



split

we did the math.

01

RECEIPT

STRATEGY & POSITIONING

Split is your group chat's bookkeeper – and it talks like one of you. The bill-split app for people who text in lowercase and have never used a spreadsheet voluntarily.

THE CUSTOMER

Maya, 29, lives with two roommates in Bushwick. Four group chats. Says "lmao venmo me" fourteen times a week. Hates that she's the friend who always lays out the bill. Loves that her phone is her main appendage. Will download an app the first time a friend sends a screenshot. Will delete it the first time it asks her to sign up with a phone number twice.

BORROW THIS

Cash App

tabular numerals + saturated single-color hero + meme-fluent product copy.

Liquid Death

tonal contrast – utility brand that acts like a band.

Duolingo

passive-aggressive helpfulness. it nags so you don't have to.

Robinhood Gold

expensive-looking minimalism on a free-tier product.

Money between friends is dumb. We're the **only app** at the table.

Split exists because every dinner with friends ends in fifteen minutes of bill math. Splitwise feels like accounting software. Venmo's built-in split feels like a customer-service form. Apple Cash assumes everyone has an iPhone. Every existing solution treats group payments as a math problem. It's a social problem.

So we built Split. Photograph the receipt. Tap who had what. Hit send. Tom gets a text. So do you. The math is done, the awkward part is automated, and the app talks like the funniest person in your group chat – because that's the brand. We are not fintech. We are the friend who keeps everyone honest.

01

fast over polite

never make the user wait for a confirmation modal. ship the action.

02

talk like a friend

Lowercase. one-liners. no exclamation marks, ever.

03

honest, never mean

we'll nag Tom for you. we won't shame him.

04

a tool, not a feed

no scrolling, no social graph, no engagement loops. open. do. close.

split //

The mark explained

The wordmark "split" sits in Bricolage Grotesque ExtraBold, Lowercase. The symbol is two diagonal slashes – `//` – a torn receipt and a code/bash nod. Maintain at least 0.5x the cap-height of the wordmark as clear space on every side. Never enclose the mark in a container; let it breathe against ink, lime, paper, or tomato.

PRIMARY · ON INK

split

INVERTED · ON LIME

split

MONO · ON PAPER

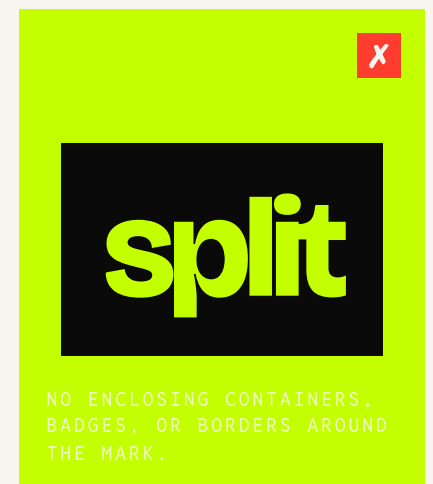
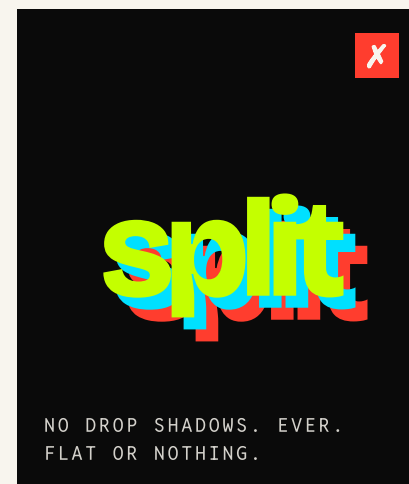
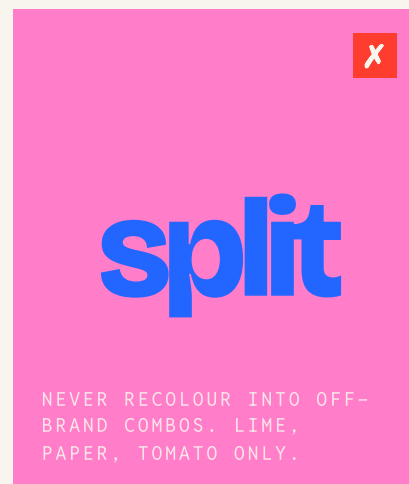
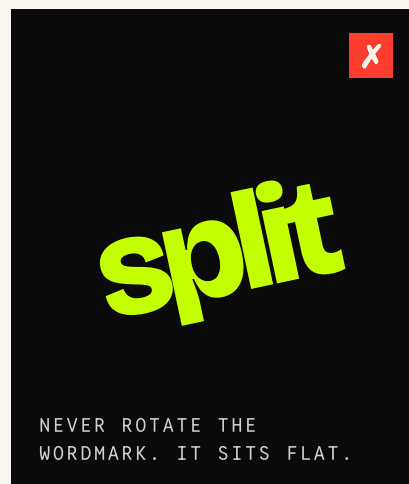
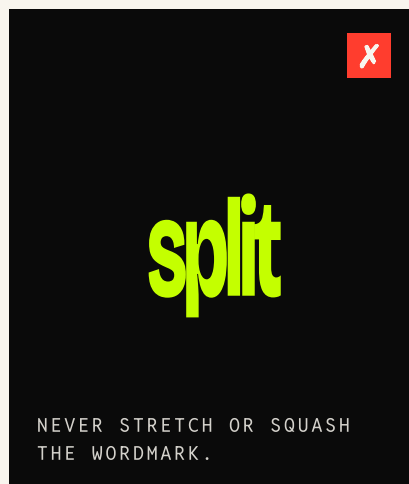
split

