BRAND GUIDELINES

GENERATEIDEAS

.APP

A working forge for app ideas. Struck from live market data, graded from cold iron to white gold.



EDITION 1.0, 2026

Strike an idea worth building.

GenerateIdeas is a working forge for app ideas, on the web. A user holds the striker, and the forge hammers out a full app blueprint from live market data: a name, the problem, the niche, the features and a grade. Every idea is graded from cold iron to white gold on a 50 to 99 scale. A crowded market caps how hot a score can climb, so a high grade means open water. From there an idea is tempered, compared, planned week by week and carried out to a coding tool with a master prompt.

PERSONALITY

Honest

Most strikes land cold, and the grade says so. Heat is earned against live competition.

Hands-on

The first screen gives the visitor a job. Hold the striker, release, and a blueprint comes back.

Exact

Scores run 50 to 99, every station costs a set number of sparks, and the sources are named.

THE NAME

GenerateIdeas is one word with two capitals. The full name is GenerateIdeas.app, and the lockup sets the .app in mono beside the wordmark.

THE FORGE AND THE FIELD KIT

GenerateIdeas is the parent brand and the full bench. SparkQuest is its iPhone app, the same forge carried in a pocket, on one account, one spark balance and one grading scale.

The maker's punch

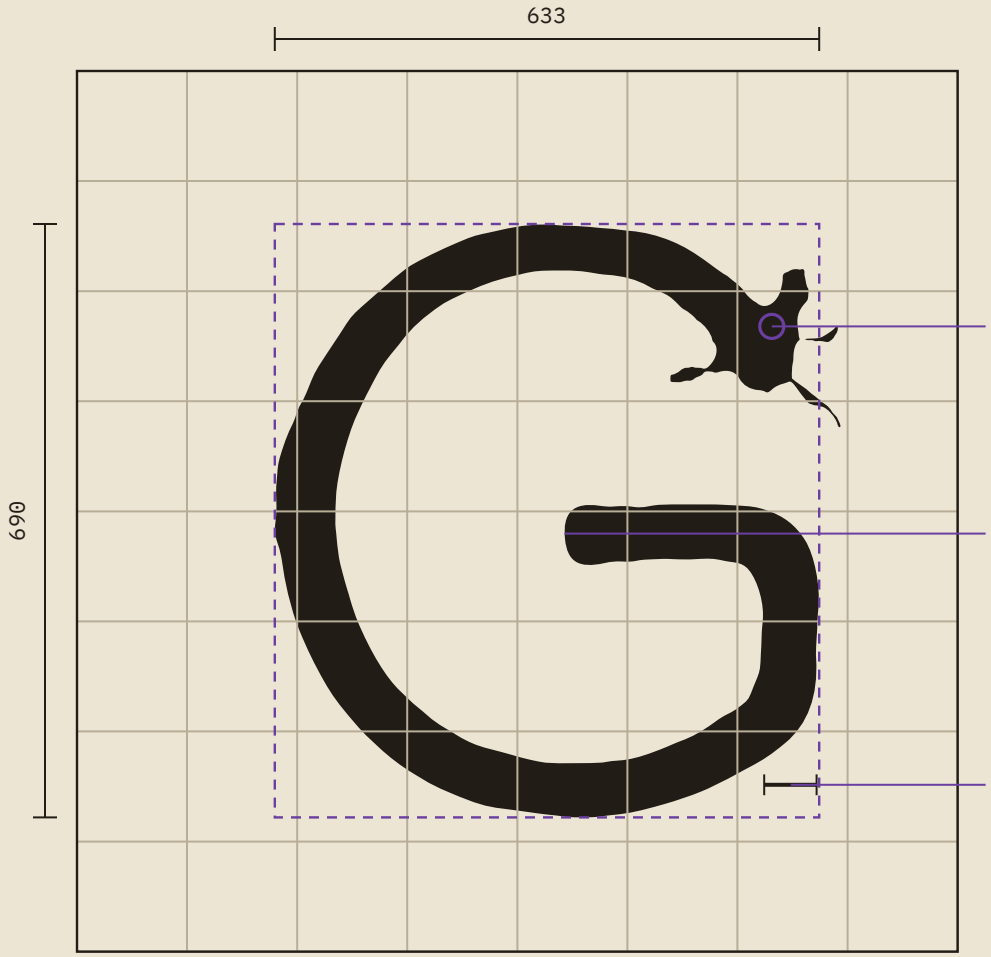
A square steel punch face, struck with a G while the metal is at forge heat. The letter glows ember orange in the dark steel, and one spark flies off its tip.

