ItWhip

Brand Guidelines

About ItWhip

ItWhip is Arizona's premier peer-to-peer car sharing marketplace, connecting vehicle owners with renters for a seamless, trusted experience.

Our brand represents innovation, trust, and the freedom of the open road. We empower hosts to earn income from their vehicles while giving guests access to unique cars they can't find anywhere else.

Founded in Phoenix, Arizona, ItWhip serves the greater Phoenix metropolitan area including Scottsdale, Tempe, Mesa, Chandler, Gilbert, and surrounding communities.

Our Mission

To revolutionize car sharing in Arizona by creating a trusted community where vehicle owners maximize the value of their assets and renters discover exceptional driving experiences.

Brand Values

• Trust - We build confidence through verification, insurance, and transparency

• Community - We connect neighbors and create economic opportunities

• Quality - We curate exceptional vehicles and experiences

• Innovation - We leverage technology to simplify car sharing

Primary Logo

The ItWhip logo is the primary visual representation of our brand. It should be used consistently across all marketing materials, digital platforms, and print media.

Two versions are provided:
• Light Mode - For use on light backgrounds (white, light gray)
• Dark Mode - For use on dark backgrounds (black, dark gray, images)
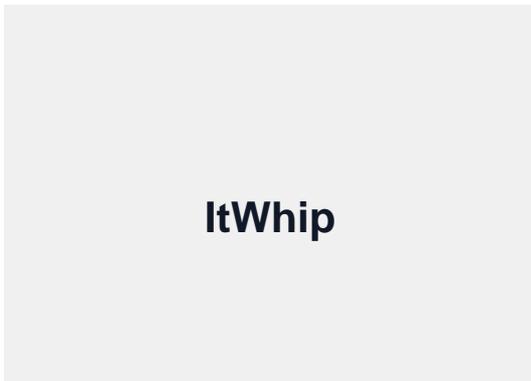
ItWhip

Light Mode Version

ItWhip

Dark Mode Version

Clear Space & Minimum Size

Maintain clear space around the logo equal to the height of the "I" in ItWhip.

Minimum sizes:
• Digital: 80px wide
• Print: 25mm wide

Brand Colors

Primary Colors

Amber 500

#F59E0B

RGB: 245, 158, 11
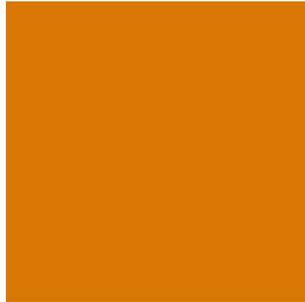
Amber 600

#D97706

RGB: 217, 119, 6

Amber 700

#B45309

RGB: 180, 83, 9

Neutral Colors
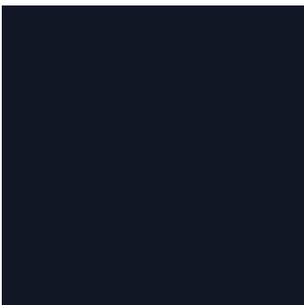
Gray 900

#111827

Gray 600

#4B5563
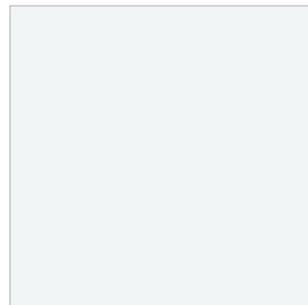
Gray 100

#F3F4F6

Type System

ItWhip uses Inter as its primary typeface for all digital and print applications.

Headings

Heading 1

Inter Bold, 36-48px

Heading 2

Inter Bold, 24-30px

Heading 3

Inter Semibold, 18-20px

Body Text

Body text uses Inter Regular at 14-16px for optimal readability.

Line height should be 1.5-1.75 for body copy.

Small text and captions use Inter at 12-13px.

Do's and Don'ts

DO's

' Use official logo files

' Maintain clear space

' Use approved colors

' Follow minimum sizes

' Use on appropriate backgrounds

DON'Ts

' Stretch or distort logo

' Change logo colors

' Add effects or shadows

' Place on busy backgrounds

' Recreate or modify logo

Questions?

For brand-related questions or to request assets:

info@itwhip.com