ALARM · ON TOMATO

//

Don't **fuck** with the mark.

Five things that break the brand. Each of these makes the logo less itself. Don't do them. We will catch it.





PRIMARY

**acid
lime**

HEX #C4FF00

RGB 196 · 255 · 0

CMYK 23 · 0 · 100 · 0

USE CTA, highlight, hero

SURFACE

**ink
black**

HEX #0A0A0A

RGB 10 · 10 · 10

CMYK 0 · 0 · 0 · 96

USE app surface, text on lime

PAPER

**news
cream**

HEX #F8F5EE

RGB 248 · 245 · 238

CMYK 0 · 1 · 4 · 3

USE print, marketing, alt surface

ALARM

tomato

HEX #FF3D2E

RGB 255 · 61 · 46

CMYK 0 · 76 · 82 · 0

USE errors, nudges, sparingly

Bricolage shouts. Reddit Mono counts.

DISPLAY – BRICOLAGE GROTESQUE EXTRABOLD

Aa01

BODY & NUMERALS – REDDIT MONO MEDIUM

\$14.00 – nate.
he's stalling.

Bricolage Grotesque

variable, opsz / wdth / wght. We use weight 800 (ExtraBold) for display, 700 (Bold) for sub-display. Letter-spacing always negative – between $-0.03em$ and $-0.06em$ depending on size.

Reddit Mono

variable. We use weight 500 (Medium) for body and tabular numerals, 400 (Regular) for captions, 700 (Bold) for emphasis. Letter-spacing positive in small caps ($0.22em$).

