

The Tplayad brand

A neon-lit reward cavern: near-black teal, lit by one mint neon, with gold kept for rewards. Everything you need to show Tplayad correctly: logos, colour, type, mascots and voice.

[↓ Download full kit \(.zip\)](#)[Guidelines PDF](#)

The logo

The mark is a folded play arrow: lit mint on one face, deep teal in shadow, a reward pointing up. Use the primary lockup on dark ground wherever you can; the light and mono versions exist for surfaces you don't control.



Primary, on dark

↓ SVG

↓ PNG



On light

↓ SVG

↓ PNG



Mono white

↓ SVG

↓ PNG



Mono ink

↓ SVG

↓ PNG



Mark

[↓ SVG](#)



Mark, on light

[↓ SVG](#)



Mark, white

↓ SVG

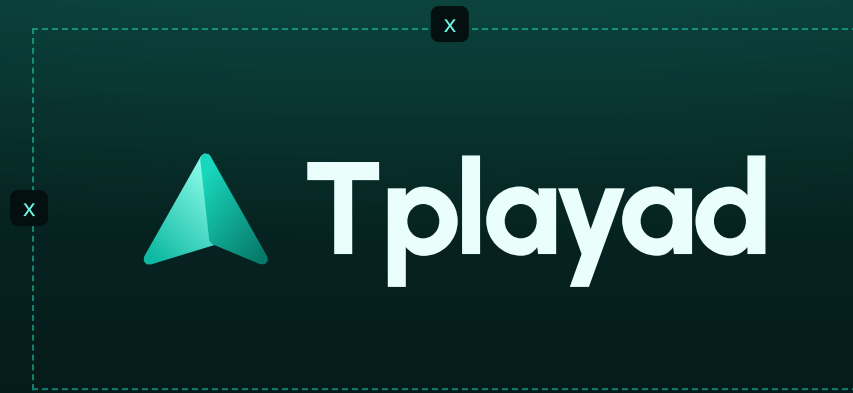


Mark, ink

↓ SVG

Clear space & minimum size

Keep a clear zone around the logo equal to the mark's width (x) on every side. Never set the full lockup smaller than 120px wide on screen (30mm in print), or the mark alone below 24px.



 **Tplayad** 120px
lockup minimum

 24px
mark minimum

Logo misuse

The logo only works when it's left alone. These are the four mistakes we see most.



✗ Don't stretch or squash



✗ Don't recolour



⌘ Don't rotate



⌘ Don't place on busy art

Colour: one light

Cavern ground carries every surface; Neon Mint is the only light source. Gold is never decoration; it means a reward. Click a swatch to copy its hex.

Cavern

#03100F

Page ground. Never pure black.

Deep Teal

#062120

Raised ground and panel base.

Neon Mint

#1FE6C9

The one light: CTAs, accents, rims.

Hot Mint

#6FF7E4

Links and accent text; hover state.

Glow White

#EAFFFB

Headings and primary text.

Mist

#A3CBC4

Body text (AA on Cavern).

Fog

#86AFA8

Meta and captions only.

Ink

#021312

Text on mint surfaces.

Loot Gold

#F6C443

Rewards and value only.

Coral

#FF9B8A

Errors and warnings.

↓ CSS variables

↓ JSON tokens

Typography: two faces

Urbanist speaks in headlines: heavy, geometric, set tight. Figtree does the reading and the interface. Both are free under the SIL Open Font License.

DISPLAY · URBANIST 800

[Get font](#)

Aa

Turn Engagement Into Growth

Headlines 800, tracking −3.5%, line height 0.96–1.05. One mint accent word per headline, never more.

BODY & UI · FIGTREE

[Get font](#)

Aa

Publishers embed the offerwall; players earn rewards by playing games, trying apps and answering surveys. Advertisers reach high-intent users who choose to engage.

Body
400 · 16–18px

UI
600–700

Label
700 · caps

UI elements

Mint slabs act, glass panels hold, and everything else stays quiet so the light lands where it matters.

BUTTONS

Get Started →

Secondary

Text link →

CHIPS & BADGES

Active

Idle

+2,400

GLASS PANEL

3,490+

Active Publishers

Mascots & loot

Glossy 3D characters with a cyan rim light. They celebrate players and rewards; they never explain product features or stand in for real customer imagery.



The gamers

Hero mascots: players who earn.

↓ PNG



The robot

Helper for support, empty states and 404s.

↓ PNG



Treasure chest

Rewards, payouts, wins.

↓ PNG



Coin

Loot accent. Gold means value.

↓ PNG



Blue gem

Loot accent for premium moments.

↓ PNG



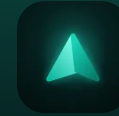
Violet gem

Loot accent, use sparingly.

↓ PNG

Icons & social

The app icon and favicons put the mark on a lit cavern tile. The share card reuses the homepage hero so links look like the product.



↓ App icon

↓ Favicon SVG

↓ ICO

 Tplayad

Turn Engagement Into Growth

Rewarded user acquisition and offerwall
monetization for apps and games.



↓ 1200 × 630

↓ 1774 × 887

Voice: **vivid, sharp, earned**

Built by people who actually play games. Confident without arrogance, punch without noise, and every claim backed by a number.

SAY

"Live in a day. First payout the same week."

"3,490+ publishers already earn with Tplayad."

"Players choose what they engage with."

AVOID

"Revolutionary next-gen synergy platform."

"Trusted by 500+ partners," with no proof behind it.

"Easy integration." Show the snippet instead.

[↓ Download full kit](#)

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