



Brand Guidelines

Your cozy personal dashboard.

Introduction

Welcome to Gather.

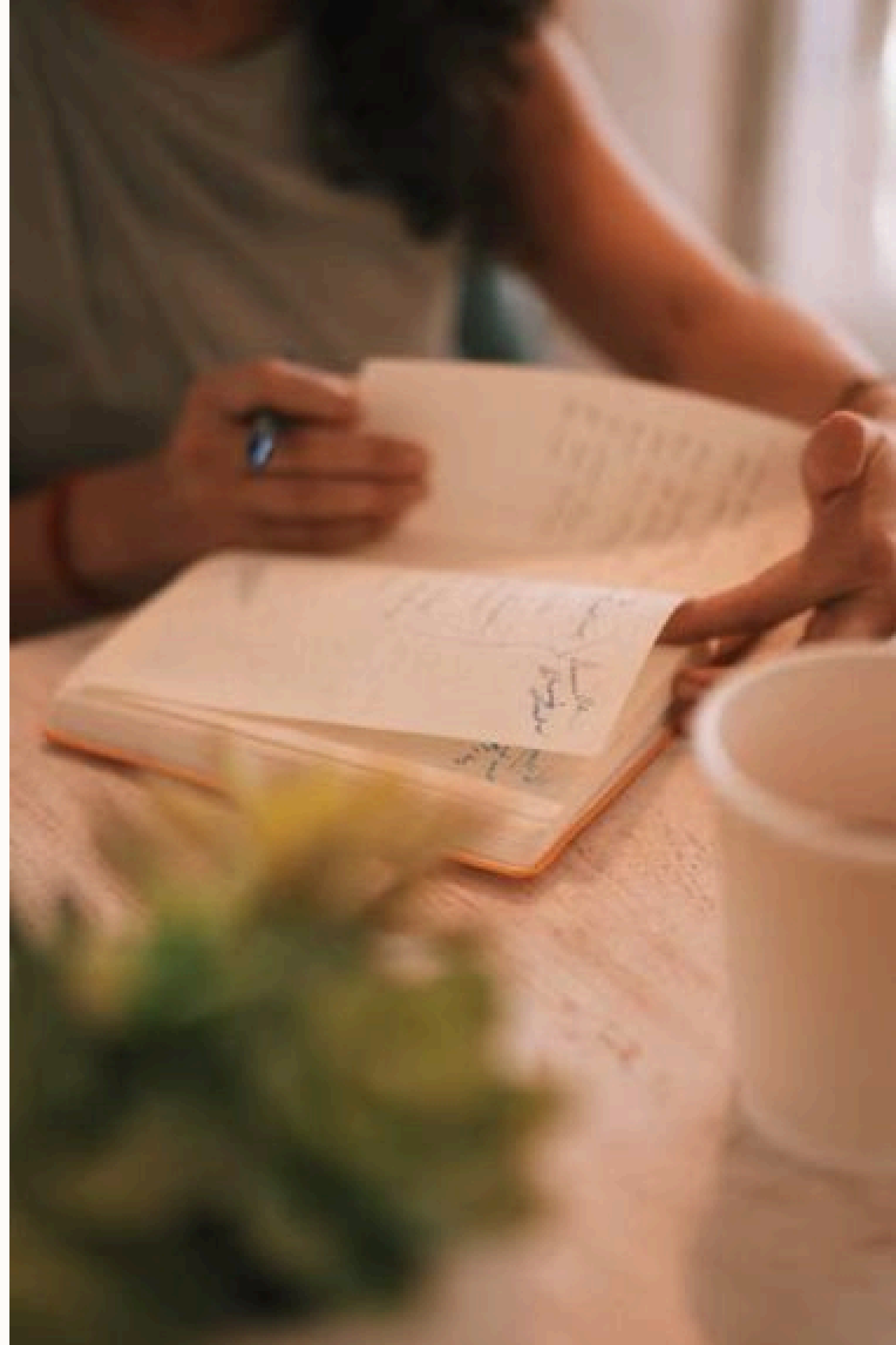
Gather started because we were tired. Tired of apps that wanted everything from us, our data, our attention, our money. Tired of subscriptions and algorithms and the constant feeling that we were the product.

So we built something different. A digital home. A quiet space that's entirely yours. We believe your personal dashboard should feel like opening a leather journal, not logging into a service. It should reflect you, your tastes, your pace, your way of living. No one watching. No one optimizing. Just you and your thoughts.

Gather keeps your data local because we trust you with your own life. There are no accounts to manage, no cloud syncing to worry about, no surprise changes. Your information stays on your machine, exactly where it belongs.

