

— THE COMMUNITY BRAND BOOK

A real two-way conversation, expressed in everything we make.

The single source of truth for how Community looks, sounds, and shows up, across product, marketing, sales, and every client-facing surface. Built from the same tokens that run the live site.

EDITION

v1.0

AUDIENCE

Internal

OWNER

Brand Design

LAST REVIEW

May 2026

01 — BRAND FOUNDATION

Why Community exists, and how it shows up.

Community connects creators, artists, and brands directly to the people who care most. Every choice in product, marketing, and communication reinforces that direct relationship.

Mission

Build the most direct relationship between people and the audiences who choose them, a real two-way conversation, free of algorithms and noise.

Positioning

Community is the conversational messaging platform for the world's most influential creators, artists, athletes, brands, and leaders. We turn an audience into a relationship by moving it off the feed and into a direct, owned channel where every message is personal, measurable, and compliant by default.

Core messaging pillars

PILLAR

Direct relationship

No algorithms, no noise. People choose to hear from the audiences they care about, and those audiences answer back.

PILLAR

Conversation, not broadcast

Two-way by default. Even at scale, every message earns a reply and treats it as real.

PILLAR

Real numbers, real screens

We show the product, the inbox, the metric. Never a stand-in chart or a generic illustration.

PILLAR

Warm minimalism

Restrained color, generous whitespace, honest density. Sophistication without coldness.

Brand personality**Direct**

We lead with the point.

Warm

We sound like a person.

Confident

We say what is true and stand behind it.

Human

We write the way people actually text.

Communication principles

- 01 Lead with the point. The first sentence carries the whole message.
- 02 Show, don't tell. Real screens, real numbers, real customer names.
- 03 Be useful before you are clever. Wit follows clarity, never the other way around.
- 04 Treat every reader as an adult. No hedging, no qualifiers, no marketing superlatives.

- 05 Be the same voice everywhere. The product, the homepage, and the sales call should sound like one person.

02 — VOICE AND TONE

One voice, calibrated by audience and moment.

The voice never changes. The tone bends, warmer with fans, more precise with enterprise, more technical with developers, while the underlying personality stays the same.

Writing style

Sentence structure

Short, declarative sentences. Active voice. One idea per sentence. Break rhythm with a longer sentence when the idea genuinely earns the space.

Vocabulary

Concrete, plain English. Specific nouns, working verbs. Reserve industry terms (RCS, opt-in, deliverability) for moments where precision matters.

Tone characteristics

Warm, confident, slightly understated. Curious, never breathless. Optimistic about people, skeptical about hype.

Emotional positioning

The reader is the protagonist. Community is the operator behind the curtain that makes the relationship work, never the hero.

How we speak to each audience

Prospects

Clear, generous, specific. Lead with what they will be able to do tomorrow.

Enterprise clients

Precise and confident. Numbers, references, named outcomes. No hype.

Partners

Collaborative and concrete. What we ship together, on what timeline, with what owner.

Investors

Quantified and unsentimental. The mechanism behind the metric, not the metric alone.

Developers

Plain, technical, and respectful of time. Code first, prose second, marketing never.

On-brand examples

HOME PAGE

A real two-way conversation with the audience that chose you.

Personal SMS, RCS, and Apple Messages, sent and answered at any scale.

CTA

See it on your audience

15 minutes. Real product. No deck.

PRODUCT EMAIL

Heads up: a member replied to your last campaign within 90 seconds. That is your fastest response of the year. Want to know what they said?

SALES FOLLOW-UP

Quick note after our call. Here is the live demo we walked through, and a 90-second view of how the team at Setlive runs the same flow. If it is helpful, I can set up a working session next week.

Tone calibration

✓ DO

State what is true with specifics. 'We process 1.4B messages a quarter at 99.99% delivery.'

✗ DON'T

Stack marketing superlatives. 'World-class, best-in-class, industry-leading messaging.'

