



SideShift

This guide establishes the foundation of the SideShift brand identity. These standards exist to keep the brand cohesive across all surfaces, defining a solid base from which it can grow and evolve.

This guide doesn't cover every possible scenario or answer every question. Treat this document as a source of truth, and refer to it any time you're producing an artifact that represents SideShift.

[Download full brand kit here.](#)

Introduction

Mission

Our mission is to **engineer creator distribution at scale.**

SideShift is the first **end-to-end platform** for statistically engineering virality — spreading risk across **hundreds of smaller creators** instead of one big name who might flop.

Who are we building for?

We are building for **marketing professionals** who are busy, measured on results, and done paying for vanity.

1M+ creators on platform. Every claim grounded in real performance data.

Logo

Brandmark

Our brandmark is the simplest element of our brand. It works as a standalone symbol that represents SideShift.

[Download](#)

Lockup

The lockup is a structured pairing of our brandmark and our wordmark that should not be altered. It's the primary choice for brand representation in external facing contexts.

[Download](#)

The monotone lockup is suitable for dark mode or light mode styled backgrounds. Never place the monotone lockup on colorful backgrounds.



Color

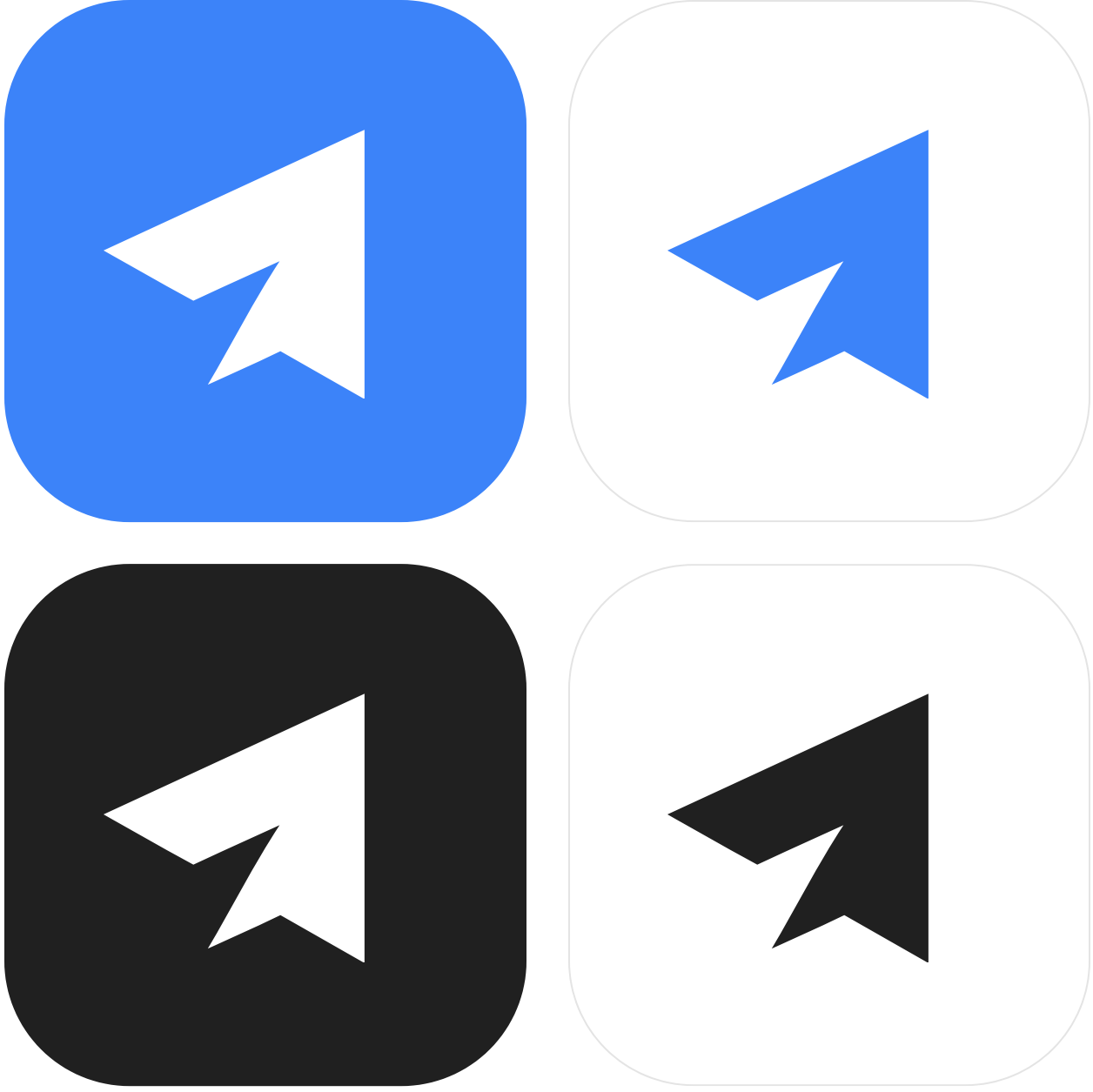
When combining the lockup with an approved color background, make sure that the logo is clear and legible in either white or black.



