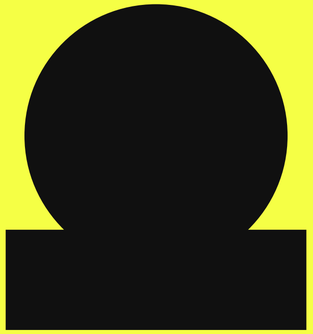
Visual Identity Guidelines
Version 1.1 Dec 2025



Tipify

Introduction

The following pages will lead you through the core elements of the Tipify™ Visual Identity System. This guide is intended to assist in presenting a cohesive and uniform brand vision to our audience while also supporting creative flexibility. The toolkit comprises of logos, colours, typography, and various other visual identity elements.

Contents

1.0	Overview	04
2.0	Logos	07
3.0	Colour	13
4.0	Typography	17
5.0	Graphic Language	22
6.0	Showcase	28

1.0 OVERVIEW

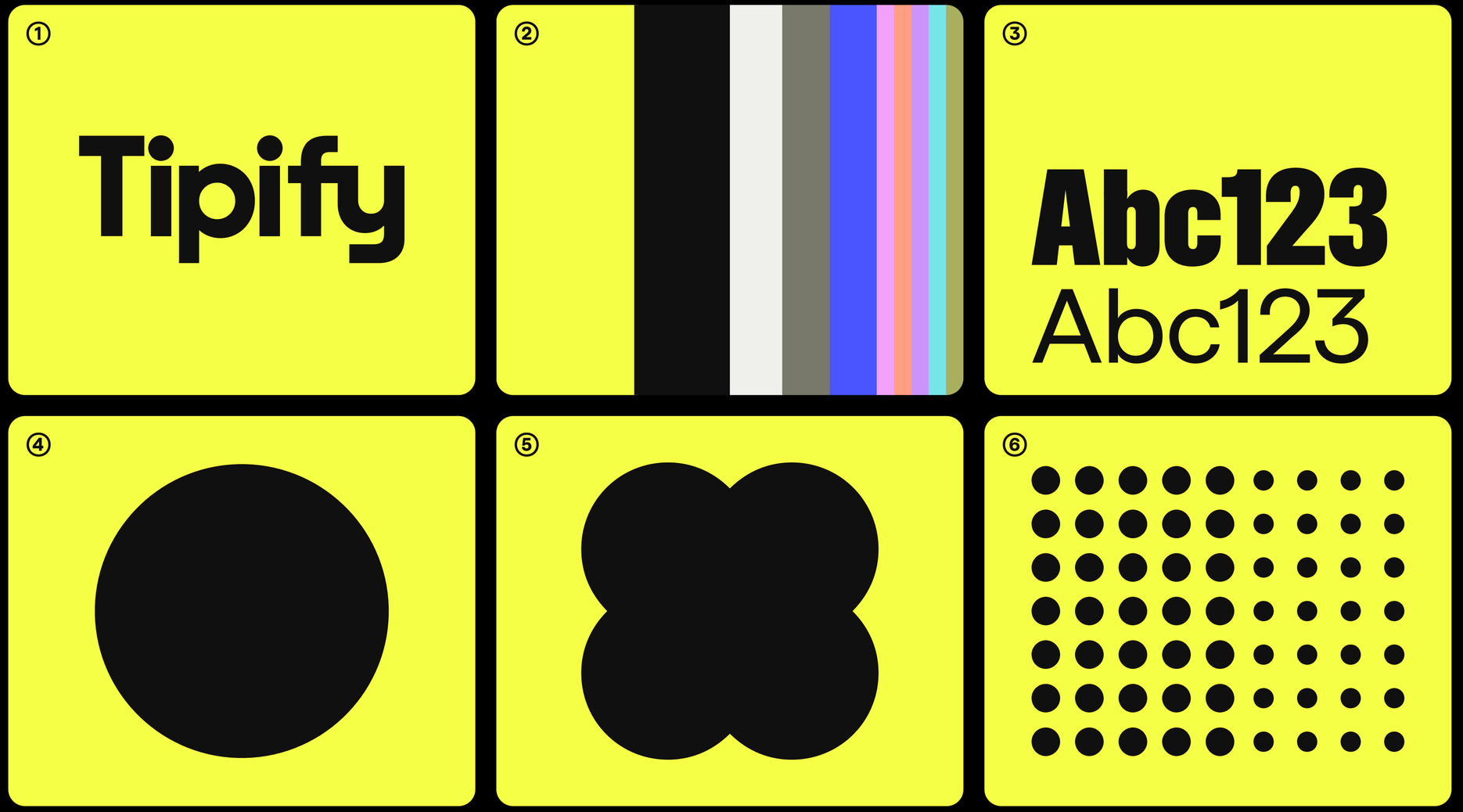
Brand idea

Every artist yearns for the spotlight. It's the stage where dreams are realized and talent takes center stage. But for many, that spotlight remains out of reach.

Tipify™ flips the script. It's not just a platform; it's a thriving community that empowers fans to champion their favorite artists. Every contribution illuminates their path, propelling them towards their goals and granting them the visibility they need to thrive.

These are our core colours that work across all communications. For brand consistency these colour codes and values should be used at all times for both print and digital assets.

① **Logos**
② **Colour**
③ **Typography**
④ **Circular Device**
⑤ **Shapes**
⑤ **Pattern**



2.0 LOGOS

Logos

Our logos are one of our core identifiers, designed to embody the essence and identity of Tipify. They serves as the foundation for all brand comms, ensuring consistency and instant recognition across various mediums and applications. To maintain their integrity they should always appear in this fixed format and never be modified or redrawn or in any way.

① **Tipify Workmark**
② **Tipify Marque**
② **TipCharts Wordmark**

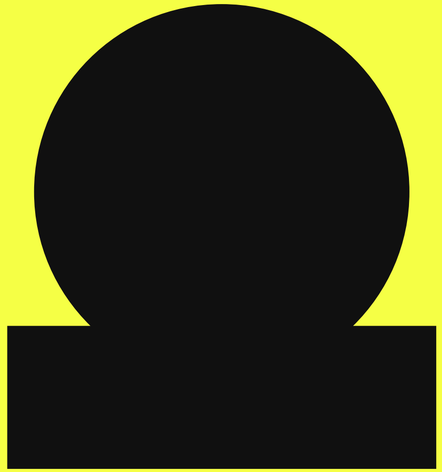
Tipify Wordmark

Tipify

TipCharts Wordmark

TipCharts

Tipify Marque



Tipify Workmark

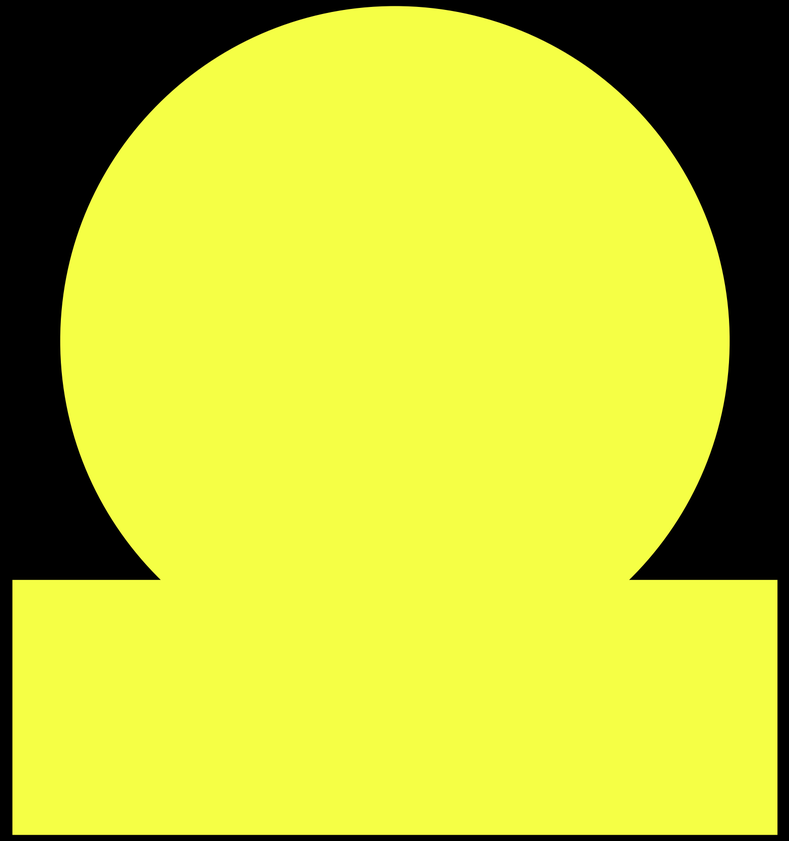
Our wordmark is the core identifier, designed to embody the essence and identity of Tipify. It serves as the foundation for all brand comms, ensuring consistency and instant recognition across various mediums and applications. To maintain it's integrity it should always appear in this fixed format and never be modified or redrawn or in any way.



