



Storypie

BRAND KIT

Storypie Brand Kit

Logos, the bear, colors, approved descriptions, screenshots, and quotable copy for partners, press, and creators. Everything in this kit is cleared for use. Take what you need.

September 2026

Live version: mystorypie.com/brand

Questions: partners@mystorypie.com



LOGOS

Three lockups, one bear

Storypie is the family brand. Storypie for Schools and Storypie for Homeschool are its two product lines for teachers and home educators. Use the lockup that matches what you are writing about.

Storypie

The primary brand: the family app and the company. Use it whenever you talk about Storypie in general.



Logo, black text (PNG) [storypie-logo-black.png](#)



Logo, white text (PNG) [storypie-logo-white.png](#)

Storypie for Schools

For teachers, classrooms, and districts. Use it when the subject is the educator platform: classrooms, assignments, worksheets, and lesson plans.



Black text (PNG) [storypie-for-schools-logo-black.png](#)



White text (PNG) [storypie-for-schools-logo-white.png](#)

Storypie for Homeschool

For families who teach at home. Use it when the subject is homeschool plans, lesson plans, curriculum, or ESA purchases.



Black text (PNG) [storypie-for-homeschool-logo-black.png](#)



White text (PNG) [storypie-for-homeschool-logo-white.png](#)

MASCOT

Meet the Storypie bear

The bear is in the logo, the app, and our emails. Use the poses below exactly as they are: no redrawing, recoloring, or new accessories.



Bear, neutral



Bear, reading



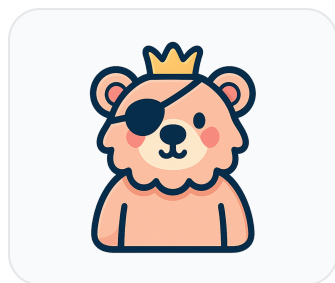
Bear, writing



Bear, checking the time



Bear, sleeping



Bear mark, color (PNG)

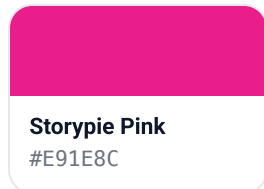


Bear mark, white outline (PNG)

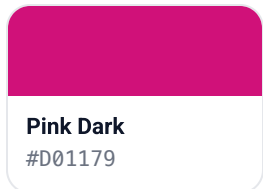


Stacked lockup (PNG)

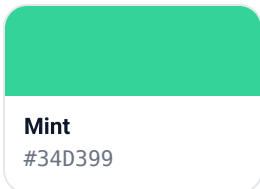
Brand palette



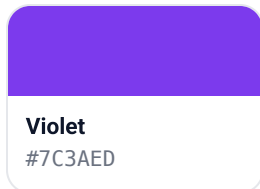
Storypie Pink
#E91E8C



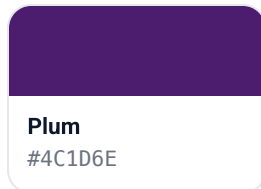
Pink Dark
#D01179



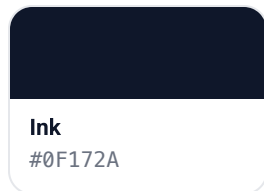
Mint
#34D399



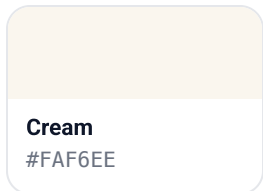
Violet
#7C3AED



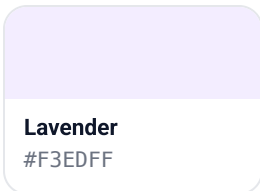
Plum
#4C1D6E



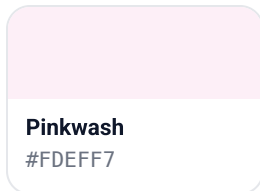
Ink
#0F172A



Cream
#FAF6EE

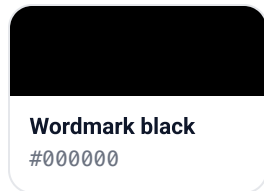


Lavender
#F3EDFF

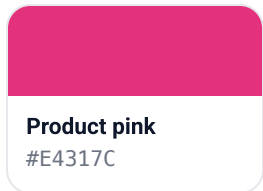


Pinkwash
#FDEFF7

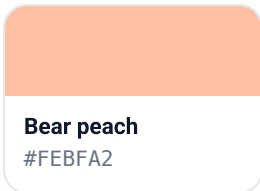
Logo palette



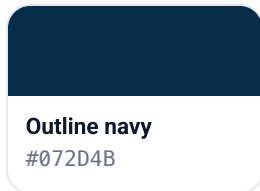
Wordmark black
#000000



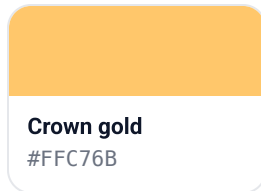
Product pink
#E4317C



Bear peach
#FEBFA2



Outline navy
#072D4B



Crown gold
#FFC76B

Descriptions you can publish

Everything below is approved to quote, paste, and publish. The story, language, and worksheet counts are left out on purpose because they grow every week: take the live numbers from mystorypie.com/brand.

ONE-LINE DESCRIPTION

Storypie: screen-optional stories, quizzes, and printables for kids in Pre-K to Grade 8, in more than two dozen languages.