✓ DO

Sound like a person who knows the audience. 'Your fans are awake. Send the thing.'

✗ DON'T

Sound like a brand managing a relationship from a distance. 'Engage your community at scale.'

Voice axes

Formal ↔ Casual

Casual, but never sloppy

Serious ↔ Playful

Warm, with a small wink

Reserved ↔ Bold

Confident, never loud

Corporate ↔ Personal

Talk like a person, every time

03 — COPYWRITING SYSTEM

The shape of every headline, subhead, button, and email.

One set of rules carries from the hero through the receipt. Every surface follows the same arc, attention, promise, proof, next step.

Headlines

One concrete idea. Cut every word that does not earn its place.

Use specific nouns. 'Two-way conversation' beats 'engagement.'

Sentence case, never title case. No trailing punctuation.

Maximum 9 words on hero, 6 on section headers.

✓ DO

A real two-way conversation with the audience that chose you.

× DON'T

Unlock Next-Generation Audience Engagement With Our AI-Powered Conversational Platform.

Subheadings

Subheads do the work the headline cannot. They name the channels, the audience, or the outcome. One sentence. Specific.

✓ DO

Personal SMS, RCS, and Apple Messages, sent and answered at scale.

× DON'T

Powerful tools to engage your audience across multiple channels and unlock growth.

Product descriptions and features

✓ DO

'Insights for miles. Reports and live engagement, mobile-first.' Names what it is, who it is for, where it lives.

× DON'T

'Robust analytics dashboard with deep insights and powerful drill-downs.' Says nothing the reader can picture.

CTA copy

See it on your audience

Book a 15-minute demo

Open the live product

Talk to a strategist

Read the case study

Start with your list

✓ DO

Verb + concrete object. 'See it on your audience,' 'Open the live product.'

× DON'T

Generic verbs without an object. 'Learn more,' 'Get started,' 'Click here.'

Marketing emails

Subject: 5 words, no emoji, names the value not the action.

Opening: One line that earns the next one. Never restate the subject.

Body: Three to four short paragraphs. One link, one CTA, one signoff.

Closing: Signed by a real person, with a real reply path.

Client-facing documents

Title pages are quiet. The client name, the date, the team.

Every page has one job. Cut anything that does not move the meeting forward.

Numbers are sourced, with a date next to them when older than 90 days.

End with the next step, owned by name and dated.

On-brand vs off-brand by channel

Marketing

ON BRAND

Texting works, because it's the way we already talk to the people we love.

OFF BRAND

Leverage our omnichannel engagement platform to drive measurable lift.

Product UI

ON BRAND

Save changes

OFF BRAND

Persist your modifications to the data layer

Transactional

ON BRAND

Your demo is confirmed for Tuesday at 2pm. Reply STOP to cancel.

OFF BRAND

This message confirms the scheduling of the aforementioned demo session.

Legal

ON BRAND

By signing up, you agree to receive messages from Community. Reply STOP to opt out.

OFF BRAND

User hereby consents to the receipt of automated communications, the cessation of which may be effected by replying STOP.

04 — COLOR AND GRADIENTS

One warm blue, restrained neutrals, a quiet set of gradients.

Color is a tool, not a treatment. The whole system runs on warm white surfaces, a single primary blue, and a tightly tuned set of glass and beacon gradients.

Token palette

—background

Background

`oklch(0.985 0.002 80)`

Warm white. Never pure white.

Foreground

`oklch(0.16 0.03 260)`

Body type. Cool, not black.

—primary

Primary

`oklch(0.42 0.16 250)`

One blue. CTAs, links, focus.

—secondary

Secondary

`oklch(0.96 0.005 80)`

Quiet surfaces and chips.

—muted-foreground

Muted fg

`oklch(0.50 0.02 260)`

Captions and eyebrows.

—border

Border

`oklch(0.92 0.005 80)`

Hairline dividers and outlines.

