Flip

Brand Guidelines

Welcome to our Brand Guidelines

The Flip brand is more than just a logo. It's like a living thing with its own personality, voice, and look and feel.

These guidelines will fill you in on the colors we use, our photography style, typography, and more. When you're designing or writing for Flip, sticking to these guidelines helps build a strong brand that looks and sounds the same no matter where it appears – from social content to business cards. (Remember those?!) These are the guardrails to bring this brand to life.

Now let's get to it.

Table of Contents

Section #1:

Who
We Are

Our Mission

To make learning fun and empowering for everyone.

What is Flip

Flip is a free video discussion app where curious minds connect in safe, small groups to share short videos, build community, and learn together.

Tag Line & Claim Statement

Tag Line

Share what you love, learn what you want, be who you are on Flip.

Alt Tag

Share. Discover. Be You.

Claim Statement

More than 7 billion videos have been created or shared on Flip in 190 countries around the world!

Section #2:

Logos

Our Logo – Overview

Our logo is composed of two distinct parts: the wordmark and the Smubble. The logo appears as a full mark and as a Smubble only. The wordmark should never appear on its own without the Smubble. (#BetterTogether)

See the following pages for usage on each element.

SMUBBLE

Flip

WORDMARK

Primary Logo

The primary logo can be used in circumstances where it's on its own and isolated, either over a solid background or in white over a photo.

The Smubble can have a gradient or solid color applied. Please see pages 25-26 for color options.

SOLID SMUBBLE

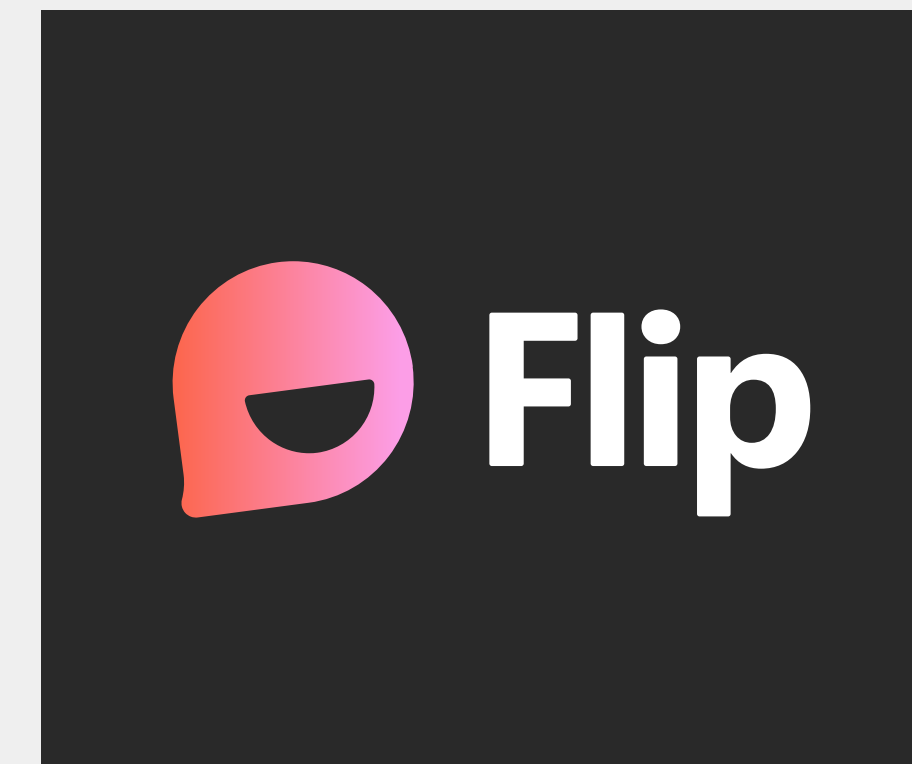**GRADIENT SMUBBLE**

BLACK
The primary version of the logo.
This should be the first choice when possible.

REVERSE / WHITE
The reverse version of the logo will be applied wherever necessary to achieve sufficient contrast on a darker background.

Logos with Tagline

The logo with the tagline only needs to be used on external communication pieces where there's sufficient space and not too many other elements.

In the gradient version, the tagline should match the right-most color in the gradient of the Smubble.

SOLID SMUBBLE

Flip
Share.
Discover.
Be You.

Flip
Share.
Discover.
Be You.

GRADIENT SMUBBLE

Flip
Share.
Discover.
Be You.

Flip
Share.
Discover.
Be You.

BLACK
The primary version of the logo.
This should be the first choice when possible.

REVERSE / WHITE
The reverse version of the logo will be applied wherever necessary to achieve sufficient contrast on a darker background.

The Smubble Icon
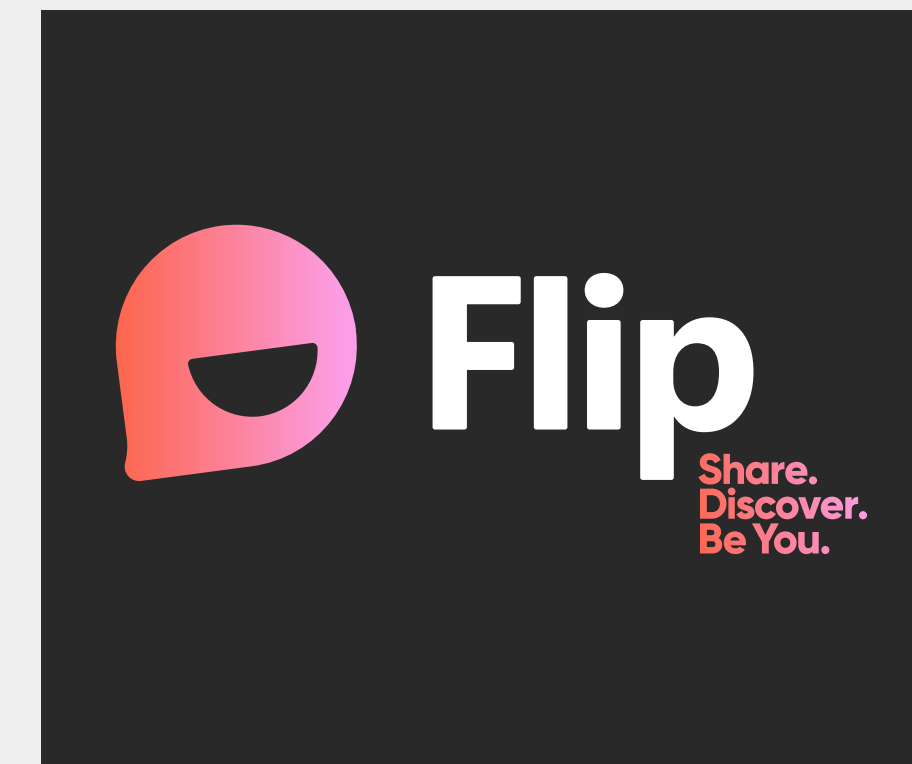
Smubble ['smuh-buhl] n. 1. The visual combination of a smile and a bubble. 2. The cutest little brand icon ever.

The Smubble can be used to create a pattern, as a container, or used on its own, but it should never act as a replacement for the logo. If it is a piece that could potentially be someone's first experience with the brand, then it needs to also include the logo.

The smile must always be included as part of the Smubble and may be in white, grey, or the color of the background behind the Smubble.

The Smubble should always be placed as shown, at an angle of 7.5°.

GRADIENT FILL

The Smubble can appear in any of our approved gradients as long as there's sufficient contrast.

SOLID FILL

The Smubble can appear in our primary or secondary palette as long as there's sufficient contrast.

The Smubble Icon –
Microsoft / 2.5D Version

An alternative version of the Smubble icon was designed to match the Microsoft 2.5D visual language. It has a slightly more dimensional look and is to be used as the app icon within Windows.
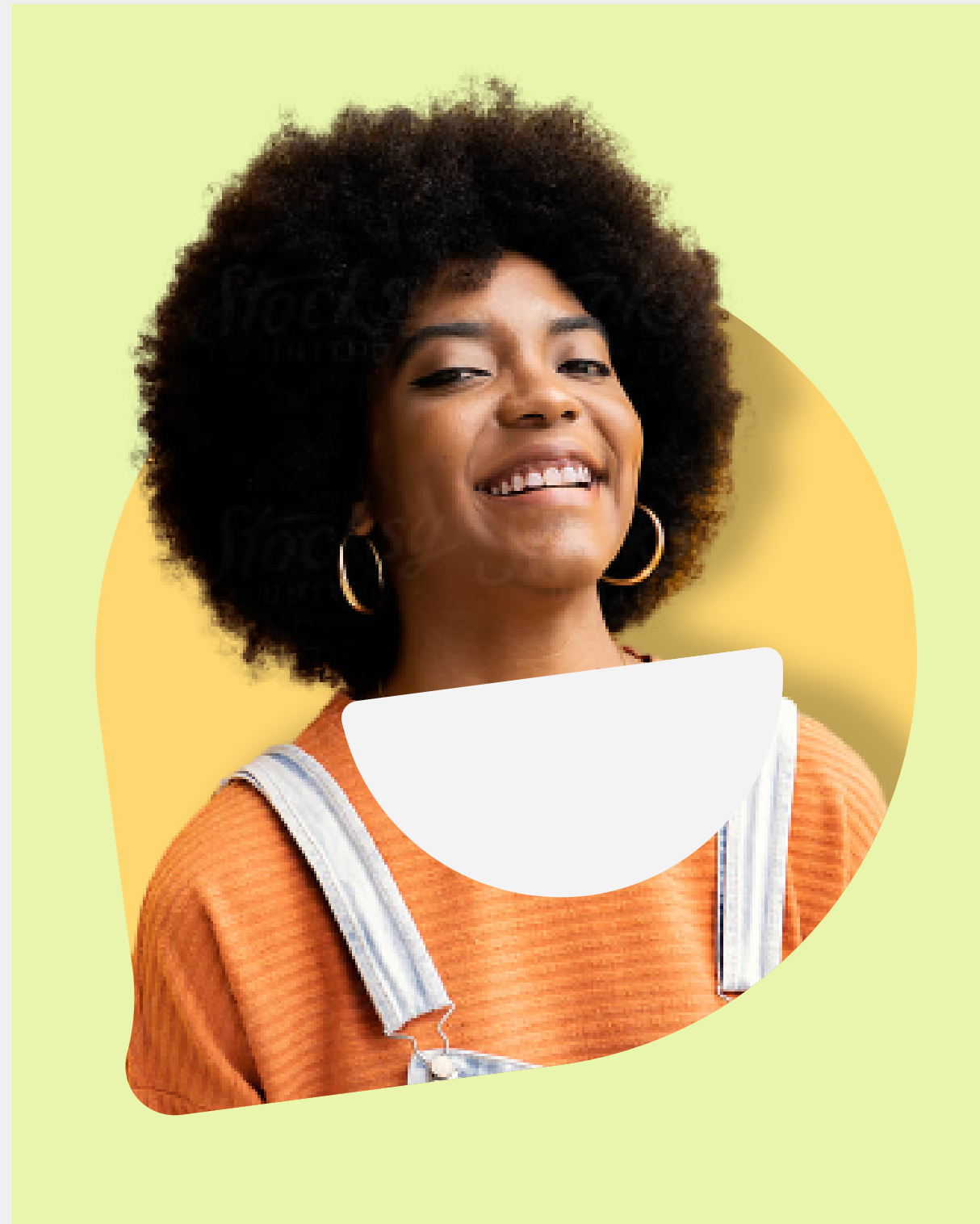

MICROSOFT / 2.5D SMUBBLE ICON
This icon should be used for
the app icon within Windows.

