



Brand Guidelines

The identity manual for Goalpal,
a goal you cannot quietly drop.

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This is us

Goalpal is a goal you cannot quietly drop, because somebody else can see it.

Most goal apps are a private argument with yourself, and you win it every time by closing the app. Goalpal puts a second person on the other side of the promise. You check in, they see it. They miss a day, you see that too.

It is not a coach and it is not a leaderboard. It is the friend who says are you still doing that thing, and means it kindly.

**Your partner sees what you
haven't done today.
And you see theirs.**

ONBOARDING, SCREEN TWO

Founded

2026

Built by one person, on a phone,
for people who keep starting over.

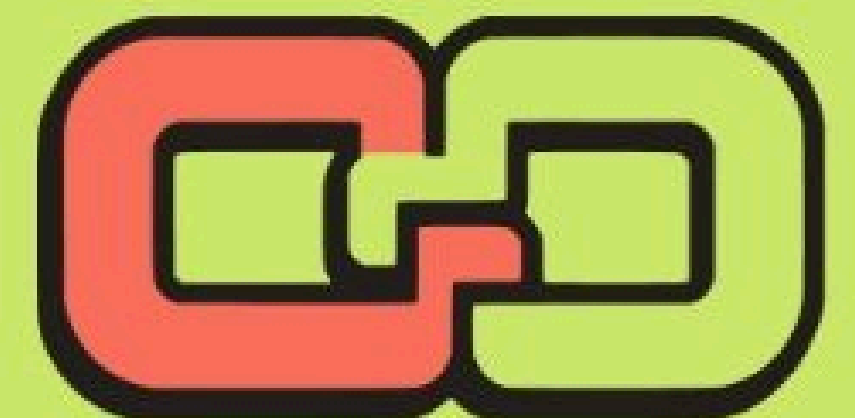
The premise

**One goal.
One partner.
One day at a time.**

The mission

**Put someone on the
other side of
your goal.**

Every feature is judged against this sentence. If it does not make the other person more present, it is a feature for a different app.



The vision

Make keeping a promise to yourself as ordinary as keeping one to a friend.

You do not need willpower to meet a friend for a run at seven. You just turn up, because they will be standing there. That is the whole mechanism.



Brand principles

01

Two people, one goal

Every feature earns its place by making the other person more present, or it does not ship. A screen only you will ever see is a screen we should question.

02

Pick one thing

The app asks for one goal before it will let you add five. Ambition is not the scarce resource. Attention is. We default to less.

03

The streak is the story

Not the percentage, not the badge count. A run of days you did not break is the clearest thing a person can hold in their head, so it gets the biggest number.

04

Talk like a friend, not a coach

No whistles, no capitals, no "crush it". If a sentence would sound odd said out loud to someone you like, it is the wrong sentence.

05

A missed day is not a verdict

We show what happened. We never grade the person. Nothing in the app turns red because you had a bad Tuesday.

06

Every edge is drawn

The visual rule, and it is the same rule as the voice one. Things have outlines, weight and a shadow that falls somewhere real. Nothing floats or fades out.

Our audience

The person who has already tried it alone.

They are not new to goals. They have had the notebook, the app with the green squares, the January that lasted until February. They know how to want something. What they have not found is a reason to keep going on the day nobody would notice if they stopped.

They are not necessarily athletes. Half the goals in testing were a book a month, a language, an early alarm. Sport is one category on the chips row, not the premise.

They already have the partner, too. It is a flatmate, a sibling, a friend in another timezone. Goalpal does not introduce them. It gives them something to hold each other to.

Chasing a half marathon & a book a month

PROFILE BIO

To finally finish a race I've trained months for.

THE "WHY THIS MATTERS" FIELD

Fancy a run in 20?

PING COMPOSER, DEFAULT MESSAGE

The mark

Two links of a chain, interlocked. The left link is coral, the right is lime, and they weave: the coral band passes over the lime one at the top and under it at the bottom, so the join is a real overlap rather than two shapes touching.

The coral link is a G. That is the whole reason coral sits on the left and the weave runs the way it does. Anything that breaks the weave, evens out the band weight, or swaps the colours left to right loses the letter, and then it is just a chain.

The mark is the accountability idea in one shape: two things that hold because they are linked, and neither one closes on its own.

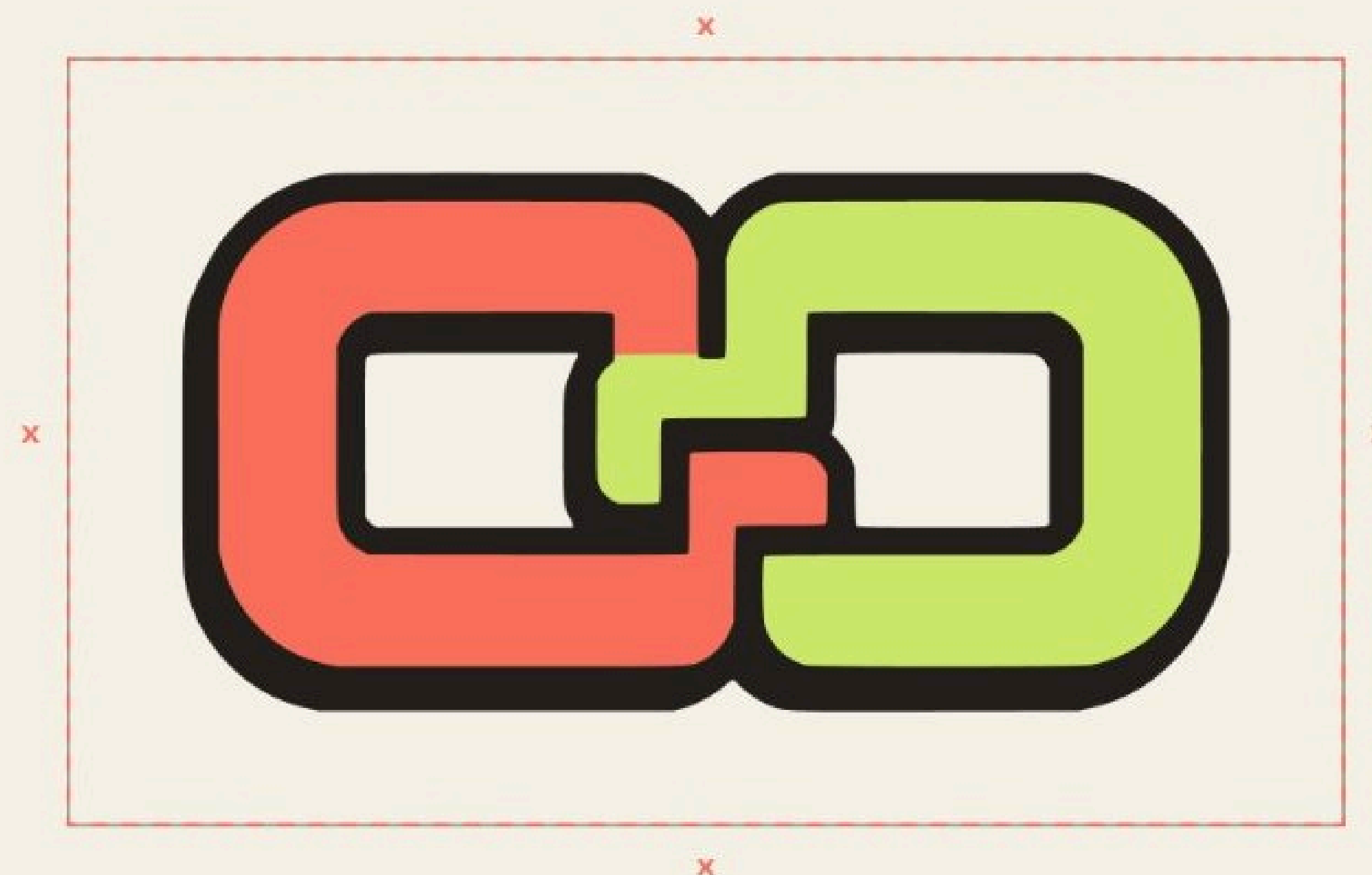


THE G

Construction and clearspace

Clearspace is x on every side, where x is the thickness of one link band. Nothing enters it: no type, no rule, no photograph edge, no other logo.

The band thickness also sets the weave. Both links are drawn on the same grid, so a band is never thinner on one than the other. That evenness is what makes the overlap read as a weave rather than as an accident.

