

BRAND BOOK · V1.0

CageDoku

Killer Sudoku & variants. No ads. Ever.

A calm, confident puzzle app for people who already love Killer Sudoku — and the logic crowd who haven't found it yet. This book is the single source of truth for the icon, colour, type, UI design code, voice and store assets.



One promise: pure logic, no noise.

The Killer Sudoku category is full of ads, timers that shout and puzzles that guess. CageDoku wins on the opposite: honest difficulty, hints that teach, and zero ads — ever.

Positioning

The premium, ad-free home of Killer Sudoku and its variants — Thermo, Arrow, Kropki, Sandwich, Chess, Diagonal.

Audience

- Classic Sudoku players ready for the next step
- Logic-puzzle fans from Cracking-style videos
- Commuters who want a calm 5-minute Daily

Personality

- **Calm** — never frantic, never gamified-loud
- **Honest** — difficulty means technique, not guessing
- **Warm** — saffron glow on deep ink

Three brand pillars

No ads. Ever.

Said once, loudly, on every store asset — and kept.

Hints that explain

Every hint names the technique. Players get better; they don't just get answers.

Every variant, one app

8 variants, 5 levels, Daily 3, weekly packs — in 9 languages.

A 3×3 grid and one dashed cage.

The mark is the whole game in a glance: a Sudoku grid with a single saffron dashed cage and its sum. It stays recognisable at 16 px and reads as “Killer Sudoku” without a word.



iOS · 1024



Google Play · 512



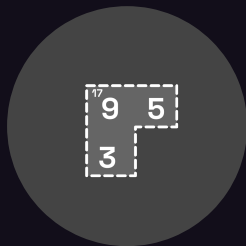
60 px



29 px



Android adaptive fg



Themed (mono)

Construction

Grid

3×3 digits, centred; one sum in the cage corner. Never more than 9 glyphs.

Cage

Saffron #FFB020, dashed (7 / 6), round-rect radius 12 %.

Clear space

Keep $\frac{1}{4}$ of the icon height free around any lock-up. Minimum size

16 px / 5 mm.

Usage

Do

Use the supplied PNG/SVG. Place on ink #120E1A or paper #FBF6EC. Keep the cage saffron.

Don't

Recolour the cage, add gradients/shadows, rotate, outline, or place on busy photos. Never imitate other puzzle brands' marks.

Wide assets



Google Play feature graphic 1024×500

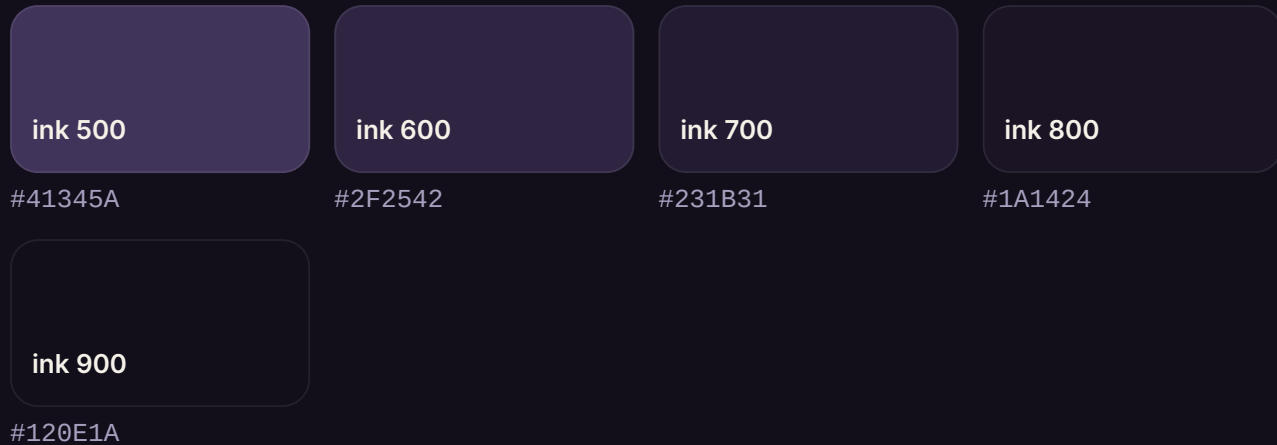


Open Graph 1200×630

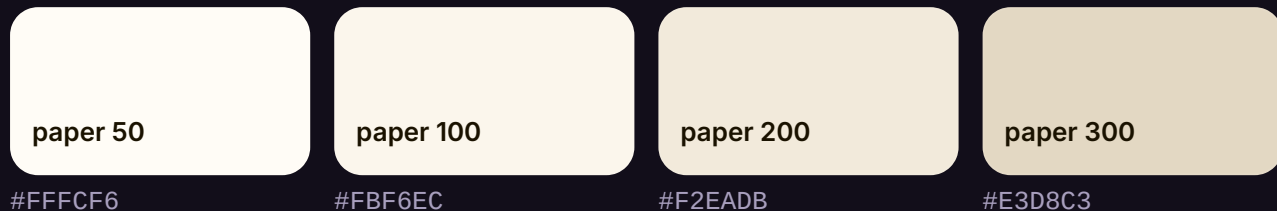
Ink, paper & saffron.