Smubble Usage

Examples of using the Smubble to create a container,
as a pattern, and as a graphic element.

Smubble Container

When using the Smubble as a container for 3D or photographic elements, the smile should always appear above the subject.

The smile should always be the color of the background behind the Smubble. Ensure the smile always has sufficient contrast over the subject.

The subject should always have a 25% black shadow that is within the Smubble but does not extend onto the white background surface.
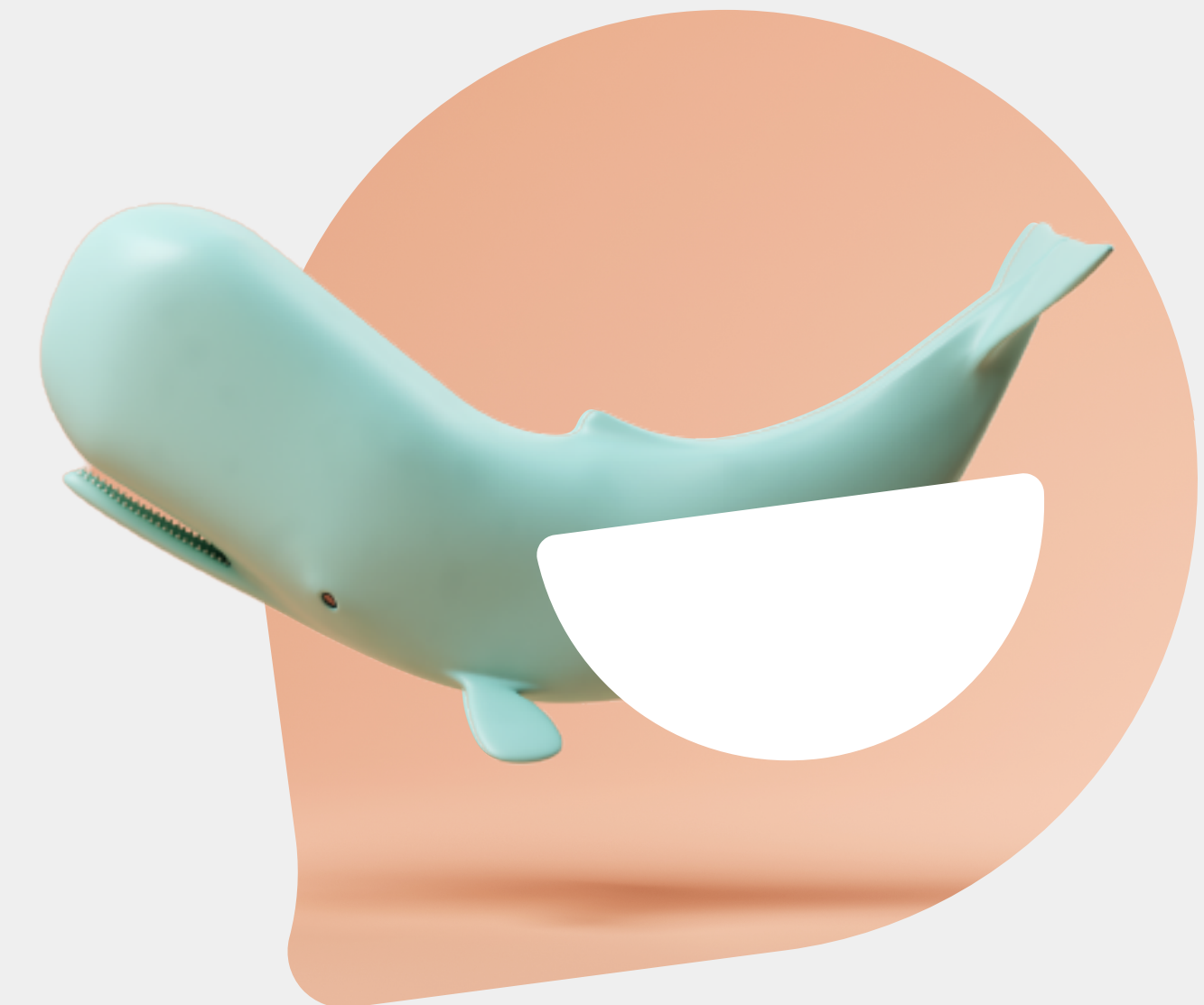
Smubble Alternatives

You know what makes us frown? Using the Smubble without its smile. That's against brand guidelines, but here are some alternatives you can use in its place.

Smubble Boxes

Circle

If using a circle, try to ensure it's paired with a Smubble with its smile intact.

Smubble boxes are rounded corner boxes with little "tails" like our Smubble. They can be any size but try to keep corner rounding consistent (rounding: 70px, when square is 300px wide)

Clear Space & Minimum Sizing

In order to give our logo the correct impact, ensure it's surrounded by clear space and refer to this guide for minimum sizing. Elements around the logo should not detract from the brand. Please avoid altering the logos and only use the logo files provided.
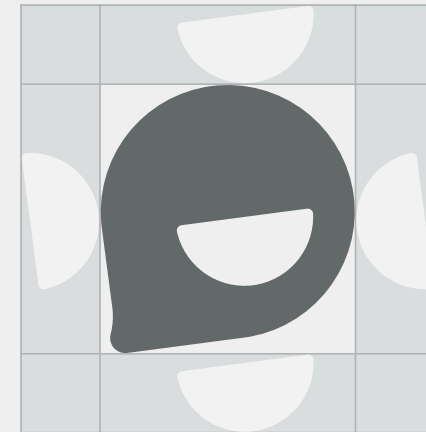
FULL LOGO FULL LOGO W/TAGLINE

Minimum Clear Space

Safe space around the logo is based on the height of Smubble's smile

x

x

Minimum Size

MINIMUM SIZE:
18 px (for screen)
.25" (for print)

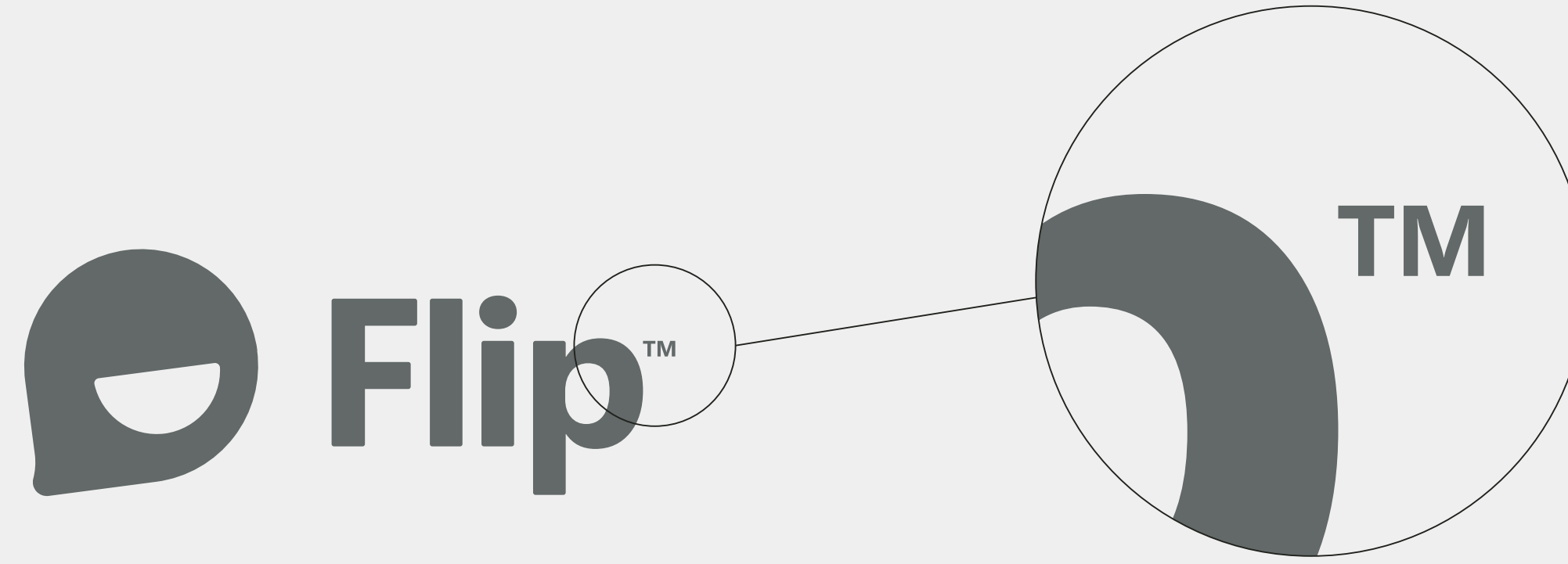**MINIMUM SIZE:**
24 px (for screen)
.265" (for print)

MINIMUM SIZE:
108 px (for screen)
1.5" (for print)

Trademark Symbol

The trademark symbol only needs to be included when the logo is used in circumstances outside the Flip world. For example, if we were to supply the logo to a partner or supplier.

Logo Violations

When using the logo, only use the supplied logo files and avoid tampering with or altering the lockups. We have created a set of guidelines to optimize the logo for all use cases.