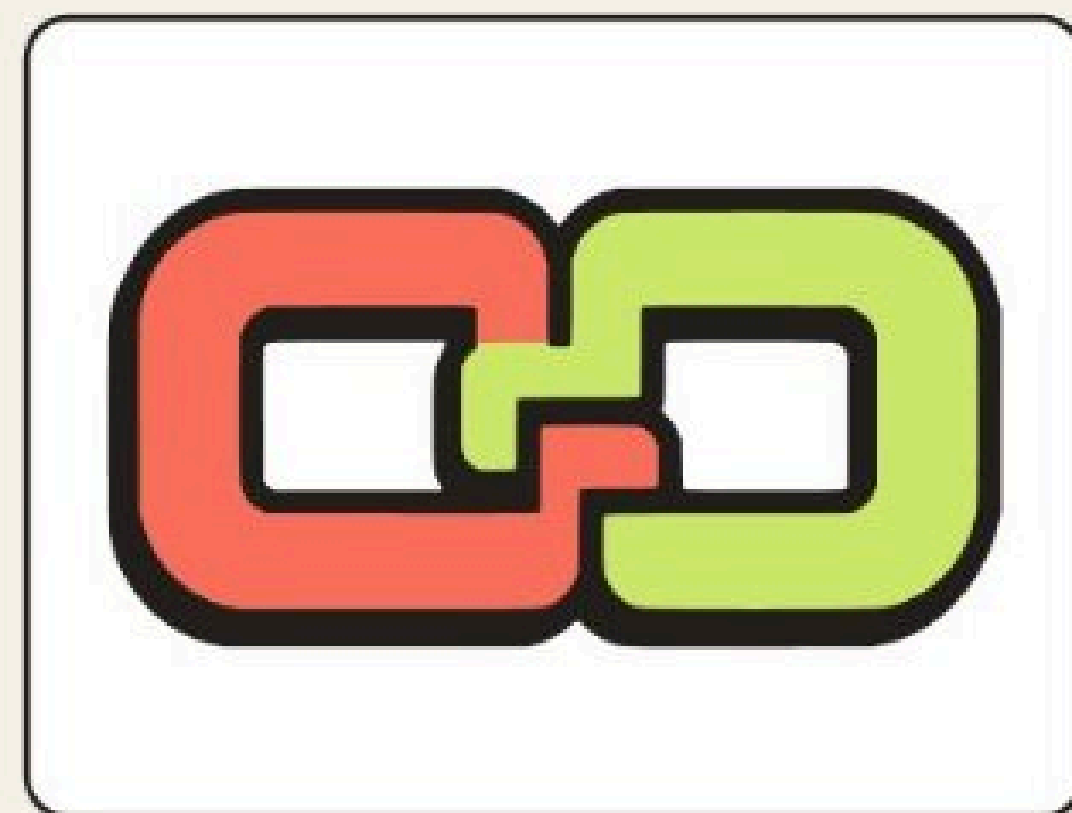


x = THE THICKNESS OF ONE LINK BAND

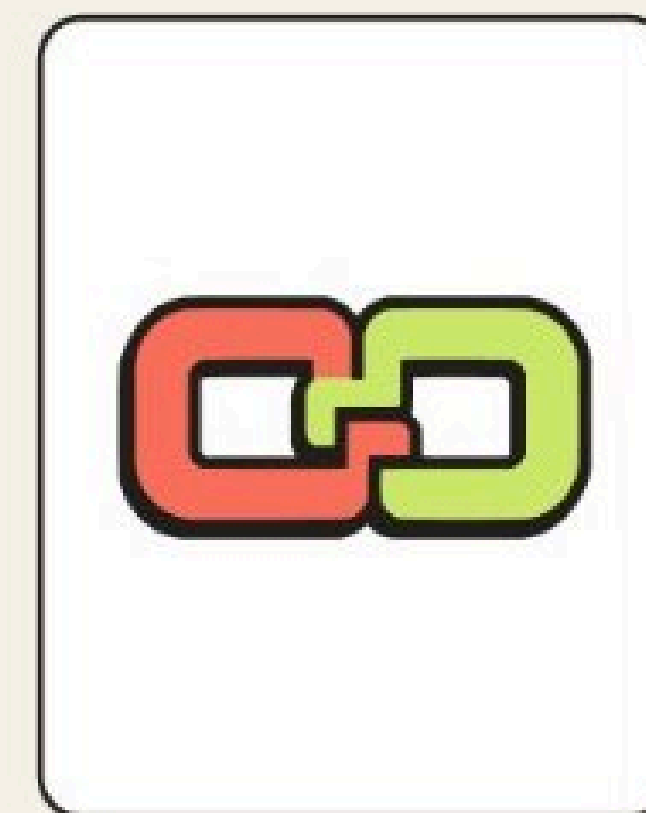
Minimum sizes

The mark holds down to 24 px on screen and 8 mm in print. Below that the weave closes up and it reads as a blob, so use the app icon instead, which is drawn for small sizes.

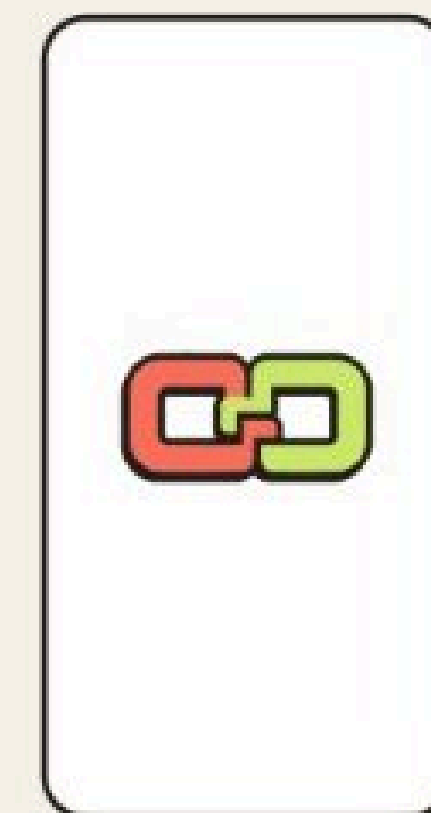
The lockup needs 88 px or 22 mm, set by the crossbar of the A. If the word is not legible, drop the word and use the mark alone rather than shrinking both.



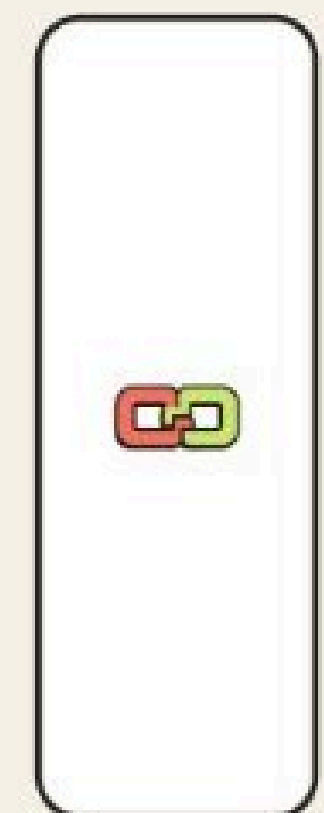
340 px



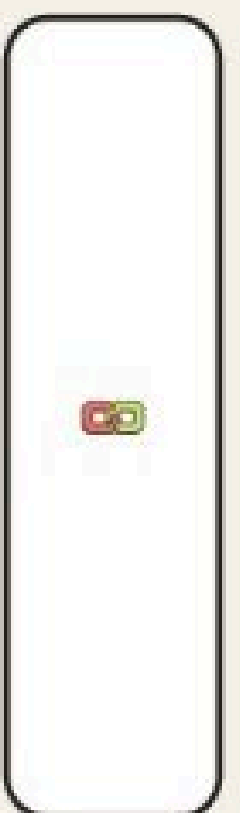
180 px



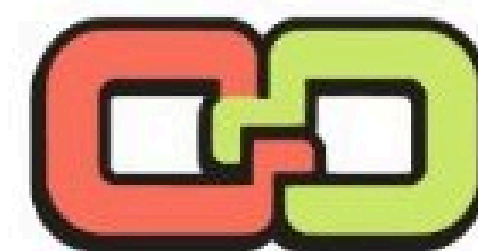
96 px



48 px



24 px, the floor



LOCKUP AT 500 PX

GOALPAL**GOALPAL**

AT 88 PX, THE FLOOR

The lockup

The mark, then GOALPAL set in Space Grotesk Bold at 52 per cent of the mark's height, on the mark's optical centre, with a gap of 30 per cent of that height between them.

The word is outlined, not typed. The letters are stored as paths. A logo that depends on a font being installed is not a logo, and the one machine where it would fall back to Helvetica is always the one that matters. Never rebuild the lockup by setting the word in a text box.

Use the lockup where Goalpal is being introduced: the splash, the store listing, a partner page, the top of a deck. Use the mark alone where the name is already on screen, or where there is no room: the app icon, an avatar, a favicon.