H1 – split 82-120 / 0.9 / $-0.04em$

H2 – section 48-64 / 0.95 / $-0.03em$

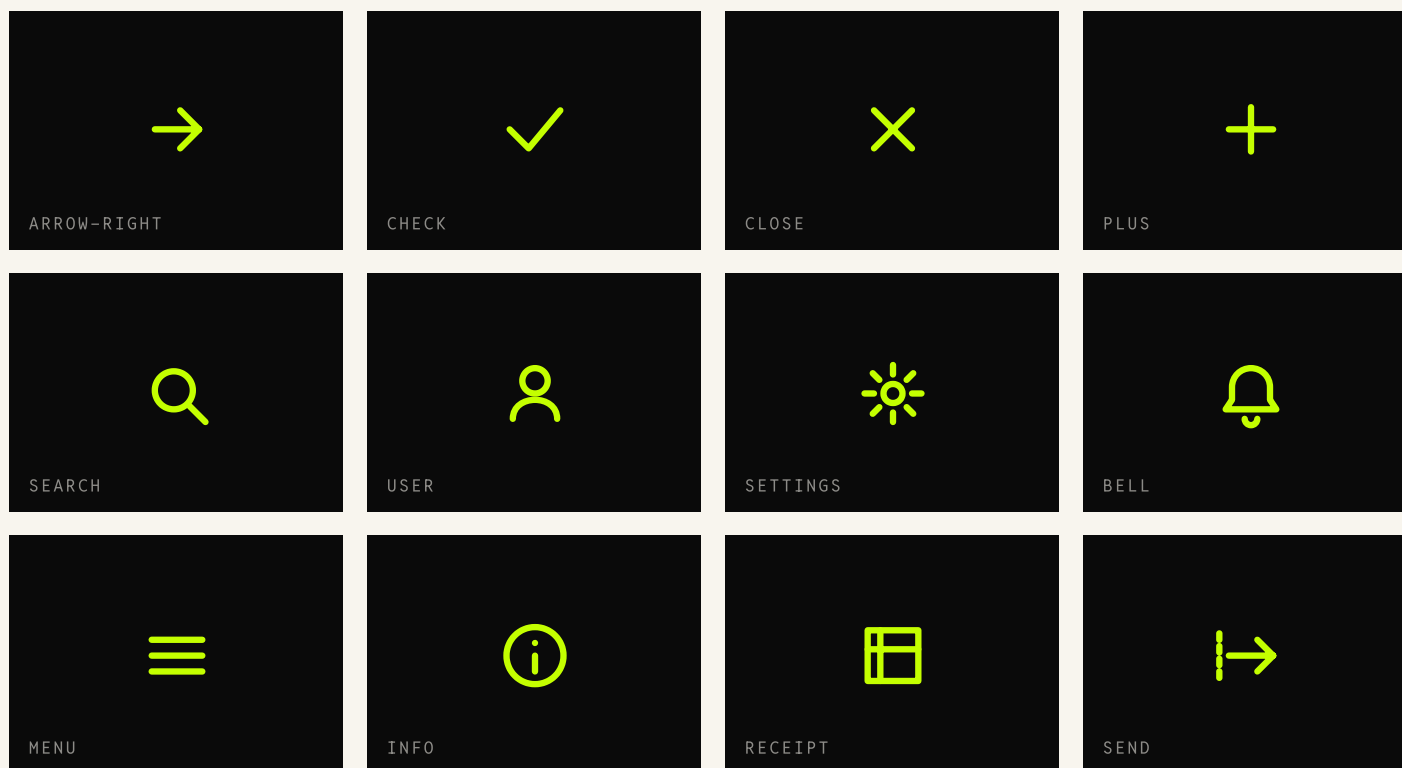
H3 – label 20-28 / 1.1 / 0

body copy here. 14-16 / 1.55 / 0

caption / mono 10-11 / 1.45 / $0.22em$

Sharp corners. Round joints.

Twelve essential UI icons. All drawn on a 24x24 grid at 2-unit stroke, round caps, round joins. The system stays consistent because the rules do.



SYSTEM RULES

grid

24 × 24 unit canvas. all icons drawn on this grid.

stroke

2 unit weight. round cap. round join.

corners

square at the unit edge, never rounded – the brand has corners.

color

icons inherit `currentColor`. always lime on ink, ink on lime/paper, paper on tomato.

beyond the set

extend with Lucide (lucide.dev) – same 24x24, same stroke. stay in family.

"tom owes you \$23. he's stalling."

– A SAMPLE SENTENCE IN OUR VOICE

tone adjectives

fast lowercase group-chat

deadpan warm uncute honest

SAY IT LIKE

the funniest person in your group chat. sober but a little tired. doesn't waste your time. knows you'll get the joke.

BY CONTEXT

HEADLINE

we did the math.

BUTTON

nudge tom →

ERROR

no internet. blame the bar's wifi.

EMPTY STATE

no receipts yet. go eat.

SOCIAL

your group chat just got a treasurer.

DO · DON'T

lowercase

~~Title Case~~

period.

~~exclamation!~~

tom owes you

~~User #4521 is in arrears~~

we'll tell him

~~automated reminder sent~~

\$14. done.

~~your settlement is now complete~~

go eat

~~enjoy your dining experience~~

Phone-flash candid only.

Photography for split should feel found, not produced. Like a friend grabbed your phone and took it before you could turn the flash off.

SUBJECT

real groups, real tables

three or more friends. casual settings.
always racially diverse.

GRAIN

35mm film grain always

heavy and visible. softness is
forbidden.

COLOUR

vivid, slight green cast

push saturation. ambient highlights
should lean cyan/lime.

LIGHT

phone flash, no studio

harsh foreground bounce + warm or cool
ambient. never softboxed.

COMPOSITION

cropped, leaning in

tight framing. heads cut. drinks and
receipts in frame.

STAGING

never staged-feeling

people mid-laugh, mid-bite, mid-
sentence. no eye contact unless it's
earned.

FORBIDDEN

studio strobes · stock-photo handshakes · white seamless backdrops · perfectly
framed centred subjects · "premium" food photography · drone shots · anything
that looks like an Apple keynote.