It is the favicon, the app icon and the header mark on the live site.

THE MASTER



A 1,024 px image. Every full-colour size is rendered from it. It prints to about 85 mm at 300 ppi.



THE SPARK

x 808, y 297. It leaves the G's upper terminal: the moment of the strike.

THE BAR

Runs in from x 567 at y 508 to 568, just below the frame's centre.

THE STROKE

64 units at its median, about a tenth of the G's width.

The flat master, traced from the glow on its 1,024 unit grid. The G spans 633 by 690 units, and its centre sits 34 units right of and 11 below the frame's.

THE LOCKUP

The punch, the wordmark and the .app, as the site header sets them. The first choice everywhere the brand is dark.

GENERATEIDEAS .APP

THE PUNCH ALONE

Favicon, app icon and profile image. Square, with the corner rounded to 6/28 of its side.



ON PHOTOGRAPHY

The lockup in Spark white on the darkest part of the forge's own pictures.



SIZES OF THE LOCKUP

GENERATEIDEAS .APP

GENERATEIDEAS .APP

ON PAPER

The blueprint sheet's maker's mark: the wordmark and .app as one word, one ink, no punch.

GENERATEIDEAS.APP

ONE COLOUR

Where only one ink prints, the flat punch stands in. The G and its spark are cut from the square, traced from the master, for a stamp, an engraving or a photocopy. Anywhere colour prints, the glowing punch stays.

SPARKQUEST

SparkQuest, the iPhone app, carries its own icon in the store. In GenerateIdeas material it is named in words, as the field kit to the web forge, and never locked up with the punch.

CLEAR SPACE

x

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Clear space is x on every side, where x is half the height of the punch. Type, photo edges and folds stay outside it.

MINIMUM SIZES

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The lockup
punch 28 px on screen
40 mm wide in print

The punch
16 px on screen
10 mm in print

At 16 px the steel goes dark and the glowing G carries the mark on its own. The favicon file is drawn for that size: use it, never a scaled master.

SIX DON'TS



x **Don't stretch the punch.**
It stays square.



x **Don't recolour the heat.**
The G glows ember, always.



x **Don't bring back the orb.**
The early circuit G is retired.

Generate Ideas

x **Don't retype the wordmark.**
It is Archivo 800, wide.



x **Don't set the punch on a light ground.**
On Sheet paper the wordmark goes alone.



x **Don't add a glow.**
The image carries its own light.

Coal
#0B0A09
RGB 11 10 9
CMYK 0 9 18 96*

The forge. Every screen and the cover.

Bench
#191715
RGB 25 23 21
CMYK 0 8 16 90*

Panels, cards and tables.

Spark white
#F7F5F3
RGB 247 245 243
CMYK 0 1 2 3*

Type on Coal.

Slag
#A69E96
RGB 166 158 150
CMYK 0 5 10 35*

Second type, labels.

Ember
#F9941F
RGB 249 148 31
CMYK 0 41 88 2*

The heat: headlines, buttons, the one accent.

Sheet paper
#ECE5D4
RGB 236 229 212
CMYK 0 3 10 7*

The blueprint sheet and print.

Sheet ink
#211D16
RGB 33 29 22
CMYK 0 12 33 87*

Type on paper.

THE HEAT SCALE: GRADE COLOURS, USED ONLY FOR GRADES

Cold iron
#999CA3 on Coal
#5B5F63 on paper

Tempered blue
#42A7F0 on Coal
#1A5FB4 on paper

Oxide purple
#A864D8 on Coal
#6B3FA0 on paper

White gold
#FACC42 on Coal
#80630F on paper

PROPORTION



Coal 68, Bench 16, Spark white 9, Ember 5, the heat scale 2. The paper world is its own: Sheet paper with Sheet ink, a grade ink on the grade only.

* CMYK values are computed from RGB and approximate. Proof them on the stock before a run.