ON CREAM



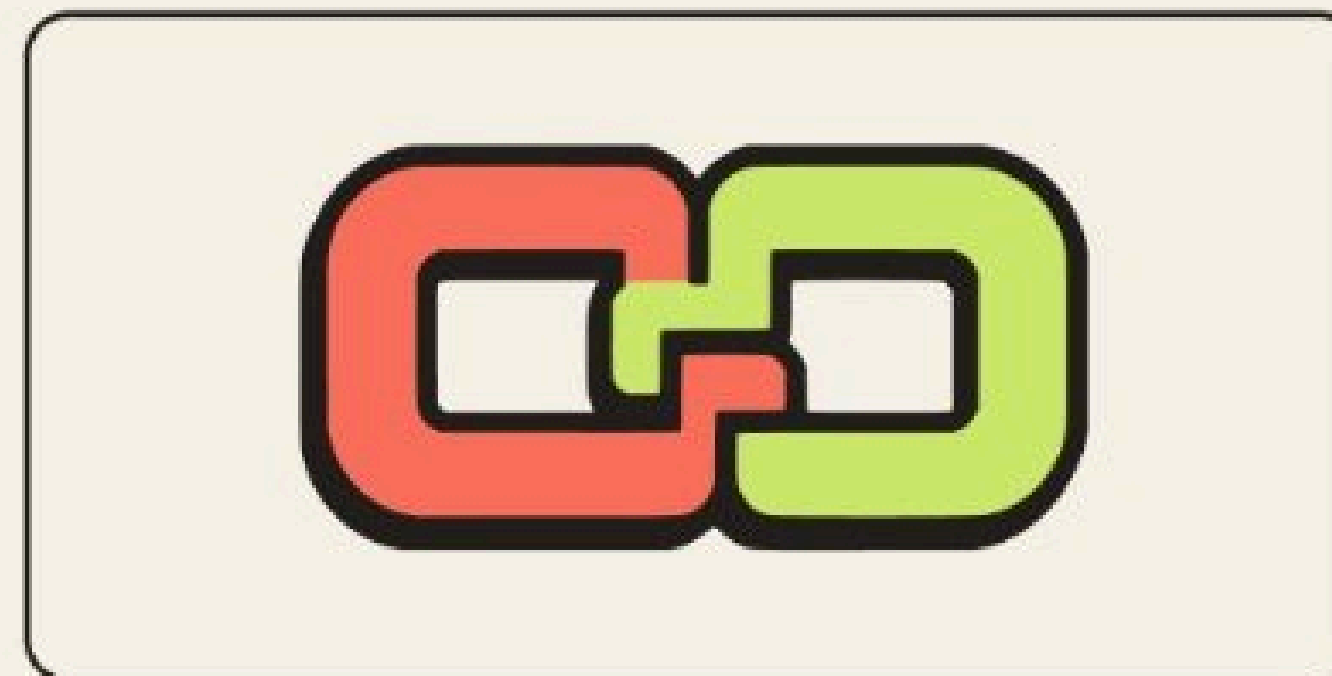
ON INK

Colourways

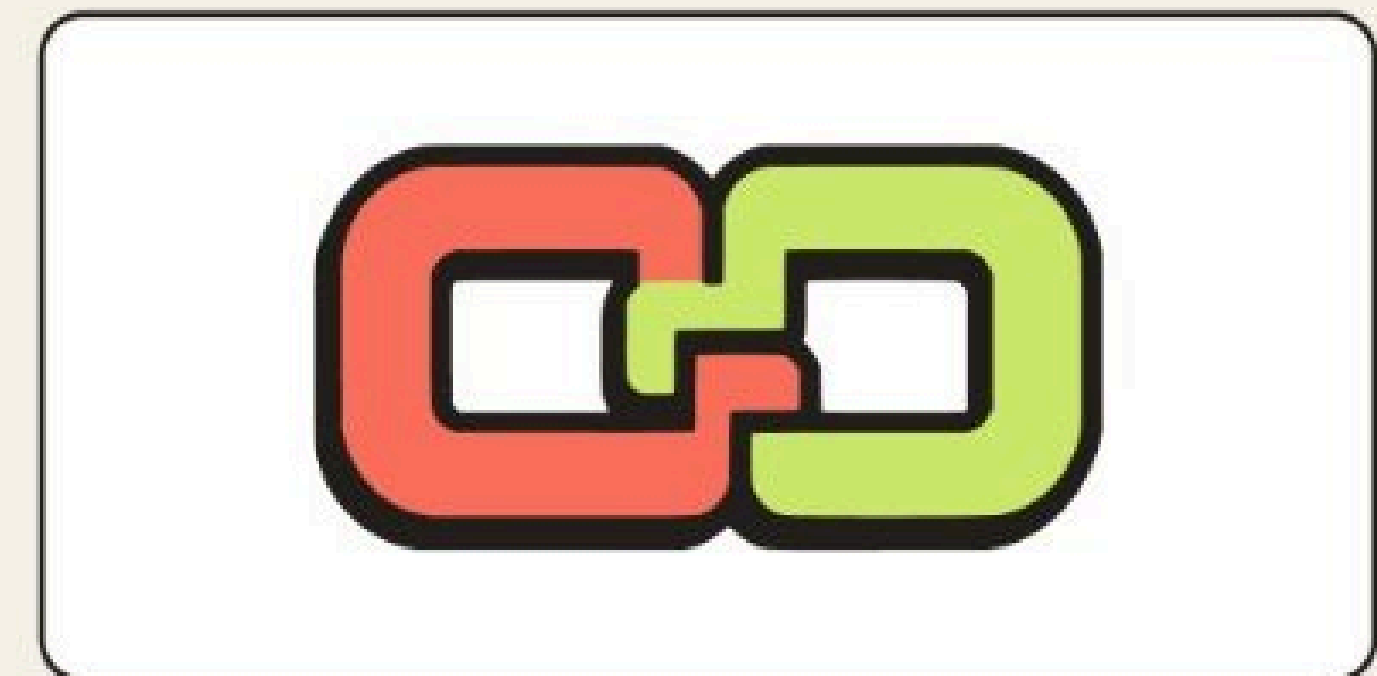
Four, and no others.

On light, the keyline and the weave shadow are ink. On dark they become cream, and that is the only thing that changes: coral stays coral and lime stays lime in both. The mark is not a themed component.

One colour is for embroidery, embossing, a single-colour print and a favicon at 16 px. The weave survives. The colour does not have to.



