

couplet

the brand book

The brand is what
makes Couplet,
Couplet.

Brand

- 00 Brand Intro
- 00 Client Identity
- 00 Brand Values
- 00 In the Brandscape

Design Strategy

- 00 Moodboard
- 00 Logo
- 00 Logo Treatments
- 00 Colors
- 00 Type System
- 00 Visual Elements
- 00 Patterns

Application

- 00 Colors In Use
- 00 Type System In Use
- 00 Type Hierarchy
- 00 Icons
- 00 Component Styling



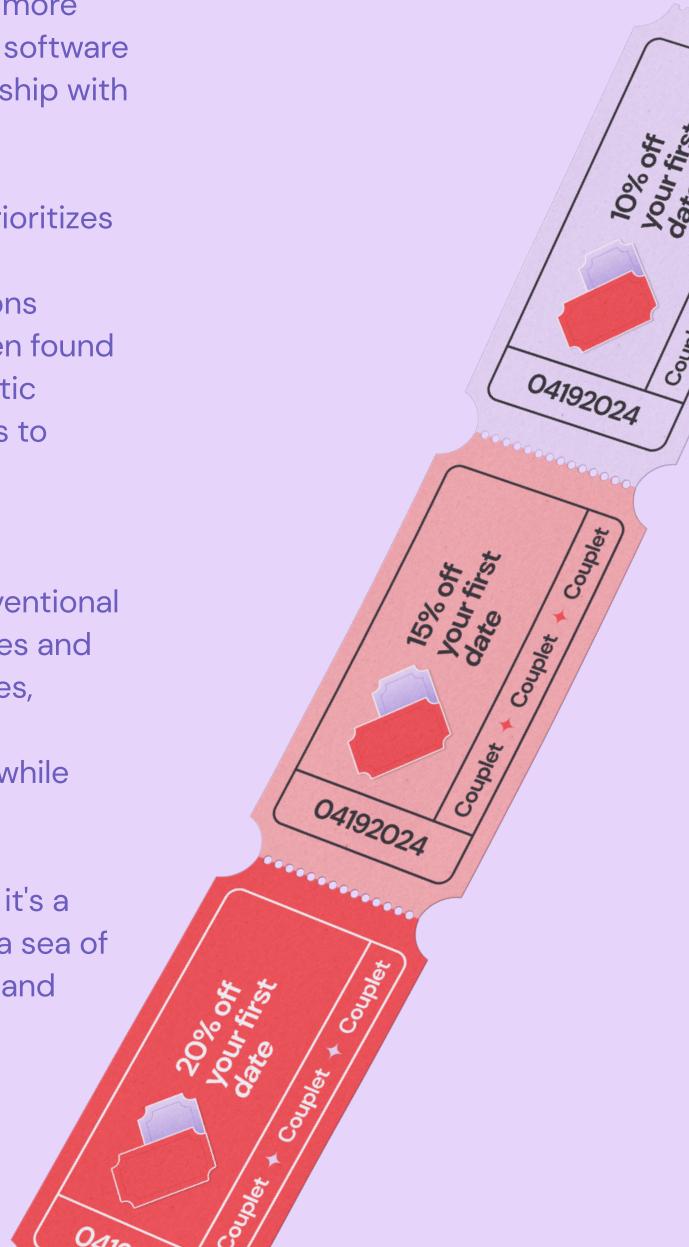
**Couplet's mission is
to foster authentic
connection while
bolstering the local
economy.**

Couplet is an innovative application founded by Victoria and Jan, based in Boston. Victoria, a professional at a nonprofit research and consulting firm, identified a common challenge faced by arts and culture organizations – the need to engage younger and more diverse audiences. Jan, a Northeastern alum and software engineer, was crucial in recommending a partnership with Generate to bring the initial app idea to fruition.

Unlike its swipe-centric counterparts, Couplet prioritizes substance over surface. By emphasizing shared experiences, it aims to forge authentic connections among users, transcending the superficiality often found in modern dating apps. Whether fostering romantic bonds or platonic friendships, Couplet endeavors to provide a contemporary platform for genuine relationships to blossom.

As an application, Couplet goes beyond the conventional dating app model. By supporting local economies and collaborating with nonprofits and small businesses, Couplet emerges as a purpose-driven endeavor, committed to fostering meaningful connections while enriching communities.

In essence, Couplet isn't just another dating app; it's a catalyst for change—a beacon of authenticity in a sea of superficiality, driven by a mission to unite hearts and uplift communities.



Brand Values

01 Authenticity

We value being genuine to ourselves and our users. We strive to create a genuine and transparent platform, fostering real connections and embracing individuality and honesty in every interaction.

02 Accessibility

Accessibility is a core value for Couplet. We are committed to making the app accessible and user-friendly across various platforms. We also aim to make new events and experiences accessible to all users.

03 Connection

Connection is at the heart of Couplet. We facilitate meaningful connections between individuals based on shared experiences, interests, and values, transcending superficial connections found in typical dating apps.

04 Community

We value the sense of belonging that comes from connecting with others. We allow users to feel part of a supportive and inclusive community while also investing in community-based organizations.

05 Inspiration

Couplet aims to inspire. Whether through connections, an exciting experience, or the impact made on local communities, we strive to be a source of inspiration, encouraging users to explore new possibilities.

