

VISUAL IDENTITY GUIDE · 2026



cup^{of}sugar

Visual Identity & Design System

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Farmer's market meets independent press

Cup of Sugar creates a visual environment focused on handcrafted objects for an audience that appreciates detail. The reference to a farmer's market highlights scale, reliability, and transparency, where you know the producer and can ask questions directly. The exchange feels personal due to genuine relationships, without hidden supply chains, algorithms, or branded friendliness—just a maker and a seeker.

The independent press emphasizes restraint and purpose. A well-made broadsheet or journal serves readers who value concise, info-rich content and clarity over clutter. Thoughtful typography and intentional white space create a warm, clean, and calm visual language that isn't rustic or overly corporate.

Parchment backgrounds replace stark white. Forest green is the only bold accent, avoiding conflicting colors. Thin borders are used instead of thick lines. The text is in sentence case for a conversational tone, like a neighbor, not a brand. Cup of Sugar aims to appear homemade, simple, and trustworthy.

Cup of Sugar seeks to create a warm, trustworthy, and a homely feeling, similar to a handwritten note on a neighbor's door. Its visual style avoids the cold efficiency typical of civic apps and the overly friendly tone often seen in consumer apps. Instead, it maintains a calm, balanced presence—attentive and sincere.

01

Trust is the foundation

Every visual decision reinforces safety, privacy, and calm. There is an avoidance of alarm aesthetics, urgency theater, and dark patterns.

02

Small scale on purpose

The design reflects the platform's commitment to 15–40 member communities. Intimate, not broadcast. Known, not anonymous.

03

Care woven in

The visual language mirrors the platform's philosophy — care and privacy is not an afterthought, it is part of the original architecture.

The mark

The logo wasn't created from a formal brief; it was inspired by a memory. As a child, Miranda Pollock's mother would send her next door to borrow a cup of sugar. She would knock, the door would open, and the cup would be filled—no transaction, no records, just an unspoken understanding between two households that what belongs to one could help the other. This genuine, local, and reciprocal gesture is exactly what this platform aims to facilitate.

The name is literal, not metaphorical, and serves as the design brief. The logo features two overlapping house outlines—one in bright mint and the other in deeper forest green. They are neither identical nor separate, sharing a central point where a measuring cup is positioned. This symbolizes two households engaging in neighborliness, with the cup passing between them. The gradient from mint to forest green is intentional, representing the full spectrum of a relationship—from the initial warmth of a knock on the door to the trust that opens it. Bright at the edges and grounded at the center, the gradient visually narrates this connection.

The wordmark below uses a single weight: "cup of sugar." The "of" is smaller and lighter, serving as a connector rather than a subject. This relationship is significant; it emphasizes connection over a transaction.



FULL LOGO · LIGHT BACKGROUND



cup_{of} sugar

FULL LOGO · DARK BACKGROUND



ICON ONLY · APP ICON / SPLASH



ICON ONLY · APP ICON · CONTAINED

Warm ground, one strong accent

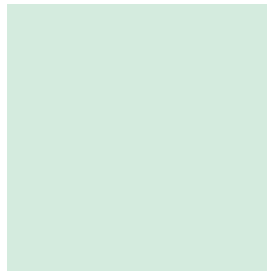
The palette is built on a warm parchment ground with forest green as the single strong accent. Amber signals urgency without alarm. The Cupboard feature uses a warm brown-parchment family distinct from the main palette..