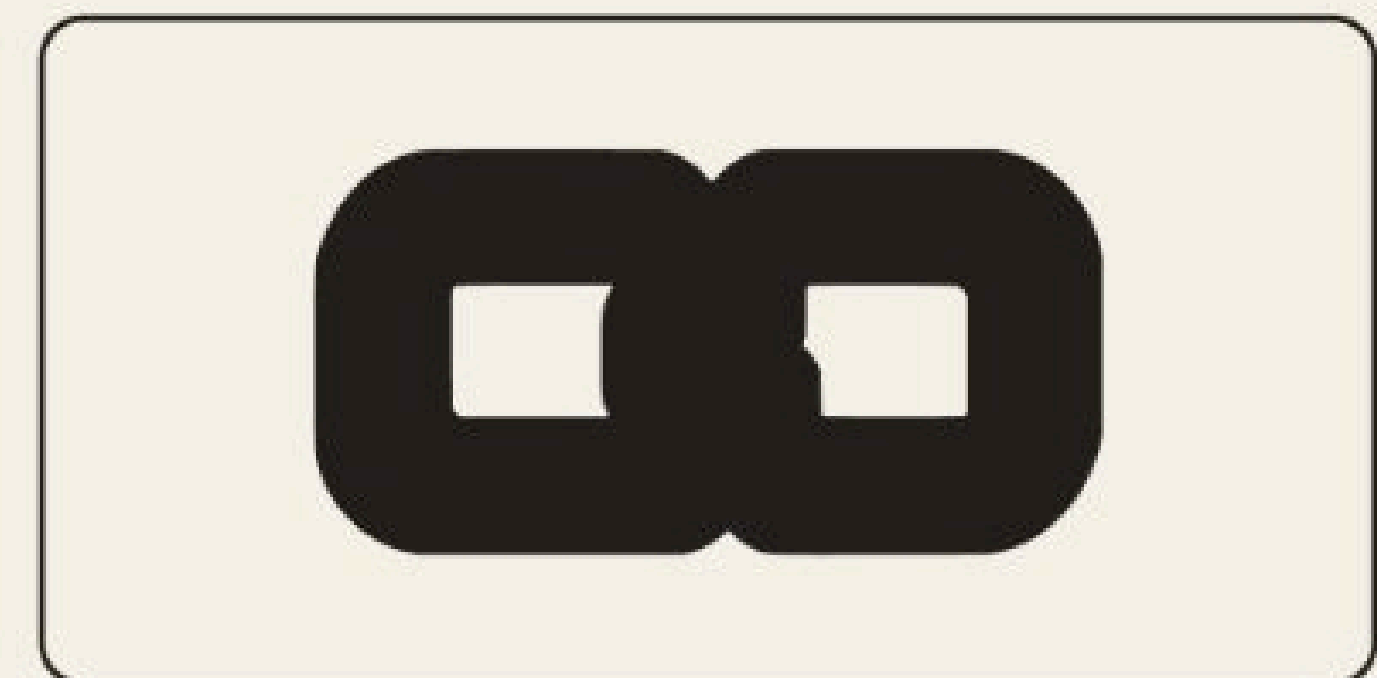
ON CREAM



ON WHITE



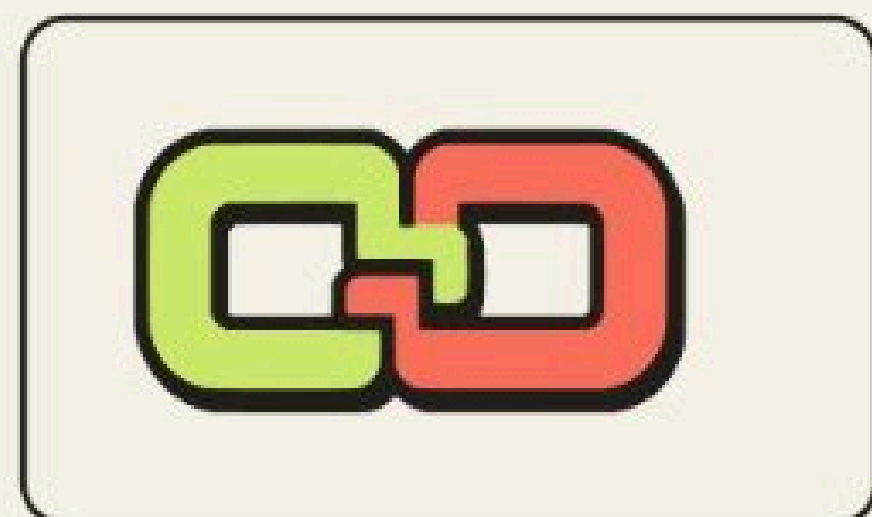
ON INK



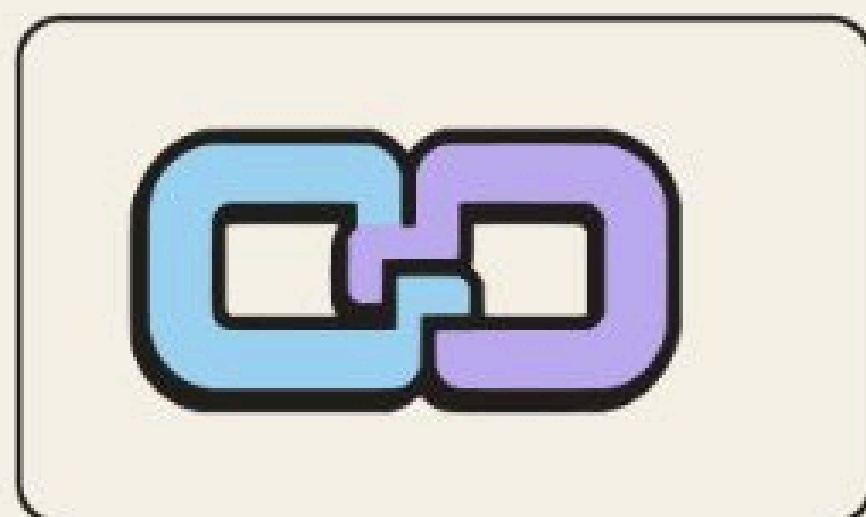
ONE COLOUR

Mark misuse

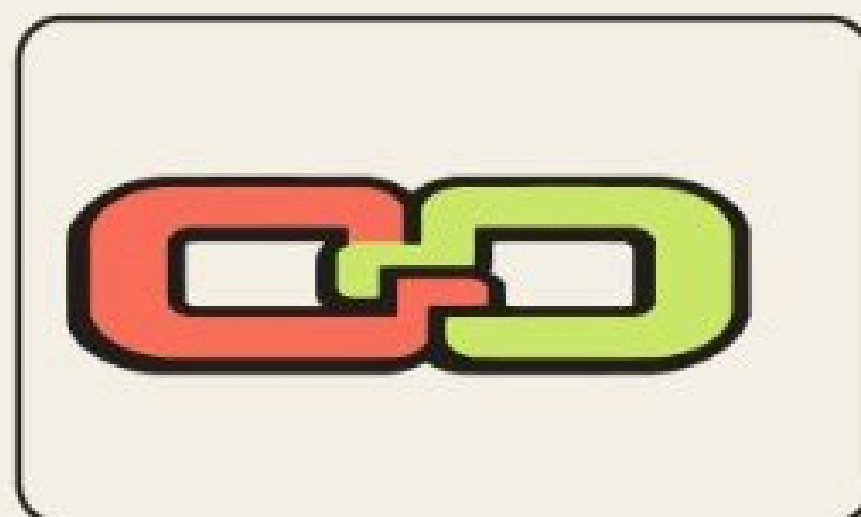
Nine ways to lose the G. The first is the one that actually happens.



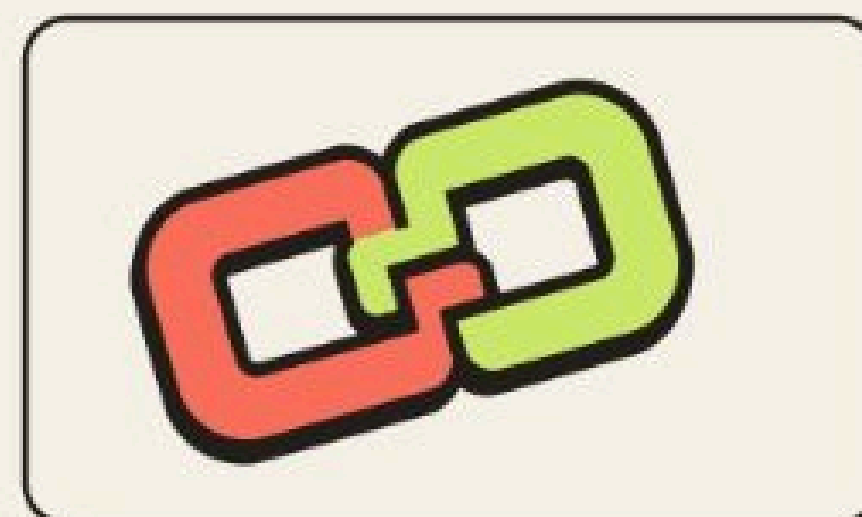
Do not swap the colours left to right.



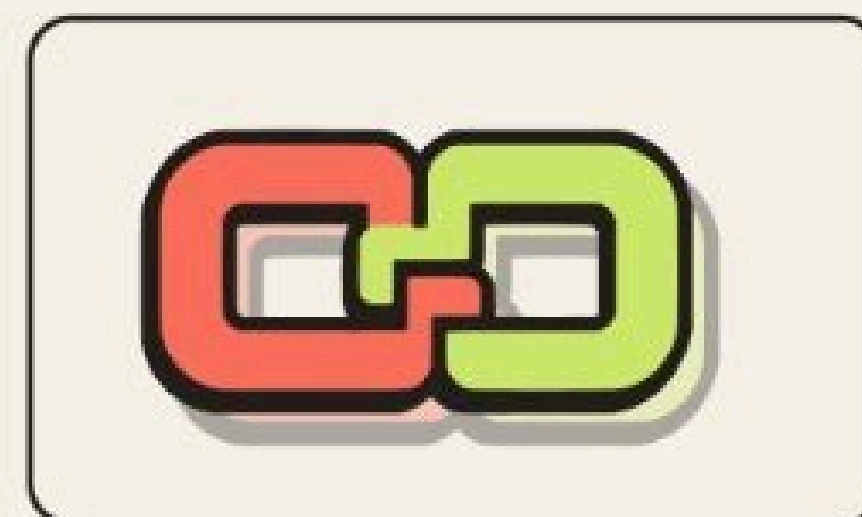
Do not recolour the links.



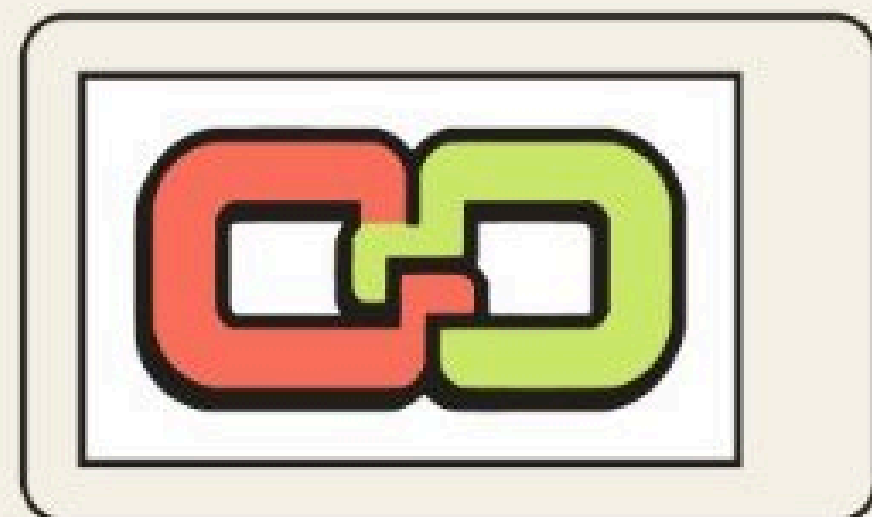
Do not stretch or compress it.



Do not rotate it.



Do not add a shadow, glow or gradient.



Do not put it in a box of its own.



Do not outline it a second time.



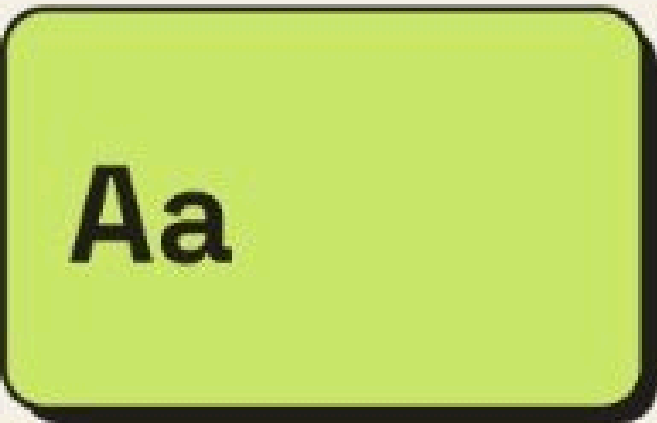
Do not lay it over a busy field.



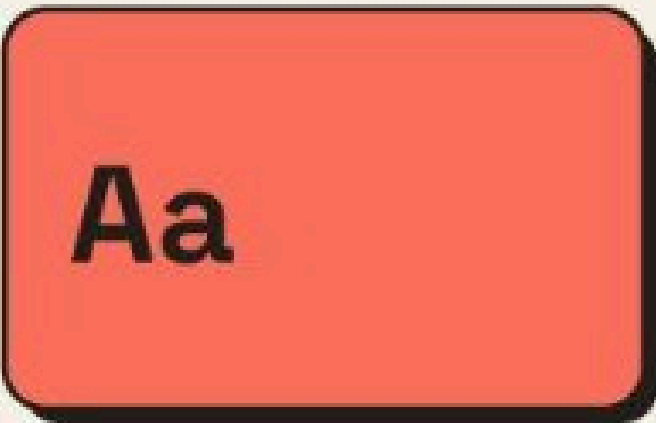
Do not set the wordmark in live type beside it.

Colour

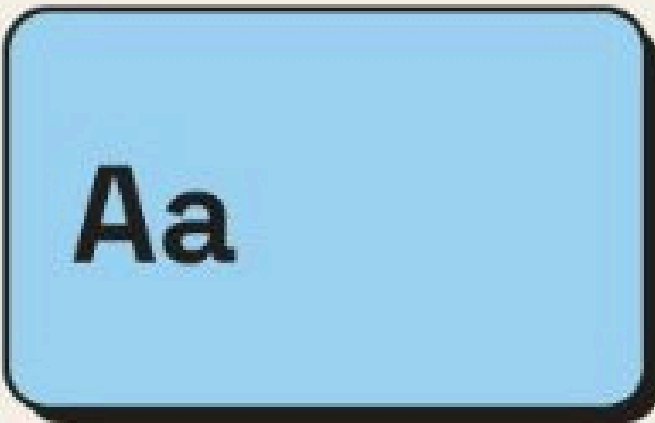
Twelve colours. Each one has a job.