Deep violet-ink is the stage; saffron is the only brand colour that ever says "do this". Supporting hues each belong to a puzzle variant.

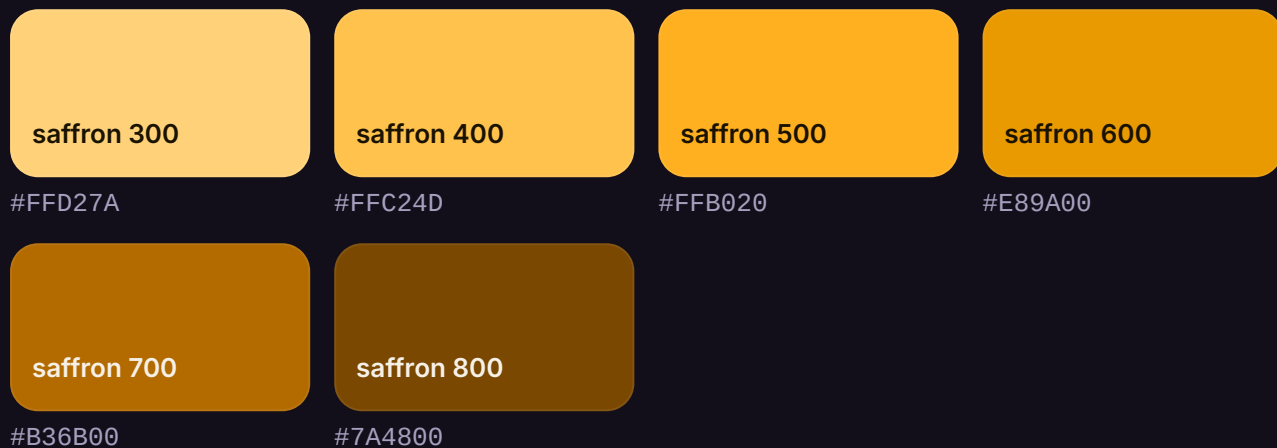
Ink



Paper



Saffron



Coral



coral 400

#FF8A7E

coral 500

#FF6B5E

coral 600

#E24A3D

Mint

mint 400

#6BE8BD

mint 500

#3DDBA8

mint 600

#1FA97E

Orchid

orchid 300

#D9C2FF

orchid 400

#C4A3FF

orchid 500

#A57BFF

orchid 600

#7A4FE0

Teal

teal 400

#5AD6E0

teal 500

#35C9D6

teal 600

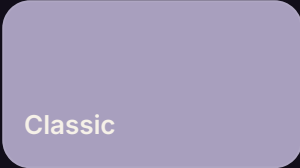
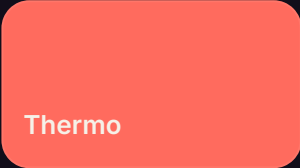
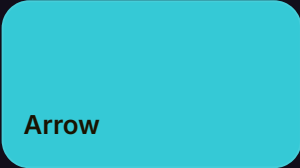
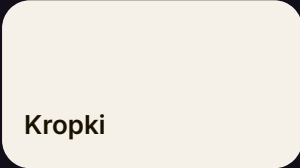
#1E97A3

Semantic tokens

Token	Dark	Light
bg	 #120E1A	 #FBF6EC
surface	 #1A1424	 #FFFFFF
surface2	 #231B31	 #F2EADB
surface3	 #2F2542	 #E3D8C3
line	 #41345A	 #D9CDB5
text	 #F6F1E8	 #1D1729
textDim	 #A89FBE	 #665C7A

textFaint	 #6F6489	 #9A90AD
primary	 #FFB020	 #E89A00
primaryPressed	 #E89A00	 #B36B00
onPrimary	 #1A1200	 #1A1200
cake	 #FFB020	 #B36B00
given	 #F6F1E8	 #1D1729
entry	 #C4A3FF	 #6A3FD0
note	 #A89FBE	 #665C7A
selected	 #FFB02033	 #E89A0038
peer	 #FFB0200F	 #E89A0014
sameDigit	 #FFB02059	 #E89A0059
error	 #FF6B5E	 #D63A2C
errorBg	 #FF6B5E33	 #D63A2C26
success	 #3DDBA8	 #14946B
pro	 #C4A3FF	 #6A3FD0

Variant accents

 Killer #FFB020 variant accent	 Classic #A89FBE variant accent	 Thermo #FF6B5E variant accent	 Arrow #35C9D6 variant accent
 Kropki #F6F1E8 variant accent	 Sandwich #FF8FC2 variant accent	 Chess #6BE8BD variant accent	 Diagonal #C4A3FF variant accent

Contrast (WCAG)

Rule: on light backgrounds saffron-600 is a **fill** colour only (buttons, selection). Any saffron text or line on light uses saffron-700.

