



Share INKPAY like it's yours. Because it is.

This is the brand kit for members and creators. It tells you the colors, the words, the one link that credits you, what you are free to share, and the short list of things that will cost you your INK ID. Follow it and every post you make looks like INKPAY and reads as true.

ZERO TOLERANCE

Eight things end an INK ID. Read section 10 before you post.

Version **1.0** Updated **August 2026** Questions support@inkpayapp.com

Three lines. Say them in this order.

If someone asks what INKPAY is, this is the whole answer. Product first, product second, perk last. Never lead with the money.

1

Claim your INK ID.

Your name and your link in one. Yours permanently. Free.

2

Get first access to the INKPAY card.

The card is coming. Reserving your place costs nothing.

3

Invite people, only if you want to.

When friends join through your link, INKPAY may say thank you. It never costs them anything.

The one-sentence version

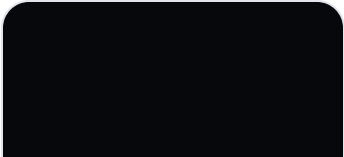
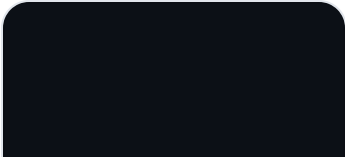
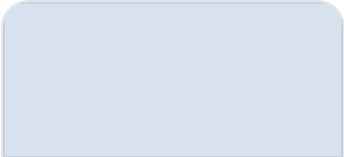
INKPAY is an invite-only money app. Claim your INK ID, get first access to the INKPAY card, and if friends join through you, INKPAY says thank you.

This is the exact line the app shows on first open. Use it word for word if you want.

Green is the brand. Orange is the spark.

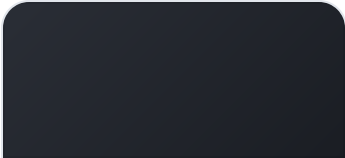
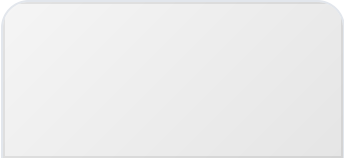
Green carries INKPAY: money, growth, live status, and every button in the app.

Orange is our signature in the logo and earns one deliberate highlight after that — never the main color of a post. Everything sits on black.

 IRIS green — <i>primary</i> #00E676 Money, earnings, growth, live, buttons. Lead with this.	 Ember — <i>accent</i> #FF8B1F The logo, and one small highlight. Never the main color.	 Ember glow #FFAB40 → #E07300 Gradient version, for logo art only.	 Night #06080B The canvas. Almost everything sits on this.
 Panel #0C1016 Cards and surfaces on Night.	 Text #D7E2EE Reading text on dark. Not pure white.		

SuperPass tier colors

Only use these when you are talking about a specific tier. They are not decoration.

 FREE Graphite Where everyone starts.	 LITE Pearl white	 PRO #F5CE0B → #B79A08	 ELITE #26AC02 → #2ED500
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Dark first

INKPAY lives on Night. If you are making a graphic, start dark and let Ember and green glow. Light backgrounds are fine for text posts.

One accent per image

Ember *or* green as the hero color, not both fighting. Ember for "join me," green for "look what happened."

Never invent a color

No pink, no purple gradients, no rainbow. If it is not on this page, it is not INKPAY.

03 • TYPE

Big and tight for headlines. Plain for everything else.

You do not need our fonts to post about INKPAY. But if you are making graphics, this is the look: tight bold headlines, calm body text, and code-style type for handles, links, and numbers.

Your money, your world.

INTER TIGHT • BOLD • TIGHT TRACKING

Claim your INK ID. Get first access to the card.
Invite people if you want to. That is the whole thing.

INTER • REGULAR • ROOMY LEADING

[inkpayapp.com/yourname](#) • [@yourname](#)
• **INK-YOURNAME**

JETBRAINS MONO • HANDLES, LINKS, CODES

Sentence case

Headlines read like a person talking. "Claim your INK ID," not "CLAIM YOUR INK ID."

Free substitutes

No Inter Tight? Use the boldest weight of Inter, Helvetica, or your platform's default sans. Keep it tight and dark.

Numbers in mono

Dollar amounts, counts, and codes look right in a monospace face. It signals "this is real data."

Use it as-is. That is the whole rule.

The INKPAY wordmark is Ember on dark. Give it breathing room (about the height of the letters on every side), keep it its own colors, and never stretch it.



- On Night. The default.



- On white. Fine for light posts.



- Never recolor it.



- Never stretch or squash it.

Write it INKPAY

All caps, one word. Not Inkpay, not Ink Pay, not INK PAY. In a sentence: "I'm on INKPAY."

Do not remake it

Do not type "INKPAY" in another font and call it the logo. Use the file, or just write the word in your text.

Not next to other logos

Do not lock the INKPAY logo up with your own logo, a bank's, or a card network's. Keep it on its own.

Like a friend who happens to be good with money.