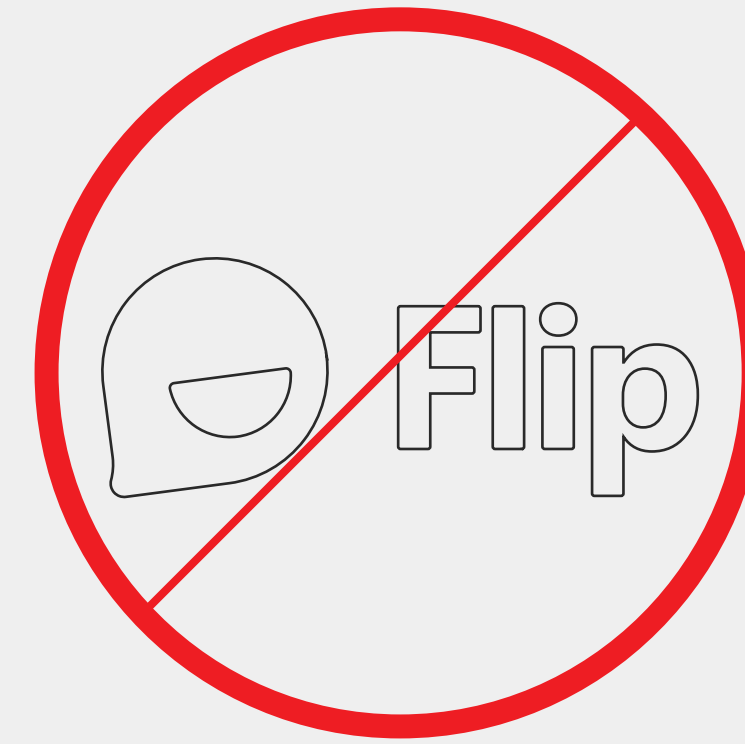Please don't make us call the designer police...

DON'T stretch or skew the logo.

DON'T rotate the logo.

DON'T outline any portion of the logo.

DON'T use colors outside of the brand palette.

DON'T add special effects or shadows to the logo.

DON'T create new identities or icons based on the logo.

DON'T adjust the proportions of the logo components.

DON'T rearrange elements of the logo.

Link to Logo Animations

Included is a link to download the logo animations. They can be used online as video bumpers, loading loops, or social content.

DOWNLOAD LOGO ANIMATIONS

Flipgrid-Logo1.mov/.ae/.gif
The first of two logo animations is the longer version. It includes the Smubble bouncing as the smile appears.

Flipgrid-Logo2.mov/.ae/.gif
The second is the shorter version, with the smile animation removed. It opens with the animation of the person appearing right away.
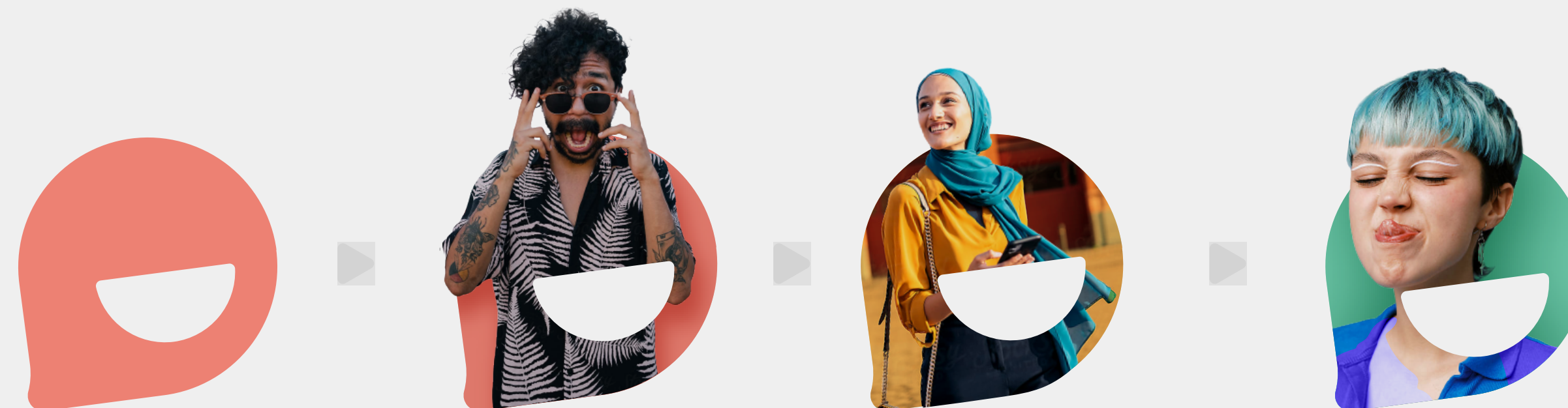
Section #3:

Brand Typography

Introduction of Fonts

Type plays a pivotal role as a visual element across all areas of our brand.

Hi, I'm Flip's brand typeface named Gilroy.

I'm here to give more personality to the brand.

Primary Font

Gilroy is a modern sans serif with a geometric touch. It's perfectly suited for brand identity and display use.

Let's make room for wonder.

Hey friend, welcome back.

EXTRA BOLD

abcdefghijklmnopqrstuvwxyx
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()

LIGHT

abcdefghijklmnopqrstuvwxyx
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()

DOWNLOAD GILROY FONT FAMILY

Headlines, Subheads & Body Copy

Add emphasis to words using one of the brand gradients.

Gilroy Extra Bold
Set 58/47pts
Tracked: –10

Gilroy Extra Bold and Light
Set 16.5/19.5pts
Tracked: –10

GilroyLight
Set 8.5/12pts
Tracked: –10

Morning!
Ready to start a discussion?

Subhead Runner is set at 1/3rd the size of the headline and is set in Gilroy Light.

Body copy is set in Gilroy Light. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut

Oh hey!
You're back!

Headlines can also be rotated 7.5° and used as a graphic element, as seen throughout these guidelines.

General Application

Headings

When we typeset anything with the personality and voice of the brand, we should always use sentence case.

Not your everyday learning environment.

Subheadings

All functional copy that explains a topic in detail can be in sentence case with mixed weights to highlight information.
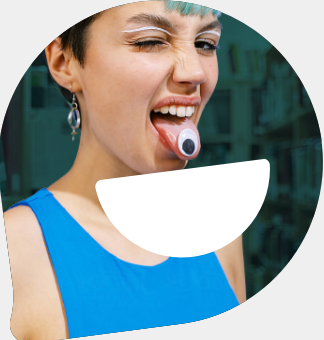
Simple, free, and accessible.

Step 1: Create a Group

Call to Action

When we need to call attention to important information or an actionable item, then we can use Extra Bold.

Start your community today.

Try the New Flipgrid Lenses
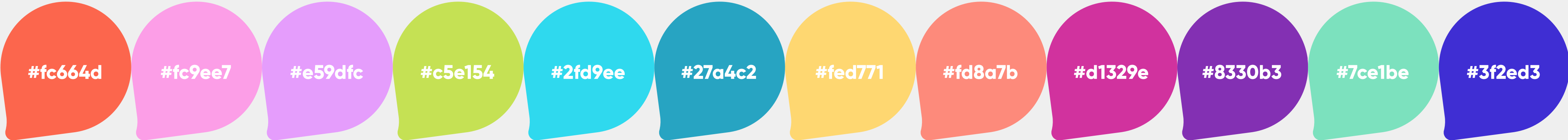
"We are humans talking to humans."

Section #4:

Brand Colors

Brand Color Palette Overview & Theory

Color plays an important role in the identity. The palette is bright, fresh, and modern, and should be used with equal significance throughout the brand applications.

Primary Color Palette

| #fc664d | #fc9ee7 | #e59dfc | #c5e154 | #2fd9ee | #27a4c2 | #fed771 | #fd8a7b | #d1329e | #8330b3 | #7ce1be | #3f2ed3 |

Supporting Color Palette

| #f6c7c1 | #fdd2f1 | #f1d1fd | #e9f5ac | #c9f5fc | #b4e7f5 | #fee9c0 | #fecbaf | #f9b9e5 | #d4bae5 | #dbf8f1 | #a8c0f2 |
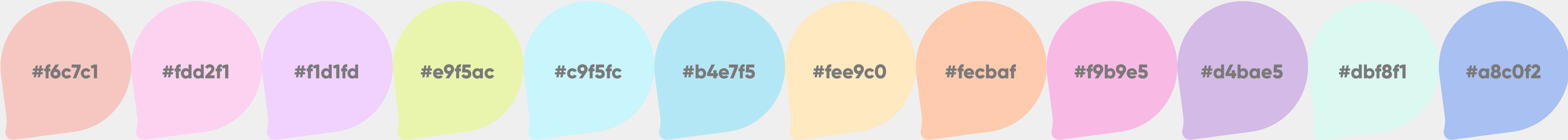
Use of Gradients

Gradients may be used throughout, but should be kept to two colors per mix. Colors selected for the gradients should be close in tone to ensure maximum vibrancy. Below are our approved selection of gradients. New, non-approved gradients are not to be created. (In other words, feel free to get creative on Flip, but NOT with our gradients.)

Grey Palette

Grey tones can also be used as secondary colors as long as there's sufficient contrast between the grey and its background.

ffffff

efefef

bfbfbf

9e9e9e

808080

3f3f3f

292929

000000
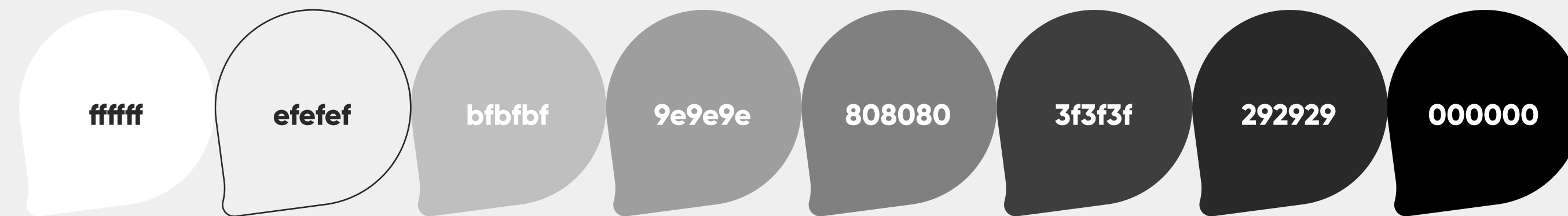
How to Apply/Use

A large variety of color combinations can be created using the primary and secondary color palettes. Keep in mind that the color combinations should have sufficient contrast.

Please see the next page for the full list of approved color combinations.

