

Brand Guidelines



whop

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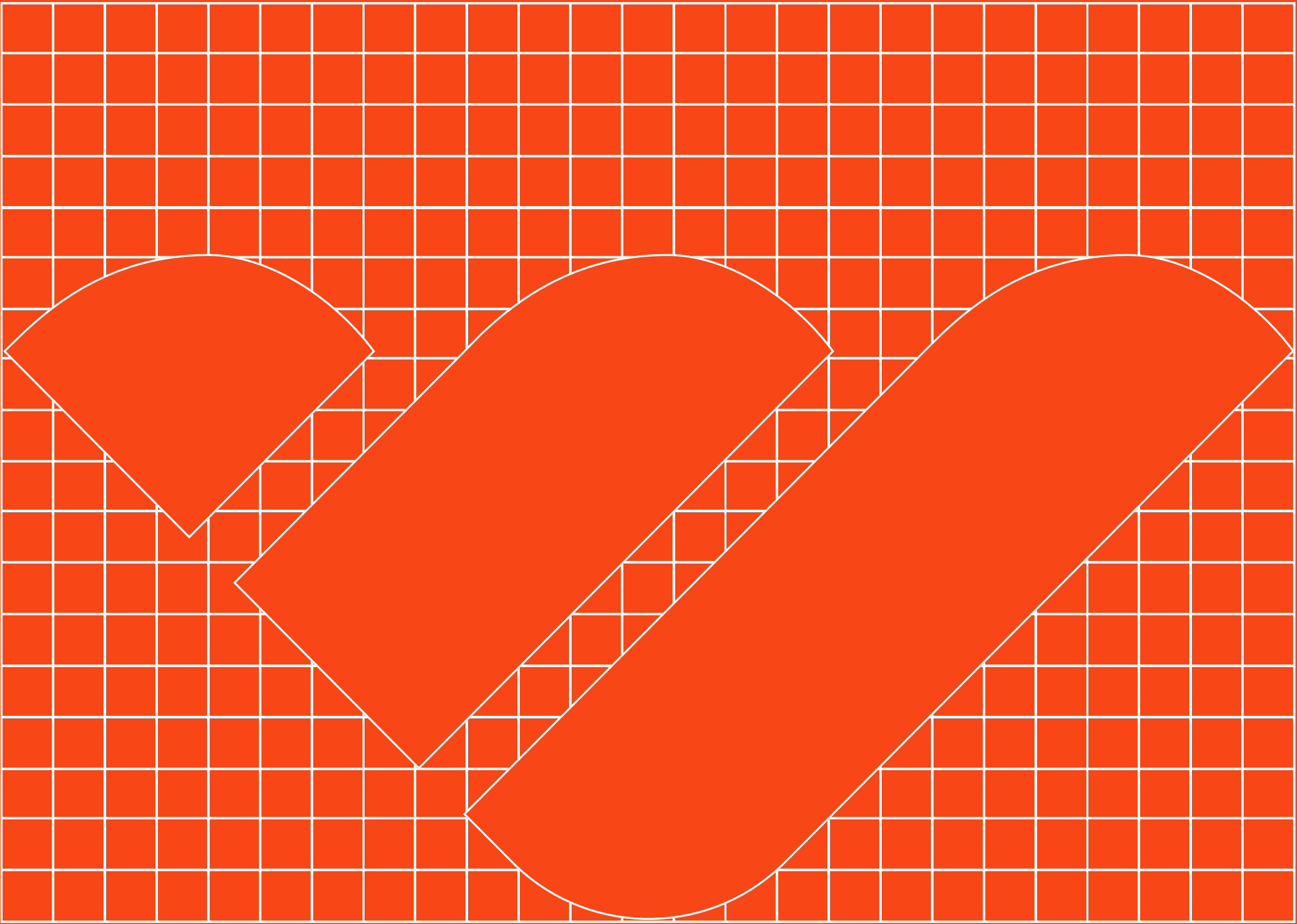


Introduction

This guide establishes the foundation of the Whop brand identity as of May 2026. These standards exist to keep the brand cohesive across all surfaces, defining a solid base from which the brand can grow and evolve.

This guide covers the essentials — logo, color, typography, layout, etc. — but it isn't meant to answer every question. Treat it as a source of truth to refer to any time you're producing an artifact that represents Whop.

This guide can also be shared with external collaborators creating work on Whop's behalf — agencies, contractors, writers, designers, directors, etc. — so the brand stays consistent everywhere.



1.1	Mission
1.2	Brand Values
1.3	Voice & Tone
1.4	Do's & Don'ts



Whop's mission is
to deliver everyone
a sustainable income.



Resolve

We are opinionated and particular. Our conviction drives what we build and how we do so. We don't compromise on our core beliefs.

Agency

It takes self-direction and open-mindedness to build a company as sprawling as Whop. We take initiative and do what must be done.

Grit

We build fast and test things practically in the court of public opinion. We solve problems and execute under pressure.

Excellence

We are high aura individuals operating at a high frequency. Consistency is key, and the pursuit of greatness is more important than perfection.



Our voice is immediate
& intentional. Our tone is
provocative & unapologetic.
We balance a sense of urgency
with an air of effortless grace.



- ✓ Speak clearly and simply using active verbs when possible
- ✗ Don't make broad generalizations
- ✓ Frame things positively and be optimistic
- ✗ Don't say "digital," "digital creator," or "creator economy"
- ✓ Opt for "internet entrepreneur" and "internet economy"
- ✓ Speak about the future as if it's already happening
- ✗ Don't commit aura-loss
- ✓ Swag things out

Whop makes it easy to start a business in minutes.

Build it on Whop.

~~Whop is a platform for digital creators and businesses.~~

Independent creators now drive brand growth via clipping and original content.

Top talent has more leverage than ever while the average person craves more flexibility in their work.

~~AI is taking your job, so it's time to start a side hustle.~~

Moguls of tomorrow make their first dollar on Whop.

Whop builds tooling that will give everyone an opportunity to earn.

~~The future is uncertain, but people will have to earn money somehow.~~

Whop will make thousands of millionaires.

Bet on yourself.

~~Whop is combining SMB SaaS, fintech, and wealth building products into one dashboard.~~



Logo

2.1	Logomark
2.2	Logomark Clearance
2.3	Color Logomark
2.4	Wordmark
2.5	Lockup
2.6	Logo Clearance
2.7	Duotone Lockup
2.8	Color Background
2.9	Social Icons
2.10	Misuse



Whop’s logomark is a stylized “W” symbol. It works as a standalone visual tool that conveys association or authorship, especially in any context where the audience is familiar with Whop.



To protect the logomark from other visual elements, make sure there's adequate clear space surrounding it.



The primary choice for the logomark is our signature Vermillion (#FA4616).



The wordmark is a sans serif lockup of the word “Whop.” It is not typically used without the logomark but should only be used in white or black if it must be used. It should never be paired with live text.

Whop

Whop



The lockup is a structured pairing of the logomark and the wordmark that should not be altered. It's the primary choice for external facing contexts to establish brand recognition.



To protect the logo from other visual elements, make sure there's adequate clear space surrounding it.



The duotone lockup can be displayed like so for dark mode and light mode respectively. This lockup should be used when possible but only on grayscale backgrounds.



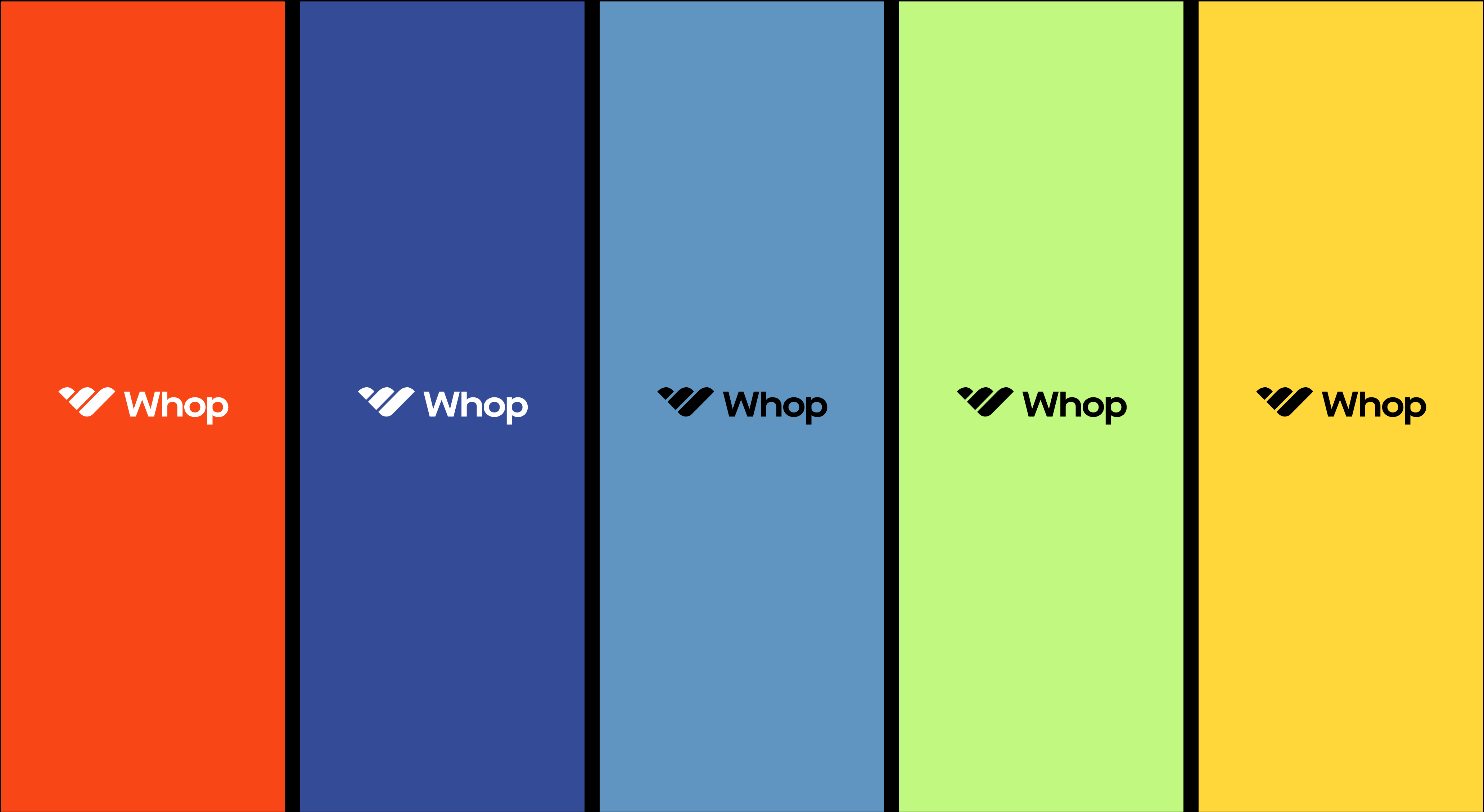
Vermilion / White



Vermilion / Black



When using a color background, make sure that the logo is clear and legible. White or black is best for the logo in these contexts.



Below are approved social icons for team members and official Whop accounts. The first row are the primary options and the second row are the secondary options, more ideal for sub-channels or special accounts.



- Don't use an unapproved color palette or make the logo illegible
- Don't alter the colors of the approved lockups
- Don't place the logomark after the wordmark
- Don't stretch or warp the logo
- Don't use the duotone logo on a colorful backdrop
- Don't apply treatments, filters, or effects like drop shadow on the logo
- Don't use an unapproved vertical lockup
- Don't alter the logo in any way



Color

3.1	Primary Palette
3.2	Secondary Palette
3.3	Grayscale
3.4	Themes



Whop’s primary brand color is our signature Vermilion, also known as “Whop Orange.” Vermillion evokes energy and positivity, amplifying our core brand values. It is complemented by Off-White and Charcoal. Vermillion should be used for an entire surface or background or as an accent on a monochrome background.

Vermilion
#FA4616
250 70 22

Off-White
#F3F3F3
243 243 243

Charcoal
#151515
21 21 21



Our secondary color palette consists of Indigo, Cerulean, Chartreuse, and Mustard. It should be utilized sparingly. The cooler tones in this palette contrast nicely with Vermillion. These colors are mainly used in the suite of pictograms that populate the product UI or when additional colors are needed for data visualization.

<div></div> <div>Indigo</div> <div>#354B98</div> <div>53 75 152</div>	<div></div> <div>Cerulean</div> <div>#6196C1</div> <div>97 150 193</div>	<div></div> <div>Chartreuse</div> <div>#C1FA81</div> <div>193 250 129</div>	<div></div> <div>Mustard</div> <div>#FFD83B</div> <div>255 216 59</div>
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The grayscale palette is useful for graphic elements such as but not limited to text, grids, borders, and lines. Additional shades in between these are also acceptable in certain contexts.