2.3

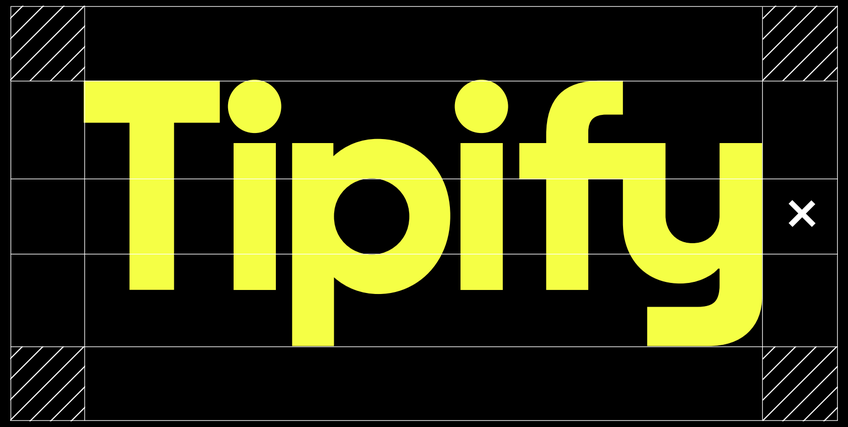
Marque

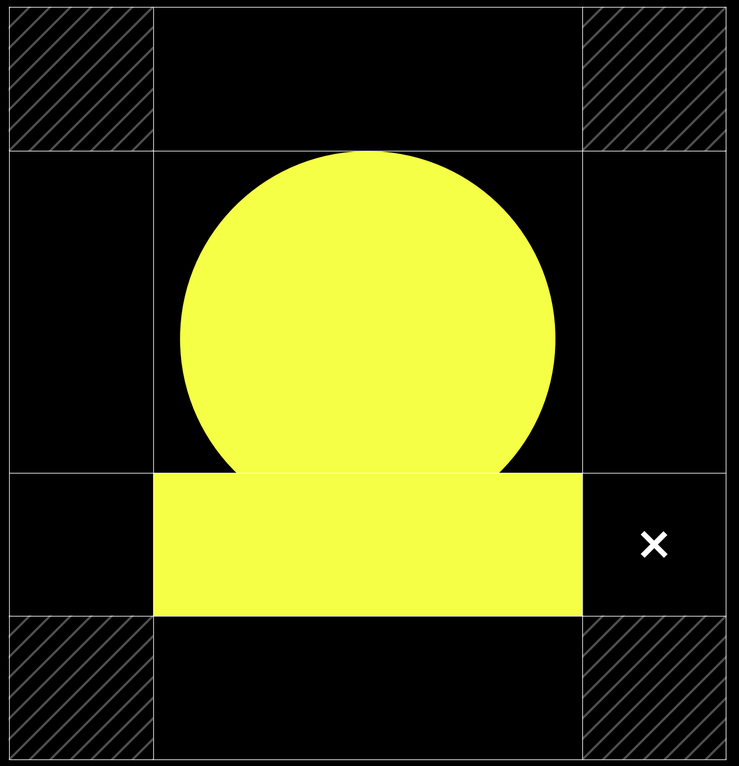
Our marque captures the essence of the platform with a strong, simple, bold, and iconic symbol. It is designed to represent both a coin dropping into a jar and a spotlight illuminating a stage in its most basic form. Its simple yet impactful design ensures versatility and strong brand recognition across various media.



Logo Clear Space

The ‘clear space’ is the area that surrounds the logo. To ensure the logos remain clear and impactful, nothing should ever appear inside this area. It corresponds to the designated ‘X’ space which serves as a visual guide.





TipCharts Workmark

The TipCharts wordmark embodies the same stylistic elements of the master logo. It is designed to represent the integration and visualization of data, highlighting the platform's role in collating and presenting musical trends and insights. To maintain it’s integrity it should always appear in this fixed format and never be modified or redrawn or in any way.



Logo Clear Space

The ‘clear space’ is the area that surrounds the logo. To ensure the logos remain clear and impactful, nothing should ever appear inside this area. It corresponds to the designated ‘X’ space which serves as a visual guide.



This page illustrates colour application of the logo across different backgrounds. The logo should only ever be used in these colourways. The same rules apply to the Marque and the TipCharts logo.

Yellow



Black



Off White



Grey



2.8

To maintain integrity and consistency, it is crucial to use our logo's correctly. This section outlines unacceptable usage practices that should be avoided.

① **DO NO**T use unapproved colour variations to recolour the logo.

② **DO NOT** add effects to the logo. This includes drop shadows, gradients, or other visual effects.

③ **Do NOT** change the logo's orientation. The logo should not be rotated or flipped.

④ **DO NOT** distort, warp or stretch the logo.

⑤ **DO NOT** place the logo too close to other elements. Ensure there is adequate clear space around the logo as specified in the guidelines.

⑥ **DO NOT** alter the logo's elements. Avoid separating or rearranging any parts of the logo.

⑦ **DO NOT** use the logo on backgrounds with insufficient contrast. Ensure the logo is clearly legible by placing it on backgrounds that provide enough contrast.

⑧ **DO NOT** use the logo in a low-resolution format.

⑨ **DO NOT** outline the logo.