Forest

HEX **#1B5C36**
CMYK **86, 38, 91, 35**

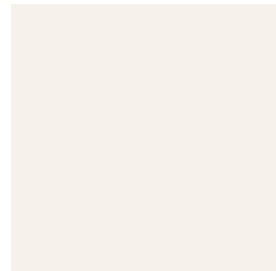
Primary action
Accent
Active states



Mint

HEX **#D6ECDE**
CMYK **16, 0, 14, 0**

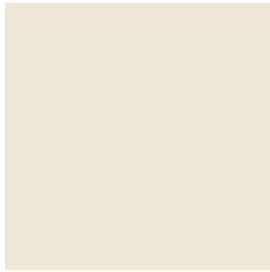
Verified states
Avatars
Green wash



Parchment

HEX **#F5F0E8**
CMYK **3, 4, 7, 0**

App background ·
Primary ground

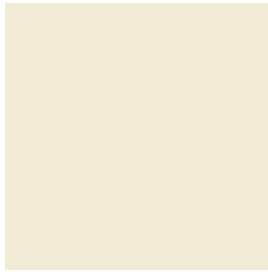


Parchment Dark

HEX **#ECE5D6**

CMYK **6, 7, 15, 0**

Inactive pills ·
Secondary surfaces

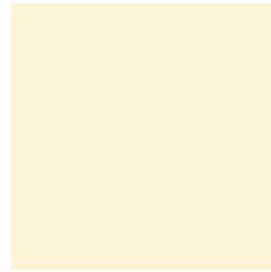


Cupboard warm

HEX **#F0E9D6**

CMYK **5, 5, 16, 0**

The Cupboard
feature
Give mode



Amber

HEX **#FDF3D6**

CMYK **1, 3, 18, 0**

Urgency (Today) ·
Reported alerts

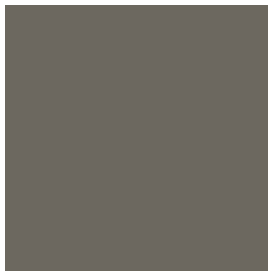


Charcoal

HEX **#1E1C18**

CMYK **69, 65, 69, 78**

Primary text ·
Headings

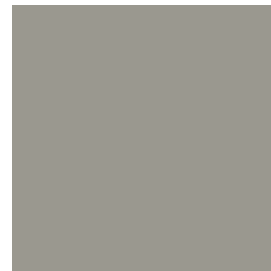


Muted

HEX **#6B6860**

CMYK **56, 50, 57, 21**

Secondary text ·
Descriptions



Hint

HEX **#9A9890**

CMYK **42, 35, 41, 2**

Placeholder text ·
Timestamps
Notes

One variable typeface

One typeface family throughout — Inter at varying weights. Clean, legible, and warm without being playful. All UI labels use sentence case. The single exception is category labels and section headers, which use 10–11px uppercase with generous letter-spacing.

Inter

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Community name
24px · 500

Oak Street

Section title
18px · 500

Mutual aid requests

Card title
15px · 500

Can someone pick up Advil?

Body
13px · 400

Describe what you need and when — be as specific as helpful.

Category label
10px · 500 · CAPS

SUPPLIES

Helper text
11px · 400

Never your exact address

The component library

Every component is built from the same base variables. Corner radii are consistent: 10px buttons, 14px cards, 20px modals, 100px pills. Borders are always 0.5px.

BUTTONS

Post request

Save for later

Primary: forest green fill · white text · 100px radius
Secondary: transparent · green text · parchment border

URGENCY CHIPS

Today

This week

Flexible

Amber = today · Parchment = this week/flexible
Applied to request cards on home feed and requests

ALERT STATUS CHIPS

• Verified

• Reported

• Expired

Three-state system. All new alerts default to Reported.
Verification requires moderator + source citation.

CUPBOARD MODE CHIPS

Borrow

Swap

Give

Wanted

Four distinct color families. Declared by the community member – the platform does not decide the mode

REQUEST CARD

SUPPLIES

Today

Can someone pick up Advil from Walgreens?

Near Oak & 3rd

2h ago

Offer help

White card · 14px radius · 0.5px parch-dp border
Category label + urgency chip · Zone tag + timestamp · CTA

REQUEST CARD

ALONG THE WAY · LEAVING 2PM

New Seasons · Cornelius Pass

Dani K. · 2 bags · 3 items added

Green wash background · Distinct from white request cards
The only colored card on the home feed

Warm and direct tone

Cup of Sugar speaks like a thoughtful neighbor — specific, caring, and to the point. It does not perform urgency, doesn't moralize, and never over-explains. Privacy commitments are stated plainly at the point of collection and not buried in policy documents.

WRITE THIS

"Never your exact address."

Direct, plain, reassuring. No hedging.

NOT THIS

"Your privacy is important to us. We never share your location data with third parties."

Corporate. Verbose. Breaks trust by over-promising.

WRITE THIS

Trusted members are those who have been in the community for 30+ days."

Specific. Earned by behavior, not granted by the platform.

NOT THIS

Upgrade to trusted member status to unlock all features!"

Gamification language. Wrong tone entirely.

WRITE THIS

"Tools are borrowed on the honor system — your community depends on it."

Honest about the social contract. Community-forward.

NOT THIS

"Please return items on time to maintain your community rating."

Surveillance framing. Wrong model entirely.

WRITE THIS

"All reports start as 'Reported' — not verified."

Transparent about the system. Sets expectations plainly.

NOT THIS

"⚠️ ALERT: Unverified community report. Proceed with caution!"

Alarm aesthetics. Creates the panic the system is designed to prevent.