<div>Black</div> <div>#000000</div> <div>0 0 0</div>	<div>Dust</div> <div>#B6B5B0</div> <div>182 181 176</div>	<div>Bone</div> <div>#F1F1F1</div> <div>241 241 241</div>	<div>White</div> <div>#FFFFFF</div> <div>255 255 255</div>
--	---	---	--



These color themes have been predefined for use if needed.

Vermillion / Charcoal

Vermillion / Off-White

Vermillion / Indigo

Vermillion / Cerulean

Vermillion / Chartreuse

Vermillion / Mustard

Indigo / Black

Indigo / Off-White

Indigo / Cerulean

Indigo / Chartreuse

Indigo / Dust

Indigo / Mustard

Cerulean / Black

Cerulean / Off-White

Cerulean / Chartreuse

Cerulean / Charcoal

Cerulean / Dust

Cerulean / Mustard



Typography

4.1	Introduction
4.2	Primary Typeface
4.3	Acid Grotesk: Weights & Scale
4.4	Letter Styling
4.5	High Ascenders
4.6	Secondary Typeface
4.7	Inter: Weights & Scale
4.8	Misuse



Typography helps keep communication consistent across all surfaces, upholding a streamlined & recognizable brand identity.



Acid Grotesk is the primary typeface used for headers, sub-headers, display text, and body text.

Acid Grotesk

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*(){}[]?!



Acid Grotesk can be used in the following weights depending on the surface or context. Acid Grotesk Medium and Regular are the primary choices for headers, product screens, and public facing brand assets while Acid Grotesk Book and Light work best for body text, internal decks, and memos.

Acid Grotesk Light
Acid Grotesk Book
Acid Grotesk Regular
Acid Grotesk Medium

Typeface	Type size	Line heght	Letter spacing
Acid Grotersk	12	15	0%
	15	18	0%
	17	20	0%
	20	23	0%
	24	27	0%
	28	31	0%
	32	35	0%
	36	39	-1%
	40	43	-1%
	44	47	-1%
	48	51	-1%
	55	58	-1%
	65	68	-2%
	70	73	-2%
	82	85	-2%
	96	99	-2%
	110	113	-2%
	120	123	-2%
	135	139	-3%



Acid Grotesk has options for letter styling in Figma. When creating any deck, graphic, or any other asset with text, opt for the lowercase double story “a” and lowercase double story “g”.

Use double story ‘a’

a a

Use double story ‘g’

g g



Acid Grotesk also has a styling option for low vs. high ascenders. As high aura individuals operating at a high frequency, we opt for high ascenders.

Use high ascenders

Whop

Don't use low ascenders

Whop



Inter is our secondary typeface mainly used for captions and for small display text and buttons in the product UI. It's main use is for labeling charts in data visualizations. While legible on many different surfaces, Inter is unideal for stylized text in pitch decks, promotional graphics, or memos.

Inter

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*(){}[]?!



Inter Regular should be the first choice for labeling figures and axes in a data visualization. Inter Medium and Semi Bold can be used for layered labeling on charts or when display text needs a header or subhead in the product UI. Inter Light is used sparingly if at all.

Inter Light
Inter Regular
Inter Medium
Inter Semi Bold

Typeface	Type size	Line heght	Letter spacing
Inter Family	12	15	0%
	15	18	0%
	17	20	0%
	20	23	0%
	24	27	0%
	28	31	0%
	32	35	0%
	36	39	-1%
	40	43	-1%
	44	47	-1%
	48	51	-1%
	55	58	-1%
	65	68	-2%
	70	73	-2%
	82	85	-2%
	96	99	-2%
	110	113	-2%
	120	123	-2%
	135	139	-3%



- Don't use overly tight letter or line spacing
- Don't use overly wide letter or line spacing
- Don't use all caps
- Don't capitalize the words unless they are proper nouns
- Do not mix Acid Grotesk and Inter in live text

<p>Where the internet does business.</p>	<p>Where the internet does business.</p>	<p>Where the internet does business</p>
<p>WHERE THE INTERNET DOES BUSINESS</p>	<p>Where The Internet Does Business.</p>	<p>Where the internet does business.</p>



Art Direction

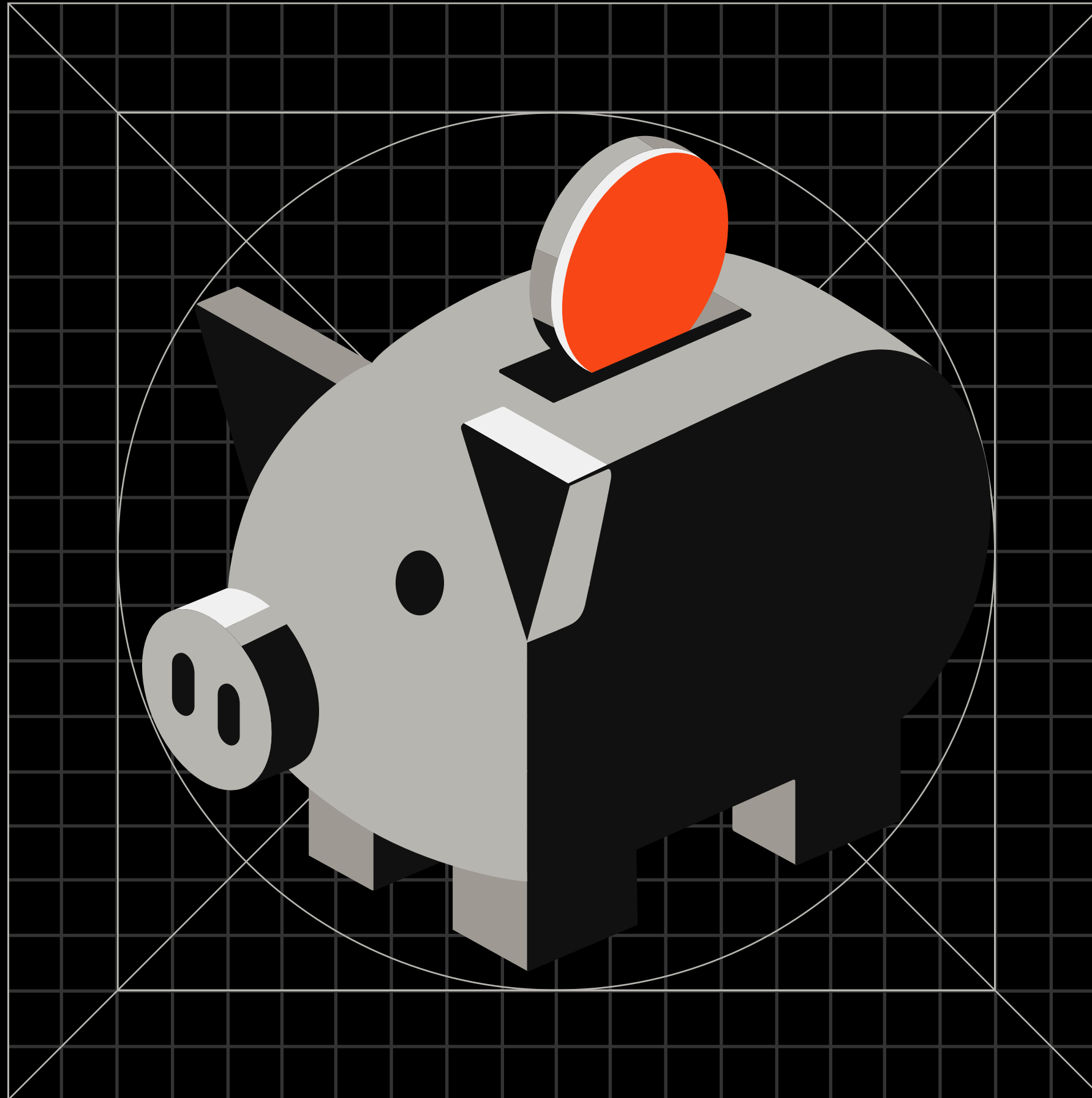
5.1	Introduction
5.2	Pictograms
5.3	Pictogram Grid
5.4	Pictogram Library
5.5	Pictogram Revamp
5.6	Pictograms In-Situ: Desktop
5.7	Pictograms In-Situ: Mobile
5.8	Editorial Imagery
5.9	Stylized Imagery



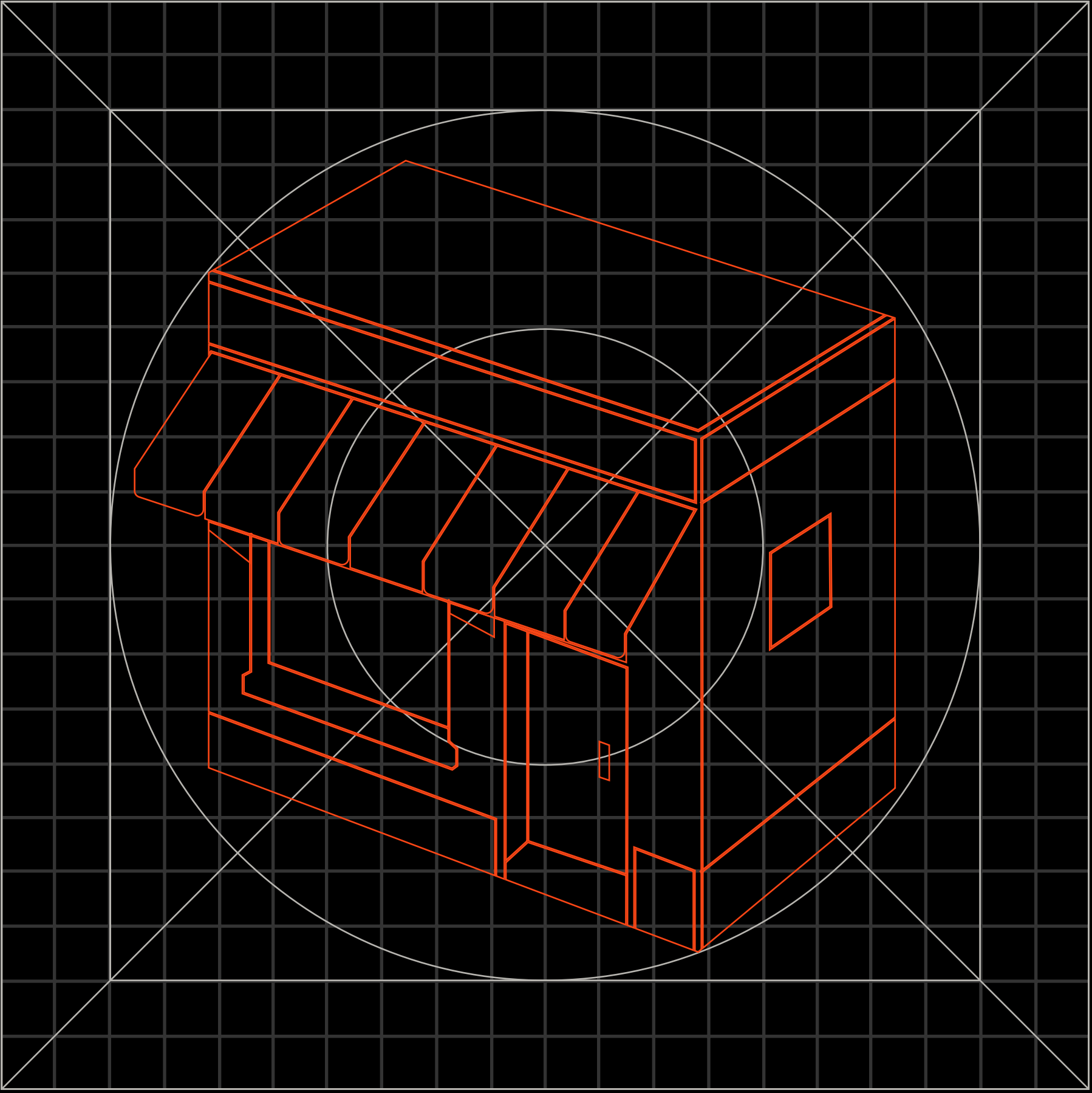
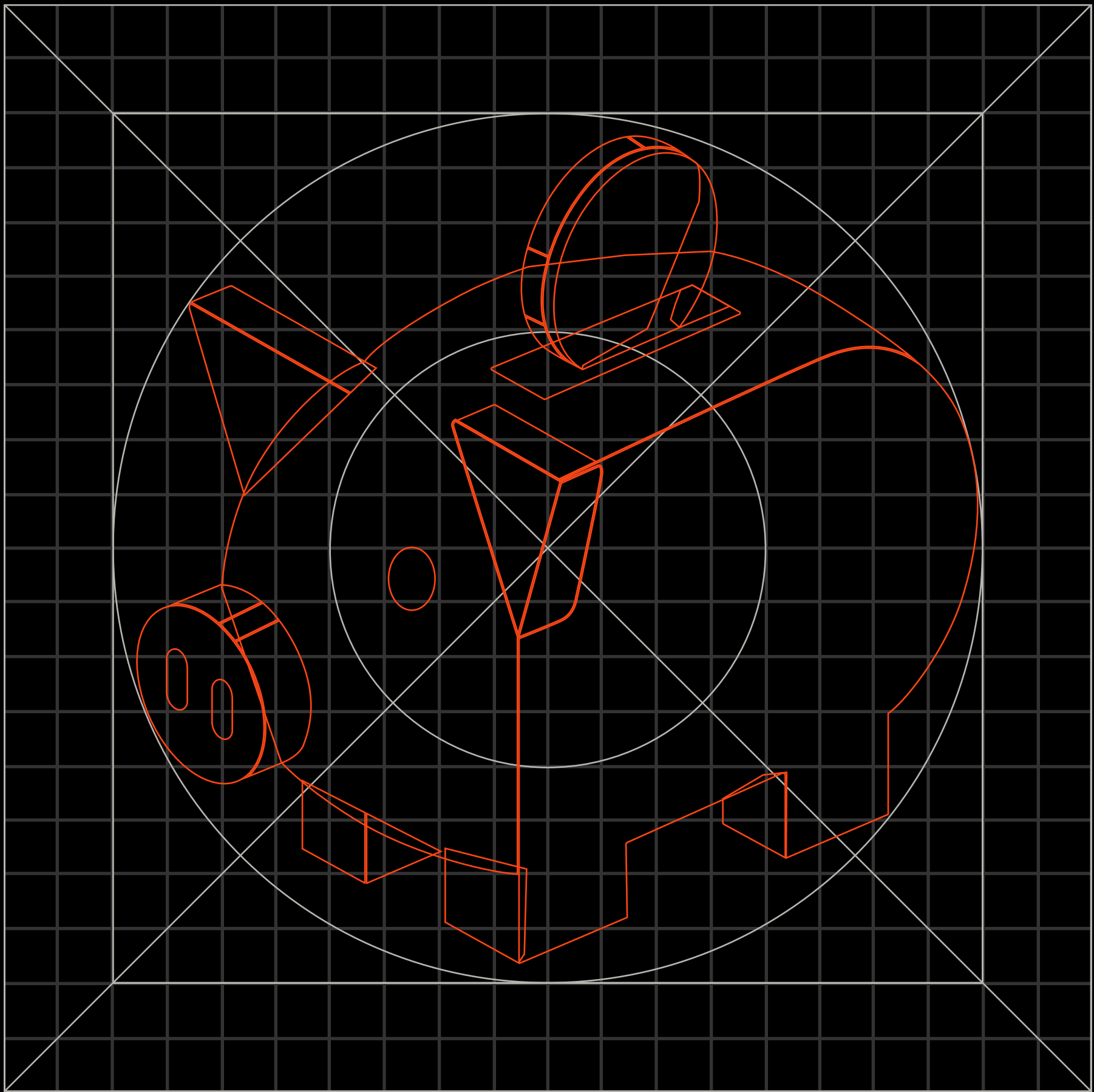
With our art direction we translate the ethos of Whop via pictograms, editorial and stylized imagery. The different elements work in tandem to form a brand universe.



