nudge

Brand Visual Style Guide

Brand Identity

Nudge is a campus-native platform designed to make asking for help easier, faster, and more human. Our identity reflects warmth, immediacy, and trust, connecting students in real time through shared experiences and proximity.

Vision

To create a campus where asking for help feels natural, safe, and effortless.

Mission

To connect students with the right person at the right moment through real-time, low-pressure interactions.

Target

College students seeking quick, reliable, and human help from peers who’ve been there before.

LOGO DESIGN

2.1 Our Symbol
2.2 Our Logo
2.3 Logo Variations
2.4 Final Pick

Our Symbol

Our symbol, the nudge mark, is the core visual element across our brand. Inspired by a gentle tap or signal, it represents connection, encouragement, and immediacy. The subtle motion lines reflect the idea of reaching out, while maintaining a light and approachable feel that aligns with our low-pressure, human-first experience.

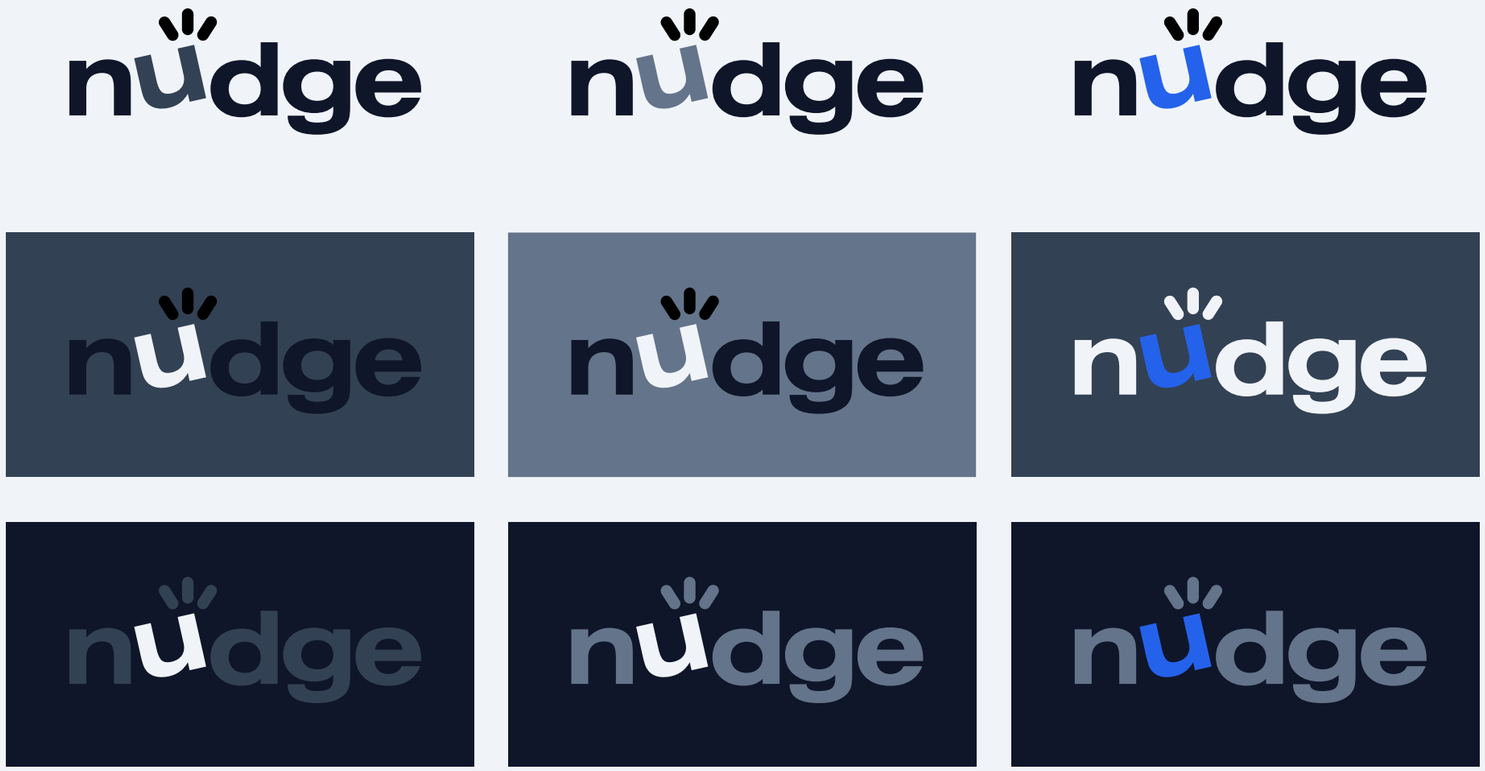
Nudge is motion, a gentle push toward connection.



