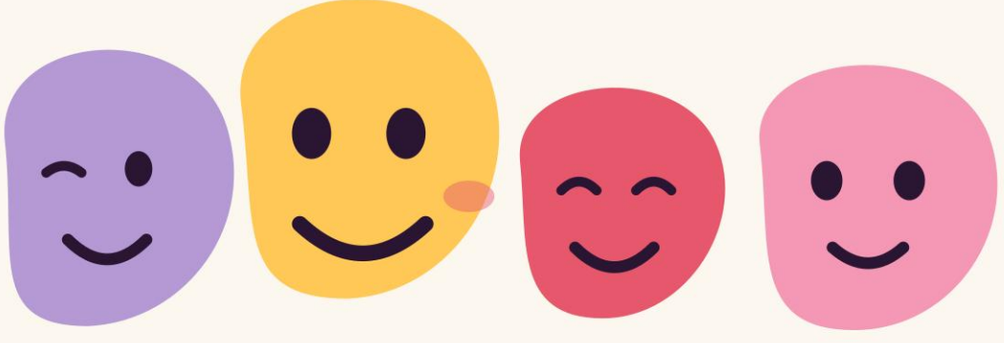
RoundUp

BRAND KIT



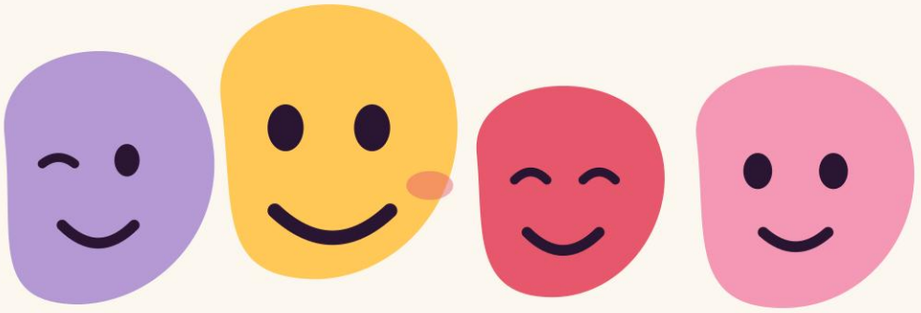
v1.1 · May 2026

Lining up after recess.

That's the whole brand.

RoundUp is the daily rhythm of early childhood — that small, recurring moment when teachers call kids back from the playground and kids shuffle into a line. Some quiet, some buzzing, all four happy in their own way.

The mark is four kids in that exact moment. The wordmark is Sora. The palette is warm. Everything else flows from there.



MEET THE LINE

Lavender
Winking
Playful kid at the start of the line.

Yellow
Excited
On tiptoe. The 'up' of RoundUp.

Rose
Laughing
Closed eyes, joyful little one.

Pink
Happy
Calm and content at the back.

© 2026 · RoundUp Early Childhood

Four marks. One brand.

Use whichever fits the space. Don't redraw the kids.



Horizontal Lockup

Web headers, email signatures, the default.



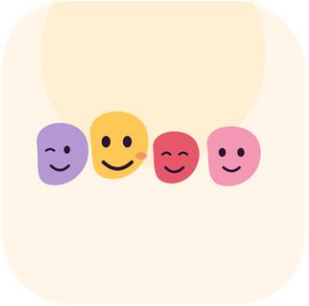
Stacked Lockup

Square placements: app store hero, social profiles.



Mark Only

Anywhere the wordmark already lives nearby.



App Icon

1024×1024 for the actual mobile app.

The palette.

Six colors. Yellow leads. Ink anchors. Everything else supports.

Yellow

#FFC857
RGB 255 200 87
Primary. Hero accent.

Rose

#E8586D
RGB 232 88 109
Warm secondary.

Lavender

#B499D4
RGB 180 153 212
Cool secondary.

Teal

#A7E4E4
RGB 167 228 228
Joy accent.

Pink

#F498B5
RGB 244 152 181
Soft accent.

Ink

#2A1633
RGB 42 22 51
Type and outline.

Sora.

Geometric, friendly, free. fonts.google.com/specimen/Sora

Aa

Regular

Sora Regular · 400

Long-form body copy. Tagline.