We utilize an updated suite of three-quarter perspective pictograms to populate the product UI and other stylized brand assets. The pictograms convey the playful and gamified nature of making money on the internet.



The new pictograms adhere to a square grid system that ensures equal sizing on surfaces where two or more pictograms are displayed.

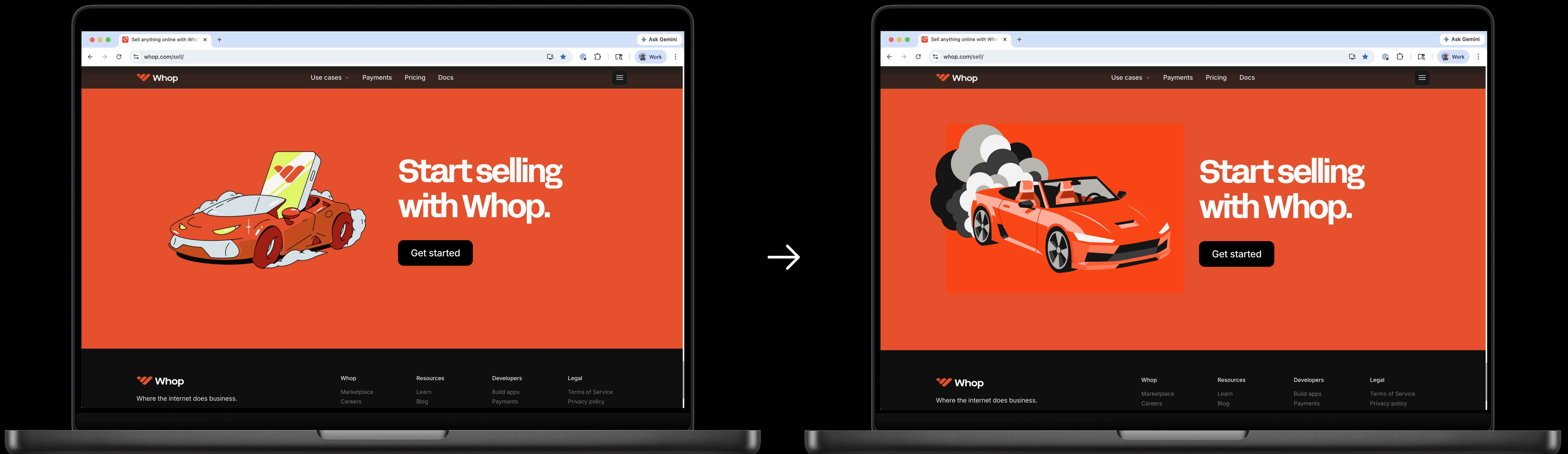


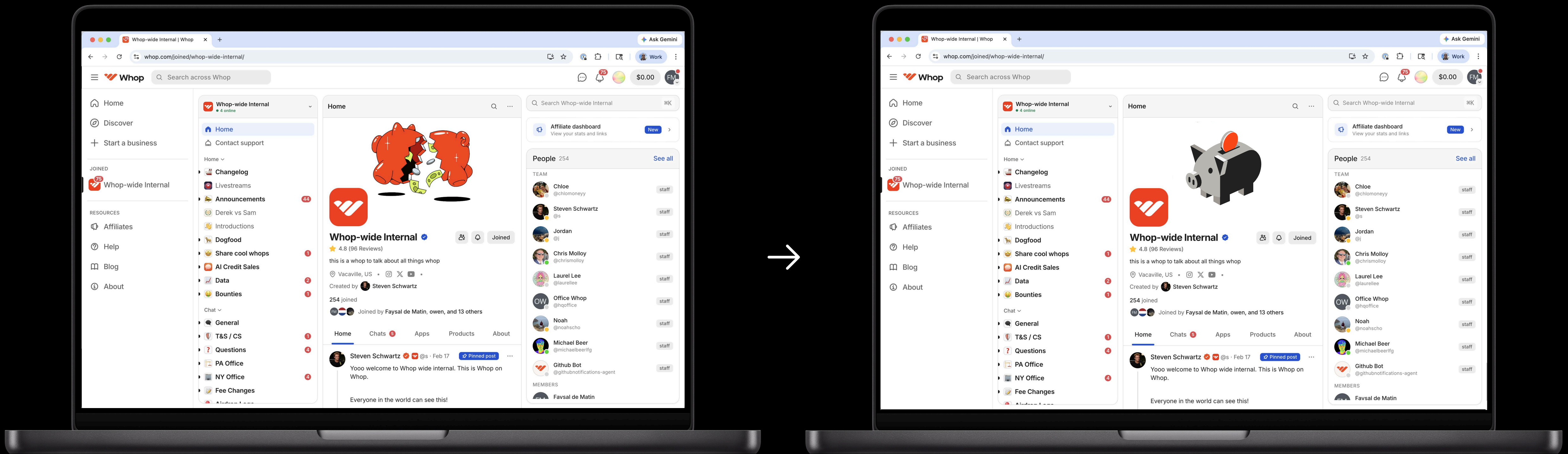
Here is are the new pictograms side by side. Some pictograms have multiple color options. The full suite color adjusted to account for light mode, dark mode, and color backgrounds can be accessed [here](#). The brand team will work with the product team to implement these ASAP.