TEXT PAIRS, MEASURED TO WCAG 2.2 AA

Aa **18.19:1** Spark white on Coal

Aa **8.75:1** Ember on Coal

Aa **5.16:1** Oxide purple on Coal

Aa **4.73:1** Sheet soft on Sheet paper

Aa **7.49:1** Slag on Coal

Aa **8.10:1** Button ink on Ember

Aa **13.36:1** Sheet ink on Sheet paper

Aa **4.51:1** Gold ink on Sheet paper

All four grade inks clear 4.5:1 on Sheet paper (iron 5.13, blue 5.01, oxide 5.88, gold 4.51). Ember on Sheet paper measures 1.80:1 and never sets type.

Aa

Archivo

Display. Headlines at 800, section titles at 700, the wordmark and sheet names at 800 with the width axis at 118.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Aa

IBM Plex Sans

Text. Body copy at 400 with 1.6 leading, emphasis at 500 and 600.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

01 / 99

IBM Plex Mono

Labels, indexes, scores and spark counts. Capitals tracked 0.12 to 0.18 em, figures tabular.

HIERARCHY IN USE

Index: Plex Mono 500, capitals, 0.16 em

03 / THE STATIONS

Headline: Archivo 700, minus 0.025 em

Five stations, one bar of steel.

Station title: Archivo 700

Temper

Body: Plex Sans 400, 1.6 leading

Hold an idea to the market before you commit a weekend to it. Eight sources check demand, competition, and timing, then score it honest.

Data: Plex Mono, tabular figures

SPARKS 2

All three are open source under the SIL Open Font License 1.1: Archivo from Omnibus-Type, IBM Plex from IBM. The site serves them itself.

The heat scale

Steel shows its temperature by colour, and so does every grade. The scale keeps its real proportions, and it closes every page of this book.



Cold iron
50 to 69

Tempered blue
70 to 79

Oxide purple
80 to 89

White gold
90 to 99

50 70 80 90 99

The index

Every section of the site opens on a mono number and a name, in order.

01 / THE FORGE 02 / THE GRADING 03 / THE STATIONS

Photography

1. **Firelight is the only light.** Molten metal, embers and hot steel light the frame. Everything else falls to Coal.
2. **Metal and tools.** The forge's pictures show the pour, the bench and the specimens, with no people in them.
3. **Each grade has a specimen.** A tempered steel plate stands for each heat colour, and only that plate carries it.
4. **One character.** The resident spark, a goggled spark-sprite, lives in the field kit and turns up at forge moments: a white gold strike, a low spark balance.

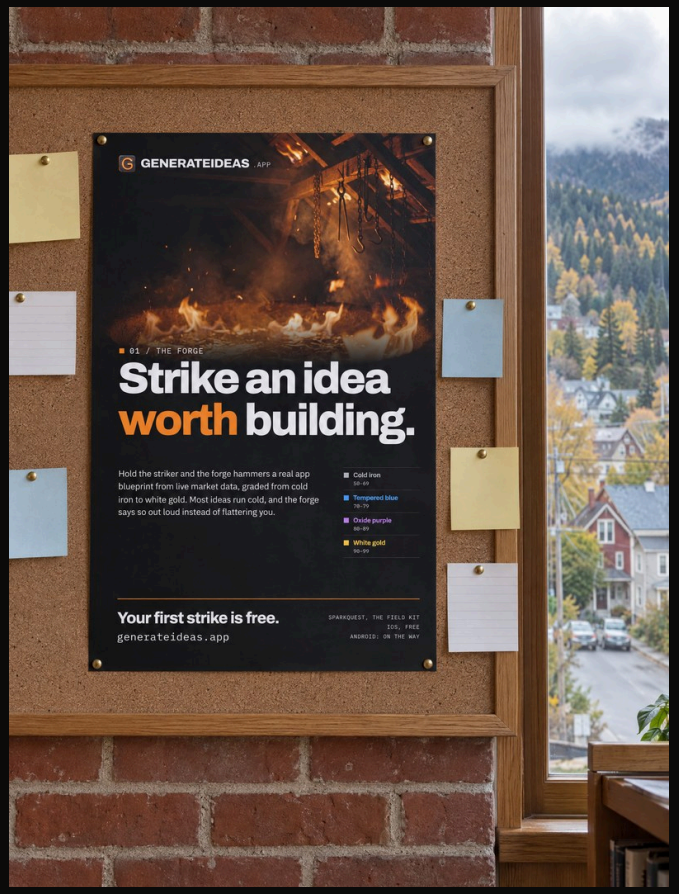




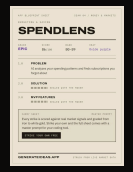


The live site's own pictures: the pour behind the striker, the five-station bench, and the resident spark at the anvil.