Avatars

Here are some pre-approved avatars for social accounts. These also work as icons for the website, the mobile app, shortcuts, etc.

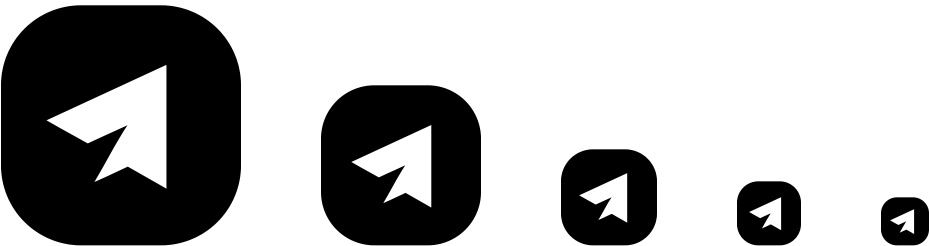
Download



In the app

Inside the product the brandmark sits in a black rounded tile — 48px with a 16px radius — at the top of the navigation rail and as the app icon. The tile scales down to 24px; below that use the bare mark. Never show the full lockup inside the app.

Download



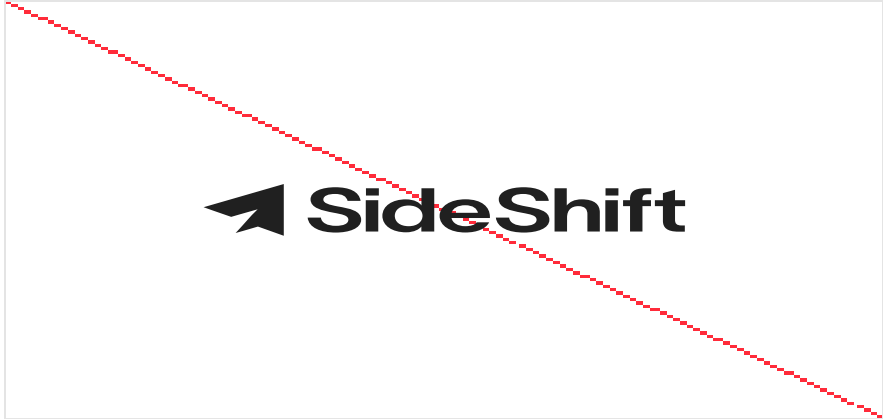
Logo Clearance

To protect the logo from other visual elements, make sure there's adequate clear space surrounding it. Minimum clear space equals the height of the arrow mark on all sides. Avoid scaling the lockup below 120px in digital applications.

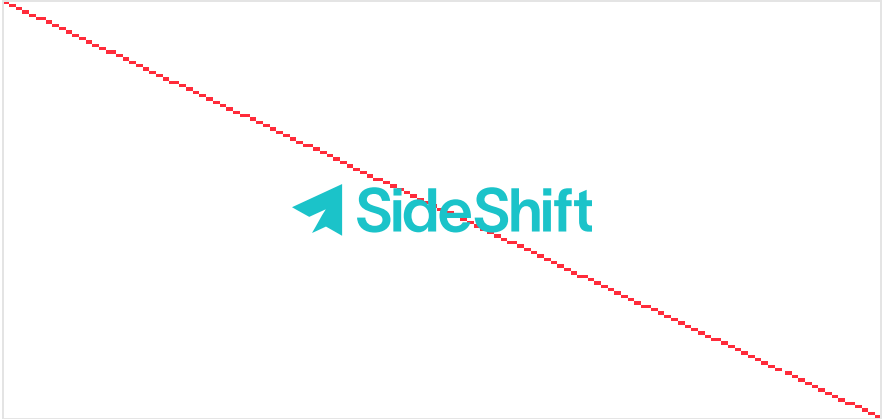


Logo Misuse

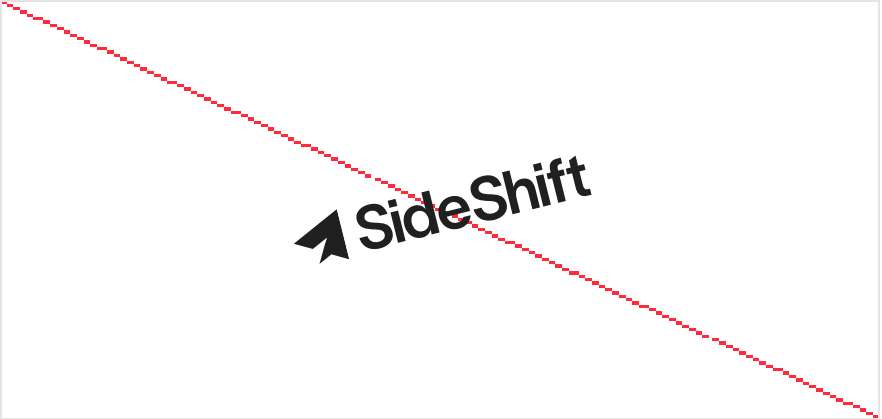
Consistency is key. Do not modify, distort, or recolor the logo elements in any of the following ways.