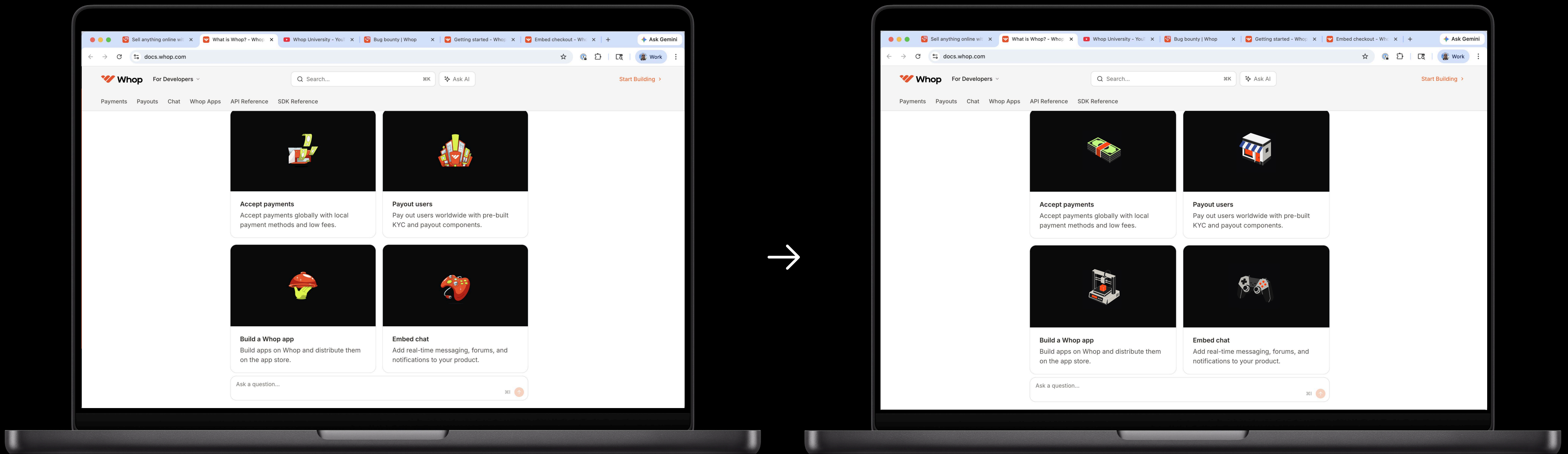


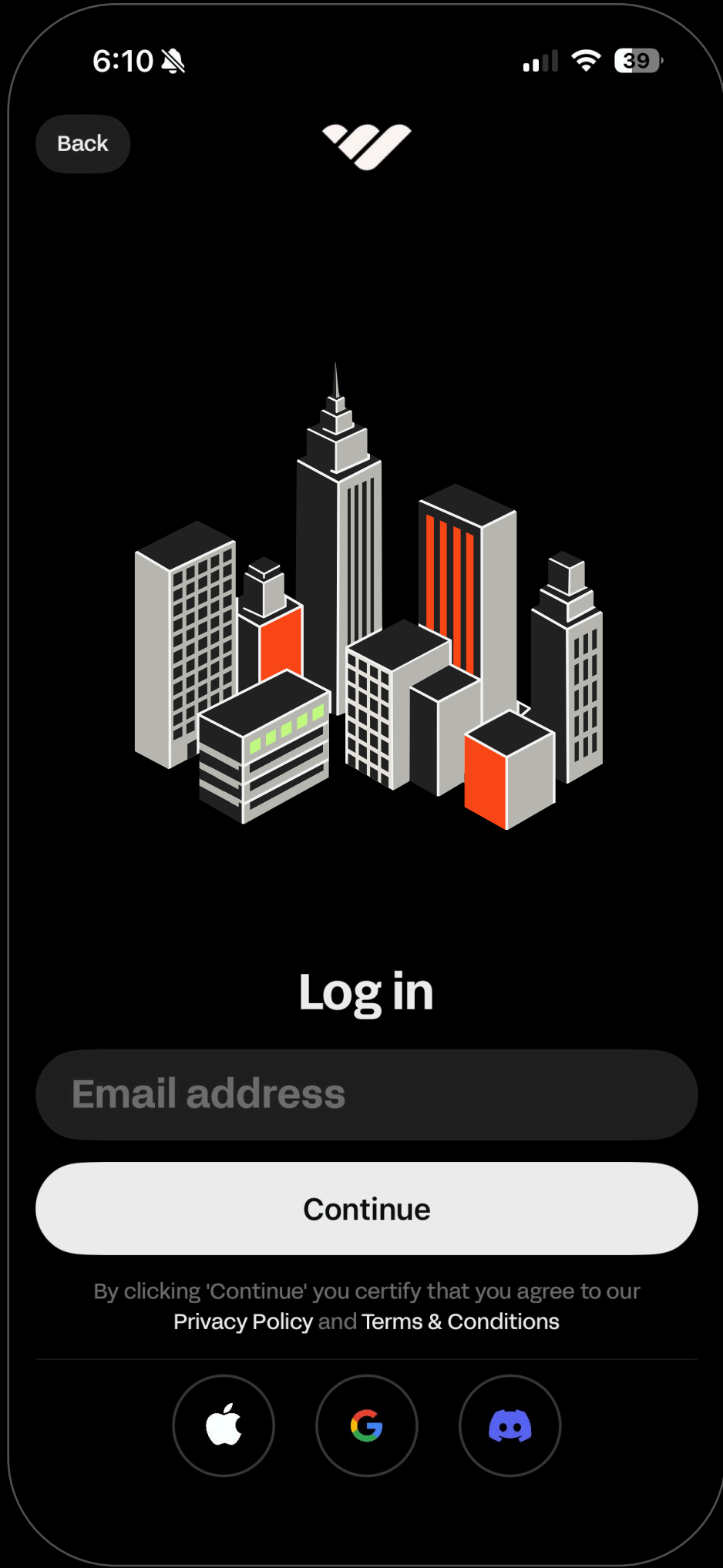
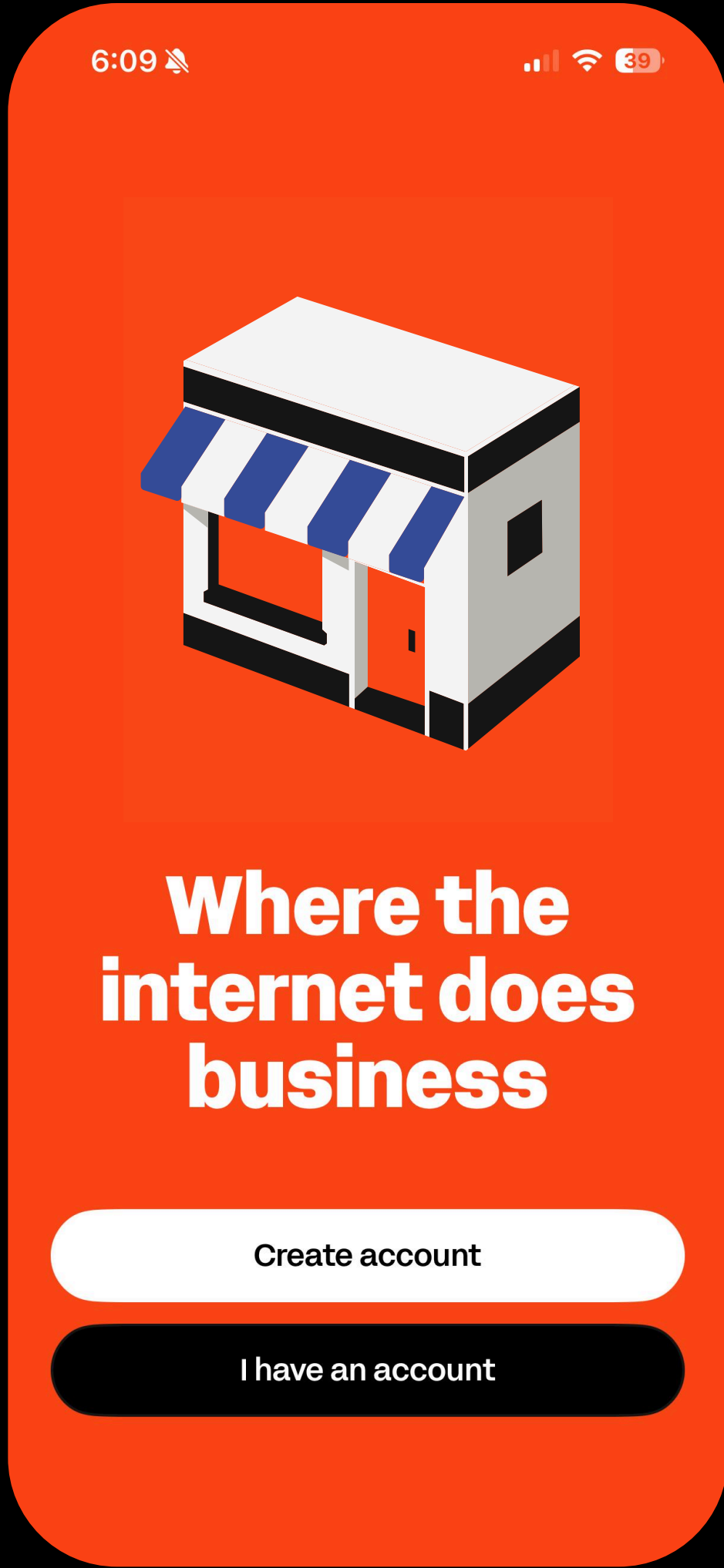
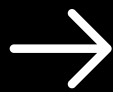
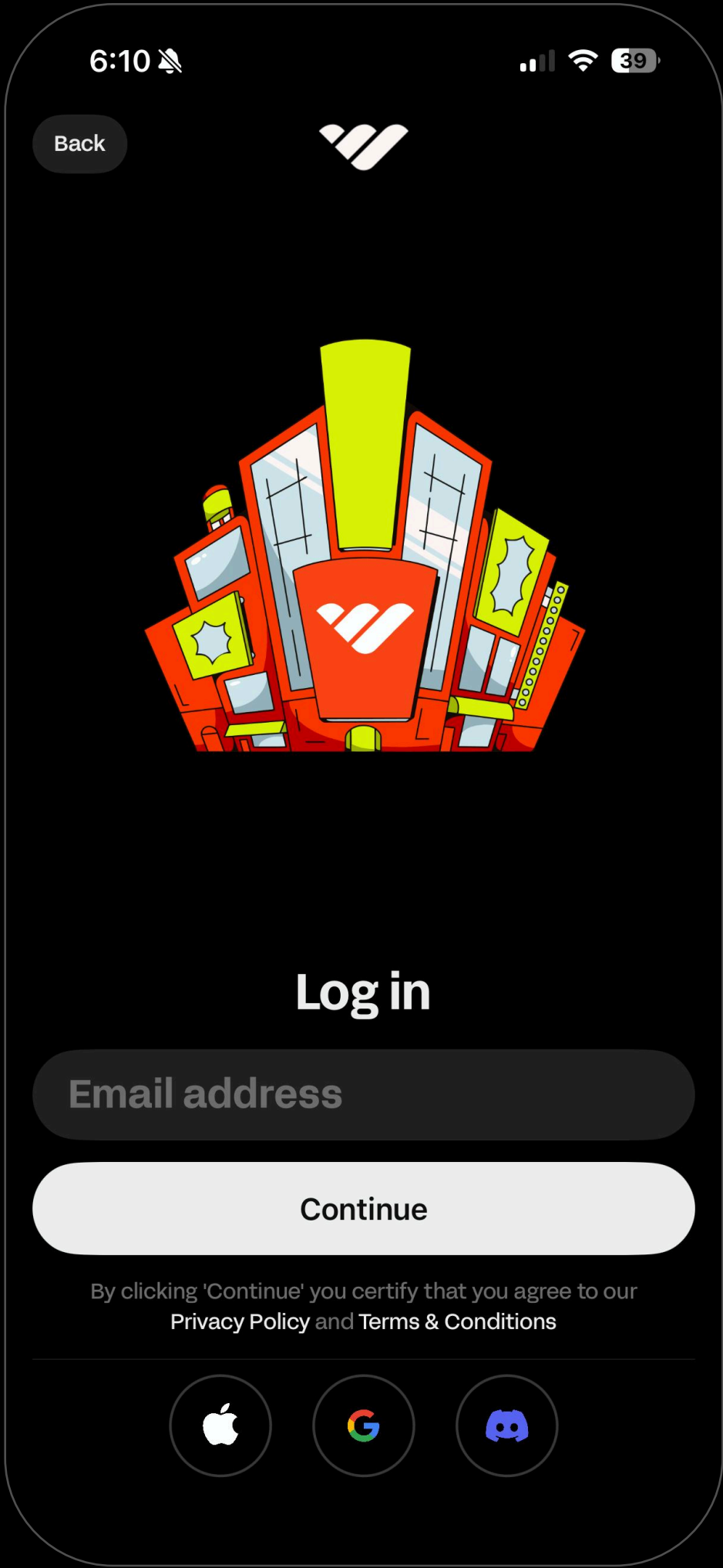
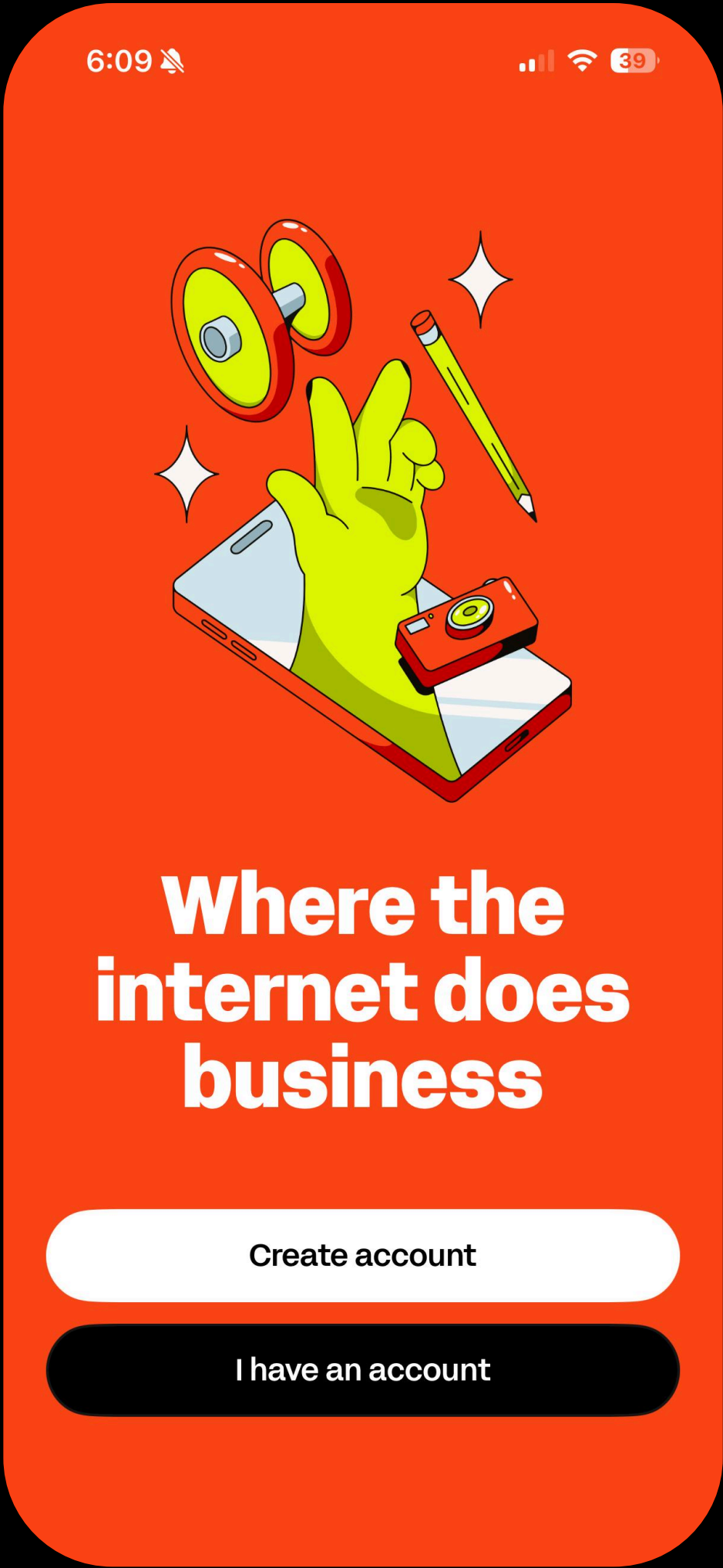
This following pages are an exploration demonstrating how the **change from illustrations to the new pictograms** will look in-situ.