Pair	Sample	Ratio	Result
Text on dark bg	Aa 123	16.9 : 1	AA ✓
Dim text on dark bg	Aa 123	7.6 : 1	AA ✓
Primary on dark bg	Aa 123	10.4 : 1	AA ✓
On-primary on primary	Aa 123	10.2 : 1	AA ✓
Text on light bg	Aa 123	16.2 : 1	AA ✓
Dim text on light bg	Aa 123	5.8 : 1	AA ✓
Accent text / caga on light bg (saffron 700)	Aa 123	3.9 : 1	AA large
On-primary on light primary	Aa 123	8.0 : 1	AA ✓

Pro themes

Lagoon · Rose · Forest · Mono · High Contrast · Sunset — each ships a dark and a light variant built on the same semantic tokens, so every theme keeps the same contrast logic.

Space Grotesk & Inter.

Both fonts are open-source (SIL OFL 1.1) and bundled in the app — no network fonts, no licence risk. Cyrillic and Japanese fall back to Inter / the system font for headings.

Aa 1234567890

Display — Space Grotesk
700

Daily 3 · Solved!

34/38 · -0.5 tracking · screen
titles, results, big numbers

Heading — Space Grotesk
500

Moderate · 9×9

18/24 · section & card titles

Body — Inter 400/600

Hints that explain the technique, not
just the answer.

16/23 · body · 13/18 captions · 12
caps labels

Puzzle digits

Givens use Space Grotesk 700 in `text`; entries use Space Grotesk 500 in `entry` (orchid); pencil marks use Inter 500 at 19 % of cell size. Pro adds Inter and Serif digit fonts.

The board is the hero.

Radius scale 10 / 16 / 24 / 32 / pill · spacing on a 4 px grid · borders are 1 px
line · elevation is colour, not shadow.

Board anatomy



State	Token
Selected cell	selected
Row / column / box	peer
Same digit	sameDigit
Mistake	errorBg + error
Cage outline	cage dashed, 8.5 % inset
Hint reason / target	hint 20 % / 40 %

Components

Start free trial

Restore

Maybe later

Moderate

Gentle

PRO

HINTS 0

Light theme

Start free trial

Restore

Gentle

Layout rules

- Tabs: Today · Play · Stats · Settings. The game screen has no tab bar.
- Game screen: header → board (largest square that fits) → tools → number pad.
58 px pad keys, 44 px minimum hit targets everywhere.
- Paywall: close button always visible; legal text and Restore / Terms / Privacy always shown.

06 · VARIANT LANGUAGE

Every variant has a shape and a colour.



Thermo



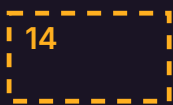
Arrow



Kropki

17

Sandwich



Killer



Diagonal

Thermo = coral bulb & stem · Arrow = teal circle & line · Kropki = white/black dots · Sandwich = pink margin sums · Diagonal = orchid band · Killer = saffron dashed cage. Chess shows its rule in the info sheet, never as clutter on the board.

Quick, quiet, rewarding at the end.

Input

- Cell selection: instant
- Digit entry: 80 ms fade
- Light haptic on every key

Feedback

- Mistake: error haptic + red tint, no shake
- Hint: highlight fades in over 200 ms

Celebration

- One confetti burst (46 pieces, ≈ 2.5 s) on solve
- Success haptic, result card, share

Say less. Mean it.

Tone

- Friendly expert, never smug
- Short sentences, active verbs
- Explain the “why”, not only the “what”

Signature lines

- “No ads. Ever.”
- “Hints that explain.”
- “Every variant, one app.”

Never

- Never guess-and-check language — every puzzle is logic only
- No dark patterns; paywall always dismissible
- Never name competitors or third-party marks in store copy (KenKen, Wordle, NYT, Picross, creators' channels)

Localisation

9 locales: English, Deutsch, Français, Español, Italiano, Português (Brasil), Polski, Українська, 日本語. Japan uses the established genre name キラーナンバープレイス. Translate meaning, not words; keep technique names consistent with each language's community usage.

Win the first three seconds.

Title / subtitle

CageDoku: Killer Sudoku
Thermo, Arrow, Kropki. No Ads.

Screenshot system

- Headline in the upper third, Space Grotesk 700
- Six frames: No ads · 8 variants · Explaining hints · Daily 3 · Stats · Themes
- Dark and light sets, one per locale

Never in metadata

- KenKen, Wordle, NYT, Easybrain, Picross, creators' names
- Superlatives we can't prove ("#1", "best")

Everyone gets to solve.

- Body text $\geq 4.5 : 1$ in every theme; High Contrast theme $\geq 7 : 1$
- Colour is never the only signal — mistakes also change the glyph colour and can be checked on demand
- Dynamic type respected up to 140 %, 44 px minimum targets, VoiceOver / TalkBack labels on every control
- Left-handed layout, colour-blind palette for cell marks, haptics optional