First rendition of our logo.

Our Logo

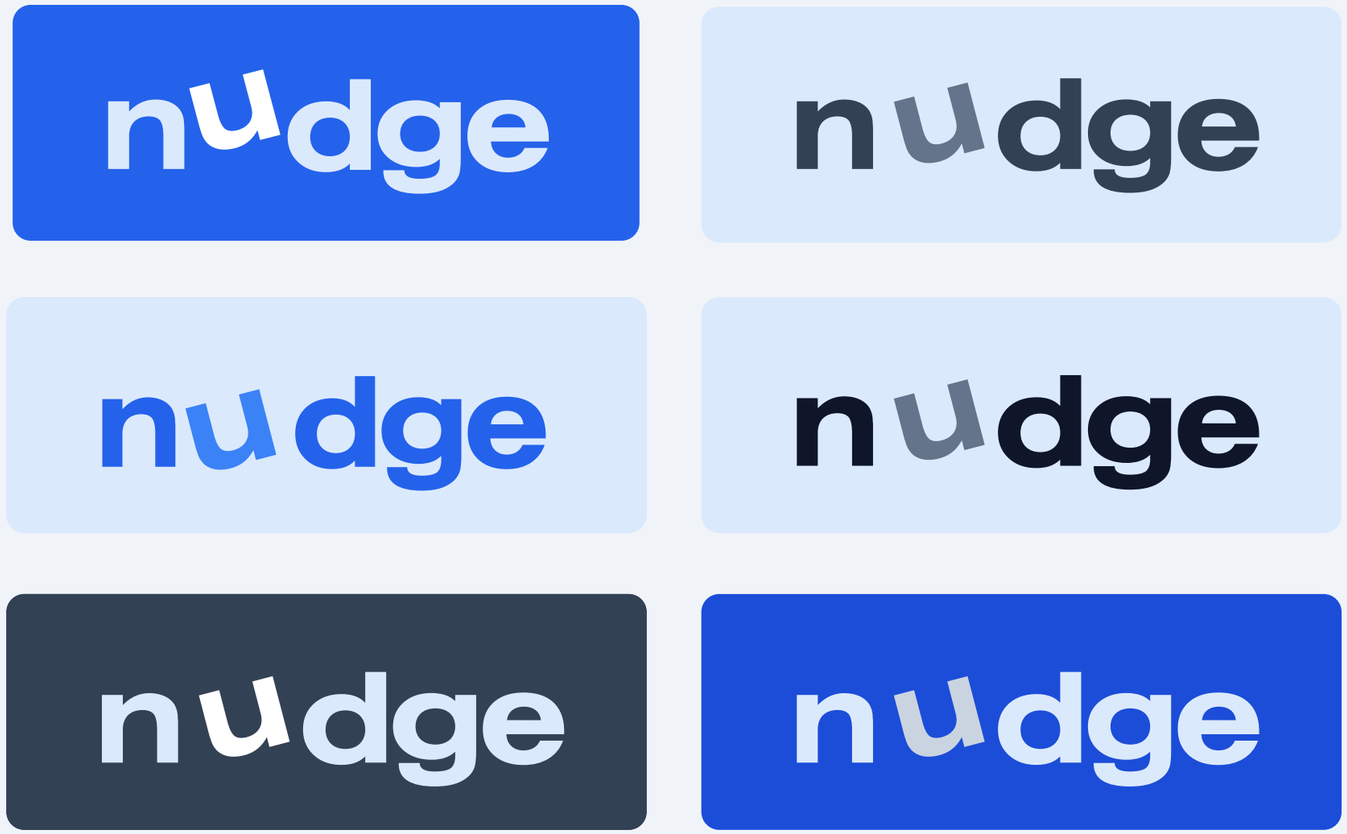
Our logo builds on the nudge symbol, integrating it seamlessly into the wordmark to emphasize action and interaction. The highlighted “U” represents the user at the center of the experience, while the surrounding motion cues reinforce the idea of real-time connection. The clean, rounded typography communicates simplicity, clarity, and approachability.