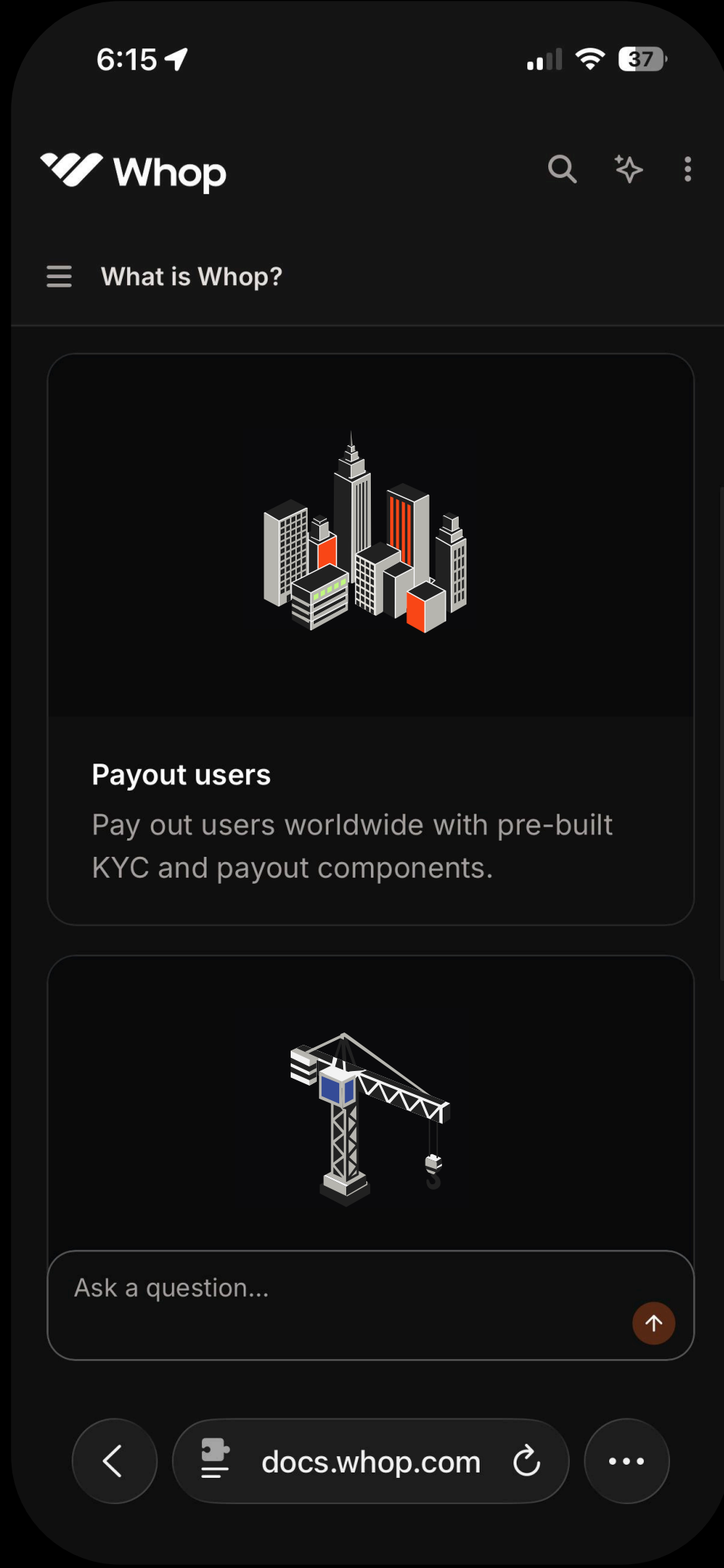
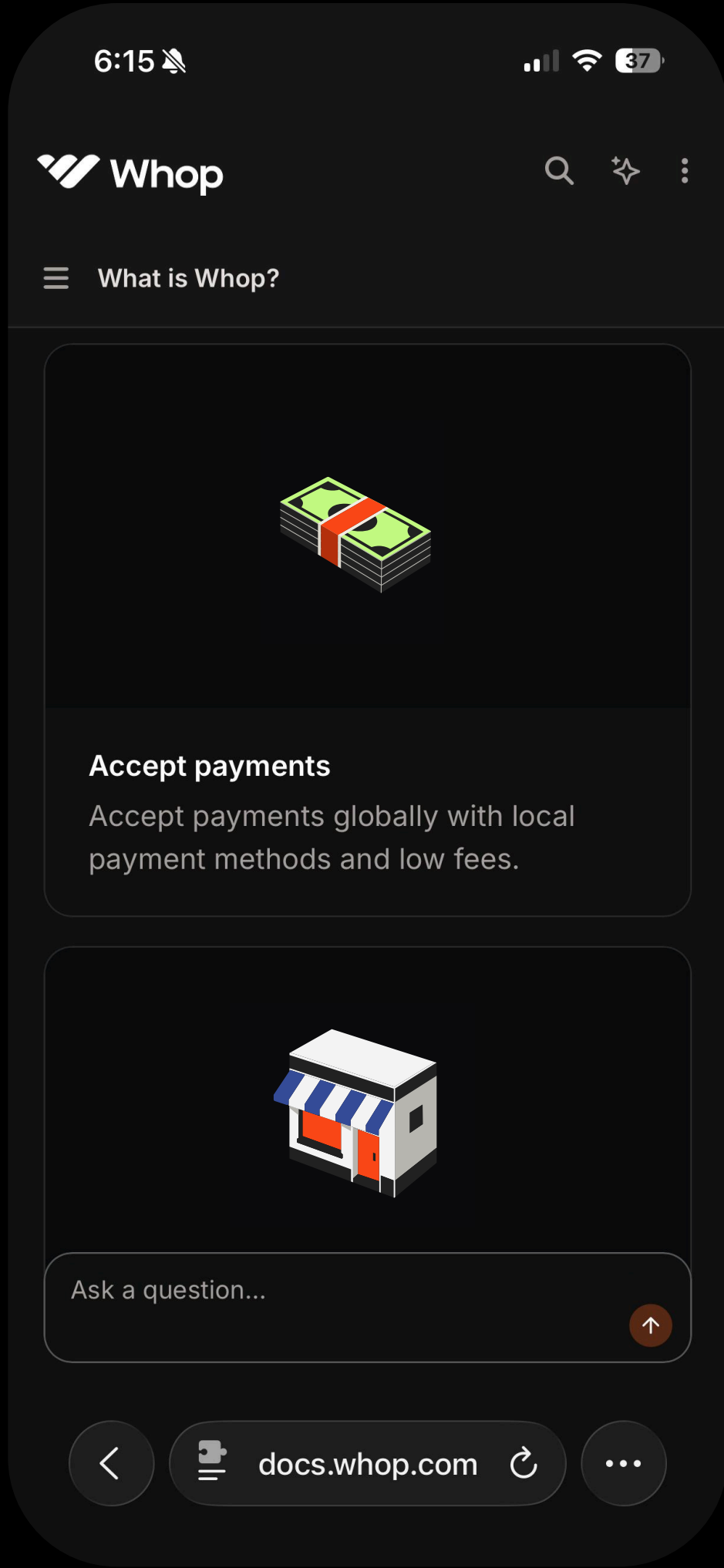
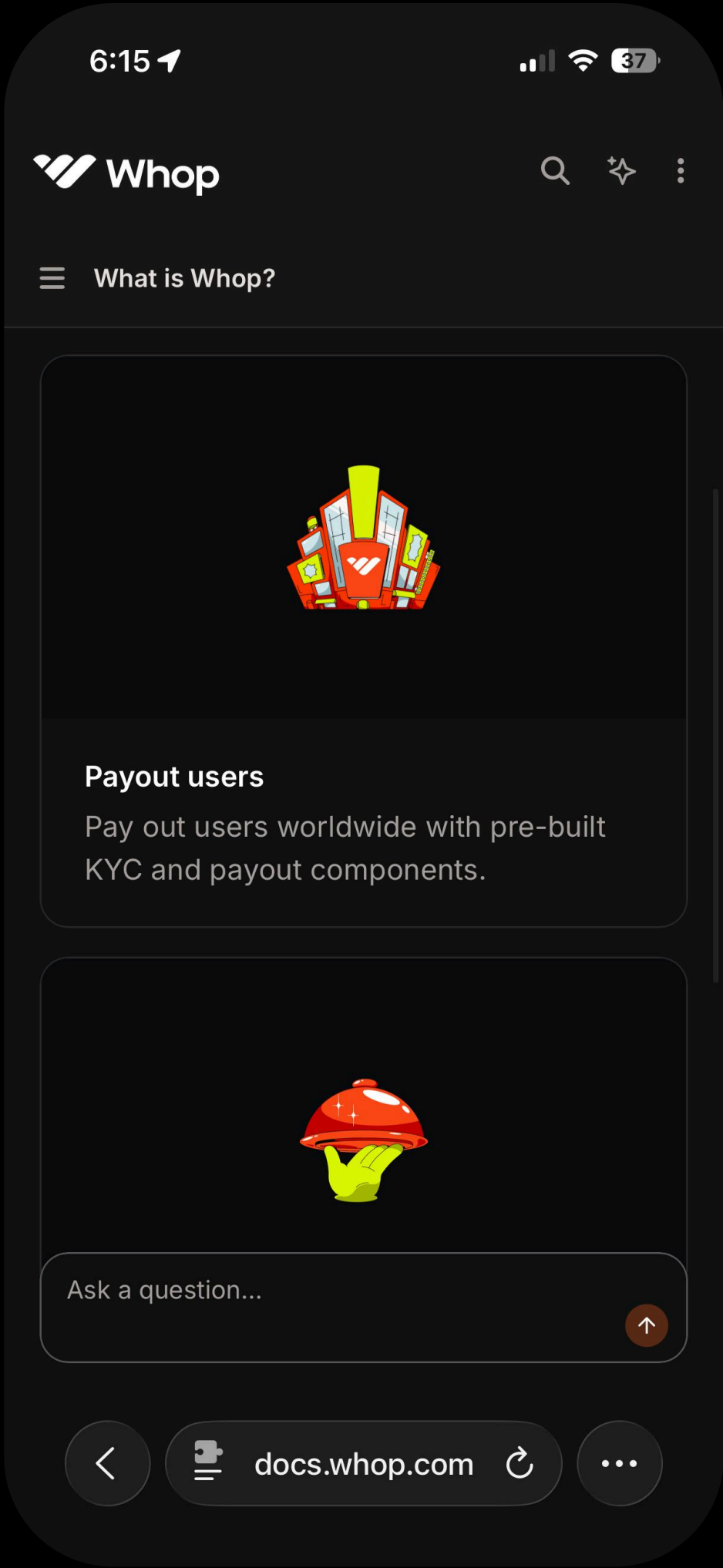
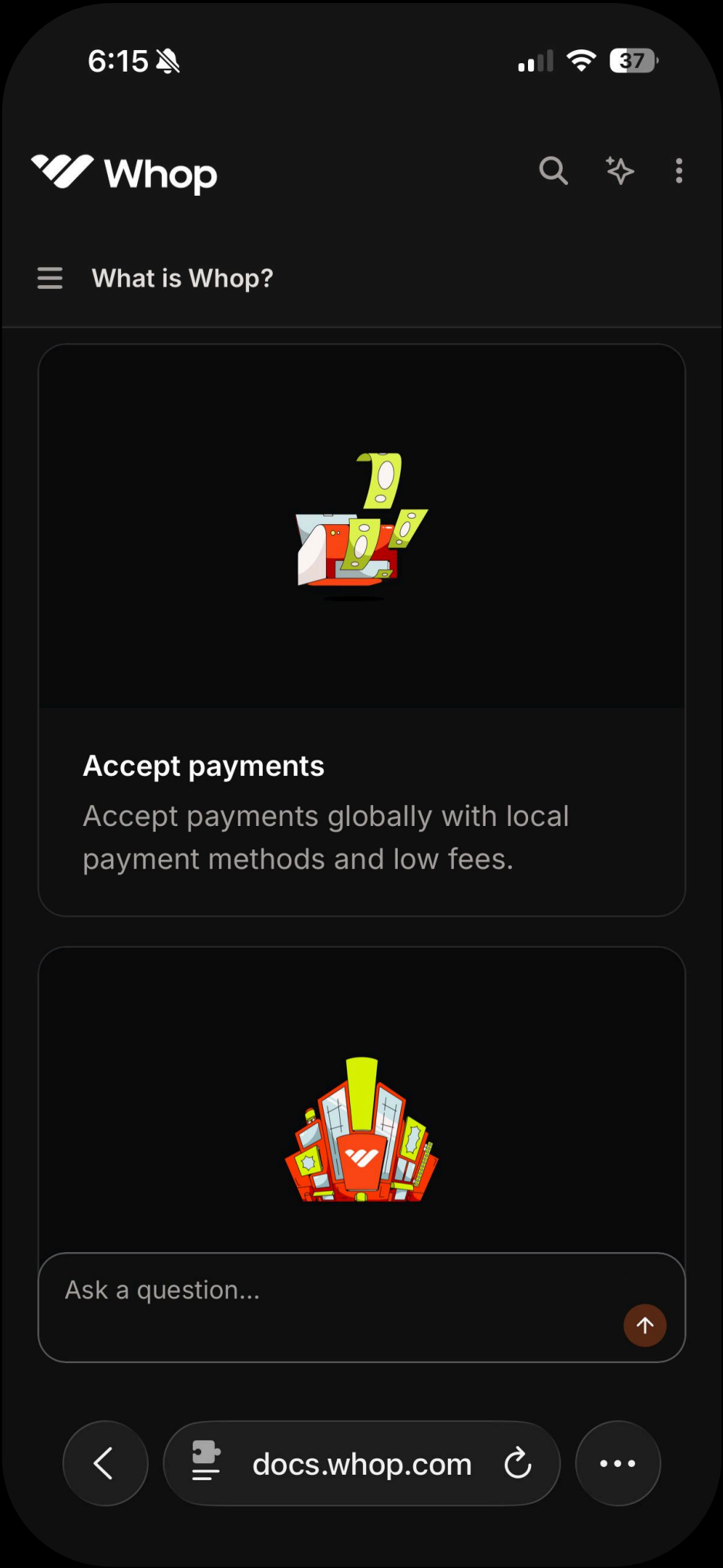












