

BRAND IDENTITY SYSTEM / 2026 / V2

Clip the moment, even after it's gone.

01 / FOUNDATION

Built for the moment you almost missed.

Fast, creator-first and unmistakably native to modern video culture.

ClipVe is a desktop clipping tool for streamers and creators. Watch multiple live streams at once on Twitch, Kick, YouTube, Rumble and TikTok, rewind, and save clips ready for Shorts, TikTok and Reels. The identity should feel immediate, precise and creator-native, never corporate, cluttered or over-produced.

FAST

One action. One moment. No friction.

PRECISE

Clip what you saw and keep what matters.

CREATOR-FIRST

Designed around live feeds, clips and vertical publishing.

OWNED

Your clip. Your file. Your workflow.

Brand personality

Quick. Confident. Clever. Creator-native. Minimal. Slightly playful. Never noisy, gimmicky or trend-chasing.

Layered video, built to be remembered.

The approved mark is locked. Do not redraw or re-typeset it.



PLAY / VIDEO

The front shape and play cutout signal playback immediately.

MULTI-FEED LAYERS

The stacked panels nod to watching and clipping across multiple live streams.

LOGO COLORS

Purple is the signal; deep navy anchors it. These two colors belong to the logo artwork. They are not the product or website palette (see page 08).

03 / LOGO SYSTEM

One identity. Four useful forms.

Choose the lockup that fits the space. Do not rebuild or rearrange the parts.

PRIMARY / STACKED



HORIZONTAL



MARK ONLY



WORDMARK ONLY

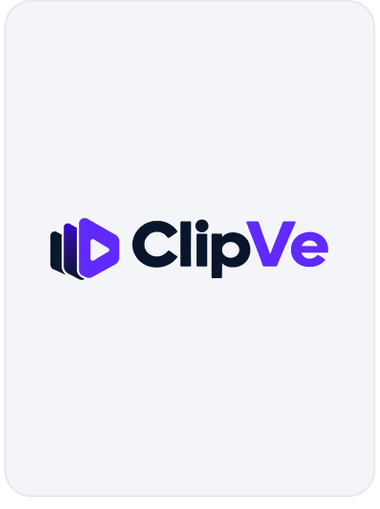


Stacked: square-ish spaces, covers, splash screens. Horizontal: headers, articles, wide banners. Mark: avatars, favicons, watermarks, small sizes. Wordmark: only where the mark already appears nearby.

04 / LOGO VERSIONS

Five versions. Pick by background.

Every lockup (stacked, horizontal, mark, wordmark) comes in all five. Never recolor a logo yourself.



Color
Default. Light and white backgrounds.



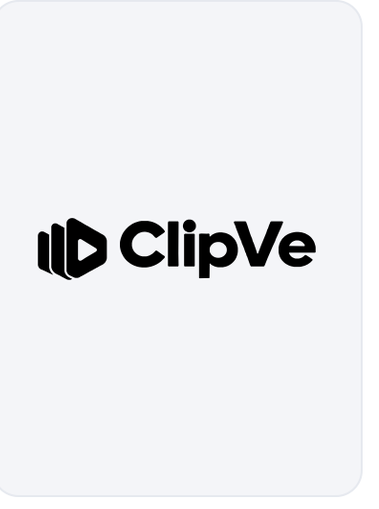
Reversed
Dark backgrounds, including #03081A and black.



White
One color on dark or busy images where purple loses contrast.



Navy
One color in brand navy on light surfaces.



Black
One color for newsprint, fax-style docs, engraving and single-ink print.

Files: Logos/SVG (vector, any size) and Logos/PNG (512, 1024, 2048, 4096 px wide, transparent). File names include the real pixel size.

05 / SPACING

Give it room to breathe.

Clear space protects recognition and keeps the logo from feeling crowded.



x = at least 20% of the standalone mark height, on every side

Minimum size

Mark, digital	**24 px**
Mark, print	**8 mm**
Stacked, digital	**120 px wide**
Horizontal, digital	**180 px wide**
Embroidery mark	**18 mm recommended**

At very small sizes use the mark alone. Do not place the wordmark where the letters become indistinct.

