Brand guidelines

Updated October 14, 2026

Overview

Family Bank is an iPhone app that helps a family keep track of each kid's money and chores. Kids watch a real balance, earn it with chores, and save toward goals; adults approve every dollar that moves.

Name	Family Bank. Two words, both capitalized; never FamilyBank, Family bank, or FB.
Tagline	Their money. Their goals. Your rules.
Brand color	Bank green, `#0F8F55`
Typefaces	Bricolage Grotesque for display, SF Pro for text
Website	familybank.rzen.net

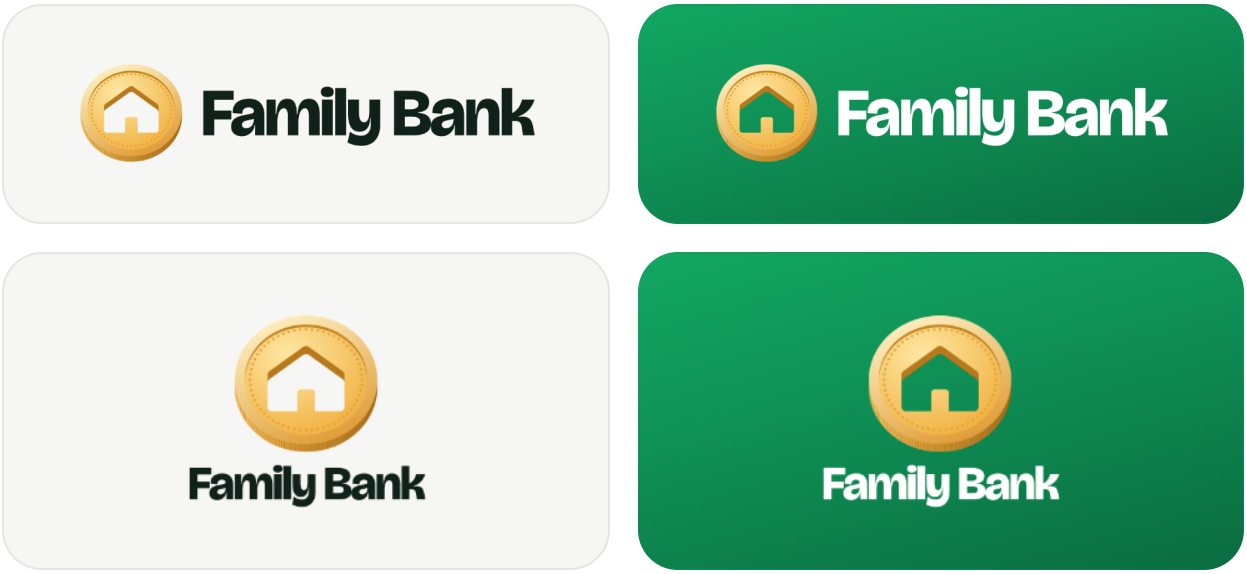
Logo

The mark is the home coin, a gold coin with a house cut clean through it.



Lockups

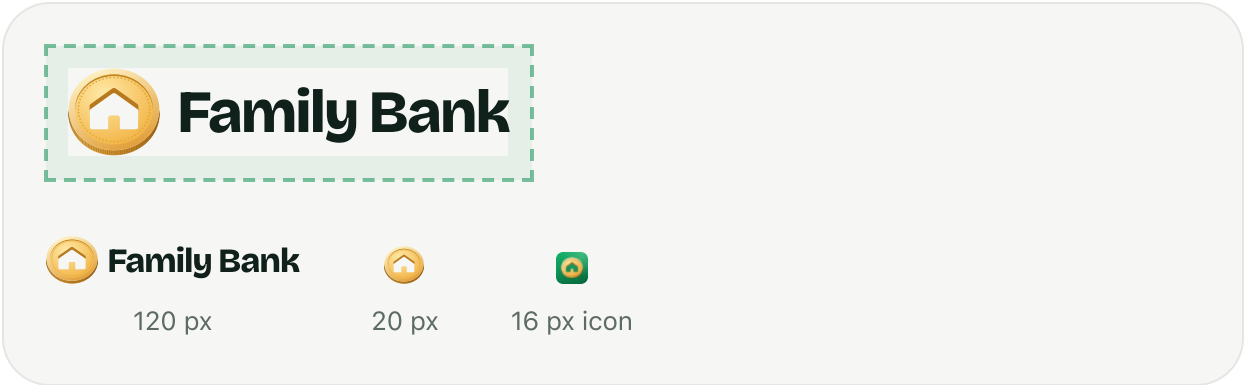
The horizontal logo is the main one; use the stacked logo where space is tight. Use the files as they are, rather than setting the name beside the coin yourself.



