BRAND GUIDELINES

Introduction

Building on the trust established by Binance, TapTap incorporates its proven color theory to evoke confidence and reliability in users. This strategic choice not only reinforces TapTap's professionalism but also positions it as a strong, credible alternative to Hamster Kombat. By aligning visual identity with user psychology, TapTap ensures a seamless blend of familiarity and innovation, setting the stage for long-term success.

The Logo

1.0 Main Logo
1.1 Logo Adaptation
1.2 Color Palette
1.3 Typography

TAPTAP

Logo Adaptation

TapTap's logo is designed to adapt seamlessly across different backgrounds. On light backgrounds, the full-color version is used for clarity. On dark or complex backgrounds, a monochrome or inverted version ensures contrast and clarity, maintaining a sharp and professional look in all contexts.

TAPTAP | TAPTAP | TAPTAP
TAPTAP | TAPTAP | TAPTAP

Color Palette

TapTap's color palette is designed with precision to evoke trust and professionalism. The primary colors—#FFCC00 (gold), #12F379 (vibrant green), and #1111 (deep black)—create a visually striking and cohesive identity. Gold symbolizes optimism and innovation, green reflects growth and progress, while black anchors the palette with authority and sophistication. Together, these colors foster a dynamic yet balanced brand experience, aligning with TapTap's commitment to reliability and forward-thinking solutions.

#E0AB00
RGB
224 · 171 · 000 · 100%
HSL
43 · 100 · 46

#12F379
RGB
18 · 243 · 121 · 100%
HSL
147 · 90 · 51

#1111
RGB
17 · 17 · 17 · 100%
RGB
00 · 00 · 07

Typography

The typography for TapTap has been carefully selected to enhance readability and brand identity across various platforms. The primary font, Galano Grotesque, is modern and clean, making it ideal for app interfaces and formal documents, ensuring clarity and professionalism.

For social media visuals, Good Times and Prototype serve as secondary fonts, bringing a bold, futuristic aesthetic that captures attention and reinforces TapTap's innovative and dynamic spirit. This typographic approach creates consistency while allowing flexibility across different communication channels.

Galano Grotesque

abcdefghijklmnopqrstuvwxyzABCD
EFGHIJKLMNOPQRSTUVWXYZ1234
567890!@#%

Aa

GOOD TIMES

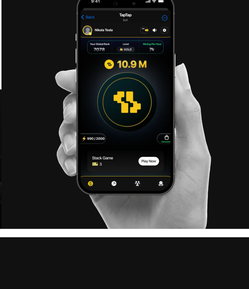
ABCDEFGHIJKLMNOPQRST
UVWXYZABCDEFGHIJKLMN
OPQRSTUVWXYZ1234567
890!@#%

A

Prototype

abcdefghijklmnopqrstuvwxyzABCDEF
GHIJKLMNOPQRSTUVWXYZ12345678
9@!#%

Aa



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