—dark-surface

—warm-white

Dark surface`oklch(0.18 0.025 260)`

Inverted sections and footers.

Warm white`oklch(0.985 0.002 80)`

Brand white alias.

Signature gradients, click to download SVG**Dawn warm**

Hero and cover backgrounds. Two soft beacons over warm white.

Glass card

Translucent panels over imagery or color.

Section warmth

Subtle vertical wash between sections.

Peach to blue

Default deck slide wash. Warm peach beacon into a soft blue. Use on opening and section slides.

Blue to peach

Mirror of the default. Use on alternating slides so consecutive surfaces feel related, not identical.

Butter to blue

Warm cream into cool blue. Good for product or data-heavy slides where contrast helps charts breathe.

Lavender to peach

Soft lilac into warm peach. Reserved for editorial moments, brand essays, and partner spotlights.

Mint to peach

Quiet mint with a peach counterweight. Use sparingly on growth, performance, and outcome slides.

Peach to lavender

Peach into lavender for closing slides, thank-you cards, and full-bleed quotes.

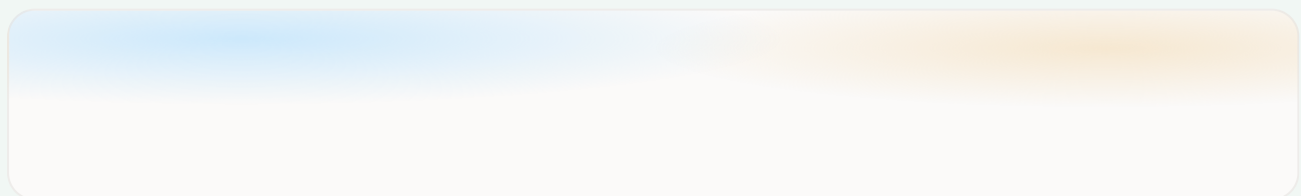


Glass pill

Glass pill

Floating chips and labels. Apple-style liquid glass: heavy blur, low-alpha fill, bright top rim, soft inner shadow. Always sits over imagery or color, never plain warm white.

✓ DO



Layer two or three soft radial beacons over warm white at 30–55% alpha. Keep chroma below 0.04 so color reads as atmosphere, not as a shape.

✗ DON'T



**Saturated linear**

Hot, fully saturated linear ramp. Reads as a stock template, not as atmosphere.

**Neon clash**

Neon multi-stop gradient. Vibrates against type and fights every other element.

**Y2K poster**

Conic rainbow wash. Decorative, dated, pulls focus from the message.

Color rules

Use primary for one anchoring action per view. Never as a section fill.

Avoid pure white and pure black. Both feel cold against our warmth.

Dark inverted sections always pair with warm white text and a single glow accent.

Body text never sits on saturated color. Drop to a neutral surface first.

05 — TYPOGRAPHY

Two families. Tight tracking. Generous body line-height.

Uxum Grotesque Bold carries the brand voice on hero headlines. Inter does the working job of marketing, product, and documentation.

Families

DISPLAY

Uxum Grotesque

Bold weight only. Reserved for hero headlines and rare oversized statements.

UI AND BODY

Inter

Weights 400, 500, 600, 700. Default for everything else.

Scale

DISPLAY

A real two-way conversation.

Uxum Grotesque 700 · 60/64 · -0.02em

H1

Personalized messaging at scale

Inter 600 · 36/40 · -0.015em

H2

Built for the people who actually show up

Inter 600 · 24/30 · -0.01em

H3

How fans choose to hear from you

Inter 600 · 20/26

BODY L

Inter is the working font of the system. Use it for everything that is not a display moment.

Inter 400 · 18/30

BODY

The default size for paragraphs, descriptions, and most UI surfaces.

Inter 400 · 16/26

CAPTION

CAPTIONS, EYEBROWS, METADATA

Inter 500 · 12/18 · 0.14em

Pairing rules

✓ DO

Tight tracking on headings paired with relaxed leading on body. That contrast is the typographic system.

