

WaveTip Brand Guidelines

Official brand identity standards and usage guidelines

Logo Variations

Three core logo formats designed for flexibility across digital and print applications.



Horizontal Lockup

Go-to logo for headers, websites, and print.
Min width: 200px



Icon Only

App icons, avatars, favicons.
Min: 32×32px

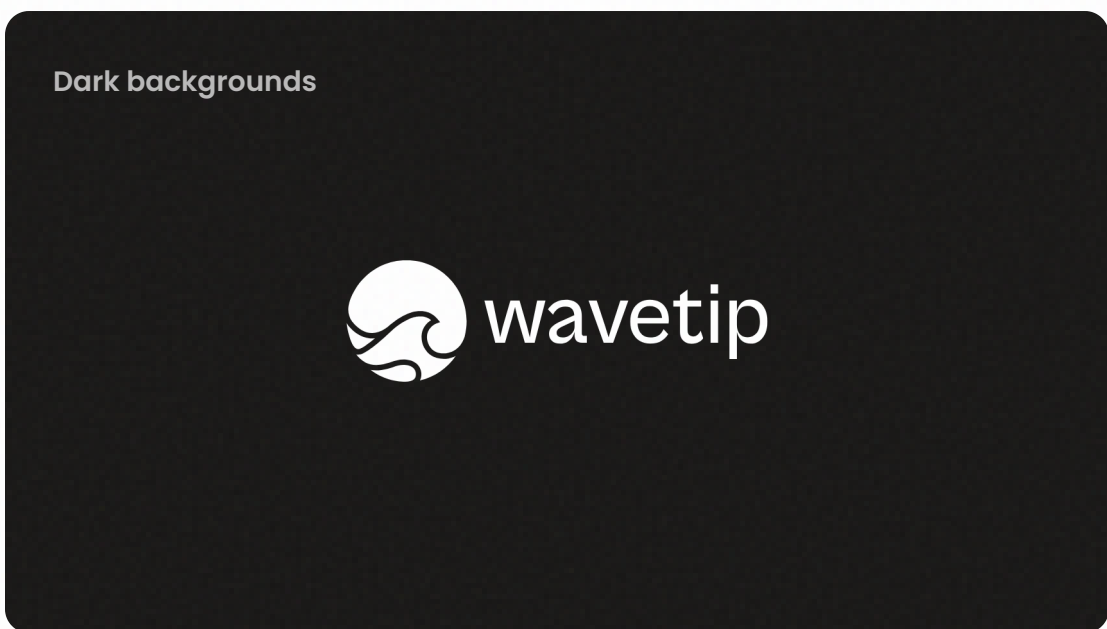
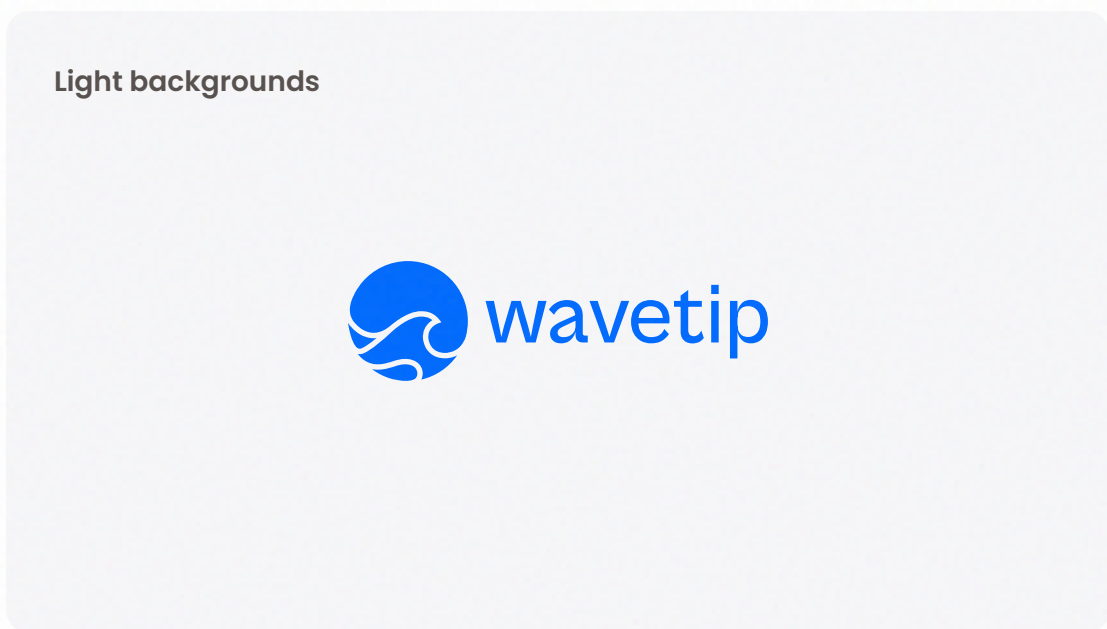
wavetip

Wordmark Only

Used in constrained or partner spaces.
Min width: 150px

Logo on Backgrounds

Use the full-color logo on light backgrounds and the inverted white version on dark or colored surfaces.