Warm, direct, and a little proud. Short sentences. Real numbers only when they are yours. We never hype, and we never promise. The excitement is in what the product does, not in what someone might earn.

SOUNDS LIKE US

"Claimed my INK ID. inkpayapp.com/anish is mine now."

"Reserved my spot for the INKPAY card. Free to reserve, and it's coming."

"If you join through my link, INKPAY says thanks. It never costs you anything."

"Just money, made simple. Come see."

NOT US

"Make \$500 a month from your phone!!" promise, and not true

"Build your downline and earn on everyone below you" we do not talk like this, ever

"Financial freedom, passive income, escape the 9-5" hype

"Limited spots! Only 24 hours!" fake urgency

Who pays

When you mention rewards, INKPAY pays them. Your friends never pay you. Say it plainly: "INKPAY says thank you."

Your numbers, if any

Sharing what you actually earned is fine. Sharing what someone *could* earn is not, unless it says "estimate, not guaranteed."

No em dashes needed

Write the way you text. Periods and commas do the job.

Say it the way the app says it.

A few INKPAY words mean specific things. Using them the same way we do keeps everyone's posts consistent, and keeps you out of trouble.

WORD	WHAT IT MEANS	USE IT LIKE
INK ID	Your name on INKPAY and your link, in one. Claimed once, yours permanently.	"My INK ID is @anish."
Connections	The people in your world on INKPAY. Direct means you invited them. Viral means they came through someone you invited.	"12 connections so far."
Rewards	What INKPAY may pay you for eligible activity in your connections. Never guaranteed.	"INKPAY rewards, if my friends are active."
SuperPass	The optional membership. Free to start. Higher tiers unlock more.	"I'm on the free SuperPass."
The INKPAY card	Coming soon. Reserving is free and joins the launch list only.	"Reserved my INKPAY card."
IRIS	The live map of your connections inside the app.	"IRIS shows my whole world."

connections

your world

rewards

INKPAY says thank you

downline

recruit

commission

levels

passive income

The short list that keeps you safe.

INKPAY is a money product, so a few claims are off limits no matter how you phrase them. This is not about being boring. It is about every post being something you could stand behind.

YOU CAN SAY

INKPAY is free to join and free to use.

Your INK ID is yours permanently.

You may earn rewards when people in your connections are active. Not guaranteed.

What you personally earned, as a real number.

The card is coming, and reserving is free.

You joined through a friend, and friends can join through you.

YOU CANNOT SAY

Any specific amount someone will earn.

"Guaranteed," "passive," "risk-free," or "get rich."

That INKPAY is a bank, or that money is FDIC insured. INKPAY is not a bank.

That the card exists today, has a credit line, or has been approved.

That anyone earns from people "under" them, or from recruiting.

Anything about a friend's money without their permission.

If you mention rewards, add this

Rewards are based on eligible verified activity and program rules. No earnings are guaranteed.

One line. Put it in the caption, a story text box, or the reply. It is the same line the app shows.

Say that you are independent

I'm an independent INKPAY member, not INKPAY. I earn rewards when people join through me.

Required on every paid ad, and any time you could be mistaken for INKPAY itself. Put it where someone reads it without tapping anything — in the ad copy or on the image, not buried in a comment.

One link. It credits you every time.

Your INK ID is your link. It is short enough for a bio, it reads as yours, and when a friend taps it they land on signup with you already named as their inviter.

inkpayapp.com/**yourname**

Copy it from the app: Share tab, or the "Your link is live" card on Home. Put it in your bio, your stories, your group chats. It works the same everywhere.

`inkpayapp.com/yourname`

The one to share. Shortest, cleanest.

`inkpayapp.com/register?id=YOURCODE`

Also works. Same credit to you.

Share sheet from the app

Adds tracking so you can see which platform is working.

Only your link

Never post someone else's INK ID as yours, and never edit the link. Credit goes to whoever's ID is in the URL.

Paid ads are allowed

Run them if you want. They have to be perfect on brand — our colors, our words, your own link — and carry the independent rep line. Nothing that could pass for an official INKPAY ad.

Never pay for the signup

Bots, click farms, and paying or rewarding anyone for joining are still out. Paying for attention is fine. Paying for the join is not.

Do not bid on our name

No search or app-store ads targeting "INKPAY" or spellings of it. Advertise yourself, not our trademark.

Say it's your invite

"Join through my link" is honest and clear. Do not disguise it as something else.

Your INKPAY. Your numbers. Your link.

Everything on this list is yours to post, anywhere, as often as you like. The rule underneath all of it: if it is about you and it is true, share it. If it is about someone else, or it is not true, do not.

YOURS TO SHARE

Your INK ID and your link. On any platform, in any bio, in any group chat.

Your own screens. Screenshots and screen recordings of your INKPAY app, with other people's names blurred.

Your own numbers. Your connections count, your earnings, your milestones, as they actually appear in your app.

The kit. Bio Link cards, story templates, captions, QR codes, and milestone cards the app makes for you.