06 / BACKGROUNDS

Stay high-contrast.

Color logo on light backgrounds. Reversed logo on dark backgrounds. White on images.

COLOR / WHITE



REVERSED / CLIPVE DARK #03081A



COLOR / CREAM #FEF9F0



REVERSED / BLACK



On photos or busy video frames use the White version, or place the logo on a solid panel. Never put the Color logo on dark backgrounds.

Two palettes. Keep them apart.

The logo has its own colors. The product, website and marketing use the ClipVe aqua palette.

Logo colors (inside the logo artwork only)



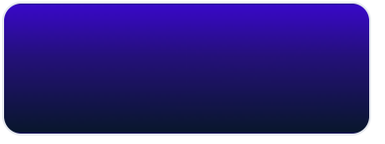
ClipVe Navy
`#08162C / RGB 8 / 22 / 44`
Logo layers



ClipVe Purple
`#602AFC / RGB 96 / 42 / 252`
Logo play shape



Gradient top
`#3A08CC / RGB 58 / 8 / 204`
Logo middle layer



Middle-panel gradient
`#3A08CC to #241178 to #08172B`
Logo only

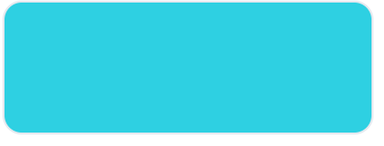
Product and web palette (clipve.com, the app, marketing)



ClipVe Dark
`#03081A / RGB 3 / 8 / 26`
Backgrounds



Aqua
`#00BCD1 / RGB 0 / 188 / 209`
Single action color: buttons, links, highlights



Aqua hover
`#2ED0E2 / RGB 46 / 208 / 226`
Hover, glow

Cream ink
`#FEF9F0 / RGB 254 / 249 / 240`
Text on dark, light canvas

Muted
`#B3D6DC / RGB 179 / 214 / 220`
Secondary text

Do not use purple as a UI or headline color, and never place aqua inside the logo. For flat production of the logo, use solid Purple and Navy instead of the gradient.

Bold where it matters. Quiet everywhere else.

The wordmark is custom artwork. Inter carries the product and marketing system.

Aa

Inter Black 900

Headlines, feature statements, campaign moments. Tight tracking (-3%).

Inter SemiBold 600

Buttons, labels, navigation, emphasis.

Inter Regular 400

Body copy, product descriptions, supporting text.

JetBrains Mono

Timecodes, clip lengths, file names (for example -02:34, 30.0s).

Type rules

- Keep headlines short and direct.
- Sentence case in product and marketing copy.
- No condensed or decorative display fonts.
- Never retype the ClipVe wordmark. Use the supplied artwork.

09 / APP ICONS

The icon people click.

Use the current icons from App_Icons. The September 2026 app tiles are retired.



macOS

Current macOS icon, light appearance. Default icon for Mac coverage.



macOS dark

Dark appearance of the same icon.



Windows

Current Windows icon: the mark alone, edge to edge.



Founders edition

Gold icon for ClipVe Founders. Not the default app icon.

Show app icons as supplied: do not add your own frame, shadow or rounding, and do not redraw them. The macOS files are flat renders; the live icon adds Apple Liquid Glass lighting on screen.

