



Audiostacks brand guidelines

How Audiostacks looks and sounds. Use this for the website, the app, emails, social posts, press and anything else with the name on it. The logo files are in `public/press/assets/` (public at audiostacks.com/press/) and in the Brand folder of the team Google Drive.

The name

- Written **Audiostacks**: one word, capital A, in sentences and headlines.
- The logo writes it in lowercase (**audiostacks**). That's only for the logo; don't lowercase it in text.
- Never "Audio Stacks", "AudioStacks", "Audiostack" or "AS".
- The website is **audiostacks.com**.

The logo

The logo is the **stack mark** (four rounded bars, like a stack of books) next to the **wordmark** (audiostacks).

File	Use it for
audiostacks-logo-color	The default. Light backgrounds.
audiostacks-logo-color-on-dark	Dark backgrounds (brighter blue and teal so they read on dark).
audiostacks-logo-ink / -white	One-color printing, or on photos and busy color where the full-color mark clashes.
audiostacks-mark-*	Small spaces and avatars where the name already appears nearby.
audiostacks-wordmark-*	Rare. Only when the mark is already shown elsewhere on the same surface.
audiostacks-app-icon	Profile pictures, app listings, favicons. The mark on an ink rounded square.

Each comes as SVG (scales to any size, use for print and the web) and PNG (transparent background).

Spacing and size

- Keep clear space around the logo at least the height of one bar of the mark on every side (about a fifth of the mark's height).
- Smallest size: the full logo at 96 px wide on screen (25 mm in print). Below that, use the mark or the app icon.

Don'ts

- Don't recolor, reorder or restack the bars.
- Don't stretch, rotate, outline, shadow or add effects.
- Don't retype the wordmark in another font; use the files.
- Don't place the color logo on mid-tone or busy backgrounds; use ink or white instead.
- Don't add words to the lockup or put it inside another shape (except the app icon).

Colors

Name	Hex	Role
Ink	#1B1838	Text, the app icon background, primary buttons
Paper	#EEF0F7	Page background (light)
Card	#FFFFFF	Cards and sheets (light)
Cobalt	#2F4BFF	The accent: links, highlights, key words in headlines
Rose	#E5487A	Mark bar 1, accents
Marigold	#F2A900	Mark bar 2, accents
Teal	#0F8B8D	Mark bar 4, accents
Plum	#6B3FA0	Secondary accent (Listen Together)
Muted	#55536F	Secondary text
Line	#D9DBE8	Borders and dividers

Dark theme: Paper #0E0E12, Card #1A1A21, Ink (text) #EDED F2, Muted #A7A7B4, Line #2A2A33, Cobalt #8593FF. In the mark on dark, cobalt becomes #5C74FF and teal #1FB3B5.

Rules of thumb: mostly paper and ink, with cobalt as the one accent. The four mark colors appear together only in the mark and in small, playful touches (tags, illustrations); not as large

blocks of color.

Type

Typeface	Use	Notes
Bricolage Grotesque	Headlines, the interface, buttons	Headlines in ExtraBold (800), slightly condensed (width 80–85), tight tracking (about -4%). Interface text in Regular to Semibold.
Newsreader	Reading moments: quotes, book descriptions, pull quotes	Regular and italic.

Both are free Google Fonts (Open Font License). Fallbacks: system sans-serif and Georgia.

Headlines are short, sentence case, and often end with the key phrase in cobalt: "Every book and show you love, **in one stack.**"

Voice

Write like a friend who reads a lot, not like a company.

- **Plain and short.** One idea per sentence. Say "you".
- **Say why.** "Free at your library" beats "Save money".
- **Sentence case** for headings and buttons.
- **Buttons say what happens:** "Add to Up next", "Mark finished".
- **No jargon:** "picks", not "recommendation engine".
- **Never mention AI** or automated generation.
- **Avoid em dashes** in product copy.
- **Honest:** don't claim numbers or partnerships that aren't real.

Tagline: Every book and show you love, in one stack.

How to describe it (one line): Audiostacks is a free app that keeps your audiobooks, ebooks, print books and podcasts in one place, picks what to read next, and lets you read along with friends without spoilers.

Imagery

- Real product screens, light and dark, on phones and laptops (product-* and screenshot-* in the press kit).
- Book covers appear only as they do in the app, never as standalone artwork; they belong to their publishers.
- Logos of other services (Audible, Libby, Goodreads, etc.) only to say "imports from", never implying partnership.

Files

- Website: audiostacks.com/press/ (logos, screenshots, fact sheet, full kit as a zip)
- Source: `public/press/assets/`, rebuilt with `python3 scripts/build-brand.py`
- Google Drive: 03 Brand folder in the Audiostacks shared drive

Last updated October 18, 2026.