Whether you're tracking the books you love, documenting your day, organizing your work, or simply creating a space that feels like home, Gather is here to support that. Quietly. Intentionally. On your terms.

This is a tool built with care. For you. About you. Entirely you.



01

Visual Identity

- 01 Logo & Rationale
- 02 Logo Usage
- 03 Colour Palette
- 04 Light & Dark Mode
- 05 Colour Library
- 06 Typography



The Mark



The Wordmark

Logo & Rationale

From scattered data to intentional curation.

The Mark

A four-circle "quadrant" symbol representing the four pillars of the app — Consuming, Checking-in, Working, and Personalizing.

The Wordmark

Set in DM Sans Semi-Bold with a custom tight tracking of -0.04em , for a proprietary, "locked" logo feel.

Logo & Usage

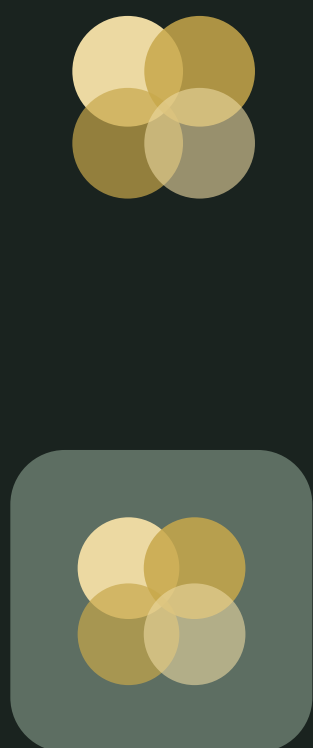
Three lockups, one identity.



Primary (Horizontal)
Mark left of the wordmark. Used in the sidebar.



Stacked
Mark centred above the wordmark.
Welcome screen, splash states.



Icon (Glyph)
Mark alone. macOS/Windows app iconi,
favicon.

Colour Palette

Our Primary Brand Colours

Organic earth tones that reduce cognitive load and create a cozy local envioirnement.

Sage Moss

#6B7D6D

Primary brand presence,
sidebar (Light Mode)

Harvest Gold

#C9A84C

Primary accent,
celebratory animations

Soft Wheat

#EDD9A3

Secondary accent for the
logo mark

Bone White

#FDFCF9

Core surface, Light Mode

Charcoal

#1C2320

Typography & Dark Mode
Background

Light & Dark Mode

Two modes, same warmth.



Light Mode
Bone White Surfaces, sage sidebar, gold highlights. the Default daytime feel.



Dark Mode
Deep charcoal-green surfaces keep the same gold accent, same brand, low light.



Warm, earthy, autumnal

Autumn shades that help customize Gather the way you want it.

Neutrals



Greens



Gold



Rust



Clay



Cool tones, same warmth

Rose



Plum



Slate



Ink



👁 Accessible (Colourblind-Safe)



Doing vs. Reflecting

Aa

DM Sans

600 · Logo, headers, navigation
High-end, editorial feel

Aa

Inter

400 · Ui labels, buttons, system text
Maximum readability and neutrality.

Aa

Inter

400 · Journaling, daily-checkin
A “writerly” serif to feel personal.

02

Brand Voice

- 01 Brand Pillars
- 02 Our Promise
- 03 App Structure
- 04 Core Users

Brand Pillars

Built on three refusals

Gather exists because we said no. No to the cloud. No to subscriptions. No to algorithms interrupting your thoughts. These aren't limitations, they're promises.

01

Calmness

Interfaces prioritize whitespace and warm tones to avoid "tech-fatigue". Your dashboard should feel like a study, not a notification center.

02

Privacy

"No Cloud." All data lives strictly on your machine. No servers. No tracking. No surprise changes. Your information belongs to you.

03

Intent

Every element serves a specific functional purpose in everyday life. Nothing exists just to keep you scrolling. Everything matters.

Our Promise

Local-First Philosophy

Simple. It says everything these aren't features, they're promises we're making to you.

01 Local-First, Always Yours

The defining characteristic of Gather is its rejection of the cloud. This is not a technical limitation. It is an intentional design pillar. Think of it as opening a notebook on your computer. You have specific things in that one notebook. If you want to move something to another notebook, you need to copy it yourself. There is no automatic cross-device syncing. If you use Gather on multiple devices, any alignment of data between them is a manual, intentional act by you. Your data moves only when you choose it to move. It stays where you put it. It is yours to keep.

02 No Accounts No Cloud

Gather is built on a simple idea: your thoughts, your tasks, and your interests belong to you. Not a server. Not a company. You. There are no logins, no profiles, no external servers. Your data lives strictly on your machine in a single JSON file. Because there is no cloud, it is technically difficult for your data to be tracked, shared, or leaked.

