

# Pullup Brand Guide

## Primary Logo



## Color Palette

Asphalt Gray: #1A1A1A

Neon Red: #FF0040

Electric Blue: #007BFF

White: #FFFFFF

## Typography

Headlines: Orbitron (Futuristic, Bold)

Body Text: Inter (Clean, Readable)

## Tone & Voice

Pullup's brand voice is confident, modern, and street-smart. It should reflect car culture with bold language, subtle attitude, and clarity. Think: 'Swipe. Match. Race.'