The print files: sticker, idea card, poster.

Print

Three pieces for a maker meetup or a library notice board: a mark to stick on a toolbox, a real strike to hold, and a poster that sends people to the striker.

THE STICKER

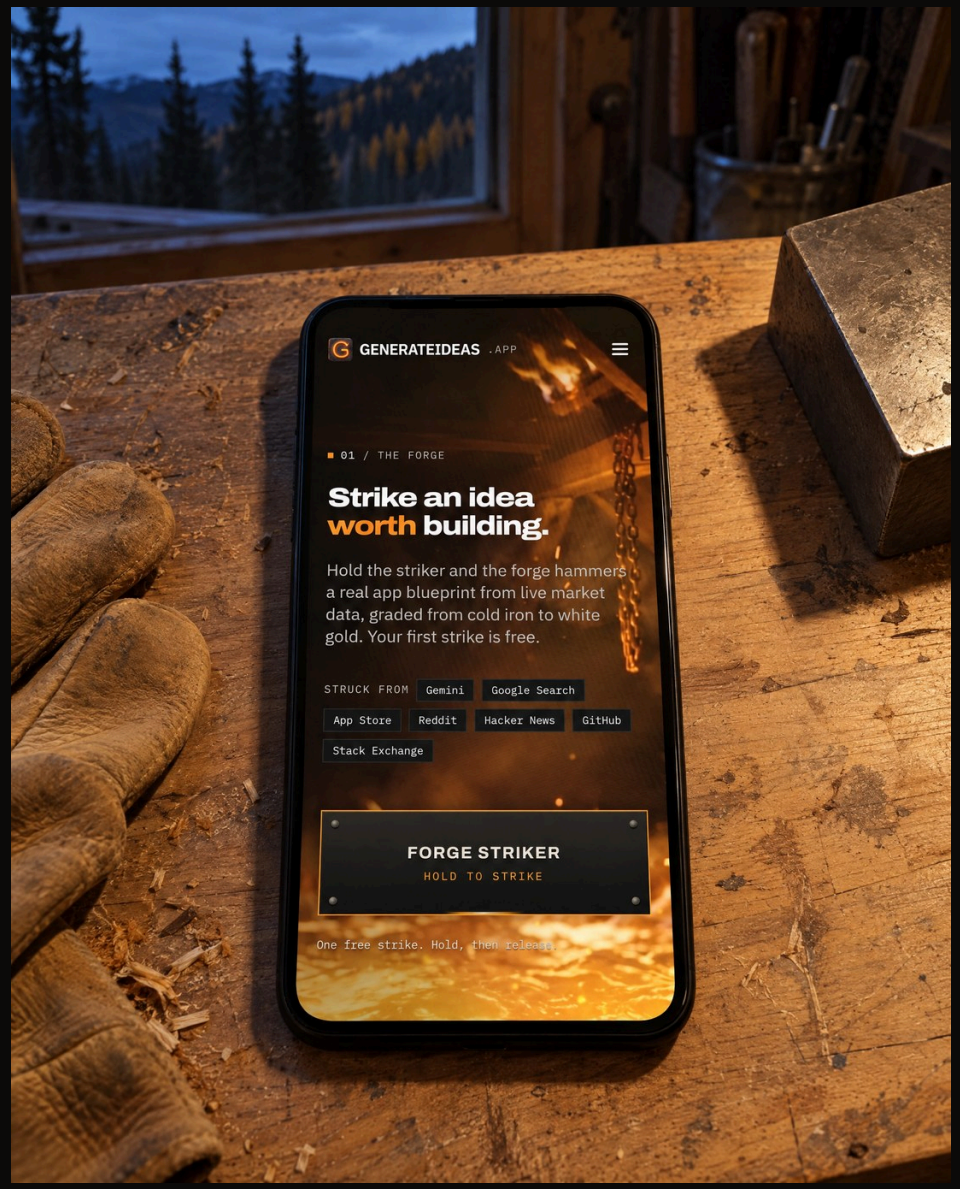
3 by 3 in die-cut vinyl. The punch with its rounded corner, an eighth of an inch of white vinyl around it, the die line on that white edge. Matte laminate.

