



Linework. Visual identity 2026.

Brand guidelines — **Pink** mode. Colours, logo, typography and usage rules for communication and ad campaigns.



The “oo” mark

The “oo”: two interlocking vertical rings — the network that connects people. Official logo: yellow “oo” on a red circle. Do not redraw, tilt or distort it.



App icon — red circle, yellow “oo” (current brand)



Full logo • clear space = height of one ring
• minimum size 9 mm / 32 px

DO

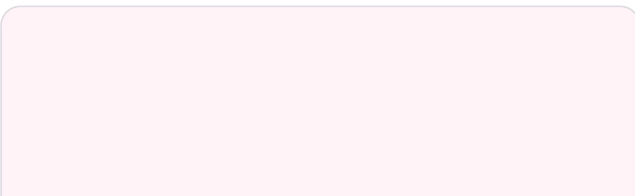
- ✓ Solid fuchsia or plum on light
- ✓ White on plum / dark photos
- ✓ Consistent rounded corners on the icon

DON'T

- ✗ Don't distort or rotate the rings
- ✗ Don't add shadows or gradients
- ✗ Don't place it on low-contrast backgrounds

Pink palette

Powder-pink base, fuchsia accent, lilac support, plum text. The rainbow is a sign of community: a thin stripe, never behind text.

 Powder pink Main background #FFE9F3 • rgb 255 233 243	 Dusty pink Alternate surfaces #FFD7EA • rgb 255 215 234
 Fuchsia Accent / actions #E6007E • rgb 230 0 126	 Lilac Secondary / highlights #CDB4FF • rgb 205 180 255
 Plum Text / dark backgrounds #2B0A2F • rgb 43 10 47	 Light pink Cards / fields #FFF3F8 • rgb 255 243 248

COMMUNITY STRIPE



#E40303 • #FF8C00 • #FFED00 • #008026 • #004DFF • #750787

Three voices

Anton for headlines (bold, condensed), Inter for body (clear, legible), JetBrains Mono for data and labels. These are the app's real fonts.

Anton

Display • headlines • max 4 words

Your whole world

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

Inter

Body text • interface

Social, shop, wallet, meet and LineAI in one app. Clear copy, short sentences, direct tone.

ABCDEFGHIJKLMNOPQRSTUVWXYZ nopqrstuvwxyz 0123456789 — àèéìòù

JetBrains Mono

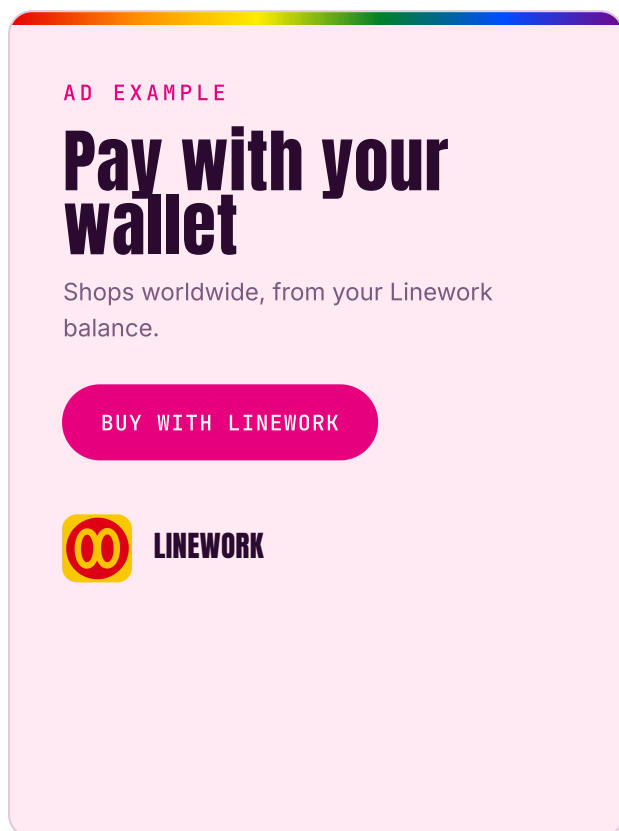
Data • labels • prices

€46.353,70 • vUSDC • vLWK • #388

ABCDEFGH abcdef 0123456789 • / - + % @

In campaigns

Every visual: powder-pink background, a short Anton headline, fuchsia accent, the thin rainbow stripe and the logo. One message per visual.



Clear

Say things as they are. Short sentences.

Close

Talk to the person, not the system.

Open

For everyone. The rainbow is home.

DO

- ✓ One message per visual
- ✓ Plenty of powder-pink space
- ✓ Fuchsia only on the action

DON'T

- ✗ Old brand red
- ✗ Text over the rainbow
- ✗ Several accents together

ASSETS & DOWNLOADS

Logo, palette, fonts and this guide

linework.app/brand