Unacceptable Usage

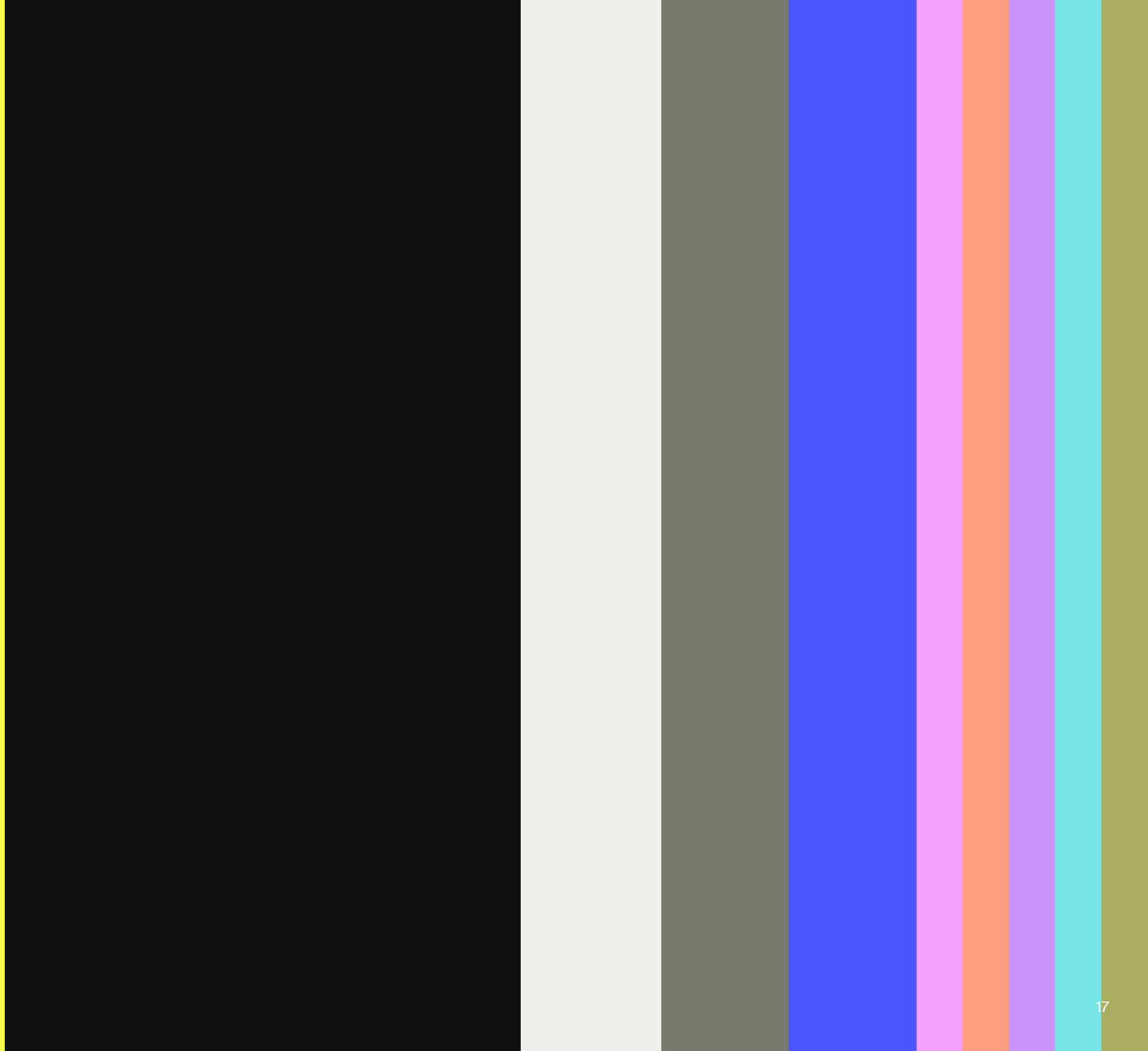


3.0 COLOUR

3.0

Colour Overview

One of the our brand's most valuable assets is the Tipify™ colour palette. The vibrant Spotlight Yellow is our most recognizable colour. For the most part, the brand's backdrop is made up of the Yellow and Black and a range of neutrals and a bright blue for call to actions. Secondary colours are used across in channel applications and are used more sparingly.



3.1

These are our primary colours that work across all communications. For brand consistency these colour codes and values should be used at all times for both print and digital assets.

Primary Colours

Yellow
#F5FF45
R245 G255 B69
C9 M0 Y85 K0

Black
#101010
R16 G16 B16
C73 M67 Y66 K83

Off White
#EFEFEC
R239 G239 B236
C5 M3 Y5 K0

Grey
#78786B
R120 G120 B107
C53 M44 Y55 K14

Blue
#4A54FF
R74 G84 B255
C77 M68 Y0 K0

3.2

These are our secondary colours that work across in-channel communications only eg. Social media, website and app. For brand consistency these colour codes and values should be used at all times.

Secondary Colours

Pink
#F2A1FA
R242 G161 B250
C13 M40 Y0 K0

Orange
#FF9E80
R255 G158 B128
C0 M47 Y47 K0

Purple
#CC94FA
R204 G148 B250
C27 M43 Y0 K0

Aqua
#77E5E8
R119 G229 B232
C44 M0 Y14 K0

Olive
#A9AF5E
R169 G175 B94
C37 M20 Y78 K0

4.0 TYPOGRAPHY

Our primary font is a bold, condensed sans-serif font that communicates strength and clarity, essential for a brand that supports emerging artists. The strong, block letters reflect a modern aesthetic, appealing to a young, digital-first audience. Its straightforward nature underscores our direct and transparent approach to artist support.

DOWNLOAD FONT

Primary Font

ABCDEFGHIJKLMNOPQRSTUV
abcdefghijklmnopqrstuvwxy
1234567890?!

ABC GRAVITY EXTRA CONDENSED

Our secondary font is a functional sans that is used for practicality and long forms of copy as well as supporting text and buttons, this ensures excellent legibility across various applications.

DOWNLOAD FONT

Secondary Font

ABCDEFGHIJKLMNOPQRSTUV
abcdefghijklmnopqrstuvwxy
1234567890?!

ABCDEFGHIJKLMNOPQRSTUV
abcdefghijklmnopqrstuvwxy
1234567890?!

ABCDEFGHIJKLMNOPQRSTUV
abcdefghijklmnopqrstuvwxy
1234567890?!

Haffer Regular
Haffer Medium
Haffer Bold

This page outlines the typography hierarchy which should be used as guidance when type setting.

① Headlines
ABC Gravity Extra Cond
Case: All caps / Sentence
Tracking: 0
Kerning: Metrics
Leading: 80-85%

② Subheads
Haffer Semibold
Case: Sentence
Tracking: 0
Kerning: Metrics
Leading: 80-85%

③ Bodycopy
Haffer Regular
Case: Sentence
Tracking: 0
Kerning: Metrics
Leading: 120%

④ Buttons
Haffer Medium
Case: All caps
Tracking: 50
Kerning: Metrics

① MUSIC TO MY EARS.

② Champion your favourite artists.

③ A thriving community that empowers fans to champion their favourite artists. Every contribution propels them towards their goals, granting them the visibility they need to succeed.

④ FIND OUT MORE

5.0 GRAPHIC LANGAGE

Circular Device

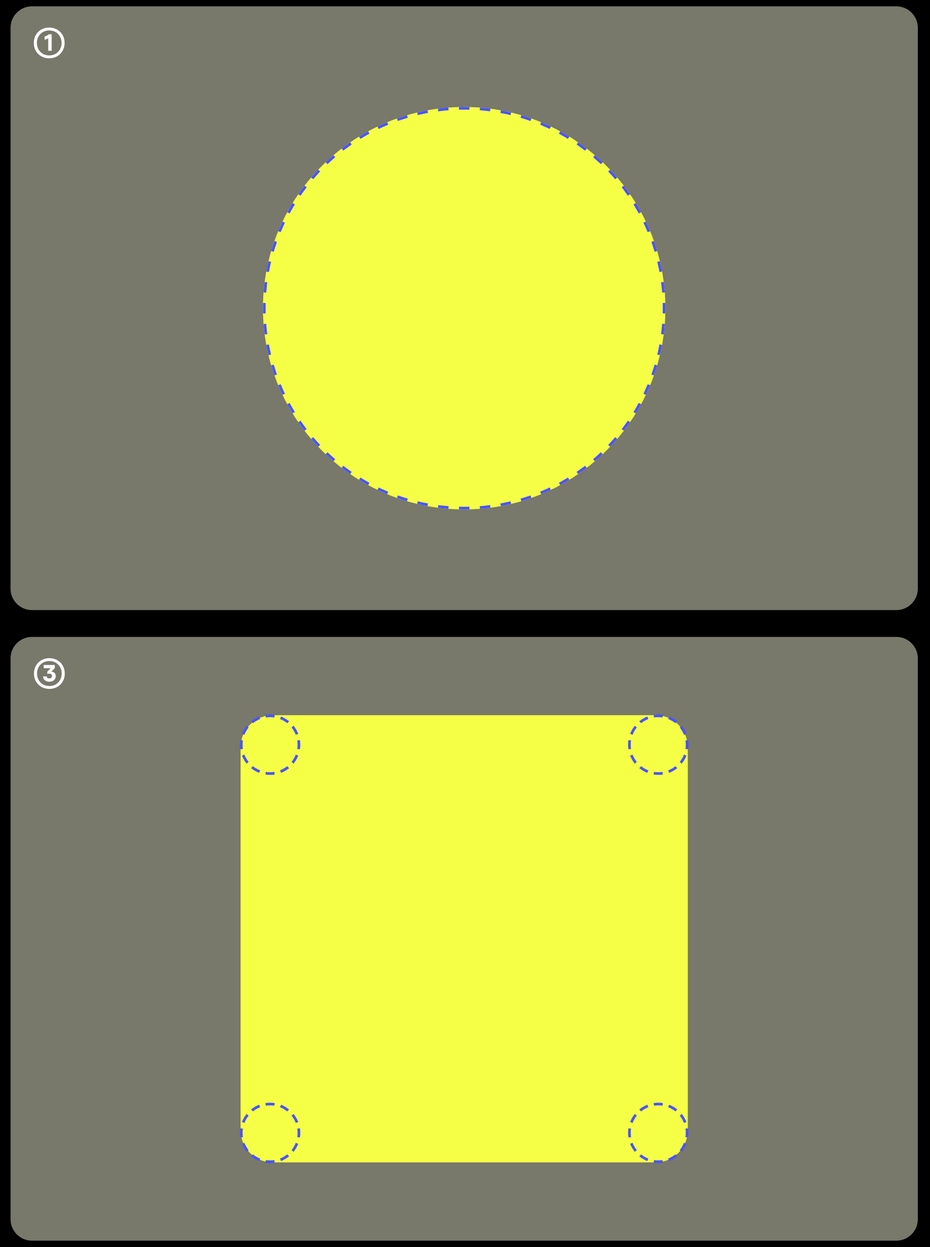
Our visual identity is anchored by the circle, a versatile and dynamic shape becoming the core of our design language while referring back to our brand idea of 'spotlight.' Below are a few examples of how we can utilize the circle to create a cohesive and visually appealing design language.

