

A visual record with personality

Based on the current app registry. Editorial dimensions below are new standards for this redesign.



Mina blue

#0A6AFA



Star yellow

#FFD60A



Navy

#1C2C64



Soft cream

#F4F8FF



White

#FFFFFF

Brand essence

Your real life creates your collection. Habpic makes progress visible and gives it a place to belong. The voice is encouraging, observant, and specific.

From app to publication

Use blue for primary actions, yellow for celebration, and navy for outlines and text. White and soft cream provide readable space. Rounded cards and firm bottom edges translate the app's flat depth into editorial layouts.

Color roles

Use #0A57D0 for blue text on pale backgrounds. Coral #FD6463 belongs to the supplied icon and splash. Recap accents can use coral, mango, lavender, plum, and mint without replacing the primary brand.

Typography

Quicksand is the app's production family. Bold serves headlines and numbers, Medium adds emphasis, and Regular supports sustained reading.

New publication standard: 30–34 pt main titles, 14–18 pt section headings, 11–12 pt body, and at least 1.4 line spacing in PDFs. Web type scales responsively.

Logo and app icon



Preserve the original app icon.

Wordmark

Use the supplied vector Habbic wordmark. This redesign standardizes it to Quicksand Bold, with a blue dot on light surfaces and a yellow dot on navy. Letters are vector outlines and do not depend on installed fonts.

Written product name: Habbpic. The trailing dot is a visual wordmark detail, not required punctuation.

Clear space and minimum size

New standard: leave at least the capital H height clear on all sides. Minimum wordmark width: 100 px digitally or 25 mm in print.

Use the square app icon unaltered, at least 32 px digitally or 10 mm in print. Allow one quarter of the icon width as editorial clear space; platform templates take precedence.

Background and incorrect usage

Dark letters belong on white or cream; light letters belong on navy. Put a solid panel behind the logo on busy photos. Preserve the app icon's coral artwork.

Do not stretch, rotate, add effects, rebuild Mina's face, or imply endorsement. Do not describe the former purple/Arial wordmark as the current system.

Mina and product imagery

Mina has a role

Use camera for capture, meditating for focus, celebrating for milestones, and reaching-out for a comeback. Preserve anatomy, expression, costume, and proportions.

Use one main Mina illustration per spread or major web section. Keep dense tables, technical details, and privacy content quiet.

Photos and collectibles

Preserve original proof content. Decorations belong around a photo or in a separately identified composition. Product artwork may illustrate frames and Sparkles; never present it as a screenshot or actual user result.

Keep frames proportional. Use supplied badge and collectible art. Do not manufacture balances, completion totals, or ratings.

Screenshots

Use current captures from a released or identified preview build. Preserve interface text and disclose sample data. Older website phone renders are excluded from this refreshed kit. Request current captures from press@habpic.app.

Tone and naming

Do: Your pictures are still here. Start again when you are ready.

Do: Earn Sparkles and choose a frame you can keep using.

Don't: Stop lying to yourself. Don't: Guaranteed consistency.

Use Habpic, Habpic Pro, Mina, Photo Habit, Simple Habit, Gallery, Sparkles, and Proof Pacts consistently.

Motion and accessibility

Use opacity and transforms for purposeful motion. Reduced motion means still. Keep visible focus and 48 px web controls. Information never relies on color alone.