Second version and variation of our logo.

Logo Variations

We have developed multiple variations of the Nudge logo to ensure flexibility across different platforms and contexts. These include light and dark versions, icon-based marks, and compact formats for small-scale use. Each variation maintains the core identity while adapting to different backgrounds, ensuring consistency, visibility, and brand recognition.



Third version and variation of our logo.

Final Pick

These are our final two picks for logo based on background and color choice.





COLORS

3.1 Color pallete

Nudge Blue

Dynamic Gradient

Dynamic Gradient is used to create depth and bring visual energy to promotional marketing materials.

Brand Color Palette

Nudge Blue is our primary brand color. It represents the core identity of the product and is used for key interactions and moments of focus. Nudge Blue Black is our secondary and used over White. Nudge White serves as the main background, keeping layouts clean and allowing content to stand out.

Nudge Blue

Nudge Blue is the core color of the brand. It carries the majority of brand recognition and is most closely associated with Nudge across all communications.

HEX: #2563EB

RGB: 37 99 235

CMYK: 84, 58, 0, 8

Nudge Blue Black

Nudge Blue Black serves as the foundation for content. It ensures clarity and legibility while grounding the interface.

HEX: #0F172A

RGB: 15 23 42

CMYK: 64, 45, 0, 84

Nudge White

Nudge White is the primary canvas for the interface. It provides simplicity, accessibility, and, and consistency throughout all points of interaction.

HEX: #F1F5F9

RGB: 241 245 249

CMYK: 3, 2, 0, 2

Nudge Blue (Hover)

HEX: #1D4ED8

RGB: 29 78 216

CMYK: 87, 64, 0, 15

Nudge Grey

HEX: #64748B

RGB: 100 116 139

CMYK: 28, 17, 0, 45

Nudge Slate

HEX: #CBD5E1

RGB: 203 213 225

CMYK: 10, 5, 0, 12

Nudge Green

HEX: #10B981

RGB: 16 185 129

CMYK: 91, 0, 30, 27

Nudge Yellow

HEX: #F59E0B

RGB: 245 158 11

CMYK: 0, 36, 96, 4

Nudge Red

HEX: #EF4444

RGB: 239 68 68

CMYK: 0, 72, 72, 6

TYPOGRAPHY

4.1 Typeface
4.2 Weights
4.3 Type Scaling for Mobile App
4.4 Type Scaling for Website

Typeface

Typography is our visual voice, grounding every interaction in clarity and presence because the right connection depends on the right moment. Nudge uses the Swiss 721 type family across all applications.

SWISS
721

Weights

Regular	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789° (!"#$%&?@)
Medium	**ABCDEFGHIJKLMNOPQRSTUVWXYZ** **abcdefghijklmnopqrstuvwxyz** **0123456789° (!"#$%&?@)**
Bold	**ABCDEFGHIJKLMNOPQRSTUVWXYZ** **abcdefghijklmnopqrstuvwxyz** **0123456789° (!"#$%&?@)**
Bold Extended	**ABCDEFGHIJKLMNOPQRSTUVWXYZ** **abcdefghijklmnopqrstuvwxyz** **0123456789° (!"#$%&?@)**

Type Scaling for Our App

	Size	Line Height	Tracking
H1			
Swiss 721 Bold Ext.	32 px	38 px	-1%
H2			
Swiss 721 Bold	24 px	30 px	-3%
H3			
Swiss 721 Medium	20 px	26 px	-1%
H4			
Swiss 721 Medium	18 px	24 px	-1%
Body Large			
Swiss 721 Regular	16 px	22 px	0%
Body			
Swiss 721 Regular	14 px	20 px	0%
Caption			
Swiss 721 Regular	12 px	16 px	0%

Type Scaling for Web

	Size	Line Height	Tracking
H1			
Swiss 721 Bold Ext.	48 px	56 px	-1%
H2			
Swiss 721 Bold	32 px	40 px	-0.5%
H3			
Swiss 721 Medium	24 px	32 px	0%
H4			
Swiss 721 Medium	20 px	28 px	0%
Body Large			
Swiss 721 Regular	18 px	26 px	0%
Body			
Swiss 721 Regular	16 px	24 px	0%
Caption			
Swiss 721 Regular	14 px	20 px	0%