

ActsSocial

Brand Guidelines 2.0

May 2026

ActsSocial 2.0

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SECTION 01

Brand Strategy

Introduction • Mission & Vision • Brand Values • Personality & Positioning

INTRODUCTION

Acts, not vanity.

ActsSocial is a social platform built around purpose. We connect people through the things they care about — causes, communities, and real-world action — turning everyday engagement into measurable impact.

Where other networks measure likes, we measure acts. This document defines how the ActsSocial brand looks, sounds, and behaves across every touchpoint — so the experience stays consistent wherever people meet us.

PURPOSE

Mission & Vision

MISSION

To turn social connection into collective action — making it effortless for people to support the causes and communities they believe in.

VISION

A world where every social interaction can create real, measurable good.

What we stand for

01

Purpose first

Every feature and message serves a reason beyond engagement.

02

Real over reach

We measure genuine impact — never vanity metrics.

03

Community-powered

People and causes lead; the platform follows.

04

Open & honest

Transparent by default, in product and in voice.

BRAND PERSONALITY

How we show up

For people who want their presence online to mean something, ActsSocial turns connection into action — built for impact, not attention.

WE ARE

Purposeful • Warm • Confident • Clear • Optimistic

WE'RE NOT

Preachy • Cynical • Corporate • Vague • Performative

Logo System

02

Primary • Variations • Lockup • Construction • Clear space • Icon • Misuse

LOGO SYSTEM

Primary logo

ActsSocial

Acts in blue, Social in white — the primary signature, for use on dark backgrounds.

Variations

ActsSocial

Full colour

ActsSocial

A social platform, with a PURPOSE

Endorsed (tagline)

ActsSocial

All white



Icon



Icon (blue)