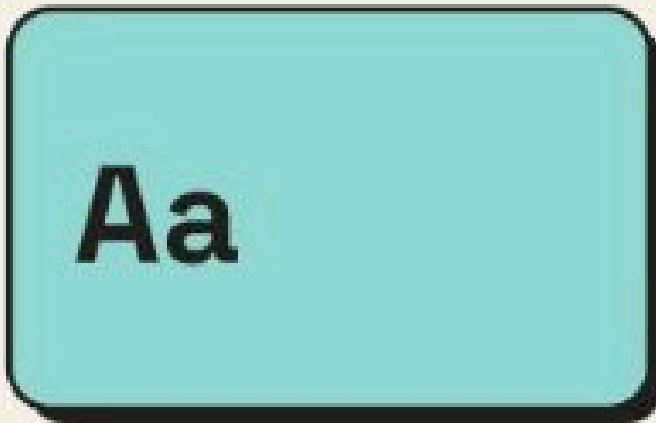
lime
#CBE86B
RESERVED



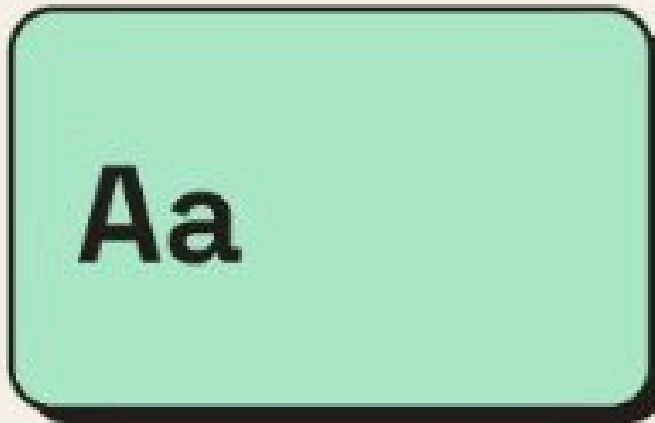
coral
#FA6F5C
RESERVED



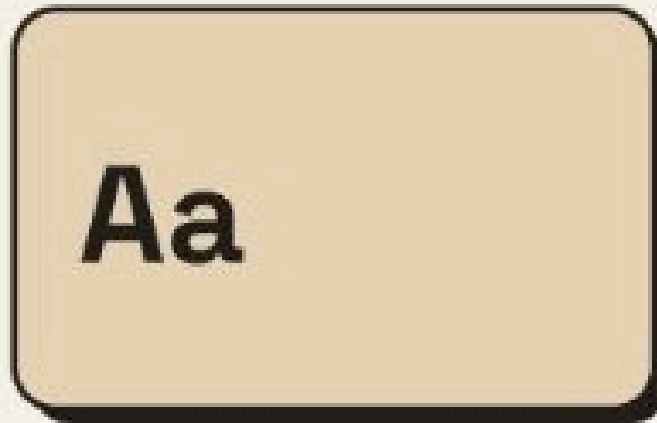
sky
#9BD1F1
IDENTITY



aqua
#8FD9D2
IDENTITY



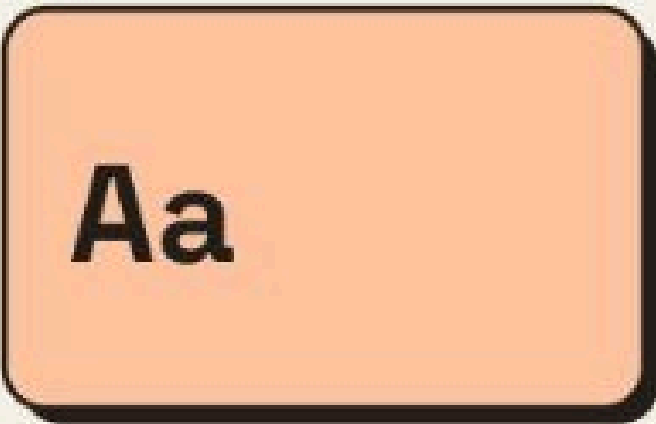
mint
#A9E7C6
IDENTITY



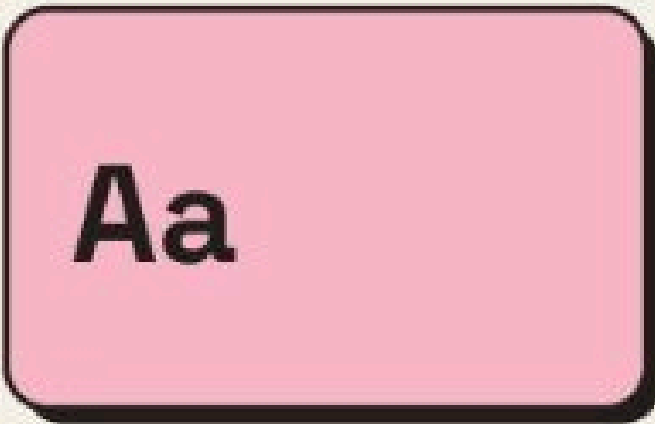
sand
#E7D3B3
IDENTITY



sun
#FFC845
IDENTITY



peach
#FFC3A0
IDENTITY



blush
#F8B6C6
IDENTITY



orchid
#D9B5EC
IDENTITY



lav
#BBAAF0
IDENTITY



flame
#FF7A3D
ACCENT

Colour roles

Six colours on a screen is a bag of sweets. Six colours with jobs is a system.

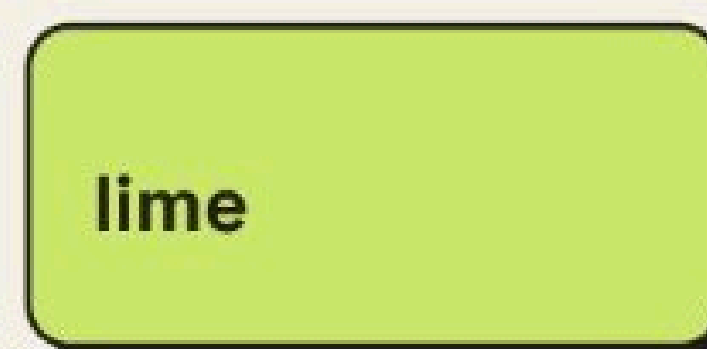
Reserved for hierarchy. Lime fills the hero card. Coral fills the add button and the streak flame. Nothing else may fill with either, ever. The moment a goal card can land on lime, the hero stops being the hero.

For identity. The nine in the middle answer which goal and which person. They fill goal cards, avatars and chips up to about 44 px. They are deliberately soft and all at the same weight, so a screen of mixed goals still reads as one family.

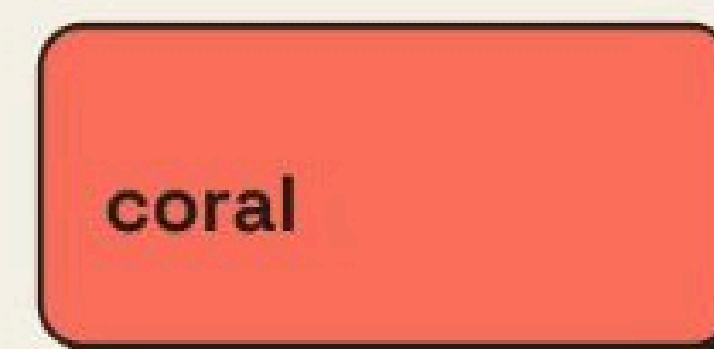
They are ordered by the colour wheel, not by when they were invented. A swatch row laid out that way reads as a spectrum and makes neighbours easy to tell apart. The same nine shuffled look like sweets again.

Text on a candy field is always ink. That is a token, `candy.onCandy`, and not a theme colour, because a candy field does not invert: a goal header stays a light pastel in dark mode, so anything sitting on it has to stay dark too.

RESERVED FOR HIERARCHY

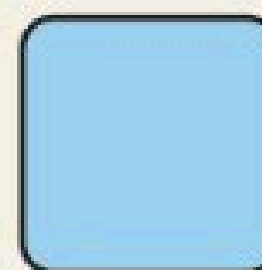


lime

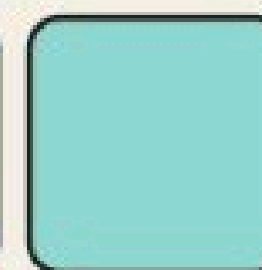


coral

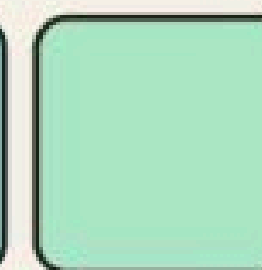
FOR IDENTITY



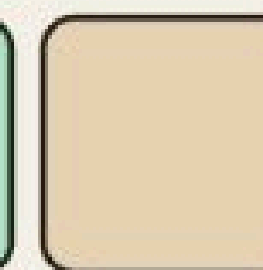
sky



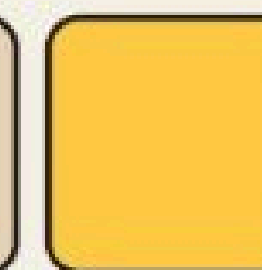
aqua



mint



sand



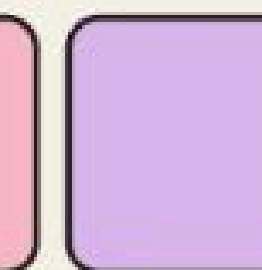
sun



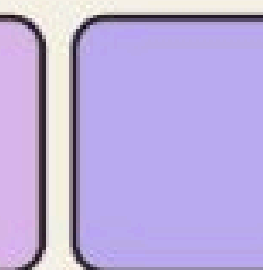
peach



blush

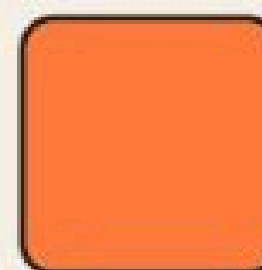


orchid



lav

HEAT ONLY



flame

Contrast

Goalpal targets WCAG AA: 4.5:1 for body text, 3:1 for large text and interface edges. Ink on cream is 14.53:1 and cream on the dark ground is 15.55:1. Both are comfortably clear.