× **DON'T**

Letterspacing on body. Tight leading on paragraphs. A third typeface for accents or pull-quotes.

A 4px base, generous section rhythm, never crowded.

All spacing derives from a 4px base unit. Sections breathe at 96–128px on desktop, never less than 64px on mobile.

Spacing scale

4px	
8px	
12px	
16px	
24px	
32px	
48px	
64px	
96px	

Grid

12-column on desktop, 6-column on tablet, 4-column on mobile. Max content width 1280px with a 24px gutter. Editorial layouts may break the grid intentionally, but only with prior brand review.

Section rhythm

✓ DO

Allow 96–128px between sections on desktop. Let one idea finish before another starts.

× DON'T

Stack sections at 32px or less. Density is for tables and code, not narrative.

Soft corners. Quiet shadows. Color-tinted glows.

The system favors generous corner radii and shadows tinted with the primary blue. Drop shadows are never neutral gray.

Radius scale

sm
Chips, inline tags.

6px

md
Inputs, small buttons.

8px

lg
Standard buttons and pills.

10px

xl
Cards.

14px

2xl
Hero panels, large cards.

18px

3xl
Containers, glass surfaces.

22px

Elevation

Hairline
0 1px 0 oklch(0 0 0 / 0.04)
Default card. Invisible until needed.

Lift
0 8px 30px oklch(0.45 0.12 245 / 0.08)
Hover state on cards.

Glow

0 12px 40px oklch(0.45 0.12 245 / 0.12)

Glass-card on hover, hero anchors.

Deep

0 24px 60px oklch(0 0 0 / 0.18)

Modals and drawers only.

08 — ICONOGRAPHY

One icon system. Linear, 1.5px stroke, rounded joins.

Lucide is the canonical icon library. Use it everywhere icons appear, at a 1.5px stroke, with consistent end caps and joins. Brand and channel marks are the only exception.

Usage rules

Default 20×20 in dense UI, 24×24 in marketing surfaces. Always inherit text color via `currentColor`. Never fill icons with brand color directly.

✓ DO

Use lucide-react at `strokeWidth 1.5`, in `foreground/70` by default and `primary` only when paired with an active state.

✗ DON'T

Mix multiple icon libraries, use filled icons, or recolor strokes per icon.

