

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 convinient 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 foreward seeing and are a true embodiment of an explorer who is willing to take a bold step into the realm of crypto.







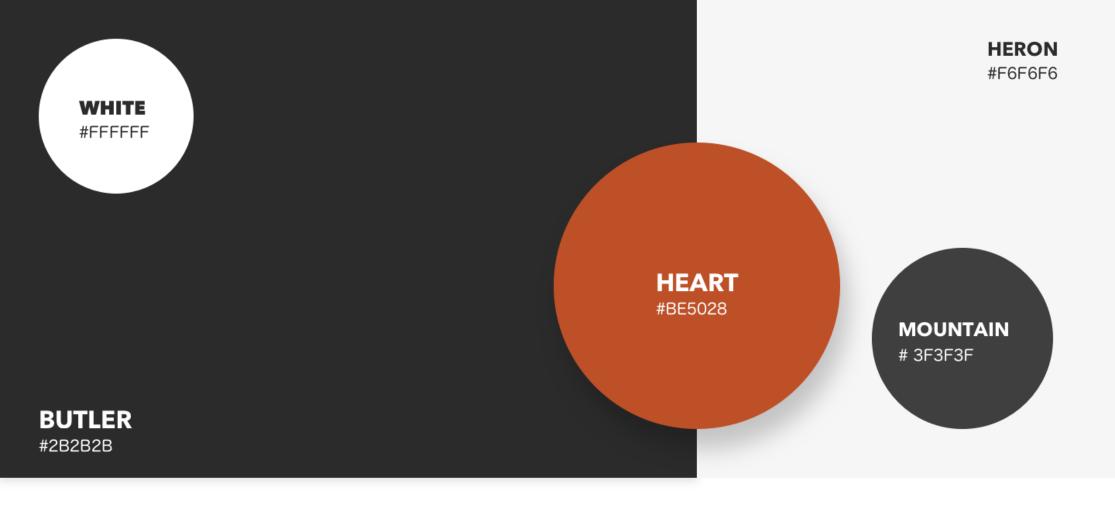












Color Palette

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.