Recommended Sizes

Minimum size recommendations to maintain legibility and visual impact across all applications.

Website Headers

- ✓ 200–300px width

Social Media & Apps

- ✓ Icon: 512×512px (high res)
- ✓ Icon: 192×192px (standard)

Print Materials

- ✓ 2–3 inches wide minimum

Logo Basics

Essential guidelines for maintaining logo integrity and brand consistency.

Keep it readable

- ✓ Don't make it tiny (at least 150–200px wide works best)
- ✓ Give it some breathing room – don't cram it next to other elements

Use the right version

- ✓ White/inverted logo on dark or blue backgrounds
- ✓ Full color logo on light backgrounds
- ✓ Icon alone when space is tight (social avatars, favicons)

Keep it clean

- ✓ Don't stretch or squish it
- ✓ Don't rotate it at weird angles
- ✓ Avoid placing on busy or low-contrast backgrounds

Colors

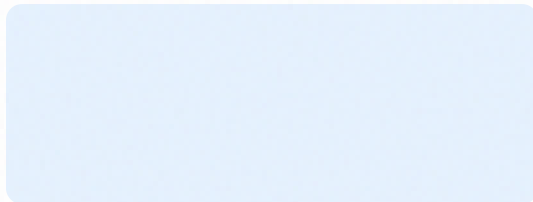
Our color palette centers on WaveTip Blue (#006AFE), supported by complementary tints and neutral tones.



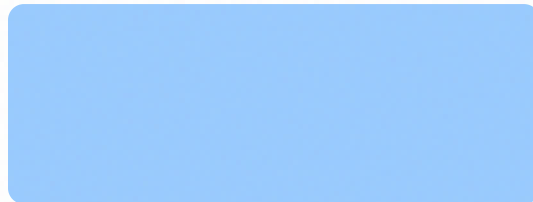
Our primary brand color. Use it for key interface elements, CTAs, and brand moments.

BLUE PALETTE

Tints and shades of our primary blue for UI states, backgrounds, and visual hierarchy.



Blue 100
#E6F2FF



Blue 300
#99CBFF

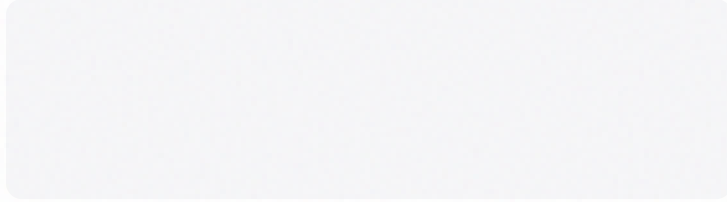


Blue 500
#4D9FFF

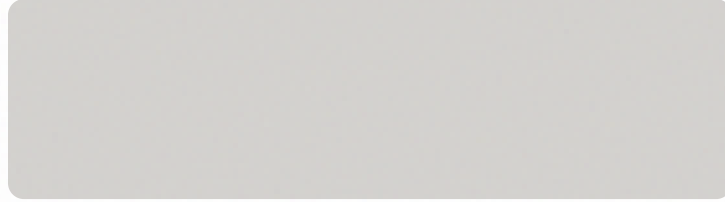


Blue 900
#0055CB

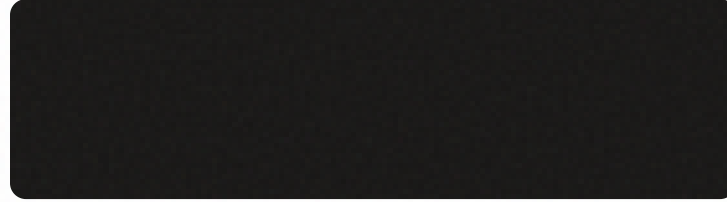
NEUTRALS



Off-White
#F7F7F9



Stone
#D4D2CF



Black
#181716

Typography

Our typeface system for consistent, accessible communication.

Poppins

Google Fonts • Free • [Download](#)

HEADINGS

Poppins Bold 700 • 32–48px

Making crypto tipping effortless on Twitch

Page titles, hero sections, primary CTAs

SUBHEADINGS

Poppins Semibold 600 • 20–28px

Instant tips. Zero friction. Real connection.

Section titles, card headers, feature highlights

BODY TEXT

Poppins Regular 400 • 16px

WaveTip transforms how viewers support their favorite creators. Send tips instantly using RLUSD, track balances live, and build stronger communities—all within the Twitch experience.

Paragraphs, descriptions, interface text, long-form content