

Putup

Brand kit

Everything needed to make Putup look and sound like Putup.

LOGO AND ICONS	The logo, the wordmarks (glossy and flat) and the two app icons.
COLOURS	The five colour looks with their hex values.
FONTS	Vollkorn, Volkhov and Besley, free to use.
ILLUSTRATIONS	The hand-drawn man, home art, and earlier drawings.
PATCHES, TROPHIES	The app's achievement patches and trophies.
APP STORE SCREENSHOTS	Five slides at Apple's 6.9-inch size.
COPY	The App Store text, and every line of the app in English and Spanish.
APP SCREENS	A second download: every screen in the five looks, night and day.

What Putup is

One challenge, with your own money on it.

Putup is an iPhone app for one thing: 100 pushups a day for 30 days. You put down between $10 and $200 of your own money. Finish all 30 days and every cent goes back to your card. Miss more days than your skip days cover and the money is gone.

The phone counts the reps. It lies on the floor under your chest, and the front camera's depth sensor counts each pushup as you go down and come back up. The screen stays black and nothing is recorded.

Friends follow each other's challenges and send cheers. The leaderboard ranks the most pushups of all time. The Trust Ledger lists every deposit and how each challenge ended.

100 pushups a day

for 1 month, or lose money.

THE PROMISE, AS THE APP'S FIRST SCREEN PUTS IT

Two versions

VERSION	WHERE	WHAT IT LOOKS LIKE
1.0	Live on the App Store since 5 Nov 2026	The original green look, on the App Store today.
1.1	Not on the App Store yet	The new design: the hand-drawn man, serif titles, black and white by default, five colour looks in Settings, sign-in with Apple, Google or email. This is what the kit shows.

Where things are

Logo, icons, wordmarks
`Logo and icons/`

App Store screenshots
`App Store screenshots/`

Every screen of the app
`Putup app screens.zip`

Colours with hex values
`Colours/`

Every line of app text
`Copy/`

Achievement patches
`Achievement patches/`

The look

A hand-drawn man, a serif word, and a lot of black.

Logo, icon and drawing



Putup







The logo is the man in his plank above “Putup” in Vollkorn Medium. The icon comes in two: ink on paper (the default) and light on black, 1024 px, in Logo and icons.

Every drawing is the same hand-drawn man in dense marker hatching, light on black. He opens the app in a stop-motion of 136 drawings (looks up, walks back into a plank, does two pushups, stands), and people can place him under the 30 days on home. The drawings are in Illustrations.

Wordmarks



GREEN, GLOSSY



GOLD, GLOSSY



CHROME WHITE, GLOSSY

Flat one-colour versions (soft gold, black, white) are in the same folder, for places where the glossy ones look loud.

Colours

Everyone starts on Default. The other four are picked in Settings. Day values and contrast notes: `Colours/`.

Page, night
#0D0D0D

Paper
#FDF8E9

Ink
#1F1F1C

Green
#229935
Default, Green

Gold
#D0A062
with a metal shine

Soft gold
#BCA587
flat

Default is black and white with green on the main button. **Minimal** has no colour at all. **Gold** shines like metal; **Soft gold** is the same gold at half the strength, drawn flat. **Green** is version 1.0’s colour, everywhere.

Type

Lock it in.

VOLLKORN MEDIUM · TITLES

LEADERBOARD.

BESLEY BLACK ITALIC · TWO PAGE TITLES

for 1 month, or lose money.

VOLKHOV ITALIC · THE LINE UNDER A TITLE

Do today’s set

SF PRO, APPLE’S FONT · EVERYTHING YOU TAP OR COUNT

Vollkorn, Volkhov and Besley are free fonts (SIL Open Font License) and are in Fonts. SF Pro belongs to Apple and is only licensed for Apple platforms, so it isn’t included.

Words

Short, direct, a little cheeky. Talk to one person.

Lines already in use, in the app or on the live listing. Reuse them; they are the voice.

Putup or Shutup.
Lock it in.
How badly do you want it? Yesterday you said tomorrow. It's tomorrow.
The app that hopes to make $0.
Finish all 30 days to unlock your money.
100 pushups a day, for 1 month, or lose money.
Do today's set.
Pure discipline, one rep at a time.

The screen stays black, so it's not cringe.
Made with muscles.

Every line of the app, in English and Spanish, is in `Copy/`. The app is fully in both languages.

Before you use anything

1. **The screens use sample data.** They come from the app's test mode: made-up people, names and numbers. Never present them as real users or real results.
2. **Use the logo and icon as they are.** Don't redraw, recolour or stretch them.
3. **Version 1.1 isn't on the App Store yet.** Until it is, people who download Putup get the green 1.0. An ad showing the new design, the colour looks, or Google and email sign-in shows something they can't download yet.
4. **Say plainly what happens to the money.** You get all of it back when you finish; refunds take 5 to 10 business days to show up. Players must be 17 or older, and Apple is not a sponsor.
5. **Other companies' marks stay inside their screens.** Apple, Google, Instagram, TikTok and YouTube logos appear in some screens; don't use them on their own.

Questions, or something missing: contact@joinputup.com