In the Brandscape



S'more



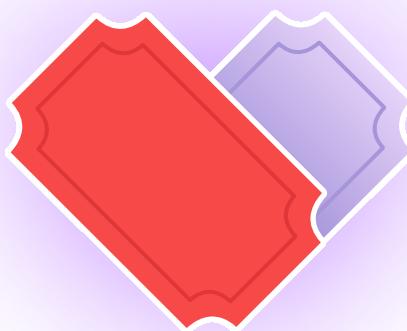
Yelp



Hinge



Eventbrite



Couplet



Duo



Joyraft



Bumble



Hey, are you down to
grab drinks?

At Couplet, we're **raising the bar for dates** that
are actually fun.

Our branding matches our values:
bold, vibrant, and playful.

9:41

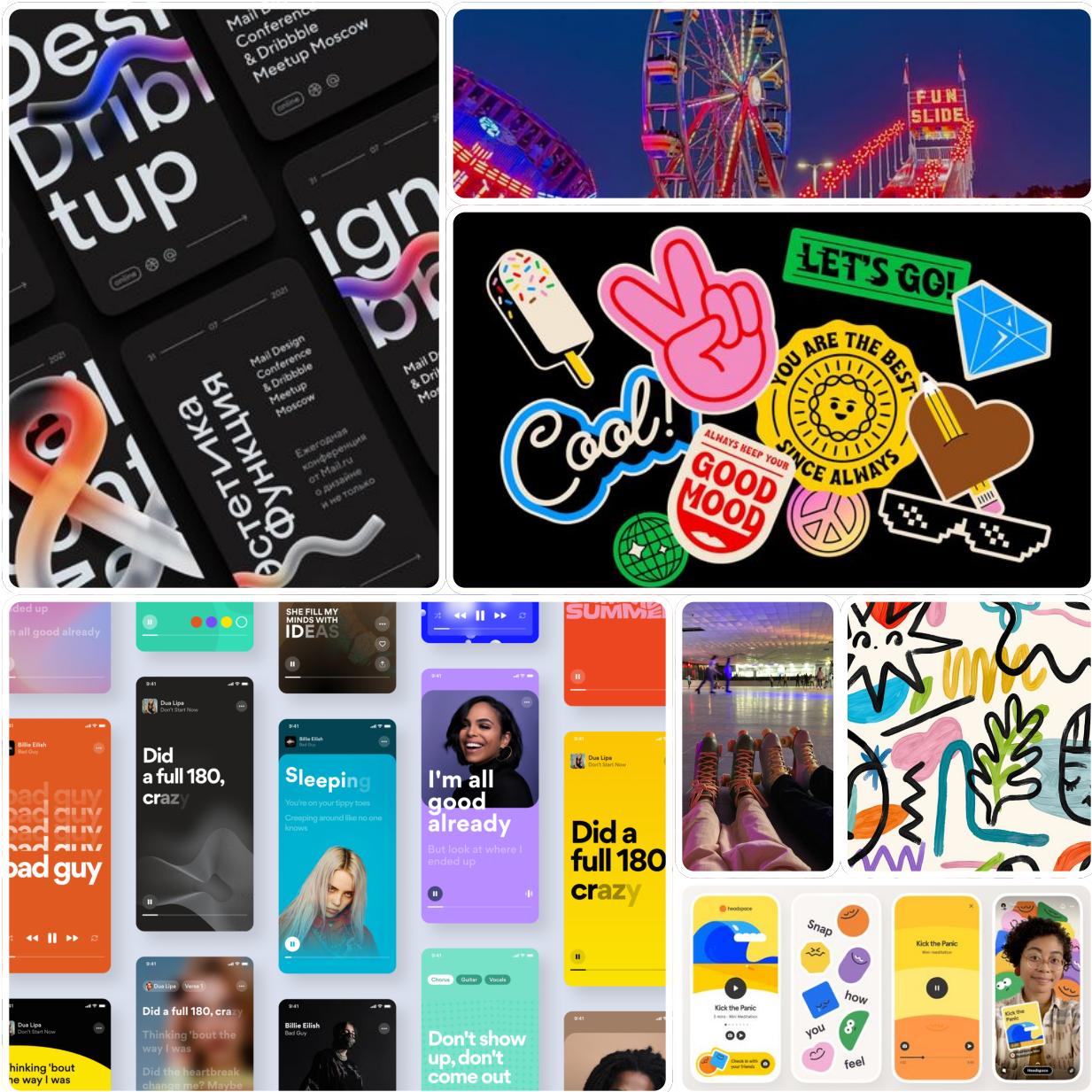


Couplet

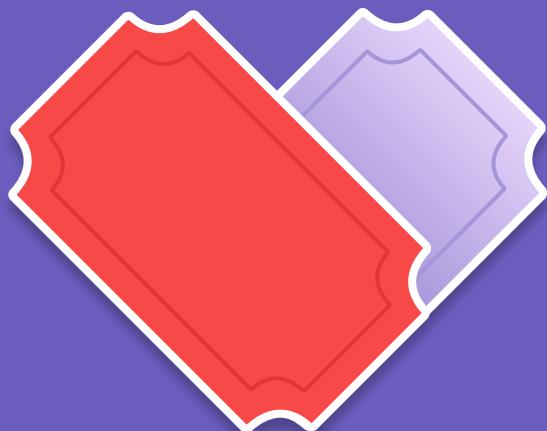
Moodboard



Moodboard



Logo

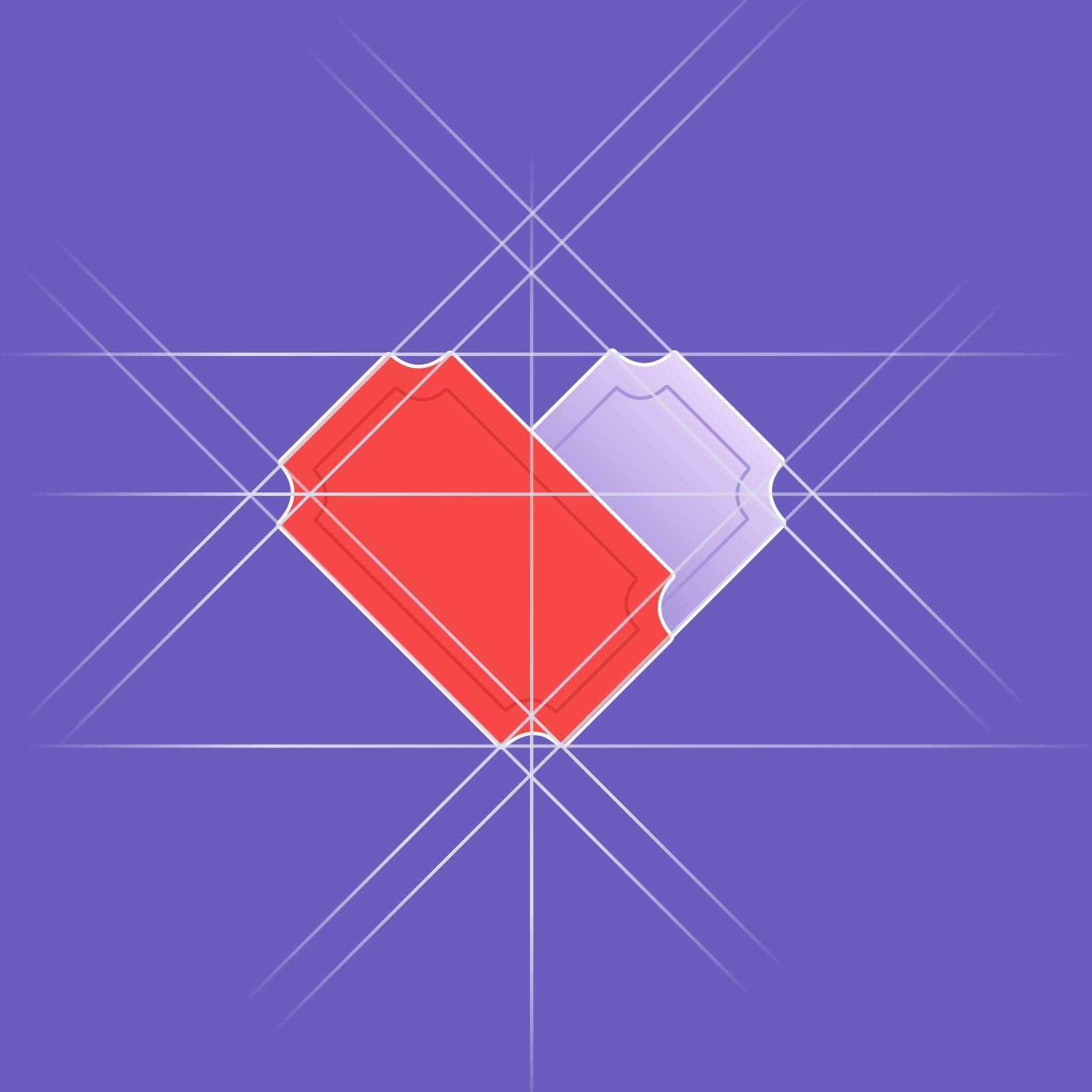


Brandmark

Couplet

Wordmark

Logo Lockup



Colors

Poppy

Primary Color
#F84949

Lavender

Secondary Color
#E7D4FA

Coral

Accent
#FBA4A4

Indigo

Accent
#6B5DBE

White

Light

#FFFFFF

Charcoal

Dark

#222222



Type System

DM
Sans

Heading Bold

Subtitle Medium

Body Regular

Label Medium

A B C D E F G H I J K L M N

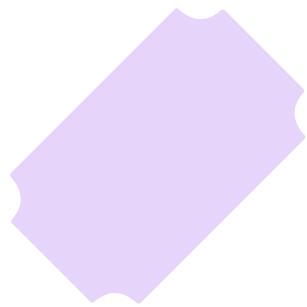
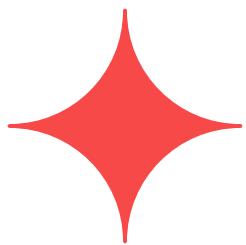
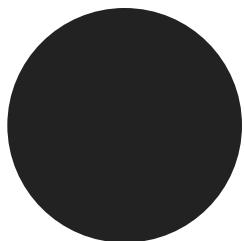
O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q

