

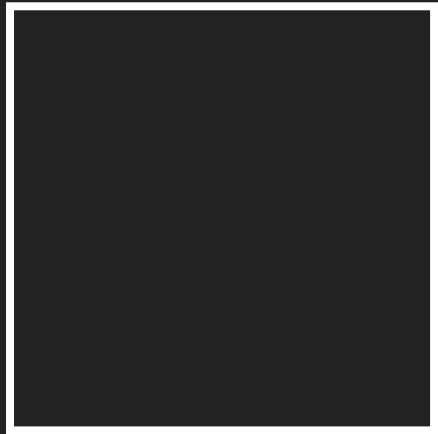
UFLIP™

2022 Branding Guide

Colors

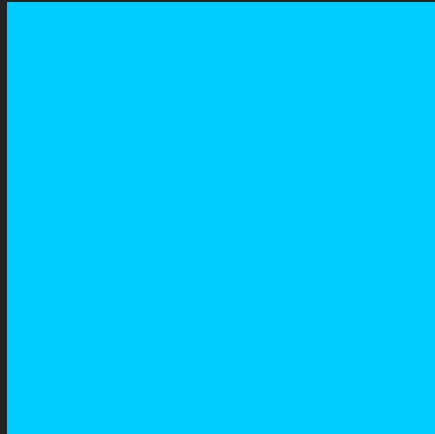
Black

#232323



Blue

#00cdff



Blue

#1c75bc



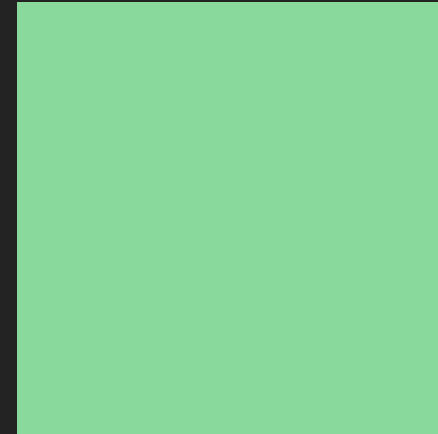
Gold

#febd1d



Green

#89d99d

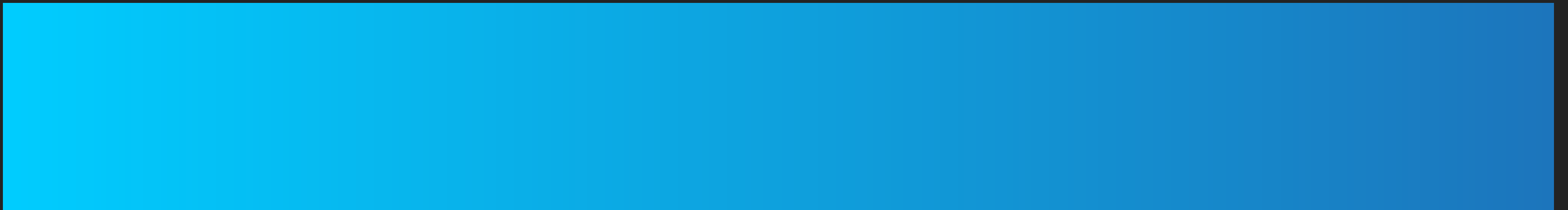


Red

#e55440



Gradient



Imagery



Imagery Guidelines

The tone of imagery selected for UFLIP should be no-specific, sports/entertainment related imagery with appropriate lighting and artistic composition. Images should be full-color and not filtered or heavily edited

Type

Montserrat Black

A B C D E F G H I J

a b c d e f g h i j

0 1 2 3 4 5 6 7

Montserrat Bold

A B C D E F G H I J

a b c d e f g h i j

0 1 2 3 4 5 6 7

Montserrat Light

A B C D E F G H I J

a b c d e f g h i j

0 1 2 3 4 5 6 7

Montserrat Medium

A B C D E F G H I J

a b c d e f g h i j

0 1 2 3 4 5 6 7

Type

Montserrat Black

For all tag line text

Montserrat Bold

For all headlines

Montserrat Light

For all body copy

Montserrat Medium

For more variety

Montserrat

Open Source Web Font: Use for web apps on desktop and mobile, digital advertizing, TV & Film. Only the four specified weights are acceptable for usage.

Logo

UFLIP™

White

UFLIP™

Black

Logo

The word "UFLIP" is written in a bold, sans-serif font. The letters are a vibrant red color. A small "TM" trademark symbol is positioned to the upper right of the letter "P".

Do not change colors

The word "UFLIP" is written in a bold, sans-serif font. The letters are white. A small "TM" trademark symbol is positioned to the upper right of the letter "P".

Do not add graphics

The word "UFLIP" is written in a bold, sans-serif font. The letters are white. A small "TM" trademark symbol is positioned to the upper right of the letter "P". The entire logo is tilted at an angle of approximately 15 degrees clockwise.

Do not rotate logo

The word "UFLIP" is written in a bold, sans-serif font. The letters are white. A small "TM" trademark symbol is positioned to the upper right of the letter "P".

Do not stretch, distort or
alter shape



Do not place in holding
image or shape

The word "UFLIP" is written in a bold, sans-serif font. The letters are white. A small "TM" trademark symbol is positioned to the upper right of the letter "P".

Do not Change
Typography

Taglines

**YOU'RE
THE NEW
BOSS**

Flipper

**BROKER
LIKE A
BOSS**

Seller

Logo

UFLIP™

Colors

Black

#232323

Blue

#00cdff

Blue

#1c75bc

Gold

#febd1d

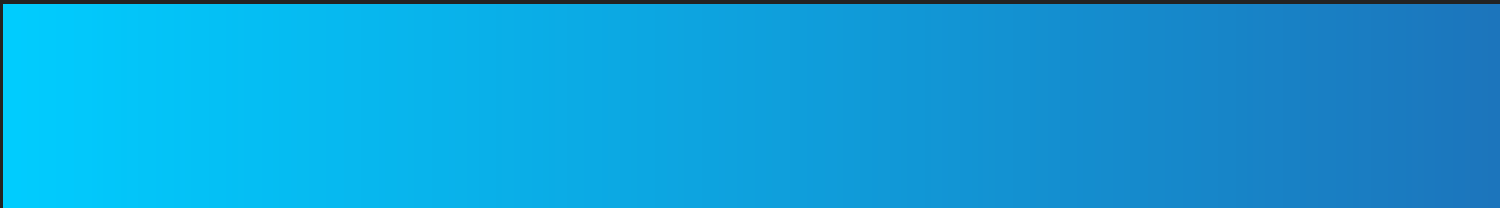
Green

#89d99d

Red

#e55440

Gradient



Type

Montserrat Bold
A B C D E F G H I J
a b c d e f g h i j
0 1 2 3 4 5 6 7

Montserrat Black
A B C D E F G H I J
a b c d e f g h i j
0 1 2 3 4 5 6 7

Montserrat Light
A B C D E F G H I J
a b c d e f g h i j
0 1 2 3 4 5 6 7

Montserrat Medium
A B C D E F G H I J
a b c d e f g h i j
0 1 2 3 4 5 6 7

UFLIP™