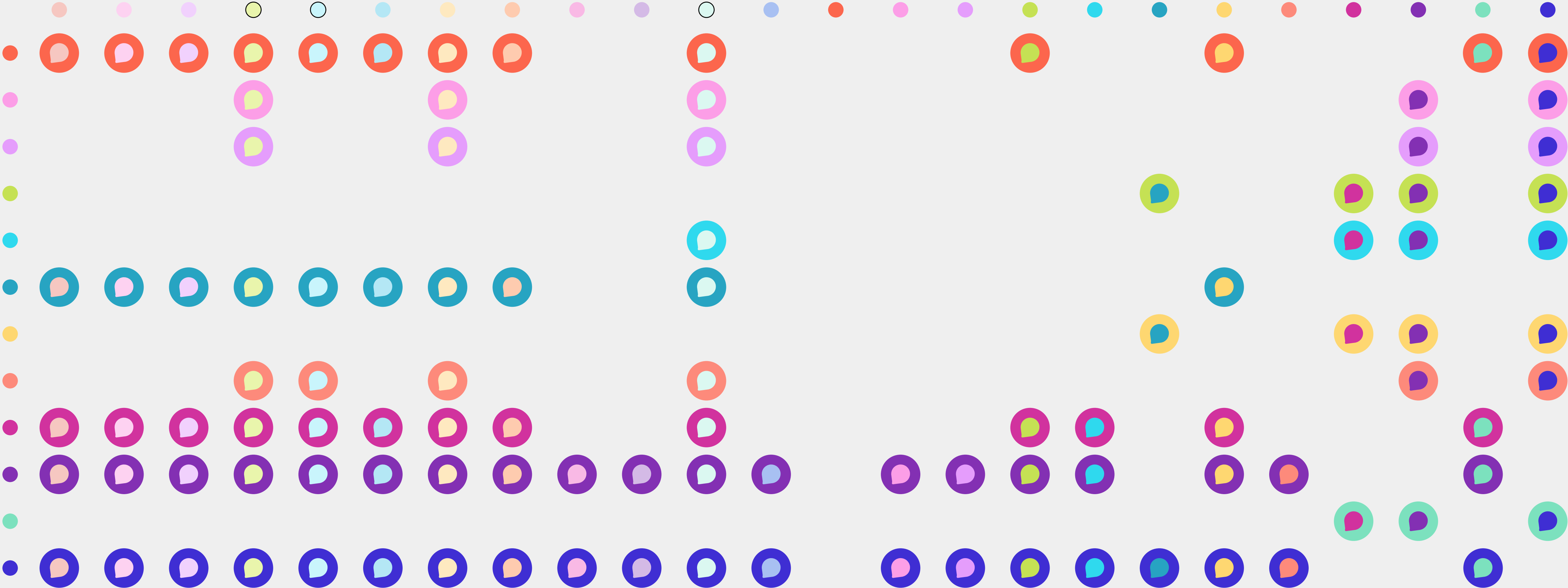## Color combinations with sufficient contrast:

Color combinations with insufficient contrast:

How to Apply/Use (Continued)

Here are our approved selection of color combinations with sufficient contrast. New, non-approved combinations are not to be created.

Accessibility –
Color & Typography

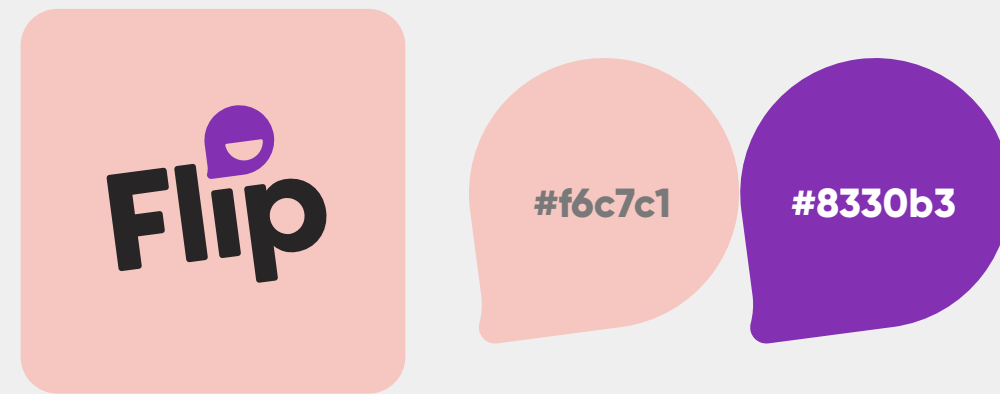When legibility is a concern, select colors that are AA approved. Here are some examples of AA approved color combinations.

Color Combinations   HEX Values

Color Combinations   HEX Values

Color Combinations   HEX Values

Color Combinations   HEX Values

#8330b3   #dbf8f1

#f6c7c1   #8330b3

#7ce1be   #3f2ed3

#3f2ed3   #fdd2f1

#292929   #dbf8f1

#fee9c0   #3f3f3f

#8330b3   #ffffff

#ffffff   #3f2ed3
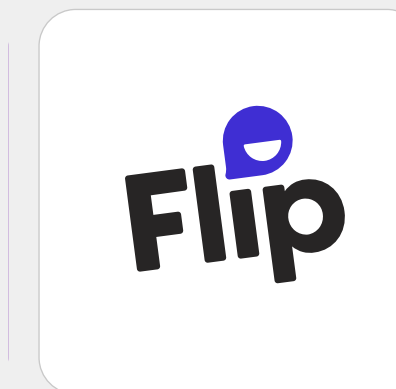
Section #5:

Brand Voice

We don't say more than we have to.

We keep it casual. We let the visuals speak, and leave room for discovery.

Our tone of voice is **smart, fun,** and **to the point.**

Brand Attributes

Just like people are multi-dimensional, so is our brand. These attributes show everything we are, but our everyday language vibe is fun, simple, and genuine.

Creative
Fun
Empowering
Inspiring

Welcoming
Simple
Accessible
Inclusive

Humble
Safe
Genuine
Compassionate

Brand Tone & Guardrails

These help us all think of the brand in the same way, use the same language, and have the same idea for what the brand should feel like. No matter who's writing copy, we never sound like the person writing it. We always sound just like Flip.

We're:

Playful
Friendly
Polished
Humble
Empathetic
Authentic
Positive

We're not:

Childish
Overly familiar
Without personality
Self-deprecating
Dramatic
Contrived
Super sweet

Headlines & Subheads

Here are some sample headlines to give you an idea of how the tone is applied.

Create. Share.
Create. Share.
Repeat.

This is where
the fun starts.

Us like you've
never seen us.

"Headline" Grammar & Usage

Let's get granular on how our brand presents itself.

Avoid using-over exclamation points,

especially in the same block of copy. Save them for something really exciting. Example: FlipFest registration is officially open!

We are pro-Oxford comma.

(It just makes things clearer.) Example: Join Fely, a muralist, and a musician.

Use lowercase words to talk about product features

within a sentence. Example: After you've made your group, create a topic. Add music to change the vibe of your video.

We don't add periods after title-case headlines/headers.

Example: Flip is Social Learning

Use contractions to sound friendlier/more approachable.

Example: You'll love it. (NOT: You will love it.)

Brevity in Action

A quick note on being brief.

The art of saying things succinctly means choosing every word carefully.

At Flip, we start by thinking about what people need to hear right now and then say it with the least words possible.

Especially on social: in most cases, copy over 125 characters is seen as a novel, but we like to keep it under 90.

Being Brief Does Not Mean You're:

UNFRIENDLY

Saying less doesn't always mean getting straight to the point. Little phrases like "Hey there" etc. can go a long way.

STERILE

It's important to still have personality. We might be speaking as a brand, but we're still people...talking to people...

LIMITED

Use long words or short words, just choose the *right* words.

Word Watchouts

Look, we get it – our brand personality is pretty fun. But we also need to set some boundaries to make sure everyone reading our words has a good time.

Things to Consider:

Using "flippin'" as an adjective is too easy and we're better/smarter than that. It doesn't mean we can't have fun, but it does mean we have to be thoughtful.

Important Note: If you ever DO use Flip in a "community-facing" sentence, make sure it can't be seen/interpreted as an f-bomb replacement. (i.e. We're so flippin' excited. Flip yeah that's awesome. Etc.) Just don't do it.

We're fun without trying to be "cool." We're current, but not overly trendy and we don't use a lot of slang. (We'd never want to make people feel uncomfortable.)

On the flip side, we like to write and talk like a human vs a corporation, so we lean into using emojis and expressive phrases and/or abbreviations. (OMG, FOMO, All the feels!)

A note on emojis: Emojis should not be used within a sentence for accessibility reasons. Typically 1-3 emojis at the end of a social post is great. We also don't show skin-toned emojis for inclusivity.

Flip Audience Guidelines

The way we refer to our Flip audience depends on where we're talking to them and why.

A rule of thumb: be specific when talking to a single audience (i.e. educators) and go broad when there are many audiences in the mix (i.e. the Flip community)

Community

This is how we talk about the broader Flip audience. (Ex. "Thank you to our Flip community.")

It's the best way to stay inclusive of all types of people who use our product.

Please note – we never say "users" – this dehumanizes our community. Think of "users" as a bad word – and we'd never say those either.

Educator & Student/Learner

Try to use only when we're talking directly to our educator community i.e. "Getting Started for Educators" and avoid using on main channels (like our Flip social accounts).

Obvious exceptions can be made when referencing a specific educator or learner in our storytelling or amplifying an educator resource, for example.

Creator/Flip Creator

Everyone's a creator on Flip! Whether you're an artist, educator, or just want to learn how to bake bread with your friends – you're making something special.

Feel free to use 'creator' as something interchangeable with 'community' i.e. "this event is open to all Flip creators"
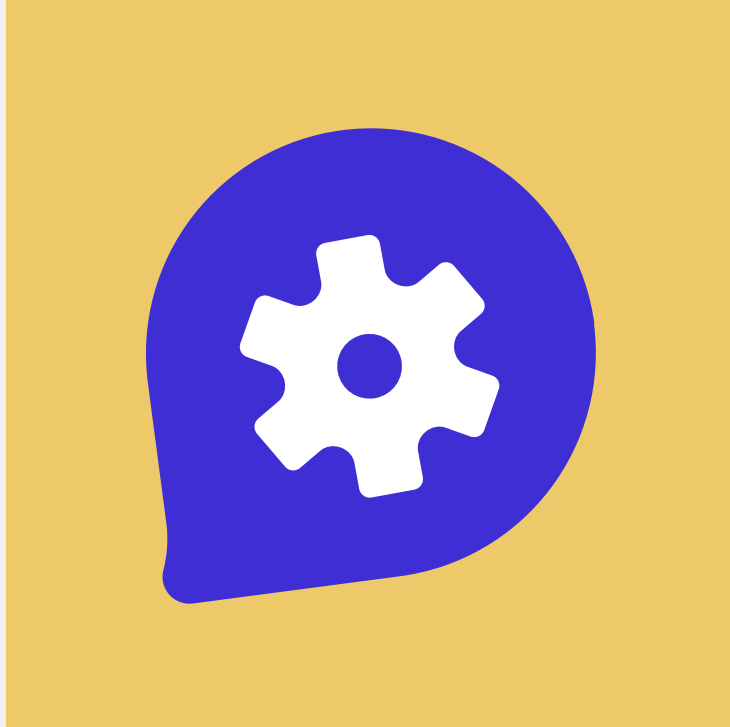
Note – "creator" is not a proper noun and shouldn't be capitalized.