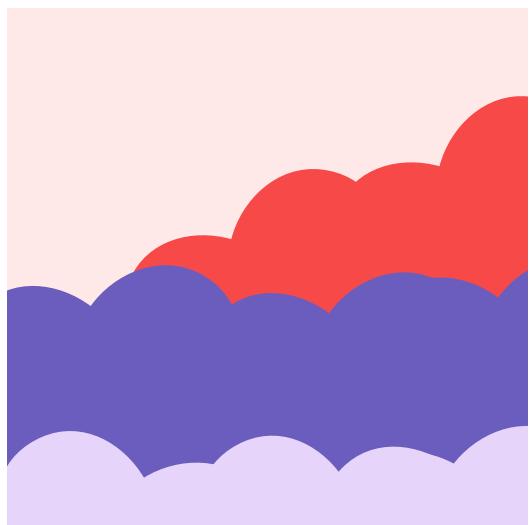
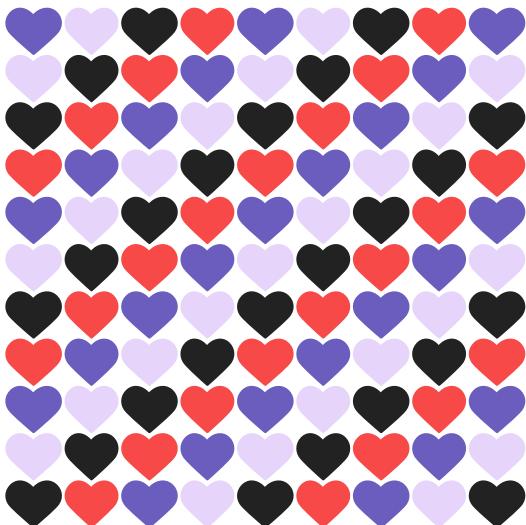
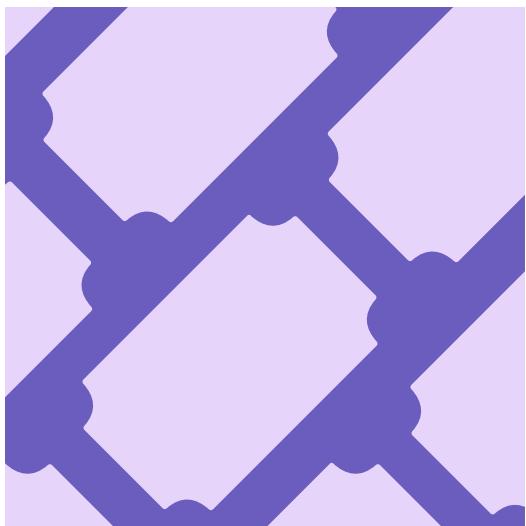
r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 !