The three lines. What INKPAY is, in the words from section 1, or your own honest version of them.

Your experience. Why you joined, what you like, what you are waiting for. Real opinions are welcome, including critical ones.

The logo. As-is, per section 4.

NOT YOURS TO SHARE

Anyone else's INK ID as if it were yours, or anyone else's screen as if it were yours.

Another member's name, handle, earnings, or activity without their permission.

Numbers you edited, invented, or copied from a demo, an ad, or another member.

Anything from inside INKPAY that is not shown to you as a member: unreleased features, internal documents, partner names, or private conversations with our team.

Your login, your OTP codes, or your account access. Never, to anyone, for any reason.

INKPAY's brand on anything that is not INKPAY: your own product, a different app, a giveaway, or a paid promotion, unless we agreed to it in writing.

Break this, and your INK ID can be terminated.

We keep INKPAY worth joining by keeping it honest. Most of this kit is guidance. This section is not. These are the lines that, if you cross them, can end your INK ID and everything attached to it, with no warning and no second chance.

ZERO TOLERANCE

Do any of these and INKPAY may terminate your INK ID immediately.

1. **Promising money.** Telling anyone they will earn a specific amount, that earnings are guaranteed, passive, or risk-free, or that INKPAY is an income opportunity.
2. **Recruitment language.** Downlines, levels, "people under you," "earn on your team," or anything that describes INKPAY as a scheme where recruiting is the product.
3. **Faking it.** Edited screenshots, invented numbers, demo screens passed off as yours, or another member's results presented as your own.
4. **Buying signups.** Bots, click farms, incentivized or paid signups, or creating accounts to invite yourself. Paid ads themselves are allowed under the ad rules — paying for the join never is.
5. **Misrepresenting INKPAY.** Saying INKPAY is a bank, that funds are FDIC insured, that the card exists or is approved today, or speaking as if you are an INKPAY employee or official partner.
6. **Exposing others.** Sharing another member's name, handle, activity, or money without permission, or sharing anything internal or unreleased.
7. **Hijacking credit.** Using someone else's INK ID, editing referral links, or interfering with another member's attribution.
8. **Hate, harassment, or fraud.** Attaching INKPAY's name to hateful, harassing, deceptive, or illegal content of any kind.

What termination means.

Your INK ID is closed and cannot be reclaimed. Pending and future rewards are forfeited under program rules. Your link stops crediting you. Card reservations and any SuperPass subscription end. Where required, we report fraud to the relevant authorities. We do not owe a warning first, and one violation is enough.

How this is decided.

We review reports and our own monitoring. If we think something is a mistake rather than a violation, we will usually reach out first. If it is on the list above, we may not. Questions before you post are always welcome at support@inkpayapp.com. Asking is free. Guessing is not.

By sharing INKPAY, you agree to this kit and to the INKPAY Terms of Service and Program Rules, which control if anything here ever conflicts with them.

11 • ASSETS YOU CAN USE

Everything ready-made lives in the app.

You do not have to design anything. The Creator Share Kit inside INKPAY builds on-brand cards, stories, captions, and QR codes with your INK ID already on them.

Bio Link card

Your INK ID, connections count, and QR code on a shareable card. Five skins.

[App](#) → [Share](#)

Story templates

Sized for Instagram, TikTok, and X. Your link and code placed correctly.

[App](#) → [Profile](#) → [Creator Share Kit](#)

Caption library

Ready-to-post captions in the INKPAY voice, already compliant, with your link.

[App](#) → [Creator Share Kit](#) → [Captions](#)

QR kit

A scannable QR for your INK ID. Print it, pin it, put it on a story.

[App](#) → [Creator Share Kit](#) → [QR](#)

Milestone cards

Auto-generated when you hit a milestone. Real numbers, yours only.

[Appear on Home when earned](#)

Logo file

The wordmark on this page. Use it as-is; see section 4.

[Ask support@inkpayapp.com](mailto:support@inkpayapp.com)

Screenshots are fine

Post screenshots of your own app. Blur anyone else's name or handle that appears.

Do not fake screens

Never edit a screenshot to change a number. Never share a demo or someone else's screen as your own.

Tag us

Use @inkpay and #INKPAY so we can find you and share you back.

The fine print, once. INKPAY is not a bank. Card, payment, and reward features are coming through licensed partners and are subject to eligibility, approval, and final program terms. Rewards are based on eligible verified activity and program rules; no earnings are guaranteed, and rewards may be changed, canceled, or eliminated. SuperPass is an optional paid subscription. This kit is guidance for members sharing INKPAY; it does not create any partnership, agency, or employment relationship. Sections 7 and 10 are conditions of sharing INKPAY, not suggestions: violations under zero tolerance can result in immediate termination of your INK ID and forfeiture of pending rewards. The INKPAY Terms of Service and Program Rules control if anything here conflicts with them. When in doubt about a claim, do not make it, and ask us at support@inkpayapp.com.