Section #6:

Illustration

Illustration Overview

Illustrations can help to enhance the fun personality of the Flip world. They can be created using any colors within our brand palette, as long as they retain the vibrant and exciting look and feel of the brand.

Iconography Guidelines

The only circumstance where the Smubble can appear without its smile is in small icon circumstances.

When choosing or designing iconography please keep the following in mind:

- Icons each have a slight bit of rounding on their corners.

- Please apply ~5px rounded corners.
  If creating icons with text (for example the FAQ icon below, please use Gilroy Extra Black.

- An icon that's normally straight should be rotated -7.5 degrees to align with the Smubble.
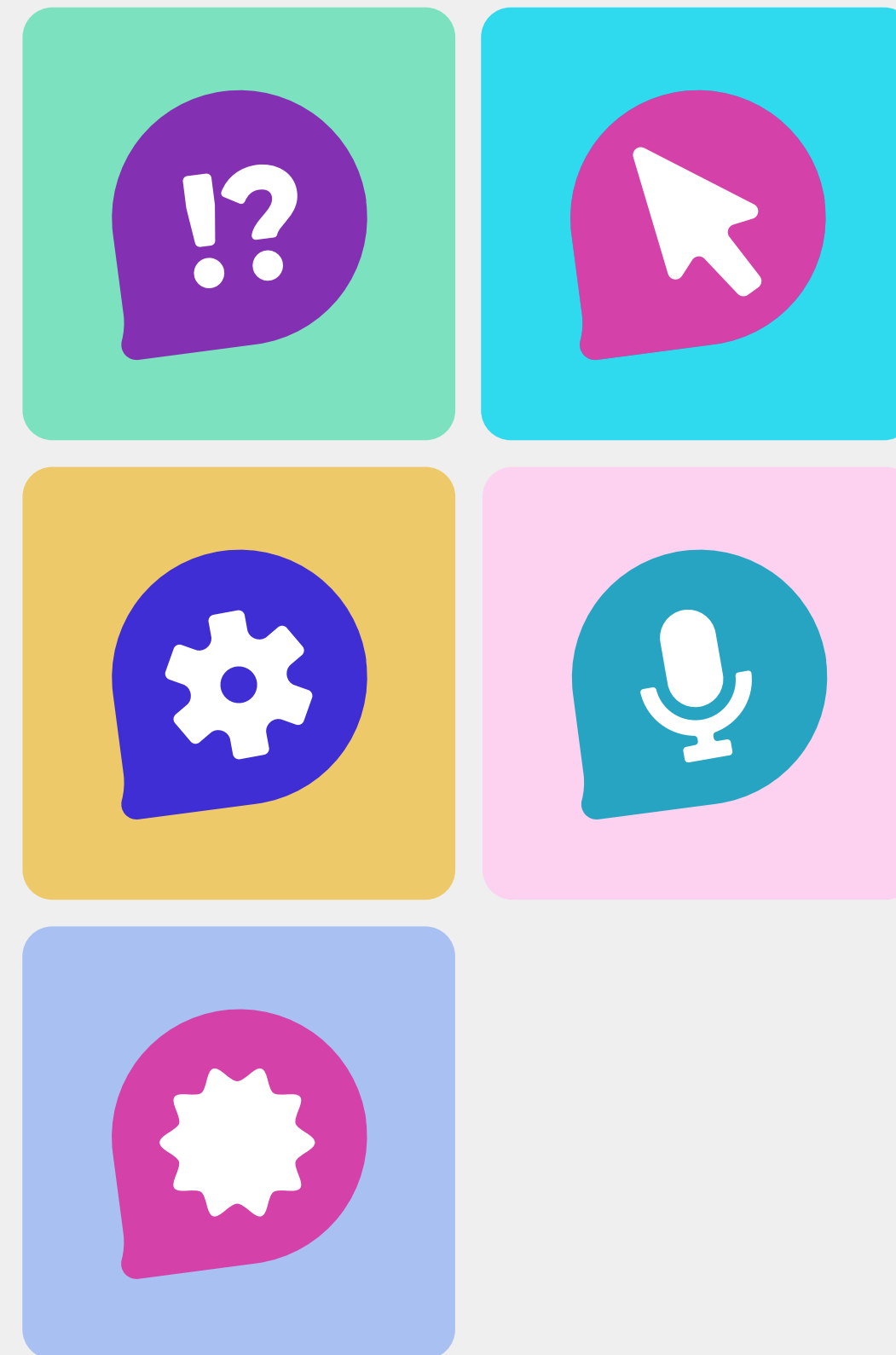
Section #7:

Photography

Photography Overview

Our photography reflects who we are at our core: creative, friendly, empowering, and inclusive.

When capturing our vibrant community, diversity and authenticity are essential. Our photography should reflect how Flip is the content creation platform that inspires and empowers our community to learn and create.
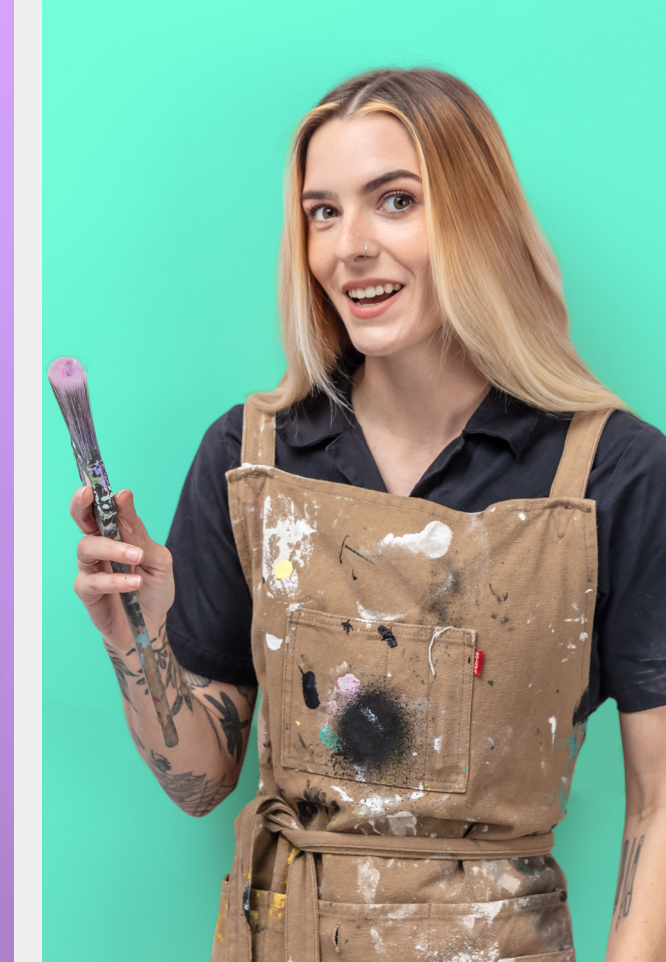
How can we express the brand through photography?

- Portrait photos

- Lifestyle photos

- Product photos

How do we want our photos to feel? What emotions should they evoke?

- Playfulness

- Humility

- Empathy

- Authenticity

- Creativity

NOTE: All assets are not owned and are to be used for reference only.

Photography Moodboard

Here's some guidelines to follow when creating and sourcing photography:

• Photography should be energetic and subject matter should be happy and bright.

• Any props, clothing, or backgrounds should stick within our chosen color guidelines.

• Lighting is direct and bright. This creates sharp shadows so we should ensure this effect doesn't shade over faces.

• Objects can also be shot this way, but people are the primary brand subject.

NOTE: Some assets are not owned and are to be used for reference only.

Photography Don'ts

Here are some guidelines on what not to do when choosing imagery for the Flip world.

DON'T use anything that feels staged or like stock photography.
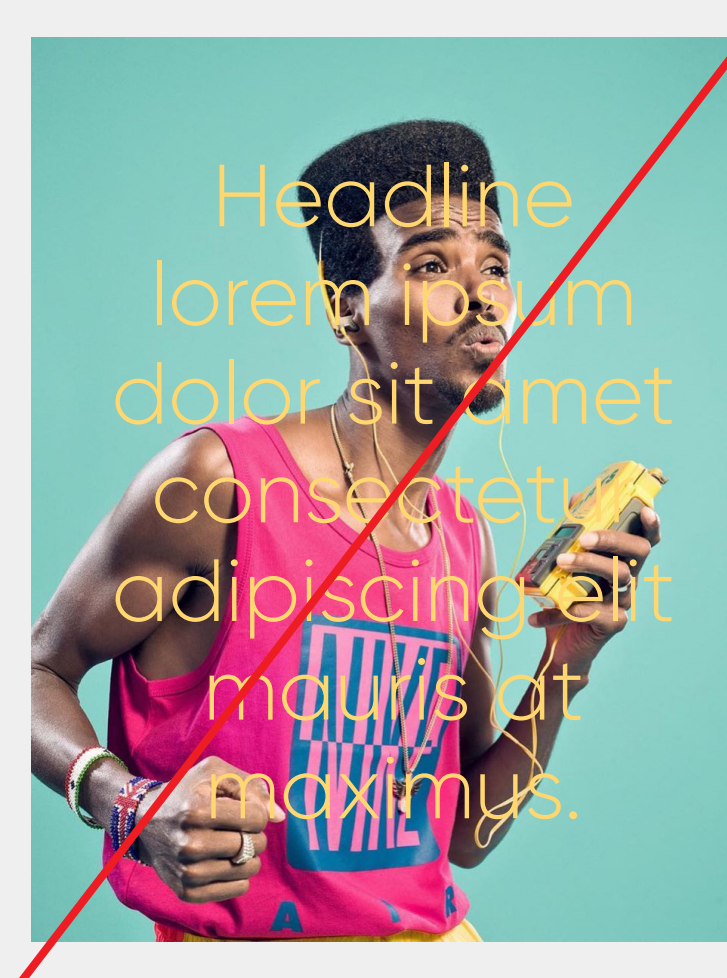

DON'T use extreme angles.

DON'T use photography that lacks diversity.

DON'T use images where the heads are cropped off – please allow for breathing room.

DON'T use black and white photography.

Headline lorem ipsum dolor sit amet consectetur adipiscing elit mauris at maximus.

