

Popping Brand Guidelines

BRANDING RULES

“Popping” should be capitalized when referring to the company name in text, and should only be lowercase when combined with the Popping logo.

COLORS

Popping logos are available in “Popping Pink” (#F42A6C), pure black (#000000), or pure white (#FFFFFF).

LOGO RULES

- Only use one of the approved color versions of the logo.
- Do not alternate, rotate, modify, stretch or add content to the logo.
- Ensure that clear space frames the logo, separating it from other elements such as headlines, text, imagery and the outside edges of printed materials.
- Select the logo the best fits into the space available.

MAP PIN ICON

Available in black, white and Popping Pink with a transparent background.



APP ICONS

Available in circular (representing Android) and in square (representing iOS). Available in Black or Popping Pink, always with a white icon.



ICON NEXT TO POPPING

Available in black, white and Popping Pink with a transparent background.



ICON ABOVE POPPING

Available in black, white and Popping Pink with a transparent background.