Ink on light backgrounds, white on green or dark ones. The coin stays gold on both.

Clear space and size

Leave at least a quarter of the coin’s width clear on every side of the logo. Don’t set the logo smaller than 120 px wide, or the coin alone smaller than 20 px; below that, use the app icon.



The tinted band is the clear space. Below it are the smallest sizes.

One color

When there’s only one ink to work with, as on an emboss, a stamp, or a one-color print, use the flat mark in Bank green, black, or white.



Don’t



Fill the house. It’s a cut-out, so the background shows through.

Recolor the coin. In full color, it’s always gold.

Stretch or squash it.

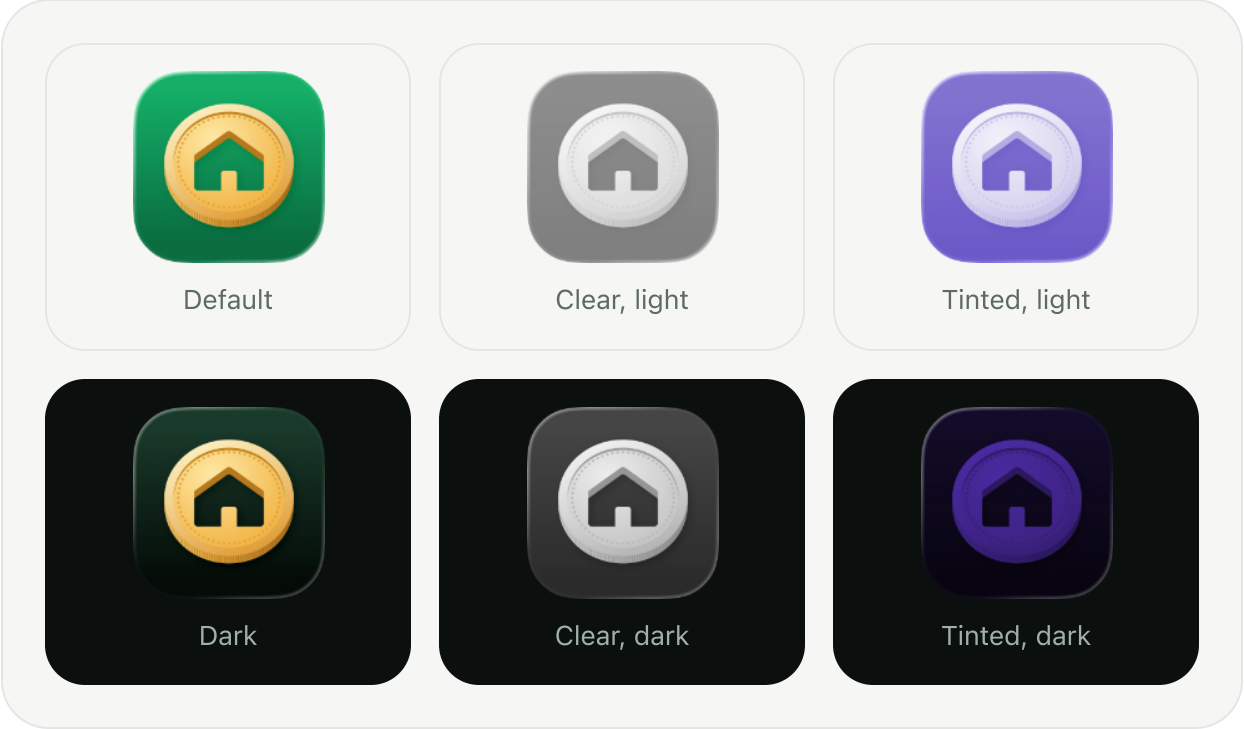
Rotate it. It tilts back, never sideways.

Add outlines, glows, or other effects.

App icon

The app icon is the coin on the green field.

iOS draws the icon’s dark, clear, and tinted looks from one file; the clear and tinted looks are the only times the coin isn’t gold. Use the icon where you mean the app itself, or where the logo would be too small. On the web, round its corners at 22.37% of its width.



Color

Green for the bank, gold for the money, and a warm off-white page around them.

