Flip

Media Kit

Mission

Make learning fun and empowering for everyone on earth.

## 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.

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). For external use, please use our trademarked logo.

See the following pages for usage on each element.

SMUBBLE

TRADEMARK

WORDMARK
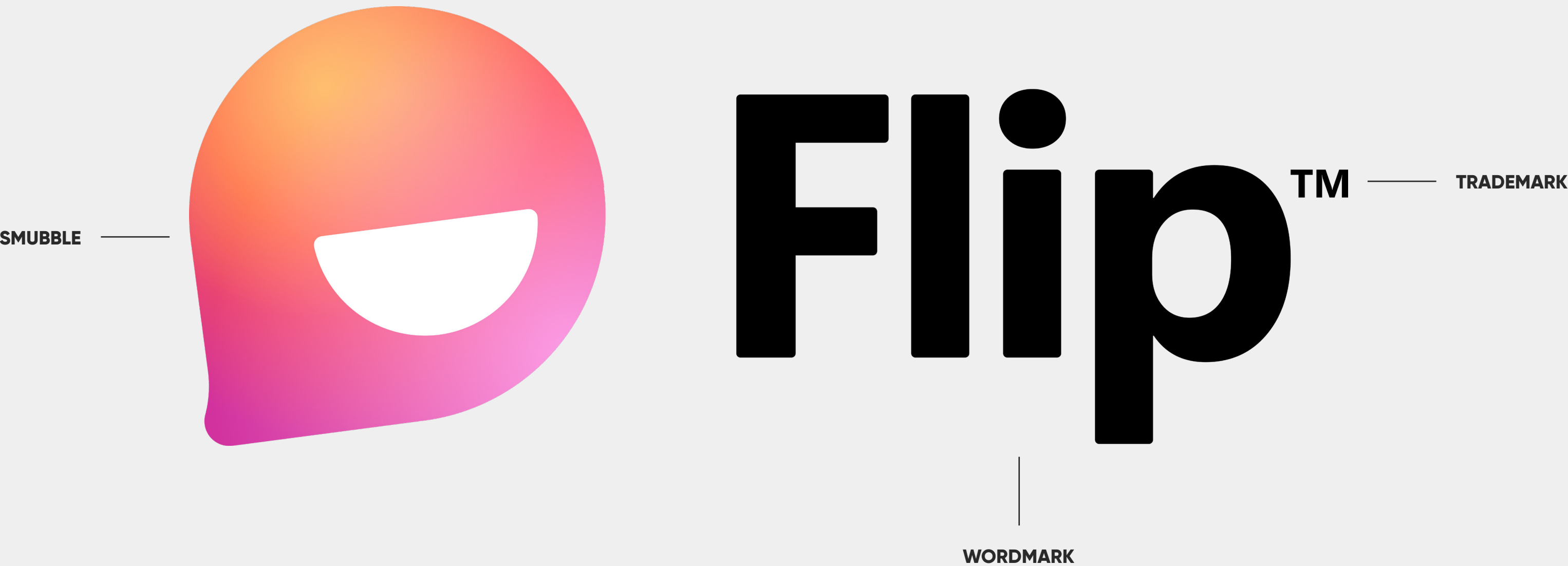
The Smubble Icon

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.

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.

Minimum Clear Space

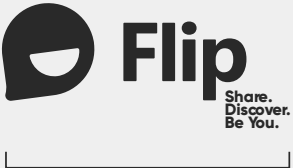**Safe space around the logo is based on the height of Smubble's smile**

x
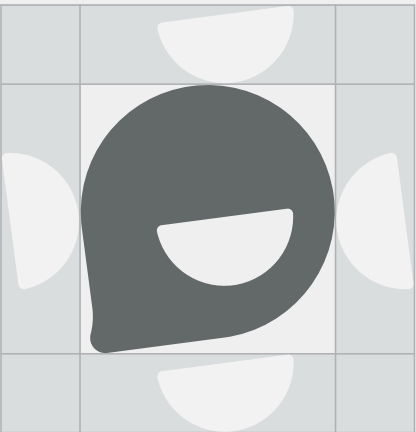
x

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)

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.

Thank you!

If you have any questions about how to use this media kit, please contact brand@flip.com.