



SESK

Stuff Everyone Should Know

Not too much. Not too little. Just right.

01 Logo

The mark is a brain-lightbulb on a Lava Orange rounded tile: half pink brain, half yellow bulb, with light rays. It came from Avery's logo idea and replaced the Just Right gauge on 2026-10-09.

Horizontal lockup



SESK

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Wordmark: "SESK" in Fredoka Bold with the "Stuff Everyone Should Know" subline in Fredoka SemiBold. Light version: Charcoal and Ember on Ash or white. Dark version: white and Lava Orange on Charcoal.

Mark



Avatar / app icon



Watermark



Favicon

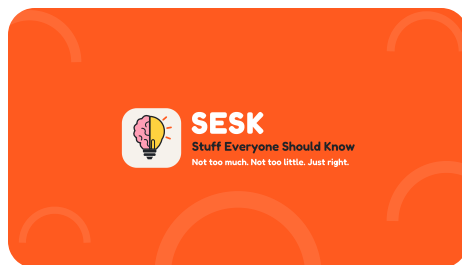
Logo rules

- Brain on the left in pink, bulb on the right in yellow. Never recolor or flip the halves.
- The old "Shit Everyone Should Know" name and poop emoji are retired. SESK is kid friendly everywhere.
- Use the master files on the next page; do not redraw the mark.

02 Logo files

Master files live in the lab repo **keylink-studio/allen-sesk** under `media/assets/brand` (Git LFS), generated by `build.py`, `banner.py` and `social.py`. The website copies what it needs into `public/brand`.

File	Use
<code>sesk_mark.svg</code>	Brain-lightbulb mark, vector master
<code>sesk_mark_1024.png</code> / <code>_512</code> / <code>_180</code> / <code>_32</code>	App icon, social avatar, touch icon, favicon
<code>sesk_logo_horizontal.svg</code> + <code>_600</code> / <code>_2400.png</code>	Lockup for light backgrounds
<code>sesk_logo_horizontal_dark.svg</code> + <code>_600</code> / <code>_2400.png</code>	Lockup for dark backgrounds
<code>sesk_channel_square.svg</code> + <code>_800</code> / <code>_2048.png</code>	Square profile image master
<code>sesk_youtube_banner.svg</code> + <code>_2560x1440.png</code>	YouTube channel banner
<code>social/</code>	Upload-ready YouTube, Facebook, Instagram and Google images (see <code>social/README.txt</code>)
<code>sesk_logos.zip</code>	Full logo package



Fonts

Fredoka and Nunito TTFs are in `media/assets/fonts` (SIL Open Font License). Install them before rendering cards or merch: `cp media/assets/fonts/*.ttf ~/.local/share/fonts && fc-cache -f`.

Where the brand is defined

- Design System section of the SESK PRD (`.taskmaster/docs/prd.md`, section 2)
- Website tokens: `src/app/globals.css`; logo component: `src/components/Logo.tsx`

03 Color

Lava Orange leads because it reads as a safety color. Charcoal and Ash do the quiet work; Ember carries orange into small text.

Lava Orange

#FF5A1F

Primary. Logo tile, buttons, highlights. Allen's shirt and cap match it.

Ember

#C73E0C

Orange for text and links on light backgrounds.

Charcoal

#1F2328

Ink. Body text, logo outlines, dark backgrounds.

Ash

#F6F2EC

Background.

Logo colors

Brain Pink

#FF9EB5 · logo mark only

Bulb Yellow

#FFD23F · logo mark only

Just Right system

Too Little

#2F7FD1

Just Right

#2E9E5B

Too Much

#D7263D

Text on Lava Orange: white only at 24 px bold and up (contrast 3.1:1, large-text level). Anything smaller on orange uses Charcoal (5.1:1). Ember on Ash is 4.6:1 and Charcoal on Ash is 14.2:1, both fine for body text.

04 Typography

Two free Google fonts: a rounded, friendly display face for headlines and a clean rounded sans for everything else.

HEADLINES · FREDOKA 600 / 700

Is Premium Gas Better?

For most cars, nope.

