



2GETHER

Tonight has your name on it.

BRAND GUIDELINES • STICKER POP • 2026

The Third Place.

The app that ends the 9pm scroll — **community over dating, always.**

Partiful owns your party. Meetup owns club admin. 2Gether owns belonging: the first app you open when you're new, lonely, or just bored on a Tuesday.

PRIMARY SEGMENT

Gen Z (18–26) who want real-life plans without dating-app friction.

SECONDARY SEGMENTS

City newcomers building a circle from zero • club & hobby organizers who need a playful home.

Partiful → borrow
the invite joy

Meetup → borrow
the club infra

Pinterest →
borrow the
warmth



ANCHOR PERSONA

Maya, 22

Moved for her first job. Knows three people. Scrolls at 9pm wishing something was happening tonight. She wants to show up somewhere — not match with someone.

Make every city feel like it has **your people** in it.

Show up as you are

Community over clout

Plans are promises

Everyone hosts something

Fun is a feature

2Gether started with a feeling everyone knows: 9pm, alone, scrolling. Not lonely exactly — just **uninvited**. Every app on your phone wants to find you a date. None of them want to find you a Thursday.

So we built the one that does. Loud invites, warm rooms, zero small-talk dread. Real communities with real recurring plans — run clubs, game nights, potlucks, the stuff a life is actually made of.

Community over dating, always. Show up once; belong by the second time.



The whole point: rooms like this, everywhere.



Primary wordmark — Bagel Fat One, bouncy baseline ($\pm 3^\circ$), winking "2".





Together bubble — app icon,
favicon, avatar




WHY IT WORKS

The bouncy baseline is plans falling into place.
The winking "2" is the friend who texted first.
Two bubbles, one conversation — that's the
whole product in one mark.

CLEAR SPACE



Never crowd the mark. If it feels cramped, it is.

BACKGROUNDS

Ink wordmark → on Cream & Lime.
Cream wordmark → on Bubblegum, Blue & Ink.
Lime wordmark → on Ink only.

Cute mark. House rules.

2GETHER



Never stretch or squash

2GETHER



Never rotate the lockup

2GETHER



Never use low-contrast backgrounds

2GETHER



Never recolor off-palette

2GETHER



Never add drop shadows

2GETHER



Never drain the color or crop the bubble

Bubblegum

PRIMARY • INVITES, CTAS,
JOY

#FF5DA2

R255 G93 B162

C0 M64 Y36 K0

Electric

SECONDARY • LINKS,
INFO

#3D5BFF

R61 G91 B255

C76 M64 Y0 K0

Lime

ACCENT •
HIGHLIGHTS, WINS

#C6F24E

R198 G242 B78

C18 M0 Y68 K5

Ink

TEXT • ALWAYS
LEGIBLE

#17141F

R23 G20 B31

C26 M35 Y0 K88

Cream

BASE • BREATHING
ROOM

#FFF9F0

R255 G249 B240

C0 M2 Y6 K0

PRIMARY PAIRINGS

Bubblegum + Cream

Blue + Lime

Ink + Bubblegum

Ink on Cream hits 13.5:1 — body text lives there. Cream on Bubblegum is for headlines and buttons, not paragraphs.

NEVER

X Blue body text on Bubblegum

X Lime text on Cream

X Gradients between brand colors

X Anything muddy, muted, or beige-adjacent

Tonight.

H1 • Bagel Fat One • 96px

Plans that stick

H2 • Bagel Fat One • 64px

Bring the good snacks

H3 • Bagel Fat One • 40px

Pick a thing. Show up. Leave with people you'd text again. Baloo 2 carries everything that isn't a headline — warm, round, and readable at any size.

Body • Baloo 2 Medium • 20px / 1.5

RSVPs close at 6pm. Bring yourself, that's the ticket.

Caption • Baloo 2 Semibold • 14px

BAGEL FAT ONE — DISPLAY ONLY

Headlines, wordmark, big moments. Never below 28px. Never body copy. One bouncy idea per screen — don't stack three Bagel headlines.