No candy colour is a text colour. Read the middle column: every one of them lands between 1.2 and 2.5 against cream. Lime on cream is 1.22:1, very nearly invisible. Candy is a fill, ink is the text, and the numbers are why.

TWO OPEN ISSUES, NOT RULES

NeoButton still defaults its label to white, which on coral is 2.80:1 and fails. And a white pill on a goal header measures 1.41 to 2.07 against all nine goal colours, which is why those pills now carry a 2 px ink keyline.

COLOUR	HEX	VS INK	VS CREAM	VS WHITE
 lime	#CBE86B	11.91	1.22	1.37
 coral	#FA6F5C	5.83	2.49	2.80
 sky	#9BD1F1	9.95	1.46	1.64
 aqua	#8FD9D2	10.14	1.43	1.61
 mint	#A9E7C6	11.63	1.25	1.41
 sand	#E7D3B3	11.19	1.30	1.46
 sun	#FFCB45	10.81	1.34	1.51
 peach	#FFC3A0	10.56	1.38	1.55
 blush	#F8B6C6	9.73	1.49	1.68
 orchid	#D9B5EC	9.17	1.58	1.78
 lav	#BBAAF0	7.88	1.84	2.07
 flame	#FF7A3D	6.31	2.30	2.59

Typography

Space Grotesk sets everything. Bold 700 for display and any text on a control, Medium 500 for body and interface. Two weights, no italics, no third face.

It was chosen for the same reason as the keylines: square-ish terminals and a tall x-height, so it stays solid at small sizes and does not go delicate next to a 2.5 px border. The wordmark is cut from its Bold.

A monospace, IBM Plex Mono, is permitted in documentation like this book for hex values, ratios and code. It never appears in the app.

DISPLAY 700 / 34

Don't break the chain

TITLE 700 / 24

Today's musts

BODY 500 / 16

Every goal checked in today.

LABEL 500 / 12 · TRACKED

WHY THIS MATTERS

Aa Bb Cc Dd Ee Ff Gg 0123456789

SPACE GROTESK BOLD 700

Aa Bb Cc Dd Ee Ff Gg 0123456789

SPACE GROTESK MEDIUM 500

Our voice

Write it the way you would say it to the person, in the room, without raising your voice.

Goalpal is the friend, not the app. It is warm without being chirpy, plain without being flat, and it never performs enthusiasm the person has not earned yet. Short sentences. Second person. Contractions where they fall naturally.

The test: read it aloud. If you would not say it to a friend who is tired, it does not ship.

WARM

Every non-negotiable done. That is the chain held for another day.

COLD

Congratulations! You have achieved 100% daily task completion.

WARM

Set your first goal and we'll help you keep it, together.

COLD

Leverage social accountability to maximise habit adherence.

WARM

Check the spelling, or skip. You can add them once you're in.

COLD

Error: user not found. Please try again.

Punctuation and words to avoid

An en dash is fine for a range: Mon 10 to Sun 16. A hyphen is fine in a compound: check-in, half-marathon.

Exclamation marks are rationed. One at a real win, a goal completed or a streak record broken. Not at a sign-up, not at a save, never two.

Sentence case everywhere, including buttons and headers. Title Case On A Button reads like a form from 2009.

WORDS TO AVOID

~~crush it, smash it, beast mode~~

Nobody talks like this to a friend.

~~grind, no excuses, no days off~~

Punishment framing. Principle 05.

~~user~~

Say you, or the person's name.

~~accountability partner~~

Say partner. The long version is a consultancy word.

~~failed, missed, broken~~

A day that did not happen is not a failure.

~~habit stack, atomic, 1% better~~

Borrowed from other people's books.

~~journey~~

Say what it is: a goal, a streak, a month.

~~just~~

"Just check in" makes a hard thing sound small.

~~premium, unlock, upgrade~~

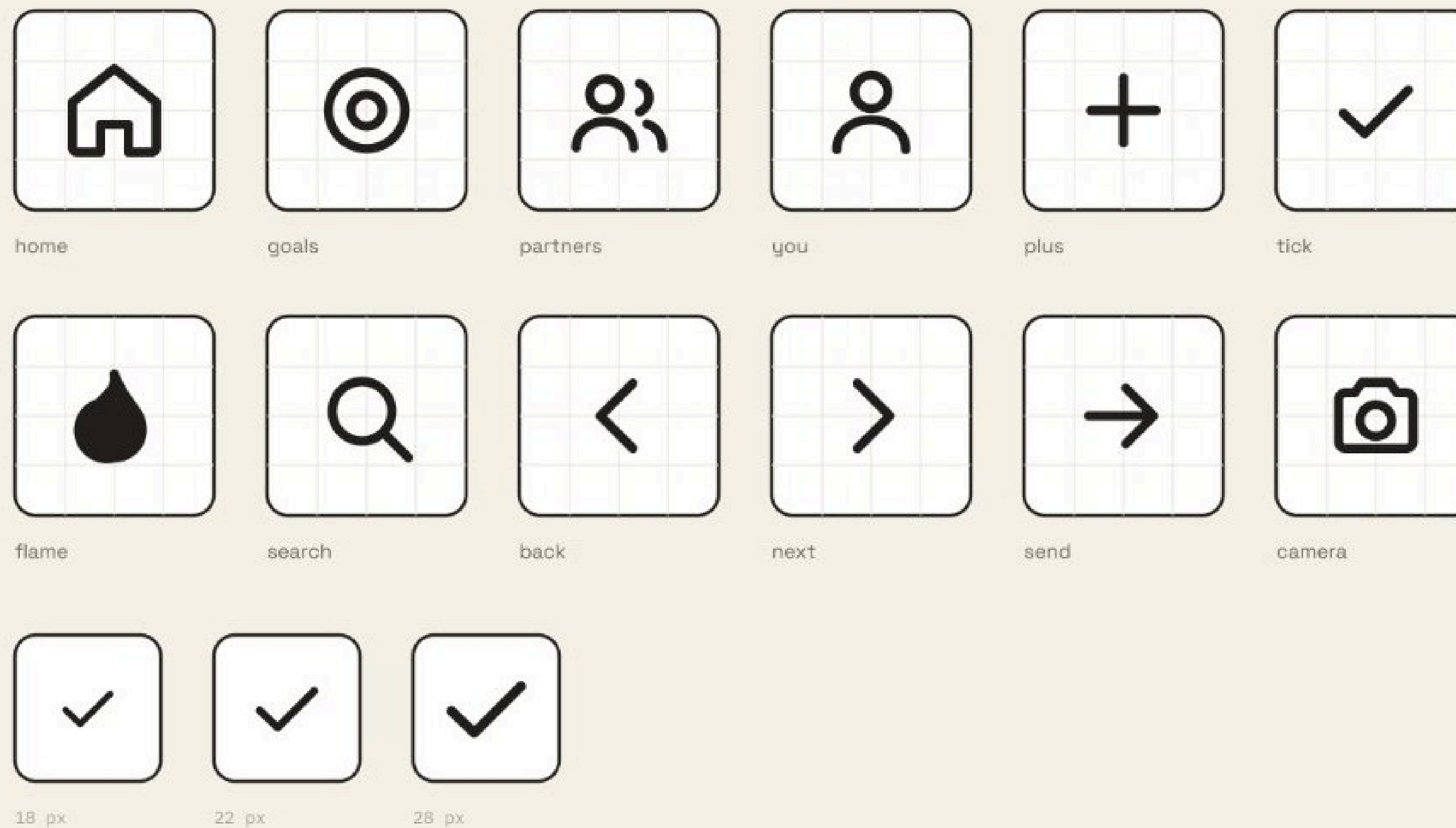
Not while there is nothing to sell.

Iconography

Twelve interface icons, drawn as stroked paths on a 24 by 24 grid. Stroke weight 2, round caps, round joins, no fills, with one exception: the flame is filled, because it is a state and not a destination.

Sizes: 18 inline with a label, 22 in the tab bar and nav, 28 standing alone as a control. Do not scale between them and do not restroke. The weight is constant across every size, which is what keeps them one set.

These are UI primitives, not artwork. They are deliberately plain so any of them can be redrawn without touching a single screen.