① Basic Circle
The circle serves as a fundamental element, often used as an image container or a holding device.
It frames content in a clean and balanced way, drawing attention while maintaining a harmonious aesthetic.

② Pill shapes
Extending the basic circle into an pill form, to add variety and flexibility to our design. Can be used for buttons or containers.

③ Rounded Corners
By applying the circular radius to the corners of boxes, we achieve a softer, more approachable look.

④ Graphic Shapes
Complex graphic shapes are constructed using multiple circles, resulting in new, rounded forms.
This approach allows for creativity, enabling the creation of unique and memorable visual elements that are consistent with our circular device.



These hypothetical examples demonstrate the adaptability and creative potential of the circular device, ensuring our visual identity remains dynamic and engaging across all applications.





46M

1.5

50

CLICK HERE



Star



Rising

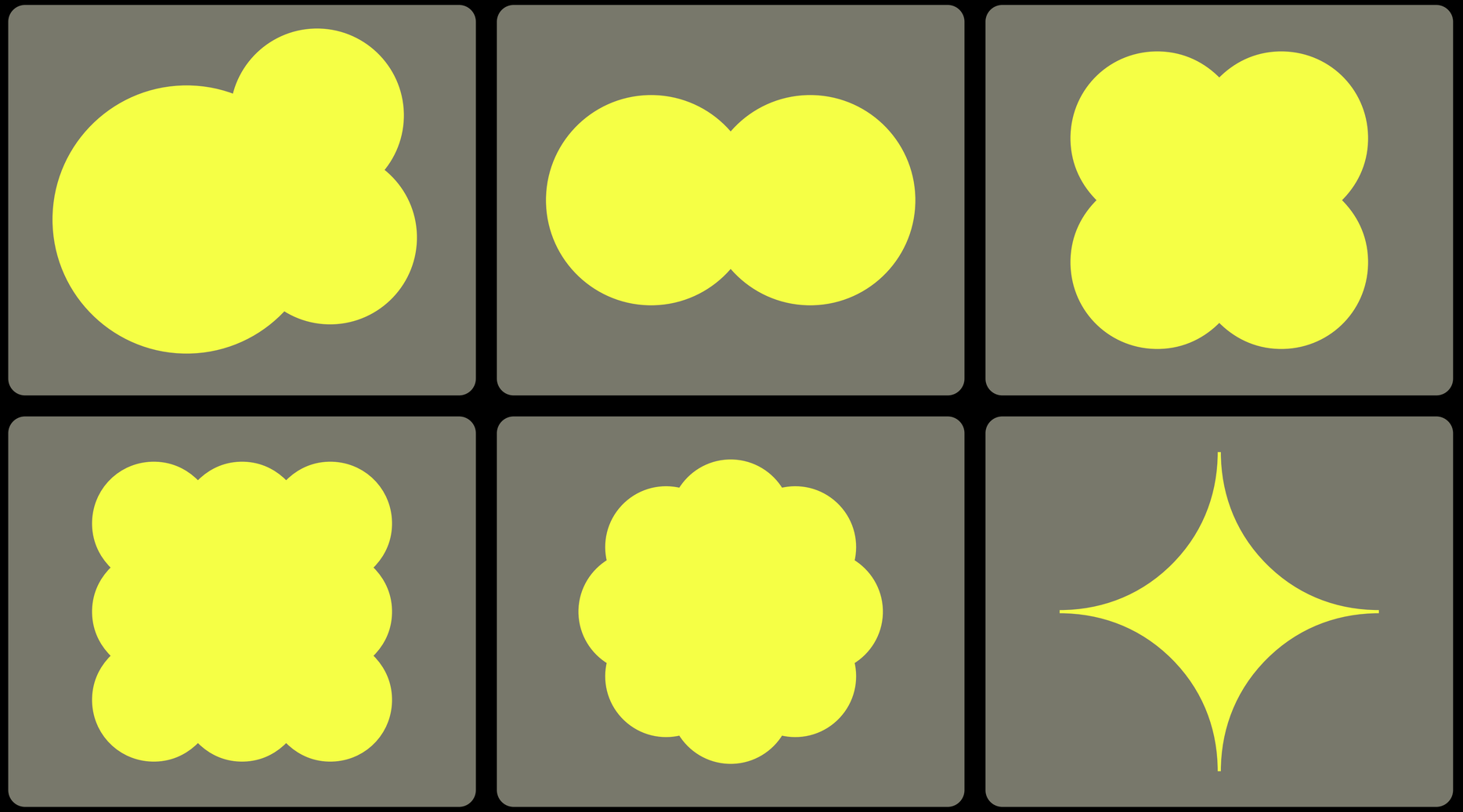


5.3

Graphic Shapes

This page delves deeper into the versatile use of circles to create a range of new and interesting forms, demonstrating how our core circular motif can be expanded upon. By combining multiple circles, we develop complex graphic shapes that maintain a rounded nature, ensuring consistency with our visual identity while adding depth and variety.

