REFLECT JOURNAL

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Reflectjournal.app

Reflect
Brand Guidelines

JOURNALING OVER THE PHONE

Welcome to Reflect

Index.



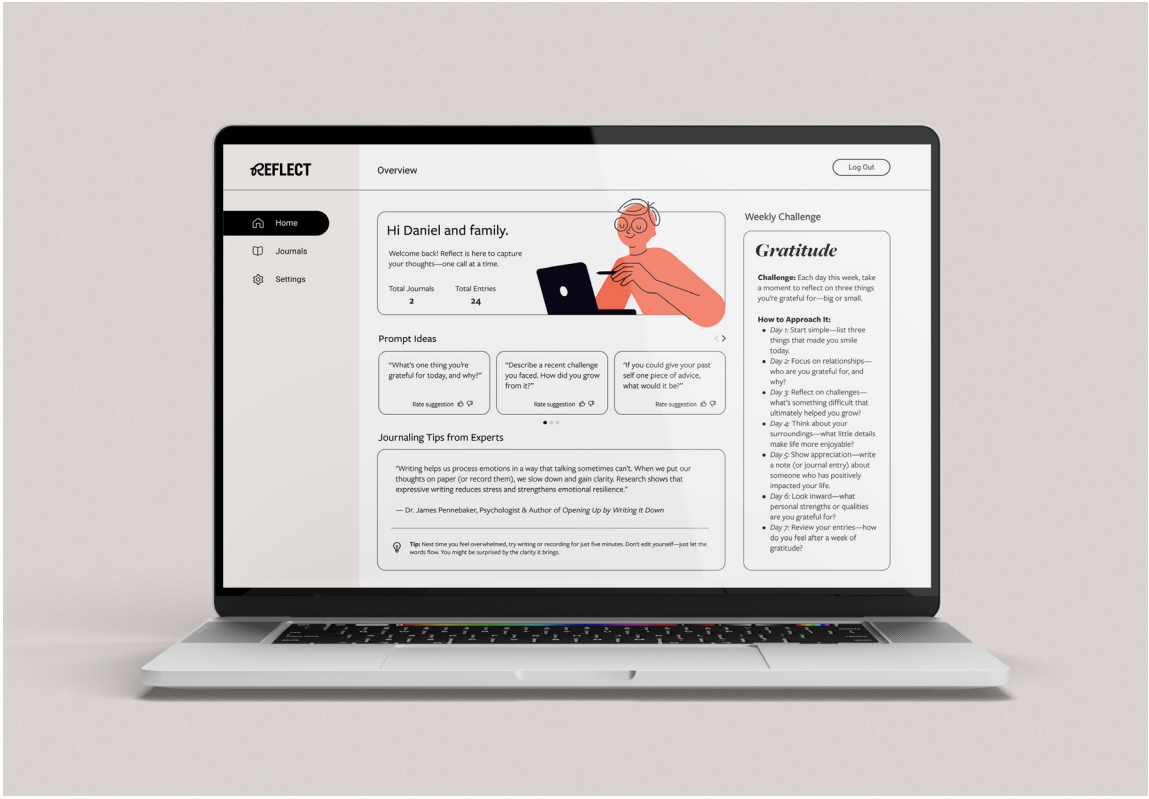
Intro
Strategy
logos
Color
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Intro.

Reflect is a simple, candid way to journal by voice, removing the usual barriers of writing or typing. It's designed for busy individuals, families, and elderly people who want to capture thoughts, emotions, and life stories effortlessly — even as easy as making a phone call.

Unlike traditional journaling apps or voice notes, Reflect focuses on storytelling, preserving voices for future generations, and being accessible for all ages with no tech hurdles. Rooted in the Caregiver and Sage brand personalities, Reflect nurtures emotional connections, encourages self-discovery, and makes habit-building effortless by emphasizing a warm, thoughtful, and user-friendly experience.