DON'T apply text that's not accessible or legible.

DON'T use imagery that features heavy saturation or manipulation of skin tones.
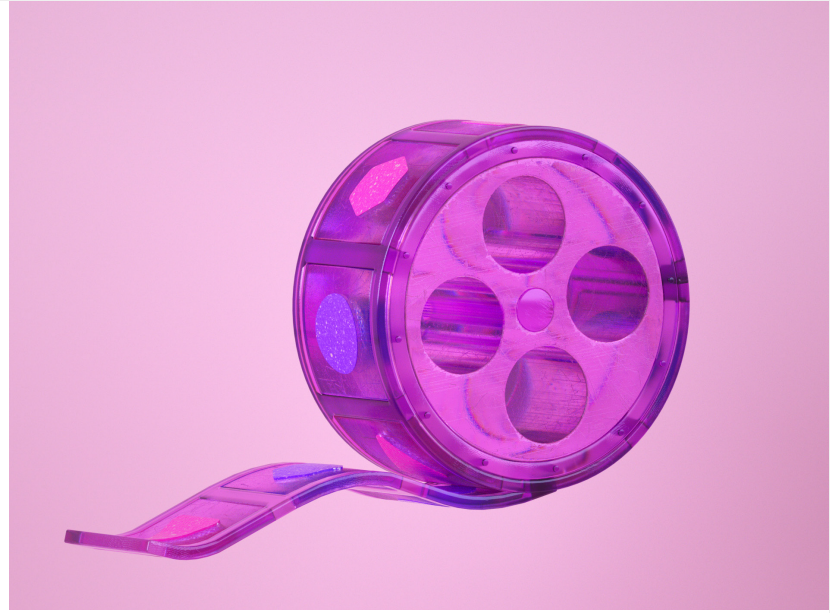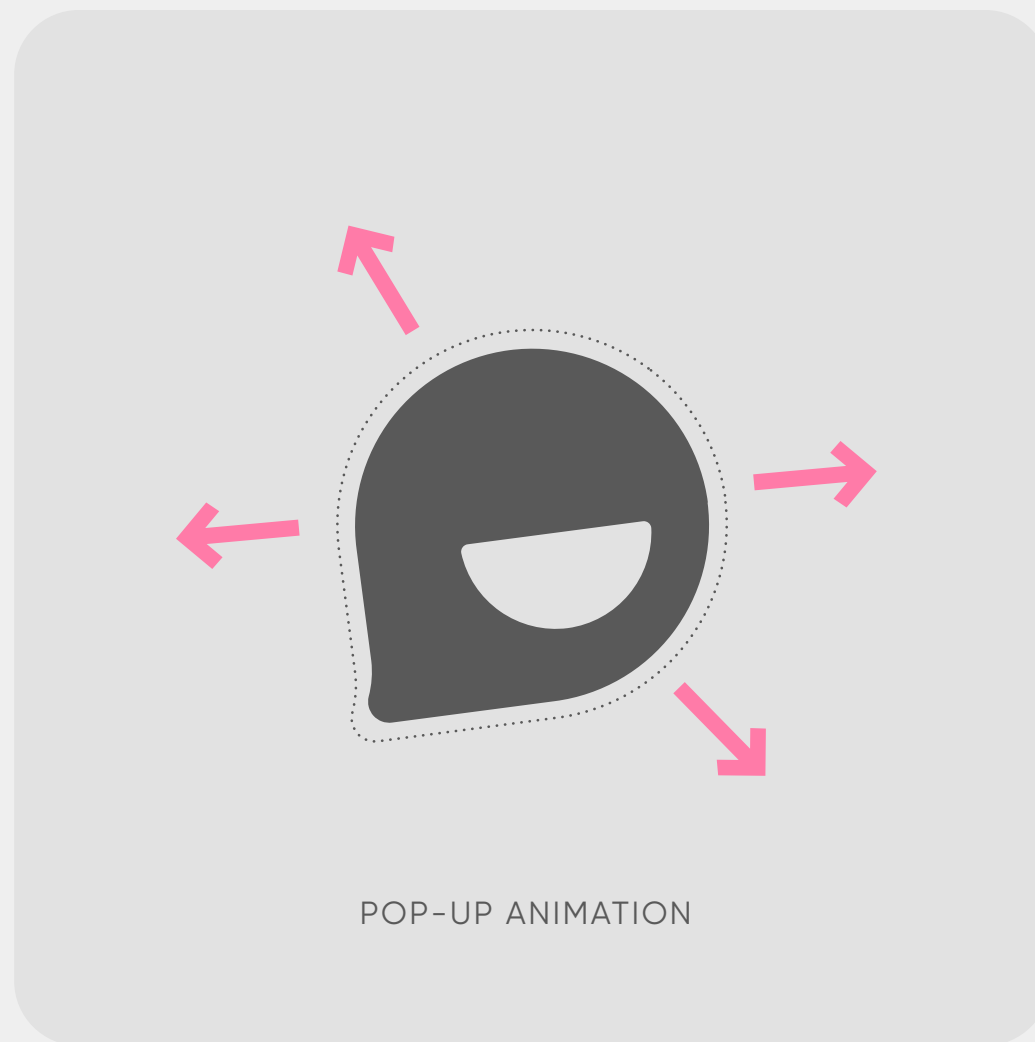
Section #8:

3D and Motion Graphics

3D Library

Here are some guidelines to follow when creating 3D Artwork:

• 3D Artwork should display slightly exaggerated and cartoony subject matter, but be careful to not get too weird.

• Characters and people should never be represented using a 3D style, but you may choose to add a person to a 3D world.

Motion Guidelines

POP-UP ANIMATION

Whales, Walruses and Waves

TEXT ANIMATION

FLOATING ANIMATION

GRADIENT ANIMATION

When creating an element pop-up animation we add a slight bounce effect by having the element grow to 10% above its final size before quickly returning back to its intended size.

This animation should only take around .25 seconds. Here's what the ease curve should look like:
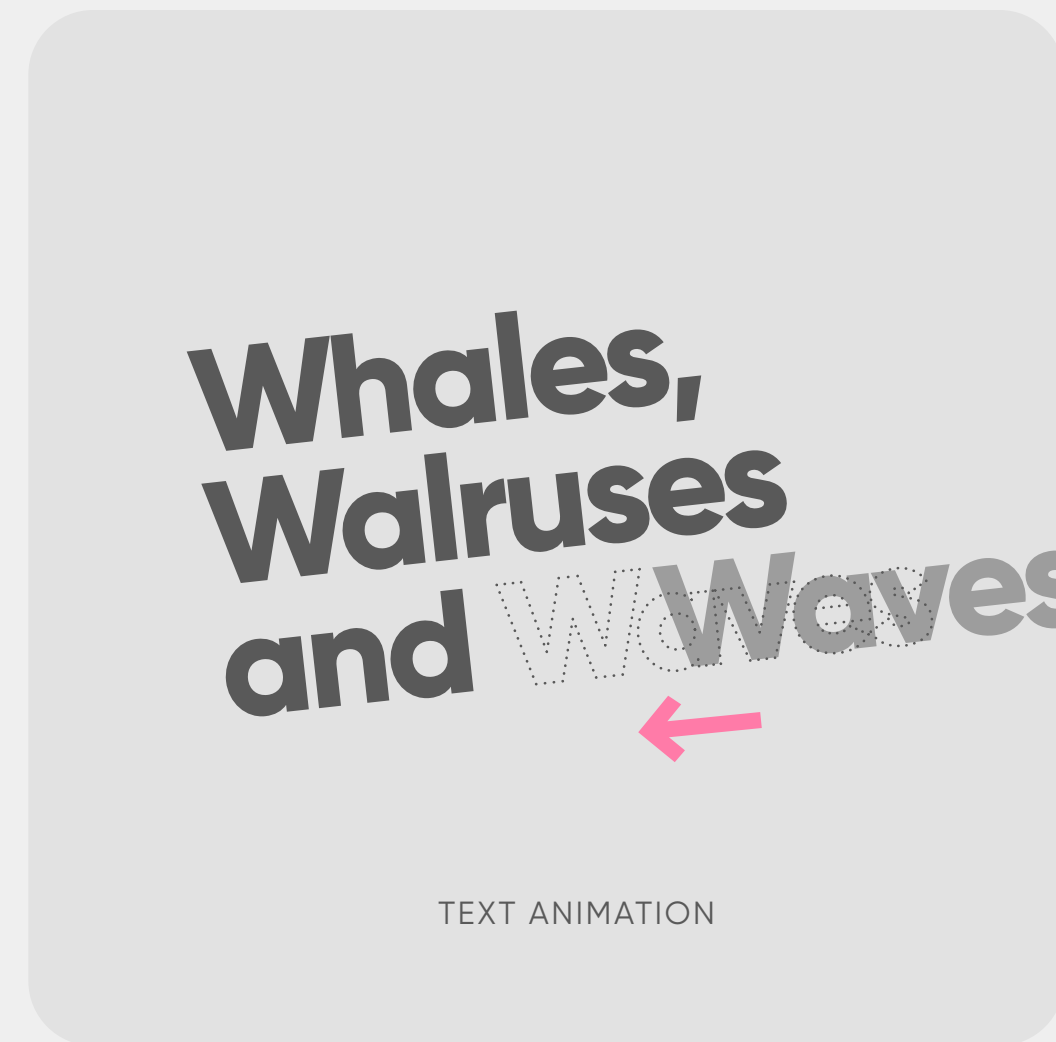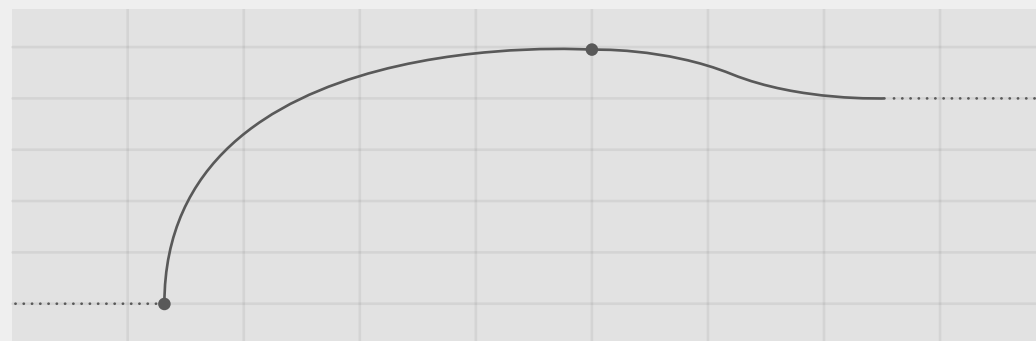
For titles and hero quotes, the text is introduced word-by-word, sliding in from right to left while the opacity increases from 0% to 100%.

