

ARLI — Character Brand Book

Concept edition | One mascot, multiple colorways



Brand idea

ARLI is a friendly face for AI agents that get real work done. One recognizable character, not a collection of task-specific mascots.

Positioning

A curious mind. For real work.

Personality: capable, playful, reassuring, transparent, approachable.

Character DNA

Keep the same silhouette across every color: oversized rounded head, two expressive glossy eyes, small smile, swept ear-like fins, halo loop, floating compact limbs, circular illuminated chest core.

Color system

Default: cream body, orange glow. Alternative editions: mint, blue, purple, pink, dark. Change accents, illumination and supporting UI first; retain the shape and face.

Typography

Suggested: Inter or Manrope for interface and body; Space Grotesk for headings. These are recommendations, not licensed font files.

Logo and lockups

Use the ARLI wordmark with a single orange dot when approved. Mascot can stand alone as an app icon or appear to the left of the wordmark. Do not imply the concept art is final production logo artwork.

Expressions

Core states: idle, curious, happy, thinking, working, success, waiting, sleeping. Express emotions with eyes, eyebrows, head tilt and glow rather than changing anatomy.

Motion principles

Hover softly at rest; subtle ear bounce when greeting; chest core pulses while thinking; short joyful spin after success. Respect reduced-motion preferences.

Product usage

Use mascot in onboarding, empty states, task progress, success confirmations, help and community content. Avoid covering critical controls or using emotion in place of clear status labels.

Do / do not

DO maintain a consistent silhouette, readable face and strong contrast. DO NOT assign each color a different species or function; distort anatomy; overload with detail; use tiny unreadable 3D renders.

Accessibility

Pair mascot expressions with plain-language status text. Target WCAG AA text contrast. Provide alt text; avoid relying on color alone. Provide static fallback for animations.

Production handoff

Next deliverables: approved front/side/back turnaround, vector simplified icon, transparent cutout, 3D model, rig, 8 expressions, 6 colorways, motion loops, SVG icon, PNG/WebP export. Current renders are concept art; source 3D and true vector mascot files are not yet available.

Color palette

Orange: #FF762D

Cream: #F7F0E8

Charcoal: #252525

Mint: #44C9B1

Blue: #719AFF

Purple: #A783ED

Pink: #F28BAF

Black: #191919