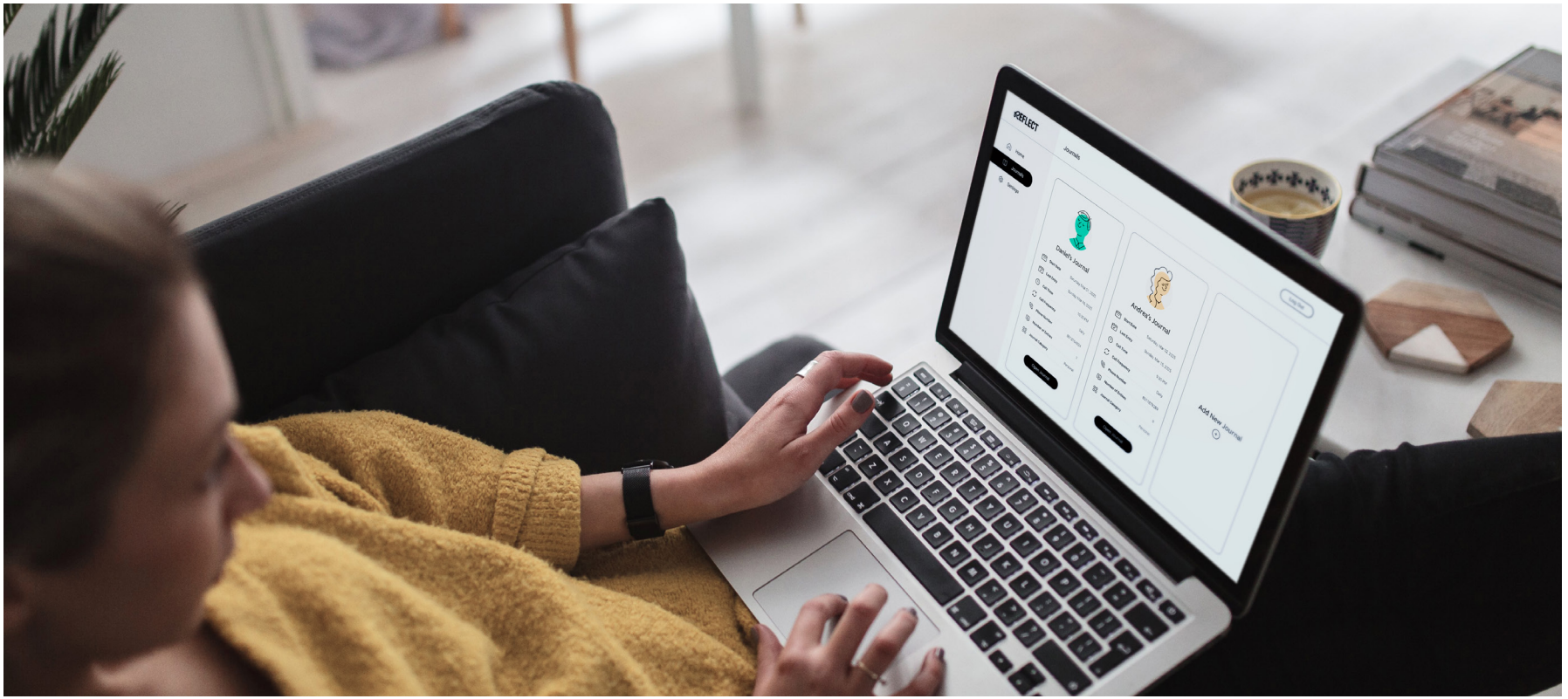
EFFORTLESS JOURNALING, ANYTIME, ANYWHERE



Effortless Journaling.

Building the Reflect Brand.

Reflect embodies warmth, encouragement, and inclusivity. Using a calming palette to stand apart from typical journaling apps, Reflect fosters relaxation and emotional balance. Its core belief is that journaling can lead to clarity, better decisions, deeper connections, and a more meaningful life. In a world where memories and stories are our most lasting legacies, Reflect offers an inviting, thoughtful, and accessible way for everyone to capture and preserve their journey.



TARGET AUDIENCE.
JOB TO BE DONE.
MARKET POSITION.
REASON TO BELIEVE.

Strategy.

Reflect was built on a simple truth: memories matter, but traditional journaling often feels too hard to stick with. Reflect removes barriers by making storytelling effortless, warm, and accessible for everyone. In the sections ahead, we'll dive deeper into who Reflect is for, the job it fulfills, how it stands apart in the market, and why people can believe in its mission.

SECTION

02

Strategy.

TARGET AUDIENCE

Reflect is made for people who value capturing their thoughts and memories but often find traditional journaling inconvenient. It serves busy individuals who want a simple, low-effort way to reflect daily, parents looking to document family moments, elderly individuals preserving their life stories, and families who want to save and share the voices and experiences of their loved ones. Reflect is intentionally accessible for users of all ages and backgrounds, making it an inviting solution for anyone who wants to document their journey with ease.

JOB TO BE DONE

Reflect exists to remove the friction from journaling by offering a candid, voice-based experience. It helps users easily capture personal reflections, emotions, and life events without needing to sit down, write, or learn complicated apps. Whether someone is building a habit of daily reflection, preserving precious memories, or simply wanting to process their thoughts aloud, Reflect provides an effortless and user-friendly tool to make that possible — anytime, anywhere.