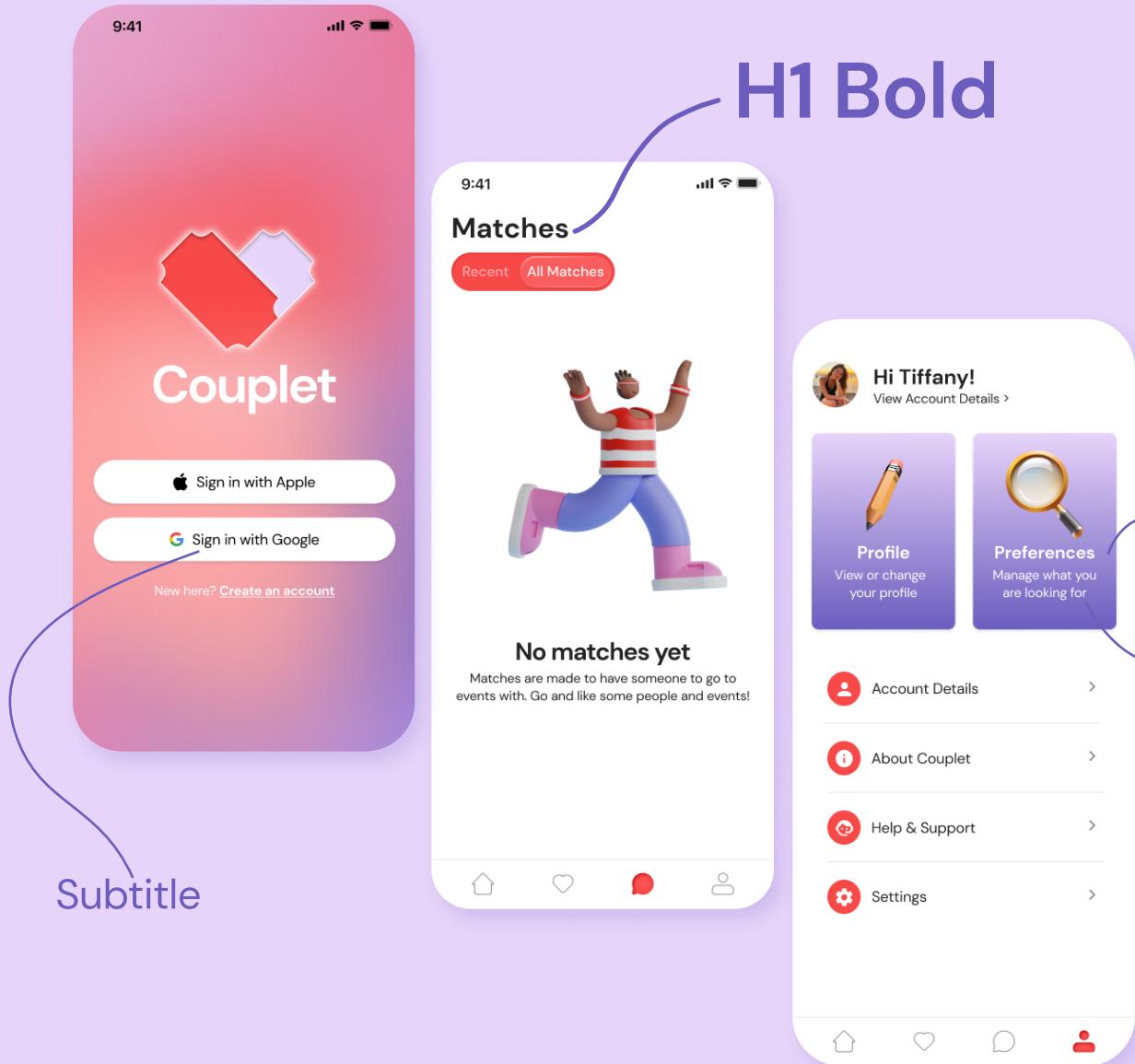
Visual Elements



Patterns



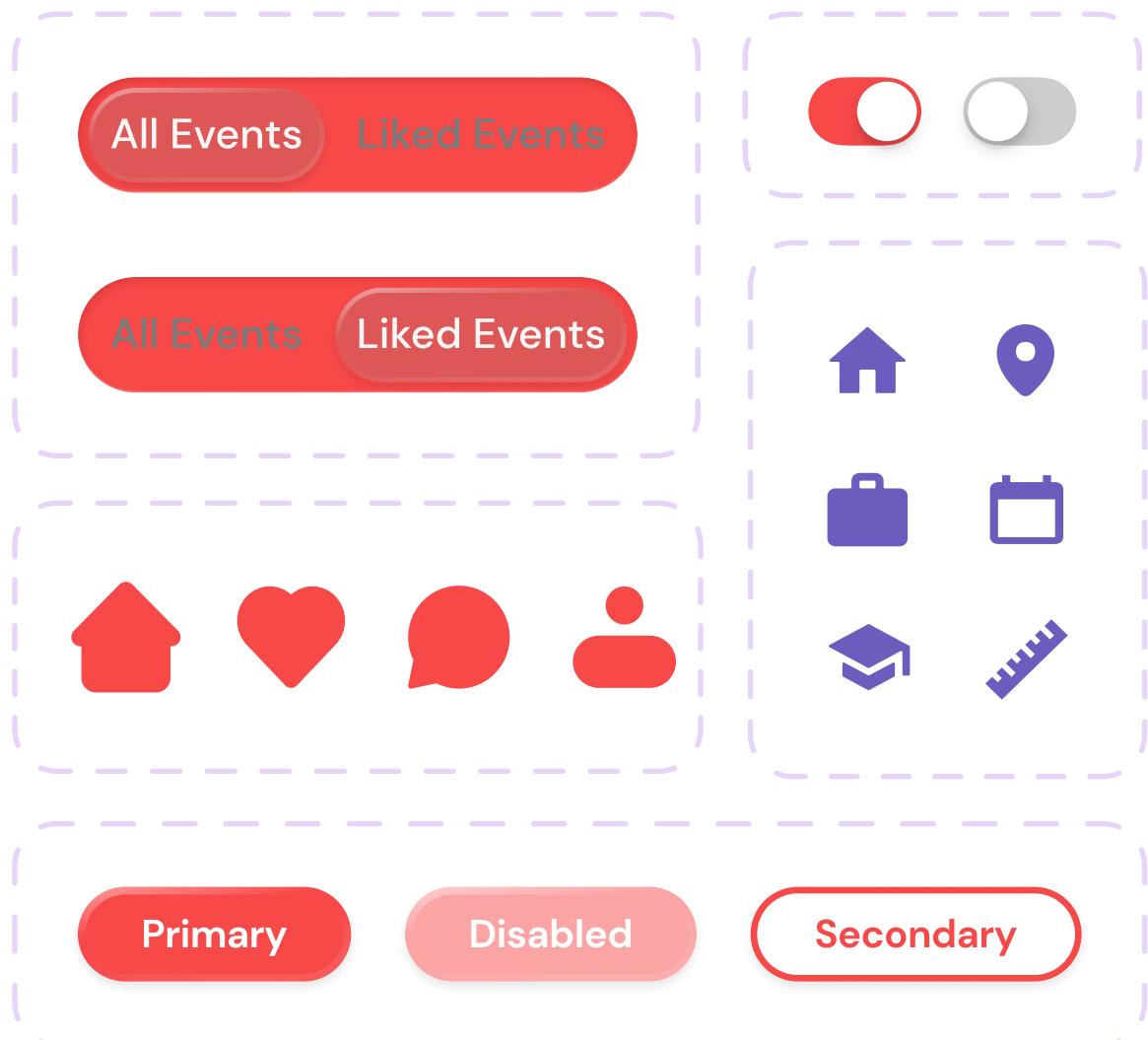
Application Type Hierarchy



Application Colors



Components



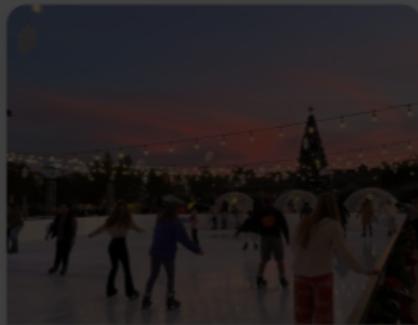


For our first date, let's go to...



