

# 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.



Icon Only

App icons, avatars, favicons.

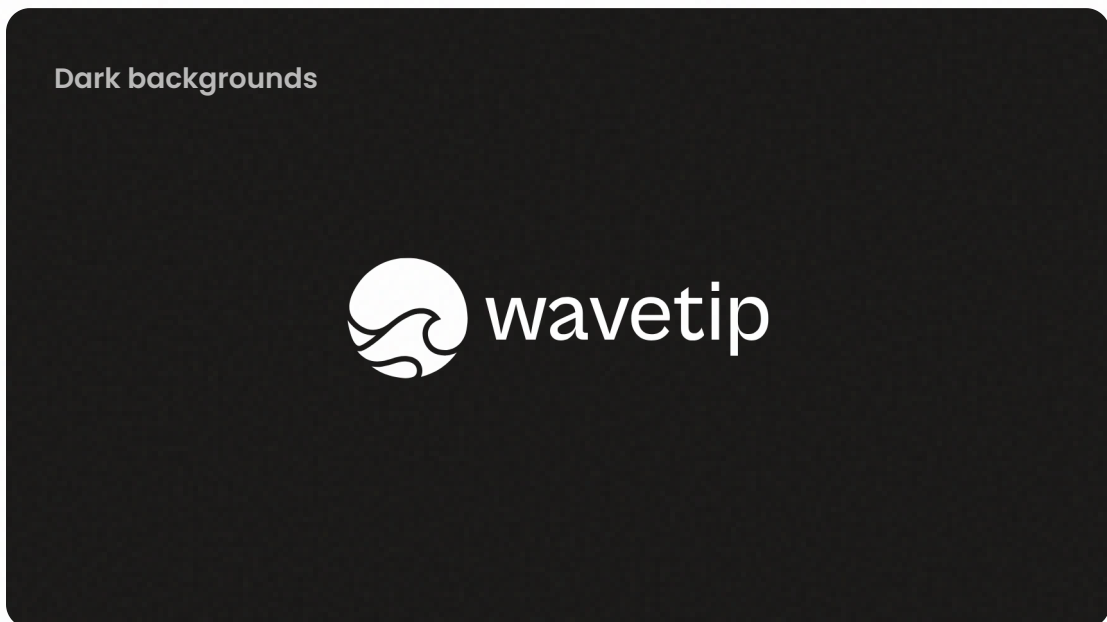
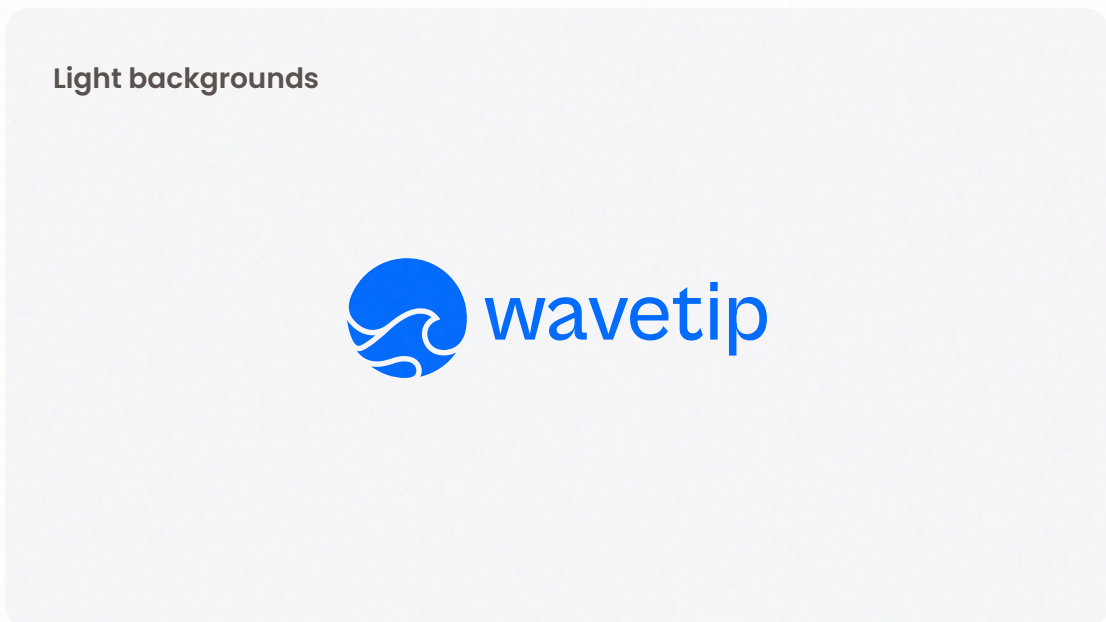


Wordmark Only

Used in constrained or partner spaces.

## Logo on Backgrounds

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



## Logo Basics

Essential guidelines for maintaining logo integrity and brand consistency.

**Keep it readable**

- ✓ Don't make it tiny
- ✓ 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

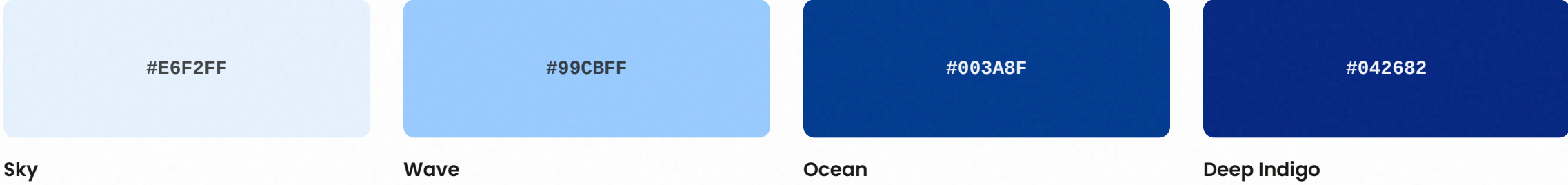
## Primary Color

WaveTip Blue is the core of our brand identity.



## Supporting Colors

Four complementary blues for depth and hierarchy.



## Neutrals

Foundation colors for text, backgrounds, and UI structure.



## 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