Library (90 icons), click to download SVG

NAVIGATION

13



arrow-left



arrow-right



arrow-up



arrow-down


arrow-up-right


chevron-left


chevron-right


chevron-up


chevron-down


menu


more-horizontal


more-vertical


external-link

ACTIONS

15


plus


minus


check


close


edit


trash


copy


share


save


search


filter


refresh


settings


sliders


download

STATUS & FEEDBACK

7


info


alert-circle


alert-triangle


check-circle


x-circle


help


loader

COMMUNICATION

9


message-circle


message-square


send


mail



phone



bell



bell-ring



at-sign



hash

MEDIA & CONTENT

11



image



play



pause



video



mic



music



file-text



file



folder



paperclip



link

PEOPLE & COMMUNITY

7


user


users


user-plus


heart


star


sparkles


thumbs-up

COMMERCE & DATA

9


shopping-bag


shopping-cart


credit-card


dollar-sign


trending-up


bar-chart

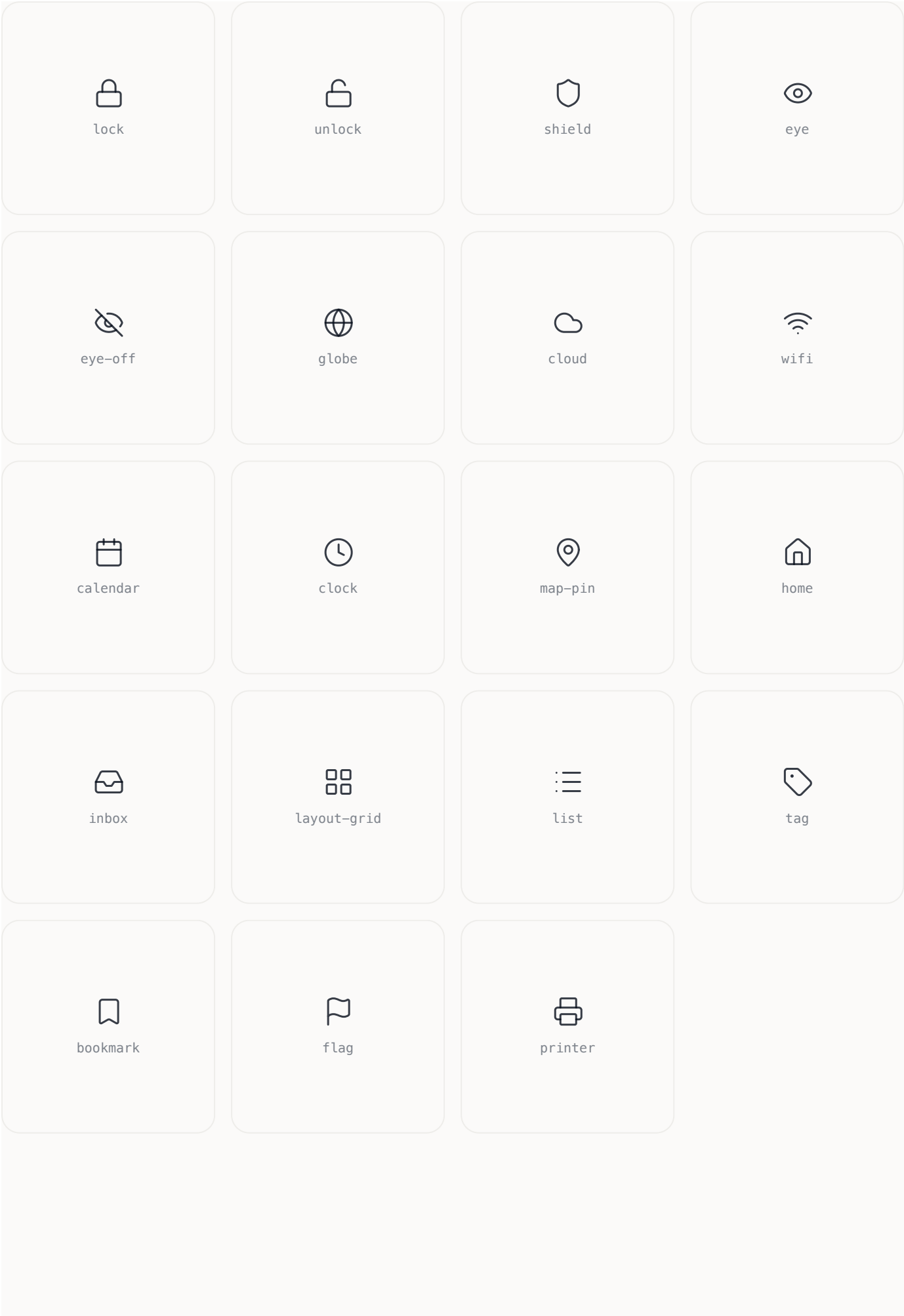

pie-chart


activity


zap

SYSTEM & UTILITY

19



Real people, real screens, never staged.

Photography is editorial and unposed. Product imagery shows the actual UI. We do not use generic stock, AI-generated faces, or decorative gradients with no subject.

Photography

Natural light. Unposed moments. Backstage over stage.

Warm skin tones, never desaturated.

Faces partially out of frame are encouraged.

Subject first, brand second.

Art direction

Editorial close-ups, motion blur, off-center crops.

Warm grain over crisp gloss. Texture over polish.

