

taxbloby

YOUR AI TAX BESTIE

brand kit v1.0

BRAND GUIDELINES VOL.01 2026

THE BIG IDEA

taxes, but make it **pop**.

taxbby is the AI tax app that feels like texting your smartest friend. We borrow the sparkle of Y2K pop — chrome, glitter, butterfly clips, flip-phone energy — and pair it with calm, accurate guidance.

the vibe is loud. the math is serious.

01

**BESTIE ENERGY**

We talk like your smartest friend, never like a government form.

02

**BIG REFUND ENERGY**

Wins get a moment. Refunds get sparkles. Every time.

03

**LOWKEY GENIUS**

AI handles the heavy math so you can stay chill.

04

**ACTUALLY LEGIT**

Playful look, serious accuracy. We never joke about your money.

LOGO



PRIMARY ON HOLO

ON COLOR

ONE-COLOR

CLEAR SPACE

Keep one lowercase x-height clear on every side.

MIN SIZE

120 px / 25 mm wide. Below that, use the app icon.

DON'T

Stretch it, recolor the chrome, or drop the outline.

COLOR

bubblegum, chrome & dial-up.

Bubblegum

#FF3EA5

Primary. CTAs, highlights, the extrude.

Dial-Up

#150A33

Primary dark. Type, outlines, night mode.

Chrome

GRADIENT

Logo + hero type only. Never flat grey.

Cloud

#FFF6FB

Paper. Default light background.

Lip Gloss

#FFB3DA

Frosted Lilac

#B69CFF

Icy

#8FE3FF

Slime

#07FF3A 5% MAX

HOLO FOIL

Animated backgrounds and big moments. Pair with Dial-Up type.

COLOR MIX

50 NEUTRALS · 25 BUBBLEGUM · 20 ACCENTS · 5 SLIME

TYPOGRAPHY

H1 92 · H2 60 · UI 24 · BODY 22-38

LOGO ONLY

Bagel Fat One

never typeset with it

taxbby

HEADLINES

Unbounded Black

lowercase, tight, loud

big refund energy.

SYSTEM / UI

Silkscreen

caps, +80 tracking, short

LOADING UR REFUND... #71

BODY

DM Sans

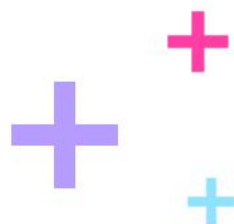
regular / medium / bold

Upload your W-2 and we'll walk you through every step, in plain English.

GRAPHIC ELEMENTS

sparkle responsibly.

SPARKLE



PIXEL STAR



BUTTERFLY



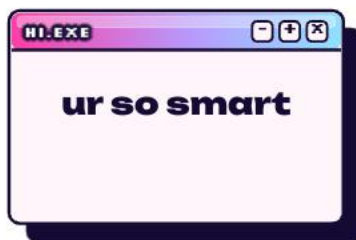
HEART



BUBBLE

tap me

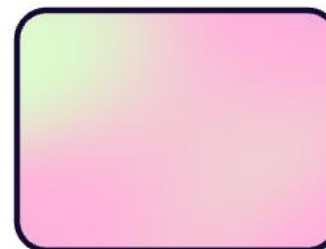
JELLY BUTTON



POP-UP



LOADING BAR



HOLO FOIL

omg hiii

CHAT BUBBLE

VOICE & TONE

bestie, not boss.

BESTIE_CHAT.EXE

- + X

TAXBBY

heyyy bestie! ready to get ur money back?

YOU

ugh i don't even know what a 1099 is

TAXBBY

no stress. it's the form for side-hustle income. snap a pic and i'll pull the numbers.

TAXBBY

ok done. u got a refund!! \$1,247

DO

- + talk like a friend. lowercase is cute.
- + explain jargon in one line.
- + celebrate wins with sparkle.

DON'T

- x joke about audits, debt or penalties.
- x use slang in legal or official copy.
- x promise a refund before we know it.

IN THE WILD

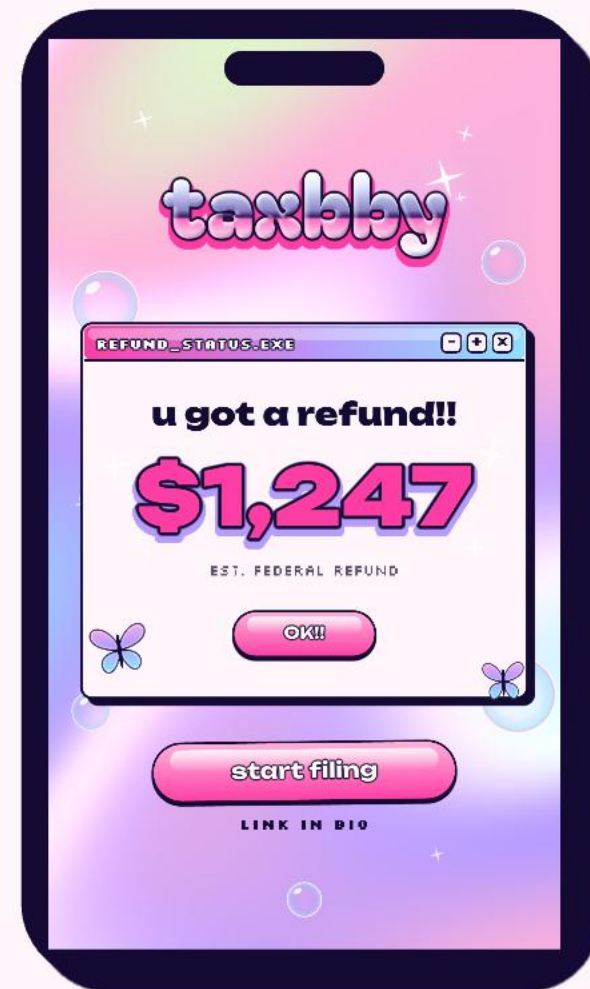
made for the **feed.**

APP ICON - AVATAR

One system, every screen: chrome logo up top, one hot-pink CTA, a pop-up window for the big moment, sparkles to celebrate.



FEED 4:5 - TAX TIP CAROUSEL



STORY 9:16 - REFUND REVEAL