SHORT DESCRIPTION

Storypie is a screen-optional learning app for kids in Pre-K to Grade 8. Children listen to or read stories about everything from Einstein to the Nile, told as first-person tales, third-person narration, or dialogue depending on the topic, and every story ends with a gentle comprehension quiz. It is ad-free, COPPA compliant, and works with the screen off.

LONGER DESCRIPTION

Storypie turns screen time into story time. Kids press play on a growing library of narrated stories, told as first-person tales, third-person narration, or lively dialogue depending on the topic, and can listen with nothing in their hands: in the car, at bedtime, or through a kitchen speaker. Every story also comes with full text and read-along highlighting for kids who want to follow along, and ends with a short quiz that helps the learning stick. Parents get child profiles, reading-level matching, and offline downloads. Homeschoolers and teachers get lesson plans, printable worksheets with answer keys, and standards-aligned materials. Storypie is ad-free, COPPA compliant, has no chatbot for kids, and is available in more than two dozen languages on iOS, Android, and the web.

STORYPIE FOR SCHOOLS

Storypie for Schools is the classroom edition of Storypie. Teachers set up a classroom with a class code, assign stories with listen, read, or quiz requirements, and follow progress for the whole class and for each student. They get a growing library of narrated stories and ready-made printable worksheets with answer keys, plus a Worksheet Creator, a Lesson Plan Creator, and a Curriculum Creator that align to any state or international standard, with worksheets translated into more than two dozen languages on request. Built for Pre-K through Grade 8, ad-free, and COPPA compliant, with a free tier for teachers who want to explore first. Details at mystorypie.com/educators

STORYPIE FOR HOMESCHOOL

Storypie for Homeschool brings the same library and creation tools to families who teach at home. Parents get a growing library of narrated stories for Pre-K through Grade 8, printable worksheets in over 20 formats with answer keys, standards-aligned lesson plans, and a Curriculum Creator for planning a full year. Plans are priced per family, start with a 7-day free trial, and come with ESA-ready receipts. Details at mystorypie.com/homeschool

SAFETY AND PRIVACY, IN ONE PARAGRAPH

Storypie is screen-optional, kid-safe, ad-free, and built for Pre-K through Grade 8. It is COPPA compliant, does not use third-party tracking, and never puts children in front of an open-ended chatbot. Kids explore a bounded, curated library; the creation tools stay with the grown-ups.

Key facts

- A growing library of narrated audio stories
- Pre-K through Grade 8, matched to reading level
- More than two dozen languages, text and audio
- A comprehension quiz after every story
- Printable worksheets with answer keys
- Founded in Cleveland, Ohio in 2025

Live counts: mystorypie.com/brand

Pricing summary

Free plan: free forever, no credit card. A rotating set of audio stories, quizzes, and child profiles.

Storypie Plus: \$5.99 a month or \$49.99 a year (saves 30%). Unlimited stories, Create Mode, printables, and offline downloads. Every plan starts with a 7-day free trial.

Storypie for Homeschool: Explorer at \$79 a year or Scholar at \$149 a year per family, with lesson plans, printables with answer keys, and curriculum tools. 7-day free trial. Details at mystorypie.com/homeschool

Storypie for Schools: Pro \$8 or Elite \$16 per student per year, with classrooms, assignments, and standards-aligned materials. Free tier available. Details at mystorypie.com/educators

Copy you can quote

"Storypie is the rare kids' app that works with the screen off. My kids press play, I get twenty quiet minutes, and the quiz at the end tells me they actually listened."

"Some stories are told by the pyramids themselves, others unfold as lively dialogue. My kids listen in the car and read along at home. It feels less like an app and more like the world's best storyteller."

Links

Storypie website	mystorypie.com
Families page	mystorypie.com/families
Educators page	mystorypie.com/educators
Homeschool page	mystorypie.com/homeschool
Storypie for Schools app	schools.mystorypie.com
iOS App Store	apps.apple.com/us/app/id6745572381
Google Play	play.google.com/store/apps/details?id=com.mystorypie.app

Typeface

Once upon a curious afternoon

Roboto: Regular 400 for body copy, Bold 700 for headings, Black 900 for display

Typeface

Roboto does all the work, from body copy to headlines. It is free on Google Fonts. If you cannot load it, any clean sans serif is fine.

fonts.google.com/specimen/Roboto

GUIDELINES

A few simple rules

They keep Storypie recognizable wherever it shows up. When in doubt, use the files exactly as downloaded.

Do

- ✓ Use the black-text logo on light backgrounds and the white-text logo on dark or colored backgrounds.
- ✓ Leave clear space around the logo at least as tall as the bear's crown.
- ✓ Keep the logo at least 120 pixels wide on screen, or 25 millimeters wide in print.
- ✓ Pick the lockup that matches the subject: Storypie, Storypie for Schools, or Storypie for Homeschool.

Do not

- ✗ Stretch, rotate, crop, or add effects such as shadows, outlines, or gradients.
- ✗ Recolor the wordmark or the bear, or pull the bear out of the lockup to build a new logo.
- ✗ Place the logo on busy photos or low-contrast backgrounds.
- ✗ Imply that Storypie endorses a product or organization without written agreement from us.

How we write our names

Storypie

The company and the family app. One word, capital S. Never StoryPie, Story Pie, or STORYPIE.

Storypie Plus

The paid family plan inside the Storypie app.

Storypie for Schools, Storypie for Homeschool

The two educator products. Lower-case "for". Never Storypie Schools or Storypie Homeschool.

Need something that is not here? Vector files, a specific size, a co-branded lockup, or a quote from the founder: email us and we will turn it around quickly.
partners@mystorypie.com · mystorypie.com/brand