03 The "Yours" Promise

Gather is a digital object you own, not a service you rent. When you close the app, your data stays in your physical possession. It works completely offline. No wifi needed. Ever. You control how Gather looks and feels. You decide which features to use and which to ignore. You choose whether you want reminders and notifications. Every setting exists to make Gather work the way you need it to, so it remains a tool you actually want to open. It remains yours.

The four pillars.

The app is organized into four core functional quadrants, reflected in its circular logo mark





Consuming

Track books, shows, games and more from backlog to curated enjoyment. Track the content that matters to you.

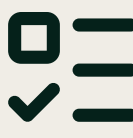




Checking-in

Daily journaling and mood tracking in a low-pressure, reflective zone. Write when you feel like it.





Working

Customizable task lists and Today's top 3, without corporate software bloat. Focus on what you need to then turn on OOO mode to turn Gather from work to personal.





Personalizing

20+ Palettes and layouts so the dashboard feels genuinely yours. Turn off features you don't need. Make Gather exactly how you need it.

The Gather users

Gather is built for those who find traditional "productivity" apps exhausting and "always-on" connectivity intrusive.

The Analog Digitalist

Users who love the intentionality of paper planners and journals but want the utility of a digital interface. They value the simple satisfaction of writing something down and crossing it off. In Gather, they find that same tactile satisfaction but with the organizational power of digital tools, no algorithms, no notifications, just them and their system.



The Privacy-First Rebel

People tired of "Software as a Service," forced AI integrations, and constant data extraction. They've opted out of the subscription economy and want tools that don't track them or charge monthly fees. They find peace of mind in Gather's local-first architecture: their journal entries, moods, and reading list live only on their machine, never touching a server. Gather is free forever, with no hidden costs or surprise paywalls.



The Gather users

The Gather user isn't looking for a "work" tool; they are looking for a sanctuary from one.

The Intentional Documentarian

Users who view their life as a collection of moments worth saving. They value documenting their life without feeling like they're performing for an algorithm. They use Gather to track what they're reading, what they're watching, how they're feeling, building a personal archive that belongs entirely to them.



The Aesthetic Minimalist

Users who care deeply about the cozy environment they inhabit. They appreciate warm tones that create a digital "study" rather than a corporate interface. For them, Gather is a sanctuary, a space that feels personal rather than commercial, where every detail has been chosen with intention.