THE IDEA CARD

The App Blueprint Sheet at 5 by 7 in, on uncoated card in Sheet paper's tone. One real strike per card: here SpendLens, graded 86, oxide purple.

THE POSTER

11 by 17 in, Coal full bleed. The forge's own headline, the heat scale and the address, every line from the site.



PROFILE IMAGE



The punch full bleed at 400 by 400 for X, @GenIdeasApp. The circle crop keeps the whole G and its spark.

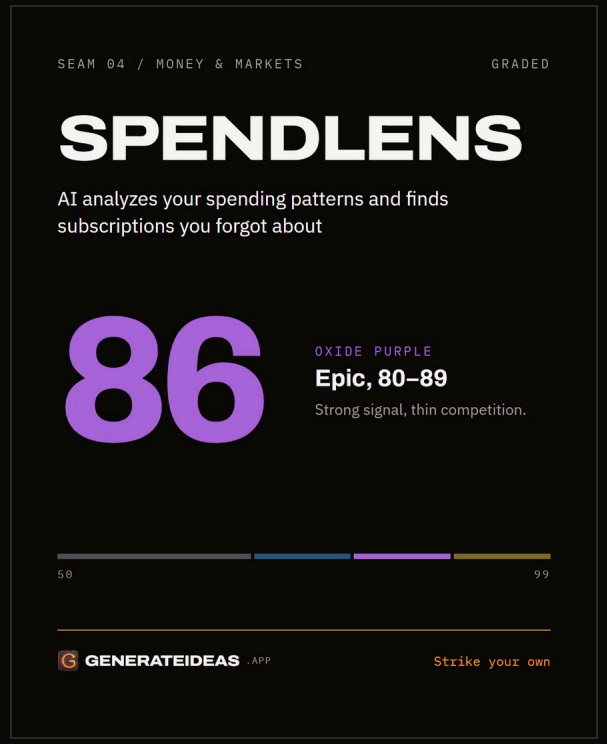
APP ICON



512 for the web app's install icon, 180 for a phone's home screen, 32 and 16 for the browser tab. Each is its own file on the site.

THE PHONE

The live home page on a phone, captured headless at 390 px wide. The striker sits on the first screen.



POST TEMPLATE

1080 by 1350. One graded strike per post: the seam, the name, the line, the score in its heat colour, and its place on the scale. Swap the vein, keep the frame.

How the forge talks

GenerateIdeas speaks as the forge, to you. It never says we or I.

The trade's own words

Strike, temper, heat, sheet, spark, bench. Each one names a real step.

Short and level

Short sentences and plain numbers, with an exclamation mark nowhere.

The grade said straight

A cold result is reported as cold, with what it means.

THE FORGE SAYS	THE FORGE DOESN'T SAY
Most ideas run cold, and the forge says so out loud instead of flattering you.	Every idea you create is a winner!
Hold the striker and the forge hammers a real app blueprint from live market data.	Unlock endless AI-powered app ideas in seconds.
Heat is earned against live competition.	Our proprietary algorithm rates your idea's potential.
Your first strike is free.	Sign up today and get started for free!
One account. One spark balance. One grading scale.	Enjoy a seamless cross-platform experience.

Every line on the left is on the live site today.



Quick reference

GENERATEIDEAS .APP

THE MARK

The maker's punch: render every full-colour size from the 1,024 px master, corner 6/28. For one ink, use the flat punch. Clear space half the punch's height. Lockup 28 px minimum on screen, 40 mm in print. On a light ground the wordmark goes alone.

TYPE

Archivo 800 for headlines and the wide wordmark. IBM Plex Sans for text. IBM Plex Mono for labels, indexes and scores.

VOICE

The forge, to you. Trade words, short sentences, the grade said straight.

COLOUR

- Coal #0B0A09
- Bench #191715
- Spark white #F7F5F3
- Slag #A69E96
- Ember #F9941F
- Sheet paper #ECE5D4
- Sheet ink #211D16

HEAT SCALE

- Cold iron #999CA3
- Tempered blue #42A7F0
- Oxide purple #A864D8
- White gold #FACC42

THE LOOK

Coal, firelight and steel. The heat scale for grades only, the mono index on every section.

FIND IT

generateideas.app
team@generateideas.app
X @GenIdeasApp

SparkQuest on iPhone, iOS, free. Android: on the way.

One account. One spark balance. One grading scale.