

# BRAND GUIDELINES





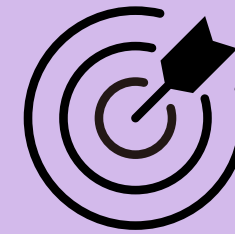
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## OUR VISION

To transform how adult creators build their **audience and income**, and how fans find **trustworthy content**, by becoming the **most reliable platform** for creator discovery.



## OUR MISSION

To empower adult creators to **grow their audience** and **build their brand** by providing tools, resources, and services that make discovery more **trustworthy** and effective.

# OUR VALUES

## Trust

We believe in creating a space where fans and creators can **engage with confidence**, knowing that every review and interaction is authentic.

## Transparency

Honest reviews, clear policies, and open communication - we are committed to making TrustyFans a platform that **values integrity**.

## Community

Fans and creators shape this platform together. Every review, rating, and interaction helps build a **stronger, more supportive** community.

## Reliability

TrustyFans is built to be a **dependable resource** that helps fans discover trusted creators, ensures creators receive authentic reviews, and provides meaningful exposure to grow their audience.

## Innovation

We **continuously evolve** to improve discoverability, engagement, and the overall experience for both fans and creators.



# BRAND PERSONALITY

## Voice

Casual,  
trustworthy,  
playful, and  
edgy

## Tone

**To Creators:** supportive,  
confident, savvy  
**To Fans:** honest, exploratory

## We Are

Transparent,  
creator-first, and  
community-minded

## We Are NOT

Corporate or censored,  
overly polished or generic, or  
spammy or clickbaity

# IMAGERY GUIDELINES

## Style:

- Bold, diverse, and confident
- Respectful depictions of adult/NSFW and alternative creators
- Include representation of all races and genders

## Do Not Use:

- Stock imagery that feels sterile or overly posed
- Watermarked or unlicensed content



# LOGO USAGE

## Primary Logo



## Padding

Maintain clear space around the logo equal to the height of the 'T' in TrustyFans.

## Alternative Logo



## Do Not:

- Distort, rotate, or recolor the logo (other than white)
- Place on low-contrast backgrounds without proper contrast

# ICONOGRAPHY

Registration  
(Creators)



About  
(Fans)



About  
(Creators)



Bio Page  
(Creators)

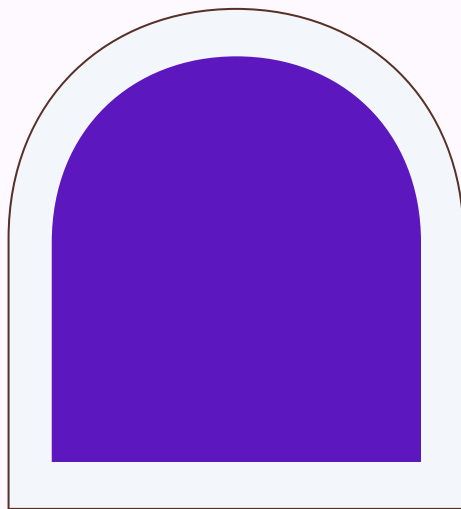


Rank  
(Creator Card)