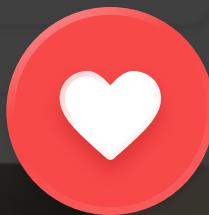
New England Aquarium

Boston
 \$33



Winter Ice Skating

Frog Pond
 \$30

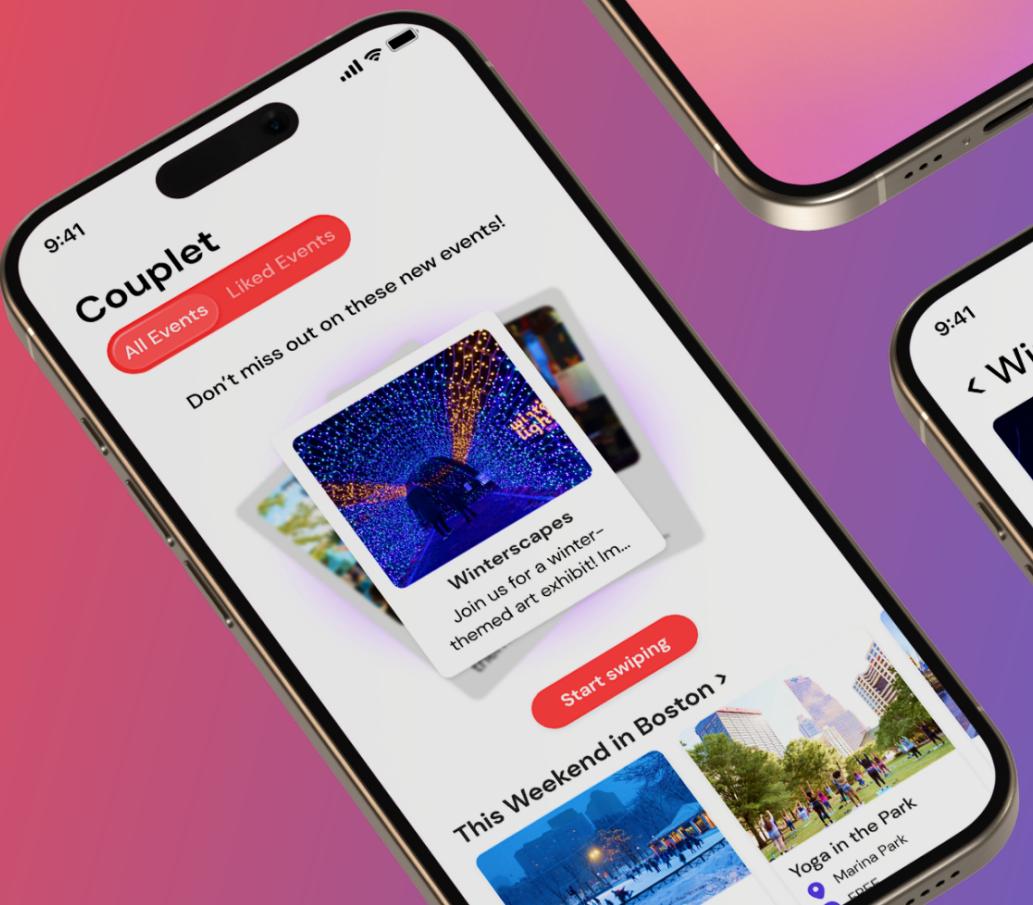


