

tapnudge
Just Ask!

Welcome to tapnudge's brand resources. Here you'll find guidance for using the tapnudge name, logo, app icon, screenshots, product visuals, and brand language in press coverage, articles, reviews, editorial features, design references, and related media use. These guidelines are intended for journalists, editors, designers, creators, and partners who want to reference tapnudge accurately and respectfully.

Brand guidelines and assets

Anyone using tapnudge assets should only use the official logos, app icons, screenshots, and product visuals provided in the tapnudge brand assets folder.

Please follow these guidelines when using tapnudge assets in your own work.

You may use tapnudge assets for editorial coverage, product reviews, news articles, social posts related to coverage, app listings, design references, and approved brand references.

Please request permission before using tapnudge assets in:

- Broadcast, film, television, or commercial video
- Out-of-home advertising
- Paid advertising
- Merchandise
- Printed materials larger than A4 or 8.5 x 11 inches
- Any use that implies partnership, sponsorship, endorsement, or official collaboration

Requests should include a short explanation of how the asset will be used and, where possible, a mockup or preview of the intended placement.

About tapnudge

tapnudge is the fastest human sentiment engine.

It is a social feedback platform where people come to share opinions, ask for quick feedback, get second opinions, and learn what others think.

tapnudge helps people validate choices, ideas, trends, everyday decisions, and personal opinions through fast, real human input.

It is built around nudges: quick, lightweight prompts that invite people to respond, vote, compare, react, and share what they think.

tapnudge is not just a polling app. It is a place where people with shared interests give and receive feedback, discover what others think, and make faster decisions with real human sentiment.

Brand Slogans

Primary slogan:

Just Ask!

Secondary line:

Tap into the world of nudges!

Use **Just Ask!** as the main external slogan when introducing tapnudge in press, launch material, app descriptions, and brand references.

Use **Tap into the world of nudges!** as a secondary campaign or supporting line where more context is needed.

Approved short descriptions

One-line description

tapnudge is the fastest human sentiment engine for asking questions, sharing opinions, and getting quick feedback from real people.

25-word description

tapnudge is a social feedback platform where people ask, vote, validate ideas, and learn what others think through fast human sentiment.

50-word description

tapnudge is the fastest human sentiment engine. It helps people share opinions, ask for quick feedback, get second opinions, and validate everyday decisions through real human input. Built around quick prompts called nudges, tapnudge makes it easy to ask the world what it thinks.

100-word description

tapnudge is the fastest human sentiment engine: a social feedback platform where people ask questions, share opinions, get second opinions, and learn what others think. Instead of slow surveys or one-way posts, tapnudge is built around quick prompts called nudges that invite people to respond instantly. Users can ask for feedback on ideas, trends, choices, personal decisions, creative work, products, and everyday questions. It is a place where people with shared interests give and receive feedback, validate decisions, and tap into real human sentiment before deciding what to do next.

Using the tapnudge brand

Keep the name consistent

The brand name is always written as:

tapnudge

The name must always be lowercase.

Do not write the name as:

- TapNudge
- Tap Nudge
- Tap-nudge
- TAPNUDGE
- tap nudge
- tapNudge

Do not translate, abbreviate, stylize, or split the name.

Do not combine tapnudge with another brand name, product name, campaign name, or generic term in a way that creates confusion.

Using the tapnudge brand

Correct examples:

- Follow us on tapnudge.
- Create a nudge on tapnudge.
- The campaign is running on tapnudge.
- tapnudge helps people get quick feedback from real people.

Incorrect examples:

- This app is powered by TapNudge.
- Try our Tap Nudge campaign.
- The official Brand x tapnudge product.
- TAPNUDGE voting game.

Wordmark and typography

The **tapnudge** wordmark uses **SF Pro Heavy** in all lowercase.

When SF Pro is not available, **Inter Bold** may be used as a fallback.

The wordmark should feel clean, bold, modern, and premium. It should not be recreated using decorative, playful, serif, script, condensed, stretched, or novelty fonts.

Do not alter the spacing, shape, weight, or proportions of the wordmark.

Do not add outlines, shadows, gradients, textures, bevels, glows, or other effects to the wordmark.

Brand colors

tapnudge uses a minimal color system built around black, white, yellow, and neutral grays.

Primary yellow

tapnudge Yellow

HEX: **#e8c303**

RGB: **232, 195, 3**

Pantone: **7406 C**

Pantone reference:

HEX: **#F1C400**



Core palette

Black is used as the primary brand color in light mode.