03

In Practice

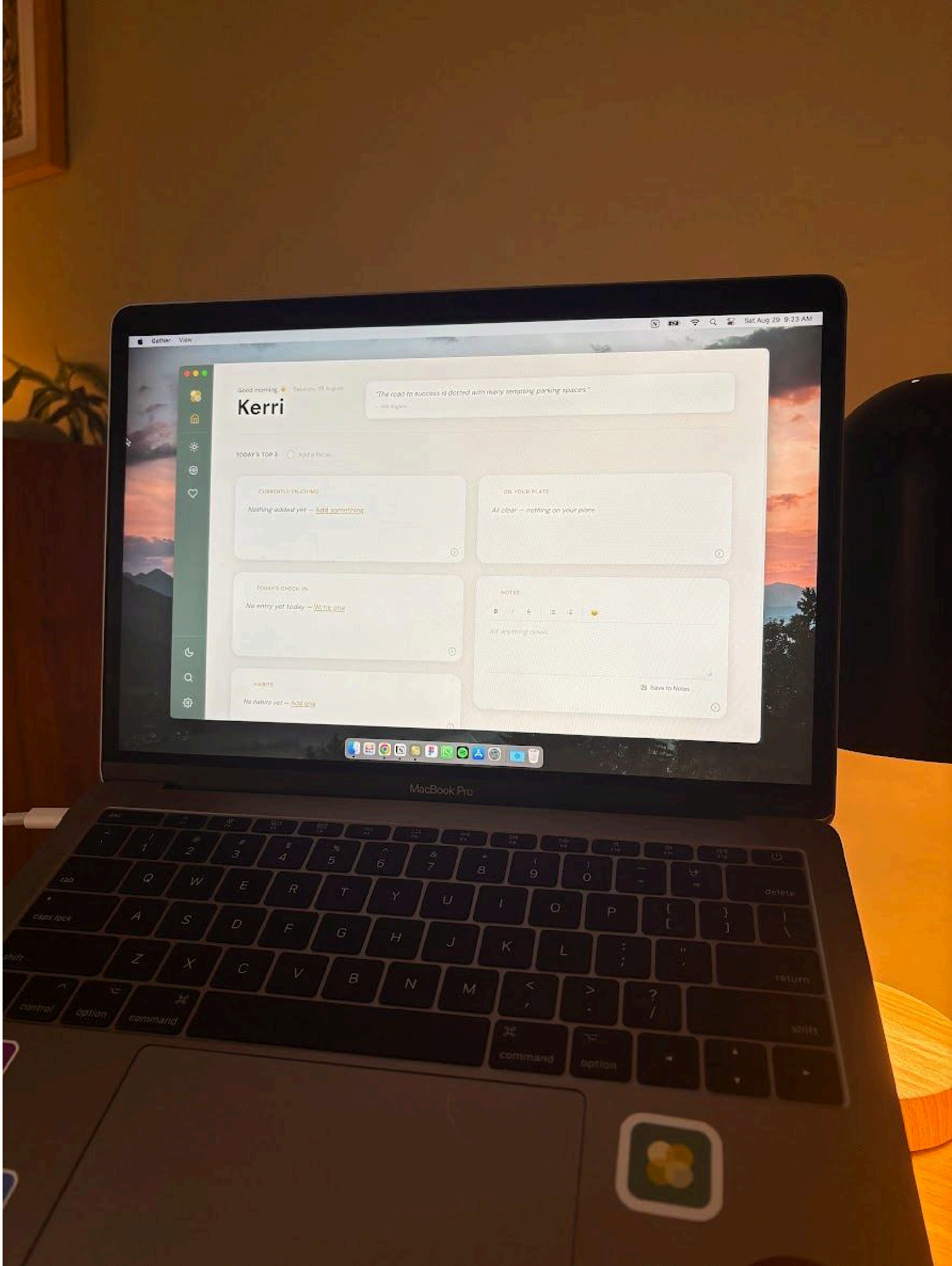
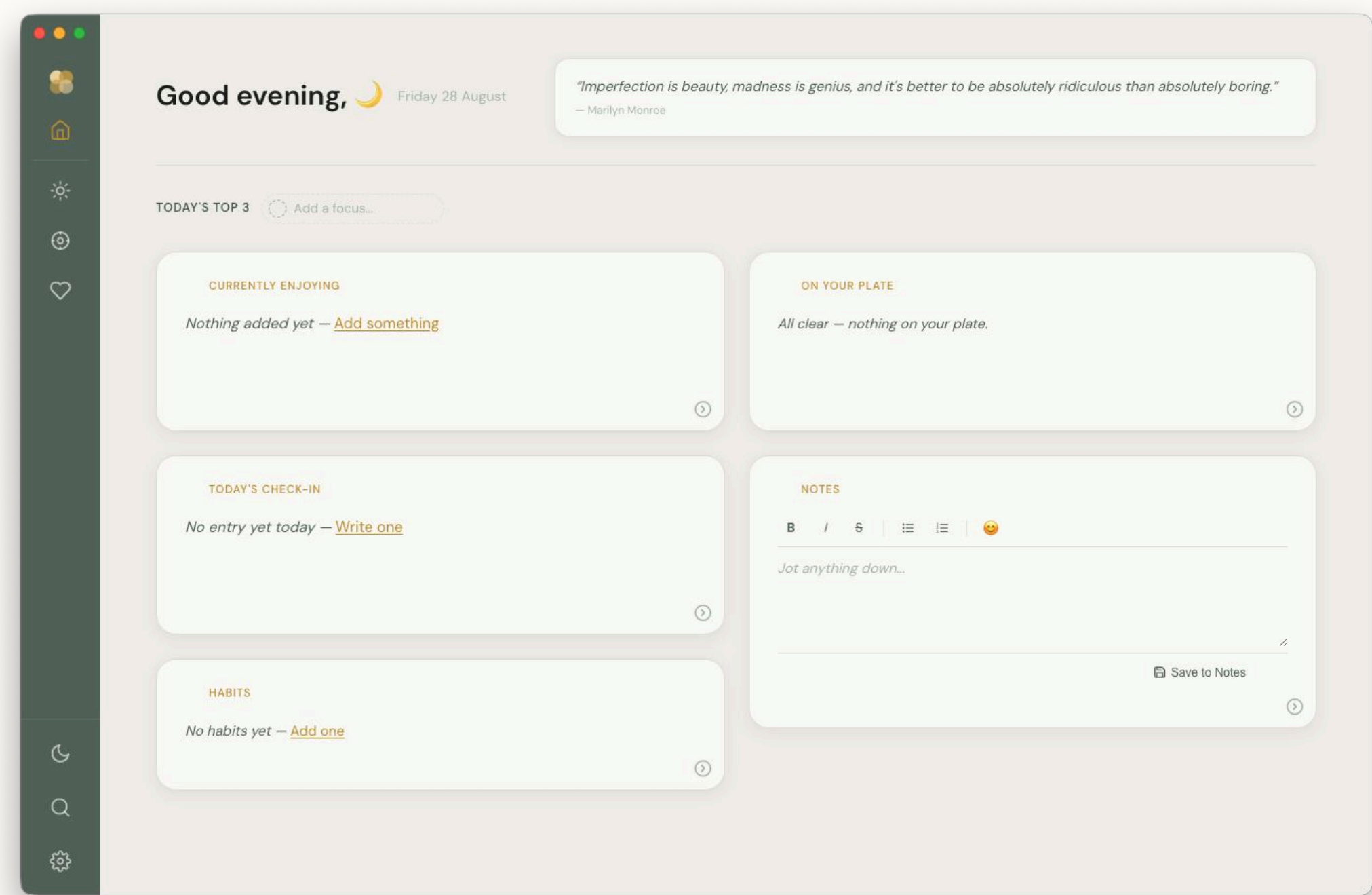
- 01 Usage Examples
- 02 Mood & Photos