For subheads or any other copy longer than 7-8 words, the text is instead introduced line-by-line.

Each text animation can start as the next line is finishing. Each word/line should take around .25 seconds meaning the whole animation should take maximum ~2 seconds.
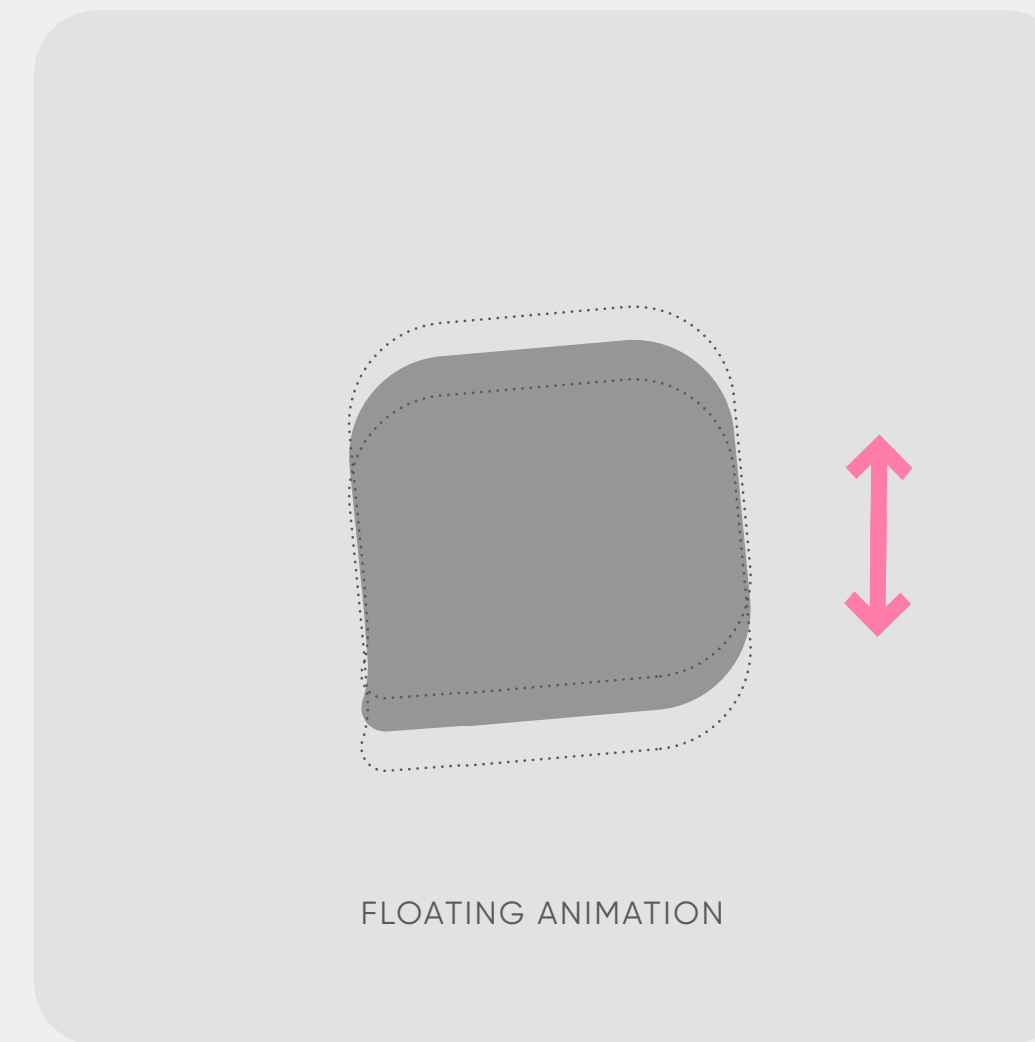
To create more visual interest, some elements (like our Smubble) can float up and down in place. Elements should only bounce up and down about 10% of their height.

Each rotation should take about 3 seconds total before looping, making the animation very subtle.

Here's what an ease curve should look like:
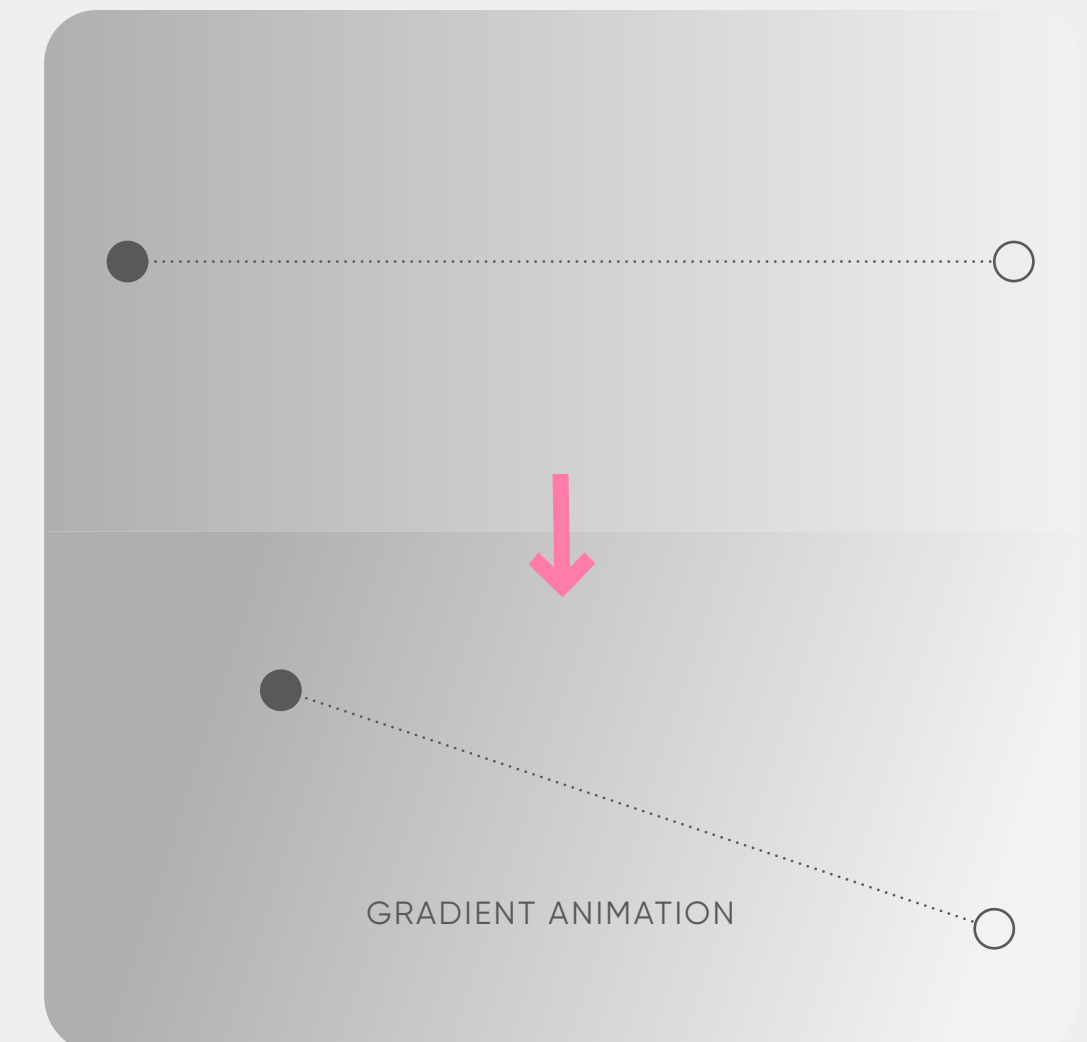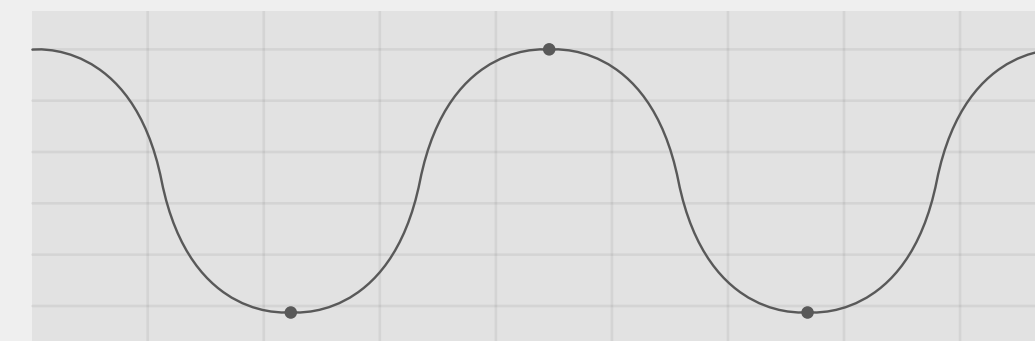
Gradients have a very subtle amount of motion to them, with the colors slowly undulating into one another. To create this effect we move around the gradient adjustment line, changing its angle and the location of its colors.

Do not ever flip the gradient within your animation.