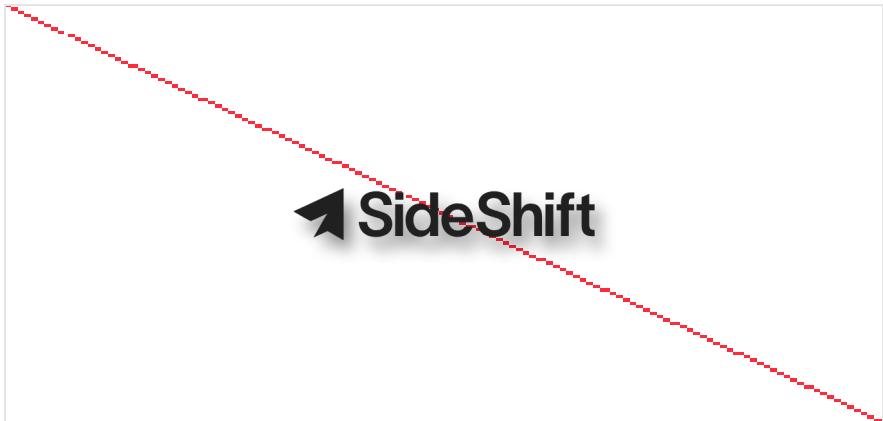
Don't stretch or distort



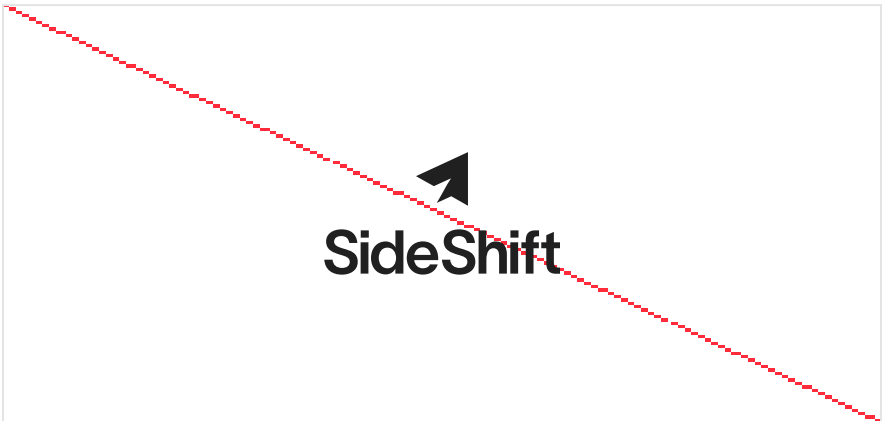
Don't use unapproved colors



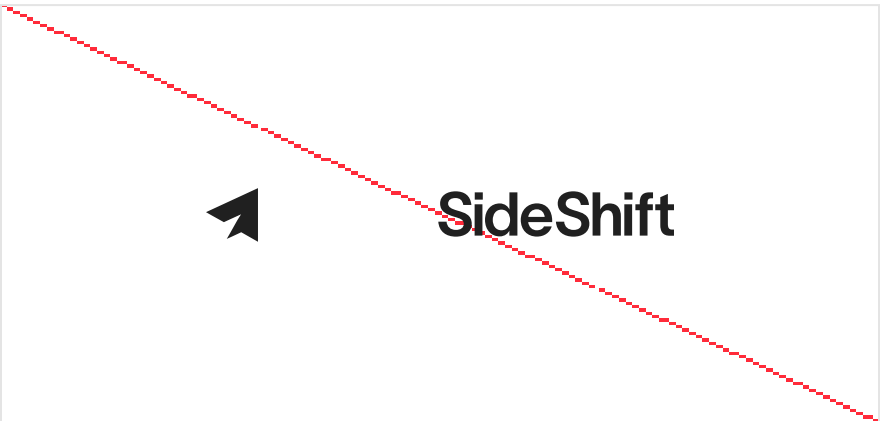
Don't rotate or tilt



Don't add drop shadows



Don't stack elements vertically



Don't separate elements too far

Color

Primary Palette

SideShift's primary brand color is [Primary Blue](#). It signals action and focus, backed by Primary Dark for deep branding. Sky Blue is our signature accent; Ocean Blue is the secondary brand tone. Click any swatch to copy its HEX.