REASON TO BELIEVE

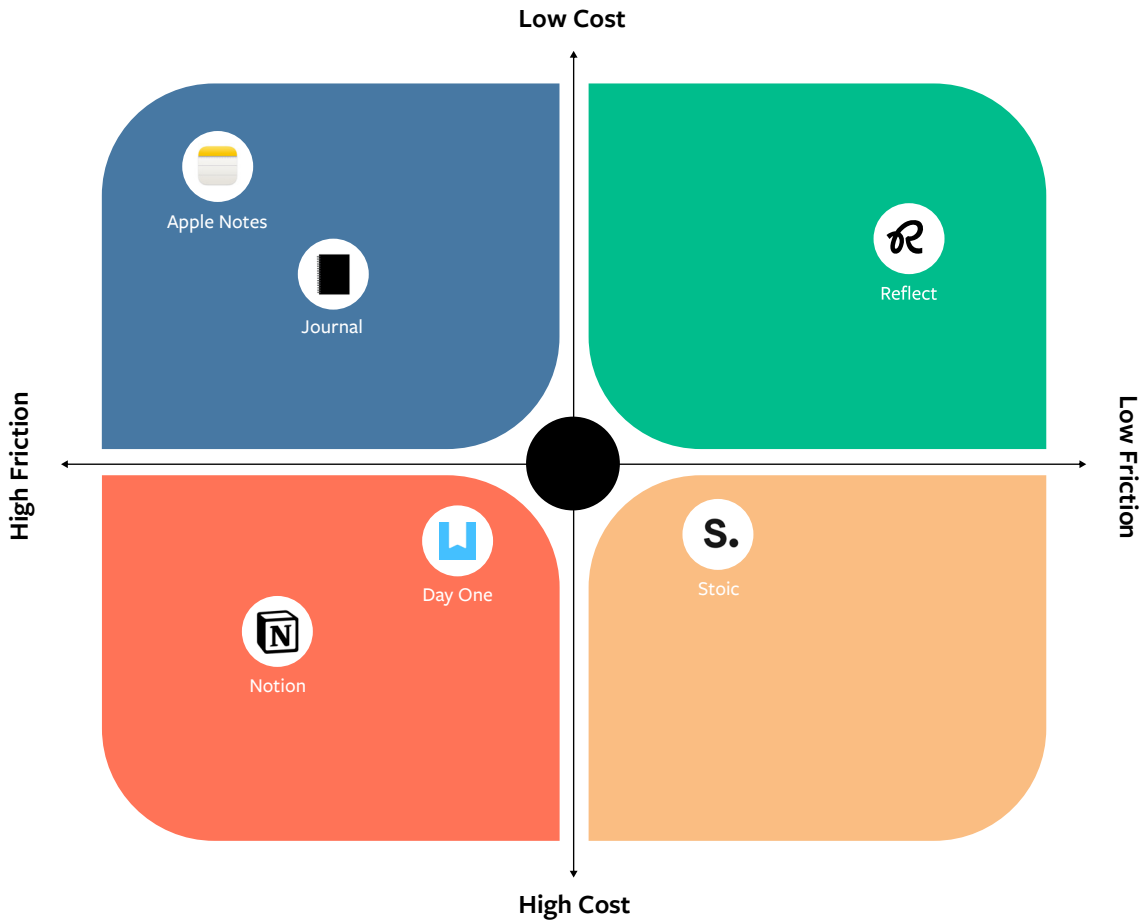
People trust Reflect because it's built on a deep understanding of why memories matter and why traditional journaling often fails. With care, warmth, and thoughtfulness, Reflect makes capturing stories effortless and meaningful. Its simple, inclusive design helps users preserve their lives without stress, rooted in the belief that every story deserves to be remembered and that reflection leads to deeper self-understanding and stronger human connections.



Overview.

MARKET POSITION

In a landscape crowded with traditional journaling apps, voice-to-text tools, and memory books, Reflect stands apart by focusing on voice-based storytelling designed for emotional connection and preservation. Rather than just offering note-taking features, Reflect creates a meaningful space where anyone — even those uncomfortable with technology — can easily record their stories. It eliminates technical barriers, emphasizes family heritage, and offers a truly accessible, human-centered alternative to standard journaling solutions.



FINAL LOGO.
LOGO VARIATION.
LOGOTYPE.
LOGOTYPE CLEARSPACE.
LOGOMARK.
LOGOMARK CLEARSPACE.