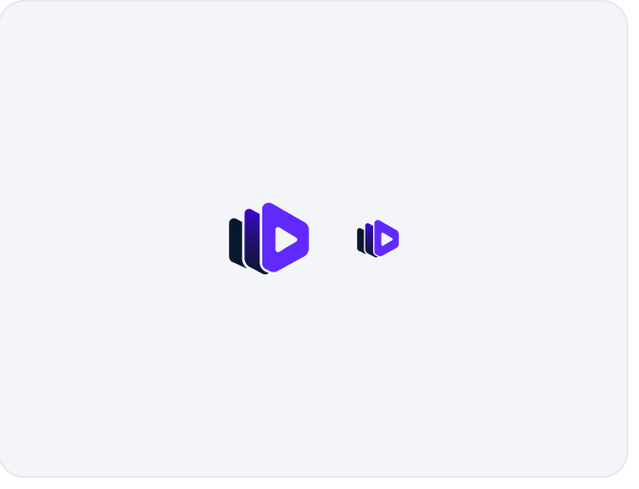
Designed to survive small sizes.

The mark is the avatar, favicon and watermark asset.



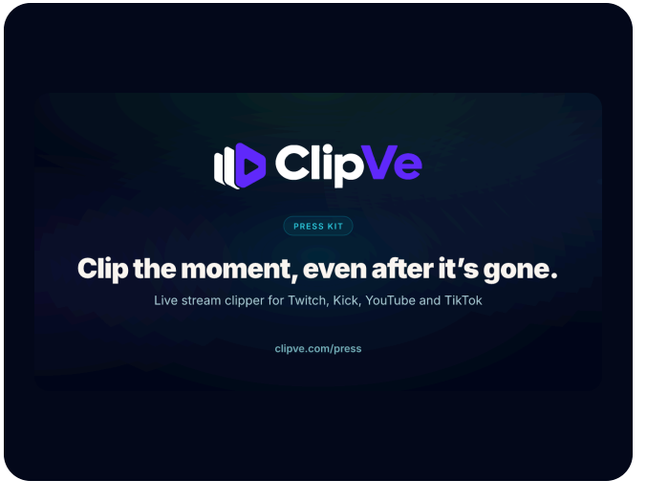
Avatars

Use the square mark files. The mark sits inside a circle-safe area, so platform circle and rounded masks never clip it. No extra text inside profile pictures.



Favicon and small UI

Mark only below 120 px wide. Minimum 24 px.



Share card

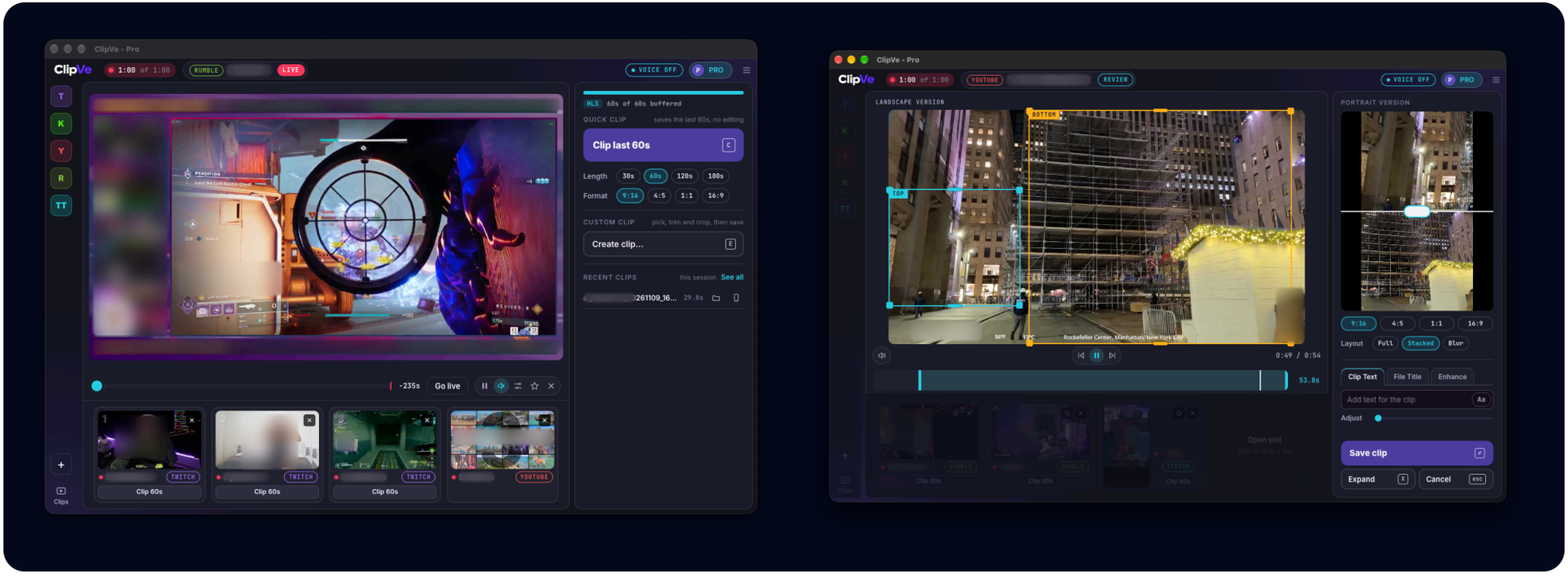
1200x630 card for links to clipve.com/press.