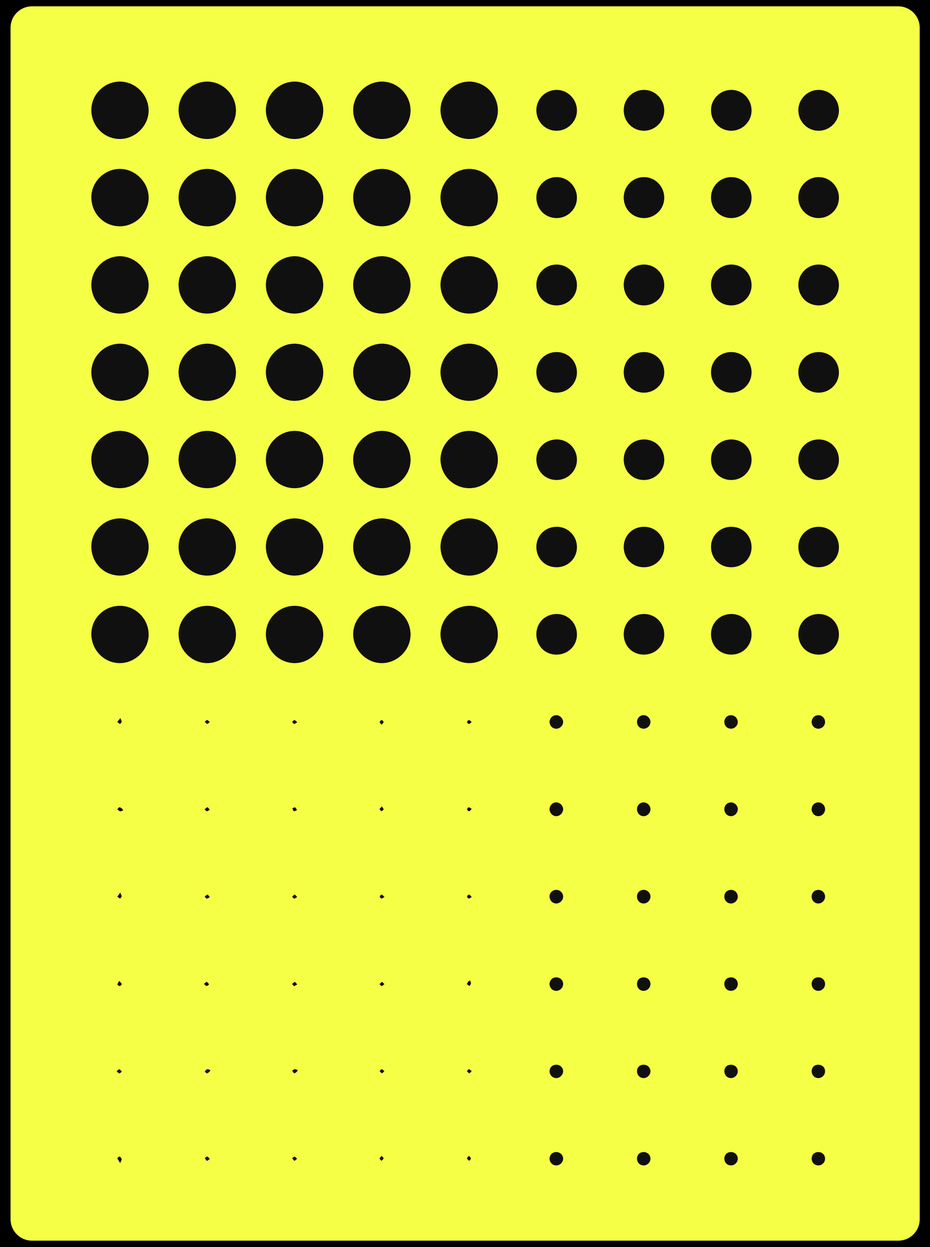
Circles can be used to create both irregular and symmetrical.

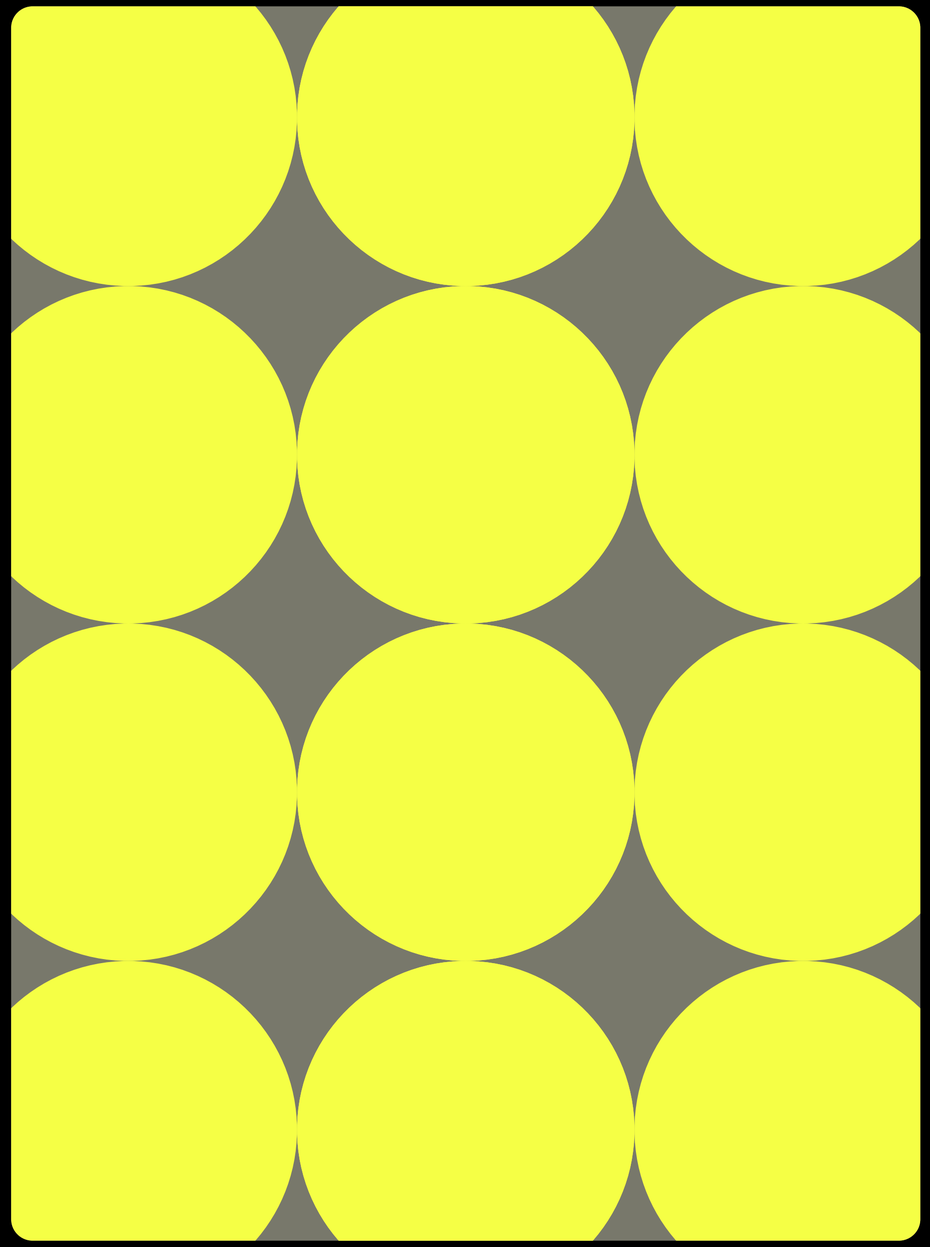


Pattern

This page showcases various examples of how circles can be utilized to form a diverse range of patterns, each contributing to a unified yet diverse visual language for endless creative possibilities.

By varying the size, arrangement, and repetition of circles, we can develop patterns that add texture, depth, and visual interest to our designs. These patterns can be used in backgrounds, overlays, or as decorative elements, mainly through motion and animation.





NOTE: This page is hypothetical, showcasing potential concepts and designs for future use. These examples demonstrate how circles can be employed to create additional design elements that align with our brand's core themes.

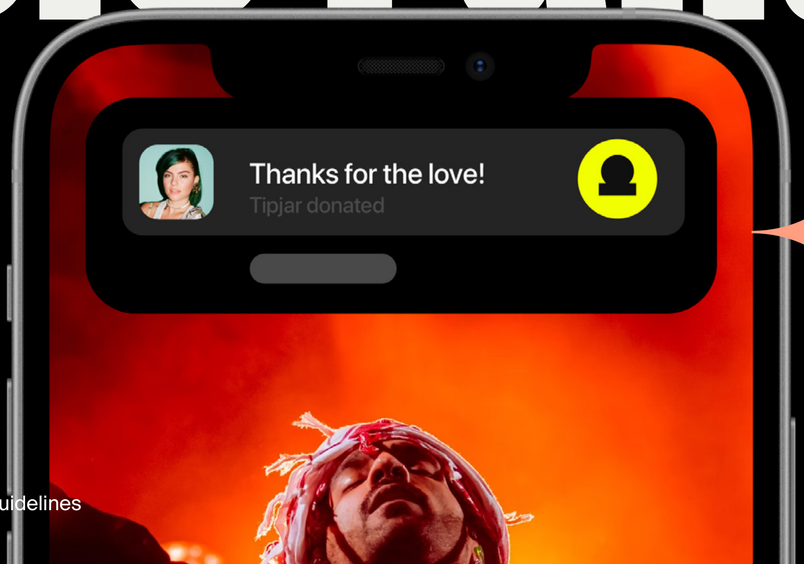
This section demonstrates a range of hypothetical applications. Through various contexts—we illustrate the versatility and impact of our design language, particularly the circular device. These examples provide a clear vision of how our visual identity can be consistently and effectively implemented across various communications.