Aa

Medium

Sora Medium · 500

The wordmark. Subheads.

Aa

SemiBold

Sora SemiBold · 600

Headlines. Strong UI labels.

Aa

Bold

Sora Bold · 700

Use sparingly. Emphasis only.

HIERARCHY

Section

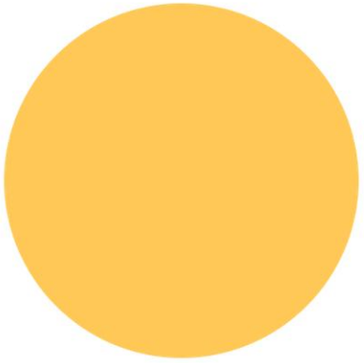
Subsection

Body copy reads in Regular at 18–22pt for digital, with -1 tracking on display sizes. Don't go heavier than SemiBold for body text. Bold is emphasis only.

SMALL LABEL

Wooden blocks.

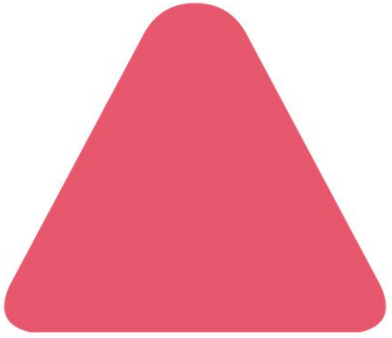
Three primitives. Combine them into anything.



Circle

The round of round-up.

sys-enroll.svg



Triangle

Motion. Forward.

sys-run.svg



Stack

All three primitives composed.

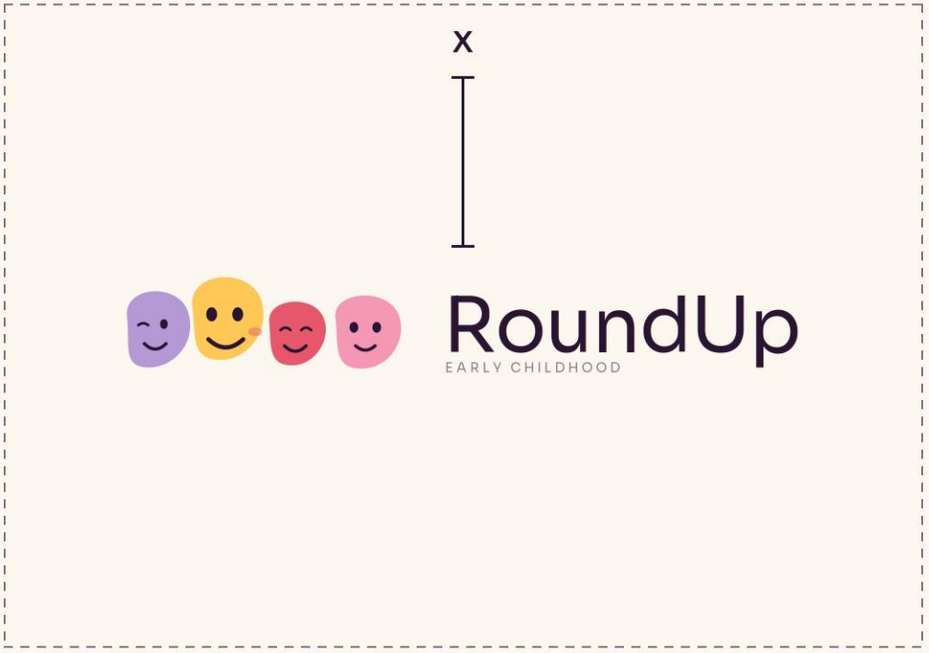
sys-parent.svg

Give it room. Don't redraw it.

Two rules cover almost everything.

CLEAR SPACE

Minimum padding around the mark equals the height of one kid.



DON'T



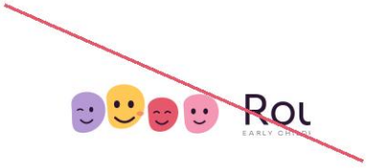
Don't recolor the kids.



Don't stretch the mark.



Don't add effects or shadows.



Don't crop kids out.