Name: Primary Blue

RGB: 60/131/249

HEX: #3C83F9

Name: Primary Dark

RGB: 0/82/180

HEX: #0052B4

Name: Sky Blue

RGB: 205/233/252

HEX: #CDE9FC

Name: Ocean Blue

RGB: 122/181/221

HEX: #7AB5DD

Neutral Palette

Our neutral palette does the heavy lifting for text, grids, borders, fills and card backgrounds. Ink is primary text; Gray is body copy and secondary text; Muted is for labels and metadata.

Name: Ink

RGB: 32/32/32

HEX: #202020

Name: Gray

RGB: 112/112/112

HEX: #707070

Name: Silver

RGB: 148/148/148

HEX: #949494

Name: Muted

RGB: 157/157/157

HEX: #9D9D9D

Name: Surface

RGB: 241/241/241

HEX: #F1F1F1

Name: White

RGB: 255/255/255

HEX: #FFFFFF

Gray Tints

In the product, surfaces and lines are never new hex values — they are alpha tints of Gray [#707070](#) layered on white. This keeps every border, fill and divider in the same family. Borders on floating elements use a slightly cool tint.

Name:

Field fill

Gray:

4%

Use:

Inputs, search

Name:

Divider

Gray:

10%

Use:

Table rows, rules

Name:

Border

Gray:

16%

Use:

Field hairlines

Name:

Cool border

Tint:

#7B818C · 30%

Use:

Buttons, dropdowns

Name:

Placeholder

Gray:

80%

Use:

Empty field text

Semantic Palette

Reserved strictly for status and feedback — positive, alert, and error states.
Never use semantic colors decoratively.

Name:

Success

RGB:

16/193/61

HEX:

#10C13D

Name:

Warning

RGB:

233/162/59

HEX:

#E9A23B

Name:

Error

RGB:

255/43/58

HEX:

#FF2B3A

Typography

Primary Typeface

Our primary typeface is [TWK Lausanne](#). Used for large bold display headlines, slide titles, and key marketing messaging. Characterized by high legibility and tight geometric proportions.

TWK Lausanne

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 & @ % \$ #

Hierarchy

Five levels, from hero display to interface caption. Weight steps down as size steps down.

H1 · Hero Display · 40 / 700

Engineered Creator Scale

H2 · Titles · 28 / 700

Visual Identity Standards

H3 · Subheadings · 20 / 600

Logo Lockup & Clearspace

Body · System copy · 16 / 450

Spread risk across hundreds of smaller creators instead of one big name who might flop.

Caption · Interface details · 12 / 350

* Minimum clear space equals the height of the mark on all sides.

Voice

Our voice

Our voice is **engineered & confident**. Our tone is **clear over clever**. We speak with data-backed authority and center the creator ecosystem — never vanity.

Principles

1.

Engineered Confidence
We speak with data-backed authority. Every claim is grounded in platform metrics and real creator performance.
2.

Creator-First Language
We center the creator ecosystem. Our language reflects scale, distribution, and performance — never vanity.
3.

Clear Over Clever
Straightforward communication that respects busy marketing professionals. No jargon without purpose.

Do's & Don'ts

Do	Don't
Engineered Creator Distribution at Scale	The Best Influencer Marketing Platform
1M+ creators on platform	Tons of influencers ready to go
Statistically engineer virality	Go viral with our help