Leaf
#13A863
The top of the green field

Bank green
#0F8F55
The brand color

Pine
#0A6C40
The bottom of the field

Mint
#C8F7DA
Emphasis on green

Coin gold
#F0AD39
The coin's face

Ink
#10201A
Text, the ink logo

Paper
#F6F7F4
The page

White
#FFFFFF
Cards, type on green

Supporting colors

In the app, text and backgrounds use the system's colors, which follow light and dark mode on their own, and every button, switch, and link is Bank green. Everywhere else, use these:

	Light	Dark
Page	Paper `#F6F7F4`	`#0B100E`
Cards	White `#FFFFFF`	`#151C19`
Text	Ink `#10201A`	`#EEF4F0`
Supporting text	`#5D6B64`	`#9FB0A7`
Lines	`#E3E7E2`	`#26302B`
Links and green words	Bank green `#0F8F55`	Leaf `#13A863`
Errors and deletions	Red `#D4453B`	`#F0736A`
Text on the green field	White, and Mint for emphasis	White, and Mint for emphasis

Each part of the product has its own accent, with a pale tint of it behind its artwork on the site.

Green
#16A864 on #E6F6EC
Chores and widgets

Teal
#0F8A86 on #E1F4F2
Chores that don't pay

Gold
#C9921A on #FCF3D8
Rewards and points

Orange
#E8841F on #FFF1E1
Savings goals

Purple
#6B2192 on #F3E9FA
Awards and shared devices

Blue
#1F6FD1 on #E7F0FC
Money, cash, and gift cards

Contrast

Body text needs at least 4.5:1 against its background. Large text, 24 px or 19 px bold, needs 3:1.

Do

Their goals. Your rules.

Headlines in white and Mint on the field.

Don't

Kids log what they did, you approve it, and the money lands in their balance.

Small white text on Leaf, the field's lightest green. It's 3.1:1.

Do

Dessert of your choice
50 points

Text in Ink on a golden ticket, at 10.5:1.

Don't

Dessert of your choice
50 points

White text on gold. It's 1.6:1.

Do

Chores that actually pay.

Text in Ink on the page, with green words in Bank green.

Don't

Chores that actually pay.

Gold or Mint text on the page. They're 1.8:1 and 1.1:1.

Pair	Ratio	Good for
Aa Ink on Paper	15.7 : 1	All text
Aa Supporting text on Paper	5.2 : 1	All text
Aa Bank green on Paper	3.8 : 1	Large text
Aa White on Pine	6.5 : 1	All text
Aa White on Bank green	4.1 : 1	Large text
Aa Mint on Bank green	3.5 : 1	Large text
Aa White on Leaf	3.1 : 1	Large text
Aa Ink on ticket gold	10.5 : 1	All text
Aa Text on the dark page	17.2 : 1	All text
Aa Leaf on the dark page	6.2 : 1	All text

Typography

One display face with character, the system's own text face, and rounded numbers.

Their money. Their goals.
Your rules.

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 0123456789 $&?!

Bricolage Grotesque: ExtraBold for headlines and the wordmark, Bold for titles.

Kids log what they did, you approve it, and the money lands in their balance.

SF Pro, the system font, for everything else.

$66.30 **50 points**

SF Pro Rounded, for amounts and points.

Rules

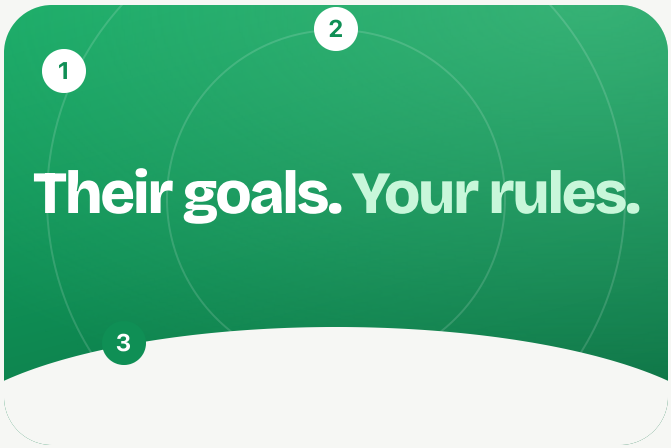
- Sentence case for headlines, titles, buttons, and labels.
- Title case only for names, like awards (Century Club) and Apple’s features (Home Screen, Face ID).
- No all caps, except the rubber stamp on a claimed ticket.

Design elements

The green field is the first thing people see, and motion stays quiet until there’s something to celebrate.

The green field

Three things make the field: a green gradient, thin rings around the subject, and a curve where the page meets the green. It’s at the top of the site, behind the app’s sign-in, profile switcher, and PIN screens, and at the top of Home.





In the app’s profile switcher

1. A gradient from Leaf at the top to Pine at the bottom, with a soft Glow at the top right.
2. Three thin white rings around the main subject: the coin, a headline, or a name.
3. A wide, shallow curve where the page rises into the green.