Logos.

DESCRIPTION **ED. 2025**

The final Reflect logo combines a logotype and logomark, designed for clarity and brand recognition. The logotype is clean and legible, reflecting the simplicity of the journaling process. We've created a logo variation for flexibility across different formats. Clearspace guidelines around the logo ensure it remains distinct and professional, maintaining its integrity across all applications.

SECTION

03

Logotype.

The ″R″ in the Reflect logo is designed in a script style to evoke the personal, intimate feel of journaling, creating a sense of flow and connection. In contrast, the rest of the logotype uses a modern sans-serif font to convey a clean, digital, and contemporary vibe. This combination balances the warmth of handwritten expression with the sleekness of modern technology, reflecting Reflect's blend of personal reflection and easy, digital access.



COLOR VARIATION.









IVORY
#f4f0ee

SAGE
#1eb78a

CORAL
#f37359

CERULEAN
#497aa5

Logotype Clearspace.

ISOLATION AREA

The isolation area around the Reflect logotype ensures it remains clear and distinct, free from surrounding distractions. This space preserves the logo's integrity and legibility across different applications, maintaining a consistent and professional brand presence.



Logomark.

The script of the R logomark is smooth and fluid, reflecting the personal and intimate nature of journaling. Its flowing curves evoke a sense of ease and continuity, suggesting the seamless experience Reflect offers its users. The handwritten style adds a human touch, reinforcing the idea of authentic self-expression and connection with one's thoughts.



COLOR VARIATION.