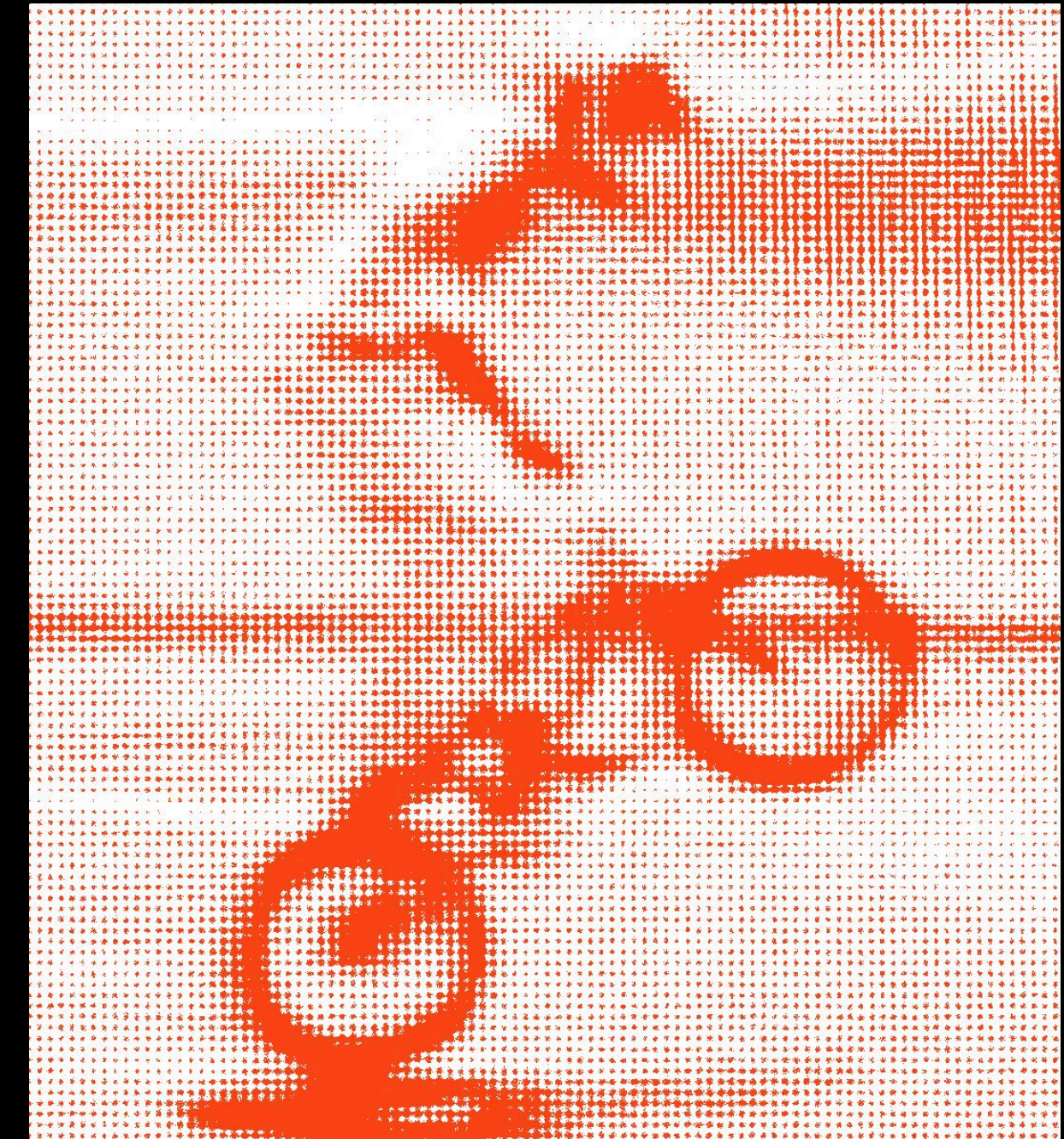
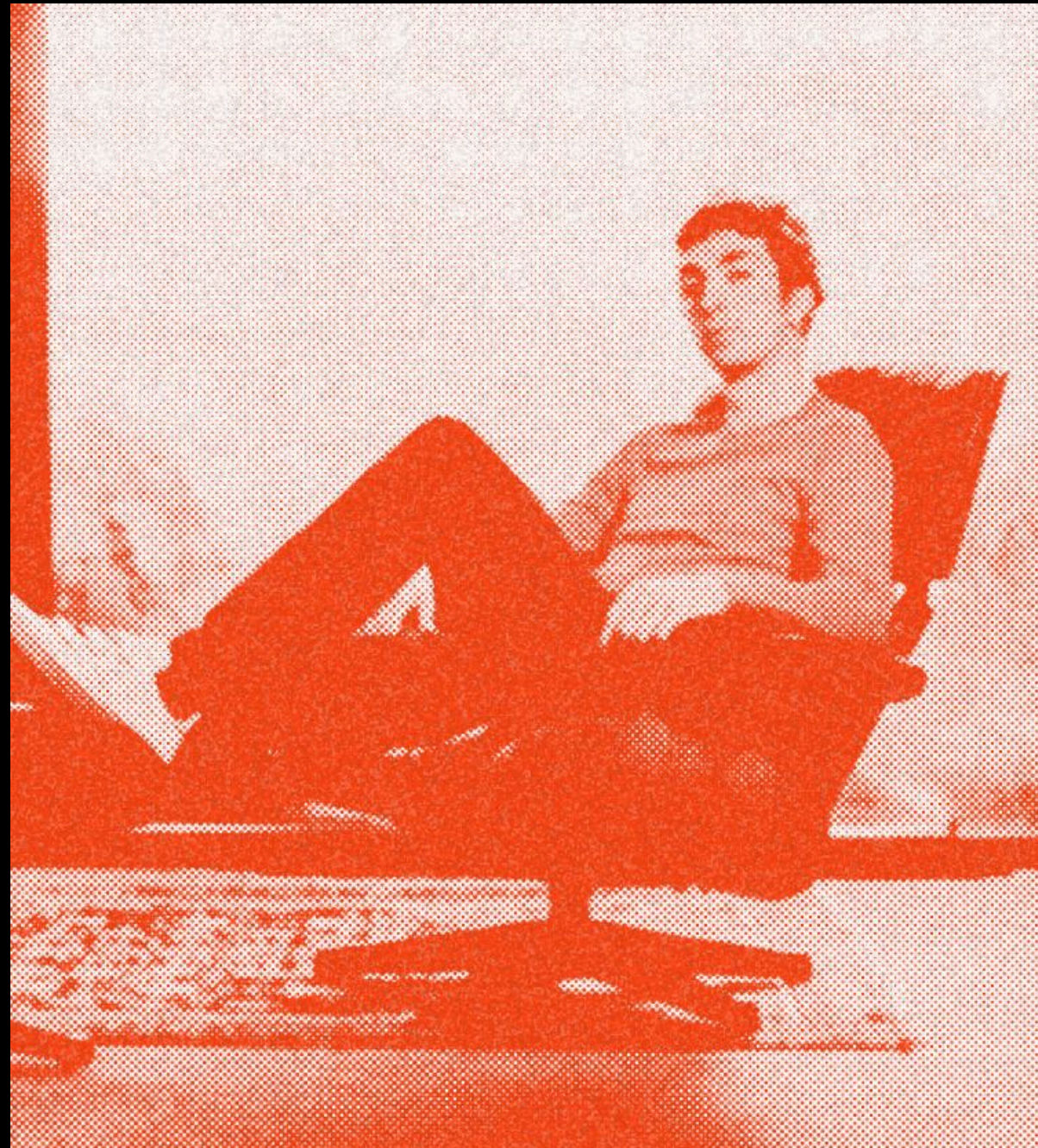
Our editorial imagery has a stylized, filmic quality that portrays the entrepreneurs running their businesses on Whop as pioneers of an idyllic future.

This aspirational imagery is meant to evoke a feeling of optimism in direct contrast to the prevalence of AI doomerism and slop.

Straying away from images associated with get rich quick schemes, we portray respectable hard-working people who use the money they make on Whop to lead unique and interesting lives, inspiring others to do the same.



We utilize stylized imagery in a color halftone style with Vermilion and Off-White for auxiliary surfaces like the blog and print ephemera.



Layout



We utilize a grid system to organize text, images, and graphics into a cohesive visual language, communicating ideas in an efficient and elegant manner.



6.2		Layout Grid System									
<p>For 16:9 aspect ratio — typically used for decks — we use a 6 row by 12 column system with a 32 px margin to account for different displays. More subdivisions of the grid can be added if needed (i.e. 12 rows by 24 columns, etc.). The gutter dividing each subdivision is 16 px.</p> <p>Sometimes it is necessary to break the grid depending on the type of content being presented, the surface, and the context. Grids are very cool, but they are meant to be broken.</p>											
											

The deck template provided below ensures that communication with external partners and potential clients stays consistent.

Large display text (135 px)

Header (56 px)

Subhead / Medium display text (34 px)

Body text (17 px)

Please find more templates here:

 [Deck Template](#)

 [General Overview](#)

 [Sales Deck](#)



Data Visualization

7.1	Introduction
7.2	Color Shades
7.3	Grayscale Shades
7.4	Vertical Bar Charts
7.5	Horizontal Bar Charts
7.6	Mekko Charts
7.7	Area Charts
7.8	Pie Charts
7.9	Donut Charts



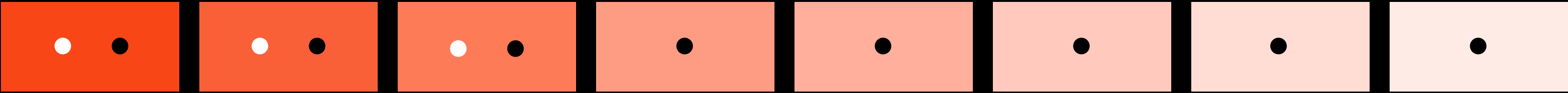
We utilize data visualization to convey figures both internally and externally in a **simple** and **clear yet stylized** manner.



These color shades can be used to illustrate different data points. Vermillion 100 is the primary choice for simple charts, and its shades should be used only when necessary to show change in volume, growth, or dollar delta across different cohorts. The shades of the secondary colors should only be used when necessary to convey many data points in the same chart.

The black and white dots on the shades represent color pairings that are acceptable when text is placed on top of a chart element with color. This can be extrapolated to dark and light grayscale shades as well.