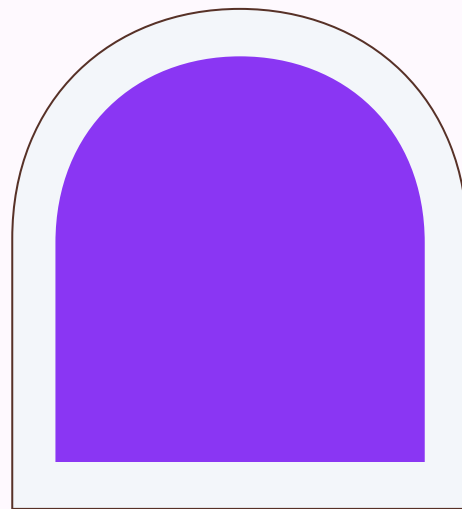




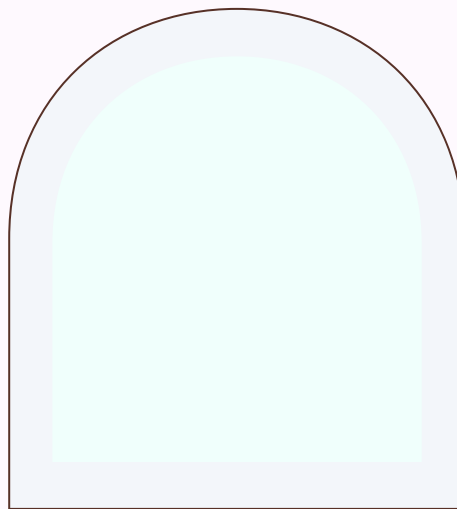
# PRIMARY COLOR PALETTE



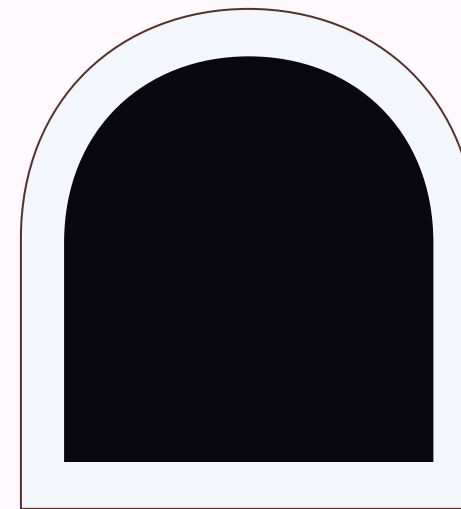
**Purple**  
#5D17BF



**Electric Violet**  
#8A36F3

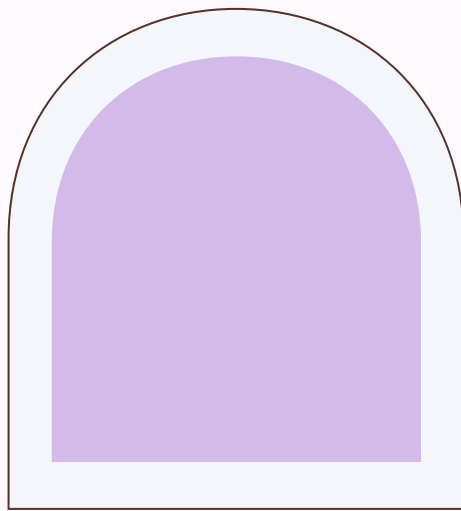


**Clear Day**  
#F0FFFC

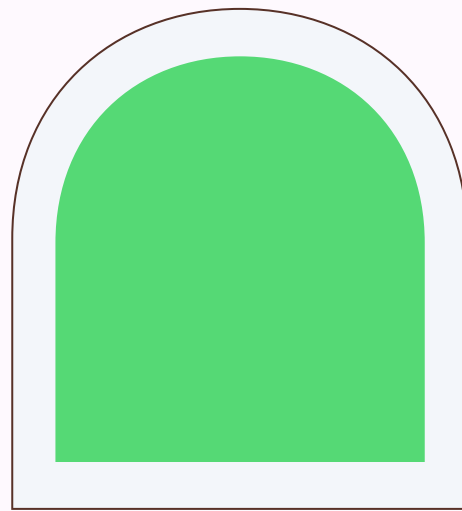


**Cinder**  
#08080E

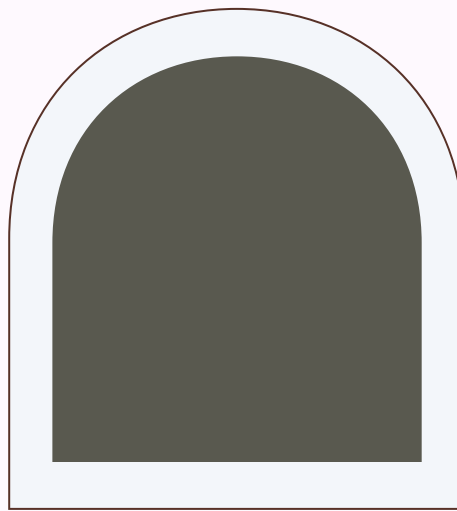
# SECONDARY COLOR PALETTE



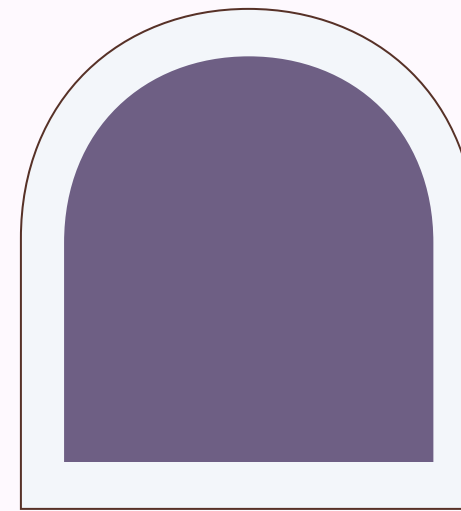
**Fresh Lilac**  
#D3BAEB



**Emerald**  
#55D975

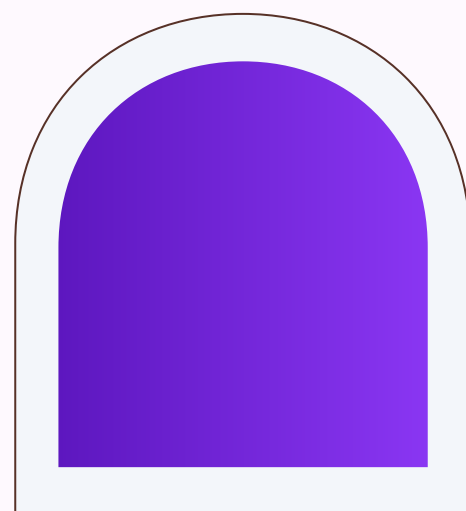


**Foscous Gray**  
#59594F



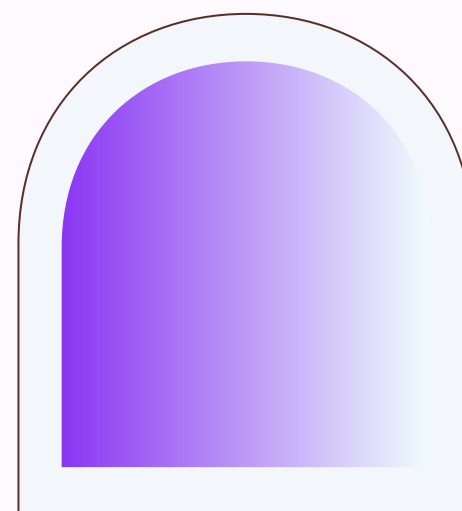
**Rum**  
#6E5F84

# GRADIENTS



**Purple**

#5D17BF / #8A36F3



**Violet**

#8A36F3 / #F0FFFC

# TYPEFACE

**SORA - EXTRA BOLD**

**Aa Bb Cc 1234567890**

[Google Font Download](#)

Arial - Regular

Aa Bb Cc 1234567890



# THANK YOU



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