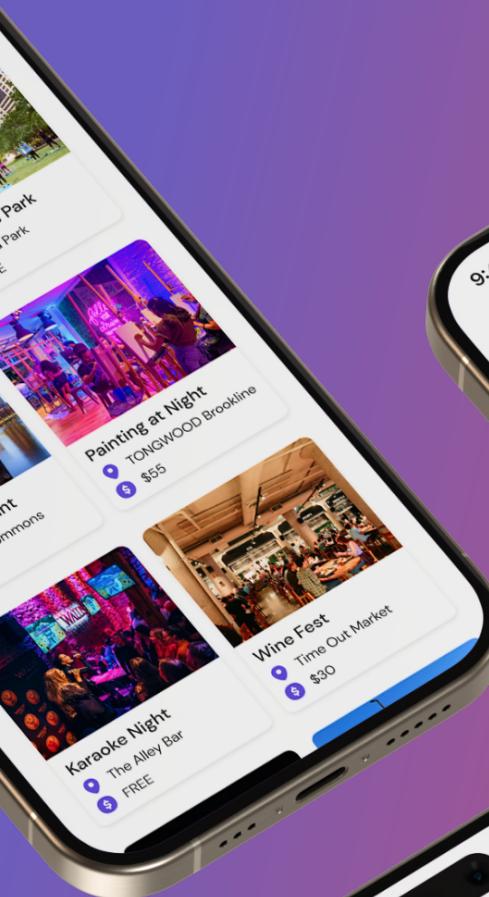
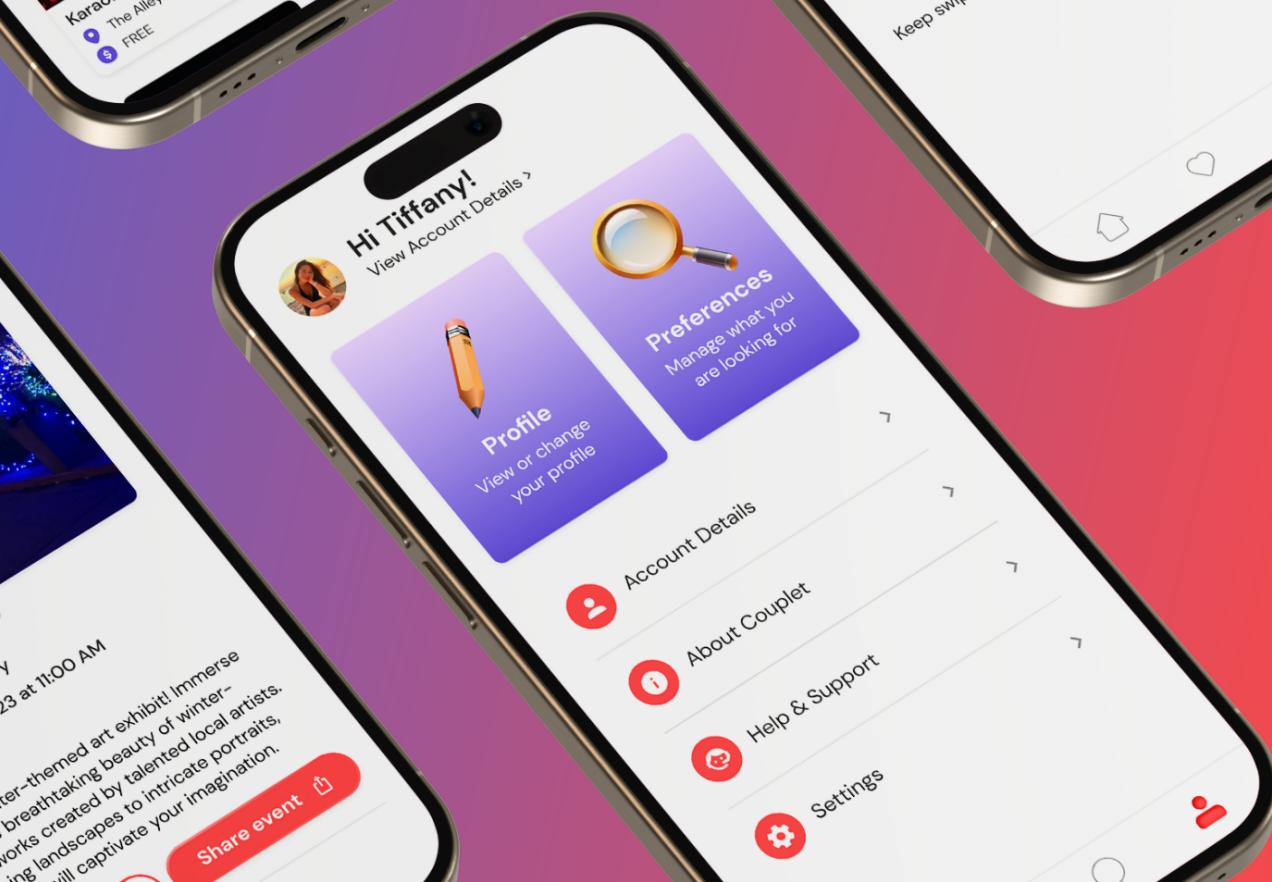
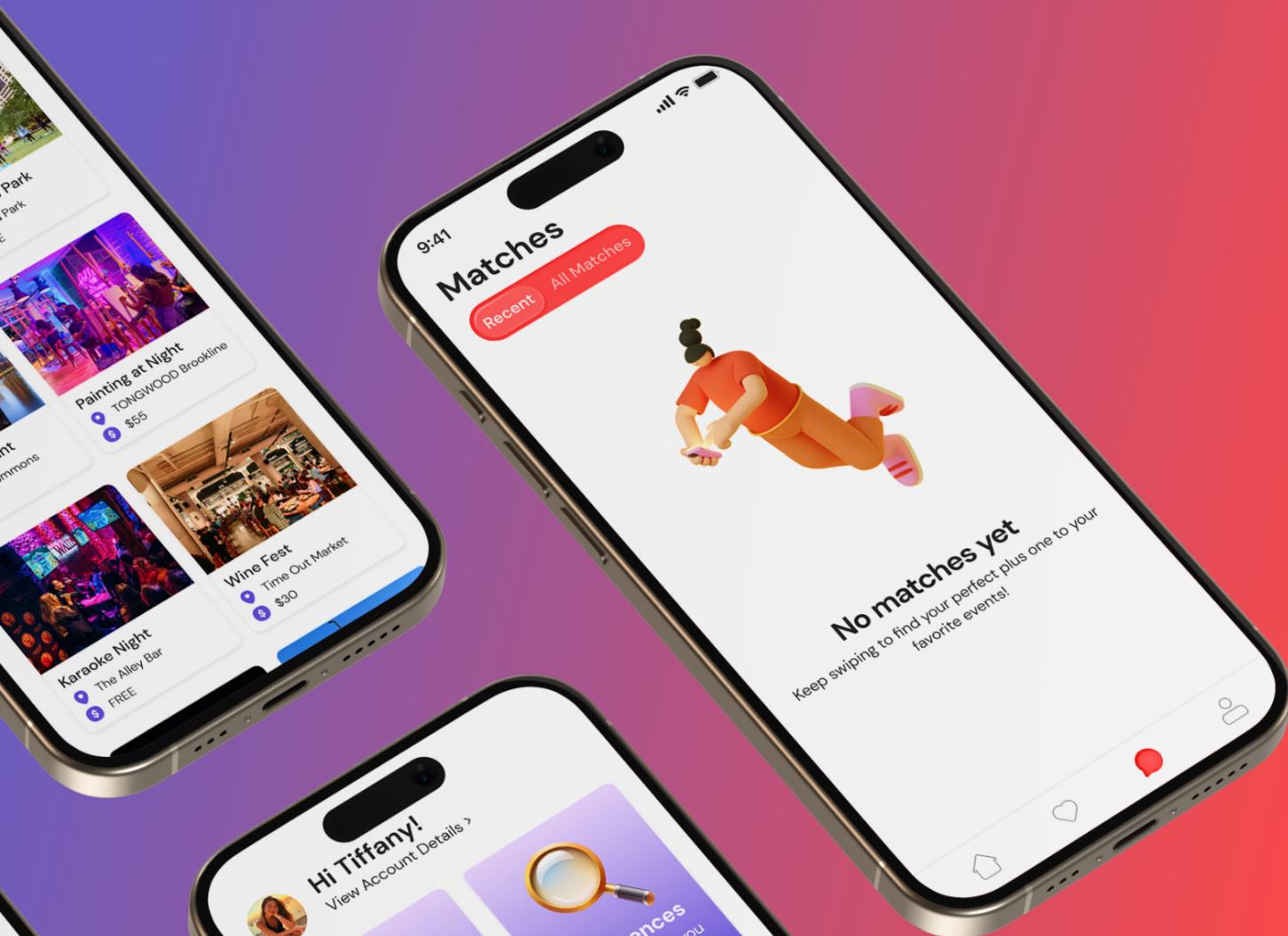
Click the X to pass