IVORY
#f4f0ee

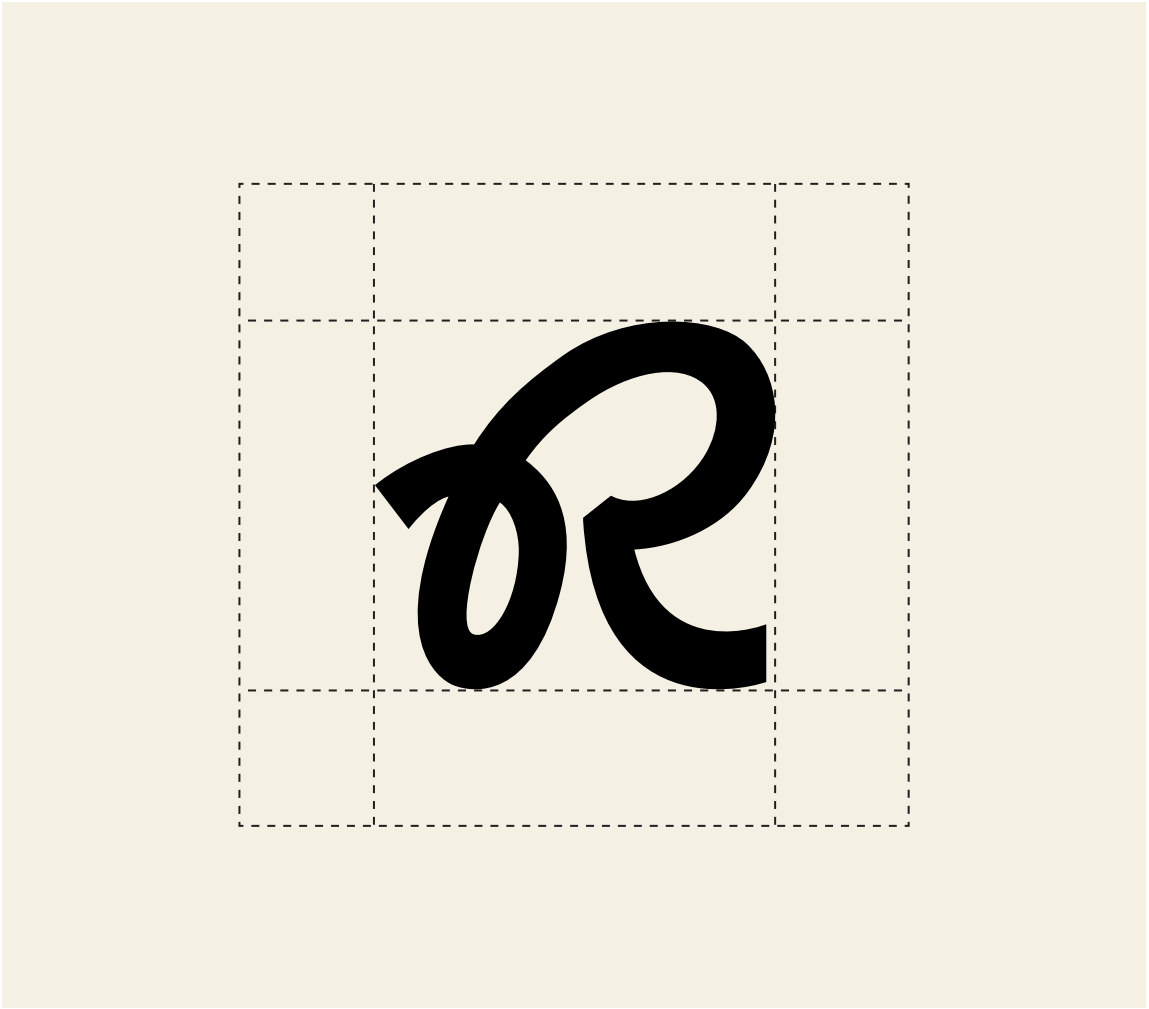
CORAL
#f37359

CERULEAN
#497aa5

Logomark Clearspace.

ISOLATION AREA

The isolation area around the Reflect logomark ensures it remains clear and distinct, free from surrounding distractions. This space preserves the logo's integrity and legibility across different applications, maintaining a consistent and professional brand presence.



In Use.

CLOTHING EXAMPLE

When used on clothing, the Reflect logo should always maintain clear visibility and adhere to brand guidelines. The logo should be placed with enough isolation space to avoid crowding and should use approved color variations for contrast against the fabric. Whether embroidered on a hat or printed on a sweatshirt, the logo must remain sharp, legible, and true to its original form to uphold the brand's professional and polished image.



Media.

SOCIAL MEDIA

For digital use on social media, both the Reflect logomark and logotype should be used thoughtfully to maintain a strong and consistent brand presence. The logomark can be used alone in smaller spaces, like profile pictures or app icons, where simplicity and quick recognition are important. In larger formats, such as posts or cover images, the full logotype should be used to clearly communicate the brand name. It's important to maintain proper spacing, size, and color contrast to ensure both the logomark and logotype remain clear, legible, and visually impactful across all digital platforms.



COLOR PALLET.
COLOR TINT.

Colors.

DESCRIPTION **ED. 2025**

This section outlines the primary color palette, which establishes the core look and energy of Reflect across all applications. It also introduces approved tints, providing flexibility while maintaining brand consistency. Together, the palette and tints create a cohesive system that ensures Reflect always feels polished, approachable, and recognizable in any setting.

SECTION

04

Color Pallet.

Reflect's main color palette is designed to feel warm, approachable, and balanced. The core colors include Black and Ivory, providing a strong, clean foundation for text and backgrounds. Peach and Sage add a soft, calming touch, while Coral and Cerulean Blue bring vibrant accents that give the brand energy and life. Together, these colors create a flexible system that can feel both professional and personal, perfectly capturing the spirit of reflection and self-expression.

BLACK

cmyk : 0 / 0 / 0/ 100
rgb : R0 G0 B0

IVORY

cmyk : 0 / 2 / 7 / 5
rgb : R242 G238 B226

PEACH

cmyk : 0 / 25 / 48 / 3
rgb : R248 G187 B128

SAGE

cmyk : 84 / 0 / 25 / 28
rgb : R30 G183 B138

CORAL

cmyk : 0 / 53 / 63 / 5
rgb : R243 G115 B89

CERULEON

cmyk : 56 / 26 / 0 / 35
rgb : R73 G122 B165



Color Tint.

The color tint options for Reflect offer additional flexibility while keeping the brand's visual identity consistent. These tints are ideal for backgrounds, highlights, and subtle accents, allowing layouts to feel open and airy without overpowering the content. Using tints thoughtfully ensures that the brand stays cohesive while offering a dynamic and adaptable design system.

	333333	666666	999999	CCCCCC
	DDD4C0	D6C9B1	C5B391	B49E72
	F9C28D	F9C999	FACFA6	FBD6B3
	35BE96	4BC5A1	62CDAD	78D4B9
	F4816A	F58F7A	F79D8B	F8AB9B
	5B87AE	6D95B7	80A2C0	92AFC9

PRIMARY FONTS.
SECONDARY FONT.

Typography.

DESCRIPTION **ED. 2025**

The typography section outlines the fonts that give Reflect its distinct voice. Our primary font, Freight Sans, is clean, modern, and approachable, used for headlines and body text. The secondary font, Freight Serif, brings warmth and sophistication to headlines and large scaled content. Together, they create a balanced, professional look that feels both clear and personal, reflecting the heart of the Reflect brand.