BALOO 2 — EVERYTHING ELSE

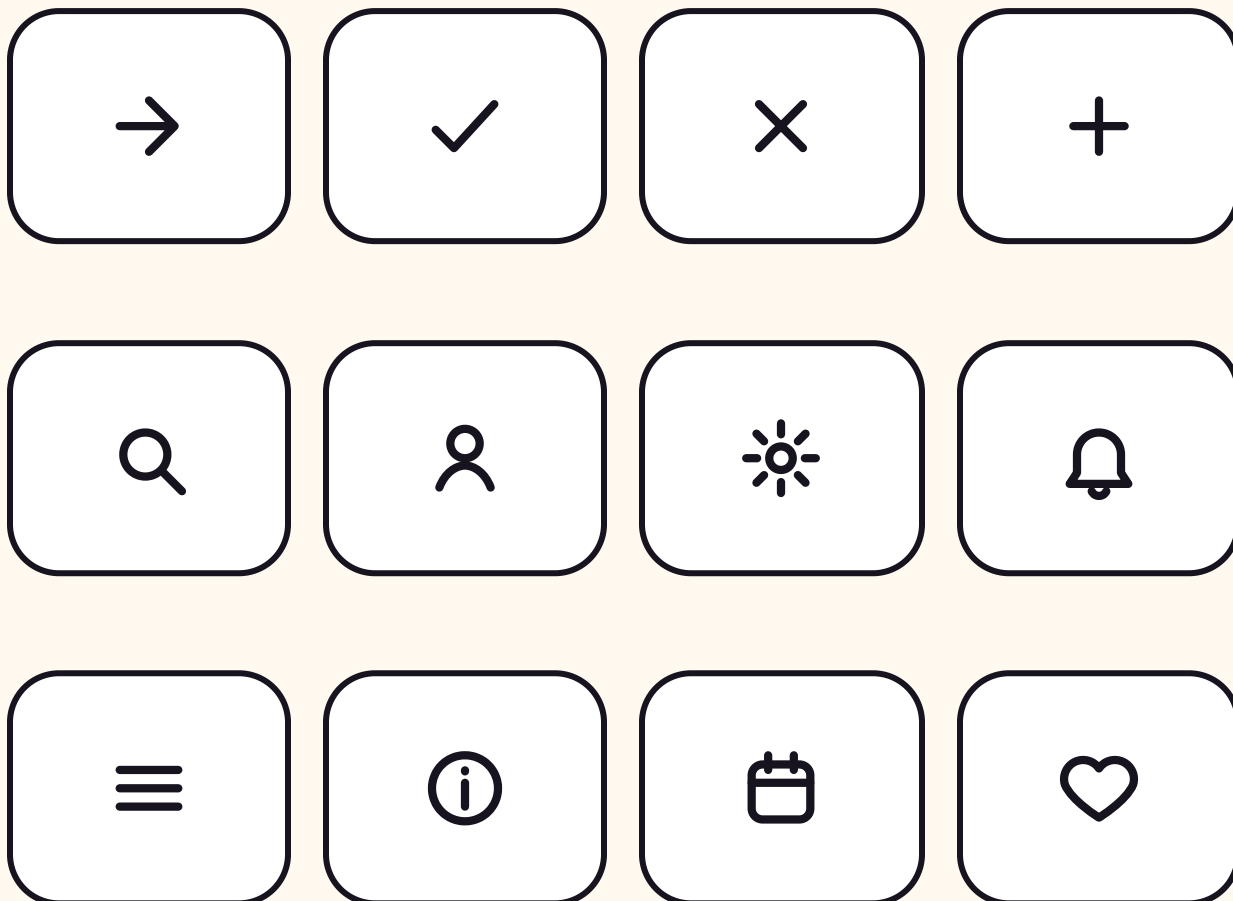
Body, buttons, captions, UI. Medium 500 for body, Bold 700–800 for emphasis. Minimum 14px anywhere, 16px in-app.

Bagel on Bubblegum ✓

Bagel on Blue ✓

Bagel on Lime ✓

Chunky, round, friendly.



CONSTRUCTION

24px grid • 2.25px stroke • round caps & joins • no fills except dots. Geometry stays chunky — icons should feel like they were cut from the same foam as the logo.

IN CONTEXT



BEYOND THIS SET

Extend with **Phosphor Icons** — "bold" weight. Same roundness, same stroke energy. Never mix in thin-line or filled icon sets.