Usage Examples

Quiet, airy, minimal.

On desktop, generous whitespace and soft shadows create visual clarity without clutter. Fine-lined iconography maintains consistency while staying lightweight. Cards have subtle depth to suggest layers without breaking the calm aesthetic. Typography shifts between headlines and body copy to create a clear visual distinction between navigation and reflection.

Available for MAC and Windows



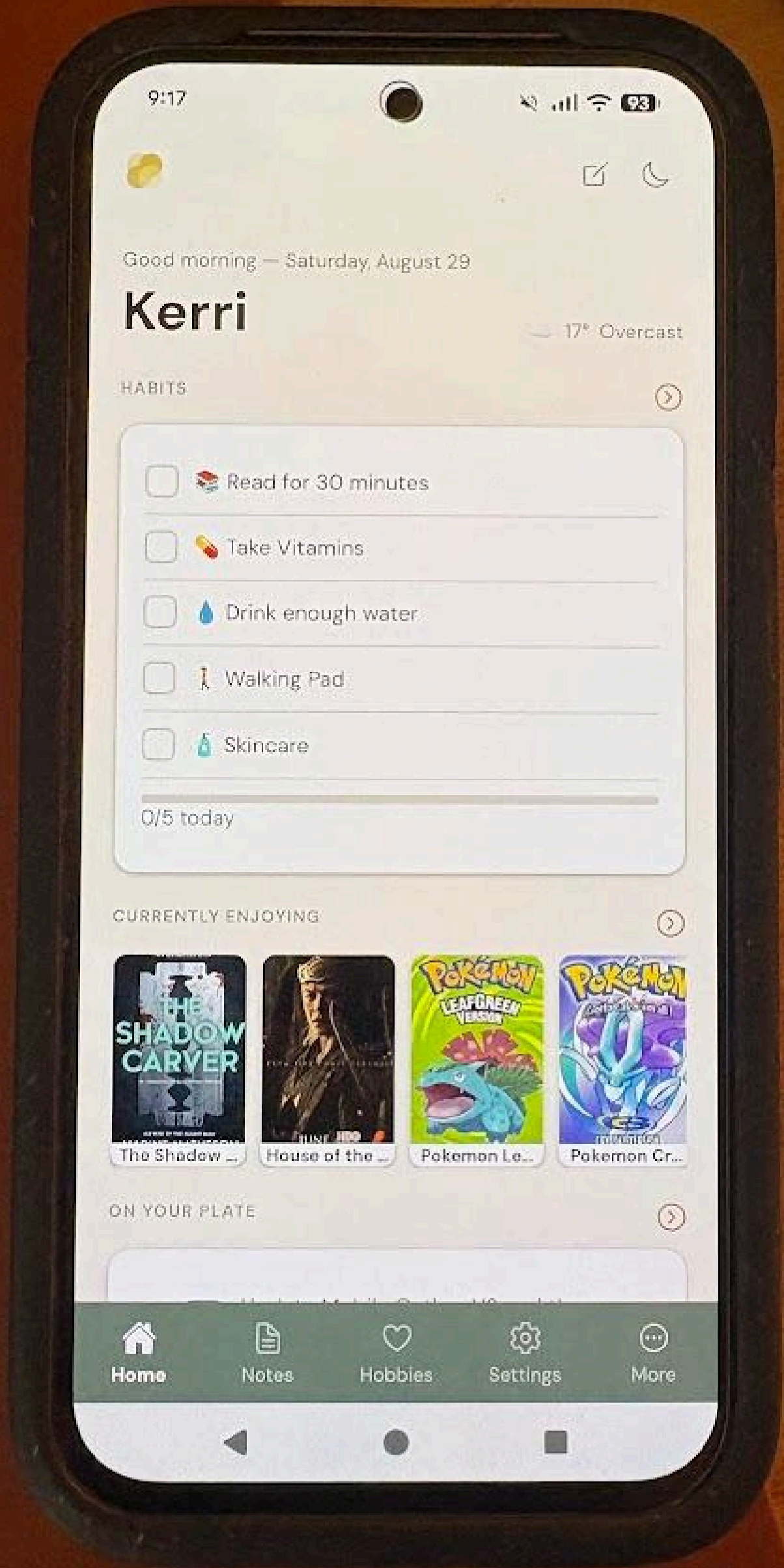
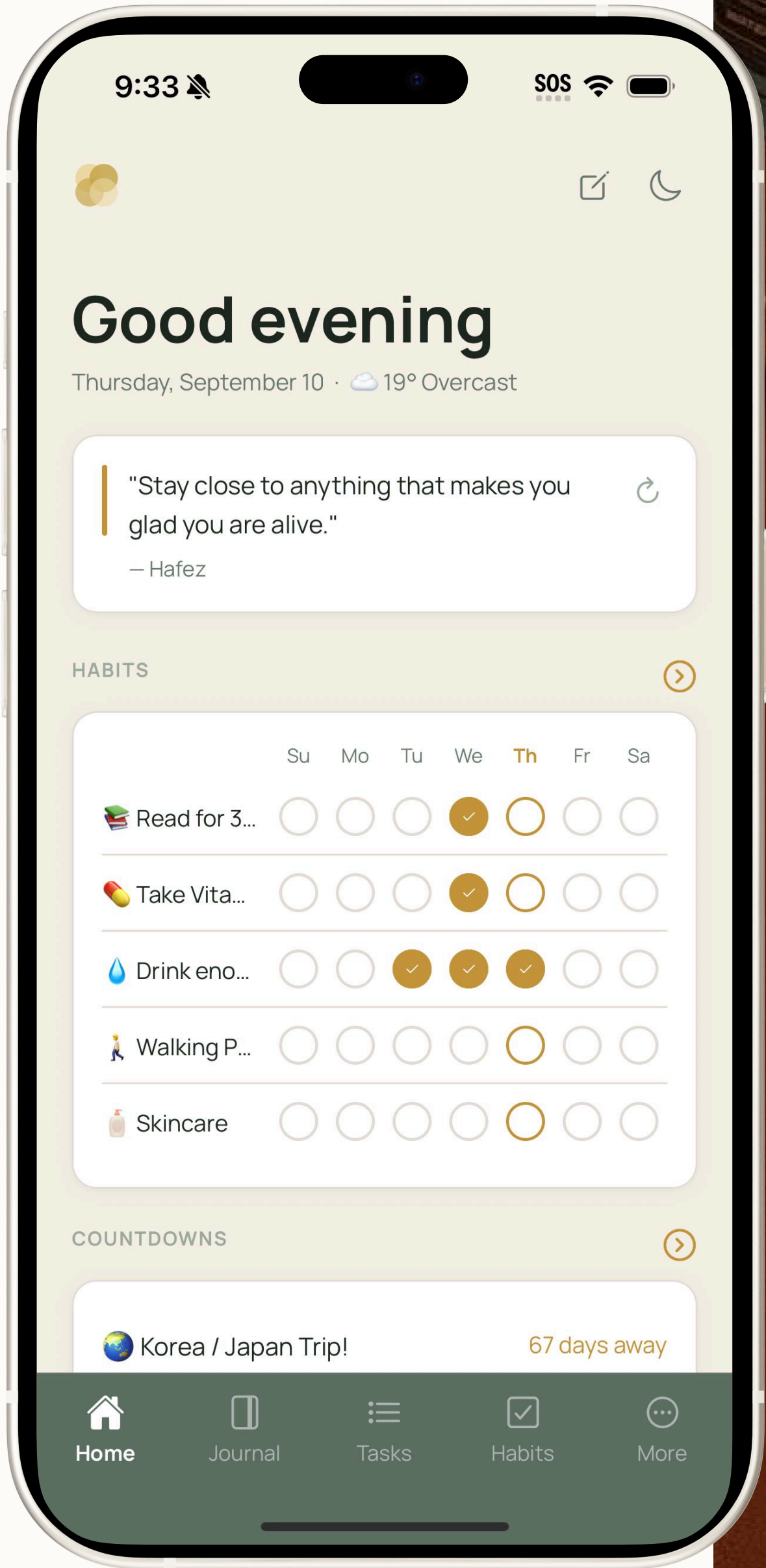
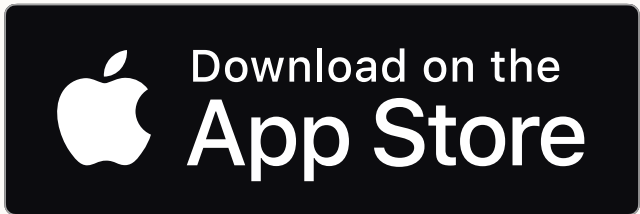
Usage Examples

Quiet, airy, minimal.