SECTION

05

Primary.

ABOUT FREIGHTSANS

Freight Sans is a humanist sans-serif typeface known for its warm, humanistic qualities, large x-height, and open apertures, making it highly readable in both print and digital formats. It's versatile and suitable for a range of applications, from body text to display use, and even signage. The font family, designed by Joshua Darden, is a modern take on traditional grotesques, offering a sleek and readable aesthetic

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FreightSans Pro

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz.

1 2 3 4 5 6 7 8 9 0.
!@#$%^&*()<>?/\

Secondary.

ABOUT FREIGHT

The Freight font family is a versatile typeface collection designed by Joshua Darden and published through GarageFonts in 2005. It includes both serif and sans serif fonts, with Freight Text being the primary serif typeface. The family is known for its balanced proportions, economic design, and extensive weight range.

Freight Disp Pro

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz.

1 2 3 4 5 6 7 8 9 0.
!@#$%^&()<>?/*

ICONS.
BUTTON STYLE.
TEXT ENTRY FIELDS.

Components.

DESCRIPTION **ED. 2025**

The UI components section focuses on the reusable building blocks that form the foundation of Reflect's interface design. This includes icons, button styles, and text entry fields—each crafted for consistency, clarity, and ease of use.

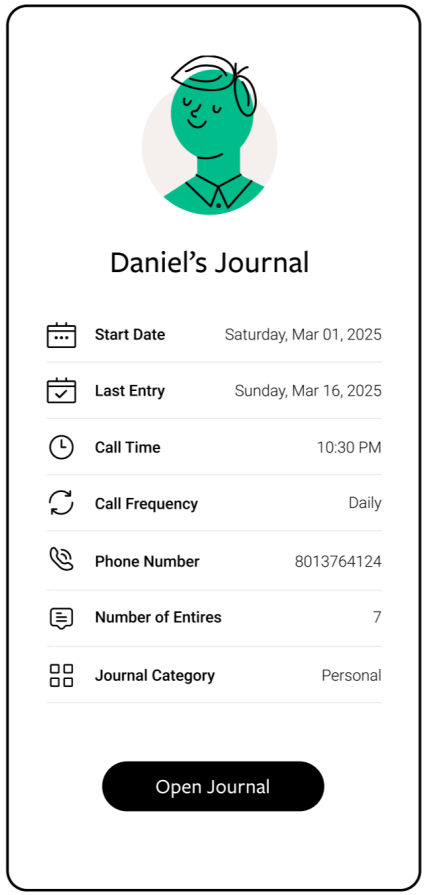
SECTION

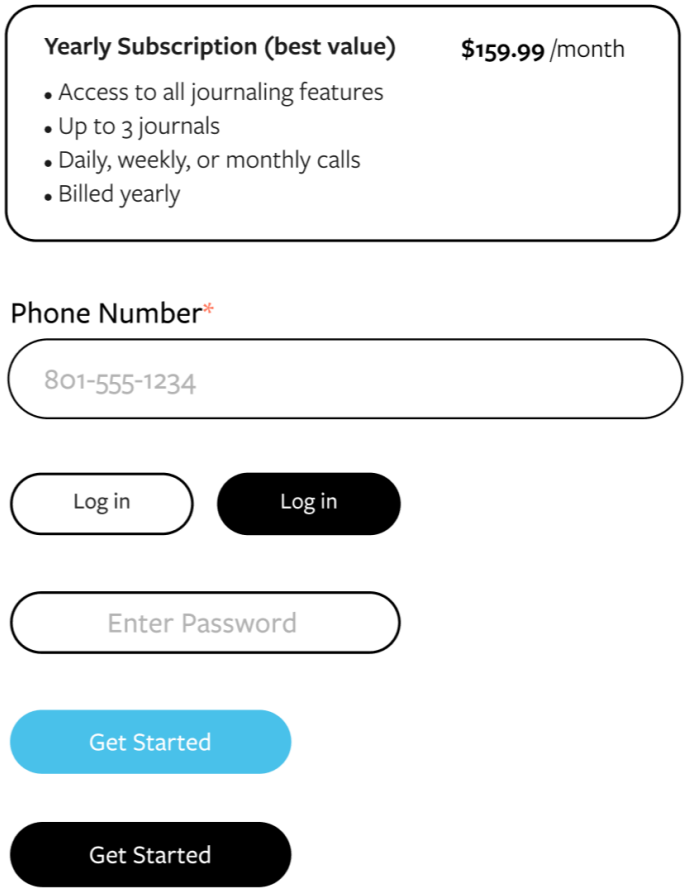
06

UI.