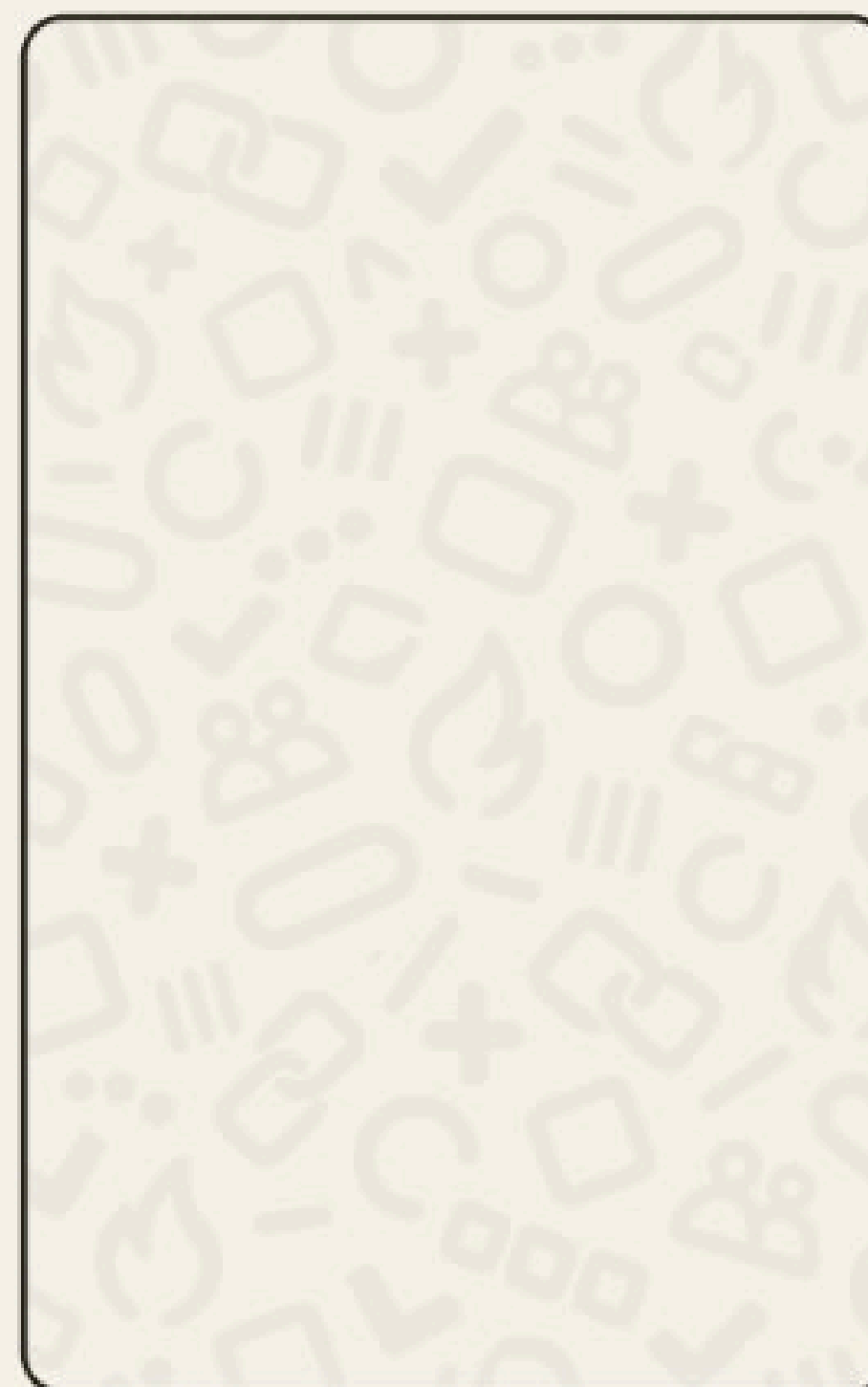


The pattern

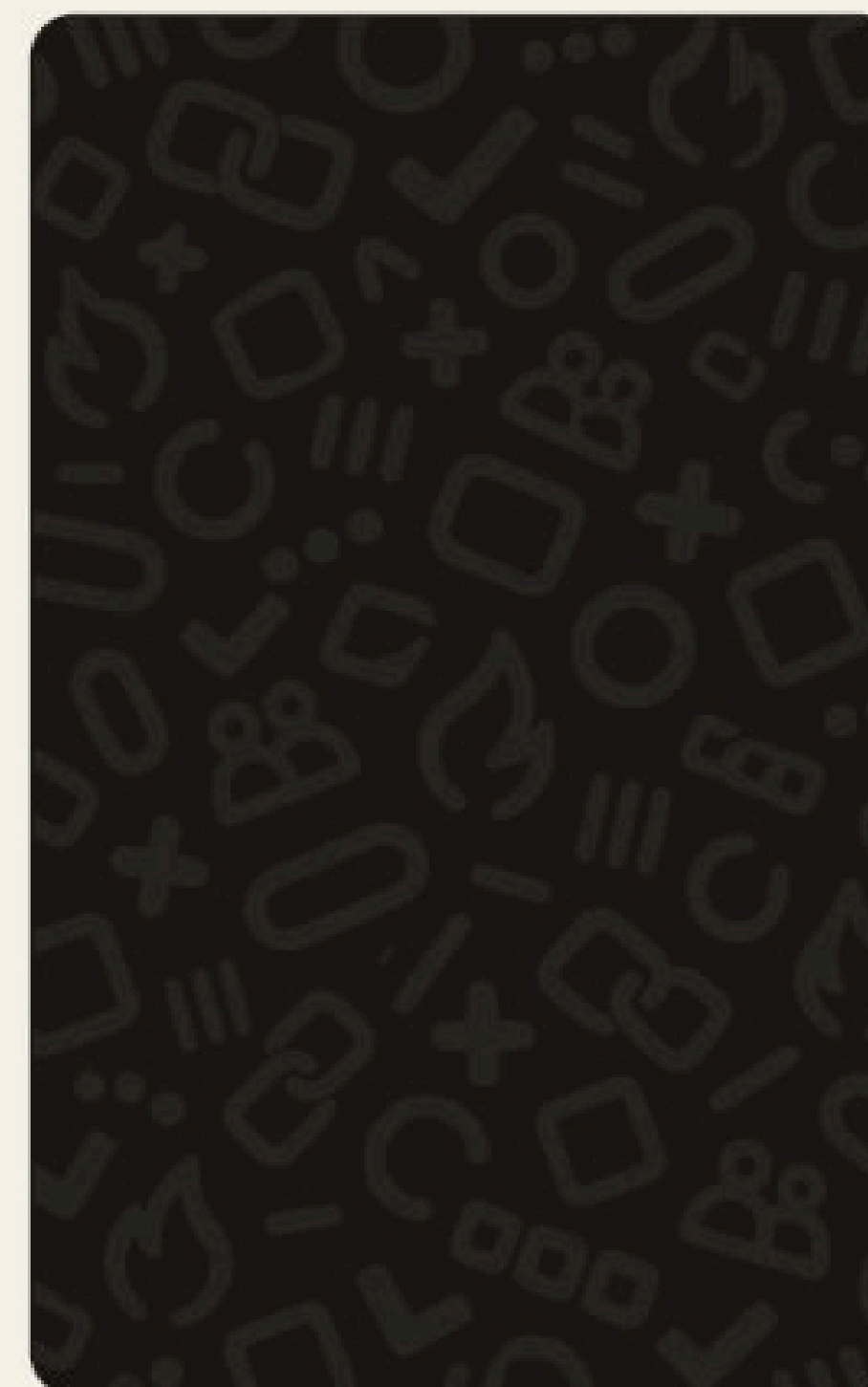
A field of the app's own marks: the icons, a ring, a capsule, a card, a week strip, and GOALPAL thrown in among them, scattered on a jittered grid so nothing lines up.

It exists to keep a full-bleed screen from being a flat colour. That is the entire job, so it is set barely visible: 4 per cent on the light splash, 5.5 per cent on the dark one and in-app. If you can read the shapes from arm's length, it is too strong.

It is a vector. Never regenerate it as a bitmap and never tile a screenshot of it. It has to stay crisp on a 3x display at full bleed.



4% ON CREAM, THE LIGHT SPLASH



5.5% ON INK, THE DARK SPLASH



22%, TOO STRONG. REFERENCE ONLY

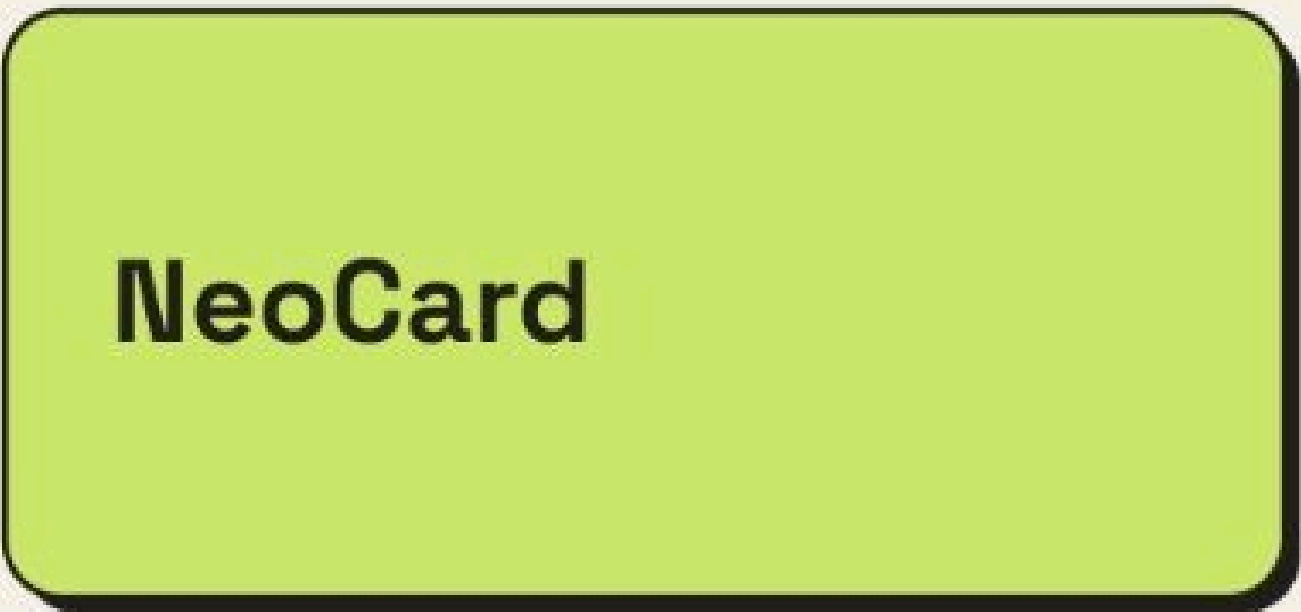
Keyline

Keyline is Goalpal’s product design system.

It is named after the thing every component is built from: a 2.5 px border in the theme’s ink, and a hard offset shadow sitting 5 px down and right with no blur at all. Not a drop shadow. A second shape, in a solid colour, behind the first one.

