



LKIN

Brand Guidelines

The mark, the logo family, colour, type and voice — and how to use them.

The mark

A padlock, then in.

It reads as **lock in**: the promise of the app. Your distracting apps stay locked; thirty seconds of a language opens them.

The mark is always drawn from the master vector files in this kit. Never trace it from a screenshot.



The logo family



LKIN

Horizontal — the default. Websites, press, headers, documents.



LKIN

Vertical — square and tall spaces.



Square — avatars, favicons, app contexts.



Mark — when LKIN is already named nearby.

LKIN

Wordmark — text only. Never re-typed.

On light and on dark



Ink tile on light grounds.



Paper tile on dark grounds.

The on-dark wordmark is drawn a touch lighter, because white on black spreads. Always use the file made for your ground rather than recolouring the other. On photography, use the version with the stronger contrast, or set the logo on a solid ink or paper panel.

Clear space and size

Keep clear space of **one quarter of the tile height** on every side. Nothing enters it: no text, no edges, no other logos.

	Digital	Print
Horizontal logo	100 px wide	25 mm
Vertical logo	64 px wide	16 mm
Square / tile	20 px	5 mm
Wordmark	56 px wide	14 mm

Minimum sizes. Below them, use the square tile alone.

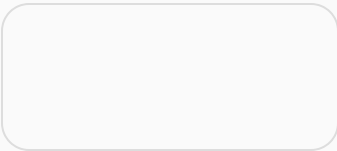


Colour

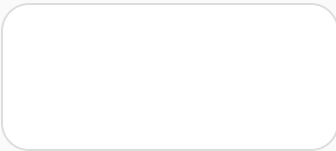
Ink and paper carry the brand. Gold marks LKIN Pro and fire marks the streak; nothing else is coloured.



Ink
#0A0A0A
RGB 10 10 10
CMYK 0 0 0 96
The logo, text, primary buttons.



Paper
#FAFAFA
RGB 250 250 250
CMYK 0 0 0 2
Backgrounds. The logo reversed.



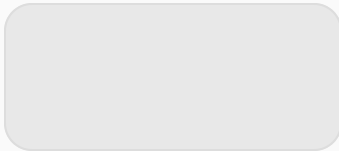
Surface
#FFFFFF
RGB 255 255 255
CMYK 0 0 0 0
Cards and raised panels.



Grey 1
#555555
RGB 85 85 85
CMYK 0 0 0 67
Secondary text.



Grey 2
#999999
RGB 153 153 153
CMYK 0 0 0 40
Captions, placeholders.



Grey 3
#E8E8E8
RGB 232 232 232
CMYK 0 0 0 9
Dividers, quiet fills.



Gold
#C9A227
RGB 201 162 39
CMYK 0 19 81 21
LKIN Pro only. Never on the logo.



Gold Deep
#8A6519
RGB 138 101 25
CMYK 0 27 82 46
Gold ramp, shadow end.



Gold Bright
#EBCB6E
RGB 235 203 110
CMYK 0 14 53 8
Gold ramp, highlight end.



Gold Ink
#3E2E08
RGB 62 46 8
CMYK 0 26 87 76
Text set on gold.



Fire
#FF6A00
RGB 255 106 0
CMYK 0 58 100 0
The streak flame only.



Fire Top
#FFA424
RGB 255 164 36
CMYK 0 36 86 0
Flame gradient, tip.

CMYK values are straight conversions for reference. Proof against your printer's profile. The website uses a warm paper, #F7F6F3, as its page background.

Typography

LKIN uses the **system font**: SF Pro on iPhone and Apple devices, and on the web the stack `system-ui, -apple-system, BlinkMacSystemFont, "Segoe UI", Roboto, sans-serif`. For materials made outside Apple platforms, use **Inter**, which is free under the SIL Open Font License.

Role	Weight	Tracking
Headlines	Heavy · 800	−2.5%
Titles, buttons	Semibold · 600	0
Body	Regular · 400	0
Eyebrows	Heavy · 800, capitals	+16%

HOW IT WORKS

**Lock the scroll.
Unlock a language.**

Three words is ten cards.

A card opens with an illustration, a word and its phonetics, read aloud. The meaning sits blurred until you tap it.

Specimen set in Helvetica Neue for this document.

Misuse

The logo only works if it is always the same logo.



Don't stretch or squash it.



Don't recolour the logo. The coloured icons are app icons, not logos.



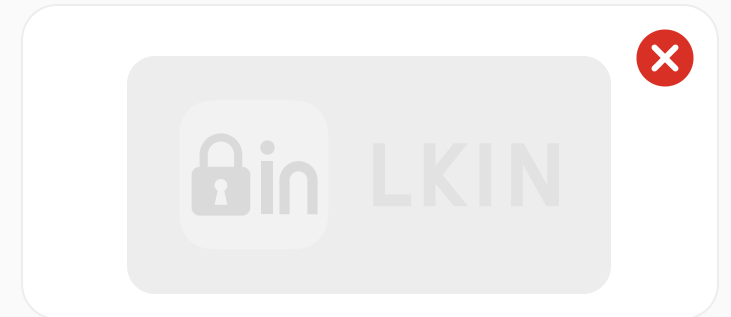
Don't rotate it.



Don't add shadows, glows, outlines or bevels.



Don't retype the wordmark or change its case.



Don't place it without contrast.

App icons

Classic is the app icon. The other eleven are alternate icons LKIN Pro members can choose in Settings. They are app icons only, never logos.



Classic



Diamond



Gold



Emerald



Fire



Ink



Ocean



Plum



Sand



Forest



Rose



Night

Name and voice

Write **LKIN** in capitals. Never Lkin, L.K.I.N. or Lock In.

Say what the app does, plainly and with numbers. No hype words, no exclamation marks.

ONE LINE

LKIN locks your distracting apps until you learn three words.

SHORT

LKIN is an iPhone app that locks distracting apps with Apple's Screen Time. The key is a thirty-second language session. All 22 languages are free.

The full paragraph and a fact sheet are in 06 Press.

PRESS

lkin@gamifytechsolutions.com

WEBSITE

lkin-app.vercel.app

APP STORE

apps.apple.com/app/id6791769564

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