Vermillion



Vermillion 100

Vermillion 80

Vermillion 60

Vermillion 40

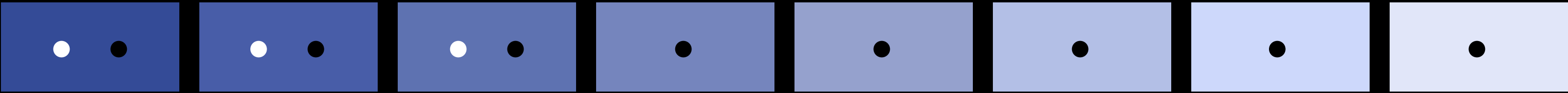
Vermillion 30

Vermillion 20

Vermillion 10

Vermillion 0

Indigo



Indigo 100

Indigo 80

Indigo 60

Indigo 40

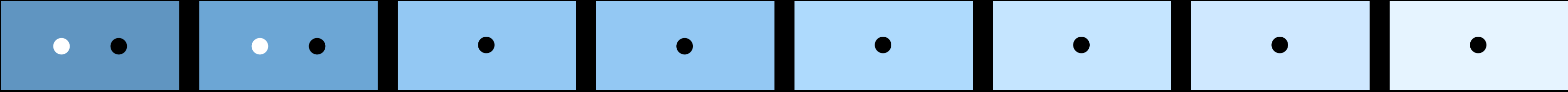
Indigo 30

Indigo 20

Indigo 10

Indigo 0

Cerulean



Cerulean 100

Cerulean 80

Cerulean 60

Chartreuse 40

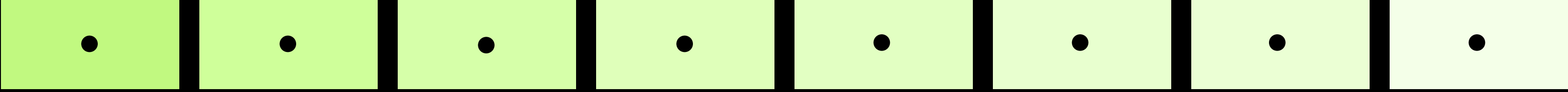
Cerulean 30

Cerulean 20

Cerulean 10

Cerulean 0

Chartreuse



Chartreuse 100

Chartreuse 80

Chartreuse 60

Chartreuse 40

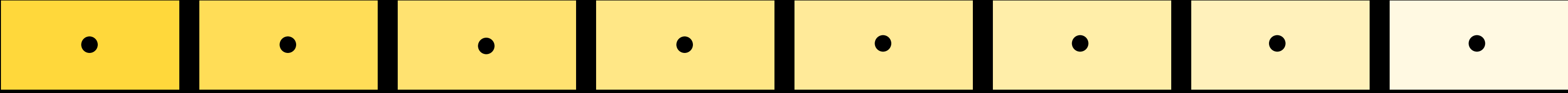
Chartreuse 30

Chartreuse 20

Chartreuse 10

Chartreuse 0

Mustard



Mustard 100

Mustard 80

Mustard 60

Mustard 40

Mustard 30

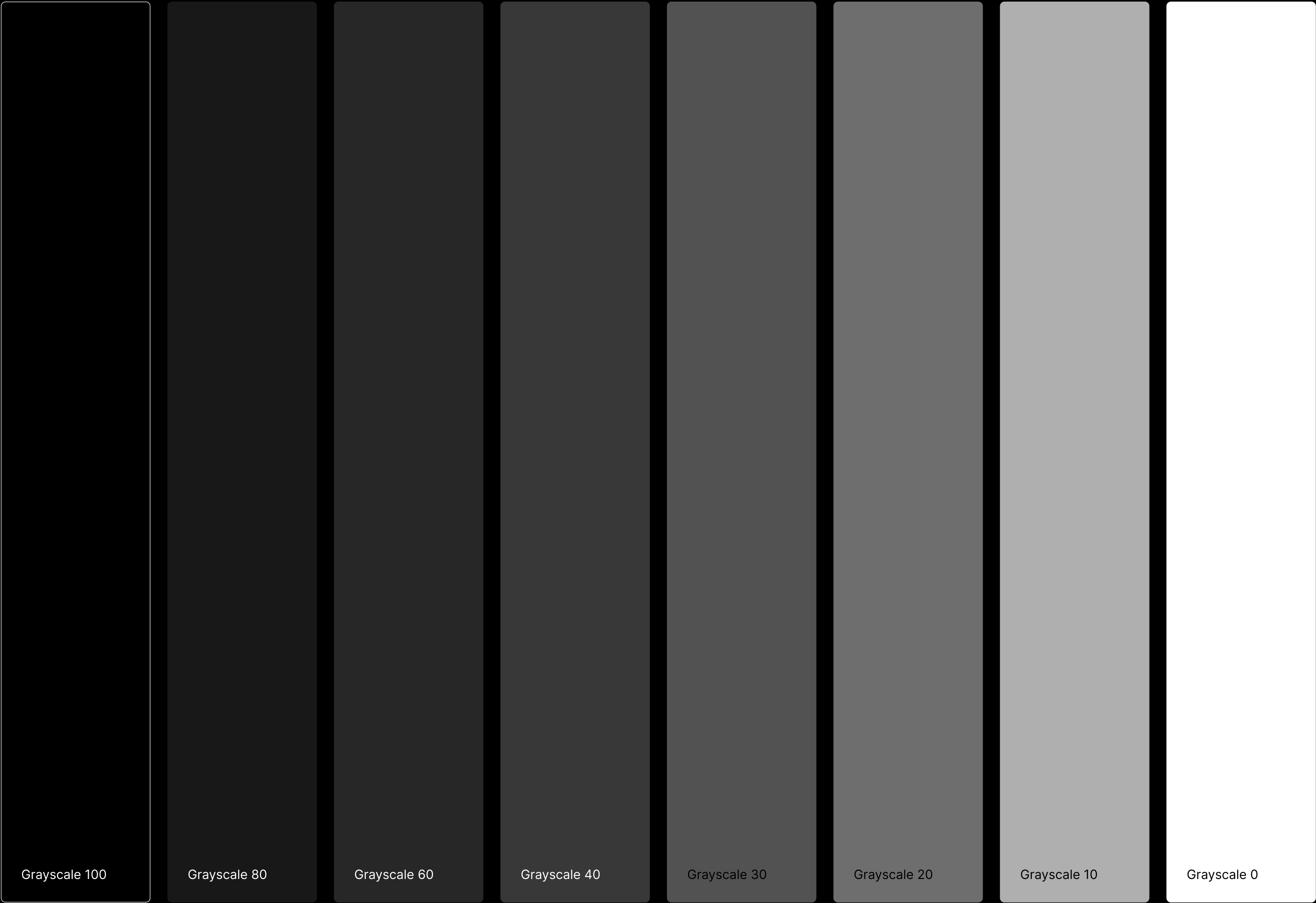
Mustard 20

Mustard 10

Mustard 0



Grayscale shades are utilized to label data points, axes, cohorts, etc. When choosing what shades of grayscale to include on a data visualization, please consult the color pairings on the previous page, especially if labeling over a chart element with color. Legibility is the most important thing. Always choose clarity over aesthetics for data visualizations, but ideally try to find a balance of both.

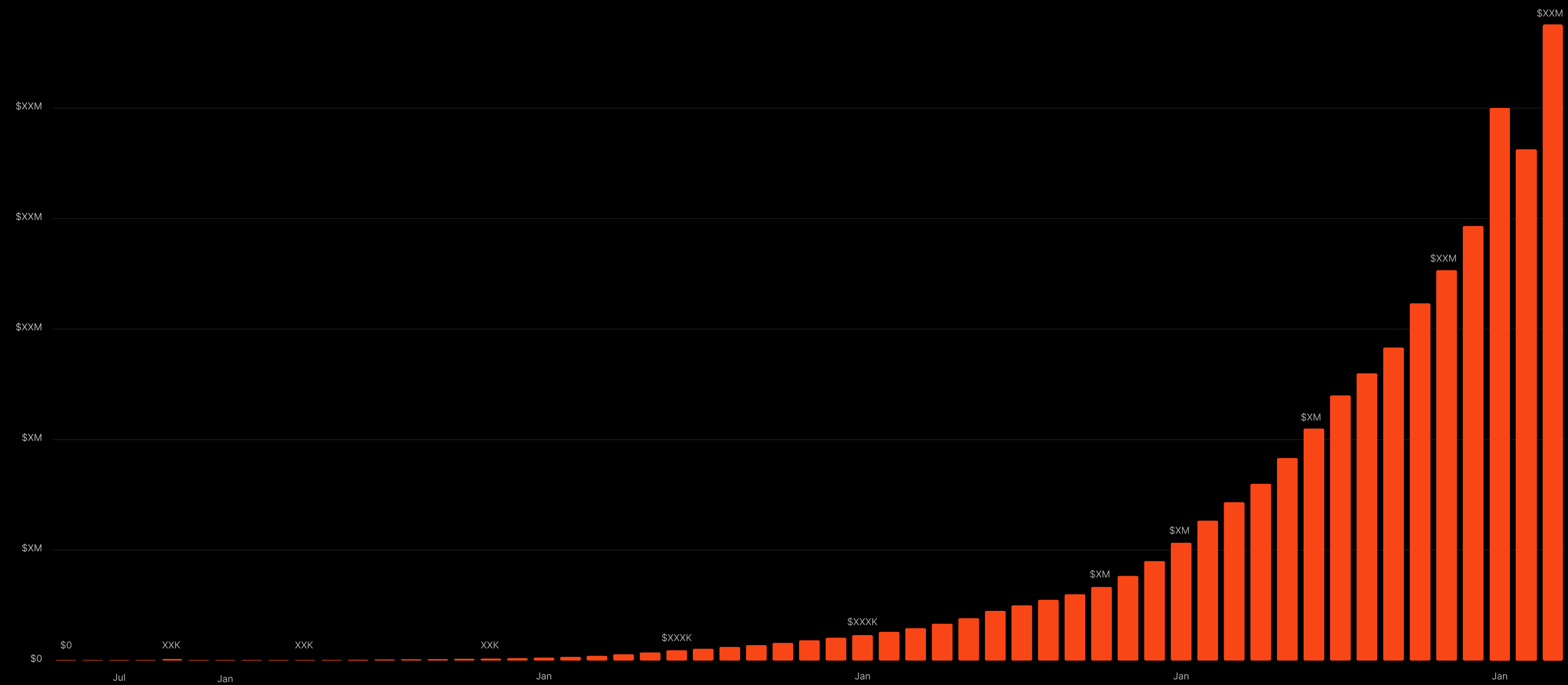


Vertical bar charts work well for simple cumulative data like revenue or volume over time.

Please note that Inter Regular is the primary typeface for all live text within a data visualization.

Cumulative Dataset

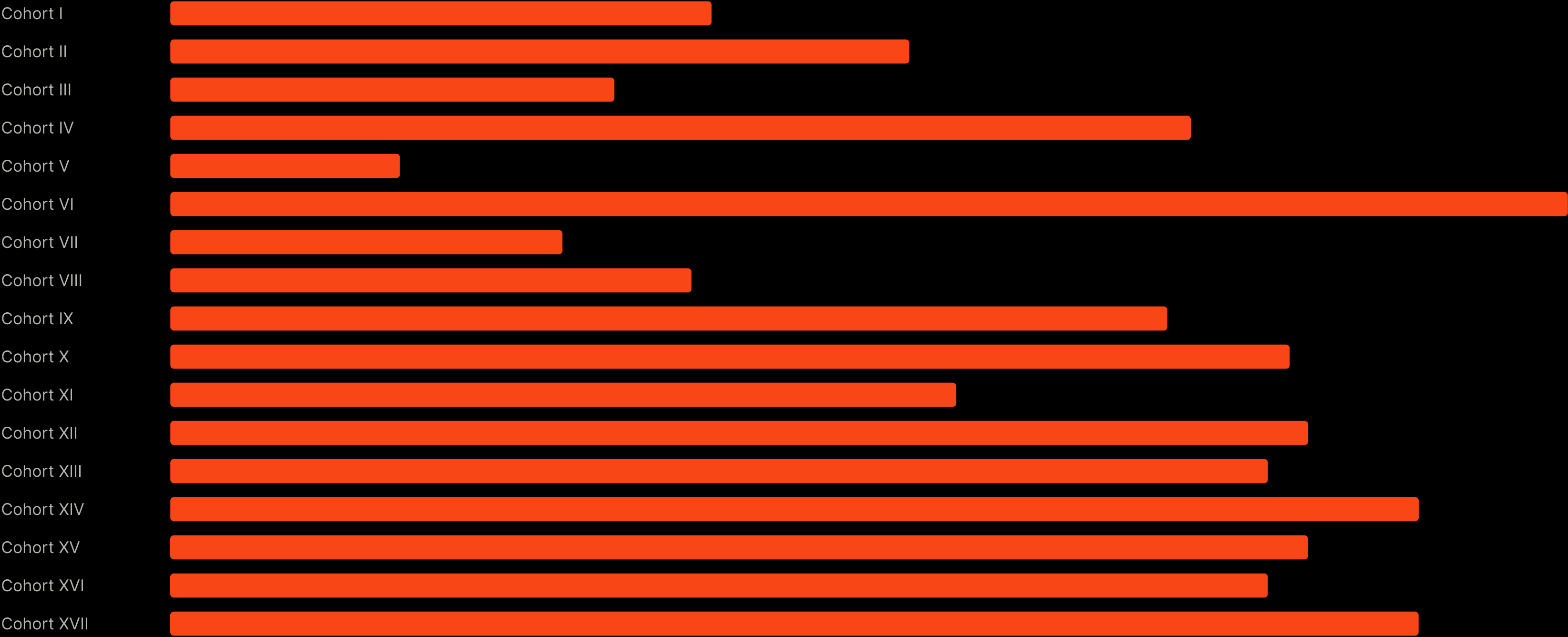
Revenue or volume over time



Horizontal bar charts work well to show comparative growth, volume, or dollar delta over time across multiple cohorts or segments.