The group's **funniest, warmest** friend.

Warm

Funny

Inviting

Zero-pressure

HEADLINE

Tonight has your name on it.

BODY

Pick a thing. Show up. Leave with people you'd text again.

BUTTON

Count me in

ERROR STATE

"That page ghosted us. Try again
— we're not going anywhere."

SOCIAL CAPTION

"POV: you said maybe and showed up anyway. That's the whole app."

NEVER SAY

X networking

X mingle

X premium

X exclusive

X curated

X vibes

X journey

X empower

X unlock

And never dating-app language: no "match", no "swipe", no "your type". We're the app that gets you *out of* the app.

Real hangouts, **caught mid-laugh.**

Subject — people actually doing the thing: games, cooking, running, toasting. Mid-laugh, mid-bite, mid-move. Never posed lineups.

Light — golden hour, window light, string lights. Warm and slightly imperfect. No studio strobes, ever.

Color — saturated and warm; edits push toward Bubblegum/Lime tones. If a photo feels grayscale, it's not ours.

Cast — visibly diverse, always. Different skin tones, body types, ages within Gen Z. Real friend groups, not model agencies.

Texture — film grain, real clutter: red cups, sneakers, notebooks, half-eaten snacks. Lived-in beats polished.

Forbidden — corporate stock · glass offices · staged handshakes · anyone alone on a laptop · white-background group shots · watermarked or text-baked images.



✓ this is the energy



game night



park club



rooftop crew



potluck people

The world we're building — one plan at a time.

10 • TOUCHPOINTS — IN THE WILD



✓ The invite in hand



✓ The club HQ

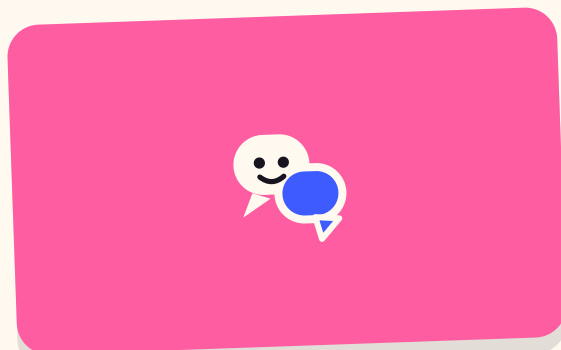


✓ The bottle that travels



✓ The tote that recruits

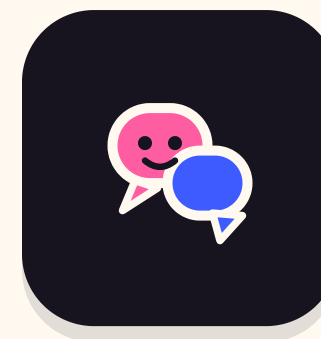
11 • BRAND APPLICATIONS



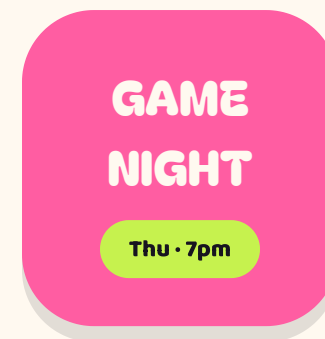
Business card • 85×55mm • Bubblegum back, Cream front