On Android & iOS, the same philosophy applies: a mobile-first interface that prioritizes breathing room, warm tones, and intentional hierarchy. Touch targets are generous but never intrusive. The sidebar navigation collapses intelligently to maximize screen real estate while keeping core sections always accessible.

Across both platforms, the result feels like a personal study: organized, intentional, and entirely yours. Nothing fights for your attention. Everything serves a purpose.

Available for Android and iOS on the app stores.



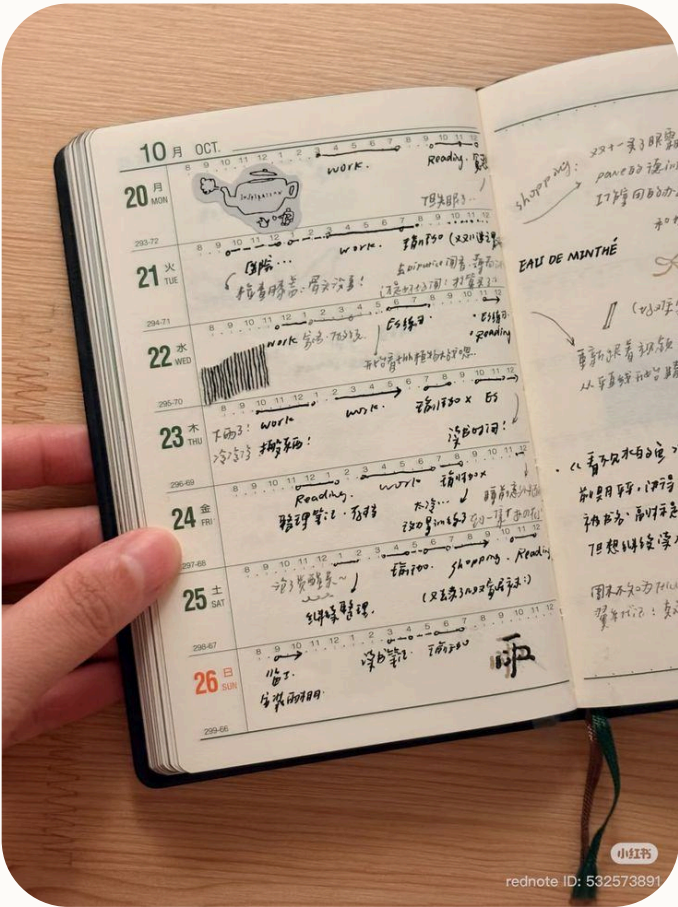
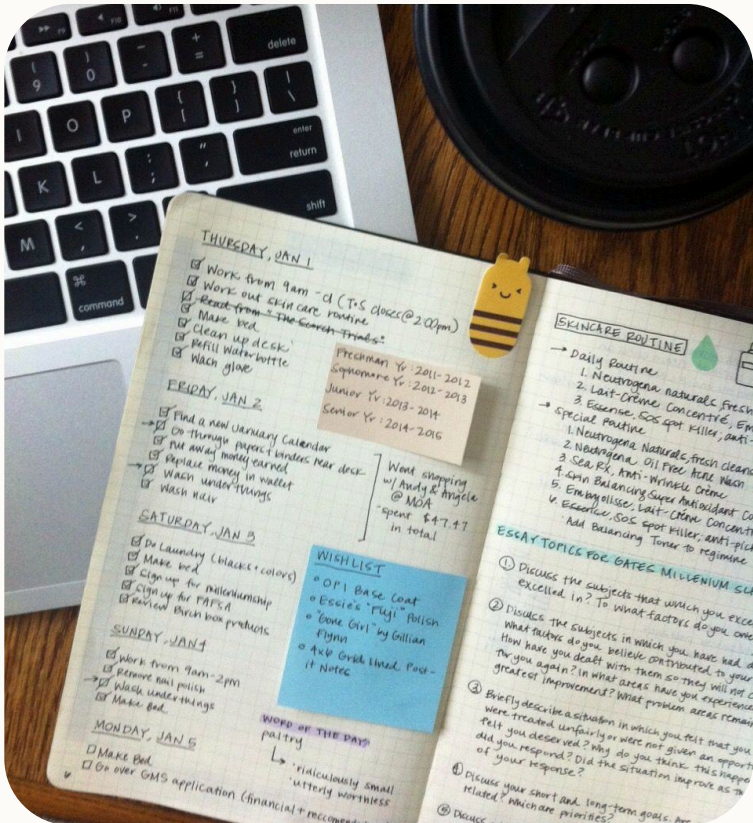
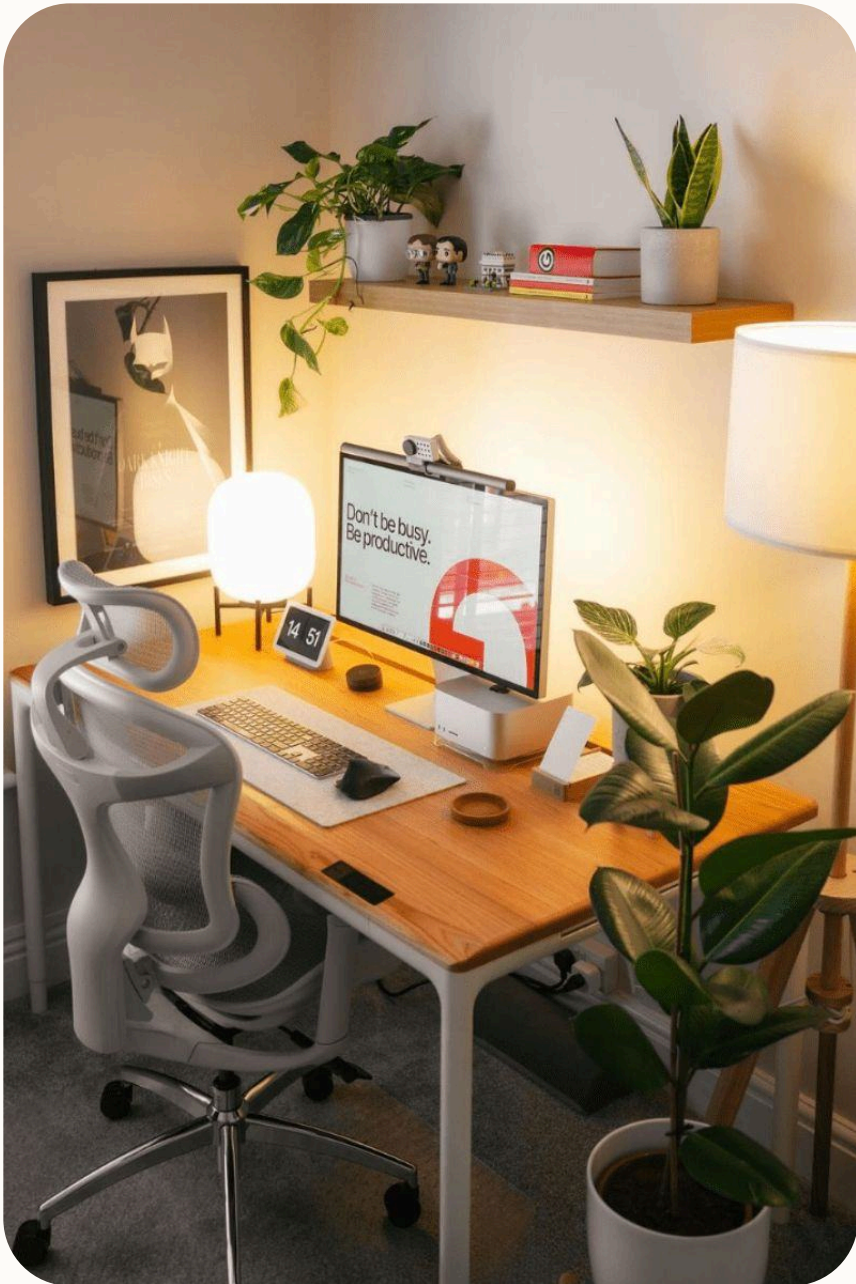
Mood & Photography

Our Mood

Photography and our mood leans into cozy, lived-in workspaces, journals, plants, coffee, warm light. This is what we want Gather to feel like.



I'M IN MY
"I DON'T KNOW
HOW, BUT I
WILL" ERA.



ACTION
CURES
ANXIETY.



TODAY I WILL FOCUS
ON WHAT I CAN DO
NOT ON WHAT I CANNOT



“ An analog soul in a digital body. A quiet,
digital home that is completely yours. ”

