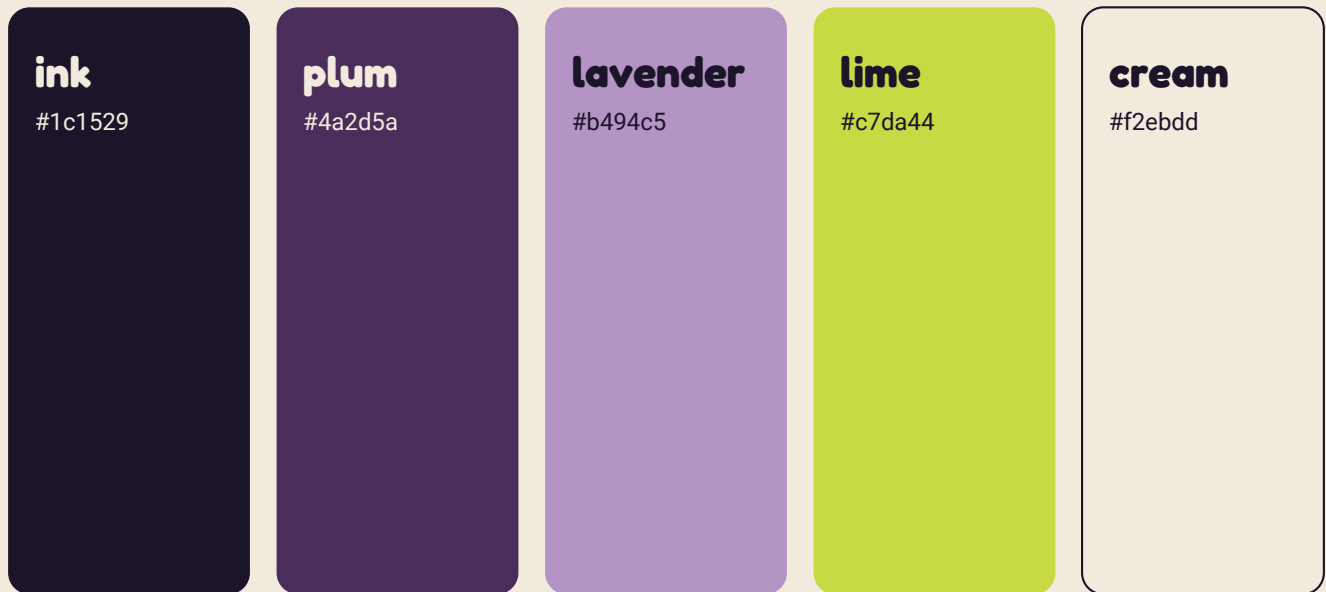
Colour, type, mark, voice, sound.

SECTION 05

colour.

five hues, used with discipline.

Cream and ink anchor; lavender and plum carry mood; lime is the spark.



SECTION 05.1

colour / the principle.

lime is the helping hand.

A usage rule, not a decoration.

Lime is the loudest colour in the palette. If it appears everywhere, it stops meaning anything. So lime is bound to a single principle: it appears only when the brand is actively guiding the user. Wherever the user needs a hand, lime shows up. Everywhere else, the cream-and-plum world does the work.

+ WHERE LIME APPEARS

- The wordmark period.
- The active alarm hour.
- Play state, current arc position.
- Tone slider thumb. Forward buttons.
- The dog's eye in the primary mark.

- WHERE LIME DOES NOT

- Body text or large fills.
- Backgrounds, decorative graphics.
- Marketing headlines, illustration.
- Anywhere not actively guiding.
- Above 5% of any layout.

"the cream holds you. the lime nudges you forward."

SECTION 06

typography.

two voices.

A rounded display and a quiet sans. Lowercase, always.

mellow.

DISPLAY / FREDOKA BOLD / WORDMARK & HEADLINES

good company, all day.

BODY / ROBOTO REGULAR / COPY, UI, LABELS

All text in lowercase. No exceptions. Names, headlines, labels – all soft.

SECTION 07

the mark.

a small companion.

Curled, contained, present.



A greyhound in profile inside a circular field. The body curls in to fit; the eye is the only spark of lime. Both a real animal and a small abstract friend – intentionally not anatomically specific.

Plum disc, lavender silhouette, plum line work. A single lime dot for the eye – the helping hand showing up exactly once in the mark itself.

SECTION 07.1

the mark, variants.

one mark, four voices.

How the mark scales with the moment.



EVERYDAY / THE PRIMARY

lavender



ENERGY / HERO MOMENTS

lime



QUIET / SOFT SURFACES

lavender alt



POSTERS / BILLBOARDS

inverse

SECTION 07.1

the lockup.

mark + wordmark + tagline.



STANDARD / THE EVERYDAY APPLICATION

Used on cream surfaces. Horizontal, dark, and lime variants exist for context.

SECTION 08

sonic identity.

a woosh, and two notes.

Three seconds. One settled phrase.

The mellow sonic identity is a brief, calm signature: a soft slowed woosh, then two notes – an E and an A – recorded on a real instrument and lightly cleaned. The A note resolves and decays into silence. The lime dot in the wordmark appears the moment the second note plays.

Played at app open, brand-aware moments, and the close of any campaign video. Always 3.30 seconds. Always followed by silence.

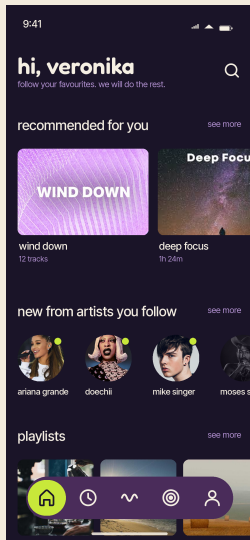


SECTION 09

applications.

the system in the world.

Product. Print. Object.



PRODUCT / HOME



OUT-OF-HOME / TRIPTYCH



STICKERS



MERCH / PLUSHY

SECTION 10

voice.

soft. low. on your side.

How mellow speaks, in two columns.

+ DO

- lowercase, always.
- short sentences.
- say it like a friend would.
- name the moment, not the metric.
- "good morning. ready when you are."

- DON'T

- no shouting in caps.
- no marketing speak.
- no shaming, no streaks.
- no productivity jargon.
- "crush your day with mellow!"



mellow.

the missing piece.