UI COMPONENTS

Highlighted below are text entry fields, hover states, button styles, and image-text boxes. Text entry fields are designed for ease of use, while buttons feature distinct hover states to enhance interactivity. The button styles ensure consistency throughout, and image-text boxes create a clear, organized layout for displaying content.

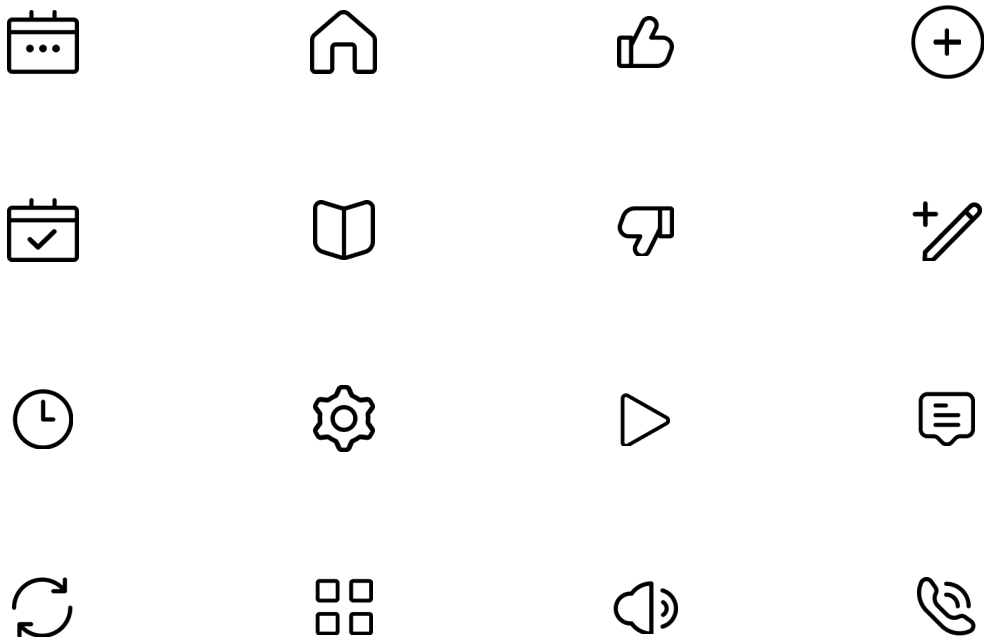




Icons.

REFLECT ICON LIBRARY

The icon library for Reflect is designed to be clean, minimal, and visually cohesive. Each icon features rounded corners, giving them a soft, approachable feel that aligns with the brand's friendly tone. The simplicity of the icons ensures they are easy to recognize and understand.



Interface in Use.

DASHBOARD HOME

REFLECT

Overview

Log Out

Home

Journals

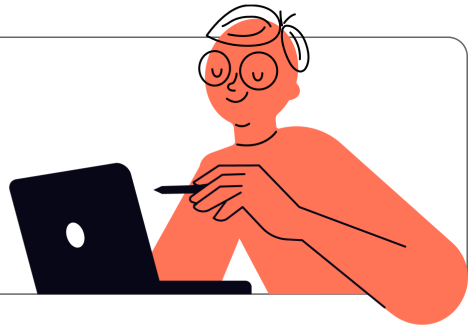
Settings

Hi Daniel and family.

Welcome back! Reflect is here to capture your thoughts—one call at a time.

Total Journals **2**

Total Entries **24**



Prompt Ideas

"What's one thing you're grateful for today, and why?"

Rate suggestion

"Describe a recent challenge you faced. How did you grow from it?"

Rate suggestion

"If you could give your past self one piece of advice, what would it be?"

Rate suggestion

Journaling Tips from Experts

"Writing helps us process emotions in a way that talking sometimes can't. When we put our thoughts on paper (or record them), we slow down and gain clarity. Research shows that expressive writing reduces stress and strengthens emotional resilience."

— Dr. James Pennebaker, Psychologist & Author of *Opening Up by Writing It Down*

Tip: Next time you feel overwhelmed, try writing or recording for just five minutes. Don't edit yourself—just let the words flow. You might be surprised by the clarity it brings.