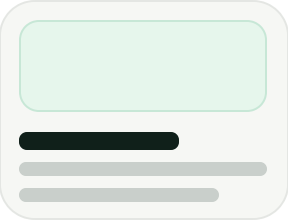
Set headlines on the field in white, with one phrase in Mint. The field looks the same in light and dark mode.

Motion

Motion is quiet and brief. Things ease into place once and then hold still, and anything that keeps moving does it slowly. The one loud moment is a celebration.

Respect Reduce Motion

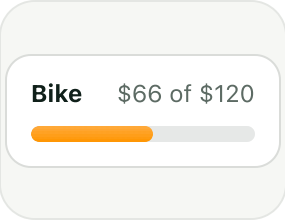
When someone turns on Reduce Motion, nothing floats, ripples, pulses, or falls, and content appears in place. Celebrations show the award without the effect, and the haptics still play. On the web, follow `prefers-reduced-motion` the same way.



Rise. A section fades in and rises 32 px as it scrolls into view, over 0.8 s.



Ripple. Rings spread out once as a screen appears, each over 1.4 s, 0.1 s apart.



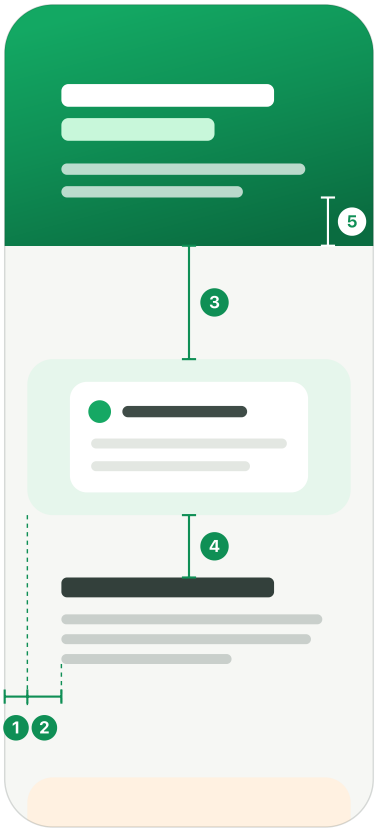
Fill. A goal's bar eases to its new amount in 0.4 s.



Float. Cards on the site drift 12 px up and down, over 7–8.5 s.

Spacing

Every page on the site takes its spacing from the same five measurements, and smaller screens change only their values.



		Desktop	Tablet	Phone
1	**Gutter** `--gutter` From the screen's edge to the content	24	24	16
2	**Text inset** `--text-inset` How much further in text sits than artwork	0	16	24
3	**Section gap** `--section-gap` From one section to the next	160	80	80
4	**Art gap** `--art-gap` From a section's artwork to its copy	72	44	44
5	**Band padding** `--band-pad` From the text in a green band to the band's edge	62	34	34

The drawing is a phone. Sizes are in pixels; tablet means under 980 px wide, and phone under 520 px.

- Measure each gap from what you can see. A section's box hugs its content, and the box around artwork takes in its floating cards and tint, so the gap on screen is the measurement.
- In the app, keep iOS's own spacing for lists, forms, and margins.

Voice

Family Bank sounds like a parent who keeps good books: plain about money, warm with kids, and a little wry about family life.

Plain, not bankerly
Use kitchen-table words: bank, cash, balance, chores.

Exact, not vague
Give real amounts, and say what happens next.

Warm, not babyish
Talk to kids directly, as the owners of their money.

Encouraging, not scolding
When something goes wrong, say so plainly and point the way back.

Say this, not that

Family Bank says	Not
That’s more than you have in the bank.	Insufficient funds.
Dad did not approve your $5.00 withdrawal. Ask them why!	Your request was rejected.
Remove this goal? The money stays where it is; only the goal goes away.	Are you sure you want to remove this goal?
Five chores done. Up high!	Congratulations!!! You’re a SUPERSTAR! 🎉
Adults	Parents
Kids	Children

Family Bank is used by adults and kids, not “users.”

Downloads

The logo, the coin, and the app icon, ready to use as they are.



Logo, horizontal, ink
For light backgrounds

PNG SVG



Logo, horizontal, white
For green or dark backgrounds

PNG SVG



Logo, stacked, ink
Where width is tight

PNG SVG



Logo, stacked, white
Where width is tight

PNG SVG



The coin
Full color, transparent house

SVG



One-color mark
Bank green, black, or white

Green SVG

Black SVG

White SVG



App icon
1024 px, square corners

Light PNG

Dark PNG

Or get everything in the brand kit (ZIP): the app icon, the logo, app screenshots, award badges, and the golden ticket, with these guidelines as a PDF. For AI assistants, the guidelines are also in Markdown.