



## Logo

The Bip Logo consists of an abstract representation of the letter B on the left and the brand name 'BIP' on the right. The 'B' imagery signifies heartbeat, speed, signal, information and virtual communication. The typeface used in the Bip logo is Metaluna - a type that gives a minimal, futuristic yet professional feel.

The new NASA logo is an important inspiration for Bip's logo as both of them stand as a representation of the spirit of an adventurer and a bold move towards the future of unknown.



## Usages

Simple background complements the Bip logo. Make sure there is enough contrast when the Bip logo is being placed on top of a photograph.

## Don'ts

- Do not alter the color; keep it monochromatic.
- Do not alter the font style of the Bip Logo.
- Do not change the typeface of the Bip Logo.
- Do not change the orientation of the Bip logo.

# Professional, Bold and Reliable

Bip's brand should convey a strong sense of Professionalism, Bravery and Reliance to the beholder. As a product that empowers consumers through providing a secure and convenient crypto payment system, it is important that Bip's design evokes a sense of professionalism and reliability. Bip is also down-to-earth and humble; such value is reflected in its minimalistic yet approachable design.

People who enjoy Bip are those who are forward seeing and are a true embodiment of an explorer who is willing to take a bold step into the realm of crypto.



A graphic showing four color swatches: a white circle on a dark grey background, a large orange circle on a white background, a dark grey circle on a white background, and the text 'BUTLER #2B2B2B' on a dark grey background.

**WHITE**  
#FFFFFF

**HERON**  
#F6F6F6

**HEART**  
#BE5028

**MOUNTAIN**  
# 3F3F3F

**BUTLER**  
#2B2B2B

## Color Palette

The Bip palette consists of three primary colors and two secondary colors. The primary colors include a dark grey (Butler), light gray (Heron) and a dark red (Heart). Butler and Heron represent sophistication, maturity and professionalism. Whereas Heart symbolizes ambition, innovation and passion.

The primary colors - Butler and Heron are mainly used for negative space. Heart can be used for highlighting important content or used as a decorative element to evoke emotions. Mountain, a secondary color - is mainly for titles and paragraphs. Whereas white is usually used for logos.

# Avenir Next for Title

Univers LT Std - part of the Univers family for paragraph.

**THIS IS A CAPTION**

## Typography

When it comes to content, Bip's design system uses Avenir Next - Bold for titles across all platforms. This bold typeface gives the impression of strength, confidence and assertiveness while retaining a playful and futuristic feel.

Bip's design system uses Hiragino Maru Gothic Pro for sentences and paragraphs. This typeface is professional looking and got its friendliness from its roundedness.