Inter Regular in #B6B5B0 or a similar grayscale should be the first choice for all in-chart text. White or an off-white can be used to highlight chart titles, important figures, etc.

Comparative Dataset
Cohort percentage growth, volume, or dollar delta

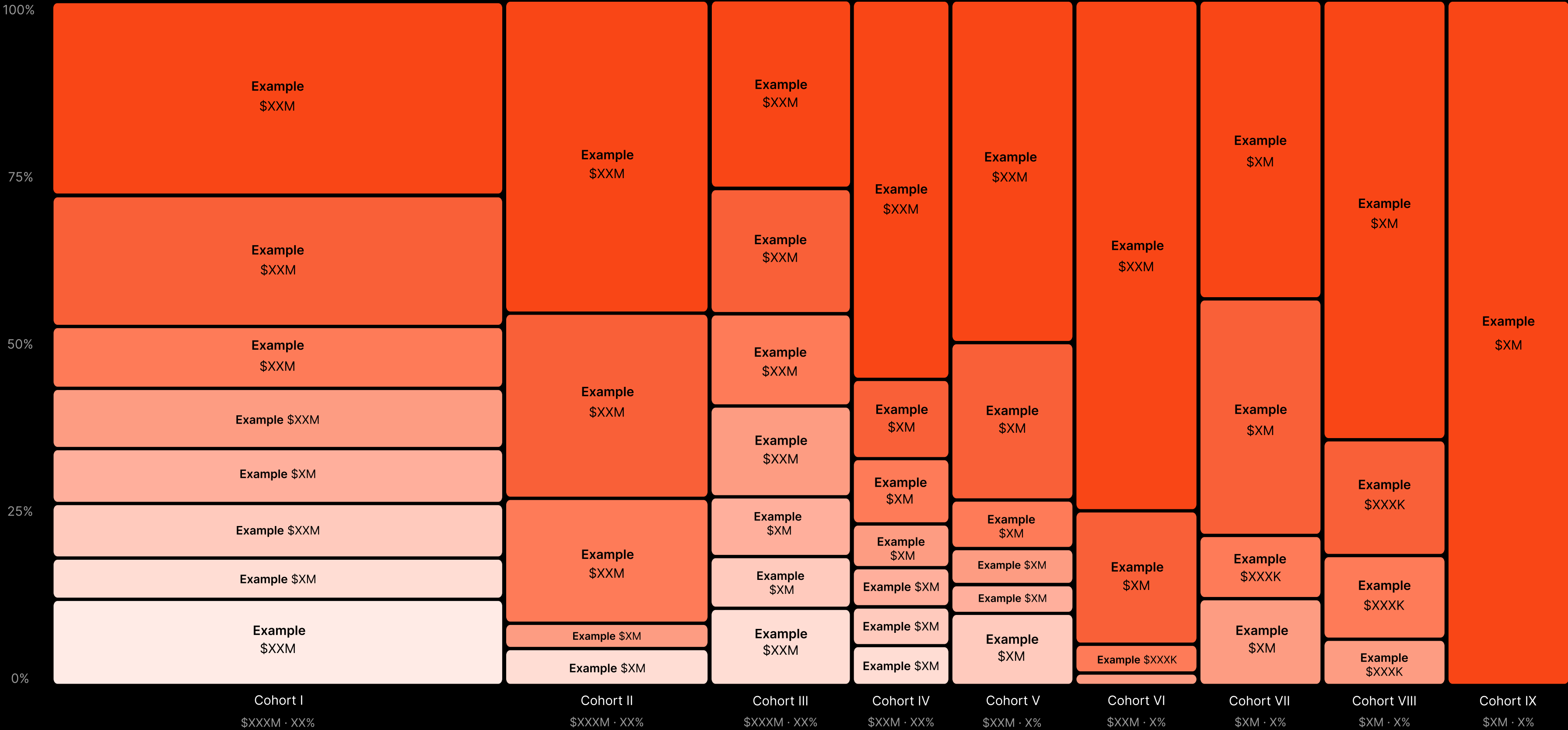


Mekko charts can be used to show data from two or more qualitative data variables

Vermillion color shades are used here to represent a higher percentage or dollar delta.

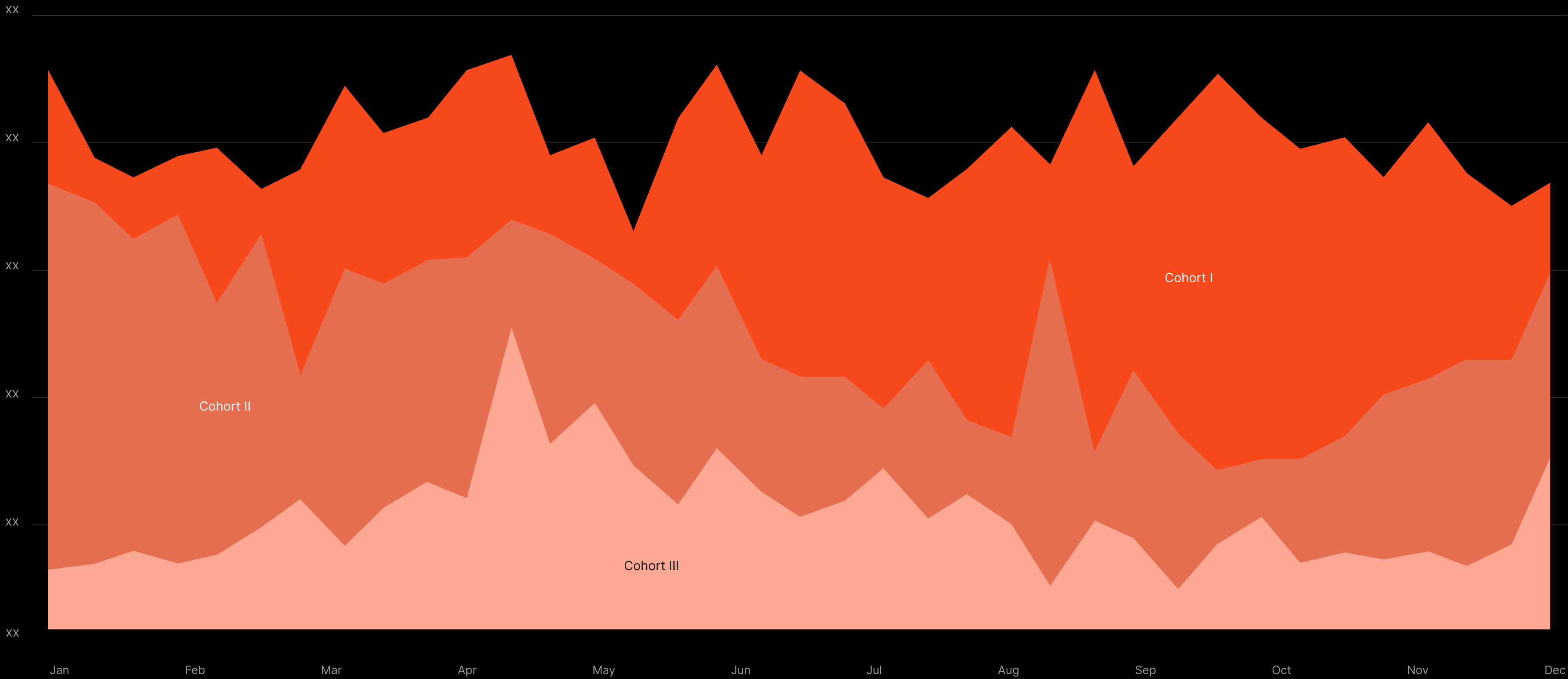
Inter Semi Bold is used for the “Example” cohorts while Inter Regular is used for all the other live text. Take note of the use of grayscale shades as an example of how to use grayscale shades effectively.

Segmented Market Share by Cohort

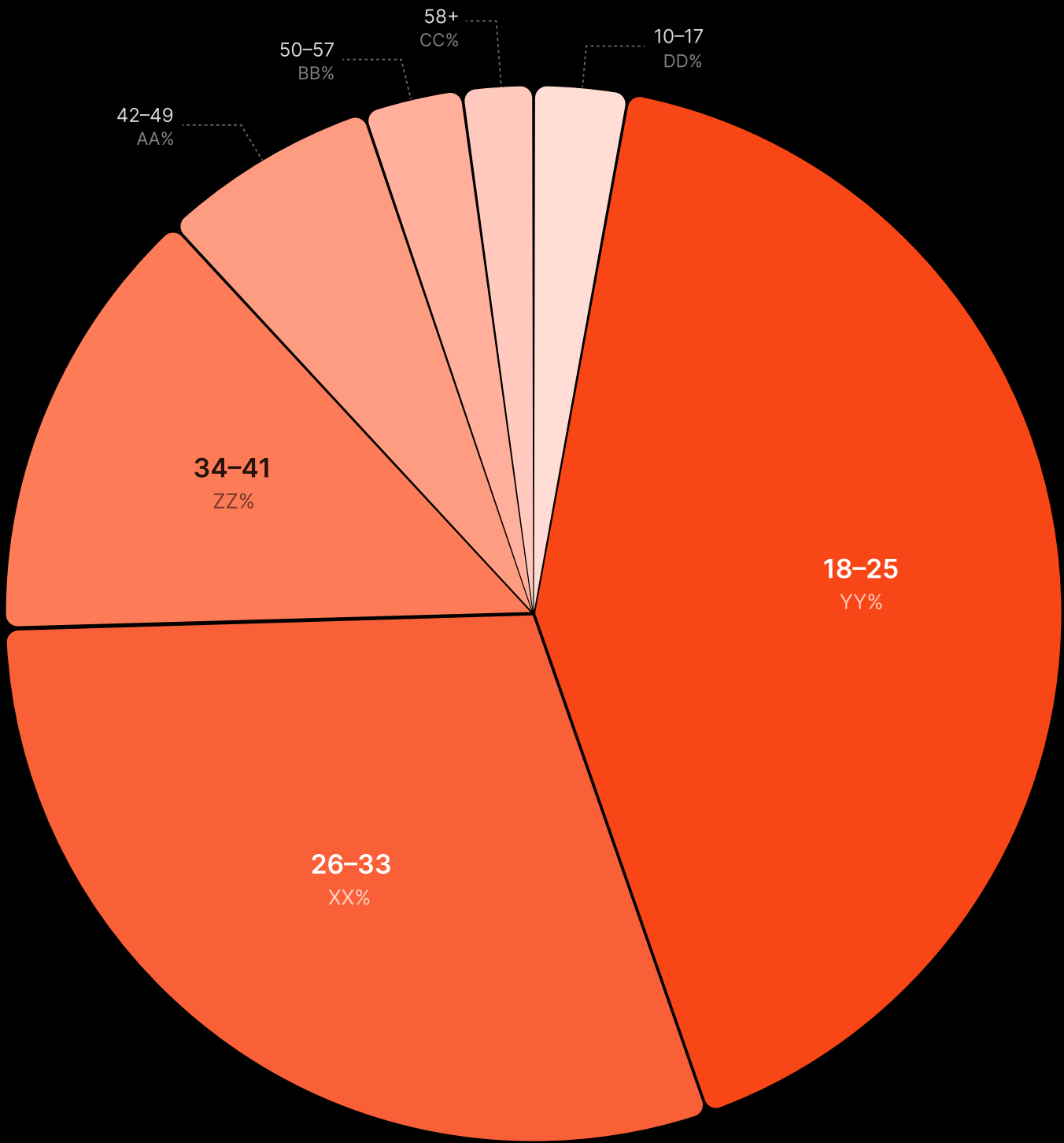


Area charts work well to show segmented data like retention or growth of different cohorts over time.

Segmented Dataset
Retention or growth over time



Pie charts work well when showing percentage breakdown of datasets with less than ten cohorts



Donut charts work well when showing percentage breakdown of datasets with more than ten cohorts

<div></div> AA	XX%	<div></div> II	XX%
<div></div> BB	XX%	<div></div> JJ	XX%
<div></div> CC	XX%	<div></div> KK	XX%
<div></div> DD	XX%	<div></div> LL	XX%
<div></div> EE	XX%	<div></div> MM	XX%
<div></div> FF	XX%	<div></div> NN	XX%
<div></div> GG	XX%	<div></div> OO	XX%
<div></div> HH	XX%	<div></div> PP	XX%