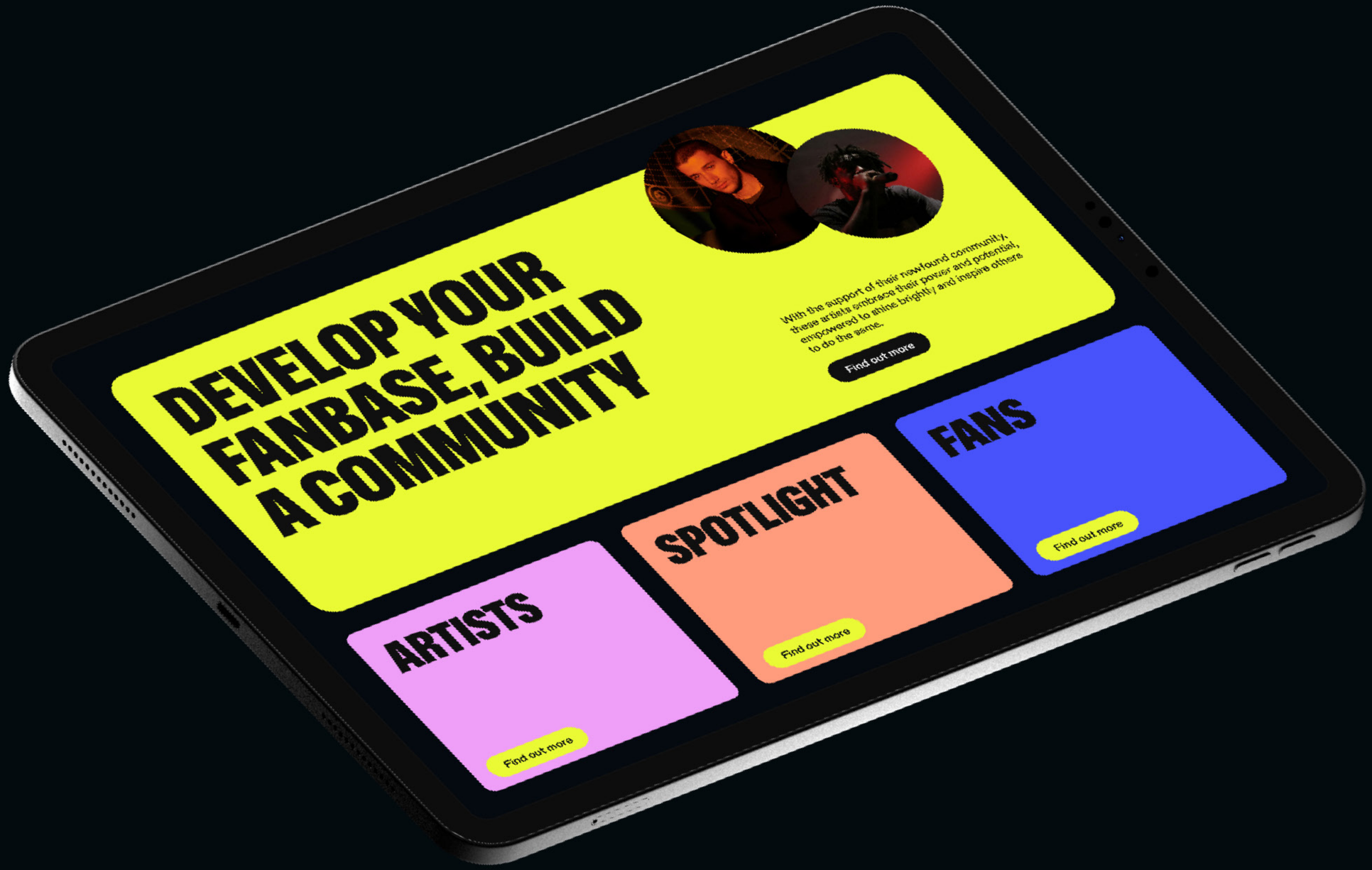
6.0 SHOWCASE

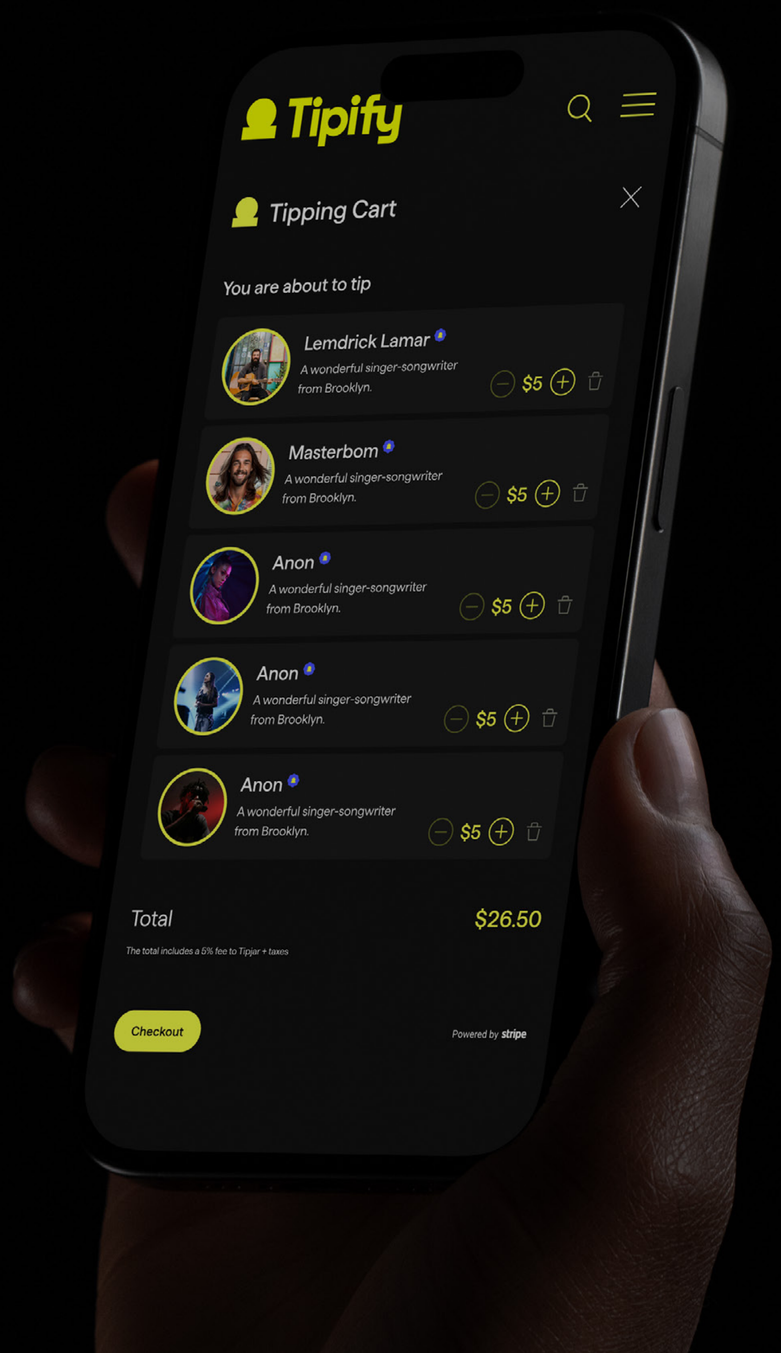

11:52
Tipify
Friday
26
Calendar
Maps
280
Clock

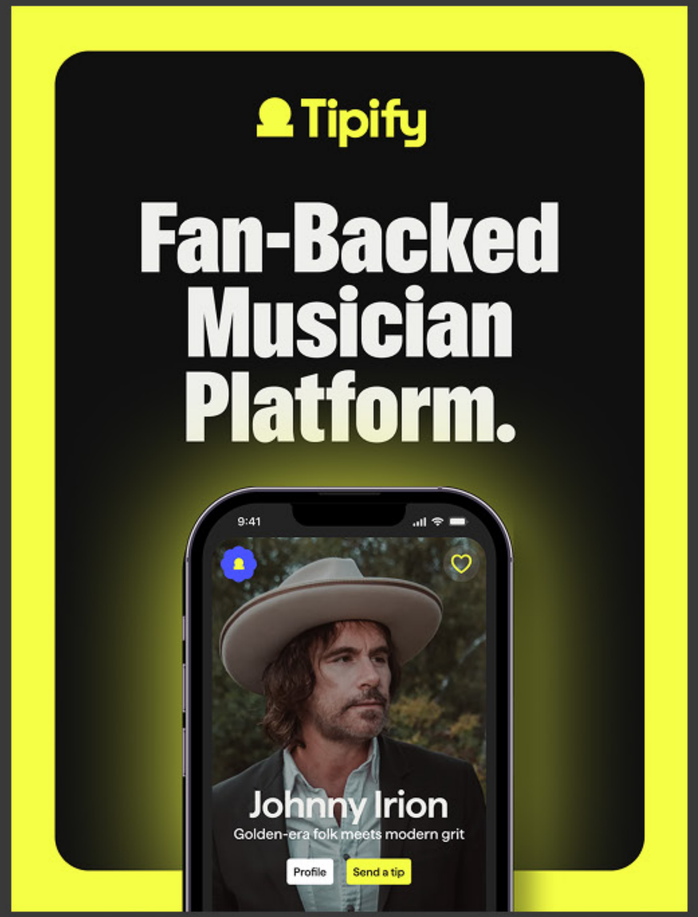
Tipify

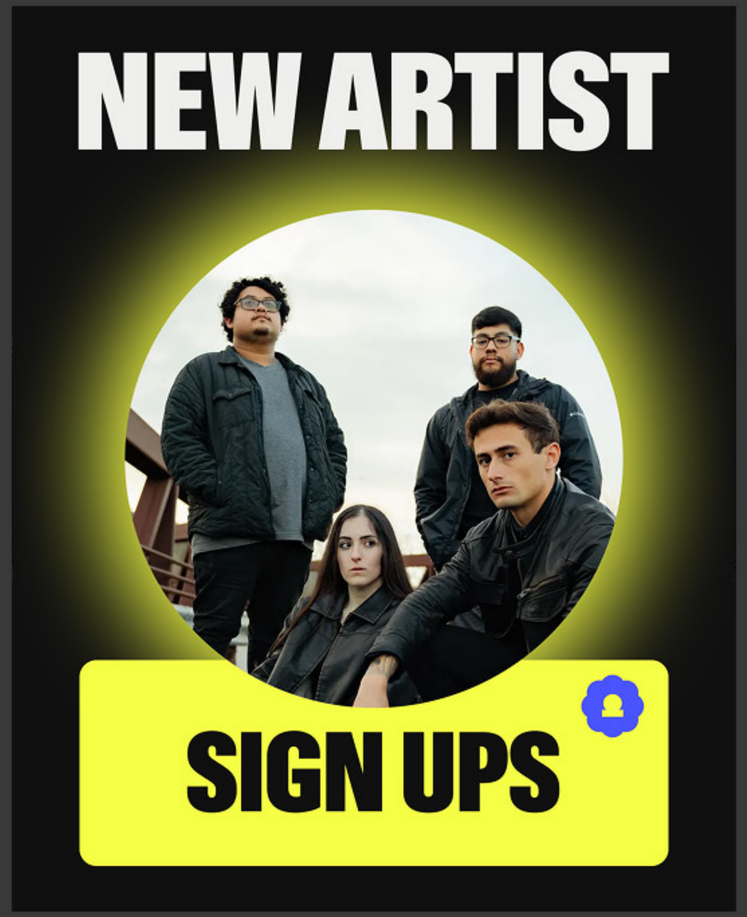
Revolutionizing Music Fandom



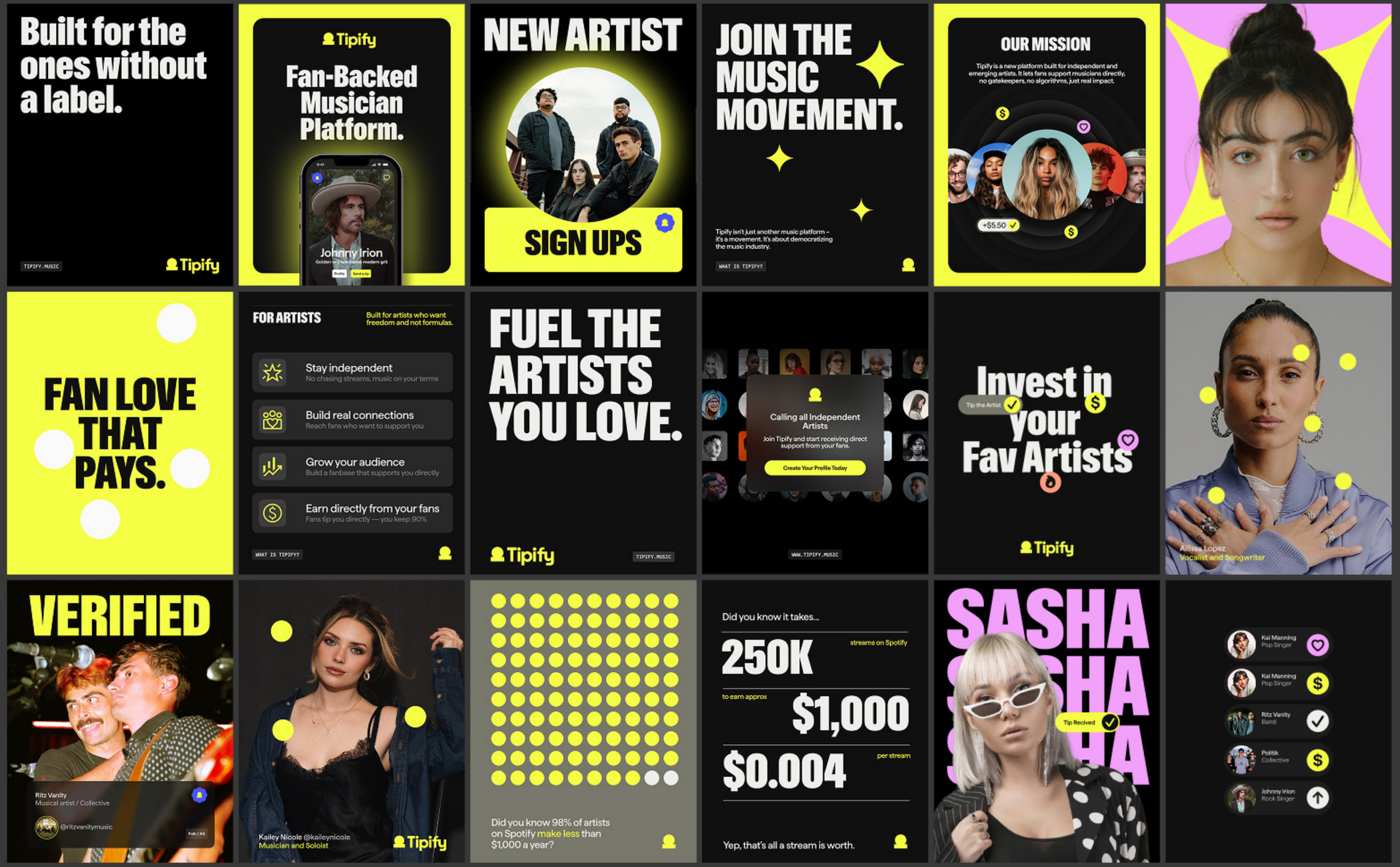

DEVELOP YOUR FANBASE, BUILD A COMMUNITY
With the support of their newfound community, these artists embrace their power and potential, empowered to shine brightly and inspire others to do the same.
Find out more
ARTISTS
Find out more
SPOTLIGHT
Find out more
FANS
Find out more