Weekly Challenge

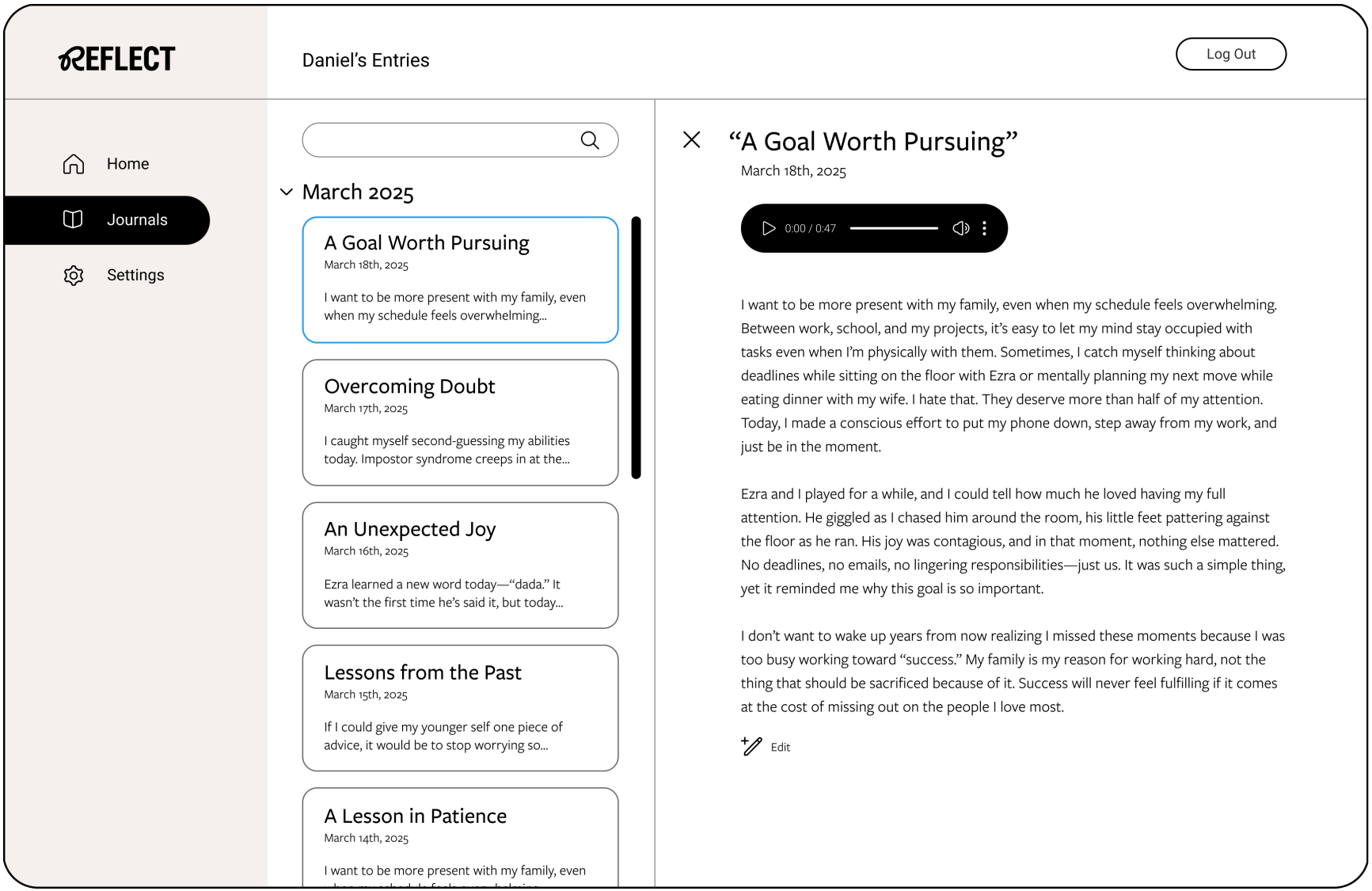
Gratitude

Challenge: Each day this week, take a moment to reflect on three things you're grateful for—big or small.

How to Approach It:

- *Day 1:* Start simple—list three things that made you smile today.
- *Day 2:* Focus on relationships—who are you grateful for, and why?
- *Day 3:* Reflect on challenges—what's something difficult that ultimately helped you grow?
- *Day 4:* Think about your surroundings—what little details make life more enjoyable?
- *Day 5:* Show appreciation—write a note (or journal entry) about someone who has positively impacted your life.
- *Day 6:* Look inward—what personal strengths or qualities are you grateful for?
- *Day 7:* Review your entries—how do you feel after a week of gratitude?

JOURNAL ENTRY NAVIGATION



REFLECT