// 01 / RAMEN COUNTER



// 02 / 24-HOUR BODEGA



// 03 / BROOKLYN STOOP



// 04 / DIVE BAR TABLE



APP · IPHONE 16



WEB · SPLIT.APP



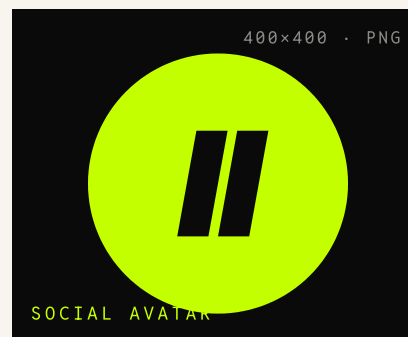
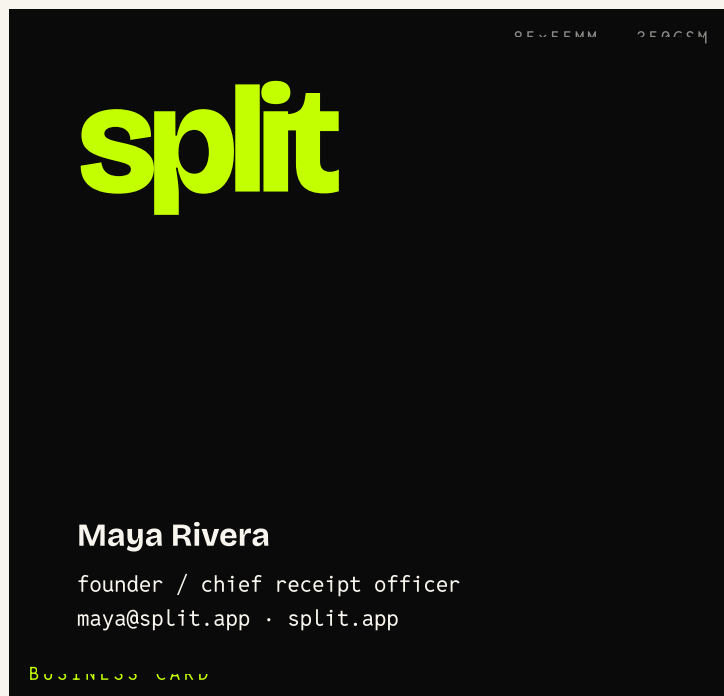
STICKER · 2.5"



TOTE · CANVAS 140Z

It travels well.

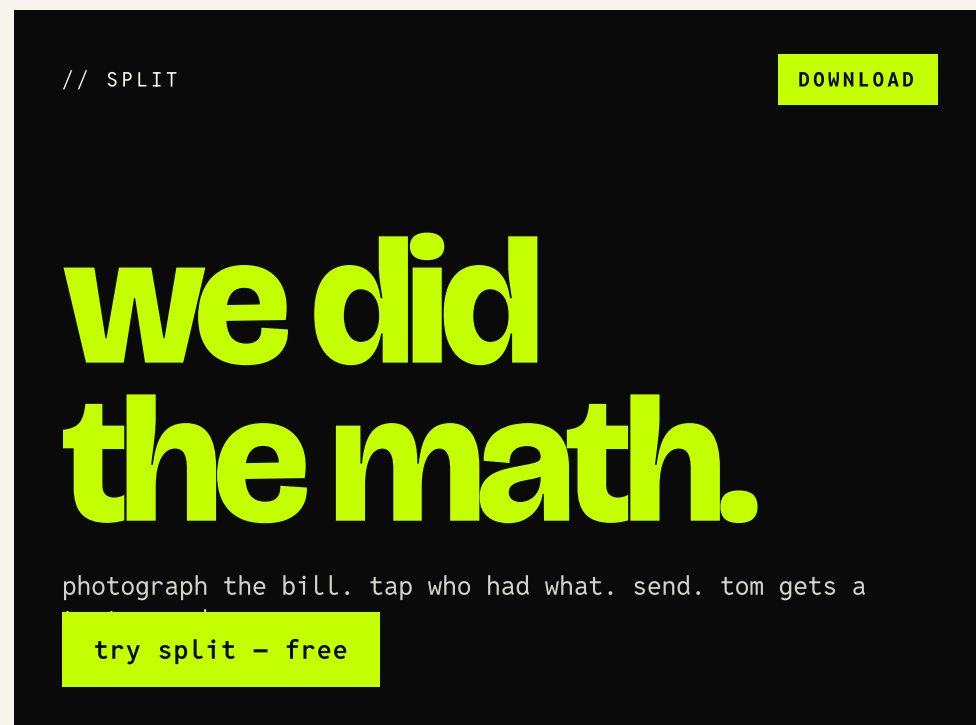
Five common applications. Same wordmark, same palette, different scale and ratio. The brand should be recognisable from across the room and across the platform.