Tipify
Tipping Cart
You are about to tip
Lemdrick Lamar
A wonderful singer-songwriter from Brooklyn.
$5
Masterbom
A wonderful singer-songwriter from Brooklyn.
$5
Anon
A wonderful singer-songwriter from Brooklyn.
$5
Anon
A wonderful singer-songwriter from Brooklyn.
$5
Anon
A wonderful singer-songwriter from Brooklyn.
$5
Total
$26.50
The total includes a 5% fee to Tipjar + taxes
Checkout
Powered by stripe


Tipify
Fan-Backed Musician Platform.
9:41
Johnny Irion
Golden-era folk meets modern grit
Profile
Send a tip

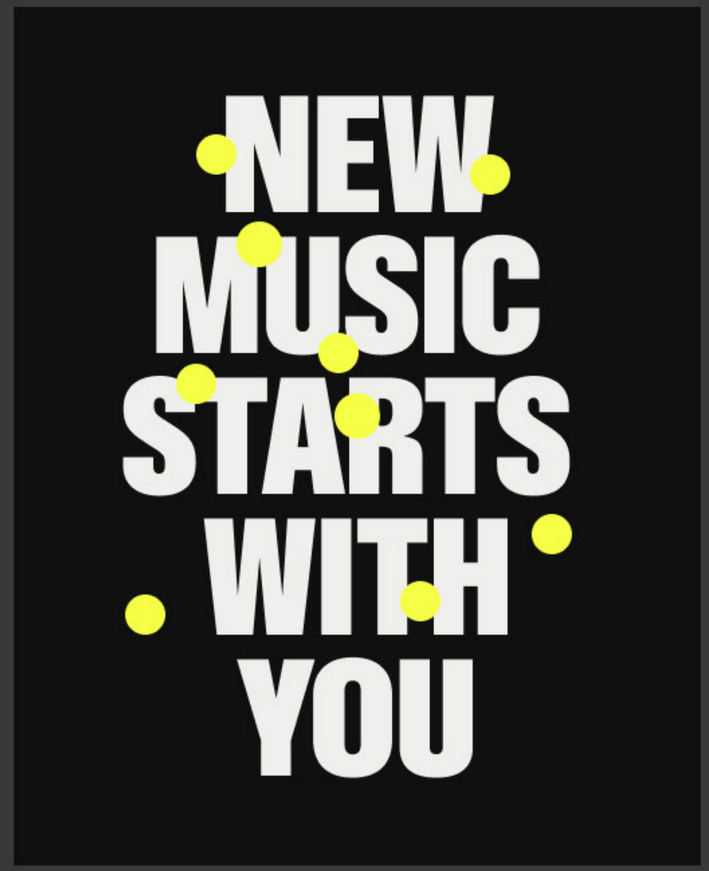

NEW ARTIST
SIGN UPS


Built for the ones without a label.
TIPIFY.MUSIC
Tipify


Built for the ones without a label.
TIPIFY.MUSIC
Tipify
Tipify
Fan-Backed Musician Platform.
Johnny Irion
NEW ARTIST
SIGN UPS
JOIN THE MUSIC MOVEMENT.
Tipify isn't just another music platform – it's a movement. It's about democratizing the music industry.
WHAT IS TIPIFY?
OUR MISSION
Tipify is a new platform built for independent and emerging artists. It lets fans support musicians directly, no gatekeepers, no algorithms, just real impact.
+$5.50
FAN LOVE THAT PAYS.
FOR ARTISTS
Built for artists who want freedom and not formulas.
Stay independent
No chasing streams, music on your terms
Build real connections
Reach fans who want to support you
Grow your audience
Build a fanbase that supports you directly
Earn directly from your fans
Fans tip you directly — you keep 90%
WHAT IS TIPIFY?
FUEL THE ARTISTS YOU LOVE.
Tipify
TIPIFY.MUSIC
Calling all Independent Artists
Join Tipify and start receiving direct support from your fans.
Create Your Profile Today
WWW.TIPIFY.MUSIC
Invest in your Fav Artists
Tip the Artist
Tipify
Allisse Lopez
Vocalist and Songwriter
VERIFIED
Ritz Vanity
Musical artist / Collective
@ritzvanitymusic
Kailey Nicole @kaileynicole
Musician and Soloist
Tipify
Did you know 98% of artists on Spotify make less than $1,000 a year?
Did you know it takes...
250K
streams on Spotify
to earn approx
$1,000
$0.004
per stream
Yep, that's all a stream is worth.
SASHA
Tip Recived
Kai Manning
Pop Singer
Kai Manning
Pop Singer
Ritz Vanity
Band
Polèk
Collective
Johnny Irion
Rock Singer

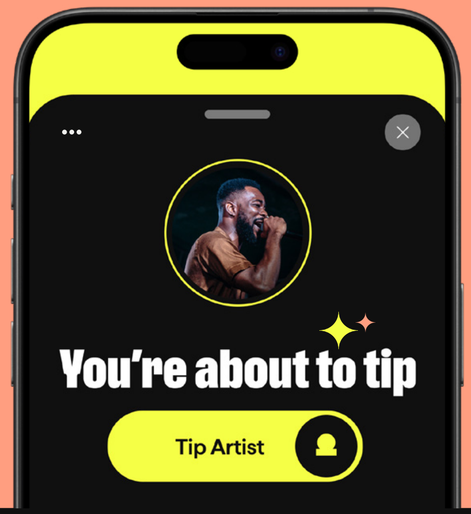

Built For The
Ones Without
A Label.


JOIN
THE
MUSIC
MOVE-
MENT


NEW
MUSIC
STARTS
WITH
YOU

Commision on Tips

Tipify® will retain a small fraction of every tip donation that fans send to their favourite artists



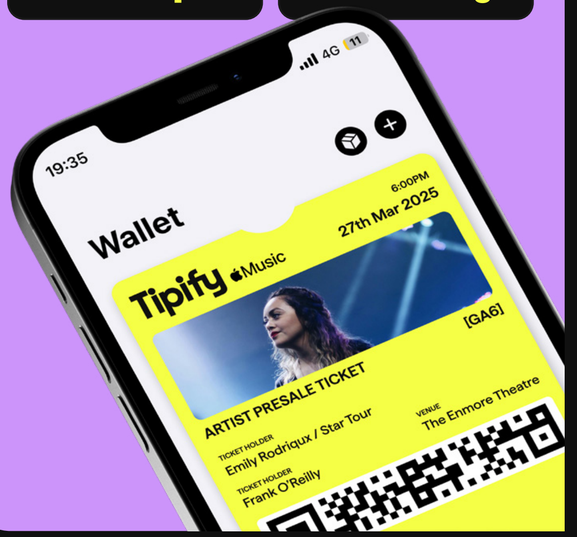
Data Insights Revenues

Through TipCharts™, we will collect relevant data such as most tipped artists that could be sold to music labels and concert venues

- Angelo
- Akai Aso
- Glorilaa
- Grace Ives

Further Optionality

- Merch
- Tickets
- Gamify
- Advertising




Tipify
Where Artists make it.
Every artist yearns for the spotlight—where dreams light
up and talent shines. Yet for many, that spotlight
Tipjar™ changes the game. More than a
community that enables the









FANS ARE OUR PEOPLE.

Tipify



Support New Artists

Tipify

©2023 BRIK STUDIO®

Tipify

Questions

If you have any questions regarding the content of this visual identity guide, please contact **dan@tipify.music**