Imagery

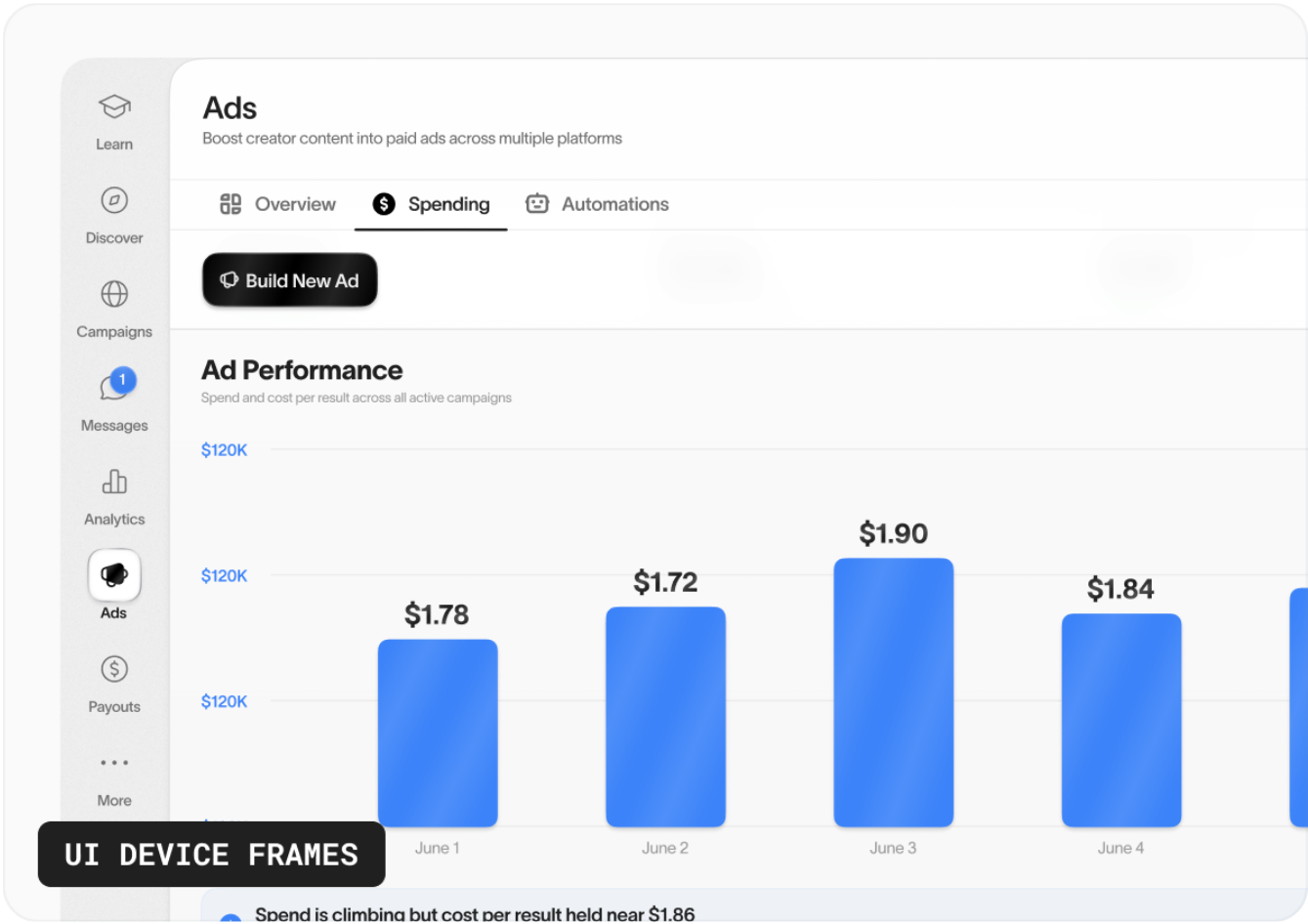
Photography & Graphics

Visual elements must represent precision, authentic connection, and performance. All assets require a natural documentary aesthetic.

- ✓ Use real creator content over stock photography
- ✓ Screenshots should show actual platform data and metrics
- ✓ Phone mockups use rounded white device frames
- ✓ Supporting imagery uses the Sky Blue (#CDE9FC) tint or neutral gray (#F0F0F0) backgrounds