Watermarks on clips and video

Mark only, in a safe corner, about 3 to 5% of frame width, around 35% opacity.

Show the real product.

Only real captures of the ClipVe app. No mockups, no recreated UI.



- Use the files in Product_Images as supplied. Dark theme is the app default.
- Crop by cutting only. Never stretch or squash a screenshot to fit a slot.
- Do not remove the blur. Usernames, chat, faces and network addresses stay hidden.
- Do not edit, restyle or add features to the interface.

Use vector masters whenever production gets physical.

The mark is simple enough for signage, apparel, vinyl and embroidery.

ONE COLOR / BLACK



ONE COLOR / NAVY



ONE COLOR / WHITE



Black: newsprint, single-ink jobs, engraving. **Navy**: embroidery, screen printing and vinyl in brand color. **White**: dark garments and dark surfaces. Send printers SVG, PDF or EPS from 01_LOGOS_MASTER_VECTOR or Logos/SVG, never a small PNG.

Keep the mark clean.

Consistency is what turns a good logo into a recognizable brand.



DO NOT STRETCH
Keep proportions locked.



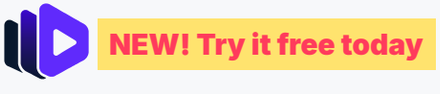
DO NOT RECOLOR
Use the five supplied versions.



DO NOT ADD EFFECTS
No glow, bevel, outline or shadow.



DO NOT ROTATE
Keep the mark upright.



DO NOT CROWD
Protect the clear-space zone.



DO NOT RETYPE
Use the supplied wordmark artwork.

Creator-native, not corporate.

Direct, fast and useful. Let the product do the showing.

DO

"Something happened? Clip it."

"Five feeds. One cockpit."

"Go back. Cut it. Keep it."

AVOID

Over-explaining simple actions.

Forced slang or trend-chasing.

Corporate software language.

Clip the moment, even after it's gone.

Core line. Use on launch pages, campaigns and store listings. It is not required beside the logo. Write ClipVe with a capital C and V, as one word.

Use the right file for the job.

Everything in the press kit, and where to find it.

`Logos/SVG`	**Vector logos, every lockup and version**	Web, design tools, any size
`Logos/PNG`	**Transparent PNG, 512 to 4096 px wide**	Articles, decks, social, video
`Logos/Square_Mark`	**Mark padded to a square**	Avatars and profile pictures
`App_Icons`	**macOS, Windows, Founders edition**	App coverage and store-style images
`Product_Images`	**Real app screenshots, blurred, plus framed 1920x1080**	Articles and reviews
`Web/OG_Social_Card`	**1200x630 share card**	Link previews
`Brand_Guidelines`	**This document**	How to use all of the above

Sharpness rule

Never enlarge a PNG. If you need it bigger, use the SVG or the next larger PNG. Logos and icons are PNG or SVG only, never JPG.



PRESS CONTACT

press@clipve.com

clipve.com/press