Yellow is used as the primary tint and accent color in dark mode.

Neutral grays are used for supporting UI, secondary text, dividers, backgrounds, and inactive states.

Color usage

Use yellow intentionally. It should be used for action, selection, emphasis, tint, and brand recognition.

Avoid using yellow as a large decorative background unless the layout has been intentionally designed for it.

In dark mode, use black or off-black backgrounds with yellow accents.

In light mode, use white or off-white backgrounds with black and neutral gray elements.

Always maintain strong contrast and readability.

Logo and app icon usage

Use only the official tapnudge logo and app icon files provided in the brand assets folder.



Do not recreate, redraw, trace, or manually edit the app icon.

Do not crop the logo or app icon.

Do not remove the rounded corners from the app icon.

Do not stretch, skew, warp, rotate, compress, or distort the logo or app icon.

Do not recolor the logo or app icon unless an official approved version is provided.

Do not add extra shadows, outlines, borders, filters, gradients, textures, or photographic effects.

Do not use a low-resolution or visibly compressed version of the logo or app icon.

Do not edit the logo or app icon in a photographic editor in a way that changes its shape, lighting, quality, color, or original appearance.

Do not place the logo or app icon on noisy, low-contrast, or visually cluttered backgrounds.

Screenshot and product visual usage

Use only official screenshots and product visuals provided in the tapnudge brand assets folder.

Screenshots may be used for editorial coverage, reviews, app previews, product explainers, and design references.

*Avoid showing unfinished development URLs, internal testing states, private user data, or unapproved prototype screens in public coverage.

- Keep the screenshot clear and high quality.
- Do not crop important UI elements awkwardly.
- Do not stretch, skew, warp, or distort screenshots.
- Do not over-compress screenshots.
- Do not add random stickers, filters, decorative overlays, or visual effects.
- Do not change the contents of the UI.
- Do not imply false activity, fake endorsements, or misleading product behavior.
- Preserve the original proportions, rounded corners, spacing, and visual quality.
- Use dark mode and light mode screenshots intentionally and consistently.

Balancing tapnudge with your own brand

When using tapnudge assets with your own brand, keep the tapnudge brand clear but not misleadingly dominant.

Avoid using tapnudge assets in a way that:

- Implies partnership, sponsorship, investment, or endorsement
- Makes tapnudge appear to own or officially approve your product, service, campaign, or content
- Makes the tapnudge brand the most distinctive or prominent feature of your own communication
- Places tapnudge in a negative, misleading, defamatory, or harmful context
- Suggests that tapnudge is responsible for third-party content, claims, or campaigns

You may use tapnudge assets to accurately refer to tapnudge in editorial, educational, review, commentary, or descriptive contexts.

What not to do

Do not use tapnudge assets in a way that misrepresents the product.

Do not call tapnudge only a polling app, survey tool, voting game, questionnaire platform, or market research app.

Do not modify the tapnudge name, wordmark, logo, app icon, or screenshots.

Do not combine tapnudge brand elements with another logo, mark, mascot, or identity system.

Do not use tapnudge assets in political, hateful, adult, illegal, misleading, defamatory, or harmful contexts.

Do not use tapnudge assets on merchandise, paid advertising, sponsorship material, commercial campaigns, or large-format print without permission.

Do not register or claim rights in any name, logo, domain, handle, trademark, or design that includes or closely resembles tapnudge.

Editorial permission

Journalists, editors, media outlets, reviewers, and creators may use official tapnudge assets for editorial coverage, articles, reviews, interviews, news features, social posts related to coverage, and related press references.

This permission does not allow modified, misleading, commercial, defamatory, or endorsement-implying use.

tapnudge may request that assets be removed or corrected if they are used in a way that is inaccurate, misleading, low quality, or inconsistent with these guidelines.

Legal note

tapnudge's name, logo, app icon, screenshots, product visuals, brand assets, and related identity elements are owned by tapnudge.

Use of tapnudge assets is permitted only as described in these guidelines or with written permission.

You may not use, register, or claim rights in the tapnudge name, logo, app icon, wordmark, or any confusingly similar mark as part of a trademark, company name, product name, service name, domain name, username, campaign, or brand identity.

tapnudge reserves the right to revoke permission to use its brand assets at any time if the use is inconsistent with these guidelines or harmful to the tapnudge brand.

Press and brand asset contact

For press inquiries, brand asset questions, or usage approval requests, contact:

Press contact: support@tapnudge.com

Website: www.tapnudge.com

Brand assets folder: [/tapnudge-brand-assets.zip](#)