Authentic UGC — real creator content, never stock



UI device frames — actual platform data in a rounded white frame

Assets

App Icon

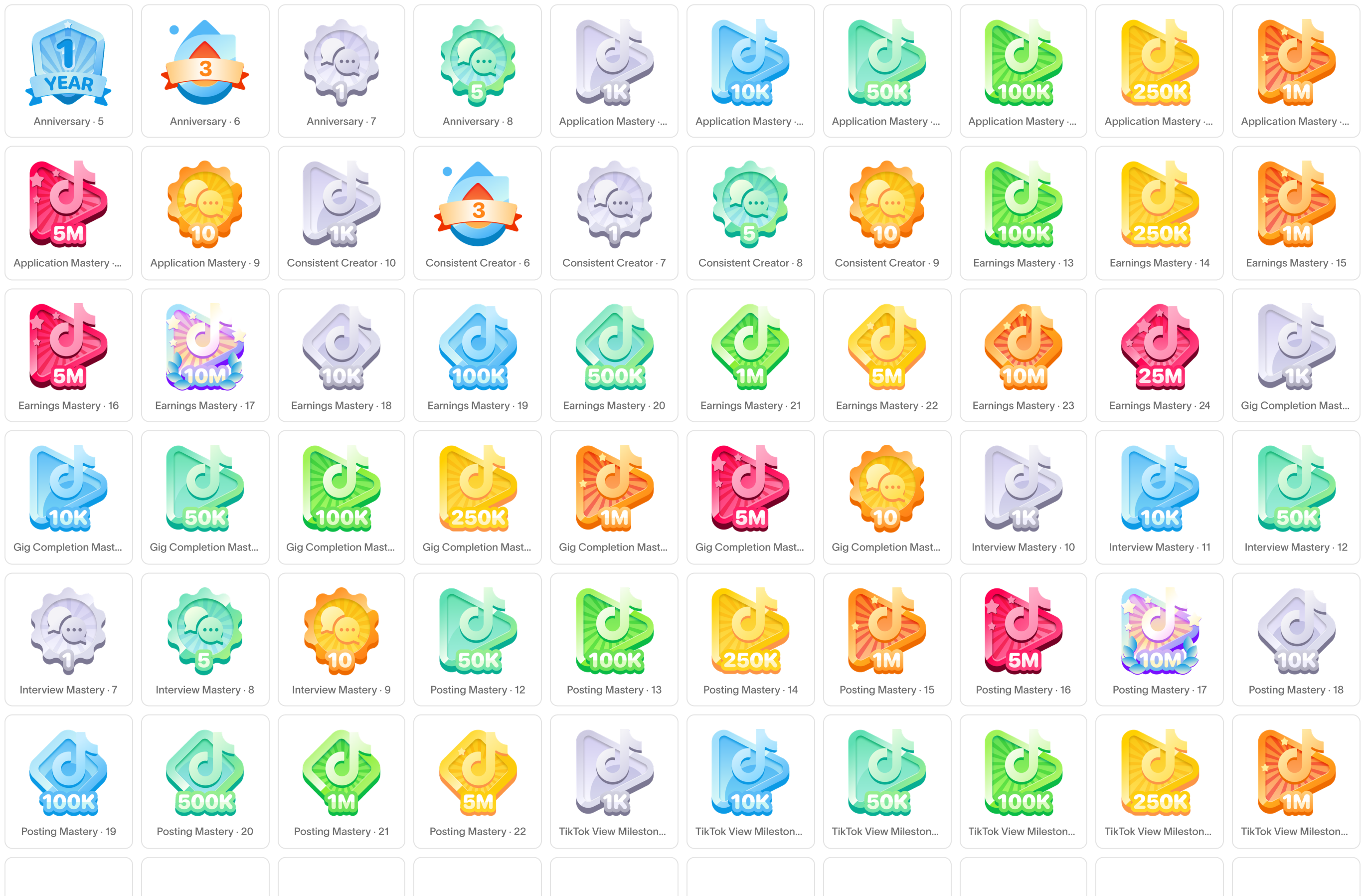
The app icon is the landmark on the Sky-to-Primary blue tile. Use the supplied PNG as-is — never rebuild it from the mark, and never place it on a second background.