This animation should happen very slowly and subtly, looping around every 5-7 seconds.
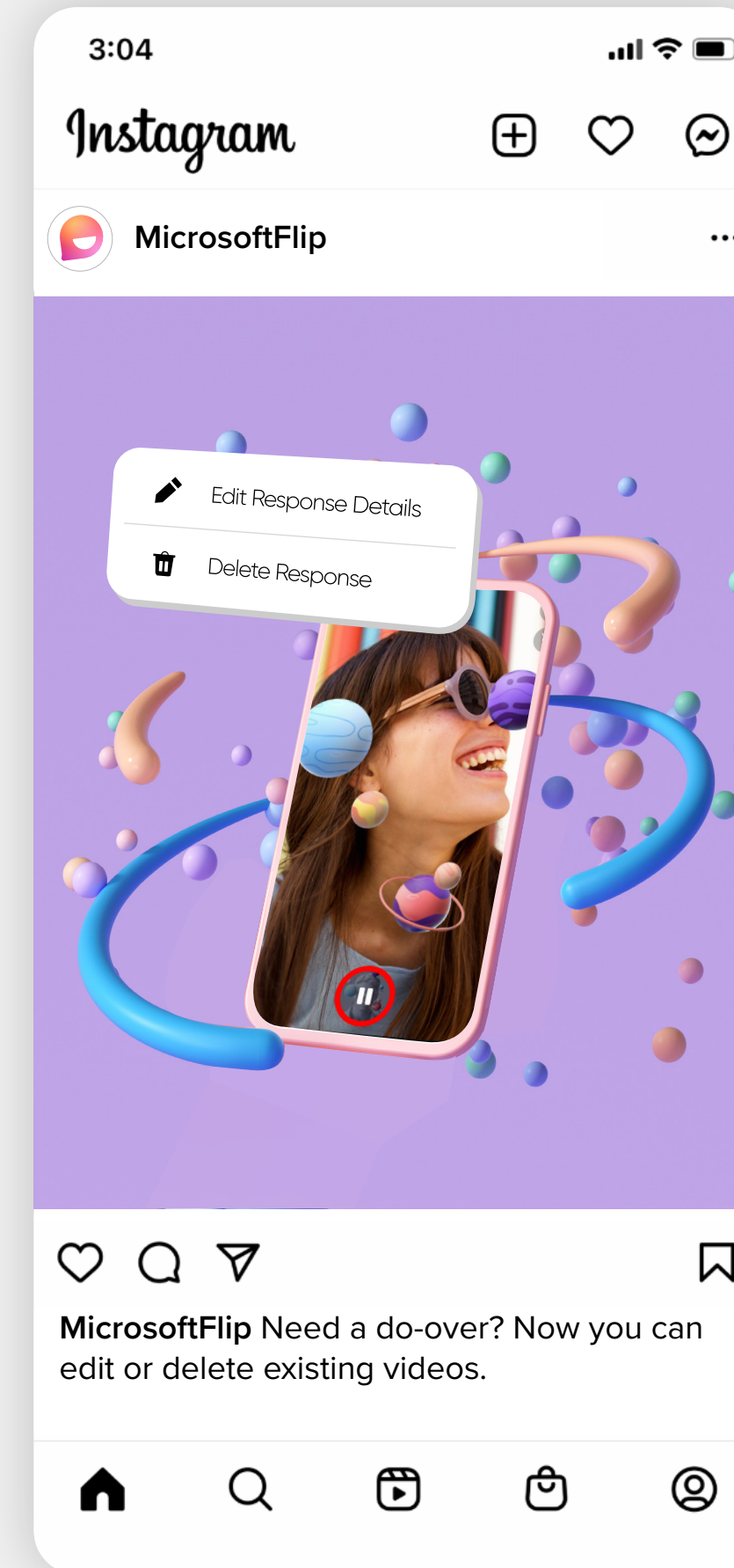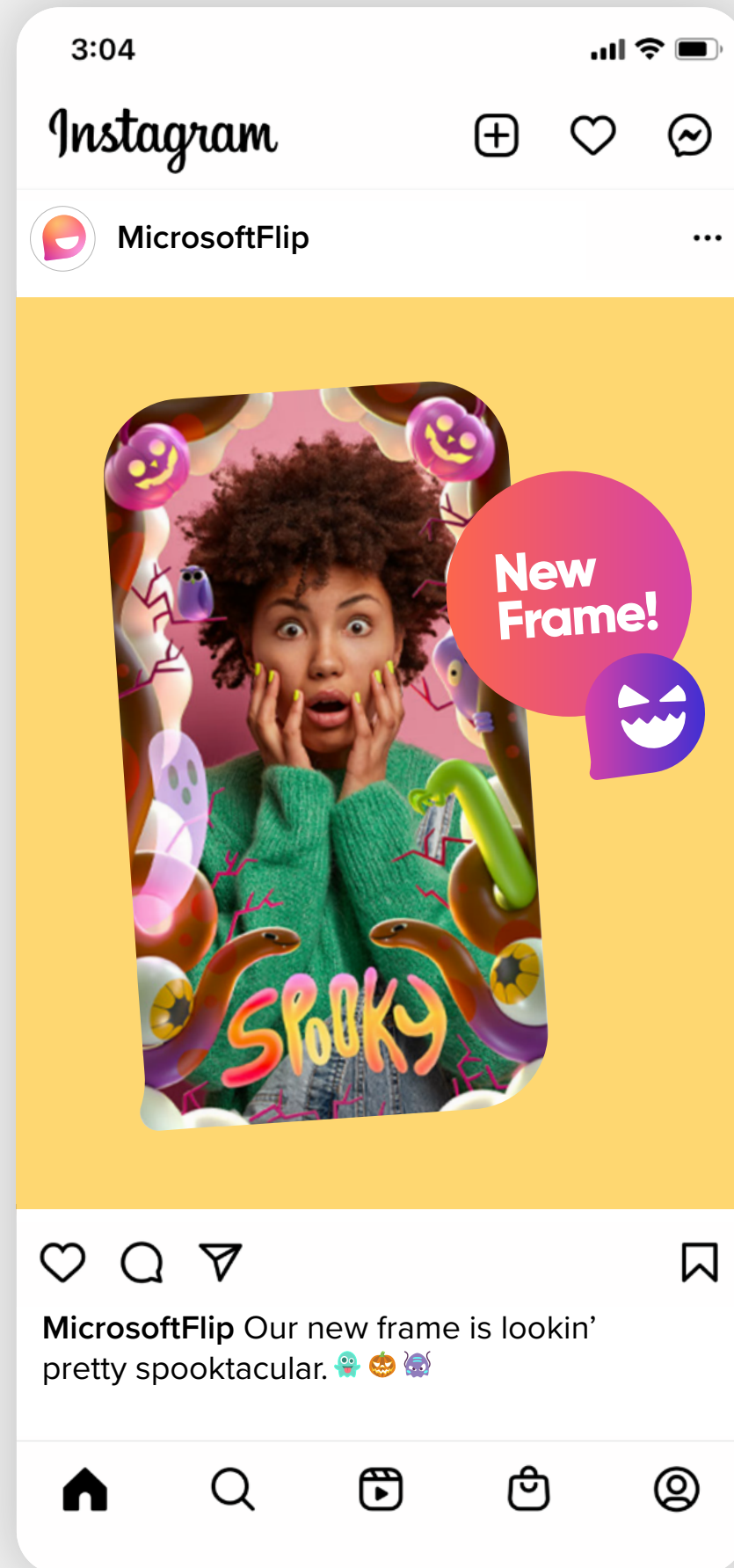
Section #9:

Brand Design Applications

Bus Shelter

Tote Bag

Instagram Post Examples

MicrosoftFlip Our new frame is lookin' pretty spooktacular. 👻🎃👹

MicrosoftFlip This #AAPIHeritageMonth is a great time to reflect on how you're making a safer learning community... more

MicrosoftFlip These ready-to-use topics can help show your #pride and support of the LGBTQIA+ community. Link in bio.

MicrosoftFlip Need a do-over? Now you can edit or delete existing videos.
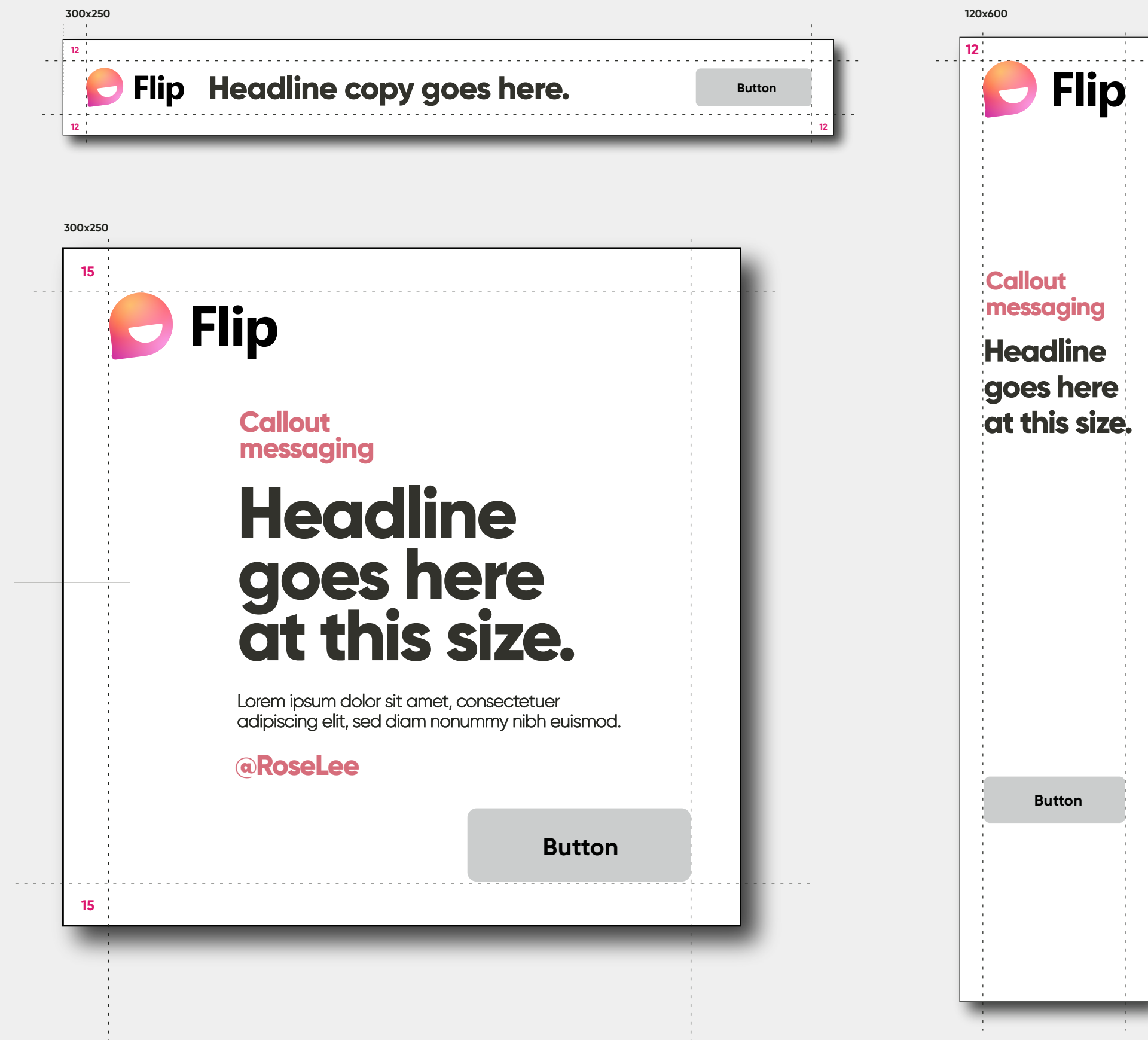
Banner Ad Anatomy

Banner templates can be broken down into a series of basic, predefined components, each with either a variable or fixed dimension.

Fixed dimension components:
• Logo
• Button
• Margins
• Padding

Thank you!

If you have any questions about how to use these brand guidelines, please contact brand@flip.com