One subject, one mood, no composite collages.

Moodboard

Editorial reference pulled from across the site. Faces, motion, texture, color. Unposed and subject-first, never staged stock.







Avoid

Album artwork, UI screenshots, low-res selfies, and product mockups are not editorial photography. They belong in product or campaign contexts, not the imagery library.



Listen Now

Maybe Later

UI screenshot, not photography



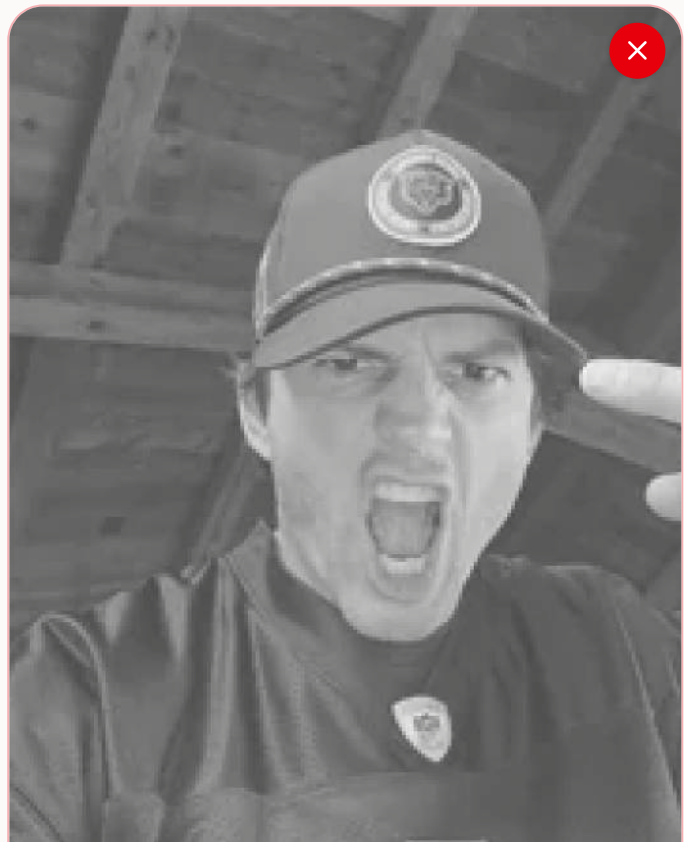
Cropped avatar, low resolution



Listen Now

Maybe Later

Illustrated artwork, not photography



Casual selfie, off-brand crop

✓ DO

Lead with a single human subject, warm light, and a real moment.

✗ DON'T

Use album art, UI screenshots, or casual selfies as editorial photography.

Living motion in the background. Crisp 150–200ms in the foreground.

Ambient elements drift slowly to make pages feel alive. UI motion is fast, purposeful, and never decorative.

Ambient (background)

Easing: ease-in-out. Duration: 20–30s.

Used on hero beacons, gradient layers, and ticker rows.

Always disabled when prefers-reduced-motion is set.

UI (foreground)

Easing: cubic-bezier(0.16, 1, 0.3, 1). Duration: 150–250ms.

Hover lift: translateY(-1 to -3px), with a tinted shadow.

Entrance: fade-up 30px, 600ms, ease-out.

Duration ladder

UI feedback

120–200ms

ease-out

Hover, focus, button press, dropdown open

Content entrance

300–500ms

cubic-bezier(0.16, 1, 0.3, 1)

Fade-up on scroll, modal open, scale-in cinematic

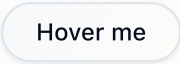
Ambient

10–30s

ease-in-out

Background floats, breathe, ticker, beacon

Live demos



Hover me

.glass-pill · 200ms ease-out



hero-float · 6s loop



breathe · 4s loop

✓ DO

Use motion to reinforce hierarchy. The thing that moves is the thing that matters.