Circle



App icon

LOGO SYSTEM

Lockup + tagline

ActsSocial

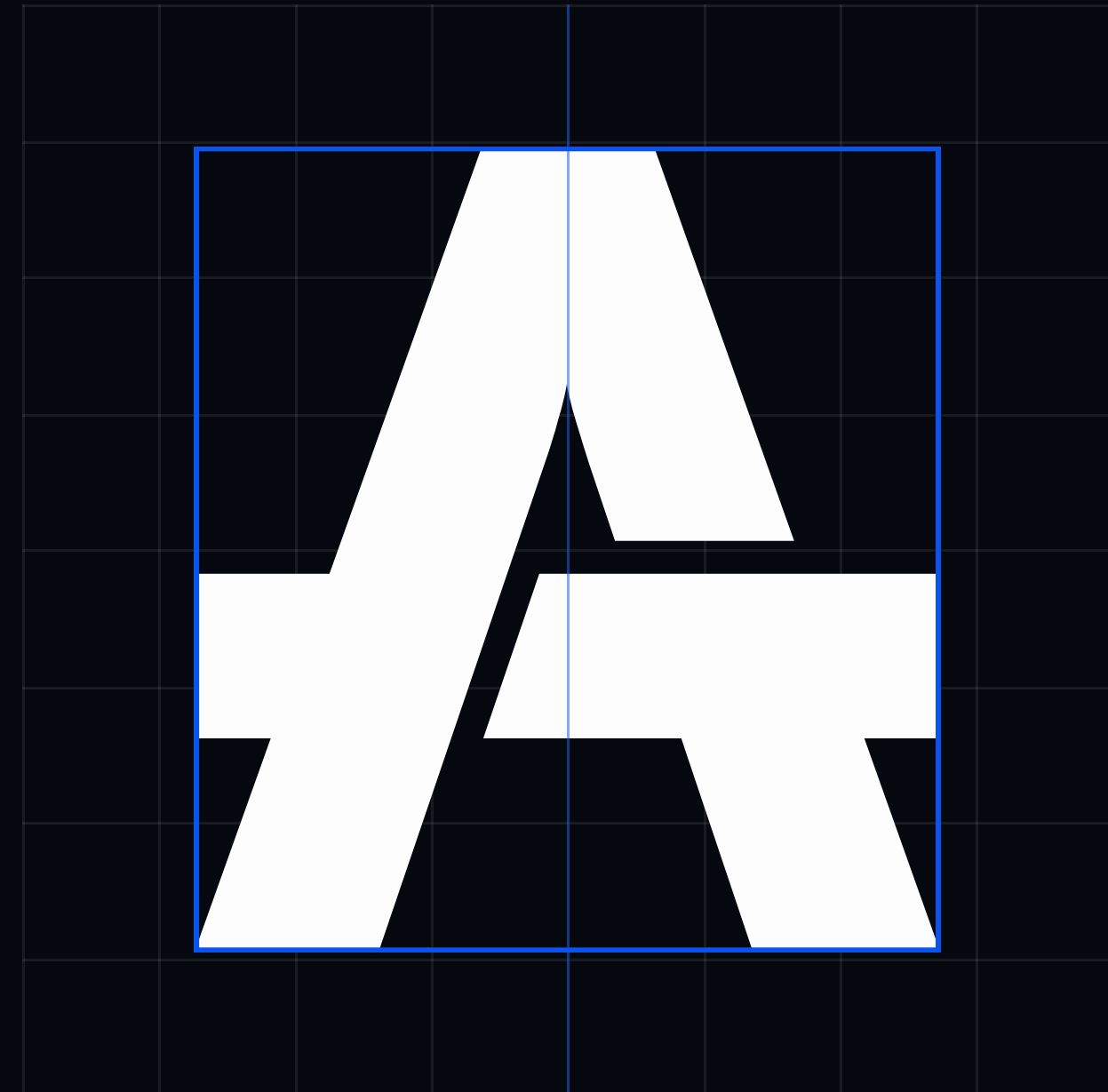
A social platform, with a PURPOSE

The endorsement lockup pairs the wordmark with the brand line. Use where the tagline adds helpful context.

LOGO SYSTEM

Construction

The mark is built on a fixed modular grid. Never redraw, rebuild, or alter its proportions — always place the supplied master artwork.



LOGO SYSTEM

Spacing & sizing

CLEAR SPACE



Clear space equals the height of the wordmark (X) on all sides.

MINIMUM SIZE

ActsSocial

Wordmark

min 120 px • 32 mm



Icon

min 24 px • 8 mm

Below the wordmark minimum, use the icon-only mark.

Icon & app mark

Use the icon-only mark when space is tight or the wordmark won't read. The app icon uses a 22% corner radius and keeps a 12% safe area around the mark.



Master



Circle



App icon



Reversed

Logo misuse

The logo 'ActsSocial' is stretched horizontally and distorted, with the 'A' being significantly larger and more stylized than the rest of the letters. A red circle with a white 'x' is in the top right corner.

ActsSocial

Don't stretch or distort

The logo 'ActsSocial' is rotated diagonally. A red circle with a white 'x' is in the top right corner.

ActsSocial

Don't rotate

The logo 'ActsSocial' is recoloured to a bright green. A red circle with a white 'x' is in the top right corner.

ActsSocial

Don't recolour

The logo 'ActsSocial' has a red glow or shadow effect around it. A red circle with a white 'x' is in the top right corner.

ActsSocial

Don't add shadows or effects

The logo 'ActsSocial' is rendered as a white outline on a dark background. A red circle with a white 'x' is in the top right corner.

ActsSocial

Don't outline the logo

The logo 'ActsSocial' is on a light gray background, which is a low-contrast background. A red circle with a white 'x' is in the top right corner.

ActsSocial

Don't use low-contrast backgrounds

Colour & Typography

03

Primary palette • Extended & usage • Pairings • Satoshi • Type scale • In use

COLOUR

Primary palette



Acts Blue

#0A54EB

RGB 10 · 84 · 235



Ink

#06080E

RGB 6 · 8 · 14



White

#FFFFFF

RGB 255 · 255 · 255

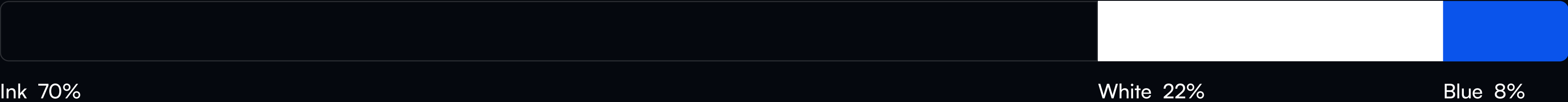
COLOUR

Extended & usage

EXTENDED PALETTE



USAGE



COLOUR

Pairings & contrast

Approved foreground / background combinations. Acts Blue on dark is for large text and graphics only — never body copy.

Aa

Sample text

Ink + White

AAA • primary

Aa

Sample text

Blue + White

AA • UI & accents

Aa

Sample text

White + Ink

AAA • light

Aa

Sample text

White + Blue

AA • accents

Aa

Sample text

Ink + Blue

Large text only

TYPOGRAPHY

Satoshi

Aa

Satoshi

Geometric sans • Fontshare

WEIGHTS

ActsSocial

Light

ActsSocial

Regular

ActsSocial

Medium

ActsSocial

Bold

ActsSocial

Black

Type scale

Make it count.

Headline

Subheading

Section label

Body copy — used for paragraphs and longer reading passages.

CAPTION • METADATA

Display • 72 / 84 • Bold

H1 • 48 • Bold

H2 • 34 • Bold

H3 • 24 • Medium

Body • 18 / 150 • Regular

Caption • 14 • Medium

TYPOGRAPHY

Type in use

PURPOSE-DRIVEN

Turn connection into real impact.

ActsSocial brings people together around the causes they care about — rally support, take action, and see the difference your community makes.

ONE TYPEFACE, CLEAR HIERARCHY

- 01 Eyebrow
Caption • 16 • Bold caps • Acts Blue
- 02 Headline
H2 • 46 • Bold • White
- 03 Body
Body • 18 / 150 • Regular • Mist

ActsSocial

A social platform, with a purpose.

BRAND GUIDELINES • 2.0