BODY · NUNITO

That number on the pump is octane. Octane isn't extra energy. It's how well the fuel resists lighting off too early when the engine squeezes it.

Nunito ExtraBold for emphasis and labels

Usage

- Fredoka for headlines, the wordmark, card titles and buttons.
- Nunito for body copy, captions, the "Why" line on cards and UI text.
- Mobile first: set sizes for the phone screen, then scale up.

05 Voice and signature elements

Practical, plain spoken and a little goofy. Every lesson finds the Goldilocks answer, then lands a real dad joke.

TAGLINE

**Not too much. Not too little.
Just right.**

SIGN-OFF

**That's stuff everyone
should know.**

Writing rules

- No em dashes in any copy.
- Every fact sourced and verified.
- Jokes: real, credited jokes first; AI jokes only as A/B challengers.
- Never use the words Mii, Nintendo or LEGO.
- Kid friendly everywhere; kids content talks to kids.
- Allen approves anything published.

The Just Right card

Every video ends with it, and each video page shows it.

How much air goes in your tires?

TOO LITTLE

Squishy tires, worn edges, wasted gas

TOO MUCH

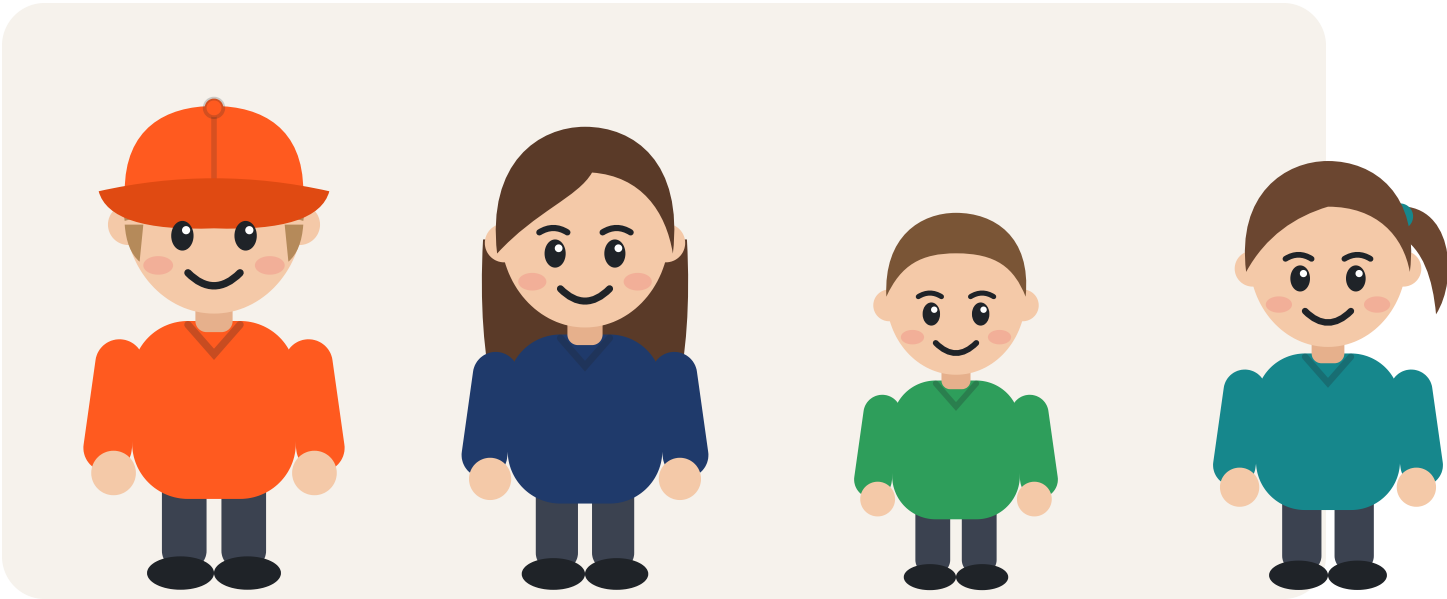
Pumped to the sidewall max

JUST RIGHT

Door sticker number, checked cold,
monthly

06 The cast

Faceless brand with rounded cartoon characters. Each character owns a color, and the color always shows on their shirt.