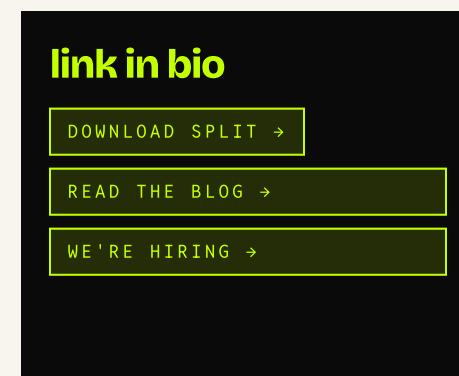
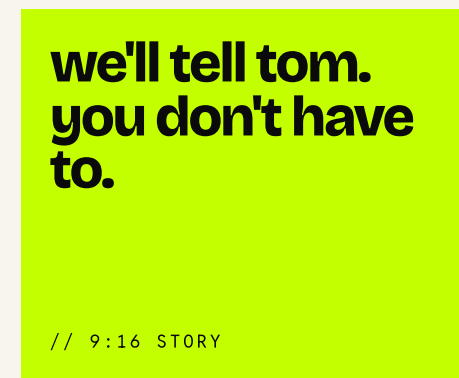
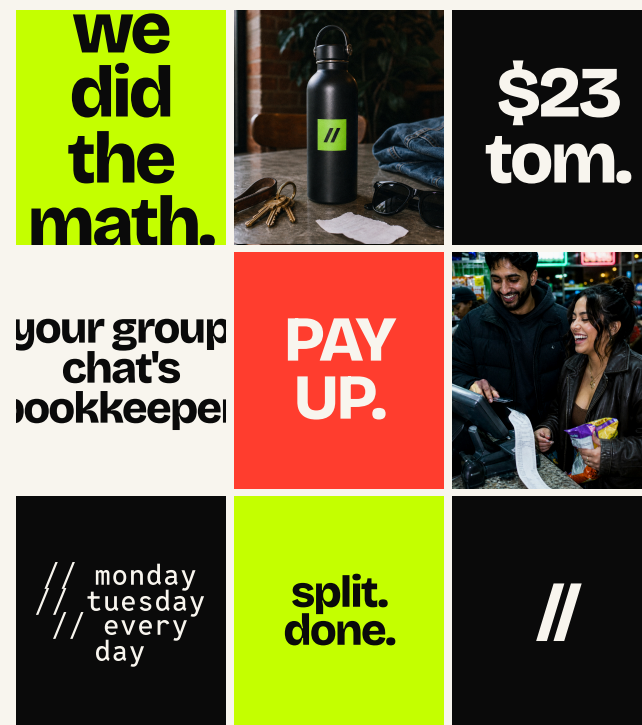
The brand on screens.

Web hero, instagram grid, story template, link-in-bio. The same rules apply everywhere: lime + ink dominant, mono numerals tabular, headline sharp.

WEB HERO - SPLIT.APP



INSTAGRAM - 3x3





FIVE THINGS THAT MAKE THIS BRAND ITSELF

01 write like a text message.

lowercase. one sentence. one period. trust the reader.

02 name the human.

"tom owes you \$23" beats "user #4521". always use names.

03 let lime do the work.

one big lime field per screen is enough. don't dot it everywhere.

04 tabular numerals always.

money is in Reddit Mono. money is never in Bricolage.

05 ship the action.

no confirm modals. no "are you sure". if it's reversible, just do it.



FIVE THINGS THAT MAKE THIS BRAND SOMEONE ELSE

01 use exclamation marks.

not a single one. it makes us sound desperate.

02 say "premium", "luxury", or "experience".

we are a tool. tools don't talk like spas.

03 add drop shadows or gradients to the mark.

flat or nothing. the slashes are sharp on purpose.

04 shame the non-payer.

we nudge tom. we don't humiliate him. there's a difference.

05 chase fintech aesthetics.

no gradients, no globes, no "secure" padlocks, no stock smiling people.