Social avatar
circle crop



App icon
rounded square • symbol
only

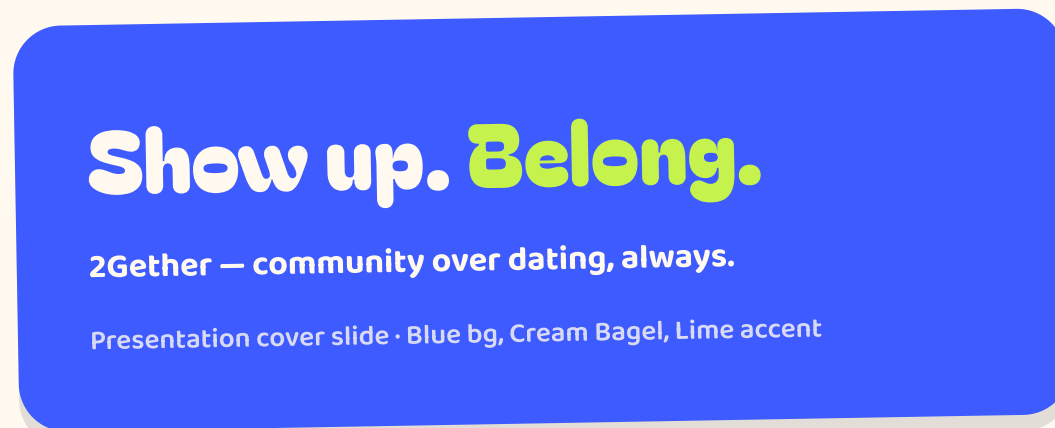


Sticker / event badge
die-cut, Bubblegum base

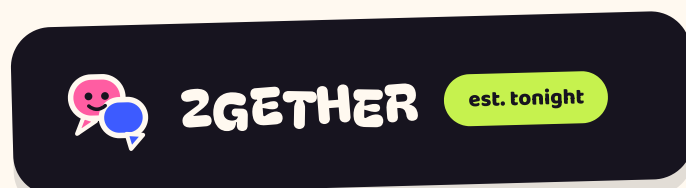
EMAIL SIGNATURE

2GETHER

Tonight has your name on it.
2gether.app



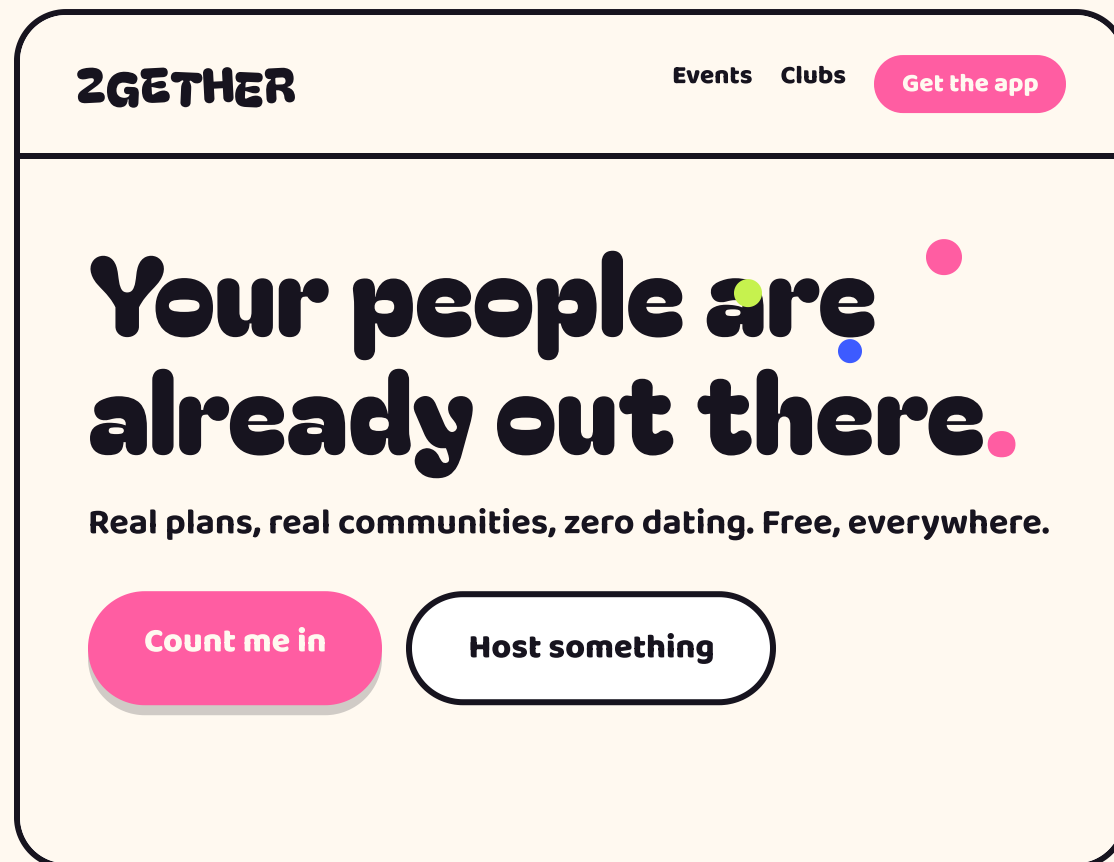
Presentation cover slide • Blue bg, Cream Bagel, Lime accent