Allen

Orange shirt and orange cap with no logo, light-brown hair, no sunglasses.
The host.

Stacey

Dark blue. Always gets it right and corrects the others.

Xander

Green. Tries it first and comes up short.

Avery

Teal. Goes overboard.

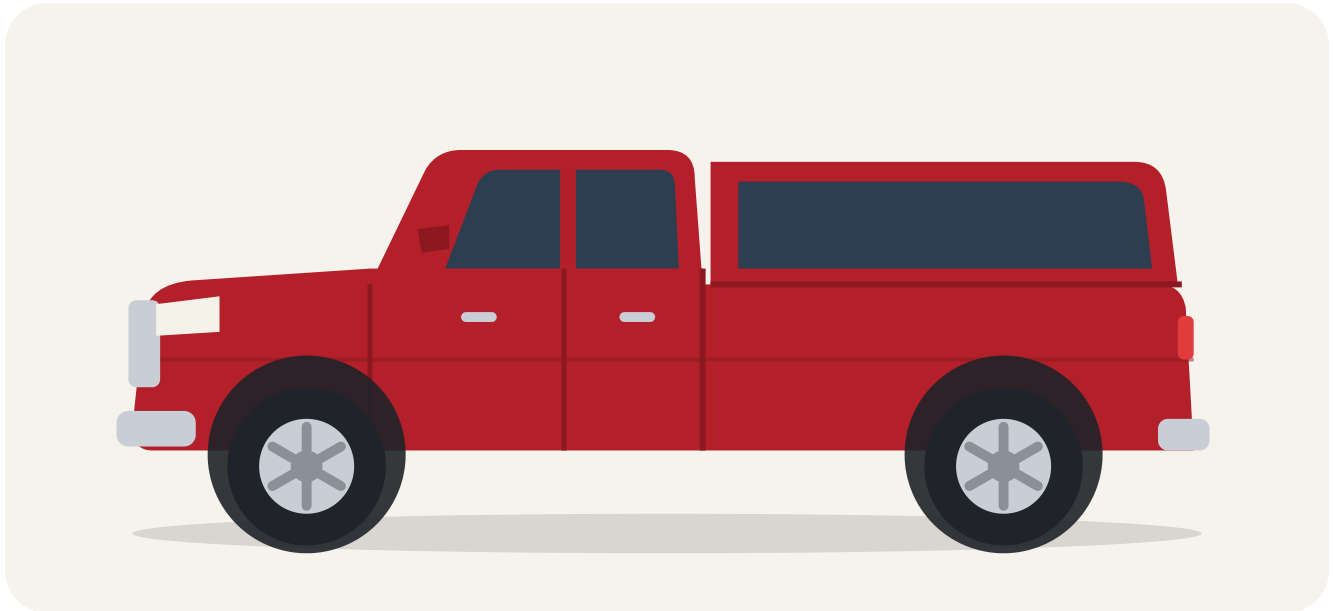
Family cast is on hold until their voices are ready; videos and art are Allen solo for now. These are brand-guide drawings for color and role. Allen's production reference stays [media/assets/characters/allen/sheet_final.png](#). Stacey, Xander and Avery have no character sheets yet, so their hair and the exact dark blue and teal values here are placeholders.

Channels

Website	sesk.info
YouTube	@stuffeveryoneshouldknow
Facebook	facebook.com/sesk.info
Instagram	@seskinfo
Contact	info@sesk.info

07 The Papcap and artwork

Allen's red 2016 F-150 Lariat with a full Leer shell on the bed. It shows up in car videos as the real-world example.



Always red, always with the matching shell, never with a badge or brand logo. It runs regular 87 and is flex-fuel capable.

Artwork rules

- No stock footage. Every video original and useful.
- No real brand logos, known characters or real login pages in art. Product names may be said in narration only.
- Visuals must be physically correct and never misleading on safety.
- Halloween and seasonal art uses generic original cartoons only.
- Every image, clip and final video goes into the repo under `media/`.