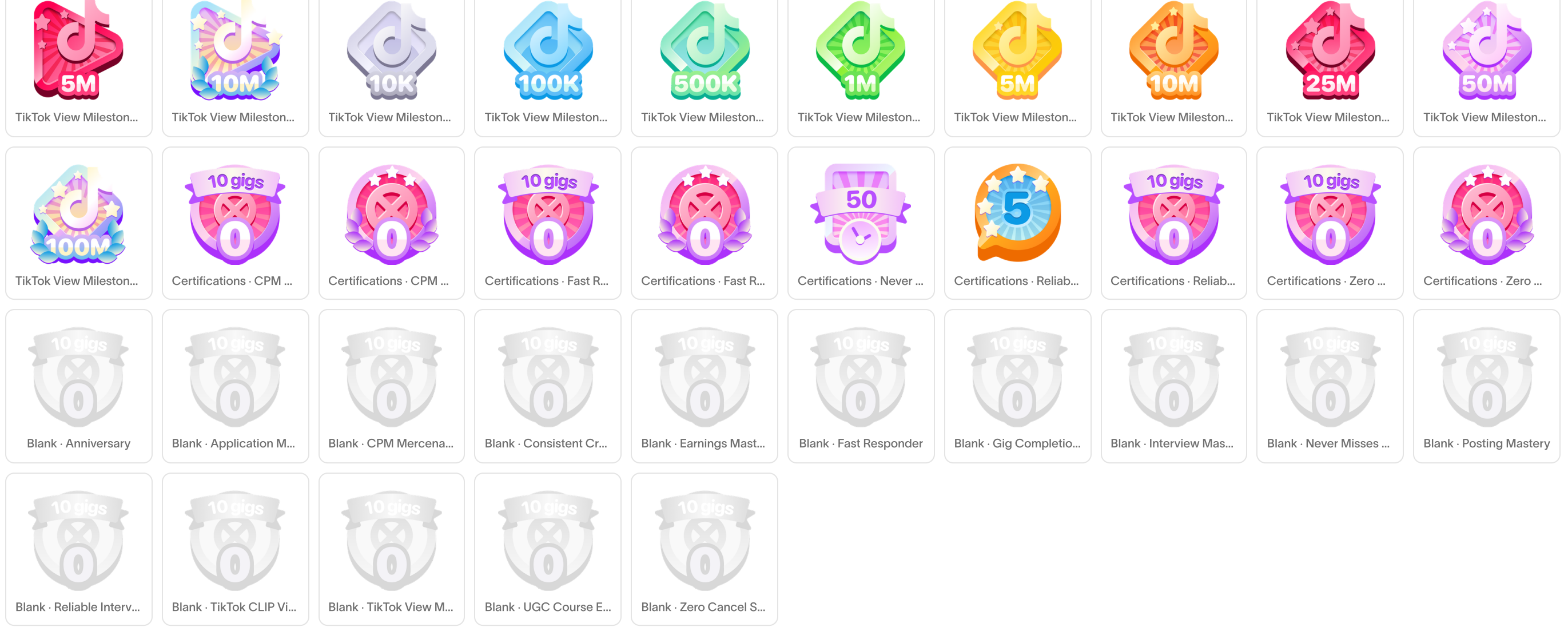


Achievement Badges

95 dimensional badges across achievement and certification tiers, plus the greyed-out "blank" state for locked tiers. Tiers escalate silver → blue → green → gold → orange → red → purple. Click to download the full-resolution PNG.

Download all

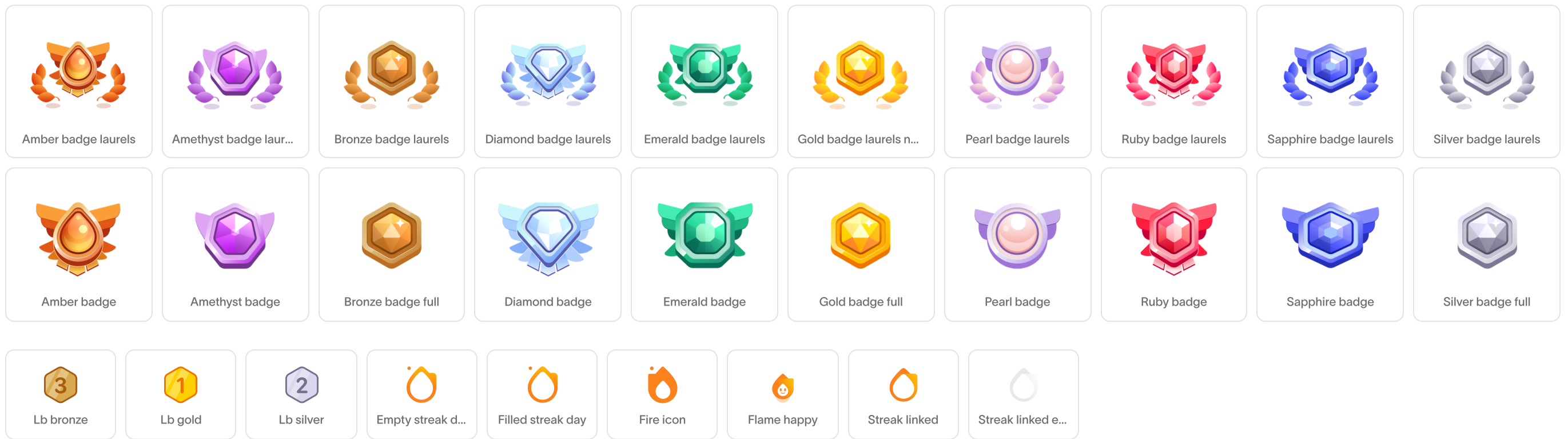




Leagues & Streaks

20 gem-tier league badges (with and without laurels), the three leaderboard medals, and the streak flame states.