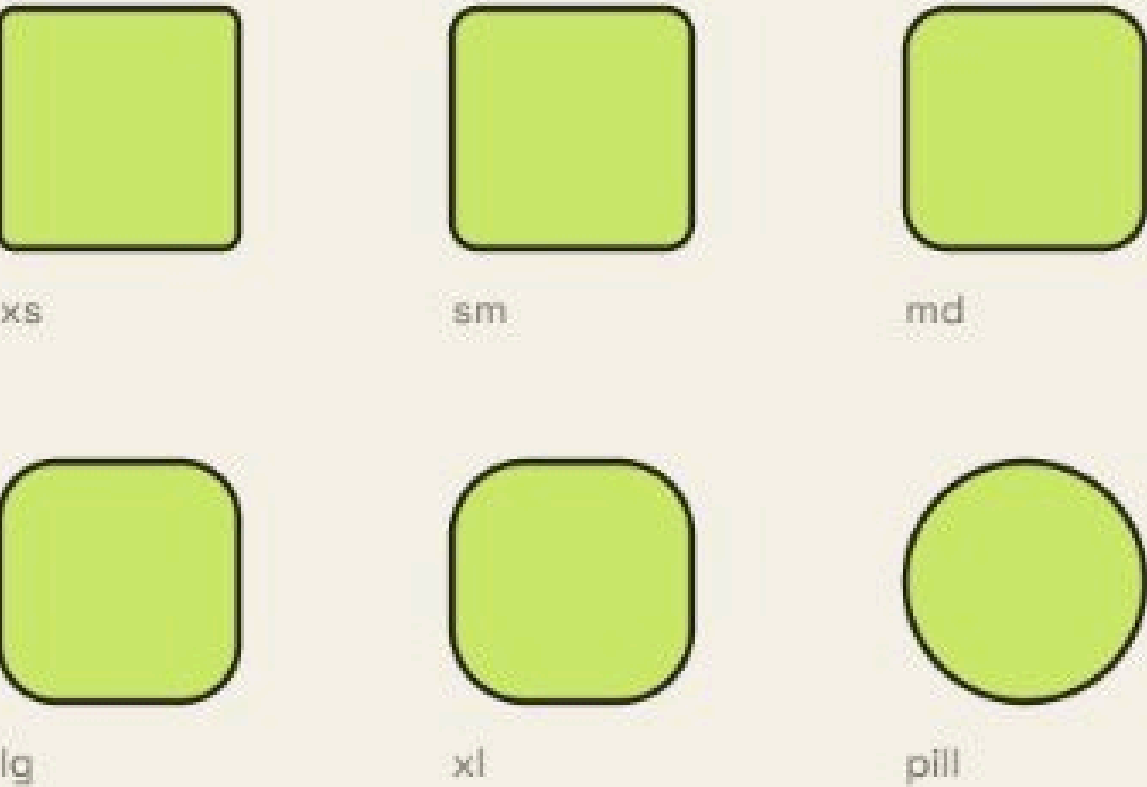
That one decision is the whole look. It is why nothing in Goalpal fades, glows or floats, and why the system survives being rendered by a phone at 3x or a printer at 300 dpi.

Depth expresses hierarchy by degree, not by absence. The hero out-shadows a card, a card out-shadows a control. Chrome is the exception: the tab bar floats on a blur, because it is not content.



borderWidth	2.5
borderColor	t.keyline
offset	5, no blur
radius.lg	22
padding	16

RADIUS



ELEVATION



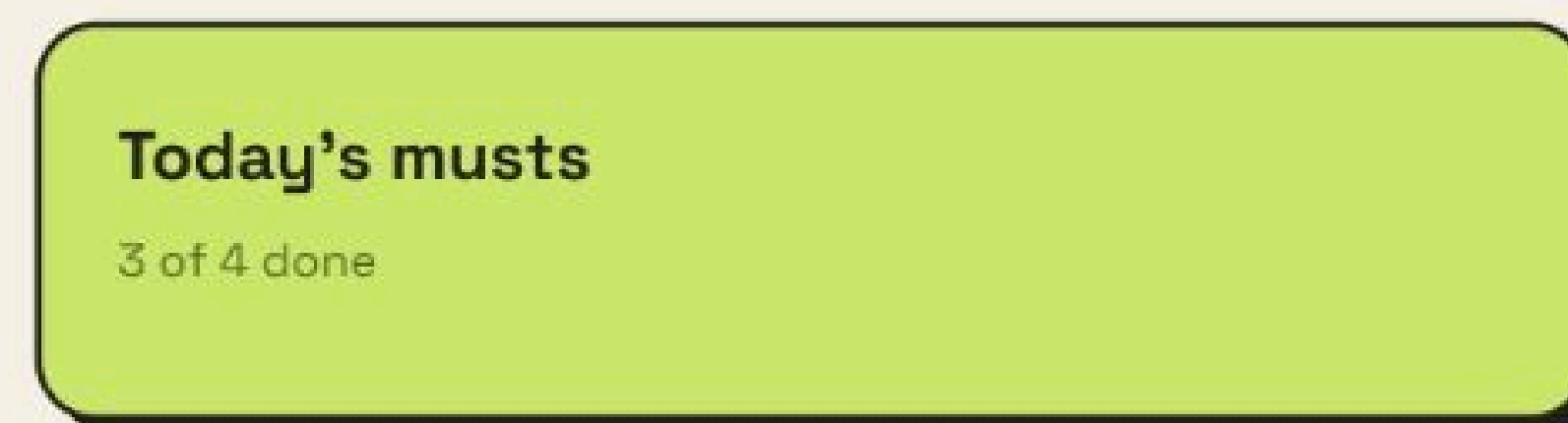
Components

Four primitives carry almost every screen. Never build a card, a button or an avatar out of a raw styled container. If a screen needs one that does not exist yet, the primitive gains a prop.

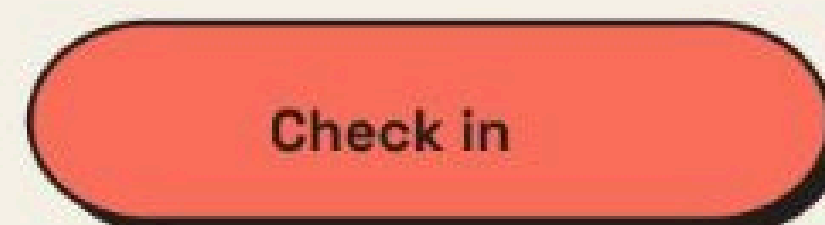
Avatar draws its initial in near-black, not white. White on a light candy tint was barely a contrast at all. A square avatar means a group and a round one means a person, which saves spending a badge on the distinction.



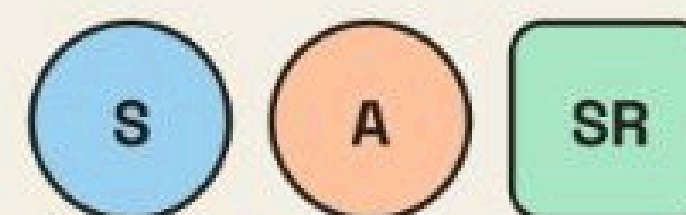
NeoCard



NeoCard, hero



NeoButton

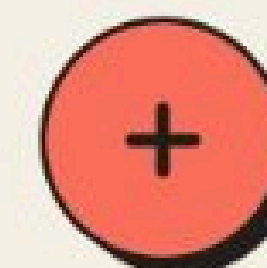


Avatar - round is a person, square is a group

GOAL



Field



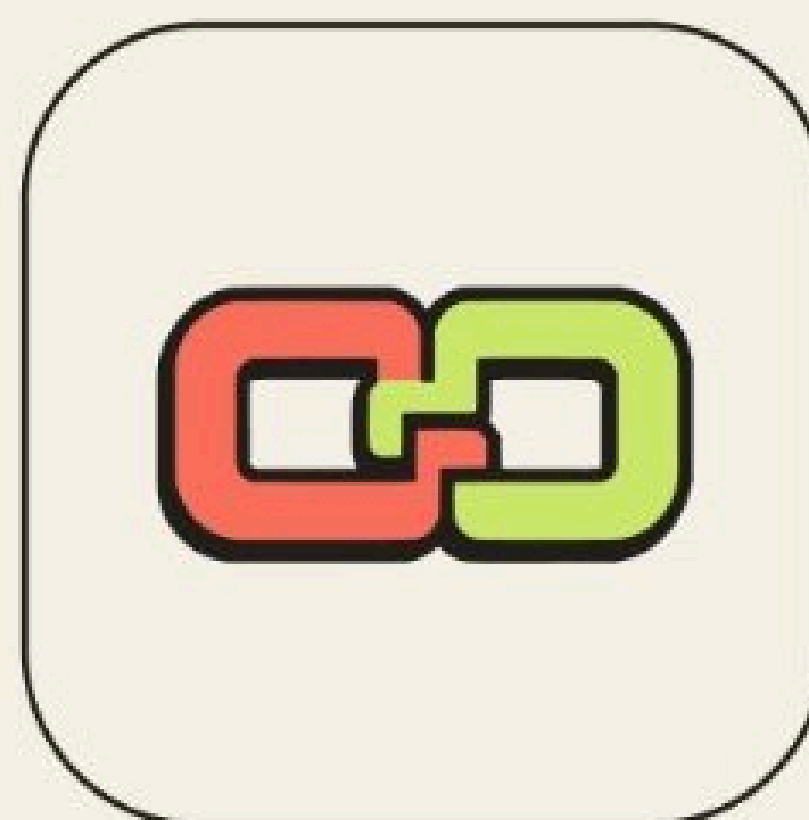
Add - the one coral fill

App icon and splash

The icon is the mark on cream, and nothing else. No rounded corners of our own, because iOS masks it. No lockup: the word is already under the icon on the home screen, and setting it twice is how an icon ends up illegible.

The Android adaptive foreground is drawn smaller, because the mark has to survive being cropped to a circle at 66 per cent of the canvas.

The splash is the lockup on the pattern, at 4 per cent light and 5.5 per cent dark. It is the one place both the mark and the word appear at full size.



icon.png • 1024



splash.png



splash-dark.png



Don't break the chain.