✗ DON'T

Bounce, spring, or oscillate UI controls. Cartoonish motion breaks the warm minimal voice.

11 — COMPONENT LIBRARY

The reusable surfaces every marketing page is built from.

Each block below is a live rendering of the production component. Use the same anatomy, the same spacing, and the same copy patterns wherever they appear.

Buttons

[See it on your audience](#)[Talk to a strategist](#)[Read the case study](#)

Primary for the anchoring action. Secondary for parallel options. Pill for inline references and tags. Never three primary buttons in one view.

Hero block

FOR CREATORS AND BRANDS

A real two-way conversation with the audience that chose you.

Personal SMS, RCS, and Apple Messages, sent and answered at scale.

[See it on your audience](#)[Open the live product](#)

Feature block

DIRECT

On their phone, not their feed

Every send lands in an inbox they actually check, not an algorithm.

PERSONAL

Written like a person

Merge real first names, last shows, last products, last cities.

MEASURED

Reply, not click

Track conversation depth, not vanity engagement.

Stat / KPI module

1.4B

MESSAGES SENT
QUARTERLY

99.99%

DELIVERY RATE

47%

AVERAGE REPLY RATE

Testimonial / quote

FEATURED

"We stopped chasing impressions. Community is the first place our fans actually answer us back."

Setlive · VP of Audience

Callout

Note. Callouts carry one important piece of information per surface. Never stack two callouts back to back.

CTA section

Ready to see your audience answer back?

15 minutes with a strategist. Real product. No deck.

[Book a demo](#)

12 — PRESENTATIONS AND DECKS

Slides should feel like quiet pages from the brand book.

The same palette, the same typography, the same restraint. Decks are documents, not light shows.

Slide grid

16:9 only. 64px outer margin.

One idea per slide. Title at top, content centered.

Eyebrow + headline + one supporting line. Always.

Visual treatment

Warm white background by default.

Inverted dark surface for moments of weight.

Dawn warm gradient on covers and section dividers only.

Q3 REVIEW

Reply rate now leads every channel we benchmark.

47%

THE THESIS

Audiences are moving from feeds to inboxes. The relationship moves with them.

✓ DO

One headline, one image, one number. Let the slide breathe.

✗ DON'T

Cram bullet points, badges, and 4-quadrant frameworks onto a single slide.

The same voice on Slack, in email, and in a stadium boardroom.

Consistency is the brand. Whatever the channel, we sound like one careful person on the other side of the table.

Channel standards

Sales email

Subject names the value. Three short paragraphs. One link, one CTA. Signed by a person.

Proposals

Cover page is quiet, body answers the brief, last page is the next step with an owner and date.

Client reports

One headline metric, one sentence of context, one chart. Footnotes for the methodology.

Slack to client

First line restates the ask. Second line answers it. Anything else is in a thread.

Internal announcements

Lead with the change, then the why, then who is affected. Skip the preamble.

Social graphics

One sentence in Uxum Grotesque on the dawn-warm gradient. The logo lock-up bottom-left.

Onboarding tone

✓ DO

'Welcome. Three things to do this week, in this order. We will check in Friday.'

× **DON'T**

'We are so excited to have you on the Community family! Get ready for an amazing journey!'

A working library, ready to download.

Every asset on this page is the production version. If a file you need is not here, request it from Brand Design rather than recreating it.

Logos



Community wordmark

SVG

Primary lockup. Use on warm white surfaces.

[Download](#)

Community flag

SVG

Standalone mark for app icons, favicons, and avatars.

[Download](#)

Maintain clear space equal to the height of the wordmark on all sides. Minimum width: 96px. Never re-color, outline, or rotate the mark.

Partner and press



WSJ press logo

SVG

Press strip, never standalone endorsement.

[Download](#)

SetLive x Community

SVG

Co-branded lockup. Do not separate the marks.

[Download](#)



Bandsintown for Artists

SVG

Partner integration surfaces.

 Download