If you don't like them. No worries! There are plenty of fish in the sea!

Click the ♥ to like

Spot someone you like? It's match if both of you like each other!

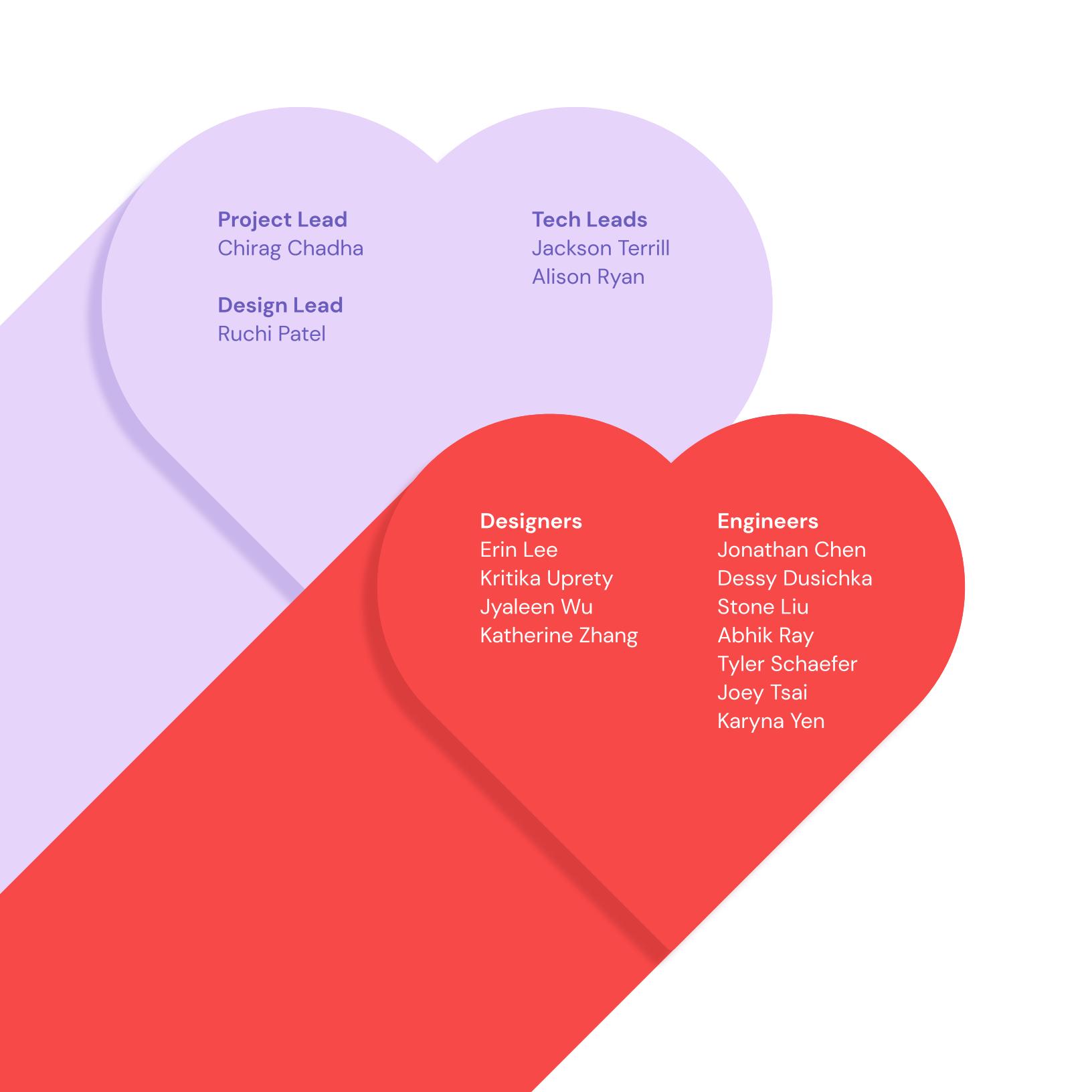




Made by Generate

Spring 2024





Project Lead
Chirag Chadha

Design Lead
Ruchi Patel

Tech Leads
Jackson Terrill
Alison Ryan

Designers
Erin Lee
Kritika Uprety
Jyaleen Wu
Katherine Zhang

Engineers
Jonathan Chen
Dessy Dusichka
Stone Liu
Abhik Ray
Tyler Schaefer
Joey Tsai
Karyna Yen