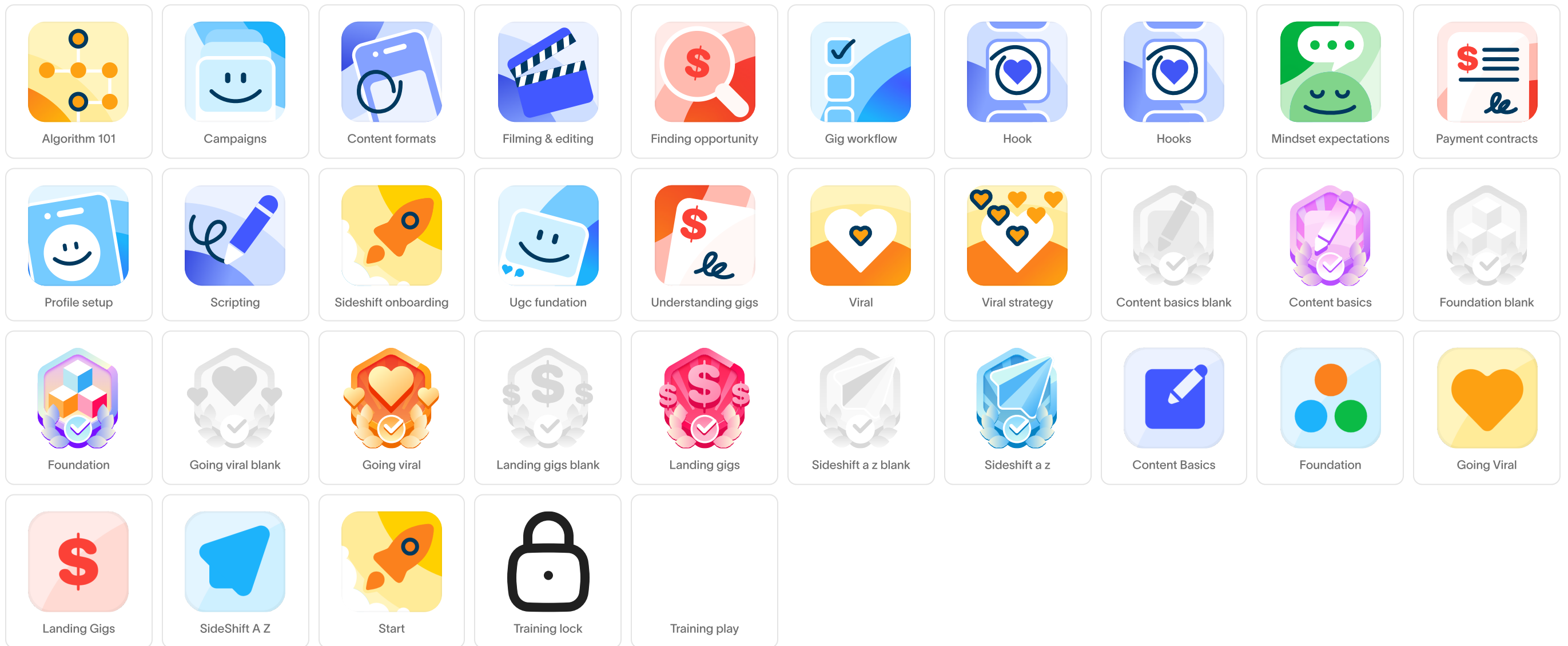
Download all

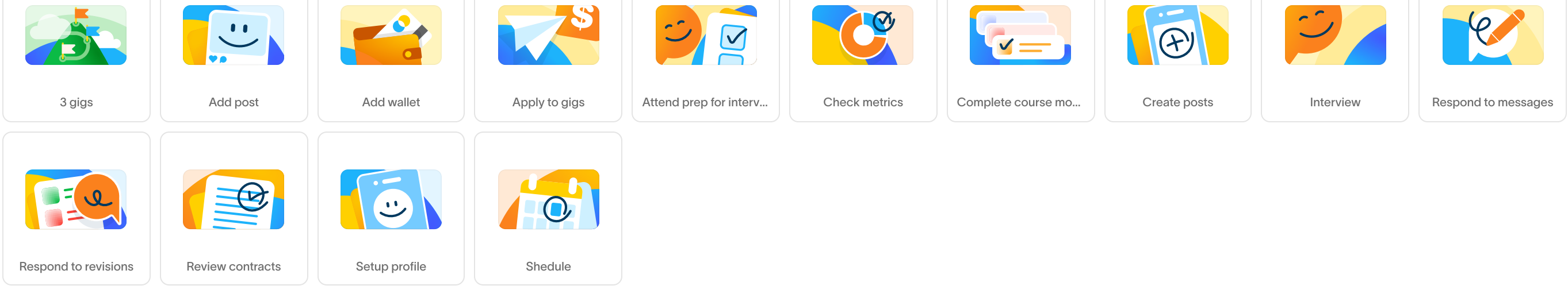


Illustrations

Rounded-tile illustrations for training modules (35) and the daily plan (14). Flat, saturated, on a soft tinted tile — one focal object per tile.

Download all





Motion

45 Rive animations — league badge reveals, course and tile illustrations, ratings, money and streak moments. Animations play below; click a card to download the .riv.

Download all

Sound

15 short effects for answers, XP, achievements, milestones, rank-ups, withdrawals and certifications. Short, bright, and never longer than a beat.

Download all

Product Typeface

Inside the app, interface text is set in Geist — TWK Lausanne is reserved for brand and marketing display. Geist is open-source (SIL OFL) and ships in nine weights.

Download all

Thin · 100	Engineered Creator Distribution at Scale
ExtraLight · 200	Engineered Creator Distribution at Scale
Light · 300	Engineered Creator Distribution at Scale
Regular · 400	Engineered Creator Distribution at Scale
Medium · 500	Engineered Creator Distribution at Scale
SemiBold · 600	Engineered Creator Distribution at Scale
Bold · 700	Engineered Creator Distribution at Scale
ExtraBold · 800	Engineered Creator Distribution at Scale
Black · 900	Engineered Creator Distribution at Scale

Resources

[Full brand kit \(PDF\)](#)

[Logo lockup \(SVG\)](#)

[Brandmark \(SVG\)](#)

[App icon \(SVG\)](#)

[Color values](#)

[brand@sideshift.app](#)

Visual Identity & Usage Standards · Version 1.0 · 2026 · sideshift.app