

TipRun

Brand Guidelines



Logo System

The TipRun logo consists of four elements that can be used independently or together. Always use the provided files — never recreate or alter the logo.

Primary Logo

Icon + wordmark. Default for most use cases.



Secondary Logo

Stacked lockup for square or vertical layouts.



Icon

Standalone mark for small spaces.



Wordmark

Text-only version.

TipRun

Color Variants

Each logo is provided in three color variants for different background contexts.

Orange — Brand Color

Default. Use on white or light backgrounds.



Black — Monochrome

For single-color or grayscale contexts.



White — Reversed

For dark or colored backgrounds.



Color Palette

The core brand palette. Use these exact values across all media.

Primary

TipRun Orange

HEX #FF6B1A

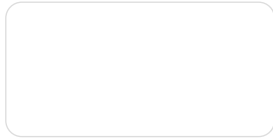
RGB 255 / 107 / 26

HSL 21° 100% 55%

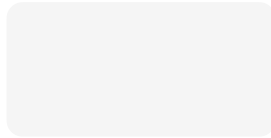
Supporting Colors



Dark / Black
#1A1A1A



White
#FFFFFF



Light Gray
#F5F5F5

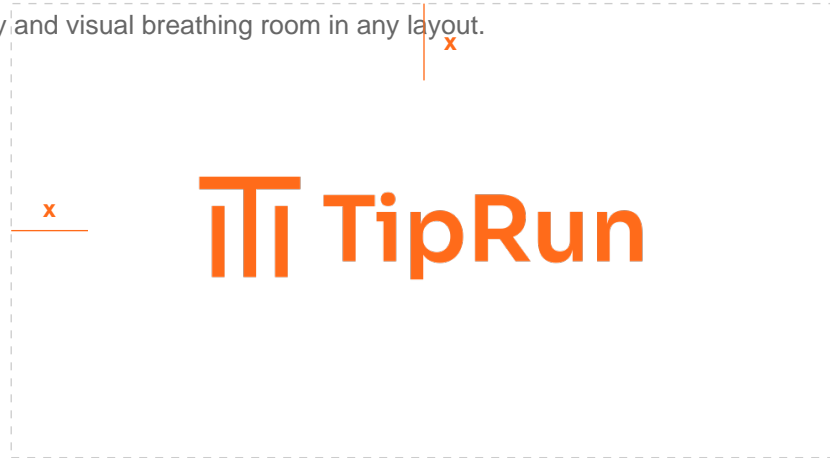


Mid Gray
#666666

Clear Space & Sizing

Clear Space

Maintain a minimum clear space around the logo equal to the height of the icon mark ("x"). This ensures legibility and visual breathing room in any layout.



Minimum Size

To maintain legibility, do not use the logo smaller than these minimums:

Primary / Secondary Logo: 120px wide (digital) | 30mm wide (print)

Icon only: 32px (digital) | 8mm (print)

Wordmark only: 100px wide (digital) | 25mm wide (print)

Usage Guidelines

Do

- ✓ Use provided logo files exactly as they are.
- ✓ Use the orange logo on white/light backgrounds.
- ✓ Use the white logo on dark/colored backgrounds.
- ✓ Maintain the required clear space around the logo.
- ✓ Use SVG for web and PNG for documents or social media.

Don't

- ✗ Don't change the logo colors beyond the provided variants.
- ✗ Don't stretch, skew, or distort the logo in any way.
- ✗ Don't add drop shadows, outlines, or other effects.
- ✗ Don't place the logo on busy or low-contrast backgrounds.
- ✗ Don't rotate or rearrange elements of the logo.
- ✗ Don't recreate the logo using other fonts or shapes.

File Reference

This brand kit includes the following organized assets:

Primary Logo/

Full logo (icon + wordmark). SVG + @2x PNG in Orange, Black, White.

Secondary Logo/

Stacked lockup. SVG + @2x PNG in Orange, Black, White.

Icon/

Standalone icon mark. SVG + PNG at 512, 1024, 2048, 4096px.

Wordmark/

Text-only logo. SVG + @2x PNG in Orange, Black, White.

Favicon/

Web favicons: SVG, ICO, 16px, 32px, Apple Touch, Android Chrome icons.

For questions about logo usage, contact the TipRun brand team.