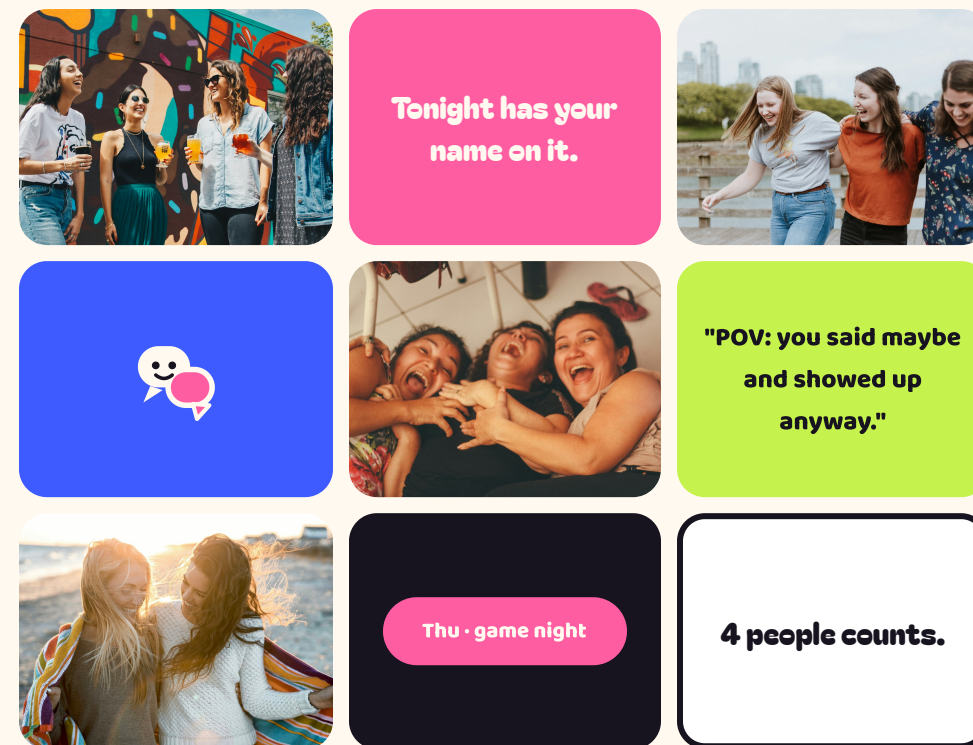
Laptop sticker • die-cut on Ink • bubble + wordmark + one chip, never more



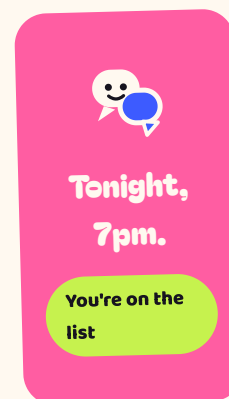
Every application runs on three moves: a brand-color base, the bubble or wordmark, one bouncy headline. If it needs a fourth move, redesign it.



Website hero — Cream base, one bouncy headline, Bubblegum CTA, confetti restraint.



Instagram grid — photos of real hangs, graphic tiles between. Never nine ads in a row.



STORY + LINK-IN-BIO

Stories: Bubblegum bg, bubble top-left, one idea per frame.

Bio: "Tonight has your name on it." → tonight's events → host your own.

Keep it 2Gether.



Leave breathing room around the wordmark — the height of the "2", always.



Pair Bubblegum with Cream; let Lime be the surprise, not the base.



Use real photos of real hangouts — grain, clutter, mid-laugh.



Write like the funny friend: "Count me in", never "Register now".



Celebrate 4-person events like 400-person ones. Small is the point.



Don't use dating-app language — no "match", "swipe", or "your type".



Don't crop, drain, or recolor the together bubble off-palette.



Don't set Blue body text on Bubblegum — contrast is not optional.



Don't say "networking", "mingle", or "curated". Ever.



Don't ship stock-photo handshakes or glass-office energy.

2GETHER